

MICHIGAN TRADESMAN

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Forty-second Year

GRAND RAPIDS, WEDNESDAY, APRIL 8, 1925

Number 2168

My Theory of Life



To live the law of life, clean of body and mind, without drugs, stimulants or narcotics.

To refrain from thinking ill of another and to crush out all jealousy and malice, which owe their origin to a wicked heart and a perverted imagination.

To know that there is no sin worse than ignorance and to do my best to remove that ignorance by listening to the wise and instructing the ignorant.

To love my brother, whom I have seen, and believe in him as the best evidence of God, who is unseen.

To ask for nothing that all cannot have on the same fair and equal terms.

To be guided by conscience and to try each day to improve my conscience.

To use what I earn as wisely as I can and not to fear the morrow.

To value friends as the best this world offers and to try to be the friend I would have, yet serve truth and righteousness before friends.

To live above envy, hate and fear and to try in no way to conquer evil except by good.

To realize that every time I do an unworthy act it reacts upon myself and that if I am unhappy there is no one but myself to blame.

To pray by words and deeds, but more by deeds than by words.

To know that nothing can make me happy but myself, and that the greatest happiness comes to him who bears his cross in silence and carefully conceals the shortcomings of his friends.

To live cheerfully and bravely day by day, cherishing the highest ideals, striving to do all the good possible in every way, and when night comes go to rest in the faith of another to-morrow.

YOU CAN BANISH CONSTIPATION



CONSTIPATION, according to a consensus of medical authorities, is the most prevalent of all ills to which human flesh is heir. It is also regarded by them as being an almost constant serious menace to the health of all. Not only is it serious in itself, but it brings about a condition which renders the person suffering with it very susceptible to other diseases.

Physicians have also agreed that a cure can seldom be effected by the use of cathartic or purgative drugs. They may relieve constipation temporarily, but it frequently happens that they disturb the digestive processes so greatly that their use is followed by even a more serious constipation.

Stanolax is a pure mineral oil. It accomplishes the desired result in a purely mechanical way. It softens

the hard waste food masses and at the same time lubricates the linings of the intestines, so that this waste matter is easily passed.

It produces no change in the functioning of the digestive organs, but by lightening the work they are called upon to do, it gives them a rest, so that they have a chance to recuperate. Nature constantly works to correct each wrong. Stanolax facilitates the overcoming of constipation.

This product is a pure mineral oil, refined with the greatest of care. It is water white, tasteless and odorless. It does not cause nausea, griping nor straining and may be taken with perfect safety by all, including nursing mothers. It has brought relief to thousands and has effected countless permanent cures.

Stanolax (Heavy) is carried in stock by practically every druggist, for they long ago realized that it is a standard remedy and one that they can recommend with perfect safety at all times. If, by chance, your druggist does not have Stanolax (Heavy) in stock, you will confer a favor on us by sending us his name and address.

Stanolax (Heavy) is

Made and Sold Only by the

STANDARD OIL COMPANY
(INDIANA)

910 S. MICHIGAN AVE.

CHICAGO, ILLINOIS

MICHIGAN TRADESMAN

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GRAND RAPIDS, WEDNESDAY, APRIL 8, 1925

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MICHIGAN TRADESMAN

(Unlike any other paper.)

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

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly By

TRADESMAN COMPANY

Grand Rapids

E. A. STOWE, Editor.

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While we are talking about progress in general, it should not be forgotten that progress in crime is among the outstanding achievements of our times. A singular indication of the extent to which criminal ingenuity and effort have spread over the world is to be found in the announcement that telephoto communication between the cities of the country, to be inaugurated this month, will have for its first job the telegraphing of the pictures of criminals. In other words, the great job in America at this hour is the keeping watch of the army of the lawless, and the first use of a great publicity invention is not to spread the news of goodness but to quicken the pace of the law in catching the evildoer. Crime has grown out of the stage of passion and violence, of small thieving, rowdyism and assault. It is now a highly specialized profession by which men and women aim both at riches and careers, and the number engaged in it probably far exceeds the numbers of those who once followed piracy and banditry; and it is the professional criminal that is laying a constantly increasing burden of defensive and protective costs upon every community.

Secretary Jardine is from Kansas, but he does not belong to the Senator Capper school of farming or to the Capper-led farm bloc. In other words, he does not believe in paternalism and does not want the Government to be forever babying the farmer or "constantly monkeying" with the farmer's business. Through his years on the farm and the ranch and his long service as Dean of the Kansas College of Agriculture the new Secretary of Agriculture has found that the real tiller of the soil, the honest-to-goodness dirt farmer, does not believe in price-fixing or hold with the often peddled farm panaceas. In a recent statement he

says the farmer is tired of being "pitied" and that all he wants is an even break with other industries. Secretary Jardine will work for a better administration of marketing laws and regulations and will encourage co-operation as the farmer's one best bet. Sanity has come back to the Department of Agriculture. During the Jardine tenure it is a cinch that no McNary-Haugen bills or other valorization and half-baked subsidy measures will be written in the department and backed by it.

From various points in the East come intimations that private companies are organizing air services for the conveyance of passengers and the more expensive freight across the country. Under private management, with Governmental supervision, these organizations should be of great value to the public. Before they begin, however, it will be well to study carefully the mistakes we made in across-the-continent railroad building. At that time we were in such feverish haste that we granted the projectors of these roads all sorts of privileges. For half a century these favors, so recklessly given, caused us no end of trouble and cost the public great sums of money. In authorizing the air routes for private companies it would be well to bear in mind that these special franchises are of great value, which will increase with time. Flexible rates under the control of the Government and a percentage of the profits to reimburse the Government for its supervision and protection should not be overlooked at the start. The cost of Congressional investigations during the two decades after the railroads were under way alone was enough to build several transcontinental railroads. We shouldn't make that mistake in building the air routes.

Statistics covering twenty-five years of Princeton graduates reveal a tendency in education which occasions little remark because it is so gradual and requires considerable stretches of time to work out. Like most of the colleges whose origins go back to early times, Princeton was established to educate men for the ministry first of all, then for the law and medicine. These were the learned professions. But within very recent times a host of new professions have fallen to the rear in numbers. For example, law has graduated 1025 men from Princeton in the twenty-five years, medicine 335 and the ministry 210, while business has 3030 to its credit. Among the new callings listed are real estate and insurance, advertising, government service, chemistry, publishing, accounting, engineering, banking, brokerage and bonds, authorship, army, navy, music, diplomatic and consular service,

geology, dentistry and forestry. And the list is only partial. All of which means that education is coming to mean something entirely different from what it was conceived to be when the modern colleges were first established.

Turkey has issued an ultimatum to the great Powers to the effect that the capital of the country is Angora and not Constantinople. The case is rather unusual. When the present Government came into power it established its capital at Angora and fully expected to be taken seriously. The Ambassadors and Ministers at Constantinople, however, could not believe that the Kemalists really meant it. That these diplomatists should be expected to give up their comfortable and interesting life in the ancient and fascinating city on the Bosphorus and climb up into the Anatolian mountains to isolated and uncomfortable Angora seemed to them rather a joke. So they decided that, for their purposes, Constantinople should remain the capital of Turkey; and that if Mustapha Kemal and his Government unaccountably and unnaturally preferred to eke out an existence at Angora—well, they would overlook the eccentricity. With consternation they learn that the Turks were not joking at all and that those diplomatists who intend doing business with them will actually have to go to the officially designated capital.

Now it is ancient Carthage that is to yield its treasure to the remorseless picks and shovels of twentieth-century archaeology. Cato in the Roman Senate day after day declaimed that the rival of the Roman Empire must be destroyed; modern civilization has decreed that it must be unearthed to reconstruct for us certain chapters of history that are buried with its ponderous monuments. The start will be made where Dido traditionally laid out the city. It did not need Virgil's recital of her story to persuade mankind that she was one of the most remarkable women who ever lived. The diggers on the site of such a city as Corinth have the help of classical guides like the historian Pausanias. In the case of Carthage even the lines on which the city was laid out are indeterminate and the location of the ports is unknown. There are no present excavations likely to yield more of interest than the resurrection of a city whose ancient grandeur makes it the more surprising that its slumber has remained unperturbed for so many centuries.

The Shipping Board voted 4 to 3 for the sale of five of the "President" type of vessels to the Dollar Steamship Line. The board's minority protested this would give the Dollar Line

a monopoly in American shipping on the Pacific and that the vessels sold for a cash bid of \$5,625,000 were in fact worth between \$25,000,000 and \$30,000,000. As a matter of fact, a ship or anything else is worth as much as some buyer will give and no more. The shipping market has not been exactly active since 1918. Ships are a burden on their market. The people of this country want the Government to get out of the shipping business. The Government itself wishes to get out of it. The way to get out is to sell or otherwise dispose of the Government-owned ships. Where a fair price, under existing conditions, can be had for a ship, if it remains under the American flag and if the transfer does not affect the interest of American shippers, mails and travelers, there seems to be no good reason why it should not be sold.

The committee of the American Association of University Professors expresses alarm over the tendency of Legislatures to declare what shall be taught and what not in the public schools and State-managed colleges and universities. Public opinion in many quarters, they say, is less enlightened than they had supposed. The professors draw a distinction between private and public institutions. The private school may teach or not teach as it likes, but what shall be prescribed by law in public institutions is another question. They point out that if every teaching were forbidden until it was unanimously agreed upon as true there would be almost an end of teaching, and declare that the State exists to procure liberty of thought and not to establish a censorship that will virtually abolish it. The professors raise an old issue in the light of new circumstances and a constantly changing public mind about them—an issue that cannot be ignored and might as well be fought out one time as another.

Something new in the way of archaeological finds is reported by the excavators on the site of ancient Utica. Buried deep in the ruins of 2500 years ago, the antiquity hunters turned up a child's savings bank. It is just like the little clay vessels we make to-day, slot and all, and within repose six bronze coins of the period, the thrift store, resulting, no doubt, from some Punic teaching in the long ago on the value of laying by something for a rainy day. Near the slotted savings bank were found pens also with the nibs split, just as they are to-day, but made of bone instead of steel. Thus it is through the small relics rather than the sumptuous tombs of kings that we are learning how modern the ancients were—or how ancient the moderns are.

IN THE REALM OF RASCALITY.

Cheats and Swindles Which Merchants Should Avoid.

The trade name "No-Nic-O-Tine" used by the firm Lincoln & Ulmer, of New York City, in connection with a product not entirely free from nicotine, is alleged by the Federal Trade Commission to be an unfair method of competition, and accordingly a complaint has been issued against the company. It appears that the respondent is using in the sale of cigars a trade mark "No-Nic-O-Tine." In connection with this trade mark his advertising matter stresses the injurious effect of nicotine upon the user of tobacco and claims the removal of ninety per cent. or the greater part of the nicotine content of the tobacco used in the manufacture of his cigars. The trade mark implies the complete absence of what the respondent asserts is an injurious element. Upon his own statements this is a palpable misrepresentation of what the respondent has constituted a material fact. Can such a misrepresentation be cured by a subsequent detraction from its full force by explanatory statements contained in general advertising? The Federal Trade Commission acts in the public interest. Its action is not for the advancement of a private right as manifested by a trader nor for the protection of a private right as exhibited by a consumer. The element of public interest is not determined by the number of private rights which may be invaded by a particular practice. The public interest is in the maintenance, the general use of fair methods of competition and misrepresentation is not one of them. In the concept of public interest misrepresentation is actionable per se.

A complaint issued by the Federal Trade Commission charges the Abrasive Paper and Cloth Manufacturers' Exchange, of New York City, and its officers and members, with the use of unfair methods of competition in co-operating with others to maintain a price schedule at which abrasives shall be offered for sale to the public. The complaint alleges that the respondents are engaged in a wrongful combination effecting commerce in abrasives throughout the United States, of which product the respondents sell about 90 per cent. of that sold annually in the United States. This combination, the complaint states, is entered into with the purpose and intention of fixing uniform prices, terms and discounts at and upon which abrasives shall be sold. The complaint recites numerous methods alleged to have been used by respondent in carrying out its price plan, such as the establishment of uniform methods of computation of prices, the exchange among members of price lists, discounts and other data, all of which have the effect of suppressing competition and restraining trade in the sale and distribution of abrasives.

The Federal Trade Commission has issued a cease and desist order requiring the Civil Service School, Inc., of Washington, D. C., to discontinue the

use or display of the words "Civil Service" in its corporate name or upon its letterheads, stationery or advertising material, in connection with the solicitation for students or the sale of its courses of instruction. The respondent is a District of Columbia corporation and is engaged in the business of furnishing courses of instruction intended to qualify persons to successfully pass examinations prescribed by the United States Civil Service Commission. The Commission found that respondent in advertising its business made many false and misleading statements, such as statements implying that respondent is connected with the Civil Service Commission, and that its president formerly was an examiner of the Civil Service Commission and is possessed of knowledge not available to respondent's competitors. It was further found that respondent represents its course of instruction to consist of questions and answers similar to those propounded by the Civil Service Commission, and that its students will secure employment in one of the departments of the Government. All of these statements the Commission found to be untrue, and therefore misleading to the respondent's prospective customers. Various other misrepresentations and misleading statements were found to have been used by the respondent in connection with enrolling students for its courses, such students being influenced in taking up respondent's courses, resulting in them being misled and deceived.

After investigation and hearing, the Federal Trade Commission has found that the Marinello Company, of La-Crosse, Wis., uses unfair methods of competition in the maintenance of a resale price plan in connection with the sale of cosmetics and toilet preparations, and has accordingly issued an order requiring the company to cease and desist from such practices. The findings state that the respondent solicits and procures from dealers retailing its products reports of price cutting on the part of other dealers, and acts on such reports in forcing such offending dealers to the future observance of respondent's standard prices. The findings recite various methods used by respondent in maintaining its price schedule. These methods are described and explained by letters and telegrams to and from the respondent and their customers. It was also found that in all of respondent's resale price practices it had enlisted and obtained the co-operation of its dealers generally and all interested parties in an active effort to maintain respondent's prices with the result that its products are sold generally at respondent's uniform prices thereby preventing dealers from selling at such lower prices as might be deemed warranted by them.

According to the terms of an order issued by the Federal Trade Commission, the NuGrape Company of America, with offices in Birmingham, Alabama, when using the word "NuGrape" in connection with the sale of its product, must accompany such word with an additional designation clearly indicating that the product does not con-

Just hard facts

When you sell 500 pounds of bulk sugar, downweight and waste mean a loss of 10 pounds.

But 500 pounds of Domino Package Sugars means 500 pounds sold—with a profit on every pound.

In addition, when you sell bulk sugar you have the expense of time and materials lost scooping up, weighing, tying and wrapping.

With Domino Package Sugars every sale is quick and clean cut.

When you consider these facts, it surely is obvious that handling Domino Package Sugars means putting sugar sales on the most profitable basis possible.

American Sugar Refining Company

"Sweeten it with Domino"

Granulated, Tablet, Powdered, Confectioners, Brown; Golden Syrup, Molasses

ROYAL is a cream-of-tartar baking powder, and always produces most excellent results.

Wise women are glad to pay the slightly higher price of Royal in order to enjoy the security of Royal. It is good judgment to recommend



**ROYAL
BAKING POWDER**

Absolutely Pure

Contains No Alum—Leaves No Bitter Taste

tain genuine grape juice. The respondent entered into a stipulation with the Commission in which it was agreed that without the expense and trouble of additional testimony the Commission would enter its order disposing of the proceeding, which resulted in a cease and desist order being issued against the respondent, based on the findings in the case.

The Chipman Knitting Mills, of Easton, Pennsylvania, and the Charles Chipman's Sons Company, Inc., of New York City, are charged in a complaint issued by the Federal Trade Commission with the use of unfair methods of competition in the alleged misbranding of hosiery. The respondent Mills is a manufacturer of hosiery, and the Charles Chipman's Co. acts as its selling agency in marketing its product in the various states of the United States. The complaint alleges that the respondents as a means of inducing the public to purchase their product advertised in publications of general circulation a product falsely represented and described as "Form Fashioned Hosiery." It is alleged, however, that the hosiery so designated is not fashioned hosiery as is generally understood by the trade and purchasing public. The complaint states that "fashioned" hosiery is made of a fabric knitted flat and so shaped in the knitting as to conform to the shape of the leg, and is then closed in the back with a stitched seam. Respondents' advertised "Form Fashioned Hosiery," the complaint alleges, is not made in the manner just described, but is knitted over a cylinder and shaped by other means. A seam is then extended the entire length of the boot in simulation of the seam on the genuine fashioned hosiery. The complaint states that respondents' designation of "fashioned" on the hosiery sold by them causes the purchase of such hosiery in the belief that the product is what is generally understood to be fashioned hosiery, and thereby diverts trade from truthfully marked goods.

The giving or offering to give money to employees without the consent and knowledge of their employers for the purpose of influencing the purchase of a commodity is declared by the Federal Trade Commission to be an unfair method of competition. The Commission has accordingly issued an order requiring the Johnson Process Glue Co., a New York manufacturer of flexible glues and allied products, to discontinue such practice. The Commission found that the respondent has offered and given to superintendents, foremen, and employees of respondent's customers without the knowledge and consent of such customers, substantial sums of money and other gratuities as inducements to influence the employees so paid to purchase respondent's products. A specific instance recited in the findings is that respondent's authorized agent approached employees of a large Chicago firm and offered to give them \$500 for the first carload of respondent's product which they would persuade their firm to purchase. This offer was made on behalf of the respondent without the knowledge of the Chicago firm.

Evidently on Its Last Legs.

The National Retail Grocers' Association is, in my judgment nearing the beginning of its end. Its last convention was a farce because it spent all the time childishly discussing personal grievances among the officers. This year's convention has been greatly crippled by the withdrawal of the whole San Francisco Association on the ground set forth in the following letter:

We have already voted not to send delegates to the National convention at Dubuque—Cunningham's town. Our local paid per capita tax at the last convention on 750 members, almost twice as much as the entire State Association of Iowa and many other states.

When the National cleans house, eliminates the petty spite from its Constitution and By-Laws and broadens them, recognizes merit as well as our fair demands and really accomplishes something worth while, we may again be interested.

In a sense I shall be sorry to see the National die. It seems as if a staple industry like the grocery business should have a National Association. But the present organization has never been much good. It has done one constructive thing—it has helped the Harvard Business Research Bureau gather cost figures for the retail grocery business. It has done that. But that alone isn't enough to justify its existence. It never represented the grocery business of the country in any real sense—never seemed to be able to inspire sufficient general confidence. And outside of the single exception mentioned it has never done anything that advanced the good of the retail grocer. It gave some good jobs to some men, but as an uplifting, educational and protective association it isn't worth the powder it would take to blow its office up. That's the plain and honest truth and I defy anybody to prove the contrary.

Elton J. Buckley.

Throughout the years various stories have grown up around the dim figure of Anneke. One holds that she is the daughter, by a secret marriage, of William the Second, son of William, Prince of Orange, and that her name was Webber. This tale includes a version that when she married Jans her father became angry and instead of leaving a share of the estate to her left it in trust and that it now lies in Holland, where it has grown to a sum amounting to hundreds of millions. Another story, however, holds that she had no royal blood, but was just the daughter of the good midwife in the Dutch town from which she emigrated. At any rate she was, in America, a simple figure in a little town of 1500 persons, the New York of her day, and she probably would shrink from the magic and the romance that have come to be associated with her name to-day.

Detroit—The Triple-S Manufacturing Co., 5966 Chene street, has been incorporated to manufacture and deal in auto parts, machine business, etc., with an authorized capital stock of \$3,000, all of which has been subscribed and \$2,000 paid in in cash.

Quality Goods

QUALITY goods are the guarantee of permanent profits. The prime factor in the permanent success of any merchandising business is "the customer who comes to buy again." The sum total of satisfied customers is the merchant's greatest asset. It is that which is translated as good will on the credit side of his ledger. It is the guarantee of the stability of his business.

Many elements contribute to making a satisfied customer, but one stands out above all others and that is—Quality Goods. All other features of service may be of the highest, but unless the commodity purchased is up to the standard rightly expected, "suspicion raises its ugly head and confidence sneaks out of the back door." When this happens a good customer is lost and there is a crack in the foundation of the business structure.

Let the grocer look well to the quality of the food products he handles as well as the reputation of the jobber back of the goods, and he need have no fear either as to the service to customers or profits accruing from the sale of this highly desirable class of merchandise.

WORDEN GROCER COMPANY

Wholesalers for Fifty-six Years

The Prompt Shippers



Movements of Merchants.

Wakelee—George Dodge succeeds C. W. McKee in the grocery business.

Alpena—The Strelke Co. has changed its name to the Dress Well Shoppe.

Marion—B. F. Hartford has purchased the general stock of Mrs. A. H. Corwin.

Detroit—Benjamin Boxman has bought the meat market at 8953 Twelfth street.

Detroit—W. B. Lund succeeds Albert M. Hodges, meat dealer at 10437 Kercheval avenue.

Highland Park—The Culver Canry Co. will open a confectionery at 13700 Woodward avenue.

Detroit—The Lubin Shop, 1939 Farmer street, has engaged in the boot and shoe business.

Detroit—W. O. Hawley has bought the grocery stock of Rene C. Lorie, 3039 Pennsylvania avenue.

Detroit—Victor A. Rader, confectionery at 984 Winder street, is succeeded by Minnie Wander.

Detroit—S. L. Kees has sold his confectionery stock at 7616 Fourteenth street to William R. Jondro.

Muskegon—Charles C. Maynard succeeds L. B. Grover in the grocery business at 708 Jackson street.

Detroit—Pat Woodmere, confectioner, 2838 Canfield avenue, East, is succeeded by Robert Herbert.

Detroit—The Phillips Boot Shop, Gratiot and Irquois, will open a second store at 10519 Mack avenue.

Detroit—The N. & T. Metal Products Corporation has moved into its new factory at 2264 Hendrie avenue.

Detroit—The J. & S. Quality Boot Shop, 7750 Harper avenue, is reported to have filed a petition in bankruptcy.

Bangor—The Bangor Co-Operative Association has closed the store it has conducted here for the past eight years.

Kalamazoo—Samuel Gerber, shoe dealer, has filed a petition in bankruptcy and a receiver has been appointed.

Zeeland—The Utility Corporation has increased its capital stock from \$100,000 to \$100,000 and 1,000 shares no par value.

Detroit—The Brown-Hutchinson Iron Works, 1831 Clay avenue, has increased its capital stock from \$300,000 to \$750,000.

Detroit—Frank Eagon, who is conducting two West side drug stores, opened a third at 12051 Grand River avenue recently.

Detroit—The American Stair & Frame Works has moved its factory from 3321 St. Joseph avenue to 4833 Beaubien avenue.

Flint—Lomasney & Gove, Inc., 607

East Second street, dealer in clothing, has increased its capital stock from \$25,000 to \$75,000.

Quincy—Theodore B. Ganong, hardware merchant, has filed a petition in bankruptcy, giving as his assets \$5,636 and his liabilities \$9,562.

Detroit—C. J. Clevers, Jr., has bought the stock and fixtures of the confectionery store at 3942 Joy Road, formerly occupied by A. G. Weddle.

Pompeii—Isaac S. Seaver, dealer in general merchandise here for more than 40 years, has sold his stock to Seigel & Warren, recently of Detroit.

Detroit—Fred W. Clemer has bought the grocery stock and meat market formerly operated by Wright & Parker, bankrupt, at 5000 Trumbull avenue.

Allegan—The Allegan Furniture Shops has increased its capital stock from \$75,000 and 1,000 shares no par value to \$75,000 and 6,000 shares no par value.

Detroit—The Mills Baking Co., 5165 Fourth avenue, has increased its capital stock from \$600,000 and 25,000 shares no par value to \$750,000 and 25,000 shares no par value.

Manistique—Fred J. Carroll has sold his interest in the hardware stock of Gero & Carroll to his partner, Benjamin Gero, who will continue the business under his own name.

Detroit—The C. N. G. Laboratories Co., 439 East Fort street, has increased its capital stock from \$1,000 and 5,000 shares no par value to \$1,000 and 25,000 shares no par value.

Detroit—Bernies Snappy Clothes Shop, 220 Monroe avenue, has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in, \$4,000 in cash and \$6,000 in property.

Kalamazoo—Glens Auto Supply Co., 113 North Rose street, has been incorporated with an authorized capital stock of \$15,000, \$2,100 of which has been subscribed and paid in, \$100 in cash and \$2,000 in property.

Detroit—An involuntary petition in bankruptcy has been filed against Abe Immerman, conducting a dry goods and furnishings store at 13108 Mack avenue, under the style Immerman's department store. The claims of three creditors total \$1,455.

Detroit—The Thrift Cash Wholesale Grocers, 1230 Majestic building, has been incorporated with an authorized capital stock of \$1,000 and 4,000 shares at \$1 per share, all of which has been subscribed and paid in, \$1,000 in cash and \$4,000 in property.

Detroit—The Manufule Co., 3508 Woodward avenue, has been incorporated to manufacture loose leaf devices, binders, etc., and deal in office sup-

plies, with an authorized capital stock of \$2,000, all of which has been subscribed and paid in cash.

Detroit—Charles F. Cooper, Inc., 602 Lincoln building, has been incorporated to deal in furniture, household equipment, appliances, etc., at wholesale at retail, with an authorized capital stock of \$20,000, all of which has been subscribed and paid in in property.

Detroit—The Oilking Burner Sales Corporation, 8292 Woodward avenue, has been incorporated with an authorized capital stock of \$5,000 preferred and 2,000 shares at \$1 per share, of which amount \$2,500 and 1,500 shares has been subscribed and \$2,501.50 paid in in cash.

Detroit—Rosenberger & Sims, Inc., 5981 Woodward avenue, has been incorporated to finish and sell furniture, paint and finish autos, etc., with an authorized capital stock of \$5,000, of which amount \$3,500 has been subscribed and paid in, \$1,800 in cash and \$1,700 in property.

Petoskey—The Petoskey Gas Co., 432 Mitchell street, has been incorporated to manufacture gas for light and heat and fuel, and to deal in by-products, gas stoves, fixtures and appliances, with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in cash.

Lapeer—Fire destroyed the shoe stock of Michael Durski, entailing a loss of \$12,000, the Relyea Bazaar stock, with a loss of \$6,000, the general store of George W. McElroy, with a loss of \$4,000 and the Phipps second-hand stock with a loss of \$3,000. Very little insurance was carried.

Detroit—The Quality Sample Furniture Co., 2222 Woodward avenue, has been incorporated to conduct a wholesale and retail furniture business with an authorized capital stock of \$75,000, of which amount \$30,000 has been subscribed, \$621.34 paid in in cash and \$29,378.66 in property.

Detroit—The American Carburetor Corporation, 937 Dime Bank building, has been incorporated with an authorized capital stock of \$1,000 preferred and 15,000 shares at \$1 per share, of which amount \$1,000 and 15,000 shares has been subscribed, \$1,000 paid in in cash and \$15,000 in property.

Bay City—The plant of the Bay City Milling Co. was destroyed by fire April 2 with heavy loss. The building was on the property of the H. W. Sage Land Co. and was one of the oldest landmarks on the west side. It was erected for use as a general store by H. W. Sage Co. more than fifty years ago.

Detroit—The Wilson Motor Truck Co., 5060 Fifteenth street, has been incorporated to deal in motor vehicles, engines, motors, parts, accessories and to conduct a motor vehicle garage, with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and paid in, \$1,000 in cash and \$4,000 in property.

Detroit—Jacoby's French Cleaners & Dyers, Inc., 7452 Woodward avenue, has merged its wholesale and retail clothing, cleaning, dyeing and repairing business into a stock company under the same style, with an authorized capital stock of \$500,000, of which

amount \$400,000 has been subscribed and paid in, \$15,000 in cash and \$385,000 in property.

Lansing—Lansing's ordinance compelling all stores selling groceries and meats to close Sundays was observed generally April 5, the first Sunday since the city ruling was held legal by the State Supreme Court. The ordinance was passed several months ago and more than a score of arrests were made under it. The merchants were convicted in municipal court and the cases were carried to the higher tribunal, where a decision was given Friday upholding the city.

Manufacturing Matters.

Muskegon—The White Iron Foundry, Inc., West Clay avenue, has been incorporated with an authorized capital stock of \$15,000, all of which has been subscribed and paid in in property.

Grand Haven—The Imperial Manufacturing Co. has been incorporated to manufacture and sell wood novelties, with an authorized capital stock of \$20,000, all of which has been subscribed and \$10,000 paid in in cash.

Detroit—The Accurate Level Co., 8726 East Warren street, has been incorporated with an authorized capital stock of \$25,000 preferred and 2,500 shares no par value, all of which has been subscribed, \$9,000 paid in in cash and \$6,000 in property.

Detroit—The Automatic Switch Co., 517 East Larned street, has been incorporated with an authorized capital stock of \$100,000 and 7,500 shares at \$1 per share, of which amount \$20,000 and 1,500 shares has been subscribed and \$3,500 paid in in cash.

Vicksburg—The Michigan Manufacturing Corporation has been incorporated to manufacture and sell tables, cabinets, etc., with an authorized capital stock of \$50,000, \$14,000 of which has been subscribed and paid in in cash.

Detroit—The Wilson Concrete Products Co., foot of St. Aubin street, has been incorporated with an authorized capital stock of \$15,000, of which amount \$9,500 has been subscribed, \$2,217.50 paid in in cash and \$7,282.50 in property.

Sturgis—The Royal Chair Co. has merged its business into a stock company under the style of the Royal Easy Chair Co., with an authorized capital stock of \$600,000 common and \$100,000 preferred, of which amount \$1,000 has been subscribed and paid in in cash.

Traverse City—The Standard Auto Wheel Co., with business offices at 406 State Bank building, has been incorporated with an authorized capital stock of \$75,000 common and \$75,000 preferred, of which amount \$75,000 has been subscribed and paid in in property.

Battle Creek—The Henry & Doane Co., Urbanale, has been incorporated to conduct a wholesale and retail business in hardware, builders and household supplies, fuel and feed, with an authorized capital stock of \$10,000, \$8,000 of which has been subscribed and \$1,000 paid in in cash.

Essential Features of the Grocery Staples.

Sugar—Local jobbers hold cane granulated at 670c and beet granulated at 660c.

Tea—The market for several varieties of tea has advanced in primary market during the week. As yet, however, you can still buy these teas in this country at unchanged prices. The markets here are about unchanged with the demand rather poor. Orange Pekoe tea appears to be in particularly good demand, with a fair demand also for Formosa and China green.

Coffee—The coffee market, meaning particularly Rio and Santos, is undoubtedly softening up. This week has witnessed a further slump not only in futures, but in spot prices of all grades of Rio and Santos, sold green and in a large way. One factor has been the way in which milds have cut into business for Santos owing to the fact that they were selling at lower prices than Santos. The situation in Brazil is considerably weaker than it was. At the present writing spot Rio and Santos, green and in a large way, are at least $\frac{1}{2}$ c a pound lower than a week ago and it is probable that they might even be bought at a cent lower. Milds are also on the way down and are probably half a cent lower than a week ago all the way through.

Canned Fruits—California fruits are too routine to be outstanding features. Supplies of all varieties are light. The demand is not conspicuous. Enough conservatism is shown to prevent any further sharp advances. Pineapple is in seasonable demand and as spring advances will be more active. Apples are selling normally for the season.

Canned Vegetables—Major vegetables are in constant enough demand, but for moderate blocks. Tomatoes are unsettled and because of this feeling are on a hand-to-mouth basis. Tens so far have not sold freely, as the spring outlets have not opened. Futures are not wanted at the moment. Peas vary in tone, according to the supplies. Popular sizes are scarce and are cleaning up, but have not disappeared so that other types are substituted. Corn is held at quotations, but is featureless.

Canned Fish—Salmon is doing better on fancy chinook and Red Alaska. There is very little of the former in first hands and buying up for later outlets has cleaned up resale blocks in Eastern markets. The restricted pack of reds last season is now more apparent than at any time since the pack was first offered. Pinks and chums are less favorably placed and are merely steady. Maine sardines are not active for factory buying, but are in short hands and are in broken assortments. California fish are firm on the Coast, which is reflected here. Tuna, crab meat and lobster are all in restricted supply and are adding to their strength as stocks disappear.

Dried Fruits—Dried fruit distributors are like an impatient audience which has sat through the same performance day after day without a single change in the scene or the plot. So often has the daily drama been reenacted that things are monotonous

and everyone is clamoring for a change. Nothing occurred during the past week to alter materially the situation as it prevailed for the past five or six weeks. What change occurred was more in sentiment than in the character of trading. There is more talk, for instance, that dried fruit distributors are running out of stocks, or will be forced to replace in the near future. The same idea is expressed in another way by saying that local holdings are exaggerated and appear larger than they actually are, as the trade is on a hand-to-mouth basis. A wider consuming demand, export buying and speculative absorption of stocks now in weak hands would make holdings appear to be light. Packers assure the trade that they will go into new pack without a carryover; they count on Europe to be a continued outlet for prunes and they say that interior markets are already buying more freely, showing the need of additional supplies. The situation, without a doubt has many favorable talking points as to potential strength and favorable outlook, but when chronicling actual happenings there is little to mention. Prunes are somewhat more active in moving from jobber to retailer but the market is still soft in California and Oregon packs. The sagging market has retarded buying, but many factors believe that bottom has been reached. Incidentally, prunes can be bought at wholesale on a basis which will ensure a heavy consumption during the next three months. Raisins are featureless. Ordinary jobbing channels apparently overbought their requirements a few months ago and they have not liquidated as rapidly as they had expected. That does not mean that raisins have not been moving in a big way, for such is not the case. The turnover, however, has been outside of the old established channels and has been on direct business with brokers, confectioners and other large users. Apricots and peaches are only mildly active. Currants remain dull.

Cheese—The market is firm, with a small supply. The demand takes everything desirable that is offered and thus keeps the market steady to firm.

Beans and Peas—There has been no changes in dried beans during the week. The demand is very light and the feeling in almost everything easy. Practically everything in dried beans can be bought at shaded prices. California limas are about the steadiest thing in the line, but even they are not firm at all. Dried peas are also easy and dull.

Provisions—The market, meaning everything in beef and hog products, is substantially unchanged for the week, with a light demand.

Syrup and Molasses—Buyers and sellers are still apart as to the price of molasses and in consequence business is light. Retailers report a very dull business. Sugar syrups are very dull and the prices are easy. Compound syrup is in fair demand, with only fair-sized stocks and general steady situation.

Salt Fish—The only thing that is plentiful in the way of mackerel is No.

2, particularly Irish. No. 3's are practically out of the market. The general feeling in the mackerel business is firm, stocks are very ragged and business active. Smoked bloaters are also on the way up and the general smoked fish situation is strong.

Rice—Supplies here of all grades of domestic rice are narrowing since they have been drawn upon constantly for more than a month without any material additions to stocks by purchases at primary points. While there is no snap to the demand, no lower prices prevail since there is no price cutting. Present rices cannot be duplicated for their original costs, and the outlook is for higher rather than lower quotations. Southern markets are firmer in undertone, due to increased buying and a realization that unsold stocks are lighter than usual for this season of the year.

Review of the Produce Market.

Apples—Baldwins command \$2 per bu.; Spys command \$2.50.

Asparagus—California, 65c per bunch.

Bagas—Canadian, \$1.80 per 100 lbs. Bananas— $8\frac{1}{2}$ @9c per lb.

Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans	\$ 5.55
Light Red Kidney	10.00
Dark Red Kidney	11.00
Brown Swede	5.75

Butter—The market has shown weakness during much of the preceding week, accompanied by strong declines. Later, however, the market recovered and made some of the declines up. The demand at this writing is somewhat better than it has been, but not sufficiently so to prevent a late decline of 4c per lb. This applies to fine creamery butter. Undergrades of butter are in some demand, but not very much. Local jobbers hold fresh creamery at 41c and prints at 43c. They pay 18c for packing stock.

Cabbage—\$2 per 100 lbs. for home grown, \$3.75 per crate for new from Texas.

Carrots—\$1.35 per bu. for home grown; \$2.25 per bu. for new from Texas.

Cauliflower—\$3.25 per doz. heads from Texas.

Celery—Florida, 75c for Jumbo and 90c for Extra Jumbo; crate stock, \$4.25.

Cucumbers—Illinois hot house command \$2.75 for fancy and \$2.25 for choice.

Eggs—The demand for fine fresh eggs has been good during the week, but the receipts are beginning to increase as they always do in April and the result is a downward tendency and some weakness in price. Undergrades of eggs are neglected. Local jobbers pay 25c to-day, but predict lower prices before the end of the week.

Egg Plant—\$3 per doz.

Field Seeds—Local jobbers quote as follows 100 lbs.:

Timothy, fancy	\$ 7.50
Timothy, choice	6.80
Clover, medium choice	34.00
Clover, Mammoth choice	55.00
Clover, Alsike choice	25.00
Clover, sweet	13.00

Alfalfa, Northwestern choice	-- 23.00
Alfalfa, Northwestern, fancy	-- 24.00
Alfalfa, Grimm, fancy	----- 42.00
White Clover, choice	----- 48.00
White Clover, prime	----- 44.00
Blue Grass, choice Kentucky	-- 32.00
Red Top, choice solid	----- 18.00
Vetch, sand or winter	----- 9.00
Soy Beans, Ito San	----- 4.50

Garlic—35c per string for Italian. Grape Fruit—\$2.75@3.25, according to quality.

Green Onions—Charlots, 60c per doz. bunches.

Honey—25c for comb; 25c for strained.

Lemons—Quotations are now as follows:

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

Lettuce—In good demand on the following basis:

California Iceberg, 4s	----- \$3.00
California Iceberg, 5s	----- 3.00
California Iceberg, 6s	----- 2.75

Hot house leaf, 10c per lb.

Onions—Michigan, \$3.50 per 100 lbs.

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

126	----- \$6.00
150	----- 6.00
176	----- 6.00
206	----- 5.50
216	----- 5.00
252	----- 4.50
288	----- 4.25
244	----- 3.50

Red Ball, 50c lower.

Parsnips—\$1.75 per bu.

Peppers—Green, 60c per doz.

Potatoes—Country buyers pay 35@40c in Northern Michigan; Central Michigan 40c; Greenville district 40@45c, and as high as 50c.

Poultry—Wilson & Company pay as follows this week:

Heavy fowls	----- 26c
Light fowls	----- 20c
Heavy springs	----- 27c
Cox	----- 14c

Radishes—65c per doz. bunches for hot house.

Spinach—\$1.50 per bu. for Texas.

Strawberries—55c per qt. for Florida.

Sweet Potatoes—Delaware Sweets \$3.50 per hamper.

Tomatoes—\$1.75 per 6 lb. basket for Florida.

Veal—Local jobbers pay as follows:

Fancy White Meated	----- 15c
Good	----- 14c
60-70 Fair	----- 11c

One occasionally sees neckties in men's shops, priced as high as \$7 or \$8 apiece. Scarcely any rational man is willing to pay that much for a necktie. Yet such ties are sold—especially at Christmas season. The buyers are mostly women. The fact that an article is so high priced often makes it a particularly satisfactory symbol of esteem.

Detroit—The Selective Brake & Manufacturing Co., 137 East Woodbridge street, has been incorporated with an authorized capital stock of \$5,000 preferred and 100 shares at \$1 per share, of which amount \$1,000 and 100 shares has been subscribed and \$1,100 paid in in cash.



Showing an Upward Tendency.

It is an axiom that the shoe business cannot be better or worse than general business. Therefore it is encouraging to note that in general industry there is at the present time a more healthy activity.

In other wearing apparel branches the strongest complaint is of the small and frequent orders rather than liberal quantity buying. These small orders are the first of the season "feeler." However, as the season starts early this year purchases will be in greater volume when the merchants find out what they can safely buy and sell.

Another axiom is that retail trade can be no better than general employment. From the masses of workers is retail buying done in the bulk. When the workers are busy, the white collar group is correspondingly busy and has more of the optimistic feeling that encourages spending money more liberally.

Clearance sales have been more than usually strenuous and retail stocks, in the main, are in good shape for replenishing. This savors of a continuance of orders for the manufacturing branches.

Nothing like a boom is expected, but a fairly uniform demand and retail sale is in sight. It is noted by experienced economists there is a decided tendency in all lines to play safe and buy in small quantities close to needs. This, it is felt, will result in more steady employment and longer sustained buying power.

This should be for the shoe trade the best six months in many seasons. Styles are so diversified it will be wise to keep the stock well in hand and not to plunge too heavily on any one class of materials.

Praise the Home Town.

This customer came in with that slow and cautious attitude generally typical of the customer who is hard to sell. Strange to say, I had no trouble whatever in getting her seated. But in a few minutes I found that I had only accomplished a minor detail in making the sale.

When approached as to what type of shoe she desired she remarked that she had no idea whatever, and answered with that little phrase that makes the shoe salesman turn gray, namely: "Show me anything." I showed her something and when she became as impatient as I she remarked she was in a hurry to catch a car. She had a long way to travel to get home. I very casually asked, without any hint of forwardness, where her home might be. Upon finding that I knew quite a little about this particular place I

made a few remarks about the interesting spots in this locality. I saw my customer was becoming interested. Then carefully turning the subject back to shoes, every so often mingling a few words about the customer's home town, it wasn't but a few minutes before I had sold her two pairs of shoes. She left the store, giving me her address and saying she would be pleased if I would call at her home any time I should happen to be in her "home town." Thus a hard customer was sold, not so much by any set methods of doing so, but by using that old adage, "Praise a person's home town and they will be your friend for life." Claude Fountain.

Selling the Undecided Type.

The undecided type of customer offers an interesting problem for shoe store salesmen and incidentally rewards us with satisfaction in selling her. You may be assured she will not buy unless you show unusual enthusiasm about the shoe you decide is best suited for her needs.

Sometimes you do not detect her in-

ability to decide until you have tried one or two numbers. From her comments of likes and dislikes you learn readily that she is undecided, and that she must be convinced she will have no regrets in buying the shoe you sell her. Therefore, the salesman must be unquestionably convincing; very positive in all his assertions about the shoe. Do not become noticeably impatient and do not attempt to rush her to a decision. While talking with her fix in your mind a shoe you have which measures up to be the best for her in your estimation.

Be more enthusiastic in presenting the shoe you plan to sell her than you were with any of the others. Give her the impression that this number slipped your attention, and maybe that you really should have suggested it before any other. Stress each talking point strongly and do not say anything which is not positive and absolutely without doubt.

It really is gratifying to sell a customer of this type, and if you will make a practical study of this customer you will get more satisfaction out of selling her than you do from the unhesitating kind.

George D. Doescher.

Every Customer Different.

The undecided type of customer is a hard one to sell. There are many rules one could lay down, and after learning these by heart you could lose this customer with one turn of your back.

They will, as a rule when undecided, ask to see this and that style, and I

find it well, when I am sure my customer is of this type, to use the following method:

If I keep bringing different styles to show, I am then working the same game as my customer. I keep showing these different styles until I have a number of shoes around my customer, making sure that I put none of these away. By so doing she does not know one shoe from another and then is fully undecided.

The customer will then generally state that she will call another day, and at this remark I suddenly remember a shoe which I had seemed to have forgotten, but which I had really kept aside.

When this shoe is shown her she immediately forgets the other styles, which I have carefully been taking away from her sight. I then have her mind centered on one shoe. This sudden change of tactics, I find, makes the sale.

Eugene M. Martin.

Flint—The Buick Motor Co. will soon build a salvage plant here, costing approximately \$50,000, where pioneer employees of the concern will be given employment. Lumber remnants, metal scrap, left-overs and waste paper will be salvaged in the new plant, which will be about 60 by 150 feet. The plant will at first give employment to fifty or sixty men, and it is the plan of the Buick company to place men in the new unit who have served long and faithfully, but who, because of advancing years and long service have passed the day when they can stand more strenuous factory work.

ANNOUNCING The New Hard Pan Work Shoe



Built on new principles: LIGHT WEIGHT - FLEXIBLE

This shoe combines good looks, comfort and wear to a remarkable degree. It is made in a variety of styles and lasts.

Ask your nearest dealer to show you the New Hard Pan.

HEROLD-BERTSCH SHOE COMPANY
GRAND RAPIDS, MICHIGAN, U.S.A.

Programme of the
TWENTY-SEVENTH ANNUAL CONVENTION
 of the
RETAIL GROCERS AND GENERAL
MERCHANTS ASSOCIATION OF MICHIGAN

TUESDAY, APRIL 21

All Sessions at Hotel Occidental

- 1 p. m. Registration of delegates.
 2 p. m. Convention called to order.
 Invocation ----- Rev. Walter Tunks
 Address of Welcome—Lincoln Estes, Mayor of Muskegon
 Response ----- John Affeldt, Jr.
 Introduction of President Christensen by Hans Johnson,
 President of the Muskegon Association.
 President's Annual Address.
 Secretary's Annual Report.
 Treasurer's Annual Report.
 Appointment of Committees.
 Resolutions
 Credentials
 Rules and Order
 Auditing
 Report of Legislative Committee, John Affeldt, Jr., Chairman
 Round Table Discussion—"New Problems Confronting the
 Retailer"—led by John A. Lake.
 Adjournment.
 7 p. m. Banquet given by W. R. Roach & Co. to all delegates and
 guests and their wives.
 Programme in charge of Muskegon Association.

WEDNESDAY, APRIL 22

- 9:30 a. m. Call to order.
 Report—Credentials Committee.
 Rules and Order Committee.
 Address—"Retail Credits, Their Use and Abuse."
 B. G. Oosterbaan, Manager Muskegon Credit Bureau.
 Discussion.
 Question box—in charge of John Boonstra, Muskegon.
 (Please mail your questions to Mr. Boonstra at once.)
 Business session.
 Submission of local Secretary's reports.
 (All local Secretaries will please hand in their reports in writing
 suitable for publication in the Michigan Tradesman. Please be
 brief but every town should have a report to offer.)
 Adjournment.
 12 Noon. Luncheon at Hotel Muskegon in honor of the visiting
 ladies, given by courtesy of Fleischmann Company.
 1:30 p. m. Committee reports—Auditing.
 Address—"Modern Business Methods," Wm. C. Cusick,
 of Detroit.
 Round Table discussion—"Collective Advertising."
 Relegating Cut Price Articles to a Place Under the Shelves:
 Does It Work?
 Appointment Nominating Committee.
 Adjournment.

THURSDAY, APRIL 23

- 9 a. m. Call to order.
 Report—Resolution Committee.
 Report—Nominating Committee.
 Election of officers.
 Selection of Next Convention City.
 Unfinished business.
 Adjournment.
 Meeting of Board of Directors.

Hewing to the line with the Retail Grocer

The Declaration of Principles, adopted by the National Association of Retail Grocers at their 1924 convention, included this paragraph:

"We believe that most wholesalers' and manufacturers' representatives come to our stores with a proposition or objective that has mutual advantages. They come at an expense which is part of the cost of distribution.

"Therefore, we believe all representatives calling at retail stores should be waited upon with promptness, courtesy and consideration, unless by their acts they do not merit this kind of treatment."

We believe every salesman of Fels-Naptha Soap so conducts himself as to deserve prompt, courteous consideration. We're sure they do if our instructions are obeyed. If any do not—or if any grocer fails to find Fels-Naptha a "proposition of mutual advantage"—we want to know it at once.



Fels and Company — Philadelphia
"The Golden Bar sold on the Golden Rule"



**The
 Flavor is
 Roasted In!**

YOU sell this
 Coffee to a
 customer once and
 the coffee itself
 will sell the "re-
 peats."

WHITE HOUSE COFFEE

DWINELL-WRIGHT COMPANY - Boston - Chicago - Portsmouth, Vt.

WOOL AND WOOLENS.

There are two sets of opinions in the wool trade at present. One of them is that prices have about touched bottom and the other is that still lower levels must be reached to encourage trading in a large way. Judging merely from the course of transactions, the weight of opinion appears to be with the last named. There seems to be no one harboring the thought of an advance, it being conceded that the conditions in the manufacturing and sale of woollens are against this. Sales in this country are halting, although there is a fair amount of wool being imported. For the week ended March 28 the imports were about 7,500,000 pounds, about one-quarter of which was carpet wool. Consumption in domestic mills in February from such manufacturers as report to the Department of Commerce amounted to 46,415,269 pounds, grease equivalent, as against 50,632,884 pounds in February, 1924. It was the lowest consumption since last October. The goods market remains slow and hesitant for both men's and women's fabrics, and the season for each promises to be long drawn out. Not much headway is reported in the move for brighter colored garb for men, although much ingenuity is expended in pushing it. The garment trade is puzzled over the question of the kind of fabrics that will be popular for Fall and is in no hurry to come to a decision in the matter. There is a great variety in the offerings to choose from, and it may take a month or so longer before the trend is shown in the buying. What rather upset the calculations of many was the change in the nature of the fabrics shown in the opening of the Forstmann & Huffman lines at the beginning of last week. It was expected that these manufacturers would again feature the suedelike cashmere weaves of the last season. Instead, stress is laid on lustrous fabrics of a new variety that are calculated to attract attention because of their novelty. The showing has set other factors guessing.

CANNED FOODS CONDITIONS.

No one need expect to see canned foods selling in large volume when all other food products are affected by an unseasonable dullness inspired by industrial and financial conditions; and yet in the face of this situation there has been more or less complaint at the limited turnover of the past month. Like any other prolonged period of inactivity, the present one appears to be more pronounced than anything experienced in the past and it is frequently spoken of as more or less of a mystery. The market often runs into an era of restricted buying, as a sort of antidote to correct conditions which, if unchecked, might lead to an unhealthy market. Liquidation of 1924 packs is not the big issue before the trade. The bulk of the pack has been taken care of and the remainder, with constant sales and maintained prices, will clear before new pack arrives. The main concern of distributors is in new packs. Too much strength in current offerings, high prices to the retailer during the balance of the season and a speculative

market on 1924 foods would destroy the perspective of canners and distributors as to the future. Canners, unless checked, might prepare to overpack and in doing so pay too much to growers for raw material. Without conservatism buyers might be overloaded with high priced merchandise which might not move next season at prices to yield a fair return on the investment. Instead of encouraging a heavy consumption of canned foods at reasonable prices to all concerned, unchecked future buying without proper consideration to cost would lead to trouble and not to safety. For these reasons canned food distributors prefer to treat the market like a new automobile, which it is necessary to drive slowly and carefully for the first 500 miles. Later on, when the machine is limbered up and the distributor is out in the open, he can let it out.

DOES NOT WORK BOTH WAYS.

Reports have been recently published of the operations of some of the big department stores for the year 1924. These showed, as a rule, a larger volume of sales on a monetary basis but a somewhat lower amount of profit. To what this is to be attributed it is rather difficult to say. Probably there is more than one cause for it. The first thing that would occur to most persons in considering the matter would be that, perhaps, the cost of doing business had increased so as to cut down the usual margin of profit. This may have been the case to some extent and in certain instances. The demand by the public for greater service seems insistent, and acceding to it means added expense to the stores. But increased patronage appears to follow every new convenience or privilege offered, and so justifies the extension of them. There is still, however, a disposition by the public to take these things for granted and as not warranting any extra charge, the customers resenting any effort to raise prices. The piecemeal buying policy on the part of the stores, too, although it has something to commend it, has not been conducive to economy, and this may help account for the lessened profits. Then, too, reduction sales made necessary by swift style changes may have been a factor in the same direction. Retail mark-up has been based on experiences in turnover, selling expense and the like. Should results this year follow in the line of last year's, it may even be found necessary to change the mark-up percentage of the slower moving goods if this should be found at fault.

COTTON AND COTTON GOODS.

Much of the discussion as well as speculation in the Cotton Exchanges during the past week centered about the drought in Western Texas. But the price changes kept within quite a narrow range. With planting in progress, the outlook for the new crop becomes more and more the dominating factor. Not much is said about the boll weevil, perhaps because no one knows how much of a part the bug will play; but the general impression persists that it will not be very great. Sales of fertilizer are said to have a

gratifying increase. Cotton mills have not been doing as well as hoped for, and goods have begun to pile up in some of them because of a lessened demand. There has been some curtailment of production to meet this condition, just as has been the case in Great Britain. Trading in gray goods was quite limited during the past week, with a marked softening of prices for some constructions. The buying appears still to be only for immediate needs. Pretty much the same is the case as regards finished fabrics, which are being ordered sparingly, with novelties having the best of the call. Buyers are apparently not apprehensive of any lack of supplies when they are needed, nor are they concerned about possible advances of price. Most sellers also are not trying to push their goods, considering this to be useless. In knit underwear a filling-in business is going on for both light and heavy weights. Knit outerwear still remains rather inactive.

WEARINESS OF PROSPERITY.

"Prosperity ennui" is the way one authority describes the suicide wave that is spreading over the country. People get tired of being well off. Abundance leads to sloth, to a lazy search for fresh thrills and pleasures, to morbid introspection and so on. There may be such a thing as an overdose of prosperity, and all sorts of evil results follow, no doubt. But prosperity suicides would hardly adopt the strenuous methods which are marked features of the present tendency. Almost within a month there has developed a sudden mania for leaping off high buildings from New York, Paris and London come stories in quick succession of such tragic feats of self-destruction. These leaps to death would appear to be the result of suggestion—each one infected some other subject under a similar morbid infliction with an uncontrollable impulse to do likewise. It is a sad symptom of the times, indicating something more fundamental than a mere weariness of prosperity.

A morality survey of the high schools reveals, as might well be expected, the existence of a code of morals not particularly pleasant. Some of the youngsters cheat, copy, cut classes and indulge in the petty thieving usually called swiping. This is unfortunate. At the same time the most important sentence in the report—one which ought to be emphasized but which will only too easily be overlooked—is this: "Fortunately, this element constitutes but a fractional part of our high school population." There is, then, in existence also a high standard of morals. *Most of the boys and girls are above the peccadillos practiced by the lower tenth. Many persons—and all parents, probably—would like to see a report on the ethical standards of the upper ninth-tenths, why these standards are adhered to, where they come from, how the children apply them. Obviously, it must be difficult to inculcate morality by talking only of immorality. Would a request for such a survey be laughed out of court? Very likely.

KIND OF BUYING IN VOGUE.

Pretty much all of those who had been allured into looking for the pot of gold at the end of the rainbow of hope projected after the election last Fall have abandoned their quest and have settled down to realities. This applies rather more to those occupied with mercantile business than it does to the devotees of the stock and other speculative markets, although the latter appear also to have had some glimmering of the actuality. A continual rise of prices, whether they be of securities or grain or plain calico, is attractive for those who have these articles for sale, but hardly as much so for those who are urged to buy. As it takes the consent of two parties to make a bargain, a reluctance on the part of one is apt to spoil a trade. Two-dollar wheat, thirty-cent cotton and two-dollar wool look very well on paper as indicia of prosperity, but of what avail are they when prices of bread and cotton and woolen garments start to get beyond the ordinary capacity and people begin to stint themselves in their use? It is this quite ordinary and matter-of-fact thing that has checked a speculative boom in commodities which, at one time, promised no end of future trouble but which is now negligible. The quick sensing of the consumer's reaction to inflated prices helped merchants to get their bearings and so prevented them from lending aid to a foolish as well as a futile proposition. They are now engaged in dealing with facts, not theories, and with the actual situation instead of an imaginary one.

At present what buying there is in the primary markets reflects this attitude. There are many small orders for quite a wide range of merchandise. Most of the goods are wanted for quick delivery. There is little anticipation because, in most lines, buyers are convinced that they will not be prejudiced by delay. In other words, they believe that the future trend of prices is more likely to be downward than up as a general rule, although there may be exceptions in special instances. Retailers as well as jobbers are inclined to this view, and both classes are averse to tying up their capital or borrowing money any more than is absolutely necessary. A little more latitude appears only in the case of quick-moving goods with a style appeal. The need of caution appears to be emphasized by the record of business reverses, which continues to be large and imposing. Last month, for instance, the failures reported by Dun's agency were 1,859 in number, somewhat larger than in the corresponding month in 1924 as well as greater than in February. For the first quarter of this year the number of failures was 5.6 per cent. above that for the similar period last year and, with the exception of 1922 and 1915, exceeded all previous records for the first three months. A bright spot just now is in the seasonal buying at retail, which has been holding up well and which promises to do even better in this pre-Easter week. Upon the results of this much will depend.

Boiling down communications intensifies cold facts.

Some Men I Have Known in the Past.

Patrick H. Carroll was born on a farm near Timm, Ireland, Feb. 20, 1846, being the firstborn of a family of five children—and by the way, the first one of the five to go to the Great Beyond. His parents were poor in this world's goods, and while he was a babe in arms they emigrated to this country, locating at Chili, New York, about six miles from Rochester. Here the elder Carroll purchased six acres of land on time, paying for it by working at his trade as stone mason and brick layer. Although he labored steadily at his occupation, he was unable to earn over \$144 per year, owing to the low wages prevailing in those days. Two other children, Thomas and Catherine, were born on this place. When Patrick was 11 years old the family removed to Michigan, locating in Van Buren county, where the senior Carroll took up 160 acres of land and begun the work of clearing enough land on which to make a living. The family was by no means forehanded and they were for some years in very straitened circumstances. Patrick, being the oldest child, was naturally the mainstay of his father, so that from the time he was 11 until he was 16 years of age he was able to attend school, but three months each winter. During the winter he was 14 years of age he hauled staves to Decatur with a yoke of cattle, twelve miles distant, making a round trip every day. When the war broke out, in 1861, he was 15 years of age, and undertook to enlist in the service at Lawrence. He found it necessary to obtain his parents' consent, which he was unable to do because his father had recently been bitten by a rattlesnake and was physically incapacitated to work steadily on the farm.

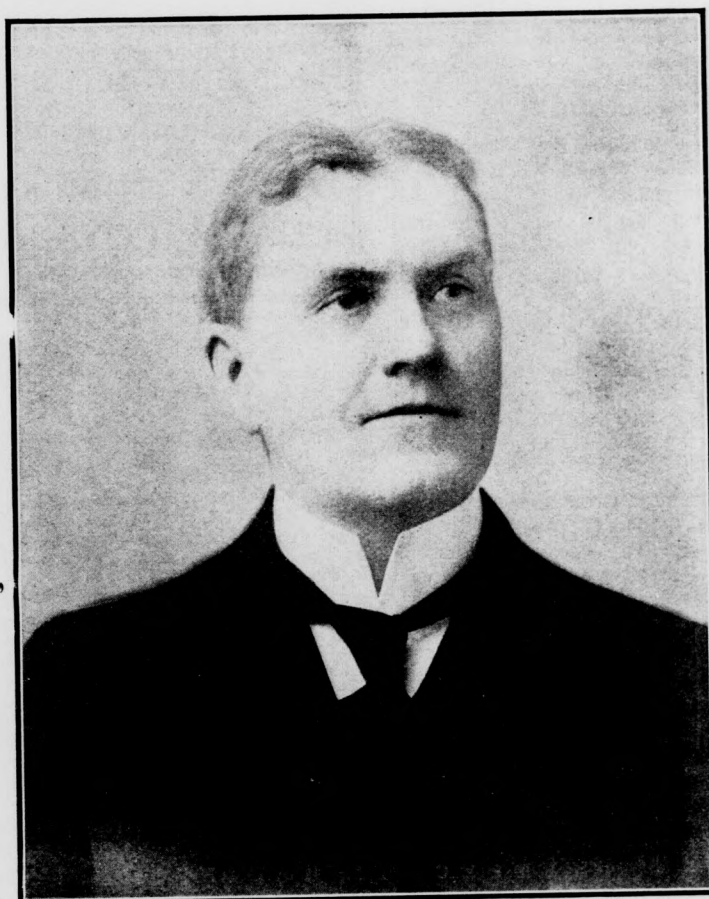
When 16 years of age Patrick entered the employ of H. M. Marshall, who then conducted a general store at Lawrence. He remained in this store six years, learning the rudiments of the business and becoming not only competent in handling goods but efficient as well in the work of meeting and interesting the customers of a general store. He then entered the employ of J. N. Fisk, of Lawrence, with whom he remained about a year. He subsequently worked a year for Henry Rosenberg, of Decatur, when he was able to realize the ambition of years and became a traveling salesman. January 1, 1872, he went on the road for the wholesale shoe house of Holmes, Harlan & Co., of Boston. The big fire of 1872 put this firm out of business and Mr. Carroll took a similar position with C. M. Henderson & Co., of Chicago, remaining with that house for eleven years. He then secured a position as general salesman for Selz, Schwab & Co., of Chicago, with which house he remained twenty-eight consecutive years. At first he had only a portion of Michigan as his territory, but as the years went on he was given charge of the entire State, with from one to two salesmen under him. He was held in highest esteem by his house, as well as by his trade, and on several occasions he received prizes and premiums for distancing

his associates in the volume of his sales.

Mr. Carroll's death was sudden and unexpected. He had apparently been as well as usual the day he died. For years it had been my custom to spend an hour with him every Sunday afternoon he was in the city in his room at the Morton House. On my last visit to him—April 25, 1909—we chatted pleasantly over the events of the week, between 3 and 4 o'clock. As I parted company with him I said, "P. H., this is the best visit we have ever had," to which he gave ready assent. One hour later he started down to the depot to check out his baggage, but was taken suddenly ill within a block of the hotel and returned. As soon as he got inside the door he collapsed. Kind friends tenderly carried him to

close personal friend for thirty-nine years.

Religiously Mr. Carroll was always a Catholic, having been the son of parents of that denomination, who, by the way, were descendants of a long line of Catholic ancestors. When but a child Father Ballou, who conducted a mission for the Indians at Silver Creek, used to come to his home in Van Buren county about once in six weeks and celebrate mass for the people of Catholic faith, who would assemble there from all directions. As an illustration of the strong belief possessed by the family it may be stated that when his grandmother died the body was taken to Kalamazoo, thirty-four miles distant, with a yoke of oxen, in order that she might have Christian burial in consecrated ground.



*His life was gentle, and the elements
So mix'd in him that Nature might stand up
And say to all the world, "This was a man."*

room 141, which he had occupied for many years, and Dr. Webb was called to attend him. The physician pronounced it a case of acute indigestion, and on the arrival of his brother, Thomas F. Carroll, it was decided to summon a priest who heard his confession and administered the sacrament of extreme unction. His illness was so sudden and unexpected that he could hardly realize that he was dying, but he remarked to his brother that he was afraid of the "fatal 63." "You know," he said, "father died at 63 and General Sherman died at 63," and so on with a long list of public men who passed into the Eternal Silence at that period of their lives. About 8 o'clock he breathed his last in the presence of his brother and his brother's wife, and Mort Rathbone, who had been his

Mr. Carroll was never a fanatic in religious matters. He was as broad as the horizon. He was quick to recognize and appreciate the Eternal Truth wherever he saw it.

Mr. Carroll, when a young man, aspired to be a lawyer, but limited educational opportunities precluded the realization of his ambition in this regard. If he had been able to do so I think there is no question but that he would have been made a judge, because his mind had a decided judicial trend. He was impartial in his judgments and fair and liberal in all his conclusions. No one ever heard him say an unpleasant thing about a competitor or a rival. The soul of honor himself, he saw the good in others and charitably overlooked the bad.

One of Mr. Carroll's most pronounced

ed characteristics was his loyalty to his old friends. No matter how low they might have sunk he never forgot them; he stayed by them to the end. This, perhaps, explains why he had so many warm personal friends, and to this quality is probably due the fact that a man who was once his friend was his friend forever.

Considering the limited educational advantages of his youth, Mr. Carroll was a remarkable man in his capacity for absorbing and retaining knowledge. He had the most wonderful memory relative to the civil war of any man I have ever seen. He knew the name and location of every battle, the officers who participated in each engagement and the comparative strength of the contending armies. He also kept track of the changes in military men, including the promotions of staff officers. I cannot account for this on any other theory than that his anxiety to go to war made him an eager student of the events of the Rebellion and that they were thus so firmly fastened in his mind that he never permitted the minutest detail to escape him.

Mr. Carroll was the last survivor of the "Big Five," so called—James Miller, clothing salesman; W. R. Dennis, hat salesman; Flick Hastings and Alex Knopfel, grocery salesmen, and the subject of this review. These men were inseparable friends forty years ago, but they have all gone to their last resting place.

Only those who were his warmest friends had any idea of the vast number of those he helped—a situation secured for some poor fellow out of a job, a letter of admonition to some boy dazzled by his liberty and starting on the downward road, a helping suggestion to a struggling merchant trying to get a position in the business world, a kindly notice of some old woman forgotten by her former friends which brought tears to the grateful old creature's eyes. His life was a daily—almost hourly—remembering of others, just a lighting of hope on the altar where it was going out, just a hand—so strong, so true, so steady—stretched out to help. That was Mr. Carroll as those who knew him best remember him. He used to say that that was his religion. His creed was humanity and his gospel was love and truth.

The sweetness of his character, the entireness of his trust in his friends and his unsophisticated faith in the ultimate goodness of human nature made him especially beloved in the social life, where he was a genial and always active participant. He was free from guile. Double-dealing was totally absent from his code. He aimed to be helpful to his fellow men. His room at the Morton House was a center of intellectual refinement and hospitality in which there was never any taint of ostentation. He was teacher, patriarch, friend and play-fellow in one.

No man had keener relish of wit or greater rejoicing in humor, and few could apply those gifts to everyday intercourse with the pungency, the timeliness and the appositeness that marked Mr. Carroll's facile mastery of them.

That he was a chivalrous man in all his personal conduct is a matter of general knowledge. That he was considerate of human frailties, helpful in times of stress and a light in hours of darkness I can testify with emphasis. In all the long passing of our busy lives I never knew him to lose self-control; never saw him childishly impatient; never heard him give utterance to querulous complaint; never knew him to be unjust to friend or foe, no matter how sorely he must have been tried at times. I could speak of personal experiences in confirmation of these general statements, but nobody who knew Mr. Carroll well can doubt the truth of them, therefore corroboration is superfluous.

I loved Patrick Carroll as strongly as one man can love another. I admired his unblemished character. I gloried in his heroic silence. I appreciated the lonely life he was destined to live for so many years. I shared his friendship with many others—and God knows there was enough for us all.

I deeply regret that words are inadequate to describe the career of a man who devoted his life to others and closed the conflict with an untainted record, leaving his friends a legacy of good deeds and kingly courtesy and giving us all an example of gentleness, considerateness and self-sacrifice which is worthy of everlasting emulation.

E. A. Stowe.

Advertising That Is Not Advertising.

Written for the Tradesman.

Suppose your good friend, Mrs. Richleigh, calls on you with the "dummy" of a forthcoming lodge supper program and asks you to "advertise" therein—and you fall for it—do you regard that as advertising?

You do not. You regard that as graft, say it as politely as you please. What you pay over to Mrs. Richleigh or her organization you know you cannot charge against your advertising account, assuming that you have such an account, as you should have. You know it would be neither fair nor right so to charge it. You know that any such charge would be a deception of yourself. So you properly hash it into "donations"—which is a catch-all for any old thing that properly belongs nowhere but must be put somewhere. All right. Have you had your laugh out? Then listen to this:

It's a poor rule that does not work both ways.

Up-to-date manufacturers regard advertising very seriously. They are right. Advertising which is properly handled is the lifeblood of business. Placed with skill and judgment, advertising builds consistent, sustained demand. It sends folks to your stores for advertised goods. It does this so economically that no way of selling goods ever discovered compares with it for short-cutting the distance between producer and consumer.

Knowing this, wise producers and manufacturers consider most carefully what proportion of anticipated sales can be allotted to the advertising investment during any coming year. They go the limit in making the al-

lotment; they put up the last cent they can invest with proper conservatism. Assume this is done. Figure that the year's work has been planned. Consider that the space in the various mediums has been contracted for—contracts not cancellable, mind you—that the artists have completed the illustrations and the copy has been written. This means, please notice, that every cent of the appropriation has been bespoken. In effect, the money has all been invested. "Spent" is the usual word, but it is wrong. The point is: there is no advertising money left. Right at this point, you and perhaps some of your neighbors drop in on such manufacturers with a program of your own in which you want to have them "advertise." Do you really regard such a program or other printed compilation as an advertising medium? Honestly, in your heart, do you? If not, are you grafting on that manufacturer? If not, just what are you doing? Well, you might think it over.

I have in mind the North Pacific Co-operative Prune Exchange as a good exemplar. Let us say it allots four cents per box on its estimated crop for advertising and makes plans accordingly to promote the wider knowledge and use of the wonderfully rich, snappy Northern prune. Let us consider that ten grocers in any town become interested in some plan or scheme and approach the representative of this Exchange for some "advertising." Where will the money come from?

Often have I heard grocers argue thus: "If the manufacturer would give the grocer that advertising money in lower costs, we'd sell the goods!" Well, in the first place, you know perfectly well that you wouldn't. But admit that you would, have you ever thought of what would be your share or the share of the ten grocers indicated?

Assume that ten average grocers will sell—how many boxes a season? Shall we say 25 boxes each? That is 250 boxes. At four cents each, that will be \$10. How would you handle \$10 to make it produce anything like the effect it makes when it is part of a well-planned advertising campaign? Make it 500 boxes—\$20. Make it 1000 boxes—\$40. Any of those figures shows the fallacy of the idea that unorganized effort would ever get anybody anywhere.

The orange growers use three and a half cents the box for advertising. Let us say you sell ten boxes a week—and that is a nice business, continued throughout the year. Ask those folks to give you the advertising money instead of expending it in magazines and they can afford to smile. For they will ask you what you can do with 35 cents a week?

Then if you remember that the 35 cents is already allotted—is, in effect, already invested—you will see how—shall I say silly?—your request will sound.

Let us take the case of a coffee

roaster who allots 2 cents per pound for advertising. That means, he invests two cents on each pound sold to you and all other retailers in the work of sending people into your store, prepared to buy his coffee. Now, assume that a grocer who sells a thousand pounds of that coffee asks for a hand-out for "advertising," what will the roaster do? Remember, please that the two cents per pound has already been used. He can only give you money by way of his donation account. Do you want to have it go to you that way? Finally, assume all that is cleared up and that you are going to get the money no matter how, how much will you get? Well, 2 cents per thousand pounds is \$20. How far can you make \$20 per year go in selling that roaster's coffee?

Eggs usually pay the retailer a very narrow margin; but some grocers use their heads and make 'em pay well.

Kamper, in Atlanta, averages 25 per cent. on eggs; and there is no mystery about how he does it.

He simply grades his eggs into large sizes, uniform color; medium size, uniform color; and the remainder, mixed colors, mixed sizes. They are all fresh, all intrinsically the same quality; every egg will cook satisfactorily. Hence, whatever Kamper sells will make good.

But the mixed are sold at a normal advance over current wholesale cost; and because they are mixed, and yet fresh, they are on a par with what grocers who do not think and plan sell. The medium uniformly colored are sold at a slight premium over the

BE PREPARED
FOR
BALMY DAYS
WITH
AWNINGS
AND
CAMP EQUIPMENT
CHAS. A. COYE, INC.
GRAND RAPIDS, MICH.



DEPT T

POWERFUL
TANGLEFOOT
FLY SPRAY
KILLS

MOTHS, FLIES, MOSQUITOES
BEDBUGS AND FLEAS

TANGLEFOOT Fly Spray is of super-strength. Your banker will say the same thing of the firm that stands back of it.

It is guaranteed to be of equal effectiveness against all common household insects. This is an advantage to you in selling it and to your customers in buying it.

Tanglefoot is only one of some 5,000 similar registered products. But The Tanglefoot Company has more than 40 years of business stability and consumer recognition back of it as your guarantee that Tanglefoot Fly Spray is not a "flash in the pan."

Tanglefoot products have always been leaders in their respective fields. No dealer has ever had to take a loss handling them.

THE TANGLEFOOT CO.
GRAND RAPIDS, MICHIGAN



mixed. The large, handsome, uniformly colored eggs are priced at a figure so fancy as to bring the average margin up to about 25 per cent on eggs. There is no patent on the idea. Like many another excellent scheme it requires merely the systematic doing to make it highly profitable. But do not overlook that word, systematic. Nothing fitful or spasmodic will win out in groceries any more than in any other field of human endeavor.

The agricultural college of Cornell University produces eggs and retails them from a store of its own. The manager of the store said of his plan of grading: "Here is a case of eggs just as they come from the nests. Notice there are about three sizes. Pick the largest. Put on the scale it weighs two ounces. Pick out eleven more. Put all on the scale. They weigh a little more than 25 ounces. Those are extras. Pick out twelve more that look second in size. This dozen weighs a little more than 22 ounces. They are graded mediums. Pick out twelve even smaller, they are called pullets and weigh 19 to 22 ounces." Cornet gets about seven cents per dozen extra by this process. Assuming 40c as the going retail price, here is how it works:

16 dozen extras, at 50c	-----	\$8.00
9 dozen mediums, at 45c	-----	4.05
5 dozen pullets, at 40c	-----	2.00

14.05

Less regular run price -----12.00

Shows velvet for grading ----- 2.05
Paul Findlay.

April a Month To Be Especially Honored.

Grandville, April 7—The month of April is America's great war month. Near all the wars the United States ever engaged in began this month, which gives it the lead over every other month in the year as the most important thirty days in our history.

The battle of Lexington on the 19th of April opened the war of the American Revolution. Few were slain, yet on the retreat to Boston the British lost a considerable number of men and the redcoats of King George's day learned of what mettle the pioneer farmers of the colonies were composed. Lexington and Concord opened the eyes of the mother country to the fact that the Yankee farmer was not of a trifling nature.

Soon after came Bunker Hill, which but for the exhaustion of powder would have resulted in a victory for the Americans.

In later days April has held its Revolutionary laurels by meeting its enemies in hostile array.

It was on the 12th of this month that booming guns in Charleston harbor, South Carolina, announced the opening of a war that was to prove the most stupendous conflict ever pulled off on the American continent.

Major Anderson with 80 men garrisoned Fort Sumpter. His position, surrounded by rebel batteries, with 7,000 men to man them, withstood their cannon for two days before that brave little band of Unionists hauled down their colors. Eighty Unionists defied 7,000 rebels for two whole days, giving the rebels of the South a specimen of the valor of U. S. soldiers.

Despite the fierceness of the battle no one was killed and but five men wounded. It came later, on the 19th of the month, that the first blood of the rebellion was shed when our troops,

marching to the relief of the National capital, were assailed by rebel plug-uglies in Baltimore. Several casualties occurred on both sides, and thus was the war of the Revolution and that of the Rebellion opened with blood shed on the same day and month.

The month of April seemed to bear a certain charm, since it was filled with battles, assassinations and surrenders.

The battle of Shiloh or Pittsburg Landing was fought on the 7th and 8th of April, and was up to that date the greatest battle ever fought on American soil. Grant again won laurels here, although the first day resulted in a rebel victory. On the second day the Unionists routed the rebels, horse, foot and dragoon, so that Shiloh stands out in history as a glorious victory for American arms.

There were other battles fought during the month but Shiloh caps them all, and demonstrated the fact that the American soldier was the equal of any on the face of the globe.

To cap all it was in the month of April that the war of the Rebellion came to a close with the surrender of Lee. Grant accepted the surrender of the Army of Northern Virginia on the 9th of the month. President Lincoln visited Richmond later and was hailed by the negroes as second only to the Saviour of mankind.

Still later, the 14th, the President was persuaded to attend Ford's theater to see the play "American Cousin," and there, on a Good Friday, the assassin's bullet found him.

Abraham Lincoln passed from this life on the morning of the 15th of April the best loved best hated man in all the universe. In later years the South which he conquered has come to recognize in him its truest friend, and a man who was in no respects the tyrant as painted by malicious enemies. April has to its credit the opening of war with Spain, also the beginning of hostilities with Germany.

Is it not a fit month to be canonized in American history?

Although July is credited with being the birth month of the United States, it surely has nothing on the month of April, which has witnessed the beginning of nearly all our wars and the shedding of more patriot blood than any other month in the calendar.

This being true, it does seem as though we ought to appoint a day in April, or perhaps a week, of National thanksgiving and celebration of the really natal month of the American Republic.

As April is really the beginning of spring, so is it the beginning of a great Nation, which has lived nearly a century and a half, the model government of the world, the only true republic that ever existed.

From a small lumbering town on the Muskegon, in the month of April, there launched forth to enter the new army of the Union in 1861 nearly a dozen boys and young men, not one-half of whom ever returned to their kindred, but whose bones still rest in Southern soil, martyrs to the great cause of Union and liberty, the victims of that slavery which brought this Nation to the brink of ruin.

It was a cause worth fighting for and worth dying for, and nearly half a million men passed over that this Nation might not be wiped from the face of the earth.

The month of April saw the inception of most of our wars. It is a month that should have especial honors granted it, and I believe it would not be out of place to hold a great National outpouring this month in commemoration of the most important date in all American history.

Old Timer.

An old maid man-hater is such because she can't understand the lack of discernment of her masculine acquaintances.



Be sure to get the package with the Windmill Trademark

When it comes to foods there is nothing better than **HOLLAND RUSK**

If you don't carry it now order a case from your jobber today.

Holland Rusk Company, Inc.
HOLLAND MICHIGAN



Your Customers Know This Food

Thirty-four national magazines are telling the story of Fleischmann's Yeast-for-Health. Many of these magazines go into your own neighborhood, to your customers and other people who should buy from you.

Show your package display and link your store with this national advertising. You'll make new sales to old customers and make new customers of chance ones.

FLEISCHMANN'S YEAST
The Fleischmann Company
SERVICE

HEKMAN'S

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

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



Hekman Biscuit Co.
Grand Rapids, Mich.

JUST GOOD CANDY
Pure and Wholesome

THAT'S

Putnam's

PUTNAM FACTORY

Grand Rapids, Mich.



Why Grand Rapids Is Furniture Capital of America.

Twice a year for twenty-two years a special train of Pullmans has left New York City, Westward bound, with furniture buyers. Yet this train carries less than one-third the total number who in January and June visit the two biggest markets in the world—Chicago and Grand Rapids, Mich. June 19 to July 15, there were registered in Grand Rapids from New York 175 men who came to look over the five hundred lines on display.

Why is it necessary for New York buyers to journey Westward nearly a thousand miles to look over wholesale stocks? Aren't there wholesale exhibits in New York, as there are in scores of other lines? Furthermore, why hold these furniture "markets" at all?

The last question can be answered in a few words. Because of its bulk, road salesmen cannot carry actual samples of their merchandise. On personal calls to the stores, salesmen have to rely on photographs and a dozen or two samples of upholstery.

This is a most unsatisfactory way to sell and a still less satisfactory way to buy. So if the retail store buyer wants to examine carefully construction and finish and design of the merchandise he is buying, and if he wants to make comparisons of one line with another, he must go to the centers in which goods are shown.

That's the reason why the buyer goes to the seller. He goes to Grand Rapids and to Chicago because about 20,000 of the 32,000 furniture dealers in the United States are within 500 miles of Grand Rapids, and 18,000 furniture dealers are within the same radius of Chicago. More than sixty-five per cent. of the annual output of furniture in the United States is produced within a five-hundred-mile radius of Chicago.

New York produces, according to many in the industry who ought to know, the finest furniture made in the United States, but it is not turned out on a quantity basis. A great deal of New York's output calls for a lot of hand cabinet work, and much of it is produced in one of a kind. New York State ranks first in the monetary volume of furniture produced; Michigan second. But when it comes to the consideration of furniture production on a quantity basis, Michigan ranks first, and Grand Rapids is the furniture capital of America.

New York City does have furniture markets twice a year, in April and November, in the large furniture Exchange and Furniture Exchange Annex buildings on Seventh avenue. But

these markets are held "between seasons." That is, they are held at approximately the times when dealers are considering fill-in orders. It is also true that hundreds of the smaller dealers who do not travel out to Grand Rapids and Chicago visit New York at these times, but the New York market draws mainly from the metropolitan trading area.

There are other points in which distribution of furniture is peculiar. Consider the place of the jobber and wholesaler.

A "Directory of Wholesale Distributors of Furniture in the United States," issued by the National Wholesale Furniture Association, lists less than a hundred wholesalers or jobbers. Of this number it is possible to ascertain readily the size and standing of eighty-one firms. The entire eighty-one have an average estimated rating of \$322,000. Only nine are listed in the million-dollar class, and only six in the five-hundred-thousand-to-one-million-dollar-class.

It is quite safe to say that eight of these wholesalers do more annual business than all the other real wholesalers combined. The wholesale association admits the directory is incomplete, but it is safe to assume that practically all of the worth-while firms are included.

There are scores of so-called "wholesalers" in the industry, but only those in the group referred to above actually warehouse furniture. The others maintain show-rooms for dealers only or for dealers and their customers, and cover territory as regular jobbers, but they act primarily as manufacturers' agents, just as do road salesmen. Goods are shipped direct from the manufacturers to the retailers.

One of the most widely discussed problems in the industry is that of the "open showroom." The small dealer in large cities and in the outlying communities, naturally, cannot carry a large stock. But he is eager if he is at all business-like and ambitious, to make greater sales. For his benefit, therefore, and as a service to him, some jobbers conduct well-arranged show-rooms in which merchandise is displayed far more attractively than on the average small dealer's floors. When a dealer sees he has not in stock what his customer wants, he sends her to the jobber's show-room. All her dealings, however, are with the retailer.

The big dealers object and try continually to overcome this competition. They assert that no dealer has a claim to more business than he can rightfully obtain through his own advertising, merchandising and display efforts.

Shoulders That Can Bear the Load

WHEN you write your will and come to the provision for naming an executor to carry out the bequests you have made, do not load this responsibility on the shoulders of your wife or any other relative or friend. It is a responsibility which should be undertaken by those who have the necessary experience, the necessary information and the necessary facilities for carrying out the trust efficiently.

Put this load upon shoulders that can bear it. Name as the executor of your will this institution organized to serve in all trust capacities.

Consult our Trust Department

GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICHIGAN



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WILLIAM ALDEN SMITH, Chairman of the Board	CHARLES W. GARFIELD Chairman of Ex. Com.
GILBERT L. DAANE, President	
ARTHUR M. GODWIN, Vice President	ORRIN B. DAVENPORT Assistant Cashier
EARLE D. ALBERTSON, Vice President and Cashier	HARRY J. PROCTOR Assistant Cashier
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Grandville Ave. and Cordella St. Peter Leestma, Manager	Bridge and Mt. Vernon Frank C. Wegenka, Manager
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The Grand Rapids Savings Bank

60,000 Satisfied Customers

Resources Over \$19,000,000

they say his sales should be in proportion to the stock he carries.

These larger dealers know that buying furniture is not an ordinary event in the life of a family. They realize that prospective customers look long and far, comparing values. With larger stocks and more varied displays than the small dealers carry the big dealers know that a couple who have looked over merchandise in two or three smaller stores will be favorably impressed in their stores, and the possibility of making a sale is indeed good.

The small dealer, however, who has the open show-room of the jobber at his command, has practically an even chance to land the business. The word "wholesale" has a magic ring. And if the small dealer, finding competition pretty keen, talks about handling the business on a ten per cent. margin, the buyer may decide favorably right away.

The "open show-room" problem has been, is now and perhaps will be for years to come, one of the most widely discussed problems in the furniture industry. A start has been made toward common accord on the subject. At a meeting held in Chicago last summer at which all branches of the industry were represented, a set of principles of business conduct was adopted.

The principles are practically word for word identical with those adopted by the Chamber of Commerce of the United States. With these principles there was formulated, after considerable thoughtful deliberation, a Furniture Code of Ethics. One of the articles in this code covers the subject of "open showrooms" as follows:

It shall be considered unethical for a dealer to request the admission of the consumer to an exhibition show-room or factory, either by letter of introduction, card or personal accompaniment.

Various exhibition buildings in the market centers operate on a "closed" or "dealer only" basis. This is now true of the new American Furniture Mart building in Chicago, the principle showroom buildings in Jamestown, N. Y., High Point, N. C., Evansville, Ind., San Francisco, Calif., and Grand Rapids.

The furniture markets in which manufacturers show their products in one center for the benefit of visiting buyers hark back to the Philadelphia Centennial in 1876, when Grand Rapids manufacturers exhibited as a unit their handiwork.

As a result of this first showing in a large way, the reputation of Grand Rapids as a furniture center began to spread. New factories started up; those already in existence expanded. Before long a considerable number of buyers were making regular trips to this center. A New York manufacturer of chairs, sensing the growing importance of Grand Rapids as a buying and selling center, sent out samples in 1878. More and more buyers came on, and in 1895 the number had grown to more than one hundred in a season. This number has increased until it reached 2,473 in the June-July period of this year.

More than 500 manufacturers from more than half the states in the union have displays. A vast array of stocks are shown—from bed-room and dining-room suites retailing at \$6,000 down to book-ends at 75 cents, picture frames, mirrors, gift articles. The Grand Rapids manufacturers—a majority of them—have their own factory show-rooms in which luncheon is served daily during the market seasons and to which transportation in private cars is provided from the leading hotels at all times.

Unlike many lines sold either through jobbers or direct from the manufacturers to the retailers, furniture is not generally sold by road salesmen working on salaries. A furniture factory disposes of its output by one of these methods:

1. Through mail-order houses. Only a small minority of factories do this. A few manufacturers, however, do make up special patterns secretly for mail-order houses.

2. Through jobbers alone. Not a large amount of the annual output gets distribution in this way.

3. Through jobbers in limited areas and through salesmen's efforts in remaining territories.

4. By field solicitations of the sales manager or one of the partners who in addition to the line of bedroom furniture, for example, which his own factory makes, may also sell a dining room and living room line of other manufacturers.

5. By road salesmen entirely. It has been estimated that 70 per cent. of the furniture distributed through retail stores is sold out of factories by "traveling brokers" salesmen who work entirely on commission, and who handle lines of two, three, four or more non-competing factories.

6. By direct sales at the furniture market. Of the 70 per cent. of furniture distributed through the retail stores or sold out of the factories by "traveling brokers," orders for approximately half of this amount are taken at the semi-annual markets. Department store managers allot to furniture buyers, as a rule, a certain percentage of the estimated year's volume that can be purchased in a given period. Usually in the period that includes a semi-annual furniture market the percentage allotted is greater. However, if the buyer is able to pick up at a special discount salable merchandise preceding the opening of the regular market, naturally the volume of orders placed in the special buying period will be cut down.

In the past two years it has been found that many representatives of retail stores come to the furniture centers, then go home and wait until needs for the merchandise are actually anticipated before definitely placing orders. This throws a certain percentage of the total volume sold into the mail-order class.

One road salesman may sometimes carry cheap and high-grade bedroom lines, a novelty furniture line, one of dining room, one of reed or fibre, and perhaps a line of chairs.

It is only logical to ask whether a manufacturer of any line gets satisfactory representation by the "traveling

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broker" method. A few manufacturers have not been content with such selling arrangements and employ road salesmen on a salary and bonus plan. Such producers say that experience has taught repeatedly that traveling representatives working a given territory on a brokerage basis hit only the high spots and never bother with the smaller communities.

The question has often been asked, "Why is Grand Rapids a furniture center?" Twenty or more years ago one might have answered it was because the city was close to the supply of good hardwood lumber. To-day, however, there's a different story.

Grand Rapids was originally settled by Dutch. Naturally as the city produced more furniture, more skilled carvers and cabinet makers from Holland settled there. So to-day we find Grand Rapids so well known as a furniture center: first because furniture manufacturing predominates; second—and more important by far—because it has the largest concentrated group of skilled cabinet makers in America; third, because it is the home of a majority of the industry's leading designers.

Consumers of quality merchandise in any line—the greater number of them—live in or near the few larger centers of the country. This reflects very clearly in the distribution of Grand Rapids furniture. In 1922 of all the carload shipments of furniture from this city, 32 per cent. went to Greater New York. Forty-one per cent. went to Atlantic coast cities and twenty-nine per cent. were shipped to Los Angeles and San Francisco. In other words, 70 per cent. of all carload shipments found its retail outlets on either the Atlantic or Pacific coast.

Other furniture centers have already been mentioned. Chicago should not be passed by unnoticed. Its yearly wholesale output of furniture, exclusive of pianos, is about \$75,000,000, according to statements in an association of commerce bulletin. It contains 350 furniture manufacturing establishments including scores of small upholstering plants whose output has primarily local distribution.

Chicago always has been a furniture center of note. Its semi-annual markets are held simultaneously with those of Grand Rapids, so that buyers may look over lines in both centers. The Chicago market is known in the trade more for lamps, chairs and upholstered furniture, while Grand Rapids has the edge in dining room and bed room furniture. R. R. Rau.

Strengthening Habit-Forming Law.

Gov. Groesbeck has signed the bill introduced by Representative Archie M. eed, a Detroit druggist, which puts sharp teeth in the law against peddling habit-forming drugs. The reconstructed law raises the penalty to two and a half to five years imprisonment (under the old law the maximum was two years) and makes possession by a peddler of a habit-forming drug prima facie evidence of guilt, even though the person having the drug is himself an addict.

Lace as an All-Over Fabric.

Lace when treated as an all-over fabric is making rapid headway in afternoon and evening wear costumes. Metal-tone mercerized and silk laces are being shown in widely varied silhouettes, with a considerable development of the so-called moyen-age model. In this, double flounces below the waist line are pleated or gathered. The circular flounce, adjusted to a pointed or curving lower edge of the straight upper section, is another styling described as meeting with marked favor. An unusual model showing the bell flare at the hem line is of a novelty bisque lace in large floral design, very open in effect and mounted upon pink net. In lieu of a hem is a three-inch wide black velvet ribbon set in under the scalloped edge in a rippling line. Metal lace evening wraps are among the most striking lace developments for the coming Summer. Silver with splashes of scarlet, jade or king's blue in the design show carefully matched chiffon or georgette linings set in in the new fashion of a separate edge extending beyond the outer line.

The Campfire Girls of America, an organization with 160,000 members, will celebrate one day of Camp Fire Week by sending mother out to enjoy herself while they get the meals and do the housework. The girls could look far and not find a better way to exemplify the purposes of their organization. In spite of a world of humanitarian sympathy and some very expert advice scattered broadcast in every magazine and newspaper, housework and cooking and dishwashing remain in the "dark backward and abysm" of occupational humdrum and social obloquy. And yet it must be admitted that most of the abiding luxuries and enchantments are born out of that humdrum and obloquy; and that the operative initiative and skill producing them are of feminine contribution. If the Camp Fire Girls can show the way or invent the art by which both the hum and the drum can be abolished or transformed and housework made a new form of sport they will be accomplishing something.

Charles Allen Culberson of Texas was for many years a striking figure on the Democratic side of the Senate. A giant of a man, he had come to Washington after twenty years of public service. The weight of years had become too great for him before he left the Senate two years ago. His wheel chair had become a familiar part of the Senate furniture. He had been unable to return to Texas between 1916 and 1922 because of his health. This helped defeat him three years ago, but the strongest factor in his defeat was the Klan. He was one of the first victims in the South of the political manifestation of bigotry. His death in Texas last week removed from the Democratic party one of its steadfast sons and closes a career that was never brilliant, but was in many ways typical of the old Southwest.

Common sense is only the sort of sense which you have in abundance and in which other people are singularly lacking.

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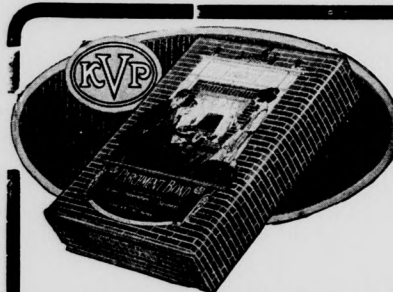
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Need of High Moral Characters in Jurors.

Upon the persons of Princes, Popes and Presidents men may gaze with awe or envy according to their mood, but in a free government there is no more majestic or terrible figure than the man in the jury box judging his fellow, for in him we see the incarnation of justice or injustice, holding in his power the weal or woe of the individual and ultimately that of society.

Despite the progress in many spheres of life, society seems not yet awakened to the vast importance of our jury system and the crying need for elevation of the moral character and intelligence of the juror.

These reflections are prompted by the increasingly frequent reference to the "ignorance" or the "corruption" of juries, a reproach occasionally justified. I myself have witnessed cases in which one or more jurors plainly demonstrated utter incapacity for this august office either through lack of intelligence or because of prejudices and willful determination to employ their awful power to the ends of personal likes or dislikes.

When we have summed the crimes of man against his fellow, considering the reaction up society, I do not think there is one of greater moral turpitude than that of the juror who looks upon a plaintiff with personal hostility and judges him accordingly.

If justice is the greatest attribute of man on earth, certainly its deliberate prostitution is the greatest of crimes. Unhappily it is one beyond the reach of human retribution. The man in the jury box is alone with his conscience and his God and his responsibility lies beyond the veil. He is the doctrine of free will incarnate, a revelation certifying to the assurance of a tribunal behind this "unspeakably stern scheme of things," before which he must answer, ridicule it though he may in his shallow accommodating philosophy.

With ever-increasing frequency our daily papers record perversions of justice by juries, and in a late case this atrocious crime is brazenly flaunted in the public eye by the proclamation of a jurywoman—"He is the sort of man that don't hang!" On the masculine side we too frequently witness maudlin sex sentiment which gives a pretty murderess or blackmailer a smiling exoneration. While the lives and property of others is of no concern to him the perverted juror fails to see that his own fate rests exclusively upon the stability of those institutions which he is undermining, and that happiness and security are possible only because the majority—including jurors—are conscientious and honorable men.

For it is obvious that thieves could not thrive if the majority were thieves, that murderers would be short-lived if the majority were murderers, and that infinite mischief would be worked in society if the majority of witnesses were perjurers!

I should like to see emblazoned in great golden letters upon the walls of every court house in the land that wonderful God-given mandate, "Thou shalt not bear false witness against thy neighbor," with the judge, jury

and witnesses rising in solemnity before every session while it is read out loud by somebody present selected for the high honor.

When it shall come to be understood that the dishonest verdict of a juror is the ultimate of false witness, that the warning against that high crime holds in its heavenly wisdom the welfare and security of the individual, of society and the human race, we shall perhaps require a higher test of character and intelligence for the office than now obtains. In every court it is apparent that very indifferent endeavors to test a juror's integrity and intelligence are made.

This is the one reform devoutly to be desired, to the end that seekers of justice—the wronged and the innocent—may not tremble at the contemplation of facing the "twelve good men, tried and true." B. A. Banks.

Velvets Figure in Millinery.

The inclination of women to keep to hats of soft and flattering lines is favoring the introduction of models fashioned entirely of velvet or of velvet combined with straw and other fabrics. Lewis shows a hat of straw which has a spiked velvet ornament on the top of the crown and a wide velvet band and tiny rolled edge finishing the brim. Another millinery detail that at the moment is favored by several of the best-known modistes is the use of flat flowers or velvet in different colors arranged to encircle the brim of a small hat. They form a single or double row and soften lines that might be a bit too trying. Velvet is also used for the crowns and facing of hats also.

His Ink Reservoir.

The directory canvasser carried only an ordinary steel pen, and the man at the desk who had supplied him with an address supposed that his caller would help himself to the office ink. But, he reflected, loose ink may not always be at hand, and he wondered idly why his visitor did not carry a fountain pen.

The canvasser dipped his pen into his vest pocket and wrote.

"Where did you get the ink?" asked the man at the desk.

"Bottle in my pocket," answered the canvasser, showing the mouth of a vial.

"Aren't you afraid it will spill?"

"Sponge in the bottle soaked with ink," replied the canvasser.

Price Helps Direct Sellers.

Tailoring houses selling men's clothing direct to consumers through the mails, house-to-house canvassing or similar methods are understood to be doing a pretty fair business. Under present conditions, these houses are credited with being in a favorable position owing to the attraction of price offer. Those in cities in or near the Middle West and South, it was said yesterday, have been having a substantial increase in orders. These firms have been a factor in the recent buying of stock goods. Practically all of this business is in goods below \$2.60 net, the bulk of it being in fabrics from \$2 to \$2.25.

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WRITE FOR FURTHER PARTICULARS.

NOTHING SHORT OF TREASON.

Violation of Public Trust Must Be Abolished.

Written for the Tradesman.

It is an axiom of human existence that we must either progress or retrogress. There is no middle ground whereon we can remain stationary and unchanged. And if this axiom applies to all else, it must of necessity include the holding of public office.

It has been said, and indeed wisely said, that "a public office is a public trust." The American people would undoubtedly have a finer and purer conception of just what the public service should represent, if this definition were rigidly adhered to. Unfortunately we are often served by rogues, who apparently prefer a definition which might aptly read: "A public office is a public grab-bag;" or "A public office pays rich dividends to him who is wise."

We do not have to seek long or far for evidence. The lurid tales of political debauchery are thrust upon us so brazenly by the public prints that we become nauseated, and turn from them to the comic page or cross-word puzzle. Sad to say, the disgusting details are quickly forgotten, and we allow ourselves to be humbugged year after year without bracing our backs and taking a determined stand for better conditions. Indeed, Mr. Barnum's famous soliloquy quite likely applies to all of us.

Consider Mr. Forbes, with his putrid Veterans' Bureau grab; and Mr. Fall, who deemed it inadvisable for the Government to have so much oil; also several other well-known gentlemen, who were apparently unanimous in the opinion that high political honors need not necessarily be devoid of financial benefit. Even the promiscuous releasing of criminals is considered good form in certain high circles—if the price is right. There are all too many parasites holding or having held every degree of public office, who have wantonly desecrated their sacred trusts. They have robbed the taxpayer of his precious dollar; they reek with the stench of corruption; yet how often do these wolves of office escape punishment at the hands of the people whom they have betrayed. There appears to be a certain type of public gentlemen in whom the quality of conscience is entirely lacking. He usually professes a desire to do the people good—and he certainly "does" them good and plenty.

If, as previously suggested, we are going either backward or forward in the matter of common—or should we say uncommon—honesty, it is interesting to enquire in which direction we are headed. We can observe the grinning optimist who buries his head in the sand and complacently tells us there is no danger. He asserts that everything is just as it should be. The peculiar brand of philosophy which he peddles would indicate that he enjoys seeing other people robbed, and does not particularly mind the process, himself. His quaint sophistries are the nth power of foolishness. Nothing worth while has ever been accomplished without a struggle, so if rottenness

exists (as it certainly does) it should be met fearlessly and fought without quarter until the smirch is removed.

We can ill afford to stand idly by and allow money-mad officials, in consideration of a paltry sum, to turn loose desperate criminals that the nefarious tasks of pillage and murder may be resumed. The blood of innocent victims is upon the hands of those guilty servants of the people, who value the dollar above human life.

Recently in one of our great Middle Western States, the unsuspecting public was shamelessly filched out of many millions of dollars by fake stock operators. Honorable and well-meaning citizens in countless numbers were parted from their meager savings, as a result of the illegitimate activities of those oily-tongued vultures who prey upon the unadvised and unprotected. But the most lamentable part of this gigantic swindle is the fact that it was aided and abetted by state employees who held their official positions for the sole purpose of protecting the citizenry against just such frauds as were practised upon it. The state, which should have jealously guarded the property of its citizens, through its unworthy servants, became an arch-conspirator. It is almost inconceivable that supposedly respectable office holders could sink so low as to grant licenses which would enable piratical stock promoters to plunder the people in the most despicable manner. This is exactly what happened, and punishment which will not soon be forgotten, should be meted out to the doubly guilty public officials, as a warning to others of the same ilk. If ever there comes a day of reckoning on the "other side," these stinking thieves will certainly "fry in their own fat."

We also have with us the full-fledged dyed-in-the-wool pessimist who looks out at the world through dark glasses. He is convinced that everything in general is going to the devil, has become reconciled to his belief, and is apparently willing to let it go. He is as spineless as the super-optimist in that he gives up, and refuses to combat the evil he knows to exist.

Between the super-optimist and super-pessimist are various types of individuals who do not classify in either of the extreme groups. Among this "in between" class, we find the sane and sensible type of citizen, who, I believe, is in the majority, or who at least, in the final analysis, wields the greatest degree of power and influence. It is to this sort of people that any appeal for betterment must be made. They are hard-working, law-abiding, justice-loving citizens. Although they may long remain passive and non-resistant, when sufficiently aroused, they can be depended upon to wage an unflinching battle against evil conditions. "Eternal vigilance is the price of security," and it is amazingly evident that the American people do not exercise sufficient vigilance in the matter of selecting public office holders. It takes a severe jolt to arouse them from a state of lethargy.

Nothing is more fallacious than the somewhat prevalent notion, that if left entirely alone, wrong will right itself—evil will be transformed into good.

I have yet to see this far-fetched theory worked out in practice. During the few years of my life, I have observed many evils take root, and have witnessed the course of other evils which were already deeply entrenched in our modern life. But in no instance have I had the privilege of watching any process of self-extermination take place. On the contrary, the only wickedness which has been subdued, is that upon which a stubborn and relentless fight has been waged. All about us, we see the forces of right and justice struggling desperately to maintain our country and our world as a decent and fit place in which to live. And yet we have with us these loose-thinking, imbecile moralists who try to inflict upon us the silly idea that evil will cure itself.

True enough, there are pernicious conditions existing from which it is well to divert the public gaze. The salacious details of notorious divorce scandals and the like serve no good purpose. If given prominence and color in the daily papers and current literature, the susceptible minds of the young and the morbid are curiously attracted. For this reason many of the present day periodicals which profess to uncloak evil of its sinful garb are exerting a wholly malicious influence by bringing to the readers' attention that which should be avoided. These filthy literary cesspools effect a directly opposite result from that which they feign to desire.

But this process of turning the public gaze from that which is harmful is by no means a policy of non-resistance. If carried on successfully, it must be championed by persons of wisdom and courage, who handle their patient, the public, in the same manner that a competent specialist might minister to an individual suffering from a nervous break-down. The mind is diverted from the things which are baneful to those which are beneficial. For this reason the Boy Scout and similar movements are so eminently deserving of support. The attention of the young is taken from the pool-room, the back alley, the tough dance-hall and other mischievous influences, and in the place of deleterious amusements, the Scout leaders sponsor wholesome activities and inculcate high ideals. No one could call this a process of ignoring evil—a process of passivity. It is elimination by substitution. This method of combatting immorality is most effective, but it requires expert guidance.

There are, however, many evils which demand direct and stringent measures. The longer they remain unmolested, the more they are enhanced. Like a running sore or a malignant disease, they require forceful treatment. For if a sore is neglected, it may endanger the life of an individual; and a sore on the body politic may easily jeopardize the life of a nation. Sometimes a serious and painful operation is necessary in the case of a nation as with human ailments. Our civil war represents an extremely hazardous ordeal which removed the foul growth of slavery from America. There was no other way. All the powers of persuasion, dissua-

sion and evasion were exhausted in an effort to avert the inevitable conflict. These methods served only as hypodermics—the patient was quieted for a time; but the gigantic task of removing the cancer of human enslavement remained for one of the greatest surgeons of modern times—the mighty Union Army. What a commentary on the judgment of those misguided folk who thought that slavery could be destroyed by ignoring it.

Among the evils of the present day which require direct and energetic treatment, I would list: Disregard for law with resultant widespread criminal activities; the liquor and narcotic traffic; flagrant abuse of power and corruption in public office. It is the last with which we are chiefly concerned.

As every sane person knows, political evils cannot be eliminated by ignoring them. The problem of their cure will not necessitate a civil war, but every self-respecting citizen who has the welfare of his country at heart, should take solemn oath unto himself that he will put forth his sustained efforts to purge the public service of its contamination.

The most grievous crime committed by corrupt officeholders is that of bringing shame and disgrace upon our Nation. We have become the butt for slurs and sneers. Certainly we must improve our standards. Democracy has been on trial for the past one hundred and fifty years and in the eyes of many more or less competent judges, it has not acquitted itself. Indeed, on numerous occasions during the preceding century and a half, free government has been bitterly denounced, and branded as a desolate failure. Of course this idea has been limited, for the most part, to the extreme reactionary element of the Old World. It is not a fair and impartial judgment. Nevertheless, European statesmen have often had ample grounds on which to base their accusations. It remains for the American people to vindicate themselves and justify democratic government. Government by the people is an ideal which has been realized; but to sanctify this form of government is reaching toward an even higher and happier ideal. The requirements are vision, purpose and patience on the part of those who rule—and this includes every citizen of the United States.

Not only does corruption cast a dark shadow over the life of a nation—it utterly destroys the individual for all practical purposes. No person, however brilliant and capable, regardless of the fine things he might accomplish, can be retrieved from the withering blight of scandal. After his misdeeds have been exposed, no power can remove the stigma that attaches to the miscreant. How unfortunate that men of ability and affluence allow themselves to be sacrificed on the altar of their own personal greed. Their lack of foresight is truly deplorable. They appear to be deficient in the capacity to envision the dire results of their wrong-doing. How absurd it seems—yet how strikingly evident—that men of rare intelligence cannot realize that evil carries with it the seed of its own retribution. Pun-

ishment cannot be escaped. The rotten mess of notoriety, the whispered slurs, the pointing finger of scorn—these serve to scourge the unhappy victim of polluted self-aggrandizement. To those misguided men who seek the game without the candle—who would dance but not pay the piper—does it not seem that the scores of miserable failures would bring home a profound lesson. Why cannot men profit by the experience of others through countless centuries? Why do they continually break the laws of God and man and expect immunity? Does this indicate that human intelligence has been greatly over-rated? Unquestionably there is room for vast improvement. The total of utterly wasted lives which might have been put to high and useful purposes, is appalling. "An honest man is the noblest work of God"—if only this mighty truth could be impounded in the hearts of men, what a far-reaching step would be taken toward the ultimate goal.

Not only does the corrupt man in public office bring stain to his country's flag and destroy himself, he also works great injustice on his fellows by casting discredit upon all that the public service represents. A single evil-doer may easily bring thousands of innocent persons under the dark cloud of suspicion. The American public is particularly unkind. In the minds of the people, a person is guilty until he proves himself innocent. I have heard the names of men whom I know to be the personification of rectitude, dragged in the dirt. Such a condition is terrible. There is no way to guard against or fight this insidious mouthing of rotten insinuations. Beyond any doubt, the great masses of public office-holders are strictly honorable. To place them in the same category with the relatively few corruptions and besmirch them with slime, is the rankest injustice. That malicious mob-philosophy which relegates politics and public-office-holding to a sort of "elevated underworld" is a deadly process. It might ultimately undermine the whole foundation of free government. It should be tabooed by all fair-minded citizens. Any self-respecting person will turn a deaf ear to the scandal-monger. Facts are the only bases for conviction of crime, and the habitual mud-thrower, as a rule, can present only an array of fabrications. The faithful, conscientious, men and women who give their best in service of the people, often at ridiculously inadequate salaries, do not merit the blanket insinuation of dishonesty in the minds and from the mouths of those who are uninformed and misinformed. Crookedness should be summarily dealt with, but integrity, generously rewarded. The loose-thinking citizen who indicts public office-holders as a class, should be ashamed to acknowledge that he is an enfranchised voter unless he has done everything in his power to remedy the evil conditions he pretends to believe exist. More often, however, this type of individual doesn't even trouble himself to go to the polls and vote when he knows full well that crooks are opposing honest men for elective offices. Such inconsistency belies intelligence. It is intolerable.

When we ask ourselves the question, "Are we going backward or forward in the matter of integrity in public officials?" unfortunately the answer cannot be a ringing affirmative. Grave doubts have been expressed. To be sure there are some who believe that virtue, though the pathway be thorny is pressing steadily on and upward. On the other hand, many observers are of the opinion that we are definitely on the retrograde. They declare that the forces of evil are triumphing over the forces of righteousness. Such a picture is, indeed, a gloomy one, but it is food for sober reflection. The world has slipped back before; it may be slipping back at the present time. It behooves all who hope to see the human race go forward to put forth every effort for the elimination of corruption and the permanent establishment of decency and justice.

Personally, I prefer to hold to the belief that we are advancing ethically as well as scientifically, though much slower. As for our United States, it is a mighty, conglomerate, nation; and though there has been much which should cause us to lower our heads in shame, there is also a glorious story of honor and integrity, of devotion to duty, of sublime heroism, all of which may well cause our pulses to quicken with just pride. Democracy has outgrown its swaddling clothes. It now remains to be seen if the husky fellow, America of to-day, will make good, or, if beset by devitalizing influences, it will sow the seed of political wild oats to its lasting sorrow.

Present day conditions are deplorable. No blind optimism can conceal this disagreeable fact. Moral standards, in many respects, have degenerated to the point of atrophy. The situation demands concerted action by decent, law-abiding, citizens. We cannot afford to ignore that which is so evident. We must not play ostrich. The task of regeneration devolves upon all who love the right. There is no particular set or sect which can accomplish the work unaided. We must co-operate; we must be generous; we must be tolerant; but withal we must be steadfast in our purpose.

The disregard for law so rampant over the length and breadth of the land should be dealt with drastically. There has been altogether too much maudlin sentimentality, too much senseless drivel, in the matter of punishing criminals. Whether or not criminals receive any punishment (except as it serves as a deterrent to others) matters little, but society should certainly be more adequately protected against the ravages of the blood-thirsty rats who rob our mails, our banks and our pockets at the point of the pistol, as well as against the corrupt scoundrels who in the name of officialdom, rob us just as diligently as the hard-boiled bandit.

The solution of the whole problem resolves itself into the oft repeated plea for a higher standard of education. All betterment must come from this source. Every teacher in school or college, every minister and priest, every leader in whatever line of activity should become missionaries in the great task of educating the people

morally. We have a great sufficiency of intellectual snobs versed in Freud and frivolity. What the world needs is men and women schooled in the fine art of right living. The masses are not being reached. Education, thus far, has fallen short. We need more Godliness and less gabble. There should be formulated a social conscience which will brook no disintegration of morality. We need to instill into the minds and hearts of the people the old bed-rock philosophy of virtue and probity from which there can be no deviation without retribution. We require fewer copy-book maxims on our walls and more in our daily contacts with our fellows. Education must show the thug that banditry is an economically unsound policy and the political adventurer that corruption is politically unsound. Above all, we must lay the greatest stress on the idea of serving mankind, so that selfishness and crookedness will be forgotten in our struggle for the common ideal.

The parasites in public office can be eliminated one by one. The service of the people can be placed on a high pinnacle. Adequate salaries should be paid. Faithful performance of duty should be justly rewarded. As a matter of fact, violation of a public trust is nothing short of treason and should be so dealt with. There is too much coddling of the guilty ones—too much condoning their crimes. Swift and sure punishment of wrong-doers is essential in preventing the repetition of misdeeds. Political corruption is a malignant ulcer. If it requires heroic treatment, let us have that kind of treatment. Let us demand men to serve us in whom we have explicit faith. Let us raise the standards so high that an office-holder must prove himself to be the last word in honor and integrity; so high that rascals will flee from the public service like rats from a sinking ship, through fear of the penalty which their wrong-doing must inevitably bring upon them. All this we can do and more, if we set ourselves to the task with the firm conviction that America must triumph.

Cyril A. Turo.

Lightweight Underwear Improves.

A noticeably improved demand for men's lightweight underwear, especially of the so-called athletic type, was visible in the local underwear trade this week. Both broadcloth and 72-80 nainsook underwear was wanted in a goodsized way. The demand for the former was particularly marked, and goods of this type are far from plentiful here now. Lightweight union suits for men, running from six to seven pounds to the dozen, also have been in good demand. Available supplies at the mills are small, and production between now and the end of the season—about June 1—is well under order. It was estimated yesterday that about 80 per cent. of the trade needs in Spring garments have now been covered. The feature of the week in the heavier lines has been the duplicating of Fall ribbed goods by prominent Western buyers. Coming so early, this business was taken to presage an unusually good Fall season.

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Saginaw.
Secretary-Treasurer—H. J. Mulrine,
Battle Creek.
Manager—Jason E. Hammond, Lansing.

Sees Retailers To Blame.

Another angle of the question of wholesalers selling at retail is given by Irving Crane, Executive Secretary of the Associated Clothing Manufacturers of New York, Inc., in the latest issue of the Association's bulletin. Mr. Crane thinks the retailer is mostly to blame when certain manufacturers find they have developed a retail trade. He says selling at retail by the manufacturer is generally started by the retailer who sends up a customer whom he cannot satisfy in his store. The customer gets what he wants from the manufacturer and then the next time he wants a suit, goes direct to the wholesaler, who takes advantage of the opportunity to secure a retail profit. The customer broadcasts his purchases to his friends and before long many others are overlooking their retailers and go to the manufacturers direct. "The retailer pulls his hair," remarks Mr. Crane, "or bursts a patented rear seam outlet in his indignation, but all the time it was his own dear self that shook the bottle and poured the dose into the teaspoon that caused all the trouble."

Floor Coverings Slowing Down.

With the opening of the Fall season in floor coverings only about a month away, reports emanating from that field indicate a noticeable slowing down in buyers' activities on Spring goods. This decline in demand is more noticeable in some quarters than in others for some of the larger concerns are still getting a good volume of orders for so late in a wholesale season as this. In some cases the slowing down of demand is not altogether unwelcome as it will give the manufacturers an opportunity to complete deliveries and thus avoid the canceling of unfilled orders on the books at the season's close. While as yet little has been said about the actual date set for the Fall opening, general indications appear to point to Monday, May 4. What is known, however, is that prices will be higher on the new lines.

Belt Widths Are Varied Now.

While there is no rigid standard of belt widths, the United Belt League of America sponsors a statement that the medium widths, ranging down to a measurement of 1½ inches, are in steady demand at present. Browns and tans are having a big run in this month's business, and red is holding

its own as a favorite Spring shade. Suedes are asked for, and smooth finished kid is much more prominent than in the Fall months. Business is good with manufacturers that supply the department store demand, as well as those which sell direct to the jobbers and dress houses. Sales are aided generally by the fact that in the ready-to-wear lines, as well as in the majority of suggestions for home dress-makers, the belt plays an important part.

Demonstrating Grass Seed.

If you sell grass seed, here is a simple little stunt that will attract attention to your window and incidentally boost your sales. Place in the window as a center piece in your spring display of garden and lawn tools a bowl, preferably a glass one, and in the bowl put an ordinary sponge. The sponge should be large enough so that at least a third of it rises above the edge of the bowl, and for appearance sake it is better to select one that is symmetrical in shape. Next fill the bowl with water and then spread a generous layer of grass seed over the top of the sponge, and within a few days you will have the sponge covered with a heavy turf which will last for six or eight weeks before it begins to wither. Of course, it is necessary to replenish the water from time to time.

See Two Toy Buying Seasons Now.

Men in the toy industry who "keep an ear to the ground" predict a marked change in the toy-buying methods in the future. The present method of concentrating the year's buying in February and early March will continue so far as the jobbers are concerned, it is contended, but there will be a distinct retail buying season in the future. This will likely come in early July. It is not said that all early retail buying of toys will be abandoned, but that the changing methods of the retailers will bring them into the market at the last minute that will insure them a satisfactory supply for the holiday rush period. The more manufacturers consent to carry stocks, it was said further, the closer to the actual date of needing the goods will be the placing of the order.

Color Tendency in Men's Suits.

Brown in many gradations of shades and off tones will be the new color tendency in men's suits for Fall, according to the advice being given retailers by a large Rochester clothing firm. The general color tendency, it is added, will be to the medium and light shades, rather than to the extreme light ones. The firm predicts a very strong demand for blues, both fancy

and plain and including the off-color shades such as powder blue and new variations of them. Grays will be correct, as will the lovatt shades. Overcoat colors will follow very closely the trend of the past Winter, this firm says, excepting that blues, both plain and mixtures, are certain to figure in the demand.

The Ornament Is Still on Deck.

Despite the attention that is being given to flowers and feathers this season as trimmings of hats for women, the ornament form of decoration is by no means out of the running. On the other hand, in the form of birds or animals, this type of trimming is coming into more general vogue every day. Among the favored forms it takes, besides birds and animals, are bees, butterflies, etc. They are worked up in shell, beads, metal and rhinestones, with garnitures of the last-named most generally seen. In addition to being worn as millinery trimming, the ornaments are also placed at the shoulder on dresses. With the ensemble they are used as lapel pins.

Neckwear Sales Keeping Up.

With the approach of the Easter season, which of late years has brought women's neckwear into prominence as gift merchandise, the consumer demand for such goods has improved materially. With this improvement has come an even better demand for it at wholesale. The jabot styles continue to occupy an important place in the business now being done. This style is featured in a number of georgette sets made of the pleated material with picot edge. The Spring colors most in evidence are peach, lavender and tan. Lace and net sets are moving well, with cuffs somewhat smaller than gauntlet size.

Good Retail Neckwear Demand.

The demand at retail for men's neckwear continues a bright spot in the present haberdashery business. The bright colors featured are a considerable sales spur, "the brighter they are the better they sell" being the conclusion of more than one retailer. Cut silks continue to lead in the volume, the knitted ties, however, selling well in the higher priced merchandise. The bat or butterfly wing tie is coming in stronger and is expected to have one of the best seasons in years.

Jewelry Trade Is Picking Up.

Although the amount of business now being done in the local jewelry trade is said not to be any too large, it is further said to show improvement over that done earlier in the year. Retailers continue to get along with as low stocks as possible, but preparation for the April bride season, which will set in soon after Easter, has brought many of them into the market lately. There has been no recent change in the character of the demand, and the feeling is that business might be better if it were not possible to start a general run on some new style. More or less novel treatments of staple pieces, especially flexible bracelets in the higher-priced lines, are getting most of the attention of the buyers at the moment.



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116 and 117

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Transient Merchant Bill in Hands of Governor.

Lansing, April 7—The Transient Merchants bill No. 110, File No. 73 has passed both Houses of the Legislature with slight amendments and is now in the Governor's hands for his approval. It was a pretty fight and thirty-five members of the House of Representatives voted against it on the final roll call.

Everything was going lovely until a few days ago when attorneys for manufacturers of silk hosiery in Bay City and a jobbing concern in Grand Rapids appeared and started a lot of talk among the members. The provisions of one bill—transient merchants—was confused with the provisions of the other bill—Hawkers, Peddlers and Solicitors—and much irrelevant speech making was indulged in.

The following is a list of the members who voted against the interests of the established business men in their respective localities. If the name of your member of the House from your county is on this list, don't let him clear himself with a lot of idle talk, but hold him to the real question:

Brake	Langsford
Callender	MacDonald
Carter	MacKinnon
Clancy	McKenzie
Culver	McLain
Darin	McNitt
Deshano	Ming
Evans	Morrison, E. C.
Farrand	O'Connell
Farrier	Odell
Gillett	Osborn
Hartzog	Preston
Holland	Rauchholz
Hosking	Rorick
Jewell	Smedley
Johnson	Snow
Kirby	Upjohn
Kooyers	

The Hawkerc, Peddlers and Solicitors bill is still in the hands of the House Committee on State Affairs. On the whole, this is a good committee and friendly to a certain extent. We are very much indebted to the chairman, Miles S. Curtis, for his very courteous and helpful conduct, also Representative W. B. Campbell, of Detroit, and Representative Chester M. Howell, of Saginaw. Several others could be mentioned with propriety for their valuable assistance.

When the Hawkerc, Peddlers and Solicitors bill is reported out by the committee, the members will then be given a chance to commit themselves in the final roll call on the question of encouraging persons tramping from door to door; especially the solicitors for manufacturers who boast that the business of salesmanship from manufacturer to consumer will supersede the retailers business in a short time.

Those members of the Legislature who prefer to patronize transient people from cities like Detroit, Cleveland, Toledo and Chicago in preference to their own established home merchants may yet have a chance to have their names on the side of established business or on the side of unknown and irresponsible people.

The insufficient excuse that they are desirous of protecting the worthy local residents who by reason of adverse circumstances wish to make a little money fits the case to only a slight degree. No measure of this kind can be passed without its effecting some people unfavorably, but community interests and interests of people as a whole are of greater importance than those of isolated individual cases.

Those of you who have access to the Legislative Journal, please refer to page 605 and read some of the half-baked excuses made by members who voted against the transient merchants bill. This will give Michigan business men some notion as to the outlook that some legislators have on business questions. As absurd as these statements are, they are broad-minded—

relatively—when compared with some of the rambling remarks made by other members just before the vote was taken.

Jason E. Hammond.

Are Poor on Displaying Goods.

If there is any one class of retailers, aside from the leaders in the line, that is weak on displaying its merchandise to the consumer, it is the stores which sell paints, wall papers, etc. According to a salesman who "covers" such shops regularly, there is nothing in the entire line that is more staple and profitless in selling than white lead paint that is prominently displayed in 90 per cent. of the smaller and medium-sized shops. Articles that sell with much greater profit, he asserts, are frequently hidden from view. This is very likely to be the case with trademarked and advertised goods, the average dealer apparently not having come to appreciate the help that general advertising gives him in handling his lines. "One novel excuse for not displaying my advertised goods," the salesman concluded, "was given recently by a small Long Island dealer. His contention was that his customers would ask for advertised goods, whether displayed or not, while the non-advertised things had to be kept in sight to move them. He apparently did no real business as a result of this theory."

Hosiery Situation Is Unusual.

An unusual situation exists in the hosiery trade at the moment, more especially in the higher-priced silk lines, in which the manufacturers are doing an excellent business for delivery in the next sixty days and the retailers in various parts of the country are complaining strongly about the backwardness of consumer buying. The feeling in both branches of the trade, however, is that the merchandise will have to be bought and that the last week or two before Easter will witness something of the rush for goods that usually marks the Christmas holiday season. That retailers, especially, hold this view is indicated by the attempts many of them continue to make to get rush shipments of goods they have on order. Despite their efforts, however, it appears that the desired shipments by the mills are out of the question in more cases than one. This, the manufacturers claim, is due to the unwillingness shown by many retailers earlier in the year to look ahead a bit in placing their orders.

One Novelty Has Failed.

While manufacturers of ready-to-wear apparel for women are loath openly to name the article for fear of still more disastrous trade results in connection with it, it is something of an open secret that a certain garment novelty has "flopped" after a rather promising start. It did extremely well in the higher-priced lines, in which it was purchased by women of sufficient means to permit them to purchase the garments sufficient to round it out. On the other hand, this very need of an additional garment to complete the costume has been the thing that has prevented an active movement of the novelty in the more popular-priced lines. The result has been the offering of the merchandise by manufacturers at prices claimed to be extremely low,

in an endeavor to save something from the wreck, yet even the reported sacrifices are said not to have improved the movement of the novelty to any real extent.

No Declines in Silk Prices.

Openings of Fall silk lines thus far bear out the previous expectation that prices for the coming season would show no change from the Spring levels. It is believed that in the other lines to be opened shortly this will also be the case. The favorable prices at which raw silk has been selling recently are regarded with satisfaction by the trade, and there has been fairly active buying of raw stock for use in Fall production. While the cheapness of raw silk will eliminate advances on broad silks for Fall, wholesalers do not see any basis for the reports that there is likely to be a decline in them from the Spring level. They point out that this Spring is the first season in a year and a half in which they were not selling goods practically at cost or on a very slim profit margin.

That Question of Light Shades.

With reference to the light colors now featured in men's wear cloths, the question is asked as to how men can afford to wear these shades. Strangely enough, the query is raised by a mill selling agent, who is busily engaged in the preliminary styling of fabrics for the next lightweight season. It is on the ground of economy alone that he asked the question, the mill agent added, as the light shades are not by any stretch of imagination to be placed in the "save money" class and the consumer may be considered to giving that angle of his purchases more attention than ever. The light shades, he continued, have come in largely as stimulants to a jaded buying appetite, but whether the dyeing and cleaning concerns will have a greatly enlarged clientele is another question.

Call For Novelty Handkerchiefs.

The period before Easter is coming to rival Christmas in the retail turnover of handkerchiefs. The growth of the practice of making gifts at Easter is held responsible for this in large measure, handkerchiefs meeting the demand for low-priced yet attractive gifts at this time. Color is predominant in the merchandise being offered, and wholesalers say that probably never before have there been so many different patterns and combinations available. Novelties are the feature, there being little response from the consumer for staples in women's handkerchiefs.

Demand For Stamped Goods.

Stamped goods for home sewing purposes have been in good demand, according to wholesalers. While retail orders at any given time have not been large, there has been a fairly steady turnover. From a volume standpoint the house dress designs, which have been offered in large variety, have sold best. Jumper dress designs have also figured among the best moving merchandise, together with those for peasant blouses. Baby and boudoir sets have likewise had the attention of buyers.

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- 32 in. Fancy Dress Gingham, 10/20's 16½c
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Bulk Egg Business and the Live Stock Country.

From Ohio to Eastern Nebraska, and in the border states both North and South of this, the corn belt proper, the farm hen subsists in part on the offal of heavy live stock. To the North the dairy country; to the South the horse and mule country; in the center hogs and cattle predominate.

While we may look for an improvement in poultry farming in these states, it will consist of better housing, more careful culling of flocks and better care of eggs rather than of specializing the ration and the breed. Here the hen is a salvager, a lady salvager, if you please, as clean and well kept on the better farms as though fed in a hennerly but she will continue to range for part of her keep, and that part is not reckoned as cost but as salvage.

This characteristic of the egg supply of the corn belt, namely, that it is salvage and not a primary crop will determine the direction of such improvements as the trade are considering to-day, grading to a standard, buying on grade and adapting commercial grades to a basic measure of value. Whatever standards are adopted, they must meet the requirements of the live stock country, the chief source of the Nation's visible egg supply.

We outlined in two previous articles some of the forces at work in the corn belt, the growth of nearby markets, systematic skimming of the crop for good-quality eggs, direct contacts between city and country by means of the passenger automobile and the truck, all of which tend to reduce the quality of the major supply handled by packers, possibly 40,000 carloads. We discussed the need for standardizing this big packer supply by systematic blending of the receipts after grading them for payment according to value, and we endeavored to show that with these influences at work, and assuming general improvement of the portion which reaches market, there will still remain a very large supply of characterless eggs from mongrel flocks, dirty eggs, deformed eggs and irregularly gathered eggs. We described farm organization in these states and the difficulties of organizing farmer egg marketing associations in a country where poultry and eggs are by-products and where heavy live stock is the chief farming interest.

It is worth noting that the tariff which defends our industry against an influx of Asiatic eggs, was fathered chiefly by Pacific coast producers and that one result of the tariff has been to greatly expand the operations of bulk egg packers in the corn belt, re-

lieving the region we are discussing from a burdensome supply of these characterless eggs and improving the run by culling from the bottom for cheap eggs somewhat as the quest for fine eggs ran down the quality of the packer supply. So long as we have an adequate import tariff on eggs, the states which furnish the nation its meat will also furnish it with bulk eggs.

The tariff on eggs has proven to be a godsend to the corn-belt farmer, who, by reason of a rapidly expanding demand for bulk eggs, has been enabled to market that portion of his eggs which are still product of the range in its less progressive features and to thus salvage to better advantage the undigested portion of the enormous grain crops fed to heavy live stock.

The demand of breakers for eggs, and their drafts on the supply of shell eggs are constantly increasing and it is partly the outcome of a recently acquired national habit of eating in public and of buying factory cooked foods. If we eventually take from the shell egg business all the eggs used in cooking and all eggs broken and mixed before cooking, the shell egg business will be reduced to little more than a breakfast supply and only part of that. The average buyer of shell eggs will also demand better and better quality, which can and will be supplied by the hennerly.

These changes are already in motion and, in our opinion, will prove to be of the utmost importance to any system of marketing corn belt eggs, in any standard of measure devised as a basis for building uniform commercial grades and in the work of the committee helping to formulate the U. S. standards. The theory of grading and the basis of values in eggs destined for the breaking rooms are not the same theory and basis of value used in the shell egg markets.

We have here in prospect a line of division between eggs that are to be broken out and eggs that are to be judged partly by the appearance of the shell. The line dividing these two classes of eggs will surely move upwards in the corn belt from year to year so as to include in the bulk egg class a constantly larger proportion of the whole supply.

An extension of the use of bulk eggs and concentration of breaking rooms in the corn belt, or stock-raising states, will expand the demand for eggs of indifferently external characters and react against the economic argument for the cornbelt farmer taking to hennerly methods.

It may, in the not distant future,

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JUDSON GROCER COMPANY
GRAND RAPIDS, MICHIGAN

MOZART Brand Fancy Canned Goods

SWEET CORN
Special Small Grain
Corn
SUCCOTASH
Special Small Grain
Succotash
EARLY JUNE PEAS
EARLY JUNE SIFT-
ED PEAS
LITTLE GEM PEAS
SWEET MIDGET
PEAS
DAINTY SWEET
PEAS
TELEPHONE PEAS
MELTING SUGAR
PEAS
EXTRA SWEET
WRINKLED PEAS



CUT WAX BEANS
CUT REFUGEE Beans
GOLDEN WAX Beans
REFUGEE BEANS
EXTRA GOLDEN
WAX BEANS
EXTRA REFUGEE
BEANS
SMALL GREEN LIMA
BEANS
LIMA BEANS
FRESH GARDEN
BEETS
FRESH GARDEN
SPINACH
TOMATOES
WILD Blackberries
BLACK Raspberries
PUMPKIN
SAUER KRAUT
HOMINY

ABOVE ITEMS IN EXTRA STANDARD "GOODWILL BRAND"
ABOVE ITEMS IN STANDARD "WERTHMORE BRAND"

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

absorb enough of the 40,000 carloads to considerably raise the standard of the remaining shell-egg supply in the corn belt.

If those farmers who interest themselves in eggs can be induced to standardize the eggs by grading and blending, an expansion of the bulk egg business may add the finishing touch in creating a uniform supply of shell eggs from the corn belt.

We wish to repeat that the use of bulk eggs is on the increase by reason of a change in our habits of living. The growth of a business which follows after an American craze of any kind is likely to be spectacular, and, while we are not predicting that the growth of the bulk egg business will prove spectacular, taking the country as a whole, it may well be spectacular in the corn belt, where it will affect in particular the inferior half of the 40,000 carloads of packer eggs. We are predicting this upon the now well established trend of modern American habits toward eating at a public table, and toward the use of food prepared in factories. We are predicting it upon an advance in the art of packing and marketing eggs in bulk. The number of men and women qualified to operate and to teach others to operate a breaking room and to conduct a bulk egg business has reached a point where an expansion of the business can be very rapid if the need exists. And back of this movement are these 40,000 carloads of eggs from stock farms of the upper Mississippi, Ohio and Missouri valleys, which should be converted into a dependable market supply.

In the three articles on corn-belt eggs, of which this is the last, we have sought to show up the problem before the standardization committee with respect to corn-belt packer eggs, to obtain perspective by getting far enough away from their technical problem and to bring out the main economic changes taking place. The standard can never be settled so as to come into general use if it ignores the main visible supply in the corn belt, the nation's granary, or by looking at the fringe of our egg supply consisting of Pacific and Atlantic coast eggs, the Southern egg or the mountain egg. The heart of the American egg industry is in the corn belt where eggs are and will continue to be a by-product of the stock farm and where a growing demand for bulk eggs is bound to find its major supply so long as we are protected by a tariff adequate to shut out the Asiatic egg.

Paul Mandeville.

Telling Argument.

A resourceful young salesman tried to sell an electrical washing machine to the meanest man in the world. His sales argument was that it would save the housewife.

"My wife's able-bodied and can stand lots of work," the sales prospect retorted. "That's why I married her—because she is a good worker."

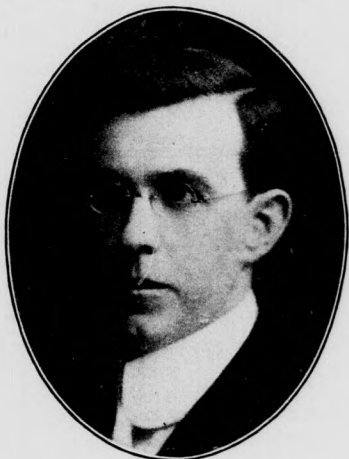
"Then for goodness sake," suggested the smart salesman, "why don't you give her the tools to make it possible for her to accomplish still more work for you?"

W. J. Cusick To Speak on Modern Business Methods.

Saginaw, April 7—Greater sales and lower costs of doing business is the aim of every business man. However many a grocer has learned by sad experience that this theory does not always work out as expected. Merely cutting prices indiscriminately and expecting the additional volume automatically to cut costs is like using a shot gun for target practice. Cutting the cost of doing business is a science, something to be studied, not something to be guessed at.

It has been proven that sometimes it pays a merchant to pass up business rather than take it at a loss. The stores that do the largest business do not always make the largest profits. There is a half-way point, however, between the two extremes of low prices and larger sales, and sales at a profit with restricted sales at which you may sell a good volume and also make a net profit.

There are men who have been very successful in solving these vexing problems and who have not only made an outstanding success themselves, but



W. J. Cusick.

have been of great assistance to others. W. J. Cusick of Detroit, is one of the few men who have succeeded in a large way in the grocery business and has also given freely of his valuable time to association work. We have asked Mr. Cusick to speak of Modern Business Methods at one of the Wednesday sessions at convention. We are certain that you will concede that he is well qualified to speak on this subject.

We announced to you in last week's Tradesman that John A. Lake, of Petoskey, had been asked to preside at the round table discussion at Muskegon. We have since had an acceptance by Mr. Lake and can now definitely promise you that he will be with us. Both Mr. Cusick and Mr. Lake are past presidents of our State organization and past masters in the art of merchandising at a profit.

Come and hear them and then go home and emulate their example. Dates for the convention are April 21, 22 and 23. Charles C. Christensen.

An example of the influence of cost on styles may be seen in shoes. Years ago, a man appearing at a fashionable affair in evening dress without patent leather shoes would have felt conspicuous and apologetic. Ordinary shoes were so low priced then, in comparison with patent leather, that it was necessary to have patent leather in order to be really "dressed up." Now the difference in cost between patent leather and plain calf is comparatively little. Hence it is all right to wear plain calf-skin shoes even to a formal gathering.

Watson-Higgins Milling Co.

GRAND RAPIDS, MICH.

NEW PERFECTION

The best all purpose flour.

RED ARROW

The best bread flour.

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

Western Michigan's Largest Feed Distributors.



Moseley Brothers

GRAND RAPIDS, MICH.

Jobbers of Farm Produce

NUCOA CHEESE OF ALL KINDS BUTTER

SAR-A-LEE

BEST FOODS
GOLD MEDAL MAYONAISE
Thousand Island Dressing

I. Van Westenbrugge
Quality — Co-operation — Service

You Make Satisfied Customers when you sell "SUNSHINE" FLOUR

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

Genuine Buckwheat Flour
Graham and Corn Meal

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

M. J. DARK & SONS

GRAND RAPIDS, MICH.

Receivers and Shippers of All

Seasonable Fruits and Vegetables

EAT SPRING VEGETABLES

This is the season when fresh green Vegetables such as Spinach, Carrots, Beets, Cabbage, etc. are in greatest demand. Take advantage of this demand and order liberally.

Grapefruit is at its best now and is the cheapest fruit on the market.

THE VINKEMULDER CO.
GRAND RAPIDS, MICH.



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

Suggestions on Going After the Paint Prospect

Written for the Tradesman.

With the spring paint campaign opening up, and the big business of the year about to materialize in this department, it will pay the hardware dealer to put aggressiveness and energy into his paint-selling campaign. But these pushful qualities are not enough.

Determination—persistence—stick-to-it-iveness—these are the factors which are going to make any year's spring paint campaign, and particularly the spring paint campaign this year a success.

It is easy to plan a campaign. Every dealer with a little experience in handling paint knows the general outlines. There is the mailing, to a selected list of paint prospects, of a follow-up series of paint literature, this being generally carried out in cooperation with the manufacturer. There should be a liberal use of window display; and the timely goods—the exterior paints—should be given a prominent place in the store.

Incidental to this, the posters and other decorative material furnished by the manufacturers should be used in display, and color cards and other advertising matter distributed. Newspaper space can and, indeed, must be used. In fact, with the advent of spring, "Paint, Preserve and Purify" is a timely slogan.

Any paint dealer can plan such a campaign. But it takes a persistent dealer in paint to carry out his plan to the letter. And it is just in the determined carrying out of the plan that its success lies.

For instance, the mailing of paint literature is an important factor. The merchant may shrink from the expense of a persistent follow-up campaign; he may compromise with himself by deciding to send out a single broadside of literature to a list of prospects.

In so doing, he entirely misses the point of the advertising campaign. It is the persistent following up of the prospect that makes the mailing-list campaign effective. The first shot has no appreciable effect; it is the steady repetition of a well-directed fire that ultimately batters down the prospect's defences and induces him to capitulate—in other words, to paint that old house of his which has been shrieking and howling for paint these last ten years.

Does the follow up campaign pay? Here's an actual instance; which,

in its bare outlines, reveals all the suspense, the unexpected twists, the sheer surprises, of a modern magazine story.

Jones, paint dealer, put Smith on his prospect list. He sent Smith Item No. 1 in his follow-up mailing-list campaign. There was no response.

Item No. 2 followed. No response. Item No. 3. No response. Item No. 4. Smith dropped into Jones' store, bought a brush, and tentatively talked about painting some day if he ever got the money.

Item No. 5 went out to Smith by mail. No response. No. 6 followed. No response.

By that time the weather was getting warm. Jones quit.

A month later Smith painted his house with white lead and oil purchased from Robinson, whose hardware store he passed every day on his way home from work.

A few months later Smith sold his house. That fall he built a new house. Next spring he painted the new house—and when he wanted paint he went straight to Jones, and bought the brand in regard to which Jones had circularized him so persistently and, to all appearances, so infectually, a year before.

That actually happened in my experience. I was not Jones, I was not Robinson, but I was Smith.

One great thing in paint selling is to get a line on the man who is likely to purchase paint—the man who needs it but does not realize the need, or the man who realizes the need but feels he can't afford to paint.

There are scores of men in these two categories for every one man who needs paint, realizes he needs it, and goes out and buys it of his own accord. The dealer is the decisive factor in bringing these prospects to the purchasing point; and to do this, he must get after them, and must keep after them until they buy. The methods he employs are less important than the persistence with which he keeps after them.

A study of the problem convinces me that personal salesmanship—not merely in the store, but going right out after orders—is the most effective way of getting business. On top of that, the man who goes after business should go again and again till he lands the business. The initial fact that a man needs or wants paint is sufficient assurance that some day some dealer with enough determination and persistence will bring him to the purchasing point.

You might as well be that someone—and you can be that someone if you keep at it.

Foster, Stevens & Co.

WHOLESALE HARDWARE



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



Kept awake by rattling windows
KEEP THE COLD, SOOT AND DUST OUT
 Install "AMERICAN WINDUSTITE" all-metal Weather Strips and save on your coal bills, make your house-cleaning easier, get more comfort from your heating plant and protect your furnishings and draperies from the outside dirt, soot and dust. Storm-proof, Dirt-proof, Leak-proof, Rattle-proof

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

BROWN & SEHLER COMPANY

"HOME OF SUNBEAM GOODS"

Automobile Tires and Tubes	Farm Machinery and Garden Tools
Automobile Accessories	Saddlery Hardware
Garage Equipment	Blankets, Robes & Mackinaws
Radio Equipment	Sheep-lined and
Harness, Horse Collars	Blanket-Lined Coats

GRAND RAPIDS, MICHIGAN

Michigan Hardware Co.

100-108 Ellsworth Ave., Corner Oakes
 GRAND RAPIDS, MICHIGAN



Wholesalers of Shelf Hardware, Sporting
 Goods and
Fishing Tackle

A VISIT

to the G. R. Store Fixture Co. will put you next to saving money on Store, Office or Restaurant equipment. Cash or easy terms.

Personal work is particularly worth while in the early stages of the spring campaign. It pays to get painting started, particularly in localities where paint is very much needed.

A number of years ago a dealer selected one prospect in each of half a dozen sections of the community and gave him an especially attractive figure on paint in order to get him to paint his house with the Blank Brand and start the spring paint campaign moving. I think, personally, that the special price was hardly necessary; but with this as a starter, business came with a rush—and by far the larger proportion of the houses painted in the selected localities were painted with the Blank Brand.

That is psychology, pure and simple. While all the houses in a row are unpainted and weather-beaten, no one man need envy his neighbor, nor will any difference be noticed. Paint one house, and instantly a score of other householders feel the urge to paint—either because they want their premises to look as well as their neighbor's, or because they say, "If So-and-So can afford it, I can." That's why it pays to get painting started.

But I hardly think the cut price on the first order is necessary or advisable. If, instead of cutting prices, the dealer were simply to select the likeliest prospect in each of a number of scattered localities, and then camp determinedly on his trail until the prospect signed up for paint, he could land the business at a fair profit and just as readily secure all the beneficial results in the way of getting business started. He would pay for these results, not in diminished profits on the individual orders, but in the extra time and effort he put into the individual sale. Here, as in the entire paint campaign, determination and persistence are the deciding factors.

I know, from intimate experience, that there are few people who will not surrender to determined, persistent personal salesmanship.

In any event, the dealer who wants his paint sales this spring to bulk large must put a great deal of determination into his selling campaign, and must go into it resolved to carry out his plans to the letter and to keep on pushing paint till the summer dust makes further painting impossible.

Victor Lauriston.

Commends the Position Taken By Fair Play.

Mears, April 5—Nawthin to write about this week. Am laying low for Friend Monroe's come back. Think I got one coming, unless E. P. is disgusted.

Mr. Fair Play, of Sturgis, certainly has the same dope and trouble the remainder of us have. He hit the nail squarely on the head. I have never been in Sturgis, but it must be some town. Have a brother living there who is clerking or killing time in a large grocery and he seems to think he would prefer living in Sturgis if it was his choice twixt there and Heaven.

So long. If I ever have anything to write at all I will inflict it on the Tradesman readers. My birthday today—only 79 years young. Got 21 more years before me.

Tell Fair Play to come again. I like to read sensible dope even if I can't write it myself.

Chronic Kicker.

Commercial Egg Farms.

In its forecast of the 1925 poultry crop, the Bureau of Agricultural Economics suggests that the present high feed costs on commercial egg farms and the shortage of corn which exists in sections of the middle West may affect egg production unfavorably, owing to a less liberal feeding policy.

Reports from Pacific coast producers reviewed in this issue indicate a substantial increase in the number and size of flocks, and they state that the net returns for eggs the past season were so much better than for the previous year that they more than offset the higher feed costs.

Following a year of good prices for eggs, large producers in particular are likely to feel the benefit first and to expand their flocks accordingly. Not only are commercial poultry farms increasing in this country, but the demand for quality eggs seems not yet to have approached a saturation point.

Latest Trends in Neckwear.

The vogue of stripes in men's neckwear shows no signs of abating, according to wholesalers here. They are featured in varying widths and combinations of colors. Red shades continue chief color factors and a long duration of their vogue is predicted. Red on white is one of the new developments that is considered good form. The popularity of beet root colorings on white grounds, according to an executive of Cheney Brothers, is affirmed in a beet root and white women tie being sponsored in exclusive circles in London. Watered silk bars have been introduced on rep silk ties in black and brown grounds. Another phase of the "watered" tendency is the popularity of silver and white watered grounds for Summer ties. One characteristic type has a silver diamond ground design with a beige and red overstripe or bar.

Beech-Nut Co. Not Absorbed By Postum Cereal Co.

New York, March 29—Report published in press to-day that the control of Beech-Nut Packing Co. has passed to other hands is not only absolutely untrue but there is no basis for the report. Beech-Nut Packing Co. is not only not for sale but not even the slightest consideration has been given by our executives to any sale, consolidation or amalgamation of any kind or description whatsoever. Beech-Nut is something more than a business to us. It has been our whole life work and money cannot buy it for the quality of our goods which has made the name Beech-Nut, could not be guaranteed if the control left the hands of myself and my associates who have always controlled it and who will always continue to control it. It is due you to have this information which I am also sending to all those handling our products. Bartlett Arkell, President Beech-Nut Packing Co.

One occasionally sees neckties in men's shops, priced as high as \$7 or \$8 apiece. Scarcely any rational man is willing to pay that much for a necktie. Yet such ties are sold—especially at Christmas season. The buyers are mostly women. The fact that an article is so high priced often makes it a particularly satisfactory symbol of esteem.

FARM SEEDS, CLOVERS, TIMOTHY, ALFALFA, GARDEN SEEDS

The business conducted by Mr. Alfred J. Brown the past few months is now carried on by

A. J. Brown & Son, Inc.

9-11 Ionia Ave.

Grand Rapids, Mich.

We earnestly solicit your orders

NOT CONNECTED WITH ALFRED J. BROWN SEED CO.

Handle Reynolds Shingles

For Profit and Satisfaction

Alabastine Time
It's Here
now

Alabastine
—a dry powder in white and tints. Packed in 5-lb. packages, ready for use by mixing with cold or warm water. Full directions on every package. Apply with an ordinary wall brush. Suitable for all interior surfaces—plaster, wall board, brick, cement, or canvas.

This means "Genuine"

The above cross and circle is printed in red on every package of real Alabastine. Accept no other.

It means the most beautiful interior wall finish. It means a sanitary base. It means no cheapening of the quality we have maintained for nearly fifty years. It means for you durable, economical, artistic, sanitary walls beautifully tinted to exactly match your rugs and furnishings. It means a satisfactory job of decorating the new home or redecorating the old. Alabastine time is here now.

All Colors—Easy to Apply

Alabastine comes in pure white and a large variety of tones and tints which intermix perfectly to form innumerable others. The color you want is easily obtained. It won't rub off when properly applied.

Alabastine means a perfect job. It spreads so easily when applied with a suitable brush that you can do the work yourself if your decorator is not available.



Beautiful, economical and durable



What Charlie Renner Is Doing in Indiana.

Urbana, Ill., April 7—Charlie Renner, owner and manager of the Hotel Urbana-Lincoln here, burst into the Hotel Sherman, Chicago, entered into a conspiracy with Manager Reul, of that institution, shanghaied the writer and brought him down here to tell him how to conduct his hotel at this place.

If there is anyone in the hotel game in Michigan who does not know Charlie Renner, he is a new comer and even then must have recently arrived from the wilds of Patagonia.

About eighteen months ago Charlie informed some of his hotel friends, including the writer, that he was going to include the Urbana-Lincoln in his chain of establishments, and he was told that a public institution at Kalamazoo was maintained for such as he, but we were all mistaken.

The Urbana-Lincoln is one of the most unique hotels I know of, but it is attractive and a winner. It already is bringing in satisfactory returns to its backers. Perhaps its success is not altogether due to Mr. Renner, but sure it is that he has set one example in conducting a metropolitan institution in an interior city.

Knowing the man, you will all be interested in what he is doing, what he has and to learn of his prosperity. He has ninety-nine rooms, 60 per cent. of which are provided with baths. It is a combination of Swiss and Tudor period architecture.

Upon coming into the hotel through a large covered loggia, one enters into the lobby, wonderfully spacious, artistically arranged and with every impression of coziness. The ceiling of this lobby is wood beamed and the walls are oak paneled throughout. Opening directly into the lobby and facing the plaza is a large lounge. The walls of this room are tastefully treated in tapestry brick, the ceiling being of stained wood with heavy wood timber beams. At one end, and occupying the entire side of this lounge, is a large fire place flanked on both sides with stone seats.

In the rear of the main lobby is the entrance to the ball room. This room is spacious and is after the manner of the great halls of the Tudor period. The ceiling is constructed of dark stained wood supported by a series of heavy timbered beams. The walls of this room are artistically formed of half timber work, with the spars between faced with variegated brown brick, and here a huge fireplace extends from the floor to the ceiling.

The dining room is located to the right of the lobby and though simple is appropriately arranged, the wood beamed ceilings being supported on large arched columns of stucco. Off from this room is a large porch overlooking the lawn in front of the building. Needless to say that the food is beyond suspicion and the service the best ever. A grill and coffee shop are also operated in connection with the main cafe.

The guest rooms are beautifully furnished, the decorations and draperies are attractive, equal to those in the leading Chicago hotels.

The approach to all this collection of comfort and hospitality is exceed-

ingly attractive and has proven a big factor in the wonderful success achieved by Mr. Renner. The people of Urbana may have erected a monument, commemorative of their enterprise and local patriotism, but it is by no means a sarcophagus. It is a commercial and social center, and arrived at that stage very soon after it was dedicated.

Recently Mr. Renner acquired by purchase the Hotel Mishawaka, at Mishawaka, Indiana, after operating it on a lease for four years, and also controls the Edgewater Beach Club, at St. Joseph, Michigan, through which medium he has entertained multitudes in the past several years.

As a hotel wizard Charlie is in the 100 per cent. class.

During my stay at the Hotel Sherman, Chicago, I had the extreme pleasure of catching up with Tupper Townsend, Hotel Whitcomb, St. Joseph, and A. C. Michaelson, Hotel Premier, Benton Harbor, both being there for the purpose of buying supplies and furnishings for their respective institutions, preparatory to handling the summer rush.

I. C. McPherson, heretofore connected with numerous Michigan hotels, but more latterly with the Highland Park Club, of Grand Rapids, occupied briefly the position of room clerk at the William Penn Hotel, at North Miami. Now he is general manager of the San Juan Hotel, at Orlando, Florida, where he was an assistant last season.

Charles T. Gratz is now room clerk at the Hotel Pantlind, Grand Rapids. Formerly he was with the Windermere and Aragon, residential hotels in Chicago.

W. L. McManus, Jr., Cushman House, Petoskey, and chairman of the legislative committee of the Michigan Hotel Association, sends out an S. O. S. to all members asking them to communicate at once with their representatives and senators in the Michigan legislature concerning proposed changes in the workingmen's compensation act, which contemplate further high-jacking and hold-up methods to be applied by labor unions to the already overburdened industrial institutions. It is seldom the indefatigable Mac asks for help, but the proposed child labor amendment certainly made demands on his store of energy and all members will do well to give him a boost in this campaign.

At the Urbana-Lincoln Hotel, I found the following offerings. A 75 cent luncheon:

Cream of Celery Soup
Picallini
Braised Brisket of Beef with Vegetables
Roast Loin of Pork, Glazed Apples
Turkey Giblets, with Rice, a la Creole
Parsley Omelet
Mashed Potatoes
Creamed Turnips
Hot Rolls
Mexican Slaw
Apple Pie
Boston Cream Pie
Philadelphia Ice Cream and Cake
Fresh Butter-milk
Tea
Coffee

And this dollar dinner:

Navy Bean Soup
Sweet Pickles
Baked Lake Trout, Portuguese
Prime Ribs of Beef, au jus
Club Steak
Apple Pancake
Hashed Brown Potatoes
Green Peas
Hot Rolls
Shrimp Salad
Pumpkin Pie
Apricot Pie
New York Ice Cream and Cakes

HOTEL BROWNING

150 Fireproof Rooms

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

Rooms with bath, single \$2 to \$2.50
Rooms with bath, double \$3 to \$3.50
None Higher.

HOTEL CHIPPEWA

HENRY M. NELSON
Manager

European Plan
New Hotel with all Modern Conveniences—Elevator, Etc.

150 Outside Rooms

Hot and Cold Running Water and Telephone in every Room

\$1.50 and up

Dining Room Service
60 Rooms with Bath \$2.50 and \$3.00



WHEN IN KALAMAZOO

Stop at the

Park-American Hotel

Headquarters for all Civic Clubs

Excellent Cuisine
Turkish Baths

Luxurious Rooms
ERNEST McLEAN, Mgr.

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

GRAND RAPIDS' NEWEST HOTEL

400 Rooms—400 Baths

Rates \$2.00 and Up

CODY HOTEL

GRAND RAPIDS

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

OCCIDENTAL HOTEL

FIRE PROOF
CENTRALLY LOCATED

Rates \$1.50 and up

EDWARD R. SWETT, Mgr.

Muskegon

Michigan

WESTERN HOTEL

BIG RAPIDS, MICH.

Hot and cold running water in all rooms. Several rooms with bath. All rooms well heated and well ventilated. A good place to stop. American plan. Rates reasonable. WILL F. JENKINS, Manager.

HOTEL DOHERTY

CLARE, MICHIGAN

Absolutely Fire Proof Sixty Rooms
All Modern Conveniences

RATES from \$1.50, Excellent Coffee Shop
"ASK THE BOYS WHO STOP HERE"

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

Columbia Hotel

KALAMAZOO

Good Place To Tie To

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

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.

Henry Smith Floral Co., Inc.

52 Monroe Ave.

GRAND RAPIDS, MICHIGAN

PHONES: Citizens 65173, Bell Main 173



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

MR. MERCHANT:—
Discouraged in the Rut, can't get out, awake nights? Listen, we will turn those sleepless nights into quiet repose. Write us today.

Big 4 Merchandise Wreckers
Room 11 Twamley Bldg.
GRAND RAPIDS MICHIGAN

TAKING INVENTORY

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

Cardinal Punch Beverages

The buckwheat cake and sausage gravy season is practically over with, but there is some of the real "Tom Sawyer" and "Huckleberry Finn" sentiment in the following extract from a writer in the Hotel Monthly. It most certainly is true to form and ought to appeal to the traveling "boys" who were compelled to submit to doses of "sulphur and molasses" in the good old springtime of their existences:

"I know a buckwheat cake from the time the batter is started in the fall until some of it is scraped out in the spring. I don't know so much about buckwheat cakes in the large hotel under the glare of the electric lights, but with the kerosene lamp on the winter mornings, with the windows all covered with frost I am familiar.

"We sat at the kitchen table and the dear old lady between the stove and the table served the cakes. Her service was the finest on earth. She loaded a large plate with cakes, hot from the iron skillet. There was no Vermont maple syrup, but in an old glass pitcher with the tin top broken off there was "black strap" or New Orleans molasses.

"And as to the appearance of those cakes. The top would be brown, with heavy black streaks running through it of a lacey appearance. The under side of that cake would have a blistery look, and in those blistery spots it would have the brown color of an elephant's hide. And they were round as a dollar.

"I said I knew a buckwheat cake and I want to add that you never ate a real simon-pure buckwheat cake if you never scratched. Half of the pleasure in a buckwheat cake is the satisfaction you get from the knowledge of the itch which is sure to come later on. I know what I am talking about, because I have eaten more sulphur, combined with molasses, than the Diamond Match Company ever heard of."

"In the past fourteen months, in Chicago, according to building permits granted," says the Chicago Tribune editorially, "there has been provision made for abodes as against requirements for same, at the ratio of two and one-half to one. This is particularly true of residential hotels and apartment buildings. The increase in transient hotel provisions has been even greater, especially in the loop district."

And yet activities of this nature have not been confined to Chicago alone. Michigan is supplying more than its quota, and according to announcements being read constantly, Michigan is only just waking up and shaking herself. Instead of "every room with a bath," we will soon be hearing the slogan "A hotel for every guest."

Frank S. Verbeck.

Gabby Gleanings From Grand Rapids.

Grand Rapids, April 7—Grand Rapids Council is sure waking up under the leadership of the new officers elected at the March meeting, as is shown by the fact that there was a class of eight candidates initiated at the regular meeting Saturday evening, March 4, and the following good and true are now wearing the U. C. T. button:

Peter N. Iookus.
Walter M. Koch.
Travis Daniel, Jr.
C. J. Heyboer.
Andrew Riekse.
William A. Freer.
John H. Rietberg.
Chester Youngs.

As there is but one more meeting, which is Saturday, May 2, before the convention of the Grand Council, it is hoped there will be as large a turnout at the May meeting and as large a class for initiation as at the April meeting, and at this May meeting there will be many matters of importance

come up pertaining to the meeting of the Grand Council in June. This message is to every member of good old 131. Do not fail to attend the regular meeting on Saturday, May 2.

The date for the meeting of the Grand Council of Michigan, United Commercial Travelers, has been set for Thursday, Friday and Saturday, June 4, 5 and 6 and the city selected for the meeting of 1925 is Coldwater. The Coldwater boys are working hard and are carrying out exhaustive plans for a real entertainment. At the annual meeting of Grand Rapids Council, Saturday, March 7, the following delegates were elected for the Grand Council meeting: August G. Kaser, Gilbert H. Moore, Past Grand Counselor Walter S. Lawton, Wm. D. Bosman, Past Grand Counselor Homer R. Bradfield, Perry E. Larabee and John B. Wells. Past Grand Counselor John D. Martin will also sit at the delegates table as chairman of the hotel committee of the Grand Council of Michigan. The following alternates were elected: Wm. K. Wilson, Wilbur S. Burns, J. M. Vandermere, C. R. Lawton, H. Fred DeGraff, E. J. McMillan and John H. Shumacher.

Hiram Gezon, Manager of the M. B. W. Paper Co., who has been seriously ill with erysipelas for the past four weeks, is now convalescent.

John J. Dooley (Pepsin Syrup Co.), who has spent the winter at Fort Worth, Florida, leaves for home April 7 and will probably be properly installed at 311 Auburn avenue before the end of the week. He writes the architect of this department that Fort Worth has had its full share of the 100,000 real estate dealers who have infested the East coast of Florida during the past winter. John also writes that he has had entire immunity from asthma during the time he has tarried in the State of Perpetual Sunshine, where grape fruit is one cent apiece, milk 20 cents per quart and poultry \$1 per pound. He says the boom section is 366 miles long, running from Jacksonville on the North to Miami on the South.

William Judson, President of the Judson Grocer Co., is still in a critical condition at Blodgett hospital, but Mrs. Judson and his medical advisor both insist that he has begun to mend. It will require a long time for him to regain his strength.

Peter R. Vry has closed the Hotel Waverly, at Lowell, and taken over the management of the Derby Hotel, 357 West Fulton street, Grand Rapids. Harry Winchester (Worden Grocer Co.) is taking a course of baths at Olympian Hotel, Mt. Clemens.

H. T. Stanton (Judson Grocer Co.) has been confined to his bed for the past two weeks by a combined stomachic and bowel attack. He is now thought to be improving.

Ed. Winchester (Worden Grocer Co.) and wife sailed from Liverpool Sunday. They are expected to land in New York next Sunday.

A. B. Knowlson, who has been spending a couple of months in the Isle of Pines, suffered a stroke of paralysis about a month ago. His doctor and nurse accompanied him to Key West, where he was met by medical assistance from home. He is expected to reach Grand Rapids Thursday evening. It is understood that he is in a very critical condition.

Ely & Walker Buy Carleton Dry Goods Co.

St. Louis, April 6—The purchase by the Ely & Walker Dry Goods Co. of the stock of merchandise, trademarks, goodwill and un-expired lease of the building of the Carleton Dry Goods Co., is a cash transaction involving between \$2,500,000 and \$3,000,000. Payment will be made on the basis of the inventory as of May 31, and the actual transfer will take place on June 1, according to Mr. Lawson. The Carleton Dry Goods Co. will be liquidated.

The two companies have a combined capitalization of \$14,874,225 and their combined sales in 1924 exceeded \$60,000,000. Ely & Walker Dry Goods Co. is capitalized at \$10,405,725, of which \$1,500,000 is in 7 per cent. first preferred, \$1,500,000 in 6 per cent. second preferred, and \$7,405,725 common stock of \$25 par value. Assets as of Nov. 29, 1924 were \$21,195,875 and surplus \$2,212,006. Sales of the company for the last fiscal year were \$45,441,756.

The Carleton Dry Goods Co. is capitalized at \$4,468,500, of which \$468,500 is in preferred stock and \$4,000,000 in common stock. It had a surplus, as of May 31, 1924, of \$1,173,632. Its sales amounted to about \$15,000,000.

The companies will be operated as separate units under centralized management, it was announced this morning. Ely & Walker will continue at 1520 Washington avenue and the Carleton Dry Goods Co. at 1145 Washington avenue. No employees of either concern will be effected by the change. The combined companies employ about 4,000 persons, according to the announcement.

All right, title and interest under the lease of the Carleton Dry Goods Co. building will be assumed by Ely & Walker, who will also assume all contracts outstanding with salesmen and other employees. Ely & Walker also will purchase all the merchandise on hand in transit or invoiced at the mills as of May 31, 1925, and will assume all contracts for merchandise outstanding on that date. The Carleton Dry Goods Co. will liquidate its accounts, collect those outstanding, and discharge its obligations to creditors.

The name of the Carleton Dry Goods Co. will be changed to the Carleton Co.

For a man who is dying of cancer, anemia or other more terrible and obscure diseases, as certain recent dispatchs have represented, Benito Mussolini is a very active dying man. On the day said dispatchs were published on this side of the Atlantic the Italian Dictator visited the Roman Zoo, played for a while with his pet lion cub and drove up and down the Roman streets for an hour or so. A day or so later he appeared in Parliament and went through a nerve-racking demonstration of welcome and witnessed the joyous Fascisti pitch the Communists out on their communistic heads. Saturday he held two Cabinet meetings and attended a session of Parliament. Few rulers anywhere were ever more active in a week than Mussolini was during the last seven days. Like Leon Trotsky he is a hard man to kill by cable.

The Canadian gentleman who is proceeding to Rome by canoe, having crossed the Atlantic by steamer, has advertised himself by the exploit, but he cannot be commended for common sense. The feat is about on an intellectual parity with the occasional trip over Niagara Falls in a barrel or a leap from the Brooklyn Bridge. Some human beings expend in such futile undertakings a deal of energy that would be better dedicated to sensible and productive enterprise. It was not inspiring to hear of the departure for Europe of the "champion quail eater of the United States." Yet we make fun of the Chinese who at a village fair bestowed a prize on a woman who threaded needles behind her back with the greatest celerity.

Too Late To Classify.

Jackson—The R. A. Moote Corporation, 135 West Cortland street, has been incorporated to manufacture and sell at wholesale and retail, office, school and advertising supplies, furniture, stationery, etc., with an authorized capital stock of \$20,000, \$17,700 of which has been subscribed and paid in in cash.

Three Oaks—The Grower-Consumer Direct Sales Service has been incorporated with an authorized capital stock of \$50,000, of which amount \$3,500 has been subscribed and paid in in cash.

Detroit—The Michigan Coal & Wood Co., 2500 West Hancock street, has been incorporated with an authorized capital stock of \$25,000, of which amount \$5,000 has been subscribed, \$236 paid in in cash and \$4,764 in property.

Dowagiac—The Dowagiac Auto Sales Co., has been incorporated with an authorized capital stock of \$20,000, all of which has been subscribed and \$8,000 paid in in cash.

Detroit—The Ideal Steel Co., 9123 Grand River avenue, has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

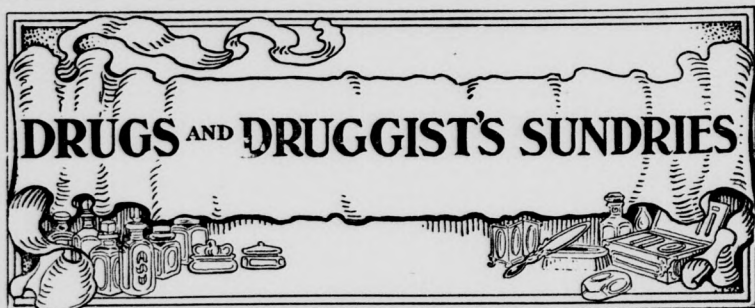
Hartland—A. W. Howe has sold his stock of general merchandise and groceries to Edgar V. Clark, who will continue the business.

Lansing—The Michigan Co., Inc., 22 Strand Arcade, jobber of school supplies, janitor supplies, etc., has merged its business into a stock company under the same style, with an authorized capital stock of \$10,000, of which amount \$5,500 has been subscribed, \$2,087.77 paid in in cash and \$3,412.23 in property.

Fennville—Flanders Bros. succeed C. L. Fosdick in the grocery business.

Despite the withdrawal from the Geneva Opium Conference of the American and the Chinese delegations the delegates remaining went ahead and signed a convention and a protocol. No agreement was reached, however, which advances the fight against the narcotic evil one step further than the Hague Convention of 1912. In plain words, the League of Nations attempt to handle this matter has proved a distinct failure. There are, however, one or two bright spots. America has had an opportunity to put before the world its ideas on the subject and has received considerable sympathy. The Chinese delegation signified, by withdrawing with the Americans, its determination not to let matters rest in their recent state of inaction. Japan's chief delegate, in a farewell message to Representative Porter, assured him of Japanese sympathy and voiced confidence in the "ultimate success of your endeavor, which has not only the support of public opinion in the United States but also in Japan." America and the Far East have reached common ground from which to carry on the fight. From this viewpoint the Geneva conference has not been entirely futile.

Lansing—Gorsline & Runciman have opened undertaking parlors at 900 East Michigan avenue.



Liquid Fire Extinguisher.

These solutions are intended to coat or encrust the burning substance with incombustible salts, so as to prevent or at least hinder further burning.

1. Calcium Chloride, crude ---- 4 ozs.
Sodium Chloride ---- 1 oz.
Water ---- 16 ozs.

The resulting solution is thrown into the fire by a hand-pump. The burning portions become encrusted and cease to be combustible.

2. Calcium Chloride ---- 20 ozs.
Salt ---- 5 ozs.
Water ---- 75 ozs.
3. Sodium Nitrate ---- 20 ozs.
Sodium Chlorid ---- 1 oz.
Ammonium Chlorid ---- 1 oz.
Magnesium Chlorid ---- 1 oz.
Water ---- 16 ozs.

Laubert's fire extinguisher is said to consist of a 6 per cent. aqueous solution of a mixture of sodium chlorid 50 parts, sodium bicarbonate 30 parts, and alum 20 parts.

Crystal Hair Pomade.

Under this heading are grouped hair pomades which are made to assume a crystalline appearance. They are also translucent, whence the name "transparent pomade."

- Olive Oil ---- 18 ozs.
- Spermaceti ---- 2 ozs.
- Oil Bergamot ---- 2 drs.
- Oil Cloves ---- 6 drs.
- Oil Cinnamon ---- 10 dps.
- Oil Neroli ---- 10 dps.

Dissolve the spermaceti in the oil by the aid of heat. Place the bottles up to the neck in water as hot as they will bear. Then fill with the pomade, adding the perfume immediately before pouring out. Cover the bottles as soon as they are filled, and do not disturb them until the pomade is perfectly solid.

Dextrine Mucilage.

- White Dextrin ---- 4 oz.
- Gum Arabic ---- 2 oz.
- Sugar (granulated) ---- 1 oz.
- Water ---- 12 oz.

Dissolve the gum arabic and sugar in 6 fluid ounces of the water. Dissolve the dextrin in 6 fluid ounces of hot water by the aid of heat, and mix the solutions when cool. This makes a white, not a clear, mucilage, very adhesive, and much better than gum arabic for paper labels.

Hair Gloss.

Hair glosses are for the purpose of giving a gloss and a smooth, soft-appearance to the hair, glycerin or castor oil being the main ingredient which is dissolved in alcohol and perfumed. Besides the preparations mentioned below, brilliantines are also used as hair glosses.

1. Castor Oil ---- 4 ozs.
Alcohol ---- 12 ozs.
Oil Lavender Flowers ---- 30 min.
Oil Bergamot ---- 30 min.
Color with alkanet if desired.
2. Glycerin ---- 2 ozs.
Alcohol ---- 2 ozs.
Orange Flower Water ---- 2 ozs.
Rose Water ---- 10 ozs.
Oil Verbena ---- 30 mins.
Oil Rose Geranium ---- 30 mins.
Oil Citronella ---- 30 mins.

Obtaining Artificial Patina on Brass.

The following solutions are recommended for obtaining the appearance of antique patina on brass:

1. Ammonium Chloride ---- 250 gr.
Common salt ---- 250 gr.
Solution of ammonia ---- ½ oz.
Vinegar ---- 2 pts.
2. Ammonium Chloride ---- 770 gr.
Alum ---- 370 gr.
Arsenous Oxide ---- 160 gr.
Vinegar ---- 16 ozs.

The first recipe is stated to give a yellowish-green patina and the second a bluish-green. Three or more applications are required, each coat being allowed to dry before the next is applied.

A Penny Idea.

A great many fountains find that it helps business to have trays containing penny goods placed at the cashier's counter so that patrons may have the chance of spending the pennies they get in change for gum, candy, etc. Also some fountains have found that it also helps business to have five and ten cent bars and five and ten cent sacks of candy at the cashier's desk so that patrons can spend the jitneys and dimes they get in change in the same way.

Good Mange Remedy.

- Benzine ---- 10 oz.
- Oil of cade ---- 3 oz.
- Coal Tar ---- 3 oz.
- Soft Soap ---- 3 oz.
- Oil of Turpentine ---- 3 oz.

Rub the soap and tar together in a mortar; then add the oil of cade; when perfectly smooth add gradually the oil of turpentine and benzine. Use twice a day.

Decolorizing Tooth Paste.

The following paste removes discolorations from the teeth:

- Prepared Chalk ---- 50 parts
- Powdered Orris Root ---- 25 parts
- Cuttle Fish Bone ---- 15 parts
- Potassium Bitartrate ---- 10 parts
- Glycerine a sufficient quantity. Mix the solids intimately and make into a paste with the glycerine.

Cholagogue Pills.

- Arsenous Acid ---- 1 gr.

- Corrosive Sublimate ---- 1 gr.
- Powdered Ipecac ---- 2 grs.
- Calomel ---- 15 grs.

Mix and make into 15 tablets. One every 3 or 4 hours until catharsis, or one every second or third night, as the exigency of the case may require.

No Question Settled Until It Is Settled Right.

Grandville, April 7—No question is ever settled until it is settled right.

This has been proven time and again to the satisfaction of all right minded people. The time to get at questions where the rights of individuals are concerned is in the aftermath of heated campaigns, when the mind of the populace is not wrought up to fever heat, and when calm common sense has a chance for expression.

Lynchings in this country were of such common occurrence that they ceased to excite comment. When a wrong becomes entrenched in the indifference of the people it becomes a hard matter to make an impression on the electorate.

Were one-half the lynchings of Americans carried on in foreign lands that take place yearly on our own soil, the whole Nation would flare up with indignant protest, and the Yankee Eagle would flap his wings and scream while cannon would be double shot and a demand for reparation made.

The flag you see would be insulted, and that could not be endured for a single moment longer than Uncle Sam could get his men under arms, his ships into blue water in just pursuit of a foreign enemy.

Right here at home, however, we allow the Constitution to be nullified and citizens driven from the polls; those who pay taxes and are native born denied the ballot at every National or state election and no protest goes up against the damnable villainy of it all.

The most sacred right an American citizen possesses is the right to cast a ballot and have that ballot honestly counted. This is a right guaranteed by the Constitution of our country, and any township, county, or state which denies that free ballot is in active rebellion against the United States and should be at once brought to book for open treason.

At least nine states of the Union have for years denied the right of ballot to half their citizens, have openly defied the Constitution, taxed citizens without allowing them to vote—all in direct defiance of the laws of the land. All this outlawry is acquiesced in without a protest or a murmur from any source whatsoever.

Of more than a quarter million soldiers who went across to fight for democracy in a foreign land not one of them would be allowed to cast a ballot in his home town, and some of them were openly assaulted and murdered on their return for the unforgivable crime of wearing the uniform of their country after their return home.

All this, remember, in free America. Don't you blush, my fellow citizen, when you realize what deeds are done in the name of liberty in these United States?

The Constitution, adopted soon after the Revolution, and which has been the supposed bulwark of our liberties for a century and a half, guarantees equal suffrage, and yet more than two millions of voters are never permitted to cast a ballot in those states named.

It is politics, of course, yet no one party is responsible for such an unjust state of affairs.

How could it be when, with a majority of many millions, the party in power during the last four years, and which suffers many times from this maladministration of the law, refuses to do anything save shut its eyes to all this treasonable unrighteousness?

Years ago our Government cut off

treaty relations with Russia because that country persecuted the Jews. This was before the great war. Russia made the apt retort that before attempting to reform the world Uncle Sam had better look at home and begin a reform by putting a stop to lynching.

It is said that lynching has fallen off to a noticeable extent during the past year. This, if true, is certainly encouraging, but the ballot box is still closed to more than ten million of our American citizens, and not even a protest goes up from anywhere in this broad republic of ours.

No use to protest, of course, when both political parties are a unit in this unconstitutional disfranchisement of American citizens.

Far less notice is taken of this overriding the Constitution of our country than of a prize fight between two pugs who have made name and fame at the game of fisticuffs inside a ring outside of which thousands of good Americans yell themselves hoarse over the brutal bruising.

Once upon a time these at present disfranchised citizens, or at least their fathers, were permitted to vote. That was a long time ago, however, and as it seems the thing to tread on the rights of men who fought in bloody battle for the honor of the flag, and for National preservation against the dangers of foreign invasion, there is no one brave enough to speak up and demand justice at the hands of the Nation.

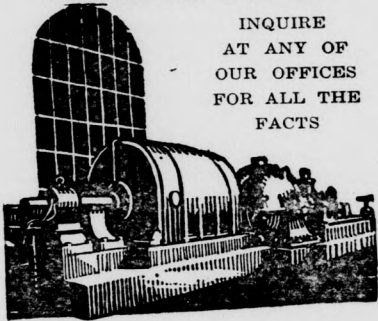
The crime of slavery existed in this country for two and more centuries; that crime was not pleasing in the sight of God, because of which a great war sundered the country for four years, and three hundred thousand of the best blood of the Nation laid down their lives that such stain should be wiped off the National escutcheon.

Have we any assurance that this even greater crime of disfranchisement of millions of lawful voters of this land may not be righted in time by an equal sacrifice of blood and treasure? No question is ever settled until it is settled right. Remember that; also remember that God is no respecter of persons and will not withhold His wrath because these defrauded millions have a black skin. Old Timer.

The ether jam has arrived. The broadcasters are in turmoil because of the increasing collisions on the radio thoroughfares. Even so competent an authority as Michael Pupin, of Columbia University, is alarmed and joins in the cry for "air cops" to regulate the sound traffic. Theoretically, there is room for fewer than a hundred broadcasting stations. Actually, more than 500 are blazing away day and night and the popular myth about illimitable space falls to pieces. And now Washington is to be appealed to to remedy the ether jam by Federal regulation. And thus is an old notion confirmed about new things. Instead of eliminating old problems they come around in a spiral movement and bring all the old problems to the front with new complications added. Heretofore most of the troubles of the world have rooted down to some instinctive belief that there isn't room enough in the earth for all of us without some cramping. Now it appears there isn't room enough in the all-embracing ether for every one to talk at once.

Zeeland—The Acme Stamping & Brass Works has been incorporated with an authorized capital stock of \$25,000, of which amount \$10,000 has been subscribed and \$5,000 paid in in cash.

20,000 PARTNERS

PROFIT FROM
CONSUMERS POWER
PREFERRED SHARESINQUIRE
AT ANY OF
OUR OFFICES
FOR ALL THE
FACTS

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
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Brick is Everlasting

Grande Brick Co., Grand
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Saginaw Brick Co., Saginaw

Jackson-Lansing Brick Co.,
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7% Preferred StockExempt from Personal Tax
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Depreciated value of net
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times all outstanding Pre-
ferred. Net earnings the
past 6 years average 3 times
all preferred requirements,
and the past 2 years over
4 1/2 times such requirements.
No mortgage or funded debt.

Price \$9.80 per share and
Accrued Dividend.Information contained here-
in is not guaranteed but
believed to be reliable.Howe, Snow
& BERTLES INC.

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GRAND RAPIDS

New York Chicago Detroit

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How About Spraying Material?

ARE YOU WELL SUPPLIED WITH

PARIS GREEN

ARSENATE OF LEAD

TUBER TONIC (Paris Green & Bordeaux Mixture)

ARSENATE OF CALCIUM

PESTOYD (Insecto) (Arsenate Lead and Bordeaux)

DRY LIME AND SULPHUR

DRY FUNGI BORDO (Dry Powder Bordeaux)

BOWKER'S PYREX

BLACK LEAF FORTY

Also

BLUE VITROL, SULPHUR, ARSENIC, FORMALDEHYDE,
INSECT POWDER, SLUG SHOT, WHITE HELLEBORE, Etc.If not well supplied order at once. We carry complete stock all
the time.

HAZELTINE & PERKINS DRUG CO.

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MICHIGAN

Grand Rapids

WHOLESALE DRUG PRICE CURRENT

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

Acids		Lavendar Flow-- 8 00@3 25		Cinchona ----- @2 10	
Boric (Powd.) -- 15 @ 25		Lavendar Gar'n 85@1 20		Colchicum ----- @1 80	
Boric (Xtal) -- 15 @ 25		Lemon ----- 1 50@1 75		Cubeb ----- @3 00	
Carbolic ----- 39 @ 46		Linseed, bld. bbl. @1 19		Digitalis ----- @1 80	
Citric ----- 58 @ 70		Linseed, bld less 1 26@1 39		Gentian ----- @1 35	
Muriatic ----- 3 1/2 @ 8		Linseed, raw, bbl. @1 16		Ginger, D. S. -- @1 80	
Nitric ----- 9 @ 15		Linseed, ra. less 1 23@1 36		Gualac ----- @2 20	
Oxalic ----- 15 @ 25		Mustard, artifil. oz. @ 50		Gualac, Ammon. @2 00	
Sulphuric ----- 3 1/2 @ 8		Nutsfoot ----- 1 35@1 50		Iodine ----- @ 95	
Tartaric ----- 40 @ 50		Olive, pure ----- 3 75@4 50		Iodine, Colorless @1 50	
Ammonia		Olive, Malaga, yellow 2 75@3 00		Iron, Clo. ----- @1 35	
Water, 26 deg. -- 10 @ 18		Olive, Malaga, green 2 75@3 00		Kino ----- @1 40	
Water, 18 deg. -- 09 @ 14		Orange, Sweet. 4 50@4 75		Myrrh ----- @2 50	
Water, 14 deg. -- 6 1/2 @ 12		Organum, pure @ 2 50		Nux Vomica ----- @1 55	
Carbonate ----- 20 @ 25		Organum, com'l 1 00@1 20		Opium ----- @3 50	
Chloride (Gran.) 10 1/2 @ 20		Peppermint ----- 20 00@20 25		Opium, Camp. -- @ 85	
Balsams		Rose, pure ----- 13 50@14 00		Opium, Deodorz'd @3 50	
Copaiba ----- 90@1 20		Rosemary Flows 1 25@1 50		Rhubarb ----- @1 70	
Fir (Canada) -- 2 55@2 80		Sandalwood, E. ----- 10 00@10 25		Paints.	
Fir (Oregon) -- 65@1 00		L ----- 2 50@2 75		Lead, red dry ----- 16@16 1/2	
Peru ----- 3 00@3 25		Sassafras, true 2 50@2 75		Lead, white dry -- 16@16 1/2	
Tolu ----- 3 00@3 25		Sassafras, art'l 7 00@7 25		Lead, white oil -- 16@16 1/2	
Barks		Sperm ----- 1 80@2 05		Ochre, yellow bbl. @	
Cassia (ordinary) 25@ 30		Tar, USP ----- 50@ 65		Ochre, yellow less 2 1/2 @	
Cassia (Saigon) -- 50@ 60		Turpentine, bbl. -- @ 96		Red Venet'n Am. 3 1/2 @	
Sassafras (pw. 50c) @ 55		Turpentine, less 1 06@1 16		Red Venet'n Eng. 4 @	
Soap Cut (powd.) 30c ----- 18@ 25		Wintergreen, leaf ----- 6 00@6 25		Putty ----- 5 @	
Berries		Wintergreen, sweet birch ----- 3 00@3 25		Whiting, bbl. ----- @ 4 1/2	
Cubeb ----- @1 25		Wintergreen, art. ----- 80@1 20		Whiting ----- 5 1/2 @ 10	
Fish ----- @ 25		Wormseed ----- 6 50@6 75		L. H. P. Prep. -- 2 30@3 00	
Juniper ----- 09@ 20		Wormwood ----- 8 50@8 75		Rogers Prep. -- 2 80@3 00	
Prickly Ash ----- @ 30		Potassium		Miscellaneous	
Extracts		Licorice ----- 60@ 65		Acetanilid ----- 47@ 55	
Licorice ----- 60@ 65		Licorice powd. -- @1 00		Alum ----- 08@ 12	
Flowers		Roots		Alum, powd. and ground ----- 09 @ 15	
Arnica ----- 25@ 30		Bicarbonate ----- 35@ 40		Bismuth, Subnitrate ----- 3 02@3 23	
Chamomile (Ger.) 20@ 25		Bichromate ----- 15@ 25		Borax xtal or powdered ----- 07@ 13	
Chamomile Rom. -- 20@ 25		Bromide ----- 69@ 85		Cantharades, po. 1 75@2 25	
Gums		Bromide ----- 54@ 71		Calomel ----- 1 93@2 09	
Acacia, 1st ----- 50@ 55		Chlorate, gran'd ----- 23@ 30		Capsicum, pow'd ----- 48@ 55	
Acacia, 2nd ----- 45@ 50		Chlorate, powd. or Xtal ----- 16@ 25		Carmine ----- 6 00@6 60	
Acacia, Sorts ----- 20@ 25		Cyanide ----- 30@ 90		Casia Buds ----- 30@ 35	
Acacia, Powdered ----- 35@ 40		Iodide ----- 4 30@4 49		Cloves ----- 50@ 55	
Aloes (Barb Pow) 25@ 35		Permanganate ----- 20@ 30		Chalk Prepared. ----- 14@ 16	
Aloes (Cape Pow) 25@ 35		Prussiate, yellow ----- 65@ 75		Chloroform ----- 48@ 53	
Aloes (Soc. Pow.) 65@ 76		Prussiate, red ----- @1 00		Chloral Hydrate 1 35@1 85	
Asafoetida ----- 65@ 75		Sulphate ----- 35@ 40		Cocaine ----- 11 85@12 50	
Pow. ----- 1 00@1 25		Seeds		Cocoa Butter ----- 50@ 55	
Camphor ----- 1 00@1 10		Alkanet ----- 25@ 30		Corks, list, less ----- 40@50%	
Guaiac ----- @ 70		Blood, powdered. ----- 35@ 40		Copperas ----- 2 1/2 @ 10	
Guaiac, pow'd ----- @ 75		Calamus ----- 35@ 50		Copperas, Powd. ----- 4 @ 10	
Kino ----- @ 85		Elecampane, pwd ----- 25@ 30		Corrosive Sublim 1 58@1 76	
Kino, powdered. ----- @ 90		Gentian, powd. ----- 20@ 30		Cream Tartar ----- 30@ 35	
Myrrh ----- @ 60		Ginger, African, powdered ----- 30@ 35		Cuttle bone ----- 40@ 50	
Myrrh, powdered ----- @ 65		Ginger, Jamaica, powdered ----- 60@ 65		Dextrine ----- 6 @ 15	
Opium, powd. 19 65@19 92		Ginger, Jamaica, powdered ----- 55@ 60		Dover's Powder 3 50@4 00	
Opium, gran. 19 65@19 92		Goldenseal, pow. 6 00@6 40		Emery, All Nos. ----- 10@ 15	
Shellac ----- 90@1 10		Ipecac, powd. ----- 3 75@4 00		Emery, Powdered ----- 8 @ 10	
Shellac Bleached 1 00@1 10		Licorice ----- 35@ 40		Epsom Salts, bbls. ----- @	
Tragacanth, pow. ----- @1 75		Licorice, powd. ----- 30@ 40		Epsom Salts, less 3 1/2 @ 10	
Tragacanth ----- 1 75@2 25		Orris, powdered ----- 35@ 40		Ergot, powdered ----- @1 00	
Turpentine ----- @ 25		Poke, powdered. ----- 35@ 40		Flake, White ----- 15@ 20	
Insecticides		Rhubarb, powd. 1 00@1 10		Formaldehyde, lb. ----- 13 @ 30	
Arsenic ----- 15 @ 25		Rosinwood, powd. ----- @ 40		Gelatine ----- 90@1 05	
Blue Vitriol, bbl. ----- @ 07		Sarsaparilla, Hond. ----- @1 00		Glassware, less 55% ----- 55%	
Blue Vitriol, less 08 @ 15		Sarsaparilla Mexican, ground ----- @1 25		Glassware, full case 60% ----- 60%	
Bordeaux Mix Dry 12 1/2 @ 25		Squills ----- 35@ 40		Glauber Salts, bbl. ----- @02 1/2	
Hellebore, White ----- 20@ 30		Squills, powdered ----- 60@ 70		Glauber Salts less 04 @ 10	
Insect Powder ----- 75@ 85		Tumeric, powd. ----- 17@ 25		Glue, Brown ----- 21@ 30	
Lead Arsenate Po. 22@ 39		Valerian, powd. ----- 40@ 50		Glue, Brown Grd ----- 15@ 20	
Lime and Sulphur ----- 9 @ 22		Tinctures		Glue, white ----- 27 1/2 @ 35	
Dry ----- 22@ 39		Aconite ----- @1 80		Glue, white grd. ----- 25 @ 35	
Paris Green ----- 22@ 39		Aloes ----- @1 45		Glycerine ----- 65@ 75	
Leaves		Arnica ----- @1 10		Hops ----- 6 45@6 90	
Buchu ----- 1 35@1 50		Asafoetida ----- @1 35		Iodine ----- 7 35@7 65	
Buchu, powdered ----- @1 50		Belladonna ----- @2 10		Lead Acetate ----- 20@ 30	
Sage, Bulk ----- 25@ 30		Benzoin ----- @2 55		Mace ----- @1 40	
Sage, 1/4 loose ----- @ 40		Buchu ----- @2 55		Mace, powdered ----- @1 45	
Sage, powdered. ----- @ 35		Cardamon ----- @3 00		Menthol ----- 16 50@17 00	
Senna, Alex. ----- 50@ 75		Cardamon pow. ----- @3 50		Morphine ----- 11 18@11 93	
Senna, Tinn. ----- 30@ 35		Coriander pow. ----- 20@ 25		Nux Vomica ----- @ 30	
Senna, Tinn. pow. 25@ 35		Dill ----- 12 1/2 @ 20		Nux Vomica, pow. 17 @ 25	
Uva Ursi ----- 20@ 25		Fennell ----- 25 @ 40		Pepper black pow. ----- 32 @ 35	
Oils		Flax ----- 09 @ 15		Pepper, White ----- 40 @ 45	
Almonds, Bitter, true ----- 7 50@7 75		Flax, ground ----- 09 @ 15		Pitch, Burgundry ----- 10 @ 15	
Almonds, Bitter, artificial ----- 4 00@4 25		Foenugreek pow. ----- 15 @ 25		Quassia ----- 12 @ 15	
Almonds, Sweet, true ----- 1 40@1 60		Hemp ----- 8 @ 15		Quinine ----- 72 @ 133	
Almonds, Sweet, imitation ----- 60@1 00		Lobelia, powd. ----- @1 25		Rochelle Salts ----- 30 @ 35	
Amber, erude ----- 1 50@1 75		Mustard, yellow ----- 15 @ 25		Saccharine ----- @ 30	
Amber, rectified ----- 1 75@2 00		Mustard, black ----- 20 @ 25		Salt Peter ----- 11 @ 22	
Anise ----- 1 00@1 25		Poppy ----- 22 @ 25		Selditz Mixture ----- 30 @ 40	
Bergamont ----- 5 75@6 00		Quince ----- 1 50@1 75		Soap, green ----- 15 @ 30	
Cajeput ----- 1 50@1 75		Rape ----- 15 @ 20		Soap mott cast. ----- 2 1/2 @ 25	
Cassia ----- 1 25@1 50		Sabadoila ----- 25 @ 35		Soap, white castle ----- @12 50	
Castor ----- 1 90@2 15		Sunflower ----- 11 1/2 @ 15		Soap, white castle less, per bar ----- @1 45	
Cedar Leaf ----- 1 75@2 00		Worm, American ----- 30 @ 40		Soda Ash ----- 3 1/2 @ 10	
Citronella ----- 1 50@1 75		Worm, Levant ----- 4 00@4 25		Soda, Bicarbonate 3 1/2 @ 10	
Cloves ----- 3 00@3 25		Seeds		Soda, Sal ----- 02 1/2 @ 58	
Cocoonut ----- 25 @ 35		Anise ----- @ 35		Spirits, Camphor ----- @1 35	
Cod Liver ----- 1 80@2 00		Anise, powdered ----- 35 @ 40		Sulphur, roll ----- 3 1/2 @ 10	
Croton ----- 2 00@2 25		Bird, is ----- 13 @ 17		Sulphur, Subl. ----- 04 @ 10	
Cotton Seed ----- 1 40@1 60		Canary ----- 13 @ 20		Tamarinds ----- 20 @ 25	
Cubeb ----- 7 00@7 25		Caraway, Po. ----- 30 @ 30		Tartar Emetic ----- 70 @ 75	
Eligeron ----- 6 00@6 25		Cardamon ----- @3 00		Turpentine, Ven. ----- 50 @ 75	
Eu-alyptus ----- 1 25@1 50		Cardamon ----- @3 50		Vanilla Ex. pure 1 75@2 25	
Hemlock, pure. ----- 1 75@2 00		Coriander pow. ----- 20 @ 25		Vanilla Ex. pure 2 50@3 00	
Juniper Berries. ----- 3 00@3 25		Dill ----- 12 1/2 @ 20		Zinc Sulphate ----- 04 @ 15	
Juniper Wood ----- 1 50@1 75		Fennell ----- 25 @ 40			
Lard, extra ----- 1 50@1 70		Flax ----- 09 @ 15			
Lard, No. 1 ----- 1 35@1 50		Flax, ground ----- 09 @ 15			

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

Canned Blueberries

DECLINED

Rolled Oats
Karo Syrup

AMMONIA

Arctic, 16 oz. ----- 2 00
Arctic, 32 oz. ----- 3 25
Quaker, 36, 12 oz. case 3 85



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, 25 lb. keg 12
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
Sardines ----- 70
Sliced bacon, large ----- 4 50
Sliced bacon, medium ----- 2 70
Sliced beef, large ----- 4 50
Sliced beef, medium ----- 2 80
Grape Jelly, large ----- 4 50
Grape Jelly, medium ----- 2 70
Peanut butter, 16 oz. 4 25
Peanut butter, 10 1/2 oz. 3 70
Peanut butter, 6 1/2 oz. 3 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, 18s 3 60
Pillsbury's Best Cerl 2 20
Quaker Puffed Rice, 5 60
Quaker Puffed Wheat 4 30
Quaker Brist Biscuit 1 90
Ralston Branzen 3 20
Ralston Food, large 4 00
Saxon Wheat Food 3 90
Vita Wheat, 12s ----- 1 80

Post's Brands.

Grape-Nuts, 24s ----- 3 80
Grape-Nuts, 100s ----- 2 75
Instant Postum, No. 8 5 40

Instant Postum, No. 9 5 00
Instant Postum, No. 10 4 50
Postum Cereal, No. 0 2 25
Postum Cereal, No. 1 2 70
Post Toasties, 36s ----- 3 45
Post Toasties, 24s ----- 3 45
Post's Bran, 24s ----- 2 70

BROOMS

Parlor Pride, doz. ----- 5 25
Standard Parlor, 23 lb. 3 25
Fancy Parlor, 23 lb. 9 25
Ex. Fcy. Parlor 25 lb. 10 00
Toy ----- 2 25
Whisk, No. 3 ----- 2 75

BRUSHES

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

Shaver

No. 50 ----- 2 00
Peerless ----- 2 80

Shoe

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

BUTTER COLOR

Dandelion, ----- 1 85
Nedrow, 3 oz., doz. 2 50

CANDLES

Electric Light, 40 lbs. 12 1
Plumber, 40 lbs. ----- 12 3
Paraffine, 6s ----- 14 1
Paraffine, 12s ----- 14 1
Wicking ----- 40
Tudor, 6s, per box ----- 20

CANNED FRUIT.

Apples, 3 lb. Standard 1 50
Apples, No. 10 ----- 4 50
Apple Sauce, No. 10 8 00
Apricots, No. 1 1 35
Apricots, No. 2 ----- 2 85
Apricots, No. 2 1/2 3 00
Apricots, No. 10 ----- 8 00
Blackberries, No. 10 10 00
Blueberry's, No. 2 2 00
Blueberries, No. 10 ----- 12 50
Cherries, No. 2 ----- 3 00
Cherries, No. 2 1/2 ----- 3 75
Cherries, No. 10 ----- 11 00
Loganberries, No. 2 ----- 3 00
Peaches, No. 1 ----- 1 25
Peaches, No. 1, Sliced 1 40
Peaches, No. 2 ----- 2 75
Peaches, No. 2 1/2 Mich 3 00
Peaches, 2 1/2 Cal. 3 25
Peaches, 10, Mich. ----- 7 75
Pineapple, 1, sl. 1 80
Pineapple, 2, sl. 2 80
Pineapple, 2 br. sl. 2 65
Pineapple, 2 1/2, cru. 3 35
Pineapple, 2, cru. 2 60
Pineapple, 10, cru. ----- 11 50
Pears, No. 2 ----- 3 25
Pears, No. 2 1/2 ----- 4 00
Plums, No. 2 ----- 2 00
Plums, No. 2 1/2 ----- 2 75
Raspberries, No. 2, blk 3 25
Raspb's, Red, No. 10 12 00
Raspb's, Black, -----
No. 10 ----- 11 50
Rhubarb, No. 10 ----- 5 25

CANNED FISH.

Clam Ch'der, 10 1/2 oz. 1 35
Clam Ch., No. 3 3 00
Clams, Steamed, No. 1 1 80
Clams, Minced, No. 1 2 50
Finnan Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz. 2 50
Chicken Haddie, No. 1 2 75
Fish Flakes, small ----- 1 35
Cod Fish Cake, 10 oz. 1 85
Cove Oysters, 5 oz. ----- 1 90
Lobster, No. 1/4, Star ----- 2 70
Shrimp, 1, wet 2 10
Sard's, 1/4 Oil, ky 5 75
Sardines, 1/4 Oil, ky 5 00
Sardines, 1/4 Smoked 7 50
Sardines, 1/4 Warrens, 1/2 2 75
Salmon, Red Alaska ----- 3 10
Salmon, Med. Alaska 2 75
Salmon, Pink Alaska 1 75
Sardines, Im. 1/4, ea. 10 23
Sardines, Im. 1/4, ea. ----- 35
Sardines, Cal. ----- 1 65
Tuna, 1/4, Albacore ----- 95
Tuna, 1/4, Curtis, doz. 2 20
Tuna, 1/4, Curtis, doz. 3 50
Tuna, 1s, Curtis, doz. 7 00

CANNED MEAT.

Bacon, Med. Beechnut 2 70
Bacon, Lge. Beechnut 4 50
Beef, No. 1, Corned ----- 2 75
Beef, No. 1, Roast ----- 2 75
Beef, No. 2 1/2, Qua. sil. 1 35

Beef, No. 1/4, Qua. sil. 1 75
Beef, 5 oz., Qua. sil. 2 50
Beef, No. 1, B nut, sil. 4 50
Sap Sago ----- 35
Beefsteak & Onions, s 2 75
Chili Con Cal., 1s 1 35
Deviled Ham, 1/4s ----- 2 20
Deviled Ham, 1/2s ----- 3 60
Hamburg Steak & Onions, No. 1 ----- 3 15
Potted Beef, 4 oz. ----- 1 10
Potted Meat, 1/4 Libby 5 1/2
Potted Meat, 1/2 Libby 90
Potted Meat, 1/2 Qua. ----- 85
Potted Ham, Gen. 1/4 1 85
Vienna Saus., No. 1/4 1 35
Vienna Sausage, Qua. ----- 95
Veal Loaf, Medium ----- 2 30

Baked Beans

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

CANNED VEGETABLES.

Asparagus, -----
No. 1, Green tips 4 50
No. 2 1/2, Lge. Green 4 50
W. Bean, cut ----- 2 25
W. Beans, 18 ----- 3 50
Green Beans, 2s 2 00
Gr. Beans, 10s 1 50
L. Beans, 2 gr. 1 35
Lima Beans, 2s, Soaked 95
Red Kid, No. 1 1 30
Beets, No. 1, wh. 1 75
Beets, No. 2, cut ----- 80
Beets, No. 3, cut ----- 1 80
Corn, No. 2, Ex stan 1 65
Corn, No. 2, Fan. 1 80
Corn, No. 2, Py. glass 3 25
Corn, No. 10 ----- 1 50
Hominy, No. 3 1 00
Okra, No. 2, whole ----- 2 00
Okra, No. 2, cut ----- 1 40
Dehydrated Veg. Soup 90
Dehydrated Potatoes, lb. 45
Mushrooms, Hotels ----- 42
Mushrooms, Choice ----- 50
Mushrooms, Sur Extra 75
Peas, No. 2, E. J. 1 50
Peas, No. 2, Sift., -----
June ----- 1 35
Peas, No. 2, Ex. Sift. ----- 2 25
Peas, Ex. Fine, French 25
Pumpkin, No. 3 1 35
Pumpkin, No. 10 4 50
Pimientos, 1/4, each 12 14
Pimientos, 1/2, each ----- 27
Sw't Potatoes, No. 2 1 50
Sauerkraut, No. 3 1 40
Succotash, No. 2 1 65
Succotash, No. 2, glass 2 50
Spinach, No. 1 ----- 1 25
Spinach, No. 2 ----- 1 50
Spinach, No. 3 ----- 2 10
Spinach, No. 10 ----- 6 00
Tomatoes, No. 2 1 40
Tomatoes, No. 3 2 00
Tomatoes, No. 2, glass 2 60
Tomatoes, No. 10 ----- 7 50

CATSUP.

B-nut, Small ----- 2 70
Lily Valley, 14 oz. ----- 2 60
Lily of 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 95
Sniders, 16 oz. ----- 2 95
Quaker, 10 1/2 oz. ----- 1 60
Quaker, 14 oz. ----- 2 25
Quaker, Gallon Glass 12 50

CHILI SAUCE

Snider, 16 oz. ----- 3 50
Snider, 8 oz. ----- 2 50
Lilly Valley, 8 oz. ----- 2 10
Lilly Valley, 14 oz. ----- 3 50

OYSTER COCKTAIL.

Sniders, 16 oz. ----- 3 50
Sniders, 8 oz. ----- 2 50

CHEESE

Roquefort ----- 52
Kraft Small tins ----- 1 40
Kraft American ----- 1 40
Chili, small tins ----- 1 40
Pimento, small tins ----- 1 40
Roquefort, small tins 2 25
Camenbert, small tins 2 25
Wisconsin Old ----- 28 1/2
Wisconsin New ----- 28
Longhorn ----- 28 1/2
Michigan Full Cream 25 1/2
New York Full Cream 25 1/2
Sap Sago ----- 42

CHEWING GUM.

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

CHOCOLATE.

Baker, Caracas, 1/4s ----- 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. ----- 25
Bunte, 1 lb. ----- 35
Droste's Dutch, 1 lb. ----- 80
Droste's Dutch, 1/2 lb. 4 50
Droste's Dutch, 1/4 lb. 2 35
Hersheys, 1/4s ----- 35
Hersheys, 1/2s ----- 38
Huyler ----- 40
Lowney, 1/4s ----- 40
Lowney, 1/2s ----- 38
Lowney, 5 lb. cans ----- 31
Runkles, 1/4s ----- 32
Runkles, 1/2s ----- 36
Van Houten, 1/4s ----- 75
Van Houten, 1/2s ----- 75

COCOANUT.

1/4s, 5 lb. case Dunham 42
1/4s, 5 lb. case ----- 40
1/4s & 1/2s 15 lb. case ----- 41
Bulk, barrels shredded 23
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 ----- 32
Santos ----- 35 1/2
Maracaibo ----- 40
Gautemala ----- 41
Java and Mocha ----- 47
Bogota ----- 43
Peaberry ----- 37 1/2

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

Telfer Coffee Co. Brand

Bokay.

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 45
Quaker, Baby, 8 doz. 4 35
Quaker Gallon, 1/4 dz. 4 20
Blue Grass, Tall, 4s ----- 4 25

Blue Grass, Baby, 96 4 15
Blue Grass, No. 10 ----- 4 25
Carnation, Tall, 4 doz. 4 75
Carnation, Baby, 8 dz. 4 65
Every Day, Tall ----- 4 50
Every Day, Baby ----- 4 40
Pet, Tall ----- 4 75
Pet, Baby, 8 oz. ----- 4 65
Borden's, Tall ----- 4 75
Borden's Baby ----- 4 65
Van Camp, Tall ----- 4 90
Van Camp, Baby ----- 3 75

CIGARS

Worden Grocer Co. Brands
Master Piece, 50 Tin. 37 50
Websteretts ----- 37 50
Webster Savoy ----- 75 00
Webster Plaza ----- 95 00
Webster Belmont ----- 110 00
Webster St. Reges ----- 125 00
Starlight Rouse ----- 90 30
Starlight P-Club ----- 135 00
Little Valentine ----- 37 50
Valentine Broadway ----- 75 00
Valentine DeLux Im ----- 95 00
Tiona ----- 30 00
Clint Ford ----- 35 00
Nordac Triangulars, -----
1-20, per M ----- 75 00
Worden's Havana -----
Specials, 20, per M 75 00
Little Duke Stogie 18 50

CONFECTIONERY

Stick Candy Pails
Standard ----- 17
Jumbo Wicks ----- 19
Pure Sugar Wicks 500s 4 25
Big Stick ----- 20

Mixed Candy

Kindergarten ----- 12
Leader ----- 17
X. L. O. ----- 14
French Creams ----- 19
Cameo ----- 21
Grocers ----- 12

Fancy Chocolates

5 lb. Boxes
Bittersweets, Ass'ted 1 70
Choc. Marshmallow Dp 1 70
Milk Chocolate A A ----- 1 80
Nibble Sticks ----- 1 95
Primrose Choc. ----- 1 25
No. 12 Choc., Dark ----- 1 70
No. 12, Choc., Light ----- 1 75
Chocolate Nut Rolls ----- 1 75

Gum Drops

Anise ----- 17
Orange Gums ----- 17
Challenge Gums ----- 14
Favorite ----- 20
Superior, Boxes ----- 24

Lozenges.

A. A. Pep. Lozenges 18
A. A. Pink Lozenges 18
A. A. Choc. Lozenges 18
Motto Hearts ----- 23
Malted Milk Lozenges 22

Hard Goods.

Lemon Drops ----- 20
O. F. Horehound dps. 20
Anise Squares ----- 19
Peanut Squares ----- 20
Horehound Tablets ----- 19

Cough Drops

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

Package Goods

Creamery Marshmallows
4 oz. pkg., 12s, cart. 95
4 oz. pkg., 48s, case 3 90

Specialties.

Walnut Fudge ----- 23
Pineapple Fudge ----- 21
Italian Bon Bons ----- 19
Atlantic Cream Mints ----- 31
Silver King M. Mallows 31
Walnut Sundae, 24, 5c ----- 80
Neapolitan, 24, 5c ----- 80
Yankee Jack, 24, 5c ----- 80
Mich. Sugar Ca., 24, 5c ----- 80
Pal O Mine, 24, 5c ----- 80

COUPON BOOKS

50 Economic grade 2 50
100 Economic grade 4 50
500 Economic grade 20 00
1000 Economic grade 37 50

Where 1,000 books are
ordered at a time, special-
ly printed front cover is
furnished without charge.

CREAM OF TARTAR

6 lb. boxes ----- 22

DRIED FRUITS

Apples

Domestic, 20 lb. box 11
N. Y. Fcy, 50 lb. box 16 1/2
N. Y. Fcy, 14 oz. pkg. 17 1/2

Apricots

Evaporated, Choice ----- 26
Evaporated, Fancy ----- 28
Evaporated, Slabs ----- 21

Citron

10 lb. box ----- 48

Currents

Package, 14 oz. ----- 16 1/2
Greek, Bulk, lb. ----- 16

Dates

Hollowi ----- 09

Peaches

Evap., Choice, urp. ----- 15
Evap., Ex. Fancy, P. P. 20

Pearl

Lemon, American ----- 24
Orange, American ----- 24

Raisins.

Seeded, bulk ----- 9
Thompson's seedless blk 9 1/2
Thompson's seedless, -----
15 oz. ----- 11 1/2

California Prunes

70@80, 25 lb. boxes ----- 09 1/2
60@70, 25 lb. boxes ----- 09 1/2
50@60, 25 lb. boxes ----- 09 1/2
40@50, 25 lb. boxes ----- 09 1/2
30@40, 25 lb. boxes ----- 09 1/2
20@30, 25 lb. boxes ----- 09 1/2

FARINACEOUS GOODS

Beans

Med. Hand Picked ----- 07 1/2
Cal. Limas ----- 16
Brown, Swedish ----- 07 1/2
Red Kidney ----- 12

Farina

24 packages ----- 2 50
Bulk, 100 lbs ----- 06 1/2

Macaroni

Domestic, 20 lb. box 11
Armors, 2 doz., 8 oz. 2 00
Fond's 2 doz., 8 oz. 2 25
Quaker, 2 doz. ----- 2 00

Pearl Barley

Ches't ----- 5 50
00 s ----- 7 25
Barley ----- 06

Peas

Scotch, lb. ----- 7 1/2
Split, lb. yellow ----- 08
Split, green ----- 10

Sago

East India ----- 10

Tapoca

Pearl, 100 lb. sacks ----- 11
Minute, 8 oz., 3 doz. 4 05
Dromedary Instant ----- 3 00

FLAVORING EXTRACTS



Doz Lemon PURE Vanilla
1 50 ----- 2 00
1 80 ----- 2 65
3 25 ----- 4 20
3 00 ----- 4 00
5 50 ----- 7 20

UNITED FLAVOR

GELATINE

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

HORSE RADISH

Per doz., 5 oz.	1 20
-----------------	------

JELLY AND PRESERVES

Pure, 30 lb. pails	3 30
Imitation, 30 lb. pails	2 10
Pure 6 oz. Asst., doz.	1 10
Buckeye, 22 oz., doz.	2 35

JELLY GLASSES

8 oz., per doz.	35
-----------------	----

OLEOMARGARINE

Good Luck, 1 lb.	25
Good Luck, 2 lb.	25 1/2
Gilt Edge, 1 lb.	26
Gilt Edge, 2 lb.	25 1/2
Delicia, 1 lb.	21 1/2
Delicia, 2 lb.	20 1/2

Van Westenbrugge Brands
Carload Distributor



Nucoa, 1 lb.	25 1/2
Nucoa, 2 and 5 lb.	25
Wilsons & Co.'s Brands	
Certified	25 1/2
Nut	20
Special Role	25 1/2

MATCHES

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

SAFETY MATCHES

Quaker, 5 gro. case	4 75
MINCE MEAT	
None Such, 3 doz.	4 85
Quaker, 3 doz. case	3 60
Libby, Kegs, wet, lb.	22

MOLASSES.



Gold Brer Rabbit

No. 10, 6 cans to case	5 95
No. 5, 12 cans to case	6 20
No. 2 1/2, 24 cans to case	6 45
No. 1 1/2, 36 cans to case	5 30

Green Brer Rabbit

No. 10, 6 cans to case	4 60
No. 5, 12 cans to case	4 85
No. 2 1/2, 24 cans to case	5 10
No. 1 1/2, 36 cans to case	4 30

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 case	3 50
No. 1 1/2, 36 cans to case	3 00

New Orleans

Fancy Open Kettle	72
Choice	64
Fair	41

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 L.	4 30
Dove, 24, 2 1/2 lb. Black L.	4 45
Dove, 6, 10 lb. Blue L.	4 50
Palmetto, 24, 2 1/2 lb.	5 15

NUTS.

Whole	
Almonds, Terregona	20
Brazil, New	18
Fancy mixed	22
Filberts, Sicily	25

Peanuts, Virginia, raw	11 1/2
Peanuts, Vir. roasted	13
Peanuts, Jumbo, raw	13
Peanuts, Jumbo, rst	15
Pecans, 3 star	23
Pecans, Jumbo	50
Walnuts, California	31
Salted Peanuts	
Fancy, No. 1	14
Jumbo	23

Shelled.	
Almonds	68
Peanuts, Spanish	13
125 lb. bags	32
Filberts	32
Pecans	1 06
Walnuts	59

OLIVES.

Bulk, 2 gal. keg	3 60
Bulk, 3 gal. keg	5 25
Bulk, 5 gal. keg	8 50
Quart Jars, dozen	6 00

Pint, Jars, dozen	3 00
4 oz. Jar, plain, doz.	1 30
5 1/2 oz. Jar, pl., doz.	1 60
9 oz. Jar, plain, doz.	2 30
20 oz. Jar, Pl. doz.	4 25
3 oz. Jar, Stu., doz.	1 35
6 oz. Jar, stuffed, dz.	2 50
9 oz. Jar, stuffed, doz.	3 50
12 oz. Jar, Stuffed,	
doz.	4 50@4 75
20 oz. Jar, stuffed dz.	7 00

PEANUT BUTTER.



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

PETROLEUM PRODUCTS

Iron Barrels	
Perfection Kerosine	12.1
Red Crown Gasoline	
Tank Wagon	18.7
Gas Machine Gasoline	39.2
V. M. & P. Naphtha	22.6
Capitol Cylinder	39.2
Atlantic Red Engine	21.2
Winter Black	12.2



Light	62.2
Medium	64.2
Heavy	66.2
Special heavy	68.2
Extra heavy	70.2
Transmission Oil	62.2
Finol, 4 oz. cans, doz.	1 45
Finol, 8 oz. cans, doz.	2 25
Parowax, 100, lb.	7.9
Parowax, 40, 1 lb.	7.9
Parowax, 20, 1 lb.	8.4



Semdac, 12 pt. cans	2 75
Semdac, 12 qt. cans	4 60

PICKLES	
Medium Sour	
Barrel, 1,200 count	24 50
Half bbls., 600 count	13 00
0 gallon kegs	10 00

Sweet Small	
30 gallon, 3000	50 00
5 gallon, 500	10 00

Dill Pickles.	
600 Size, 15 gal.	13 00

PIES.	
Cob, 3 doz. in bx. 1 00@1 20	

PLAYING CARDS	
Battle Axe, per doz.	2 65
Blue Ribbon	4 50
Bicycle	4 75

POTASH	
Babbitt's 2 doz.	2 75

FRESH MEATS	
Beef.	
Top Steers & Heif.	@18
Good Steers & H.f.	14@15 1/2
Med. Steers & H.f.	12 1/2@14
Com. Steers & H.f.	10@12 1/2

Cows.	
Top	12 1/2
Good	11
Medium	9
Common	07 1/2

Veal.	
Top	17
Good	15 1/2
Medium	13

Lamb.	
Good	26
Medium	24
Poor	18

Mutton.	
Good	15
Medium	10
Poor	08

Pork.	
Light hogs	17
Medium hogs	18
Heavy hogs	30
Loins	23
Butts	20
Shoulders	20
Spareribs	16
Neck bones	06

PROVISIONS	
Barreled Pork	
Clear Back	34 50@35 00
Short Cut Clear	34 50@35 00

Dry Salt Meats

S P Bellies	31 00@33 00
Lard	
Pure in tierces	18 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 1/4
3 lb. pails	advance 1/4
Compound tierces	14 1/2
Compound, tubs	15

Sausages	
Bologna	12 1/2
Liver	12
Frankfort	17
Pork	18@20
Veal	17
Tongue, Jellied	32
Headcheese	16

Smoked Meats	
Hams, Cert., 14-16 lb.	31
Hams, Cert., 16-18, lb.	31
Ham, dried beef	
sets	@34
California Hams	@18
Picnic Boiled	
Hams	30 @32
Boiled Hams	44 @45
Minced Hams	14 @17
Bacon	30 @39

Beef	
Boneless, rump	13 00@22 00
Rump, new	13 00@22 00

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

Pig's Feet	
Cooked in Vinegar	
1/4 bbls.	1 55
1/2 bbls., 35 lbs.	2 75
1/2 bbls.	5 30
1 bbl.	11 50

Tripe.	
Kits, 15 lbs.	90
1/4 bbls., 40 lbs.	1 60
1/2 bbls., 80 lbs.	3 00

Hogs, per lb.	@42
Beef, round set	14@26
Beef, middles, set.	25@30
Sheep, a skein	1 75@2 00

RICE	
Fancy Blue Rose	7 1/2@8
Fancy Head	8 1/2@9
Broken	06

ROLLED OATS	
Steel Cut, 100 lb. sks.	3 60
Silver Flake, 12 Fam.	2 50
Quaker, 18 Regular	2 00
Quaker, 12s Family N	2 95
Mothers, 12s, Ill'num	3 60
Silver Flake, 18 Reg.	1 50
Sacks, 90 lb. Jute	3 25
Sacks, 90 lb. cotton	3 35

RUSKS.	
Holland Rusk Co.	
Brand	
36 roll packages	4 50
18 roll packages	2 30
36 carton packages	5 10
18 carton packages	2 60

SALERATUS	
Arm and Hammer	3 75

SAL SODA	
Granulated, bbs.	1 80
Granulated, 100 lbs. cs	2 00
Granulated, 36 2 1/2 lb. packages	2 25

COD FISH	
Middles	16
Tablets, 1 lb. Pure	19 1/2
Tablets, 1/2 lb. Pure.	
doz.	1 40
Wood boxes, Pure	28
Whole Cod	11 1/2

Holland Herring	
Mixed, Kegs	1 10
Queen, half bbls.	10 25
Queen, bbls.	17 50
Milkers, kegs	1 25
Y. M. Kegs	1 05
Y. M. half bbls.	10 00
Y. M. Bbls.	19 00

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

Lake Herring	
1/4 bbl., 100 lbs.	6 50

Mackerel	
Tubs, 100 lb. fancy fat	24 50
Tubs, 60 count	6 00

White Fish	
Med. Fancy, 100 lb.	13 00

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

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

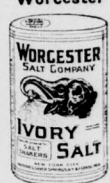
SALT.	
Colonial, 24, 2 lb.	95
Log Cab. Iodized, 24-2	40
Log Cabin 24-2 lb. case	1 90
Med. No. 1, Bbls.	2 80
Med. No. 1, 100 lb. bg.	95
Farmer Spec., 70 lb.	95
Packers Meat, 56 lb.	63
Crushed Rock for ice	
cream, 100 lb., each	75

Hutter Salt, 280 lb. bbl	4 50
Blocks, 50 lb.	42
Baker Salt, 280 lb. bbl.	4 20
100, 3 lb. Table	6 07
60, 5 lb. Table	5 57
30, 10 lb. Table	5 30
23 lb. bags, Table	40
Colonial Iodine Salt	2 40



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

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
Main 50-lb. bbls.	5 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 30
Export, 120 box	4 90
Big Four Wh. Na. 100s	4 00
Flake White, 100 box	4 25
Fels Napha, 700 box	5 60
Gruma White Na. 100s	4 10
Rub No More White	
Napha, 100 box	4 00
Swift Classic, 100 box	4 40
20 Mule Borax, 100 bx	7 55
Wool, 100 box	6 50
Fairy, 100 box	5 75
Jap Rose, 100 box	7 85
Palm Olive, 144 box	11 00
Lava, 100 box	4 90
Octagon	6 75
Pumma, 100 box	4 85
Sweetheart, 100 box	5 70
Grandpa Tar, 50 sm.	3 45
Grandpa Tar, 50 lge.	3 45
Quaker Hardwater	
Cocoa, 72s, box	2 70
Fairbank Tar, 100 bx	4 00
Triply Soap, 100, 10c,	
10 cakes free	8 00
Williams Barber Bar, 9s	50
Williams Mug, per doz.	48

CLEANSERS



80 can cases, \$4.80 per case

WASHING POWDERS.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, March 31.—In the matter of Cornelius Walsweer, Bankrupt No. 2593, the amount of final dividend to general creditors as computed is 35.5 per cent. A total of 45.5 per cent. has been paid to general creditors.

On this day also were received the schedules, order of reference and adjudication in bankruptcy in the matter of Fred W. Jackson, Bankrupt No. 2657. The matter has been referred to Charles B. Blair, as referee in bankruptcy. The bankrupt is a resident of Holland, and is a mechanic by occupation. The schedules show assets of \$5,843.46, of which \$1,225 is claimed as exempt to the bankrupt, with liabilities of \$8,977.64. A list of the creditors of the bankrupt is as follows:

Vandenberg Bros. Oil Co., Holland	\$5,026.00
Aria K. Prins, Holland	450.00
Leich Electric Co., Chicago	46.01
Colpin Sales Co., Los Angeles	35.00
First National Bank, Morris, Ill.	835.00
Osborne Co., Newark, N. J.	22.50
Brown & Sehler Co., Grand Rapids	35.00
Sherwood-Hall Co., Grand Rapids	7.77
G. R. Art Glass Co., Grand Rapids	7.25
I. N. L. Machine Co., Holland	7.00
Reliable Tire & Accessories Co., Muskegon	25.00
Gooddewit Pub. Co., Holland	30.00
Stokette Printing Co., Holland	30.00
Benjamin Baldus, Holland	22.00
Holleman-De Weerd Auto Co., Holland	12.80
George Hoekstra, Holland	10.00
Charles T. Houha, Oak Park, Ill.	358.00
Holland Pub. Co., Holland	28.50
Travelers Ins. Co., Grand Rapids	5.51
G. R. Calendar Co., Grand Rapids	90.50

On this day also were received the schedules, order of reference and adjudication in bankruptcy in the matter of Bert Wittveen, Bankrupt No. 2658. The matter has been referred to Charles B. Blair, as referee in bankruptcy. The bankrupt is a resident of the village of Nunica. He is a laborer by occupation. The schedules show assets of \$615, of which \$250 is claimed as exempt to the bankrupt, with liabilities of \$1,147.50. The court has received the funds for first meeting and the same has been called for April 14. A list of the creditors of the bankrupt is as follows:

Peter Pfafestich, Holland	\$250.00
Frederick Lumber Co., Muskegon	175.90
Earl Baldus, Nunica	100.00
Robert Brown, Nunica	25.00
J. Pickett & Sons, Nunica	8.00
Dr. O. M. La Core, Muskegon Hts.	17.50
Mrs. C. T. Graves, Grand Rapids	90.00
April 1. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Peter Schippers, Bankrupt No. 2659. The matter has been referred to Charles B. Blair, as referee in bankruptcy. The bankrupt is a resident of Portage, and is a grocer as shown by the schedules. The schedules list assets of \$1,059.06, of which \$500 is claimed as exempt to the bankrupt, with liabilities of \$5,064.29. The court has written for funds for the first meeting and upon receipt of the same the first meeting will be called and note of the same made here. A list of the creditors of the bankrupt is as follows:	
Joe Backley, Portage	\$ 15.10
Edward & Chamberlain, Kalamazoo	50.00
Pipers Ice Cream Co., Kalamazoo	45.00
G. R. Dry Goods Co., Grand Rapids	8.10
Harry A. Scott & Co., Kalamazoo	35.50
Benjamin Greenewerk & Son, Kalamazoo	5.67
Schuring Bros., Kalamazoo	1.95
C. Sagers, Kalamazoo	145.00
Johnson Paper & Supply Co., Kalamazoo	23.00
Hanselman Candy Co., Kalamazoo	93.00
Brown & Sehler Co., Grand Rapids	16.44
Star Paper Co., Kalamazoo	51.86
Vette & Zunker Co., Chicago	71.48
Ideal Clothing Co., Grand Rapids	14.25
Wadson Spice Co., Toledo, Ohio	276.85
Mendeville-Kline Co., Rochester	41.00
Proctor & Gamble Dist. Co., Detroit	23.00
Felin Tying Mach. Co., Milwaukee	215.65
Lurie Mfg. Co., Chicago	46.14
Swift & Co., Chicago	68.00
Kalamazoo Biscuit Co., Kalamazoo	72.00
Long-Wiles Biscuit Co., So. Bend	9.50
Firestone Tire & Rubber Co., Grand Rapids	71.00
First Nat. Bank, Kalamazoo	385.00
Henry Nannings, Portage	3,250.00

In the matter of Charles E. Ross, Bankrupt No. 2654, the funds for the first meeting have been received and the first meeting has been called for April 16.

April 1. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Lee C. Renbrand, Bankrupt No. 2650. The matter has been referred to Charles B. Blair, as referee in bankruptcy. The bankrupt is a resident of Traverse City, and has conducted a retail dry goods store at such city. The schedules list assets of \$11,080.72, of which \$500 is claimed as exempt to the bankrupt, with liabilities of \$19,604.63. The first meeting of creditors has been called for April 16. A custodian is in charge of the assets of the bankrupt pending the election of a trustee. A list of the creditors of the bankrupt is as follows:

County Treasurer, Traverse City	\$ 260.51
T. C. State Bank, Traverse City	3,000.00
Apfelbaum & Stern, Chicago	362.00

Carson, Pirie Scott Co., Chicago	2,253.03
Conde Cloak Co., Toledo	4,413.30
Detroit Maid Garment Co., Detroit	93.40
Daum & Co., Chicago	97.20
I. G. Heller & Sons, Chicago	132.00
G. J. Haan Calendar Co., Grand Rapids	132.87

Don P. Toole Co., Saginaw	232.25
H. Schuman & Bros., Chicago	886.65
Eclipse Dress Co., New York City	64.50
Krause Biederman Co., Cleveland	83.37
Superior Knitting Mills Co., Cleveland	205.59

Lamp Knitting Mills, Cleveland	112.55
Epstein & Mazur, New York City	134.50
Farley Harvey Co., Boston	100.73
J. Liebel & Co., Cleveland	142.96
Mme. Ranauld Co., Cleveland	696.18
William H. Miller Co., Detroit	150.00
Morrison Ricker Co., Grinnell, Ia.	146.28
O. K. Skirt Co., Detroit	247.25

Rhea Mfg. Co., Milwaukee	932.65
Sheuerman Mfg. Co., Des Moines	159.75
Emil Stengel Co., New York City	1,496.00
Sperling & Sperling, New York	79.69
H. Stern, Jr., & Bros., New York	233.54
E. Sperling, Cleveland	693.49
Morgan-Anderson Co., Toledo	339.69
S. M. & R. Co., Chicago	169.00
G. P. Van Lopik Co., Grand Haven	251.27

Record Eagle, Traverse City	716.25
Wooltex Co., Cleveland	3.00
Maurice Hirsch, Chicago	5.00
Wachs Bros., Philadelphia	213.69
Westman & Sons, Detroit	43.75
I. Mittleman & Co., New York City	150.47
Donnelly Garment Co., Kansas City	42.00
Wolverine Sign Co., Traverse City	

April 2. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Forrest C. Reed, Bankrupt No. 2661. The matter has been referred to Charles B. Blair, as referee in bankruptcy. The bankrupt is a resident of Sturgis, and

is a factory employee by occupation. The schedules list assets of \$200, all of which are claimed as exempt to the bankrupt, with liabilities of \$601.96. The court has written for funds for the first meeting and upon receipt of the same the first meeting will be called and note of the same made here. A list of the creditors of the bankrupt is as follows:

H. S. Scattergood, Sturgis	\$ 17.50
C. F. Lotz, Sturgis	41.88
Dr. C. G. Miller, Sturgis	35.88
Johnson & Hills, Sturgis	24.90
J. C. Wolfinger, Sturgis	11.75

Carl Tetzlaff, Sturgis	7.51
Toby & Jackman, Sturgis	4.60
Sturgis Grain Co., Sturgis	4.50
Sturgis Gas Co., Sturgis	53.00
Grady & Schaffer, Sturgis	34.00
Newman & Gilhams, Sturgis	11.50
Frank Classen, Sturgis	32.90
Sturgis Lumber Co., Sturgis	11.77
Long & Miller, Sturgis	5.00

Long & Miller, Sturgis	25.00
Carl Rehm Clothing Co., Sturgis	14.30
A. W. Gardner, Sturgis	8.00
Tripp Clothing Co., Sturgis	8.00
H. B. Jacobs, Sturgis	16.25
Michael Hardware Co., Sturgis	8.50
Andy Rommel, Sturgis	13.00
C. M. Dewey, Sturgis	13.00
Chanman & Phelps, Sturgis	1.72
J. W. Vogt, Sturgis	2.50
C. W. Reed, Sturgis	175.00
Mid-Weekly Pictorial, Detroit	8.00

On this day also was held the first meeting of creditors in the matter of Charles Telgenhof, Bankrupt No. 2650. The bankrupt was present in person and by Alan B. Wallover, attorney for the bankrupt. One creditor was present in person. One claim was proved and allowed. The bankrupt was sworn and examined without a reporter. The estate being one without assets was adjourned

no date and closed and returned to the district court as such type of case.

On this day also was held the first meeting of creditors in the matter of Ernest F. Hawkins, Bankrupt No. 2651. The bankrupt was present in person and by attorney. No creditors were present or represented. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. The meeting was then adjourned without date and the matter closed and returned to the district court as a no-asset case.

On this day were received the schedules in the matter of Fred Shering, Bankrupt No. 2642. The schedules show assets of \$13,961.32, of which \$1,750 is claimed as exempt to the bankrupt, with liabilities of \$19,498.21. The first meeting of creditors has been called for April 16. A list of the creditors of the bankrupt is as follows:

Howard Christian, Sullivan	\$ 24.50
Ravenna Private Bank, Ravenna	1,105.83
W. F. McLaughlin & Co., Chicago	122.00
Peoples Milling Co., Muskegon	250.47
Worden Grocer Co., Grand Rapids	642.93
National Candy Co., Grand Rapids	26.75
W. E. Warner & Co., St. Louis, Mo.	89.27
Jones Bros., Ravenna	30.70
Woodhouse Co., Grand Rapids	166.54
National Grocer Co., Grand Rapids	353.28

Firestone Tire & Rubber Co., Detroit	32.78
H. M. Brown Shoe Co., St. Louis	7.24
Morlock Mfg. Co., Aurora, Ill.	51.94
Kuppenheimer Cigar Co., Grand Rapids	37.50
Koestra Shoe Co., Grand Rapids	54.75
Steindler Paper Co., Muskegon	23.73
Vanderberg Cigar Co., Grand Rapids	87.27
National Biscuit Co., Grand Rapids	55.70
H. Van Eenebaum & Bro., Zeeland	7.20
Judson Grocer Co., Grand Rapids	826.37
Proctor & Gamble Dist. Co., Grand	

BRIDGE THE MILES

A good friend is too valuable a possession to allow the miles to part you.

Long Distance will carry your voice to that friend, will enable you to maintain the warmth of a friendship dear to you.

Long Distance is
personal, direct,
inexpensive.

MICHIGAN BELL



TELEPHONE CO.

BELL SYSTEM

One Policy

One System

Universal Service

Rapids	24.00
G. R. Dry Goods Co., Grand Rap.	6.91
Swift & Co., Grand Rapids	64.06
Henderson Milling Co., Grand Rap.	227.39
Kent Storage Co., Grand Rapids	26.56
Standard Oil Co., Grand Rapids	3.16
Rosswell Cook Co., Detroit	67.40
Hood Rubber Products Co., Grand Rapids	102.10
P. Steketee & Sons, Grand Rapids	542.82
Herold-Bertsch Shoe Co., Grand Rapids	150.00
Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind.	180.00
La Crosse Rubber Co., La Crosse Chamberlain Medicine Co., Des Moines	102.22
Kelly-Springfield Tire Co., Detroit	139.50
H. L. Leonard, Grand Rapids	148.00
Muskegon Baking Co., Muskegon	49.60
Moulton Grocer Co., Muskegon	492.08
Ainsworth Shoe Co., Toledo	864.40
Hekman Biscuit Co., Grand Rapids	49.71
Worner Fruit Co., Muskegon	89.04
Watson-Higgins Milling Co., Grand Rapids	37.15
Henderson Milling Co., Grand Rap.	858.56
Hekman Biscuit Co., Grand Rapids	119.82
National Grocer Co., Grand Rapids	56.63
Woodhouse Co., Grand Rapids	85.15
P. Steketee & Sons, Grand Rapids	93.85
Hazeltine & Perkins, Grand Rapids	31.30
A. R. Walker Candy Co., Grand Rapids	83.90
Butler Bros., Chicago	46.01
Jones Transfer Co., Ravenna	29.65
H. Leonard & Sons, Grand Rapids	38.36
Dayton-Marit Sales Co., Grand R.	150.00
Howard Christian, Sullivan	59.22
E. Bartholemew, Ravenna	69.44
Ravenna Private Bank, Ravenna	1,387.82

April 3. On this day was held the special meeting of creditors on the offer of composition after adjudication in the matter of Jacob L. Brilliant, doing business as Brilliant's, Bankrupt No. 2635. The bankruptcy was present in person and by attorney. No creditors were present or represented. No acceptances or rejections of the offer were filed. The meeting was adjourned to April 17 to allow the acceptances or rejections of the offer to be filed.

April 6. This being the day fixed for the first meeting of creditors in the matter of Bert Ste'l, Bankrupt No. 2653. The bankruptcy was present in person and by Charles H. Lillie, attorney. Creditors were present in person and by Edward L. Smith, agent for creditors. Claims were proved and allowed. The bankruptcy was sworn and examined without a reporter. Edward L. Smith was elected trustee and the amount of his bond placed at \$500 by the referee. The meeting was then adjourned without date.

April 6. On this day was held the first meeting in the matter of Edwin Howe, Bankrupt No. 2655. The bankruptcy was present in person and by attorney Willard Turner, Jr. The creditors were present in person and represented by White & Reber, of Fremont. The claims proved were allowed. Theodore I. Fry, of Fremont, was appointed trustee and the amount of his bond placed at \$500. The bankruptcy was sworn and examined before a reporter. The examination was concluded subject to the bankruptcy being further examined at Fremont. In case parties interested desire it. The first meeting was then adjourned without date.

Corporations Wound Up.

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

The Winner Co., Grand Rapids.
Wolverine Storage Battery Co., Grand Rapids.

W. H. Hill Co., Detroit.
Chain Candy Corporation, Detroit.
Union Specialty Manufacturing Co., Albion.

Althoff Realty Co., Detroit.
E. P. Lenihan & Co., Detroit.
National Portland Cement Co., Wilmington, Del., and Mt. Pleasant.
Boyne City Hotel Co., Boyne City.
Winegarden-O'Meara Co., Flint.
Kenks' Block, Ltd., Port Huron.
Cadillac Co-operative Association, Cadillac.

Weber Bros., Detroit.
Premier Steel Products Co., Detroit.
George Simons Agency, Detroit.
Federal Signal Construction Co., Wilmington, Del., and Detroit.
Wayne-National Store Fixture Co., Detroit.

Victory Chinese & American Cafe Co., Detroit.
Topping-Sanders Co., Detroit.
Standard Foundry Products Co., Detroit.

National Automobile Service Corporation, Detroit.
Indian Realty Corporation, New York and Detroit.
Indiana & Michigan Electric Co., Niles and South Bend, Ind.

Twin Branch Power Co., Benton Harbor and South Bend, Ind.
Lansing Fuel & Gas Co., Lansing.
Michigan Ice Co., Grand Rapids.
Oakland Hills Land Co., Pontiac.
Federal Leather Belting Co., Detroit.
Tyrone Poultry Farm, Fenton.
Mercury Body Co., Detroit.

Hides, Pelts and Furs.

Green, No. 1	08
Green, No. 2	07
Cured, No. 1	09
Cured, No. 2	08
Calfskin, Green, No. 1	16 1/2
Calfskin, Green, No. 2	19
Calfskin, Cured, No. 1	17 1/2
Calfskin, Cured, No. 2	3 50
Horse, No. 1	2 50
Horse, No. 2	
Pelts.	
Old Wool	1 00@2 50
Lambs	1 00@2 00
Shearings	50@1 00
Tallow.	
Prime	07
No. 1	06
No. 2	05
Wool.	
Unwashed, medium	@40
Unwashed, rejects	@30
Unwashed, fine	@40
Furs.	
Skunk, Black	3 00
Skunk, Short	2 00
Skunk, Narrow	1 00
Skunk, Broad	5 00
Muskrats, Winter	1 25
Muskrats, Fall	1 00
Muskrats, Kitts	15
Raccoon, Large	5 00
Raccoon, Medium	3 50
Raccoon, Small	2 00
Mink, Large	9 00
Mink, Medium	7 00
Mink, Small	5 00

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.

PATENT FOR SALE—ON SAFETY ATTACHMENT for ladders. Small manufacturing cost; big seller; LARGE PROFIT. Price \$50,000. Wm. Enssle, 49 Wetmore Park, Rochester, N. Y. 880

Business Opportunities—In South Lyon, Mich. Electric service, paved streets, union depot, two main state highways. Buss line passes. Fine modern brick hotel. Furnished. Sell or exchange. Same place—Brick store, living rooms above. Close in. Fine location. Only \$4,000; \$500 down, balance same as rent. Other good buys. P. W. Callen, South Lyon, Mich. 881

For Sale—General store in town of 700 fifty miles from Grand Rapids. Railroad junction, also has two state trunk lines. Doing good business, with excellent chance for expansion. Splendid opportunity to get into an old established business. Address No. 882, c/o Michigan Tradesman. 882

ESTABLISHED HIGH GRADE GROCERY, SUCCESSFUL FOR TWENTY-FIVE YEARS—One of the best locations in Grand Rapids. High class trade. Favorable lease, ensuring exceptionally low rent. Stock all up-to-date. Unusual circumstances require selling. This will require cash. Don't answer unless you mean business. Address No. 883, c/o Michigan Tradesman. 883

For Sale—In Cadillac, the best city between Grand Rapids and the North Pole, neighborhood store. Best location in city. Entire stock and building. \$4,000 for quick sale. Small grocery and confectionery on main street, \$1,100. Second Hand store on main street, price on application. HALL & GRAHAM, CADILLAC, MICHIGAN. 884

LABOR SAVING OFFICE EQUIPMENT—For Sale—Burroughs adding and posting or book-keeping machine, nine-column subtracting with semi-automatic cross tabulating carriage, three rows for dates, balance for amounts. Also has a split and normal platen, 3 1/2 on left and 8 1/2 on right. A. C. electric motor. Machine on low stand. Good working condition. Price \$100. Also for sale: Model E comptometer. Has had little service and in a practical sense is good as new adding and calculating machine. Price \$50. Both machines in use in our own retail furniture business. Save dealer's margin. HEYMAN COMPANY, 221-235 Monroe Ave., Grand Rapids, Mich. 885

For Sale—Stock in general store on good gravel road twelve miles from Houghton Lake. Will inventory about \$2,000. Store, house, and nine acres of land can be leased or bought. Nice orchard and grove on place. Must have quick sale. Bert Plant, Merritt, Mich. 886

MEN'S WEAR STORE FOR SALE—Best town in Southern Michigan. Stock and fixtures invoice \$8,000. Fine location. Modern front. Will discount. Address No. 887, c/o Michigan Tradesman. 887

FURNACE AND SHEET METAL SHOP—The best on Pacific coast; old established; \$8,000 stock, turned four times a year. Can reduce to \$4,000. Building 40x100; five-year lease, cheap rent, 1,500 homes in course of construction. Best opportunity on the Coast. Owner 70 years old, wants to retire. H. S. Heap, 4008 University Way, Seattle, Washington. 888

For Sale—High class stock and fixtures of going grocery business in the thriving city of Midland. Meat department attached. Long lease of store given if desired. Address Barnard Williams, 502 George St., Midland, Mich. 889

Fine Shoe Business For Sale—Well established on Jefferson Ave., East, the finest street in Detroit. Opened as a branch store. Owner unable to give it his personal attention and must sell. Five year lease on the building. Fixtures cost \$1,500; will discount liberally. Stock new and strictly up-to-date. Will reduce to suit the purchaser. Good terms to responsible party. Quick action required. Write or wire Economy Boot Shop, 10441 Mack Ave., Detroit; or phone Hickory 5493. No agents. 890

Open For a Proposition In About Thirty Days—Experienced man in lumber and coal businesses. Occupation wanted; and have capital for investment or financing the right kind of a business. Address L. & C. Tradesman. 876

For Sale—Movie picture business in good, hustling town. This is a money maker. Address No. 878, c/o Michigan Tradesman. 878

For Sale—Dry goods and general stores. Traveler knows of several. If you want a store, address No. 873, c/o Michigan Tradesman. 873

Do you want cash for your business, in a hurry? A sure sale in a few days. Send particulars. Merchants Advertising System, 934 So. Division Ave. 874

For Sale—Cash and Carry store doing all cash business, stock of groceries and notions inventory about \$2,000. Will sell at inventory. Rent \$25.00 a month. Address No. 864, c/o Michigan Tradesman. 864

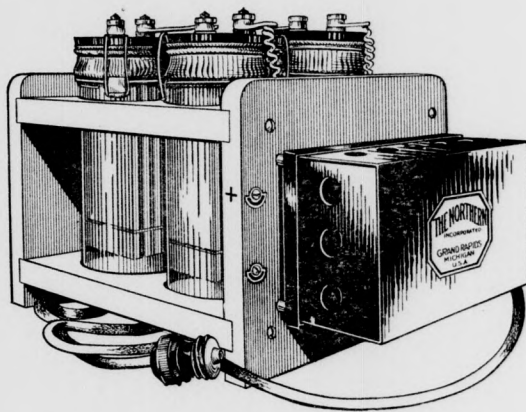
Pay spot cash for clothing and furnishing goods stocks. L. Silberman, 1250 Burlingame Ave., Detroit, Mich. 566

CASH For Your Merchandise! Will buy your entire stock or part of stock of shoes, dry goods, clothing, furnishings, bazaar novelties, furniture, etc. LOUIS LEVINSOHN, Saginaw, Mich.

THE RADIO "A"

Storage Battery

That Automatically Recharges Itself



All that is required to insure a fully charged battery at all times is to insert the plug and cord into any 110 volt alternating current lamp socket.

Connect the battery terminals to your Radio set, and the current consumed from the battery in operating your Radio apparatus is automatically replaced or restored in your battery.

2 Volts—Price	\$25.00
4 Volts—Price	30.00
6 Volts—Price	35.00

When ordering state if battery is to operate on 25, 33, 40 or 60 cycles, 110 volts alternating current.

NORTHERN DISTRIBUTING CO.

31 and 33 No. Ionia Ave.

GRAND RAPIDS

MICHIGAN

**FIRE AND
BURGLAR
PROOF**

SAFES

**Grand Rapids
Safe Co.**

Tradesman Building

Fully Cover Requirements at Present Price.

Written for the Tradesman.

The wheat market during the past three or four weeks has been about the most uncertain quantity imaginable, on the whole declining materially.

We are in the period when the market is bound to be affected by crop reports and there has been an upturn in the price of wheat due to rather unfavorable reports from the winter wheat sections; in fact, the condition of winter wheat in the United States at the close of March is placed at 73 per cent. of normal, which is the lowest condition on record with the exception of 1917 when it was 63.4 per cent. Last year the condition was 83 per cent. and the average of the preceding ten years 83.5 per cent. Very low conditions are reported from the following widely scattered areas: West Central Ohio and adjoining counties in Eastern Indiana, South Central Nebraska extending into North Central Kansas; most of Texas, extending into Oklahoma; most of Montana excepting the Northeast part; and the most of Washington and Oregon.

The cause of the low condition in the Ohio area, is a period of warm growing weather in February, followed by zero weather about March 1, which killed much of the tender plant. In the other area a dry fall, winter and spring is the principal cause. Much of the Washington-Oregon area will be reseeded to spring wheat.

The condition, applied to the area planted, may be interpreted quantitatively as forecasting about 510,000,000 bushels. The crop last year was 590,037,000 and the average of the preceding five years 626,025,000 bushels. The meaning of a forecast so early in the season is that it is about an even break whether the final outturn will be higher or lower than the forecast given.

Estimates of correspondents indicate that about 18 per cent. of the crop will be abandoned. This is the heaviest on record with the exception of 31 per cent. in 1917 and 20.1 per cent. in 1912. Over a million acres abandoned in Washington and Oregon will probably be reseeded to spring wheat. A year ago our April 1 report indicated an abandonment of 6 per cent. The actual abandonment was 7.5 per cent.

Farmers intend to increase their spring wheat acreage 13.9 per cent., according to the Department of Agriculture, which would be an increase of 1,470,000 acres, or a total spring wheat acreage of 20,240,000 acres. A ten year average yield per acre on this acreage, 12.6 bushels, would produce 255,000,000 bushels. Last year's spring wheat crop was above average 282,636,000. The average of the preceding five years was 230,153,000 bushels.

With a forecast of 510,000,000 winter wheat and an average of 255,000,000 spring wheat we have a tentative total of 765,000,000 bushels. Last year's total was 873,000,000 and the average of the preceding five years 856,000,000 bushels.

We have had two months of slow trading on flour. Stocks in dealers' hands are low; increased buying is almost certain to develop in the immediate future, and while we do not

believe in over-buying or in purchasing for too distant delivery, it appears advisable to fully cover requirements at present prices. Lloyd E. Smith.

Death of Jacob Phillips, of Lamont.

Jacob Phillips, foremost citizen of Lamont, died last Saturday at his home after an illness of three weeks, starting as acute indigestion and ending in heart failure. Death came suddenly at the last moment while the patient was apparently improving.

Mr. Phillips was born near Auburn, N. Y., in 1843 and would have been 82 years old if he had lived until August. He came to Michigan with his parents when four years of age and settled on a 120 acre farm one mile North of Lamont, where he resided continuously until about a dozen years ago, when he erected a home in Lamont, where he resided the remainder of his life.

For several years he carried on lumbering operations in Allendale in association with his brother-in-law under the style of Phillips & Babcock. He was also connected with the Coopersville Creamery Co. several years in an official capacity. In all his dealings he was the soul of honor, always keeping in mind the rights of the other man.

Mr. Phillips was a member of the Congregational church of Lamont for more than fifty years and taught a class of boys in the Sunday school about the same length of time. He was always first and foremost in every movement having for its object the betterment of the people and the improvement of village conditions. He was a good citizen, an ardent patriot and an unassuming Christian gentleman.

Mr. Phillips was married in 1877 to Miss Alice A. Hague, who survives him. Their relations were ideal for the forty-eight years they lived together in peace and contentment.

In urging generous treatment of Italy with reference to the payment of her war debt to the United States, Luigi Criscuolo is advocating a policy which is justifiable on economic as well as sentimental grounds. For this Government to push any of its associates in the great conflict into an embarrassing position concerning its obligations to this country would be unwise from every point of view. Hitherto we have been generous. We did not begin to ask even Great Britain for payments until she was clearly able to finance such payments. Doubtless we shall continue to follow this course. Much of the interest which has accumulated on the debts of our war loans will be remitted. The loans themselves will be funded at low rates on long terms. What is no less important, every country will be treated with special reference to its own conditions. Any other policy would hamper the world in its recovery from the catastrophe.

Lansing—The Taft Drug Co. has dissolved partnership. F. H. Taft will continue the drug store on East Franklin avenue under his own name and Harry B. Huston, his former partner, will conduct the Taft Pharmacy at Holt, under his own name.

My Most Difficult Sale.

One of the most difficult sales in my experience was consummated on August 10th, in the teeth of almost insurmountable obstacles brought about through no fault of mine. When a salesman takes over territory, along with some of the sweets he has much of the bitter to swallow, through the errors of commission or omission of his predecessor.

On the 16th of August I rolled into the town of — and the first man I called on, Mr. Brown, greeted me when I made my mission known with such a storm as would have made any but the most hardened and callous veteran turn pale. He was a user of one of our earlier products, but announced most emphatically that never would he deal with us again. He was laboring under a grievance, real or imaginary, that one of our former salesmen had pulled a raw deal on him. I did not dispute his contention, agreed with him that he was a victim of man's inhumanity to man, and then asked him if he had anything personal against me. He said, "No, but I won't do business with a concern who employs men of the other fellow's type." I told him that we sold our goods all over the United States; that we could not keep an eagle eye on all our men at all times on the road; that where we found a man guilty of such action as he claimed this individual was, that that gentleman's career with us was abruptly and unceremoniously ended, and that the fact that the party in question was no longer with us proved that no doubt Mr. Brown was right.

Mr. Brown seemed somewhat appeased, but said that anyhow my competitor had called on him recently and had favorably impressed him with his line and that he expected another visit from the same competitor shortly and had made up his mind to close a deal with him. I said, "All right, Mr. Brown, buy his machine if you wish, but won't you have a look at mine while I'm here, if out of curiosity if nothing else?" He said, "Oh, what's the use; I'll not buy anything from your company, so why waste my time and yours? You can go elsewhere and perhaps do business, but you won't here with me."

"Very well, then," I answered, "here's the machine you won't buy," and without his permission succeeded in getting the machine on his counter, and prepared for the "Battle of the Century."

I took the machine apart, showed the tremendous strides of progress in construction we have made since the advent of our earlier model he was using, and dwelt in particular on those points of superiority peculiarly our own and which I knew were lacking in my competitor's machine. When I was through, I knew I had sold him on our machine, but still in the back of his head there was lurking the rankling sense of injustice which nothing seemed potent enough to efface.

I then attacked him from another angle. "Mr. Brown," I said, "suppose you had another store instead of just one and that the clerk in your absence

had stepped on a customer's corns, would you not consider it unfair to you if that customer had refused to listen to reason when you tried to restore his good will, and what would you think of him if he withdrew his patronage and insisted on dealing with another merchant from whom he was getting inferior goods and paying higher prices? You can see for yourself that our new machine is the one you want." Not receiving any response, I took for granted that silence was consent and continued. "So let's get together." But he answered, "Nevermore!"

What is holding this man up, I wondered. I had him against the ropes, out on his feet, but he wouldn't go down. Here was a living example of what Byron had in mind when he wrote: "Time at length makes all things even, and if we do but wait the hour there never yet was human power, which can evade if unforgiven, the patient hate and vigil long of him who treasures up a wrong." I decided that my only chance in this final round was to throw down my guard, leave myself temporarily wide open, and measure him for the soporific wallop. This I proceeded to do.

It is a human failing that we resent being preached to by one whom we believe is assuming a "holier than thou" attitude. I determined to come down from my superior perch to his level to stoop to conquer and to appeal to his nobility of character.

"Mr. Brown," I said; "I can't blame you in a way for taking the stand you're taking, because if I were in your place I would have no further dealings with a company any one of whose representatives had treated me as you claim you were treated, and I say this as a representative of this very concern. Why? Because I'm built that way, as pretty near every Tom, Dick and Harry is built; I believe in the "eye for an eye" doctrine. But you, Mr. Brown, have been taught: "If thine enemy smite thee, turn the other cheek," and here's a wonderful opportunity for you to practice this teaching of heaping coals of fire on our heads—and incidentally benefit yourself."

At last I saw the gleam of the light of understanding in his eyes. He was going down. He's out. I counted the fatal ten over his prostrate body, and staggered out with the championship prize—his order and check.

Keens Eller.

Whether the cow or the hen is man's best friend may be a purely speculative question. According to census figures just issued from Washington, the cow has the weight of the argument on her side. In 1923 the great American cow gave us 1,383,000,000 pounds of butter besides huge quantities of cheese—about a half billion pounds—and condensed and evaporated milk on a prodigious scale. The biennial check-up on milk and butter production shows a 34 per cent. increase over 1921.

Onekama—Arno H. Knuth has purchased the store building he occupies with his drug stock and ice cream parlor.