

MICHIGAN TRADESMAN

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Forty-second Year

GRAND RAPIDS, WEDNESDAY, APRIL 22, 1925

Number 2170

To a Mountain

○ ○

I'VE been King of the desert for a million years or more;
These hoary crags bear witness to all that's gone before.
From my eery height a million suns have greeted me at morn,
And o'er my crest a million moons have passed since I was born.
My granite top is fissured by storms that round me break,
I hear them not or fear them not — nothing shall me wake;
For I am King of the desert; my crown is hoary white,
And down my sides through ages misty rivers have made flight.
I still keep lonely vigil in the desert vast and gray,
Though melting snows have riven me I hold a monarch sway.
I'm older than the valleys and younger than the moon;
I saw the rivers making and heard them first atune.
The eagle and the raven on my lofty summit dwell,
Amid the crash of thunders as the tempests round me swell.
The purple vistas distant peaks and shimmering desert sand,
Are merest incidents to me in the realm which I command.

Charles B. Kelsey

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.

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CHICAGO, ILLINOIS

MICHIGAN TRADESMAN

Forty-second Year

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MICHIGAN TRADESMAN

(Unlike any other paper.)

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

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly By

TRADESMAN COMPANY

Grand Rapids

E. A. STOWE, Editor.

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GENERAL U. S. GRANT.

There are mysterious traits in Grant's character and equally contradictory elements in his fame. In no other American whom we honor so much is there so much to overlook. The fame of Washington and Lincoln comes as near being spotless as human fame can well be; but in Grant we have a hero whose defects as a general weigh heavily against his exploits, and whose faults as a statesman perhaps outweigh his merits. A great National hero, however, he will always remain.

He was a shabby failure, an \$800-a-year clerk, at 39 and one of the Nation's most trusted leaders at 43. His career once seemed irretrievably ruined by his appetite for drink, and yet he displayed a strength and tenacity of will greater than Andrew Jackson's. His own supporters thought him so careless of human life that he was nicknamed "The Butcher," but he could not bear the sight of blood and in his tour around the world refused a military parade tendered by the German government, saying that his hatred of war made him shun all reminders of it. He was noted for his impassivity under strain, but when his daughter married in the White House he was found alone sobbing like a child. He was a man of strict integrity, with a sensitive regard for his reputation, but he entered into partnership with one of the most brazen swindlers of the time and failed to give any scrutiny to the business that bore his name. In some respects he showed surprising delicacy, but as President he practiced office favoritism in a way that shocked the moral sense of the Nation.

When Grant died in 1885 he was honored as military chieftain rather than as an ex-President, and to-day the verdict that his fame is principally

a military fame still stands. But the errors of his Presidency are not judged so harshly now as in the heyday of the Independent Republican and Mugwump movements. Although he was far from being such a determined, unswerving friend as civil service reform needed, he was the first President to be its friend. The tone of his Administration, as evinced in his appointments, dismissals and other official acts, was low; but the scandals of the Credit Mobilier, "back-pay grab," and Whisky Ring must be charged to the after-war relaxation in moral standards, not to Grant. It is impossible not to condemn his efforts to annex Santo Domingo and his support of military rule in certain Southern States as severely as his own contemporaries condemned them, but we can give him more credit than they did for his veto of the inflation bill of 1874.

Grant, however, remains the Grant of Appomattox: the Grant of whom Lincoln said: "I can't do without him—he fights." The campaign by which he took Vicksburg was called Napoleonic at the time, and history since has emphasized that judgment. In Virginia he saw that the main object was to destroy Lee's army, and his steady hammering, costly as it was, achieved the object. He was not Lee's equal as a tactician, but he was more than his equal in persistence and offensive energy. For this and his calm grasp of details, his decision in action, his tactful mastery of his subordinates, he deserves his place in the roll of great captains. His part in saving the Union was of the greatest, and the Nation's gratitude rose to him as it has never risen to any other fighter except Washington and, as we hope, it will never have to rise to any fighter again.

His immortality was no accident, for he was built for the opportunities that came so unexpectedly and were so splendidly grasped. His moral greatness indeed found its finest exhibitions neither on the battlefield nor in the Executive Mansion. Two scenes in his life stand out as vividly as Donelson or Cold Harbor or the meeting with Lee. One is the brief period when, a failure in the army and at farming, he struggled so indomitably and proudly in St. Louis in a vain effort to make a living; the other the final scene, when he wrote his memoirs at Mount McGregor to stave off debt with death clutching him at the throat. These, as much as his handling of armies, tell us how heroic was the quality of the short, "scrubby-looking" man with the clear blue eye and determined look.

As a rule, an efficient wife is one whose husband doesn't know where his clean socks are kept.

CHARTER OF LIBERTY.

One effort to stretch the anti-trust laws beyond their legitimate field came to naught by a decision of the United States Supreme Court last Monday. Incidentally, that decision put a quietus on the last effort to rivet trade union tyranny on the City of San Francisco. The city became notorious long ago for union dominance which was carried to extreme limits. No non-union workers were allowed to make a living there, especially in the building trades. Even the cement sidewalks laid had to have on them metal plates showing that they had been placed by organized union labor. Once a labor union head was elected Mayor of the city. Industries were kept away from the place because of the labor situation and the city failed to grow as it should have done. After a while the conditions became intolerable to the mercantile and industrial interests which made an organized effort to put a stop to the exactions of the unions. Among others, the building trades organizations took a hand. Material men came to an agreement refusing to sell supplies to concerns which maintained the closed shop, that is, which refused to give employment to non-union men. The unions brought suite in the State courts to compel the material men to change their policy. The action was under a State law known as the Cartwright act, which virtually duplicates the Federal anti-trust legislation. They failed in the effort, but were able to induce the late Attorney General Daughterty to bring a similar proceeding under the Sherman law in the United States courts. This is the one now thrown out by the Supreme Court. The decision is a charter of liberty for San Francisco.

WHAT MODERATION DOES.

Chauncey M. Depew's birthday will have to be made into a National holiday. Next Sunday this sprightly veteran will celebrate his ninety-first anniversary. The Depew star is so obviously in the ascendant and his annual pre-birthday outgivings grow so much wiser and richer and more enjoyable each year that it seems inevitable that we shall be obliged to appoint a National Depew day and close the banks and business and sit at the feet of an elder statesman who has learned how to master the calendar and abolish age. "How have I lived so long?" enquires the sage of the New York Central by way of opening the season's birthday felicitations. "Why, whenever I have found that things weren't going just right with me I have examined into the business carefully, found out what I was doing that wasn't good for me and quit it." He had a bad day at sixty and figured out a reduction of red

meats in his diet. At sixty-five another bad day admonished the cutting out of "smokes." At eighty-eight wine flashed the semaphore and out went the pint a day. "It is moderation that does it," says Mr. Depew.

Leaders of labor and capital, representing millions of men and money, sat down together in New York City recently to discuss the elimination of waste in industry. Secretary Hoover contended that the greatest waste in industry could not be eliminated by extending legislation but by co-ordinated action. He cited the coordination in the highly seasonal character of the building trades, now extended over the twelve months, which he thought was bound to decrease the cost of homes, reduce unemployment and bring many other beneficial results. That the decrease in costs is beneficial to all has been a hard lesson to learn. The inventions of the sewing machine, the cloth loom and the fast printing press were all strongly opposed as decreasing costs and limiting demands for labor in those industries. Instead of destroying the industries they vastly increased the use of the products. In our day, no more outstanding evidence has been offered than in the development of the automobile industry. At the beginning shrewd business men thought the great profits lay in the production of high-priced cars, but the best results lay in bringing a low-priced car within the purchasing power of the multitude. The old principle of making a business successful by limiting the output and maintaining high prices has proved fallacious.

Jazz music over the radio is doomed, according to the statistics offered by John A. Holman, the broadcasting manager of the American Telephone and Telegraph Company. Mr. Holman bases this forecast on the fact that in January, 1923, approximately 75 per cent. of those who took the trouble to write to his company to express their preference on the subject wanted jazz. In January, 1924, out of 17,000 letters 35 per cent. wanted jazz, and in January of this year out of 54,000 only 5 per cent. Meanwhile Mr. Holman finds that the demand for "good music, concerts and standard numbers" increased from 20 per cent. in 1923 to 45 per cent. in 1925. "Talks, inspirational and educational," are steadily growing in favor. All of which is good news. Perhaps in time the public will grow tired of the stereotyped "personality" of broadcasters with a facetious turn, and we shall be able to get good music and good talks over the radio without the preliminary language of the slapstick stage.

BEST MEETING EVER HELD.**Annual Convention of Retail Merchants at Muskegon.**

The twenty-seventh annual convention of the Retail Grocers and General Merchants Association of Michigan convened at the Occidental Hotel, Muskegon, Tuesday afternoon, April 21. After invocation by Rev. Walter Tunks, Mayor Estes delivered the address of welcome. The response was by John Affeldt, Jr., of Lansing, as follows:

It is with pleasure that I arise and respond to the address of welcome by the Hon. Mayor of Muskegon.

It is a pleasure for two reasons: first, of all the times I have been actively connected with associations and as President of the State Association, I have not felt free to sit with you and discuss problems that are of grave moment to you, because the solution of the question means the success of your business, and upon the success of your business depends the future happiness and prosperity of your family and loved ones. I have not felt free to talk to you because up to Dec. 20, 1924, I have been engaged in retailing meats exclusively, and your problems as grocermen have



John Affeldt, Jr.

been more or less foreign to me. On Dec. 20 we opened our grocery department and now the problems which confront you also confront me and the solutions of the vexatious problems are of as vital importance to me as they are to you, therefore I again say to you it is a pleasure to meet with you to-day, for now I feel that I am one of a great family, who is going to school to learn to pit my ability and judgment against successful competition.

And now the second reason: In my active association with State work I believe this is the first time the State convention has been held in Muskegon. It is a fact that wherever you find an association that is dormant or not functioning properly there is need of something to bring together men whose ideals are the same; men who are striving for the same goal in life; men who are bitter enemies of one another when in their own places of business, men who misjudge each other because of lack of understanding one another. It is gatherings of this kind, where men get away from their respective places of business and in their association with competitors on common ground that an understanding springs up that gives to man an entirely new outlook on life, a new grip on his business.

Now why do we hold these conventions and what good do we get from attending them? Do we attend them

only for recreation? Is this an opportunity to get away from home and have a lot of fun? To some men that is all that a convention amounts to. The good they get out of such meetings is a good time, something they can talk about for another year. To others these conventions are a school of instruction. At our meeting at Lansing we discussed the benefits of such meetings and this is the way one of our members put it, "At our conventions we discuss credits, how much should a man be allowed covering a period of two weeks, what are the best methods of collecting one's accounts, how much business do you do per year, how much stock do you carry and so on? When a group of three or more men get together and these and many other topics are discussed, and when I hear how another merchant collects his accounts, the total amounts of his merchandise sales per year and on a much smaller stock of merchandise than I carry, then I go home and very carefully check my business, see where I can reduce my stock, weed out the undesirable accounts and, in general, I so rearrange my business that when I attend the next convention I can enter the discussion and tell them with pride what I have done the past year.

Now this member has told—very ably so and in a very few words—why we should attend these State conventions. In closing, let me say I trust that this will be the best, the most instructive and the most beneficial convention ever held in the State of Michigan.

President Christensen then read his annual address, as follows:

Greetings to you! Muskegon won't, hands down. Who could have defeated such a formidable delegation as came to the Grand Rapids convention a year ago to extend to us an invitation to this fair city for our 1925 convention? Your invitation was accepted with great enthusiasm and we are here to revel in your hospitality.

The annual message I am to deliver to you shall be very brief. I shall not bore you with a mass of detail and a long list of achievements of the past year, as the work done has all been handled by the Secretary and in his report, which will immediately follow, he may tell you of some of the things he has accomplished.

You are not interested now in what has passed into history, but primarily in what we are going to accomplish in the future. Moreover, what has been done has been printed from time to time for your perusal in that "Big Brother of the honest merchant," the incomparable Michigan Tradesman. Without it your secretary and myself would be like the proverbial ship without a rudder. Whether you are aware of it or not, we can never repay this trade organ what we owe it, no matter how many years we may subscribe to it. In this message let me embody this admonition: for your own profit read it more diligently this year.

Of major importance to you at this convention is the matter of co-ordinating properly your efforts to the new movement instituted by the National Wholesale Grocers Association in your behalf, by which they are seeking to popularize the slogan "Phone for Food." I recommend that you take this matter up in earnest during our meeting and when you get home avail yourself of every opportunity for bringing it to the attention of your entire community. Do not take this matter lightly, as it means much to you.

Get over the idea that chain store, mail order or transient merchants have any advantage over you. The contrary is really true. All these factors in trade must exist by what you leave, but you leave too much. If you would give as much thought and care to devising new business getting schemes as

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be much greater and their volume much less than it is. You are licked when you are scared. The men who work and plan succeed in business, whether they are mail order merchants or home town merchants.

Furthermore, "relegating unprofitable goods to the rear of the store" is still a live topic. It has been called to my attention recently by the Secretary who sponsored the movement a year ago. I would urge you to take the matter up for discussion and final action at this convnion. Let me recommend also, that you do not draw up any resolutions respecting legislation to be presented to any one but our legislative committee who will confer with the newly created Retailers Council and bring it to the attention of our State Legislature. Being a State wide amalgamation of retail trade associations this council wields greater power and reflects greater prestige than any single organization.

In our deliberations, let us strike a lively pace and keep it up throughout our sessions. Let all of us couch speeches and arguments into a few snappy, succinct sentences and get to the root of the trouble by action rather than harangue. Let us dispose of business with dispatch as we did at Grand Rapids last year. Be on time. Meetings will begin on time and will adjourn promptly—on the dot. All

has been in attendance or he has sent in his regrets at being detained. This shows that the Directors take their work seriously. The Board has met three times this year.

Acting upon the instructions of the 1924 convention the Board met early in May, 1924, and took up the insurance problem. We were very fortunate in becoming affiliated with the Michigan Millers Mutual Co., of Lansing, and our dealings with them have been very pleasant, indeed. However, to get the most out of the insurance end of our Association we should employ a man to visit all of our members around the State. It has been somewhat of a disappointment to the officers that our members did not respond more readily to our invitation to join the company, but I have found that in most cases personal solicitation is necessary before merchants will change their insurance. However, a total of thirty-nine of our members have given their insurance to the grocers division of the Mills Mutual Agency through direct solicitation through this office or through the other agents of the company.

Upon direct business the Association receives 10 per cent. commission and upon indirect business (or that through one of the company's other agents) we receive 5 per cent. commission.

Legislation has received more atten-



Charles C. Christensen.

committees will be given plenty of time to get out their reports. Each chairman will have a list of the men of his committee and we will be pleased to have them set a good example for the rest of us by their punctuality and efficiency.

In conclusion, I want to thank our Board of Directors, our Legislative Committee and especially our Secretary and Treasurer for their loyal support, without which we could not have achieved the success we did last year.

With great pleasure and optimism I shall now attempt to fulfill the duties which shall be incumbent upon me as your presiding officer during your business sessions. Help me to relieve the tension and let's make the atmosphere and spirit such that all may be relaxed and at their best intellectually.

Secretary Gezon then read his annual report, as follows:

At the opening of this our 27th annual convention it is, indeed, a pleasure to make my annual report.

The work has been most pleasant and harmonious and again I wish to thank the officers and directors for their splendid co-operation.

It has been a pleasure to all of us, I believe, to attend the different board meetings throughout the year, because of the interest and consideration the various board members have shown toward each other. At every meeting this year every Director and officer



Paul Gezon.

tion this year than usual because we were in a better position to look after it.

About October 1, 1924, a meeting was held in Lansing of representatives of all the trade organizations in the State for purpose of putting through legislation which was sadly needed. We formed the Michigan Retailers Council and have paid \$150 dues for this year.

This Council has hired an able attorney and together we have had introduced before the Legislature two bills; one to control peddlers and hawkers, and one to license itinerant traders.

This to my mind is the biggest thing we have accomplished in many years.

The transient traders bill has been passed and the other bill is still in the hands of committee.

To Jason E. Hammond, of Lansing, is due most of the credit for these undertakings.

As Secretary of the Retailers Council Mr. Hammond has shown himself an untiring worker.

This has not been a very strenuous year for your Secretary, for by keeping in close touch with President Christensen together we have been able to meet and handle every situation satisfactorily.

In preparing for this convention it has indeed been a pleasure to plan with the members of the convention committee of the Muskegon Association. They have been so enthusiastic

(Continued on page 6)

TIPS THAT TRIUMPH

Most every wide-awake grocer tries to improve his store. Perhaps there is some improvement which can be inaugurated in your store. Ask yourself these questions:

Are my goods what I claim them to be?

Do my clerks know the merits of these goods?

Do we treat all our customers courteously?

Do I and my clerks keep our eyes to the front door, to be ready for customers when they come in?

Do we greet our customers pleasantly?

Do I and my clerks read the newspapers carefully to learn not only the news, but also the advertising?

When customers are lacking, do we occupy our time profitably — trimming windows, weighing and laying aside packages toward the rush period?

Are my clerks bright, attentive, polite and anxious to please and build up our whole business?

[FROM ANOTHER JOBBER]

WORDEN GROCER COMPANY

Wholesalers for Fifty-six Years

The Prompt Shippers



Movements of Merchants.

Detroit—A. Phillips has sold his grocery stock at 5708 Dix avenue.

Detroit—James S. Hive has opened a confectionery store at 9541 Gratiot avenue.

Holland—George W. Deur succeeds the Creamer Sample Shoe Store in business.

Detroit—The Modern Grocery Co. has opened for business at 9046 Hamilton avenue.

Detroit—The Lawrence Sweet shop has opened for business at 11336 Twelfth street.

Detroit—Louis Gordon is the new owner of the dry goods store at 4189 Hastings street.

Detroit—The MacLachlan Paint Co. has increased its capital stock from \$10,000 to \$25,000.

Detroit—Starrett Bros. of Michigan has changed its name to the Starrett-Dilks Co. of Michigan.

Three Oaks—E. K. Warren & Son has decreased its capitalization from \$1,000,000 to \$760,000.

Coldwater—The Southern Michigan Oil Co. has increased its capital stock from \$50,000 to \$165,000.

Detroit—The American Beauty Sweet shop has opened for business at 2574 Fenkell avenue.

Ann Arbor—The Michigan Milling Co. has decreased its capital stock from \$225,000 to \$112,500.

Muskegon—The Muskegon Candy Corporation has increased its capital stock from \$50,000 to \$100,000.

Grand Rapids—The Christenson Ice & Coal Co., has changed its name to the Christenson Ice & Fuel Co.

Flint—Manns & Buysee succeed Manns & Welder in the shoe business at 1618 North Saginaw street.

Royal Oak—An involuntary petition in bankruptcy has been filed against Arthur E. Jackson, druggist.

Detroit—Robert S. Rodgers succeeds Charles and Gabriele Swidan in the grocery store at 2562 Myrtle avenue.

Detroit—Sax, Inc., successor to Sax-Kay, has moved to 1438 Farmer street from 1440 Washington boulevard.

Detroit—C. H. Parrie has opened the New Delaware market, fruits and vegetables, at 8017 Twelfth street.

Detroit—Jennie M. Reiman has sold her confectionery stock at 8009 Forest avenue, East, to Hubert H. Driggs.

Detroit—Fire caused a loss of \$15,000 to the mill of the Sichelsteel Lumber Co., 220 Forman avenue, April 16.

Detroit—Richard H. Briggs is succeeded by Arthur Jackson in the confectionery business at Howard street.

Detroit—Another Princeton Hat Store has opened at 204 Michigan avenue in the Book-Cadillac building.

Detroit—The Cass Lake Lumber Co., 1429 Ford building, has increased

its capital stock from \$10,000 to \$50,000.

Detroit—The Emerson Automobile Co., 9419 West Grand River avenue, has changed its name to the Emerson Sales Co.

Detroit—The New Detroit Heater Co., 3957 Grand River avenue, has increased its capital stock from \$10,000 to \$50,000.

Detroit—Richard Gordon succeeds Wm. F. Clements in the grocery and confectionery business at 3437 Wrexford avenue.

Detroit—The Perfection Electric Co., 442 Lafayette avenue, East, has increased its capital stock from \$100,000 to \$200,000.

Detroit—Berry, Dunn & Kinney opened a grocery and meat market on 8-Mile road, near Woodward avenue, recently.

St. Joseph—The Theisen-Clemens Co., wholesale dealer in oils, greases, etc., has increased its capital stock from \$50,000 to \$500,000.

Detroit—Edward G. Cook has taken over the share of his partner, E. Russell Dyer, in the drug store of Cook & Dyer, 1050 Third avenue.

Detroit—Henry Weiss and Albert Berndt opened a cigar store at 223 Woodward avenue a short time ago under the style Al & Henry.

Detroit—Rhoda Burke, dealer in women's furnishings at 1261 Washington boulevard, will move to 1242 Washington boulevard May 1.

Eben Junction—The Eben Co-Operative Store has changed its name to the Eben Farmers' Co-Operative Store Co. and increased its capital stock from \$10,000 to \$50,000.

Allegan—Willis Harvey, formerly with the Allegan Milling Co., has purchased the meat market of H. C. Konkie, who will engage in the wholesale meat business.

Battle Creek—Byron Barnett, shoe merchant, is the object of an involuntary petition in bankruptcy recently filed in Federal Court for this district. The claims total \$4,455.

Detroit—An involuntary petition in bankruptcy with claims totaling \$670 has been filed against Norman Frank, jeweler at 133 Michigan avenue, in the LaFayette building.

Muskegon—The Peoples State Bank for Savings, which opened for business only ten months ago, already has \$542,710 deposits—a remarkable showing for so young a financial institution.

Detroit—The Springwells Fuel & Supply Co., 5785 Hamilton street, has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Detroit—Peters new department

store, 505 Michigan avenue, has discontinued business. Peter Vass, the proprietor, sold the stock to Koblin Brothers and the Peoples Outfitting Co.

Detroit—Harry Segal opened Segal's Cut Rate Cigar Store at 227 Monroe avenue April 18. He formerly conducted the same business at 212 Monroe, but closed up there several months ago.

Ishpeming—Garnet Stephens has purchased the Harry Pearce meat market on First street and has already taken possession. He has been in the employ of Armour & Co., traveling in this territory.

Hamtramck—The Fuel Oil Corporation, Woodland G. T. R. R., has been incorporated with an authorized capital stock of \$150,000, of which amount \$125,000 has been subscribed, \$10,000 paid in in cash and \$75,000 in property.

Lansing—E. C. Dell, who conducted a grain and fuel business in Sunfield for the past 18 years, has purchased the stock of the Capitol Coal Co., 637 East Shiawassee street and will continue the business under the same style.

Grand Rapids—The Grand Rapids May-tag Co., 65 Division avenue, N., has been incorporated to conduct a mercantile business with an authorized capital stock of \$25,000, \$1,000 of which has been subscribed and paid in in cash.

Detroit—The Stein Hardware Co., 4770 Grand River avenue, West, has been incorporated with an authorized capital stock of \$15,000, \$9,000 of which has been subscribed and paid in, \$550.01 in cash and \$8,449.99 in property.

Jackson—The Elaine Shop, Inc., 142 East Main street, has been incorporated to deal in women's and children's ready-to-wear garments, underwear, etc., with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Detroit—The Wacoba Motors Co., 3046 Hazelwood street, has been incorporated to deal in appliances, equipment, etc., with an authorized capital stock of \$1,000, of which amount \$540 has been subscribed, \$180 paid in in cash and \$90 in property.

Port Huron—The Wonnacott-Elbridge Co., 1504 Military street, has been incorporated to deal in motor vehicles, parts, supplies and accessories, with an authorized capital stock of \$25,000, \$12,600 of which has been subscribed and paid in in cash.

Byron Center—The local co-operative creamery, which had been idle for some time, now is being operated by A. Barnes, of Fillmore, and O. L. Slickemeyer, of Grand Rapids. Mr. Barnes manages the creamery at Fillmore and Mr. Slickemeyer has charge of the local plant.

Detroit—May 1 is the date set for the opening of the new Pringle furniture store on West Grand boulevard, between Second and Third avenues. Weil & Co. are planning a store nearby, and it seems reasonable to believe that more of the large downtown merchants will establish branches in this location shortly.

Detroit—The National Radio Co.,

1456 Broadway, has been incorporated to conduct a wholesale and retail business in radio merchandise of all kinds, with an authorized capital stock of \$25,000 common and \$10,000 preferred, of which amount \$15,000 has been subscribed, \$1,254.17 paid in in cash and \$13,745.83 in property.

Battle Creek—Ricketts & Struble, 14 West State street, have merged their furniture, carpets, rugs, draperies, etc., into a stock company under the style of the Ricketts & Struble Co. with an authorized capital stock of \$20,000 common and \$5,000 preferred, of which amount \$6,570 has been subscribed and paid in in cash.

Detroit—The United Tailoring Co., 419 West Fort street, has merged its wholesale tailoring of clothing business into a stock company under the same style, with an authorized capital stock of \$25,000 and 3,000 shares no par value, of which amount \$12,000 and 3,000 shares has been subscribed and \$15,000 paid in in property.

Marshall—James F. Martin, 65 years old, well known dry goods, shoe and grocery merchant, died suddenly while assisting his wife in setting out bulbs. Apoplexy was the cause of death. He was born here, attended St. Mary's academy and when a young man embarked in business with his father, William Martin, who died in 1919. He took over the business in 1903. He married Miss Catherine Herthorn, Jan. 7, 1886, who, with one son, Joseph J. Martin, of Battle Creek, and one daughter, Miss Catherine Martin, survives. He also leaves two sisters and two brothers, Mrs. James J. Fahey, Miss Sarah Martin and William and Joseph Martin. He was a Democrat and served as alderman in 1888 and 1889.

Manufacturing Matters.

Pontiac—An order for 4,500 Knight engines to be used in Federal Knight trucks has been secured by the Wilson Foundry and Machine Co. The order runs close to \$1,500,000.

Detroit—The Schmandt Foundry Co., 6401 Miller avenue, has merged its business into a stock company under the same style, with an authorized capital stock of \$25,000, of which amount \$9,700 has been subscribed and paid in, \$4,700 in cash and \$5,000 in property.

Detroit—The Lavigne Brass Co., 5465 Lincoln avenue, has been incorporated to manufacture and sell at wholesale and retail, metal articles, goods, etc., with an authorized capital stock of \$50,000, of which amount \$27,200 has been subscribed, \$6,600 paid in in cash and \$15,900 in property.

Mt. Clemens—The Mt. Clemens Sugar Co. soon will start operation to increase the capacity of the plant, and before the October campaign begins will have the factory enlarged to handle and convert 1,000 tons of beets daily. The acreage of the company is increasing steadily. Captain Davidson, of Bay City, is the principal owner of the plant and Mayor William M. Streit is manager.

A spontaneous ovation seldom costs the honored one more than ten cents a yell.

Essential Features of the Grocery Staples.

Sugar—Local jobbers hold cane granulated at 6.55c and beet granulated at 6.45c.

Tea—The market is exhibiting some weak spots particularly in black teas. Although the statistical position of teas as has continuously been reported is strong, the fact remains that the market is at present a bit soggy. Buyers are buying just as scantily as they can and the result is a small demand. Holders of teas, however, are confident that buyers when they come into the market will have to pay a higher replacement cost.

Coffee—The market has firmed up a little during the week but at the present writing it seems likely to lose all the strength gained. There have been slight advances in future Rio and Santos coffee and the spot market is probably half a cent higher for these coffees sold green and in a large way. The undertone of Rio and Santos, however, is undoubtedly easier than it has been and few expect the slight advances that have occurred during the week to be followed by any permanent result. Mild coffees have declined about half a cent since the last report. The consumptive demand for coffee is fair, but the trade are buying only what they have to have as they have no confidence in the situation.

Canned Fruits—California fruits are in fairly good jobbing demand, considering the scarcity of stocks and the high prices. Gallons are affected by their unusually high range and are in conservative demand. New packs are being sold to some extent but many dealers have already placed memorandum orders and are waiting for opening prices before completing their purchases. Pineapple has been more interesting as a spot offering than one for purchasing for later outlets at the prices recently announced.

Canned Fish—The most marked change in fish last week was the announcement of a 15c advance to occur April 25 on Maine sardines of one-quarter oil and one-quarter mustard types. Other packs are unchanged. Cannery are ready to pack the styles which are short in 1924 offerings but it will be several months before much is packed. California and imported sardines are firm and moderately active. Salmon is selling as it is needed, mostly from the spot, as it is cheaper to buy here than on the Coast. Spot shrimp is scarce and is held firm. Lobster and crab meat are getting exhausted.

Canned Vegetables—There is a fair demand for peas, but it is unable to make very much impression on the tremendous unsold surplus which is said to be still in existence. Cannery are denying that this surplus is as large as the trade believe it to be, but it cannot be denied that it is large enough to affect the market. It looks like a rather weak future for peas. Tomatoes show no change for the week, the market is irregular and unsettled and the demand is light. Corn is quiet without change.

Dried Fruits—The market is still like an automobile tire which has a slow leak—no matter how hard dealers

may try to pump in air it escapes as fast as it is put in—and yet during the past week expressions were to be heard that the market had passed through its most disappointing phases and was now about to improve. So long as prices are on the decline, as they have been with raisins and prunes, there is no incentive for distributors to buy freely for their requirements during the balance of the 1924 crop selling season. Interior markets as far West as the Mississippi River have been buying prunes in New York rather than in California. The expansion in the demand from inland cities has been one of the most favorable features of the situation. Much of the enquiry, however, cannot be satisfied, as the bids are too much under the market to be accepted by the larger holders. Weak sellers are moving their merchandise and they are nearing the end of their holdings. When they are off the market and turn buyers rather than sellers there is some chance for improvement. Prunes seem about on the turn, but there will have to be a decided change for the better before extensive buying will take place. Raisins resemble prunes, as they, too, have been weak and have been pressed for sale when there has been very little buying interest. Nominal Coast buying is being done as spot stocks are preferred because they are cheaper. Peaches and apricots are influenced by their scarcity. Both are in broken assortments, which often cannot be remedied by buying on the Coast, as packers are out. Pears are very scarce, especially on the top grades.

Rice—Cheap parcels have pretty well disappeared and holdings of all grades are not in their representative assortment, indicating the need in the near future of restocking at the mill. Southern markets developed more strength last week and reported a better distribution through domestic and export channels. Foreign rice shows more enquiry and more actual purchasing is being done, which adds firmness to the market.

Rolled Oats—Following the decline of thirty cents on bulk rolled oats last week is a decline of 25 cents per case on regular and family size packages this week. Cereal prices are following the grain market very closely, and this decline of this week brings packaged oats back to their starting point when the advances set in a few weeks ago.

Syrup and Molasses—Molasses is dull. High grades are well maintained, however, and the general situation is about unchanged. Sugar syrup continues easy in sympathy with the general sugar situation. Compound syrup unchanged and quiet.

Salt Fish—Mackerel continues to be rather dull on account of the ending of Lent, with the price a little easy, although stocks are decidedly irregular.

Beans and Peas—The demand for dried beans continue light and most varieties are easy. This includes pea beans, red kidneys and white kidneys. California limas on the contrary are firmer and show an advance of about 50c. Dried peas are irregular and unsettled, without pressure to sell.

Cheese—The offerings are still very limited and the demand is taking everything as fast as it comes in. The situation is firm.

Provisions—The demand for provisions, including all varieties of beef and ham products, is very quiet. Everybody reports the trade very slow, with prices barely steady.

Review of the Produce Market.

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

Asparagus—Illinois. \$3.50 per case.

Bagas—Canadian, \$1.80 per 100 lbs.

Bananas—7½¢@8¢ per lb.

Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans ----- \$ 5.55

Light Red Kidney ----- 9.50

Dark Red Kidney ----- 10.50

Brown Swede ----- 5.75

Butter—The market has had a number of fluctuations during the week. At first it declined slightly and then advanced on account of very good demand and the fact that the supply seemed to be concentrated in firm hands. The demand for undergrade butter has been fair under the circumstances, but the aggregate is not very heavy and the market has been very unsettled. Local jobbers hold fresh creamery at 43c and prints at 45c. They pay 18c for packing stock.

Cabbage—\$3 per crate for new from Texas.

Carrots—\$1.35 per bu. for home grown; \$2 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, \$4.50.

Cucumbers—Illinois hot house command \$3.75 for fancy and \$3.25 for choice per box of 2 doz.

Eggs—The market is very sensitive. First came a decline of half a cent on account of large receipts and rather slow demand; next came an advance of half a cent on account of the decrease in receipts and later as it developed that the percentage of desirable eggs was not so large as it might be the market advanced another half cent. The demand for fresh eggs is very good, undergrades not wanted. Local jobbers pay 25c to-day.

Egg Plant—\$3 per doz.

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

Timothy, fancy ----- \$ 7.50

Timothy, choice ----- 7.25

Clover, medium choice ----- 34.00

Clover, Mammoth choice ----- 35.00

Clover, Alsike choice ----- 26.50

Clover, sweet ----- 13.00

Alfalfa, Northwestern choice -- 23.50

Alfalfa, Northwestern fancy ---- 24.50

Alfalfa, Grimm, fancy ----- 42.00

White Clover, choice ----- 55.00

White Clover, prime ----- 48.00

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—\$3.75@4.50, according to quality.

Green Onions—Charlots, 50c 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 ----- \$3.25

California Iceberg, 5s ----- 3.25

California Iceberg, 6s ----- 3.00

Hot House leaf, 10c per lb.

Onions—Michigan, \$3.50 per 100

lbs.; Texas Bermudas, \$3.75 per crate.

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

126 ----- \$7.00

150 ----- 7.00

176 ----- 7.00

200 ----- 7.00

216 ----- 7.00

252 ----- 7.00

288 ----- 6.25

344 ----- 5.50

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 ----- 28c

Light fowls ----- 24c

Heavy springs ----- 28c

Cox ----- 14c

Radishes—70c per doz. bunches for hot house.

Spinach—\$1.50 per bu. for Texas.

Strawberries—Receipts this week are from Alabama—the first time that State has ever shipped berries to Michigan points. The quality is excellent. Prices range from \$7.50@8 per 24 qt. crate.

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 ----- 14c

Good ----- 13c

60-70 Fair ----- 10c

The inscrutable mystery of rust came up for discussion before the American Chemical Society at its annual meeting in Baltimore. It is somewhat appalling that so familiar a thing should remain such a mystery—that it should be able to defy and flout the attacks of the world's greatest scientists over so long a period of years. Every one knows rust—just as every one knows the sun and gravitation. It really should not constitute a problem at all. A little investigation should reveal its cause and consequently its cure. Not so long ago a big manufacturer offered a prize to the member of a high-school class in chemistry for the best method of combating corrosion of his boilers. He was much surprised that not a single one of these boys or girls entered the contest. Any one who has even an inkling of chemistry should, of course, know all about so simple a thing as rust. If not, what is a high school course in chemistry for? Scientists who have struggled with the problem for years might have hesitated a long time before competing for the manufacturer's prize.

IN THE REALM OF RASCALITY.

Cheats and Swindles Which Merchants Should Avoid.

By its refusal to grant a petition for a writ of certiorari for the review of the appeal of the Butterick Company, the Federal Publishing Co., the Butterick Publishing Co., and the Designer Publishing Co., Inc., the United States Supreme Court approved the decision of the United States Circuit Court of Appeals for the Second Circuit and upheld the complaint of the Federal Trade Commission. These companies were alleged to have fixed prices for the resale of paper dress patterns and to have excluded the patterns of their competitors from the dry goods stores in which their own patterns were sold, and it was alleged that in pursuance of such practices they had severally but in common action entered into written contracts with about 20,000 retail dry goods dealers throughout the United States, each contract binding the dry goods retailer to maintain the resale price and not to deal in any competitors' patterns. The companies deny that the form of their contract would substantially lessen competition or tend to create a monopoly and assert that the evidence shows that such form of contract, although in continuous use for more than half a century, has not as a matter of fact either lessened competition or tended to create a monopoly. Another question was whether it is an unfair method competition to require dealers to sell at a price fixed by the manufacturer where the latter is obligated during the relationship between the dealer and him, extending over a period of five years, to receive back all unsalable goods and credit the dealer in new goods with 90 per cent. of the discount price and on the termination of the relationship to receive back all unsold goods and credit the dealer in cash with 75 per cent. of such discount price. The Supreme Court, without written opinion, declined to review the case.

The Forrest City Paint and Varnish Company, a paint manufacturer of Cleveland, Ohio, is required in an order issued by the Federal Trade Commission to cease and desist from using the words "U. S. Marine" or words of similar import on labels in advertising matter or otherwise to describe or designate paint which is not manufactured by or for the United States Government. The Commission found that although the respondent company was in no way connected with the United States Government or with the Navy, it nevertheless sold to dealers certain paint manufactured by it under the name "U. S. Marine Paint." The paint so labeled was sold to respondent's dealer customers and thereafter to the consuming public. The respondent's use of the misleading labels on paint found to be inferior to that made for the Government or the Navy, the findings state, deceived the public, and was prejudicial to its competitors who did not mislabel their products. The Glidden Company, also a paint manufacturer of Cleveland, Ohio, was named as a respondent in the Commission's complaint. It was found, however,

that the Glidden Company did not use the labels complained of, and the charge of the complaint not being sustained, the Commission dismissed proceedings as to this respondent.

In a cease and desist order issued by the Federal Trade Commission, the New York Twine Mills Company, Inc., of New York City, is directed to cease from doing business under its corporate name or any other trade name which includes the words "Twine Mills" or "Mills" unless it actually owns or operates a mill in which it manufactures the products which it offers for sale to the public.

The Commission found that the company was engaged in the business of buying twine, string and other cordage which it sold to retail dealers and other consumers throughout the United States. In the sale of such products, it was found, the company used its corporate name prominently displayed on business stationery, billheads, circulars, and other trade literature, although it neither owned, operated or controlled any mill in which twine, string, or cordage is manufactured.

The Commission also found that respondent's use of the word "Mills" in the manner described above misled and deceived the trade and consuming public into the mistaken belief that the products sold by respondent were manufactured in its own mills, and that persons buying from the respondent were therefore saving the profits of middlemen. This, the Commission declared, unfairly diverted business from competitors who did not create the impression that they owned or operated a factory or mills.

Sales of Bathing Suits.

Somewhat of a more active demand for women's bathing suits has come here, according to wholesalers. Much of this is initial buying for the coming season by retailers who have held off placing any advance business. It is understood that there is a considerable carry-over of this merchandise from last year, which may be a factor in the buying as warmer weather approaches. Jobbers for this reason have not been particularly active so far, although a possible further unsettlement in yarn prices is also an influence with them. Manufacturers, however, have been cautious in production and are credited with small stocks of both finished merchandise and yarns.

Kills Champion Hen and Finds Five Eggs Inside.

Dallas, Ore., April 18—The champion hen of Oregon, if not of the world, was lost to posterity a few days ago, when M. B. Grant made an unfortunate selection for his family table. But her true worth might never have been realized except for the incident. Mr. Grant selected a white Leghorn pullet to kill for his wife, who was ill. But when the bird was dressed three perfectly formed, normal sized, hard-shelled eggs were found. In addition, there were two soft-shelled eggs, equally as large, seven fair-sized eggs and a handful of tiny eggs. From all indications the pullet would have laid, not one, but three eggs that day and probably followed with a double the next day. Mr. Grant plans to hatch out the three orphan eggs, and hopes they will not be roosters.

BEST MEETING EVER HELD.

(Continued from page 3)

and painstaking that I think this will be one of the best conventions we have held.

Everybody has been so helpful that it really has been no work for the Secretary to put on our 1925 convention.

We are in a very strong position with our members and I believe we hold the respect of our jobbing friends.

At least when we offered space in our 1925 year for advertisements the response was very gratifying.

In closing, I wish to publicly thank my friend, E. A. Stowe, of the Michigan Tradesman, for his kind treatment and good advice.

I hope that the program prepared for this convention will be a source of inspiration to us all and that we may all take courage.

Let us all work consistently and earnestly together to dignify and build up the business of the grocer and meat dealer.

It has been abundantly proven that the right kind of merchant can grow and prosper even in the midst of unfair and disheartening competition.

Gentlemen I thank you all for your generous support.

More people try to make up others' minds than can make up their own.

The kind of people who count their blessings don't need any adding machine.

When You Need BROOMS

**Michigan Employment
Institution for the Blind**
SAGINAW, W. S., MICH.



SELL BY THE CARTON

Handle Reynolds Shingles

For Profit and Satisfaction

Enjoy the Best



Tasty, wholesome Zion Fig Bars are easily distinguished from the ordinary bars, because of their wonderful eating qualities.

Samples promptly sent upon request.

Ask your wholesale grocer today to show you the Zion Line of cooky specials.

Zion Institutions & Industries
ZION, ILLINOIS

Silk Underwear Going Strong.

Not for some time have the manufacture of women's silk underwear had so good a business as that enjoyed this Spring. Not only have the novelties offered to the trade taken well with the consuming public but such staple things as vests and bloomers have also moved better than usual in the last few weeks. Just why the general demand for silk underwear should be so good in the face of depression reported in some of the other apparel trades, is something of a mystery, but the fact remains that business is being booked every day. Among the really active sellers, and one which is gaining ground steadily, is the costume slip. This article, and other underthings as well, are particularly sought in the so-called Summer shades.

Not All Draperies Priced.

Although the finer lines of draperies have been opened for Fall, and also some of the less expensive ones, the call for percales and other printed fabrics for Spring has been so good from day to day that there is little inclination on the part of at least one of the larger printers to disturb it by showing its stuff for the new season. Incidentally, the volume of business that has been booked by printers of percales during the last few months was said yesterday to come close to establishing a record for the period. The improvement is attributed entirely to the marked advance in styling these goods that has taken place in the last several seasons.

Price Levels Held Favorable.

The fact that most of the Fall clothing lines being opened are practically on the same price basis as last year has met with favorable reaction on the part of retailers. It is pointed out, however, that this action on the part of the manufacturing clothiers was expected and therefore little surprise has been shown over the levels established. The cutters-up have no desire to have price resistance as an added factor in what will be a difficult merchandising season at best. The road salesmen expect to have their hands full in booking advance business, the initial volume of which cannot be estimated at the present time.

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
Calfskin, Green, No. 2	14½
Calfskin, Cured, No. 1	17
Calfskin, Cured, No. 2	15½
Horse, No. 1	3 50
Horse, No. 2	2 50
Pelts.	
Old Wool	1 00@2 50
Lambs	1 00@2 00
Shearlings	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	50
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

The
Friendly
Bank



4% is
33½% more
than 3%

4% Interest AND 100% SAFETY

Exclusive safeguards here as well as extra interest on your savings.

This bank never loans a dollar until the borrower has deposited as security in our vaults a real estate first mortgage or high grade stocks or bonds worth more than the amount of the loan.

We take absolutely no risk with depositors' money. Hence no losses through bad loans.

Think this over. Nowhere else can you find such a broad, sound policy of protection.—100% SAFETY.

In addition this is a STATE bank, managed in accordance with the strict banking laws of Michigan and regularly inspected by officers of the State Banking Department.

It is also a member of the great FEDERAL RESERVE SYSTEM, having the backing of this national governmental banking institution with it hundreds of millions in resources.

Our exclusive policies of 4% Interest and 100% Safety are for your benefit.

Why go on losing that Extra Interest on your savings? Think how it runs up month after month.

Bring your money to this Friendly Bank. Take advantage of our late closing hour, 5:30 p. m., including Saturday.

HOME STATE BANK FOR SAVINGS

Corner Monroe and Ionia

No Branches

Capital and Surplus \$312,500.00

President, Charles B. Kelsey. Vice President and Cashier, Martin D. Verdier

OPTIMISM.

Every widening contact with reality drives home the fact that neither our liking nor our sense of justice governs events. We are battling to attain our desires in a world of unalterable law, where the moving order swerves not one hair's-breadth because of any notion of what we deserve. Obviously, no thinking man can have his eyes open and be a comfortable sentimentalist.

Yet, somehow, the inanimate welter of the teeming cosmic process is the source from which all the strange immaterial quality of highest human effort and aspiration has sprung. Out of the primeval clash of titanic forces, out of savagery, the earth, red in tooth and claw in the brute struggle for existence, has, nevertheless, actually brought forth the passion for unrealized ideals, has kindled into flame the love of beauty, honor, truth. That such values should arise, and survive is implicit in the very nature of her growth.

Hence we inherit the power to face even a cruel array of unfair and relentless conditions, not as whining slaves, but as those who win from the fight a confident realization of their own endowment. We discover that the crucial factor is not what an unfeeling destiny deals out, but the in-born ability to use it as a means to victorious achievement. The zest of the game does not depend upon the cards we hold.

Thus to come to our own is to find life worth while. And the task, although indeed "more like wrestling than dancing," is bound up with the vast world-cycle of which we are a product. In the steady quest for satisfaction we have the march of uncounted centuries as an ally. As surely as the blossom is latent in the seed, and every detail of a man's physical structure in the cell with which he began, so surely does the untried capacity of personal resource lie in us, waiting, as we assert and develop it in our conflict with circumstance, to reach out toward fulfilment. Our emerging life has behind it a mightier unfolding. It is one with the sweep of the stars.

That is why men, puny as they seem, have continually met, and can meet, the challenge of an inexorable and apparently hostile environment. They have recognized their birthright. They compel whatever befalls to bring out the virile fiber and quiet nobility which belong to them as an outcome of the unmeasured vital energy inherent in all that is. They have learned confidently to trust and obey its urge toward finer expression. Head winds are good for royal sails.

COTTON AND COTTON GOODS.

With planting well advanced in most sections of the cotton belt, the weather has become the controlling factor, for the time being, in the moving of the quotations. The droughty conditions in the western portion of Texas have proved an especially good talking point for those interested in higher prices. Should these conditions change for the better there will still be the weevil to fall back upon, al-

though little is just now said about the bug. The takings of the existing crop make an impressive showing, especially the exports, which are about 2,500,000 bales above those last year at this time. Consumption in domestic mills has also been picking up lately. In March, for example, the amount was 582,674 bales, as against 550,132 in February and 485,340 in March, 1924. For the eight-month period ended with March, however, the domestic cotton consumption was 18,773 bales less than in the similar one the year before. The increased consumption since the beginning of the present calendar year has led some to suspect that the mills have been operating much ahead of orders, as sales do not appear to have increased proportionately. The best of these sales recently seem to have been among the heavier constructions, such as duck, and the finer count and fancy cotton weaves. Sales of gray goods during the past week have been light and prices have shown a tendency to soften. There has apparently been a check to the proposition to advance the prices of finished goods, although mill men are insistent that there is no profit in the present ones. Knit underwear men are satisfied with the outlook in their lines. Hosiery still continues to sell well.

THE STEAM LAUNDRY.

Various public agencies take credit for the advance in public health and for the reduction of the death rate. How many of you consider what heroic service in the cause of good health has been done by the laundry industry—the steam and wet wash laundry? The public power laundry has relieved the housewife of the drudgery of doing the weekly family wash. It has thus conserved the health and strength of the Nation's life-giving force. Similarly, by the disinfection and sterilization of the Nation's soiled linen, by the use of soap, soda, steam and hot water and by the common sense use of table salt—these together have helped destroy germ life and prevent the growth and spread of disease bacilli, which very often are present in the clothing, handkerchiefs and intimate wearing apparel of those in our families, who, at different times, may have suffered from ill health.

It is dull in Washington now. The cherry trees may be blooming there even as they bloom in far Japan, but it is dull in Washington. The Senate has shut up shop. The House went away long ago. Cabinet members are getting out of town on trips here and yonder. The office seekers and job hunters have deserted the hotel lobbies. The army of lobbyists have gone somewhere on a well-deserved vacation after its usual arduous labors. All these things indicate that Washington is listless and lifeless. There is an even better indication, however, of the general coma that wraps Capitol Hill and environs. The Washington correspondents have already begun to speculate upon the possible and probable Presidential nominees of the Republican party for the campaign that will end in November, 1928.

WAYS TO CATCH TRADE.

Mentality plays a part in business, as experience shows. There are many instances of this. Some examples follow:

The merchant or storekeeper who has business cards printed and given to his clerks, who in turn are to distribute to customers, will find at times those cards are lost or mislaid. To overcome this lost motion, Hall, a clothing store in Philadelphia, has the picture of the clerk printed on the back of the card. So, if a customer does lose the card, the identity of the clerk is impressed on the mind by reason of the fact people recall faces twenty-three times more vividly than they remember names, because the ear has but one nerve center and the eye twenty-four.

In a recent test made by the research director of a well-known retail store, it was proved beyond a doubt that people will go down two or more steps to buy more readily than they will climb up one; also that a ramp or inclined plane will not act as a hindrance nearly so much as a step. With these facts in hand, a certain large store built on a sloping street took out the steps which led from one of their buildings to others and put in ramps. The result was that people just naturally walked from one building to another when, before, the short steps which made the union acted as a stop gap to callers.

For a long time the practice of a salesman employed by a wholesale grocer was to leave a self-addressed envelope at the places he called and where he did not succeed in selling on the spot. The idea was to induce the grocer to send in orders direct. Somehow or another, not all envelopes found their way home, which caused the salesman to do a little thinking. Then he had his return envelopes made of an extra size and of bright red paper, so that first they could not be mislaid on account of size, and, secondly, by reason of the color, a vivid reminder. In consequence, almost 100 per cent. results were obtained.

CANNED FOODS MARKET.

No rally in buying spot or futures canned foods has occurred; in fact the past week added nothing of interest throughout the list. No new prices were announced on 1925 packs and no change in attitude took place regarding those products now on the market, for instance, asparagus and pineapple. Spots were taken in an ultra-conservative way, the buyer being insistent upon getting the lowest priced merchandise procurable, quality considered, and in no bigger block than he desired for a definite outlet. The whole country seems to be following the same system of covering actual wants, so that canners are not able to influence local traders by proving that dealers in other cities are any more anxious to take care of their wants. The shortage of some commodities and the moderate supplies of others is offset by the limited demand. The retail movement is good as the bargain prices which have been named to the consumer on many items of vegetables

has greatly increased the output. Retailers are cleaning off their shelves and are drawing upon wholesalers, who in turn are liquidating and will reach the point, sooner or later, when they will have to give attention to their vanishing stocks. Ultimately there will be a radical change in trading, as there has been too much underbuying going on for a month or more to continue much longer, but when the change will be accomplished cannot be predicted just now nor can it be said whether the swing will be sudden or gradual. Many evidences indicate that the market is already changing. Pickups are more numerous in all commodities and there is a greater enquiry for replacements.

WOOL AND WOOLENS.

Wool markets remain quiet in all parts of the world. There is little disposition to trade because of the uncertainty of prices, especially as it is taken for granted that these will not be advanced. In this country there appears to be no special urge to stock up on the material in view of the limited response to the offerings of fabrics for fall. One result of the booming of wool prices last fall was the extremely large contracting for wool in advance of shearing. At the end of last year, according to the annual wool review of the National Association of Wool Manufacturers, "it was generally accepted that 75,000,000 pounds of wool were under contract in the various range states." The unusual thing about this was that it started so early, in some instances from six to ten months in advance of shearing. Within the past week there has not been enough movement in the domestic wool markets to indicate any kind of a trend. The mills, in general, are still waiting for fall orders. Salesmen for clothing manufacturers are on the road after orders from retailers. The prices fixed for fall show comparatively small advances. Upon the responses received from the retail clothiers will depend the size of the orders which manufacturers will put in and also the kind of fabrics which will be selected. In women's wear lines other openings for fall took place last week, but the movement to buy these weaves still lags in most instances. Garment manufacturers are biding their time in making commitments. They are not yet sure as to the textures which will take or the colors that will be popular.

President Coolidge accepts no substitute for the handshake and seems to perform it with as little waste motion as any occupant of the White House who has faced the ordeal of public receptions. Neither the President nor the public took kindly to the Slep plan of letting people file by the desk and watch the Chief Executive at work. The President has been his own most effective auxiliary in reducing the strain and stress of his day by the unruffled composure of his demeanor. But he does not intend to deny himself the pleasure of personal contacts with the vast constituency that he serves.

Some Men I Have Known in the Past.

When Bishop Berkeley in writing "On the Prospect of Planting Arts and Learning in America" declared "Westward the course of empire takes its way" he wrote of men. When John Quincy Adams in his oration at Plymouth in 1802 misquoted the good Bishop by saying "Westward the star of empire takes its way" he spoke not of some celestial body but of men also; for arts and learning and empire are at most but men—men skilled in the delineation of that which has been made for the use of man, or has been appropriated by man; men learned in the wisdom that centuries of experience, research and accidental discovery have laid open to the student, or men conspicuous for their ability to direct the destinies of a people. Art exists only in the mind of him who can create it and in the heart of him who can appreciate it. The only use of learning is to instruct other men. The empire exists not in the buildings of stone which a nation erects nor in the enterprises which it builds, but in the people who receive its benefits and constitute its defense. The arts are not confined to the painting of a picture, the chiseling of a statue or the creation of a harmony; learning is not confined to the mere understanding of philosophy; empire is not confined to the strength of arms and the preservation of public peace. Greater than all of these is industry, which embraces all and utilizes all. Industry is in itself an art, is based upon learning and is the foundation of empire.

When arts and learning and empire take their Westward course, as past events have demonstrated they do, they are merely indications of the Western movement of men above their kind—strong, vigorous, confident and self-reliant men. America was not discovered by a weakling. Neither were the forests penetrated and surmounted by men of little courage, nor the savages subdued by weaklings. The great Rockies were not nor the gold of the new El Dorado brought to the surface by men who were afraid of hardship or toil.

The development of Western timber lands and the utilization of Western timber have called to the land of the setting sun some of the strongest men who saw that sun rise in the East. The Western lumberman, however marked his ability, however strong his character, is therefore but a type. T. Stewart White, of Grand Rapids and Santa Barbara, Cal. (for he divided his time between the Great Lakes and the Coast) was one of those who visioned the Westward with the course of empire in the lumber world. He was no more or less than many of them—a man of business acumen, of strength of character and of modest bearing.

The greater part of his life, and that marked by hardest toil, was spent in the Great Lakes region. His interests in the Old West and the South were large, but he carried these lightly upon his shoulders.

As has been said, Mr. White's early career was spent in the Great Lakes region, for he was a native of Michi-

gan, born and bred. He had been fortunate in being able to select a more salubrious climate in which to spend the later winters of his life, but possessed in his heart a tender feeling for the Wolverine State, which witnessed his early trials and triumphs and claimed him as a citizen and a taxpayer as long as he lived.

Mr. White was born at Grand Haven June 28, 1840. His father, Thomas W. White, of Ashfield, Mass., had come to Michigan as early as 1836, a year before the territory's admission to the Union as a state. The son was given a common school education. He had hoped to go to college, but financial considerations forced him to begin the actual work of life at an early age

ness between Chicago and other ports, and sold her at the end of the season. This effort resulted in a profit of about \$2,000.

In 1867 he went into the wrecking business with Heber Squier and was directly interested in it for ten years. The firm name was Squier & White and altogether this concern paid \$60,000 in profits, much of which was realized in railroad and Government construction, dredging and in harbor work.

Mr. White had in the meantime become interested in a saw and planing mill business at Grand Rapids. It was in 1868 that there was formed the partnership with Thomas Friant which lasted nearly fifty years. Their first

factured at Grand Haven. The next purchase was one of 75,000,000 on Manistee River and two mills at Manistee were bought with which to cut it. Afterward they bought timber on the Sturgeon River, a branch of the Menominee in the Upper Peninsula of Michigan, and cut and manufactured 150,000,000 feet, shipping to Chicago.

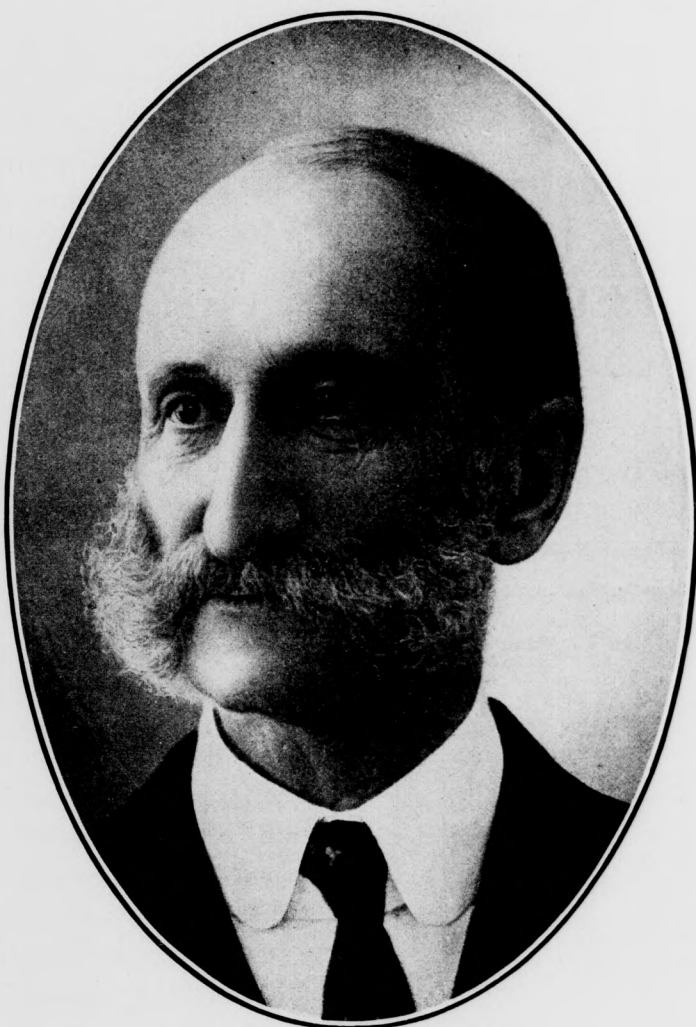
In 1898 the F. & F. Lumber Company was organized in partnership with P. C. Fuller, of Grand Rapids, and a mill was erected at Thompson in the Upper Peninsula of Michigan. This venture of 100,000,000 feet the company bought, cut and manufactured. Mr. White also at one time owned and afterward sold a large tract of pine in Minnesota; White & Friant owned together one-half of 600,000,000 feet of cypress in Louisiana jointly with J. D. Lacey, of New Orleans and Chicago, and also owned 700,000,000 feet of sugar pine in California. Mr. White also became interested in a large number of small trades. He was concerned in mining in Montana and the manufacture of stoves and casters in Grand Rapids, and in the business of mining and iron working in Alabama, the latter in association with J. D. Lacey.

When asked for the cause of his success Mr. White's reply was at once modest and humorous: "Being in so many things," he said, "we couldn't bust them all at once."

This little statement was typical of Mr. White, who was not prone to extract from his success any compliment to himself. He was decidedly of a retiring disposition. That, however, his character was one of many fine qualities was evidenced by his partnership for nearly half a century with Thomas Friant, without as much as a scratch of the pen between them. Two men could hardly conduct a business together for so many years and plunge into so many varied and large ventures if either one possessed a disposition that produced friction or disagreement. Those who knew Mr. White well knew that the characteristics that made for his success were tenacity of purpose, capacity for detail, trust in the good intention of the other fellow, industrial courage and willingness to accept occasional absolute failure without losing nerve. Among his intimate friends he was known for his keen sense of humor, personal gentleness and kindness and almost extreme personal modesty.

Mr. White was married April 20, 1870, to Mary E. Daniell, of Milwaukee. A daughter died in infancy but there are living five sons: Stewart Edward White, aged 52, an author already famous as the delineator of scenes and people among which his father's fortune was made; T. Gilbert White, aged 47; Norton Rugee White, aged 35; Roderick White, aged 34 and Harwood White, aged 29.

Had Mr. White done nothing else he would still be entitled to fame for giving to the world that literary genius, Stewart Edward White, the author of "The Forest," "Blazed Trail," "Conjurer's House" and other works dealing with the great timber industry and the forests where it has



T. Stewart White.

instead. He was first apparently intended for a banker, for his first three years of labor were in the bank of Ferry & Sons in his native town. Then Chicago, that insatiable Mecca of young men, claimed his energies. He was for two years in the employ of Gray, Phelps & Co., wholesale grocers in that city. His destiny was finally shaped by his father, who took up some swamp land at the head of Spring Lake. The son at the age of 19 undertook to job the timber on it. This was his first logging experience and a valuable one at that, for he lost \$600 on the enterprise.

In 1866, in partnership with one of the Ferrys, Mr. White bought a schooner doing a general freight busi-

ness between Chicago and other ports, and sold her at the end of the season. This effort resulted in a profit of about \$2,000.

Finally a new company, known as the White & Friant Lumber Co., was organized, T. Stewart White and Thomas Friant, of Michigan, and John Rugee, of Milwaukee, being the partners. This concern bought several tracts of timber on Flat River in 1878. They contained about 100,000,000 feet of timber, which the concern manu-

its being. Even greater things are expected of this young man and to Mr. White might be credited no small part of the fame that his son has achieved, a credit that Mr. White would hasten to share with his good wife, for it was largely the maternal influence that assured and directed the gifted son's superb physique and undoubted genius; his literary style reflects a heritage from his mother in its appreciation of nature and its sympathetic passages and from his father in its virile description and vigorous action. Mr. White assisted his son in the development of this field of literature, and was in a position to give him really valuable assistance. Not only his already famous son but all his children are devoted students of nature; and so we shall expect to hear from the others, for they have been reared near to nature and to nature's heart. The second son, T. Gilbert White, was graduated from the literary department of Columbia College and is a mural painter and illustrator of remarkable ability. He resides in Paris. The third son Norton Rugee, is a bond salesman. The fourth son, Roderick, is a professional violinist and tours the country in concert. The fifth son, Harwood, resides in California and is preparing to break into the literary world.

Mr. White was what is called in ordinary parlance "a family man," and it was no unusual thing to find him leading a traveling party composed of his good-sized family across the continent, for he desired nothing more than that the members of his home circle should enjoy the same scenes and experiences and recreations that he himself enjoyed.

Mr. White attended the Congregational church. He was a member of the Peninsular Club and the Kent Country Club of Grand Rapids, and the Santa Barbara Country Club, of Santa Barbara, Cal., where he spent his winters. He was a Republican in politics and a director in the National City Bank, the Michigan Trust Company and the Kent State Bank, all of Grand Rapids. E. A. Stowe.

Thrift Is Important Factor.

Retail turnover continues at a satisfactory pace, although price competition serves to reduce materially the net profits of many stores, other than mail order houses and chain enterprises. Business since Easter, according to store executives, is up to expectations, the turnover of seasonable merchandise being active. At the same time, the policy of thrift, which has been impressed on the public mind recently, is not without its influence. Recent developments along this line are regarded as worthy of most serious consideration by both retailers and wholesalers. According to some, if the movement develops into more than a temporary phase, it would not be long before the situation would be reminiscent of the 1920 period.

You know stores where you consider it a waste of time to visit in quest of the latest things in their line. Perhaps your store has such a reputation with the public.

KEEPING PROSPERITY AT HOME

LIFE INSURANCE AT COST

*Successful for more
than a quarter of a
century and growing
stronger every day.*

GRAND RAPIDS likes to keep its prosperity here at home. Savings deposits in the banks here outstrip those of any other city that we have ever heard of.

That's why for 27 years Grand Rapids has been loyal to The New Era Association. It is a Grand Rapids institution—the only life insurance company that the city can claim for its own. It was organized here in October, 1897, and its officers have always resided in or near Grand Rapids.

During the 27 years that The New Era Association has grown and prospered in its home city it has paid out to residents of Grand Rapids and vicinity approximately three-quarters of a million dollars in death claims.

The New Era Association plan is admirably suited to Grand Rapids' commendable trait of keeping its prosperity here at home.

Life insurance remains in Grand Rapids only when it is invested with The New Era Association. Your dollars flow back through local channels and help to build the enduring prosperity which guards this city against the uncertain industrial "ups and downs" that we hear of in other places.

The New Era Association

HOME OFFICE
GRAND RAPIDS SAVINGS BANK BLDG.

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Concerted Action To Combat Chain Stores.

Written for the Tradesman.

The life of the old line grocery stores—that is, the stores that maintained delivery systems and in most instances extended credit—has been threatened during the last few years by the advent of the chain groceries. They have kept on opening new stores until to-day in most cities there is one "just around the corner" from most anywhere.

The old line grocers have sat idly by and watched this competition and realized that their trade was gradually slipping away, but apparently did nothing to offset it.

In Oneonta, N. Y., a city of 12,000, sixteen of these chain stores had located. They had acquired desirable locations in the residential as well as the business sections. Competition among themselves caused them to come out in the local press with large display advertisements. They were cutting in on the old line stores to such an extent that some were forced out of business and others were operating their stores at a loss.

On top of all this, one of the local wholesale grocery companies, whose business, too, had been greatly reduced by the chain stores, realized that if it was to remain in business it must form a chain of retail stores and proceeded to do so by opening the first one in its home city. This last act caused great indignation among the old line grocers. They now realized that the period of watchful waiting was at an end and that some action must be taken at once.

A meeting of individual grocers was held, at which time the matter of their continuing in business was gone through very thoroughly. Following discussions along various lines they came to the conclusion that they must recognize the chain stores as their enemies and use the same ammunition they were using to combat them. They decided that this could be done by collective buying, collective selling and collective advertising. A permanent organization was effected and a secretary elected to carry out their ideas. It was decided to carry a five column, 15 inch advertisement in the local paper each week. These advertisements were to carry special bargains offerings at prices that would meet their competitors. All these bargains were on sale at each of the stores co-operating.

The first advertisement appeared Nov. 14 carrying eighteen names. This introductory advertisement carried a wallop that apparently staggered the chain stores and forcibly brought to the attention of the taxpayers their duties in patronizing the stores who help pay the city's taxes, who keep their money at home and who always were called upon for any charitable or civic need. This introductory advertisement was aimed directly at the chain stores and was the only broadside they were to fire at them. The advertisements thereafter never mentioned the chain stores, and their competitors were ignored entirely.

From that time on the old line stores took on new life; their trade increased

rapidly until to-day they are doing as much business as they ever have done. Another thing noticed in this mode of business was the friendly feeling which was created by this co-operative movement. Where jealousy and keen competition existed among themselves a friendly spirit has arisen and each of the individual concerns is working with a neighborly spirit.

A meeting of these grocers is held every Wednesday night to go over the previous week's business, to work out the specials for the following week, and to bring up such matters as will be for their mutual interest. A secretary looks after their buying and advertising and the whole scheme is working to perfection.

Frank M. Hill.

Loss From Lack of Advertising.

The greatest single loss to the country is that of unadvertised business.

The cost of doing business shows that from as high as one-half, in the case of clothing stores, to as low as one-seventieth in the case of wholesale grocers, as much is spent on advertising as on sales clerks and representatives.

Over a billion dollars' worth of advertising was done in this country last year.

It is safe to say that ten billion dollars' worth of the time of salespeople, or town criers, or peddlers or agents or salesmen, would not have accomplished the same results in the matter of conducting the total commerce of the country.

For example, think about the amount of time and persuasive effort and expenses of agents that would be necessary to sell ten million safety razors at \$5 apiece, without the aid of advertising.

If for ten years the people of the United States patronized none but advertised stores and advertised goods, while some inconvenience would be felt in the readjustment business would have resolved itself into the hands of the most competent to conduct it economically.

Only efficient stores would exist, and only efficient factories would operate.

There would be fewer middlemen, better manufacturing and better merchandising conditions.

People without mercantile ability, now struggling along to maintain establishments of their own, would be employed under abler direction, with better earnings for themselves and better service to the public.

The economic loss is not through advertising. It is through lack of advertising.

Safety Thirst.

"Look here!" bellowed an irate customer in the general store of Four Corners. "You say you won't sell me a shovel unless I get a permit from the authorities and sign my name in that book. What's the big idea?"

"We ain't takin' chances," answered Proprietor Hoskins firmly. "Government's mighty keeful these days. You fellers buy a shovel, dig up the ground, plant barley, make it into malt, and there you are. No, si-ree!"

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.



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

JUST GOOD CANDY

Pure and Wholesome

THAT'S

Putnam's

PUTNAM FACTORY

Grand Rapids, Mich.



Yeast-for-Health Opens a New Market

When you sell Fleischmann's Yeast-for-Health, you open a new market. Your old customers buy more Yeast—the health it brings them increases their appetite so you can sell more groceries.

And in addition, you secure new customers who call for their daily supply of Fleischmann's Yeast and buy other things as well.

As a service to your customers and as a good business for yourself, push the sale of Yeast-for-Health.

FLEISCHMANN'S YEAST
The Fleischmann Company
SERVICE



The Goddess of War.

If Admiral Fiske ranges himself with Old Adam in laying the blame for war upon woman, he also shows himself worthy of the apology which modern romantics have urged in behalf of the hero of the Garden of Eden.

The reason why Adam bit into the apple was that he could only honor and obey a creature so sweet and so divinely fair. The woman tempted him and he did eat. One senses an accent of bewilderment of reproach, that his obsequiousness to Eve's prompting should be questioned, even from on high. Just so with war, says the Admiral. Left to himself, man is "a pretty crude and simple sort of person." Even when long habituated to "all the comforts of prosperous conditions," he adapts himself to a rough and primitive life "with disconcerting readiness." All he wants is "food and drink, considerable work "and sport, and considerable companionship of woman." It is only this last that has made him bellicose. It was to please his women folk that man created comfort and civilization—and war. Admiral Fiske is "forced to the conclusion that war has been due mainly to the requirements of women."

The sequel gives us what is sometimes called pause. Barring a few very minor exceptions," said the Admiral, mindful no doubt of such questionable creatures as Sappho, George Sand and Susan B. Anthony, man has written the poems, carved the statues, reared the temples, painted the pictures, created the sciences, established the religions and framed the governments of the world. How a being by nature so crude and simple happened to do all this the Admiral did not explain—nor just why he should do it out of deference to creatures so little given to art, science and religion as mere women. Sooner or later this doctrine of feminine "inspiration"—which the old sea-dog appears to have adopted from Greenwich Village—is sure to break down. Adam bit into the apple because, being thievishly minded, it set his pugging tooth on edge; and his male descendants created civilization, as they created war, for the same reason that dogs and cats do bark and bite. It was their nature to.

This philosophy of Sheridan Square and the high seas is unduly simple. It does not explain, for example, how the men who created art and science and government were themselves created by women, and in the environment of a great feminine institution which the Admiral strangely forgets, but which is the ultimate as it was the first temple of civilization. It is doubt-

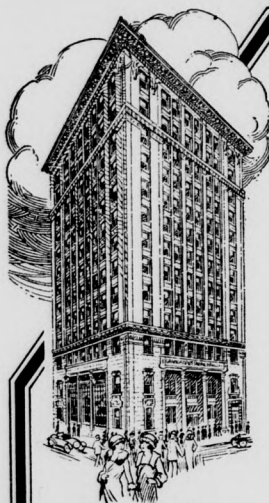
less true that a rich and luxurious nation dominated by feminine pacifists faces a greater danger from war than one adequately armed and vigorously manned.

It is true that the reign of peace can be permanently secured only among peoples content to live simply and think highly. But as between the sexes compliments and reproaches are aside from the mark. For good or for evil, the apple of wisdom is partaken of jointly.—N. Y. Times.

Adjustment of the Negro Question.

Education, whether of the Tuskegee-Hampton industrial type or of the type supplied by colleges and professional schools, is the primary tool which the negro must employ to promote his own progress and that of the community in which he lives. Yet the best of tools may be blunted against too formidable obstacles. The environment in which the trained negro strives for achievement must be such as not to make him wonder whether his education is not a mockery. The opportunities to which he is entitled in law and justice must not be restricted. It is a satisfaction to turn to the last annual report of the National Association for the Advancement of Colored People and find evidence of the subsidence of the grosser forms of race hostility. There is really good reason for believing that lynching, a hideous blot on our national record is destined to disappear. During the thirty years before 1919 the average number of lynchings per year was 107. In 1920 it dropped to 65 and remained at approximately that level for three years. In 1923 it was down to 28; last year it was 16. The association's report calls attention to a number of instances during the past year where State authorities have sought to prevent mobs from taking the law into their own hands.

Residential segregation for negroes is a newer and more difficult problem. In 1917 the United States Supreme Court decided in the Louisville case that the segregation of negroes by law is unconstitutional. On the basis of that decision a segregation law enacted by the Louisiana Legislature last September has been voided. The same end is striven for in a number of places by "co-operative" action among white home-owners and real estate interests. Restrictive covenants have been upheld in the Federal courts. Obviously the legalities and principles involved in such private action are different from discrimination by ordinance or law. The ultimate decision is usually based on the economic argument. Profits from negro occupation

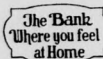


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Cor. MONROE and IONIA

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West Leonard and Alpine
Leonard and Turner
Grandville and Cordelia St.
Mornoe Ave. near Michigan
Madison Square and Hall
E. Fulton and Diamond
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Eastern and Franklin
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OLDEST SAVINGS BANK IN WESTERN MICHIGAN

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with many businesses and many banks throughout the country, during over 54 years of success, have made possible a scope and quality of business guidance and of banking service at "The Bank Where You Feel At Home" that will prove of value to you.

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It Costs No More



The charges of an executor or administrator as fixed by our Michigan law are the same whether it be a Trust Company or an individual.

For the same charge the Trust Company gives your estate the benefit of its years of valuable experience in the careful and safe handling of estates.

Appoint as your executor the

GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICHIGAN

of new districts have a way of overcoming racial prejudice.

The adjustments of the negro to his environment will be made easier if once we are rid of the lynching evil, of mob violence, and of occasional discrimination against the colored people in the processes of law and justice. The negro citizen has been winning a stronger leverage with his rising economic status. Our new immigration policy must inevitably enhance that status by emphasizing the importance of negro labor in the North as well as the South.

Mr. Average American.

We spend \$2.58 on diamonds per person and \$1.10 on books; \$4.15 for near beer and only 22 cents for dentifrices. Only one in ten people in the United States brush their teeth, but we consume enough tobacco per year to pay off the interest on the entire public debt!

We spend 51 cents for firearms and shells and 18 cents for fountain pens and steel pens. We spend \$28 for luxurious services and \$2.20 for pianos, organs and phonographs. We spend \$5 for jewelry; 5 cents for artists' materials and 15 cents for artists' finished work of various kinds. We spend \$3 for ice cream and 8 cents for professor's salaries. We spend \$45 for luxurious foods and \$10 on public schools. We spend \$9 for perfumery and cosmetics and 30 cents on mirrors.

We spend \$3.75 on toilet soaps and 90 cents on eggs. We spend 65 cents on coffins and 11 cents on health service. We spend 10 cents on regalia, badges and emblems, and 2 cents for engravers' materials. We spend \$2.10 on patent medicines and 32 cents for watches, 45 cents for toys and \$3.20 for cakes and confections. We spend \$8.15 for theater admissions and club dues and \$1.85 for shirts. We spend 1 cent on theatrical scenery and \$2.50 on sporting goods. We spend \$21 on automobiles and parts, and \$55 on men's clothing. We spend \$11 for candy and \$41 for meats. We spend, finally, \$30.73 for government expenses.

Another European conference is tentatively scheduled for this summer. The meeting place is to be London, the time August, the subject a compact to give France the security she has sought in vain ever since the end of the war. If it is held, it will parallel the London conference of last summer, which put the Dawes reparations plan into effect, thus shelving one of Europe's most ticklish post-war problems. The parallelism, however, is not exact; at the last London conference the United States was present, although, so to speak, not voting. There is no present prospect that America will have anything to do with this next assembly of the Powers. Its progress, therefore, will be watched with interest, especially as it will follow the armament traffic conference in May, at which the United States will take an official part. By the success or failure of the security conference will be gauged the recovery of Europe; for it still remains a fact that every international conference since

the war, with the exception of those in which the United States participated, has ended in failure.

France's substantial participation in the \$10,000,000 of gambling earnings in 1924 in the several casinos, like that at Biarritz, recalls the old lottery practices which have been outlawed long since in America. The Chamber of Deputies in Paris has just moved the percentage peg up a notch and voted to take 40 per cent. of the casino profits instead of the 25 per cent. collected hitherto. Winnings of \$10,000,000 in a single year indicate the enormous extent of the gambling mania in the play resorts of France, for that amount, of course, is merely the sum accruing to the casino managements as hosts, umpires and bankers for the games. The French government looks upon gambling revenue without any qualms of conscience, no doubt, for the specific reason that it is very largely the money of wealthy visitors who find a lot of fun separating themselves from their cash under the circumstances of lavish magnificence and luxurious ease supplied by the gaming resorts.

If your salary is not, in your estimation, adequate for the work you do, say so to the boss. Don't run around talking about it to outsiders.

LOSSES

from uncollected accounts reduces your Net Profits as Fire Loss would without Fire Insurance. Statistics show that Bad Debt Losses in 1922 were over 200% greater than Fire Losses.

We provide a means of proven efficiency for collecting those bad accounts. No lawyer fees or commissions. Debtor pays direct to you.

THE MERCHANTS CREDITORS ASSOCIATION
208-210 McCamly Bldg.
Battle Creek Michigan

BUY SAFE BONDS



ESTABLISHED 1853

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

Buy Safe Bonds
from

The Old National

THE CITY NATIONAL BANK of Lansing, Mich.

*Our Collection and Bill of Lading Service is satisfactory
Capital, Surplus and Undivided Profits over \$750,000*

"OLDEST BANK IN LANSING"

Fenton Davis & Boyle

BONDS EXCLUSIVELY

Grand Rapids National Bank Building

Chicago GRAND RAPIDS Detroit
First National Bank Bldg. Telephones { Citizens 4212 Congress Building
Main 656

Grand Rapids National Bank

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

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

Combined Capital, Surplus and Undivided Profits over

\$1,450,000

GRAND RAPIDS NATIONAL BANK
GRAND RAPIDS, MICH.

Fourth National Bank

GRAND RAPIDS,
MICHIGAN

United States Depository

Established 1868

The accumulated experience of over 56 years, which has brought stability and soundness to this bank, is at your service.

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Methods of Combating the Fire Criminal.

Arson, the burning of another's property or the burning of one's own property for the insurance, is a crime very different from many if not most of the other heinous crimes. Murder for instance, is committed in the heat of passion without regard for the surroundings or who may see the fatal blow struck or the mortal wound inflicted. Thus are many crimes committed without any thought of who may see nor how soon the perpetrator may be apprehended, nor what the consequences may be.

But the crime of arson, it may be said, is never so committed. He who burns the property of another, or his own property for the insurance, never does so upon the spur of the moment, but he does this act after he has thought the matter out carefully. The incendiary not only lays his plan with care as to how and when he will set fire to the object of his design, but to the best of his ability he arranges the fire so that it will do the amount of damage that he desires should be done to accomplish his purpose. The plans for setting a fire include not only the firing of a building, but also the destruction of any and all evidence, the discovery of which would lead to the suspicion of himself. Therefore the firebug's ambition is to start the fire in such a manner as in his opinion will cast no suspicion upon himself. This criminal design does not end merely with the setting of the fire. A guilty conscience and fear of discovery pushes him further in his designs. And the plans of escape and defense are also worked out to the best of his ability before the perpetrator applies the destructive torch. The alibi is perhaps the most common defense of men guilty of the crime of arson.

Every state has its own machinery of law enforcement and has designated its officers for that purpose; however, the officers whose duty it is to enforce the law in any state or other division of government are practically helpless without the active and moral support of the public. For the courts and officers to render justice in full measure they must be assisted by a public each member of which so feels the responsibility of his duty to his fellow man that he is willing to give unstintingly of his time and energy that justice may result. When a fire is discovered and found to have originated under suspicious circumstances, the first duty devolves upon the firemen (public servants) to put out the fire, and in doing this, evidence may be discovered of the fire's having been the result of a plan. This evidence should be at once preserved and very exacting care used that its identity may be known and verified. Then it is the duty of each resident of the community to give the officers of the law whatever information he or she may possess that might be used in apprehending that person who not only sought to destroy the property then in jeopardy, but also thus endangered all surrounding property and the life of every one who might be in the pathway of the destructive flames. Often when search is started for this person,

the evidence found points to persons of wealth, position or political influence, and altogether too often this kind of person is, consciously or unconsciously, protected by those who are best able to give the information which would lead to the discovery of the truth. Again each citizen should feel that position or influence does not prevent the commission of crime. In fact, it is often found that those least suspected are most guilty and are merely hiding behind this cloak.

When the guilty person has been apprehended and brought into court for trial, the public has yet one of its most important duties to perform, a duty where personal responsibility at last rests. The duty of jury service is, perhaps, the highest duty coming to the layman to perform for his community and his state. And when any one is brought into court upon trial for the heinous crime of arson, it is at once realized that the farmer, the merchant and the man who works at the bench is called for service in many cases concerning one whom he may know personally or by reputation. There are several elements entering into the situation of choosing a jury for such service, and these considerations are by no means all upon one side. From the viewpoint of the jurymen, whether as a result of deliberate thought or not, doubtless the thought of fear enters his mind that if chosen as a juror in such case, he thus endangers his own property. Again he realizes that such a service will take perhaps days of his time which his own work apparently demands. From the viewpoint of the law enforcement officers the man of responsibility is the most to be desired for jury service, for one reason at least that he is less susceptible to influence or prejudice. But when crime runs riot and incendiary fires sweep the land, there is no service more important to the community than that of honest jury service impartially rendered. Jury service in times of peace is as important as military service in times of war.

Chester A. Davis.

Post-Easter Buying Is Heavy.

Regardless of how good or bad consumer buying of other lines of merchandise may have been, the fact remains that the retailers had nothing to complain of in regard to the business they did in hosiery, and particularly in the better kind. This has resulted in considerable duplicate business being placed for early shipment, as well as for increased demands on the manufacturers to push deliveries on merchandise about due. The full-fashioned mills are getting the great bulk of this business, at least in the number of orders being placed, and the best part of it is for goods selling at wholesale at \$18 a dozen and more. Novelty hose, in particular, did well over the Easter holiday, and this class of merchandise is actively sought in the duplicating.

Are you the sort of clerk who tells outsiders what he would do if he were running the store? By that attitude you are weakening your hold on your job.

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Why Britain Loves America at This Time.

April 21—On the eve of the German election English newspapers are demanding the withdrawal of Hindenberg from the German presidential race.

One might think that the election of a German president was none of an Englishman's business. Ordinarily this would be so. At any rate we Americans do not tolerate foreign interference with our elections, and it stands to reason that Germany may be a trifle touchy on this point.

Back in 1915 Hindenberg told Albert J. Beveridge, "We do not dislike France and Russia. We think a lot of the French. But England. We hate England! She caused it all."

And here you have the animus of the British press in a nutshell. The fear is that if the imperial class wins the election in Germany, this long nursed hate of everything English will continue to grow and that no stone will be left unturned to bring the Anglo Saxon race to a showdown at some future day.

Even the staid London Times speaks alarmedly of the outcome of that election, fearing that with the old war party once more in power in Germany the French will not quit their present vantage ground, and that the peaceful settlement of affairs may fail of accomplishment.

Luckily, the United States is not involved. With becoming good sense our people kept out of all entangling alliances which the league of nations sought to bring about. We have a vantage ground that all the schemes and trickery of foreign past masters in the game of diplomacy cannot budge; and Uncle Sam, knowing on which side his bread is buttered, will continue an outsider where foreign politics are concerned.

England is very plausible where America is concerned. The British and Americans are a band of brothers and nothing is likely to arise to shake the kinship feeling. With Germany, that is another story. Britain may well feel alarm over the present situation in continental Europe. Her past deals with the Teuton haven't been exactly on the square.

Her deal in South Africa a generation ago, when Oom Paul and his little country of sturdy Dutch were wiped out by the preponderating power of Britain, has ever been a thorn that pricks every German as well as Dutchman to the quick, and which at some future time will be called up for a righteous settlement.

The Englishman remembers these things. Little wonder that the English press has a nightmare whenever the past comes up to plague him.

England and the United States are friendly, to be sure, but why is England our friend to-day? She was not such in the time of our serious involvement in the days of '61 to '65. Then, but for the fear of the Russian Bear, England would have been in to the death in a war to destroy the United States of America.

Why, we ask, is England so anxious for American friendship to-day? The answer is easy. While the United States is one of the most, if not the most powerful nation in the world to-day, and yearly growing stronger, the empire of Great Britain is on the down grade. In case of war she realizes the importance of American friendship.

When we were a weak and dependent nation England held no brotherly affection for us. On the contrary, she assailed us whenever she dared, and it was alone the strong arm of the Muscovite empire that saved us from a battle to the death with the loving British nation.

We have no love to lavish on Germany. We realize that that country was barbaric in action, but the simulated friendliness of Britain hasn't the

power it might have had if we did not know the whys and wherefores of it all.

Peace in Europe has been established at a tremendous sacrifice of lives and treasure. That peace should be maintained as long as possible, but should Britain be again in trouble America may not rush to the rescue. When American rights are invaded, then the eagle and the flag will be there, and the power of a hundred and more million Yankees will surely be in evidence.

The hate of Germany for all things English is inborn and will never be eradicated. Although Germany is today apparently helpless, there is always another day, and it is little to be wondered at that the English press has begun this early to sound an alarm.

The destiny of this Republic is not hard to foretell.

From the arctic circle to the Isthmus of Panama is a long stride, and yet the natural boundaries of the United States will, in time, cover all this territory. Canada will drop into our lap as a ripe plum falls to earth. Mexico, stirred as it so often is with internal eruptions, will surely seek surcease from all these troubles by applying for admission into the American Union. With the whole North American continent under one flag, where do the miniature islands of Britain stand?

It is no idle boast to state these things which the hand of destiny has wrought, and with a continent governed as is this Republic, what chance for success has the whole world could it be united against us?

England our friend?

How could she be otherwise under existing circumstances? At the time this country needed a friend as never before our British brethren turned the cold shoulder and chuckled in the belief that the "republican bubble in America had burst." That "bubble" still exists, however, despite the bitter enmity of the British nation.

Old Timer.

The journey of the Prince of Wales down the West Coast of Africa is a lesson in geography. The first visit paid to these regions by a British heir-apparent has led many to thumb the geographies for the sites of the strange names carried in dispatches. Nigeria is a central objective. There he will find many things to upset current fallacies regarding a "dark" continent. Although there are still a few cannibals in the Far Hinterland he will not see them; instead, he will confront an amazing panorama of trunk railways, mining centers, busy markets, agriculture, both scientific and primitive, in competition, reformed schools, model prisons. The Niger River itself is a phenomenon. Its enormous sickle curves from Sierra Leone, whose sea-coast the Prince has just left, northward almost to the Sahara, and then bends south again to reach the sea. So that, although keeping to the Atlantic littoral, the Prince passes virtually from the source to the mouth of the river. All the way he is the recipient of honors that reveal a childish and at times pathetic delight on the part of the chieftains and people in the presence among them of one who has captured their imagination and will take it with him when he ascends the steps of the throne.

It is a wise merchant who can look ahead and see what merchandise will be required of him soon, but every experienced merchant has some of that wisdom and can acquire more.

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MEN OF MARK.

Edward Frick, Vice-President Judson Grocer Co.

Fortunately for mankind civil service rules do not govern holders of the positions in commercial and industrial life as they do those who seek employment under a paternal government. Were such regulations to exist in every avenue of endeavor the whole social and business fabric of the world might be changed, as it might revolutionize the trend of individual enterprise and ambition. Without an incentive to labor beyond the degree necessary to maintain a certain position requiring a minimum of brains and brawn the average man is worthless to all intents and purposes in advancing his own or the welfare of others.

It is the man who starts out in life cognizant of the fact that there are no limitations to what he may essay and accomplish in this democratic country, and who has the power and qualities of endurance, who ultimately reaches the horizon where rests the golden ball as the prize for his endeavors. Many have made a promising start toward the goal which offers attraction to all only to defeat themselves by a lack of some essential quality, perhaps unknown until the moment of failure, while others starting out with the same prospects gather strengthening qualities as they proceed. Yet were the same contestants for honors or emoluments under the same strictures imposed in governmental service both might remain at a standstill, complacently content to give but a minimum of service.

With the boundless opportunities for him who is willing to put his heart, body and soul into the work the wheels of progress go on with their grinding, turning out a reward commensurate with the energy applied. So it is that the world is shown men at the head of large enterprises who had the pluckiness to inaugurate enterprises and who had the tenacity of purpose and capability to push with all their might toward the achievement of creditable ends that might lie with them alone to reach.

Mr. Frick's career has not been of a meteoric character, but rather one of steady progression, unmarked and unsullied by a single questionable act. What he has gained in reputation and standing is the result of close application to business as an employee, for he did not start with an unwieldy inheritance of worldly goods and has won his spurs by dint of unusual energy and perseverance.

Edward Frick was born on a farm near New Holland, Aug. 26, 1858. His father and mother were both of Holland birth, having emigrated to this country from Groningen in 1848. Edward was the youngest of eleven children and is now the younger of two living children. Both his parents have passed away. In 1866 the family sold the farm and moved to Kalamazoo, and a year later they returned to New Holland and purchased another farm near the home they had previously sold. Edward attended district school three winters—fifty-six days the first

winter, fifty-two days the second winter and fifty-nine days the third winter—and this practically comprised all the education he obtained except in the school of business and experience. In 1875 he went to Holland and secured employment in the general store of Kruisenga & Son. He remained here eight months, when he left to take a clerkship in the general store of Adrian Wagenaar, of New Holland, where he remained four years. During the closing weeks of his connection with this establishment, an incident occurred which we will permit him to tell in his own words:

"John Shields was then covering the colony trade for Graff, Shields & Co. He asked Mr. Kruisenga one day where he could find a man familiar with the Holland language to cover the colony and contiguous territory, and Mr. Kruisenga immediately sug-

gested that he communicate with Mr. Wagenaar and go over the ground with him personally. I reluctantly gave my consent and, during this interview, he convinced Mr. Wagenaar that it would be to my permanent advantage to make a new alliance. On his next trip to New Holland he took me with him for three days through the colony, at the end of which time he told me to report for duty at Grand Rapids the next Tuesday morning. I spent the remainder of the week in the old store at New Holland, went to Grand Rapids Monday, located a boarding place and reported for duty Tuesday morning. I was assigned the territory Mr. Shields had previously covered, comprising the available trade between Hartford and Pentwater. I followed the fortunes of the house through the changes to Shields, Bulkley & Co. and Shields, Bulkley & Lemon and, on the organization of the

the trade of the house \$150,000, which was quite as much of a surprise to Mr. Shields on his return as it was to us. But for the hearty support of the other traveling men and the cordial cooperation of my associates in the house, I could never have achieved this result."

On the retirement of Mr. Shields and the organization of the Olney & Judson Grocer Co. in November, 1889, Mr. Frick was made a director and Vice-President of the corporation, which position he still holds to the satisfaction of all concerned in the Judson Grocer Co., which succeeded the former house in the fall of 1902.

It will be noted from the above recital that Mr. Frick has had a continuous connection with the wholesale trade of Grand Rapids for forty-five years—six years as road salesman and thirty-nine years as buyer and department manager. This record entitles him to the title of Nestor of the wholesale grocery trade of Grand Rapids.

Mr. Frick was an original stockholder of the Northwestern Yeast Co. when it was organized, thirty years ago, and still retains his connection with that institution. He is also connected with the Jennings Manufacturing Co. as stockholder, director and Treasurer.

Mr. Frick attributes his success to hard work, patiently and conscientiously undertaken and carried forward. He probably puts in the longest hours of any wholesale grocer at this market, being the first to arrive in the morning and the last to leave at night. Some of his fraters in the trade who have tried to keep pace with him have given up in despair, believing that he is made of iron, while they are only common clay. Despite the long hours he puts in at his desk and the exacting manner in which he insists on personally attending to every detail connected with his department, he is charitably inclined toward those of his associates who cannot keep his pace, and every one who has ever worked with him or under him is ready at all times to take off his hat to Edward Frick and to insist that he is one of the best fellows on earth and that his worst fault is his disposition to be too faithful to his business and too negligent of his own comfort and health in his earnest effort to treat his customers right and see that they get just what they order, in the quantities and qualities best adapted to their requirements.

Mr. Frick enjoys business. It is never irksome to him. He finds sufficient variety in each day's activity to afford him all the diversion which other men seek in hobbies and sports. That is to say, he does not look upon business as a means to the gaining of a livelihood, but as an end and purpose in itself. Thus he keeps up the vigor of his enthusiasm and is alert to the approach of opportunity. He is gifted with a keen, analytic mind and possesses the faculty of being companionable in the genuine sense of the word—a faculty which many shrewd men of affairs consider indispensable to success. He is interested in his fellowmen. He likes to make friends. He believes in and practices



Edward Frick.

gested that he communicate with 'Fred,' as he always called me. The next day, he called on me at the store in New Holland and enquired how I would like to travel on the road selling goods at wholesale. I told him I had a good home in the Wagenaar family; that I was practically in charge of the store on account of Mr. Wagenaar's illness and that I saw no reason why I should make a change. On his next trip to New Holland, two weeks later, he renewed the offer, but I did not feel as though I ought to leave an employer who had treated me so well and placed so much confidence in me. Two weeks later he again undertook to negotiate with me, when I told him I would not leave Mr. Wagenaar without his consent, whereupon Mr. Shields asked if I would be willing to have him call on

house of Olney, Shields & Co., in 1886, I transferred my services to that firm. In April, 1889, Mr. Shields was suddenly compelled to leave for Florida with his wife and he wired me at Kalamazoo, where I was attending the funeral of my sister-in-law, to report for duty that evening in Grand Rapids and assume his position as buyer and manager of the four other salesmen then employed by the house. I knew nothing about my new work, but I called the boys together the next Saturday—James A. and Samuel B. Morison, James N. Bradford and Scott Swigart—and told them it was up to us to hold the business up to its former proportions. I traveled three days each week and did the buying the best I knew how the remaining three days, making sales amounting to \$72,000 the following year and increasing

the gospel of service because it leads to happiness and prosperity. His training has fitted him to understand people and to make allowance for the human equation in every transaction.

How They Die.

It is a peculiar yet true fact that not even the natives in the jungle countries of Africa and India know where wild elephants die or what becomes of their bodies. If that were known the price of ivory would be lower. The tusks of these dead elephants would find their way into the markets of the world.

But it is very different with defunct businesses, of which there is an enormous number annually. As to their deaths full information has been brought to light, graphed and made public. And it should make vital reading for the business proprietor of today who hopes that his institution will outlive him and perpetuate his name to-morrow.

An investigation of 4619 business concerns, including factories, jobbers and retailers, shows that only 43 per cent. ever live to be thirty years old. The rest die of these diseases: Over-buying, lack of capital, failure to employ improved methods, inadequate book-keeping and poor locations.

Retail stores, in particular, die much faster than this average, the death rate during thirty years being about 65 per cent. for stores selling dry goods, books and stationery, paints and wall paper, groceries, boots and shoes. The rate for drug, hardware, clothing, furniture and jewelry stores is fully 55 per cent. Not one of these businesses has anywhere near an even chance to celebrate its thirtieth anniversary.

These are unfortunate facts for business and for the country. Every failure represents a vital economic loss in money and in effort. For that reason every business, and particularly every retail business will do well to take its own pulse regularly and ask itself if any of the five dread business diseases named is coming upon it.

The Ban on Narcissus Bulbs.

At this season every one who lives within sight of a tree or bush wakes in the morning to a freshened sense of life and beauty in the gradual unfolding of leaf and flower.

How many realize that the Federal Horticultural Board is threatening to prohibit the importation of all varieties of narcissus bulbs after this year?

Practically all the bulbs come from Holland, where soil and climate conditions are ideal for producing them in quantity. The reason given for their exclusion is that insect pests may be introduced with these bulbs.

Last summer I made a trip to Holland for the especial purpose of visiting gardens and nurseries. I went to a great many places and there were no pests. If there had been I would have seen them, for you cannot teach an insect to hide itself. The stock was clean and kept in perfect order, and there were no rubbish piles. The bulb fields are carefully patrolled and if one diseased plant shows its head it

is dealt with by fire and the soil around it is disinfected.

There is no danger in the importation of clean bulbs. The danger lies here: Sixty million narcissus bulbs are forced in this country yearly. When they are through blooming most of the plants are thrown on rubbish piles, for as a Nation we are not good at clearing up after ourselves. There the plants rot and insect pests develop freely. If the Federal Horticultural Board would point out the importance of destroying all spent bulbs, the danger of insect pests would be practically eliminated. We could thus enjoy the pleasure which every Spring-time brings, and our friends in Holland would greatly appreciate our helping them to continue their chosen work

which has decorated so much of the world for many years.

Mary M. H. La Baiteaux.

Couldn't Be Worse.

Pat was dying. His sorrowing wife asked if there was anything she could do to make his last hours a pleasant remembrance.

"Yes," said he, "go and get the village band and have them gather beneath my window and play the old tunes."

His wife hastened out and soon the band began to make the welkin ring with the old time selections. After they had concluded the band leader came in for a parting word.

"Are you satisfied, Pat, that we answered your last request?"

"Sure," said Pat, his voice weaken-

ing. "Hell could be no worse than that?"

Has Anybody Seen My Hat?

An Irishman, coming out of ether after an operation, exclaimed audibly—"Thank heavens, that is over!"

"Don't be too sure," said the man in the next bed. "They left a sponge in me and had to cut me open again."

And then the patient on the other side said, "Why, they had to open me, too, to find one of their instruments."

Just then the surgeon that had operated on Pat stuck his head in the door and yelled, "Has anybody seen my hat?"

The ease with which bad people get into "Good Society" is almost paradoxical.

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PREVENTS damage in transit. No soiled or broken packages—convenient to handle—requires less floor space for storage.

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Le Roy, N. Y.





Michigan Retail Dry Goods Association.
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Second Vice-President—H. G. Wesener, Saginaw.
Secretary-Treasurer—H. J. Mulrine, Battle Creek.
Manager—Jason E. Hammond, Lansing.

Hawkers and Peddlers Bill Signed By Governor.

Lansing, April 21—The Governor has just signed Senate Bill No. 110 to license and regulate the business of transient merchants.

This law was prepared by able attorneys and is brief and definite in form and can be enforced. It contains ten brief paragraphs, whereas it repeals compilers sections 6984 to 7009, inclusive, of the Compiled Laws of 1915, some ponderous sections, twenty-eight in all, which not only dealt with itinerant vendors and transient merchants, but also encroached on the provisions of the law still remaining on the statute books providing for the licensing of hawkers and peddlers.

The veterans' license law simply provides that veterans of the United States may receive a license without paying there for. The Upper Peninsula law is so local in its provisions that little attention is paid to it. The law for toilet preparations is a separate law by itself so far as its enforcement is concerned and is directly under the supervision of the Michigan Board of Pharmacy.

Your attention, therefore, is called to the transient merchants act just passed and the law already on the statute books for hawkers and peddlers above referred to. These two laws are practically the only ones that we as organizations need to pay much attention to.

It has been suggested that these laws be printed in a little pamphlet by themselves for general distribution among the retailers' organizations of the State. If we decide to do this, will you kindly let me know how many pamphlets your organization will wish to use? It is not necessarily an additional expense, as there is still some money in the treasury and two of the retail organizations have not as yet paid their quota. Therefore, any reasonable request you make as to the number of pamphlets desired, can be complied with without any additional expense to you.

I might explain to you in detail why the hawkers and peddlers bill did not pass. Briefly will say that the houses which send out solicitors to sell goods from door to door had too many attorneys here in Lansing to befuddle the legislators with amendments to exempt this, that and the other interest, which, if attached to our bill, would nullify its provisions. We considered we would be better off with the hawkers and peddlers law as it now stands and wait until another session of the Legislature; and in the meantime, enforce the law as it is.

Jason E. Hammond,
Sec'y Michigan Retailers' Council.

Try This Silent Salesman in Your Drapery Department.

With the annual spring house cleaning now in progress and the opening of

the summer homes just ahead, the time is favorable for pushing the sale of cretonnes. This is a fabric of a thousand uses and the following list of some of those uses might be productive of increased sales if mounted on a card and displayed in the drapery section. Try it and see if it doesn't qualify as a silent yet suggestive salesman. A Few of the Many Uses For Cretonne Furniture slip covers.

Draperies for windows and door space.

Cushions for wicker furniture.

Slips for porch furniture.

Covers for pouch cushions.

Covering couch hammock cushions.

Making couch covers.

For making couch cushions.

For making lamp shades.

For making fancy pillows.

For making shoe bags.

For making bathing bags.

For making knitting bags.

For house and garden dresses.

For garden hats.

For making sunbonnets.

For making fancy aprons.

For making bed spreads.

For making dresser scarfs.

For making runners.

For covering shirt waist boxes.

For lining shirt waist boxes.

For making covers for cedar chests.

For making covers for hassocks.

For making collar and cuff sets.

For making screen panels.

For making desk pads.

For making automobile seat covers.

For making laundry bags.

For making rag rugs.

For making sweeping caps.

For making children's sun hats.

For making window shades.

Use for applique effects on plain materials.

For masque balls and Hallowe'en costumes.

For making cushions for window seats.

Better Garments Not Plentiful.

While it is admitted that stocks of certain types of ready-to-wear garments for women are plentiful at the moment, one of the best-known resident buyers in the country is authority for the assertion that this is not true of coats and dresses wholesaling at \$19.50 and up. Whatever lack of success retailers may have had with the lower-end garments, the buyer in question said recently, stores all over the country report an excellent Easter business in the higher-priced lines. Many of them are duplicating freely, it was further said, with only a relatively small part of the merchandise being bought for post-Easter purposes.

Jewelry Trade Is Rather Quiet.

There is not much snap to demand in the jewelry trade at the moment, and several reasons are advanced for it. One of them is that the retailers rarely buy heavily at this particular season, and that this seasonable inactivity has been increased somewhat this year by the very cautious merchandising policies that are being followed by so many of them. Income tax periods have also had their effect by reducing the consuming demand for the time being. A somewhat unusual reason advanced yesterday for the slowness of the sale of the larger and more valuable pieces, particularly in the metropolitan district, was that many women have become so frightened by recent hold-ups that they do not want to wear expensive jewelry. Two cases were cited in which expensive bracelets bought by husbands as surprise gifts for their wives were returned the following day because the latter were unwilling to wear them in public.

Took Line of Least Resistance.

That too many salespeople concentrate their selling abilities on goods which do not need pushing, is one reason why they do not have a bigger sales total at the end of the day, according to opinions expressed yesterday. In fact, this fault is said to have led to the discharge of a millinery salesclerk in a store in New York. This store for years had adopted a policy of featuring millinery at a certain price, and had become known for this particular thing. The salesclerk in question, taking the line of least resistance, centered her attention on selling these hats, which, in the opinion of the management, did not need to be "sold," because they virtually sold themselves. The attention of the clerk was called to this, and yet no

change in her selling tactics developed. Finally, she was discharged, because her sales of only featured merchandise represented too much of an expense for the store.

They Are Looking Ahead.

It is not only with a view to making two sales grow this Spring where one used to grow that men's hat manufacturers are laying such stress on pearl and other light shades. That they are succeeding in their efforts to bring the well-groomed man back for at least a second Spring hat is apparent from the way in which the light-hued ones are selling at retail. But one of the "big ideas" is that by stressing the more delicate shades for Spring they make it practically imperative for the man who buys a hat—or hats—of that type to equip himself with a darker one for Fall. When brown, olive and other dark colors were right for Spring in previous seasons, many a man got through the Fall—most of it, anyway—on the same hat he wore prior to donning a straw one. This Fall, however, it will be a case "of try and do it."

Men's Wear Outlook Improving.

The outlook is held to be brighter for renewed buying of men's wear fabrics. That the market has taken on a better tone recently is asserted by most of the selling agents, who expect this to continue now that the religious holidays have passed. The feeling is stronger than ever that worsteds will benefit through any improvement in buying that materializes. The point is repeatedly made that only a fractional part of the worsted requirements of the cutters-up, even allowing for their playing "second-fiddle" to woollens, have been taken care of. The trend toward a reaction from the high shades of Spring is becoming more marked.

NEW MERCHANDISE

We would like to stress the fact that the very latest patterns and styles in merchandise are constantly arriving for our Spring and Summer stocks. When you are in the city, make it a point to come in and look these over. You will find that we carry many things you never thought we did—all *dependable merchandise at right prices*. Furthermore, you will find *willing and prompt service at all times*. Make us your headquarters while in Grand Rapids.

Paul Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Mich.



Children's Footwear in Middle West Includes Many Combinations.

A review of children's styles in Chicago shows they continue to follow closely the adult styles. Many patterns in women's shoes naturally are unwieldy in the smaller runs. However, it is interesting to note the way many find a place in children's lines.

The vogue of combinations is easily workable in children's shoes. Children's shoe manufacturers have produced a myriad of combinations most attractive to juveniles.

Although it is predicted the vogue of combinations in women's shoes will not last through the warmer months, the same idea does not prevail in the children's branch. Most operators believe that the combination idea in children's shoes will live for a number of months to come. At the same time there is a growing opinion that black shoes for children are sure to be good. Patent leather continues to be top favorite. Several manufacturers have gone so far as to fashion black satin shoes for little girls and also some rosewood and brown satin shoes. The latter colors are generally too perishable to stand up under juvenile wear.

Tan calf in the children's runs are sure to be popular; also smoked elk combinations. A number have achieved some very beautiful shoes in the use of olive and putty colored chrome sides in combination with crepe sole numbers.

Some manufacturers are using gore patterns in their children's shoes. Gore inserts are used not only on pumps but also as complement to straps. The side swipe strap or diagonal strap across the ankle has a very large future. Now some makers are using the diagonal strap across the instep with a rubber insert at the fastening side.

There are a number of very beautiful step-in pumps with side or front gores. The Colonial model is emulated in a very practical and pleasing way. The vamp and quarter dip low at the side so as to provide D'Orsay lines with an attractive and sturdy ornament at the fore part.

There are some high-riding straps. These are done generally in patent leather as all over shoemaking material or combinations of patent leather fore part with tan calf vamp, in which case naturally, the strap, being part of the quarter, is also of tan calf. The two-strap model, especially in size runs from 11 to 2, is nearly staple at many stores and factories and will be continued this time.

The sport type oxford is good. Several manufacturers have speculated some with a tongueless oxford for

children, but a general opinion is that this is not exactly a practical shoe.

Increased tendency towards low shoes is noticed in juveniles. The feminine youngster is generally through with high shoes by the time she has reached her twelfth birthday.

The oxford has also invaded the ranks of the boys' lines, and this is regarded the thing among young America when dressed in best bib and tucker. In boys' shoes the tendency is toward light shades in tan calf. Black continues as a popular favorite, but the red-blooded boy wants shoes like Dad's.

A Paradox in Hosiery.

An unusual situation exists in the local hosiery trade at the moment in that, while makers of the higher-priced full-fashioned hose are in several cases being pressed for deliveries, others in the trade are getting what, according to the special news letter of the National Association of Hosiery and Underwear Manufacturers, is an unusually large number of cancellations for this season of the year. Several reasons for the cancellations have been advanced, among them the one that deliveries on some Easter orders were too late to catch the trade. Another was that, as many of the cancellations have been of orders calling for checked and striped hose, stockings of this type are losing their popularity to some extent.

Lounging Robes For Fall.

Fall lines of men's lounging and house robes and smoking jackets are being shown on the road. Prices of some items of this merchandise are about 10 per cent. lower than last year. Variations of staple styles have been introduced by the wholesalers, these centering on new fabrics and trimming details. Silk robes are featured in many types in both bright and subdued colors. Stripes are particularly featured in flannel robes in broad effects and pastel colorings. Silks rule in house coats, although soft woollens are also used to a considerable extent.

Sports Neckwear in Demand.

Flannel ties, one of the novelties in men's neckwear for sports wear, are described as selling well. The college centers have been particularly interested in ties of this fabric, it was said yesterday, although retailers elsewhere are also finding them good sellers. Bias stripes are featured in the ties in pastel shades on colored grounds. English cotton prints are likewise in demand for sports wear. These are developed in fast colors and are available with handkerchiefs to match. Crepe foulards have been moving well in the better class haberdashery stores.

Increasing Sales Per Clerk.

Is there a clerk in your store who is a liability rather than an asset? Does he cost you more than he earns? Find out by keeping a record of his sales. Then calculate the percentage of his salary.

If a clerk's sales for a week amount to \$200 and his salary is \$40, you are paying him 20 per cent. Compare that with your total cost of doing business. You'll probably find this cost is about 20 per cent., too. If your gross profit averages 25 per cent. and that's what it ought to, your clerk is earning nothing for you.

Before the \$40 clerk begins to be really profitable he must make enough sales to bring his salary to about 6 per cent. He should be selling about \$650 worth of goods per week. Out of that you must pay various expenses amounting to at least 20 per cent., leaving you a net profit of 5 per cent.

If it costs you 20 per cent. of the amounts of your sales to do business and the clerk's salary amounts to 20 per cent. of his sales, take him in hand. Talk it over with him. Show him the figures. Perhaps the two of you together can find his weak point and strengthen it.

The salaries of your clerks should not be more than 6 or 7 per cent. If they amount to more, you are employing too many. One way to increase the sales per clerk is to have fewer clerks. And then make them utilize spare time packing goods ahead.

Make a quota or goal for each clerk to reach each week. Offer a prize occasionally for those who reach it.

Rain Needed For Umbrellas.

The demand for umbrellas has lacked snap, according to wholesalers here, who say the absence of rain for quite a period practically throughout the country has restricted consumer demand at retail. In women's merchandise, most of the business is being done in novelties. One of the latest of these, seen here yesterday, is a short sun and rain umbrella of twenty-two inches in length having the fashionable Japanese flat shape. It has no cord or handle but is equipped with a ball top and tips to match. The article comes in a wide range of solid colors and bordered effects in the popular shades, such as blue with lipstick red, black with pearl, red with black, etc. There is practically no feature to the demand

for men's goods. Staple merchandise in both the men's and women's varieties is moving slowly. There is talk of another advance in frames for this class of merchandise.

Stickpins Are Coming Back.

Jewelers and dealers in men's furnishings report a decided trend back to the stickpin, and there are indications that this year will see it return to general favor. Two reasons for this are given by observers of the situation—the general "dress up" movement among men and the influence of women's styles on men's. The latter cause is especially interesting from a trade point of view, for, while men's fashions have frequently affected women's styles in recent years, the reverse effect has been rare. The current liking for "pearls," particularly the pastel bakelite type, has apparently cut across sex lines, for there is a growing demand for these effects in men's scarfpins. Moderate-sized single pearls in pastel shades of green, rose, primrose-yellow and smoked gray are favored.

Spring Trimmings Are Profuse.

American designed and made hats for women are by no means behind those of Paris when it comes to attractive trimmings. Among the things seen in this market on domestic trimmed hats are very large American beauty roses in realistic colorings. Violets are also seen frequently in dark and light tones, as well as in dull green and cream white. In the more novel hats, attractive hand-painted ones are seen with the underbrims decorated exactly the same as the upper side. This gives a kind of relief effect that is considered very fetching. Hand-painted trimmings are seen as well, on shapes of both rough and smooth straws and other materials. In some cases the trimming of other models consists solely of one large cluster of flowers or hand-made silk grapes.

"Growing Lovely, Growing Old."

Let me grow lovely, growing old—
So many fine things do:
Laces and ivory and gold,
And silks need not be new.

And there is healing in old trees,
Old streets a glamour hold;
Why may not I, as well as these,
Grow lovely, growing old?

Fruit isn't always good for you.
Think of Adam's apple.

Before you buy— Remember!

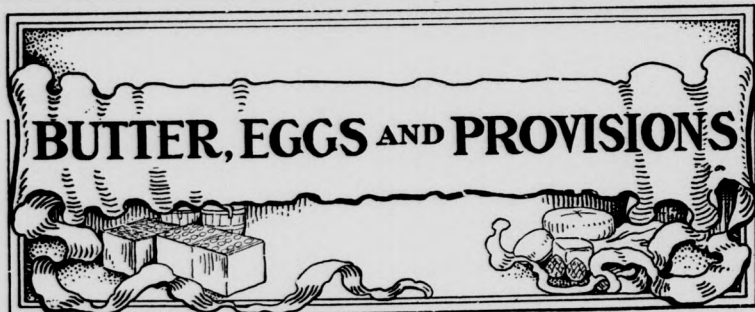
The New Hard Pan is the lightest,
softest, most flexible work shoe made
today and yet "It Wears Like Iron."

22 numbers in this line—all on the floor

HEROLD-BERTSCH SHOE CO.

11-15 Commerce Ave.

GRAND RAPIDS, MICH., U. S. A.



Good Laws and How To Get Them.

Every business man must feel at times that our land is law ridden and not law governed. Before concluding that our manner of government by statute is to blame for the interference to good business of many of our laws, should we not consider why we are governed by means of written laws, or statutes, instead of the more natural common law of England, under which the colonies developed independence and the right to self government?

When the constitution was made the basic law of the land, and to congress and the states was given the duty of making minor laws in conformity with it, government was passing from the crown to the people. The case was simple in principle, and the principle is as valid to-day as it was a century and a half ago, that the people could govern only by law. Our fathers believed those laws should be written. The statute book was placed between the judiciary and their judgments—it was the voice of the people.

Need we recall that the constitution was the creation of business men and not conspicuously of the legal profession? Alexander Hamilton was, to be sure, a lawyer, but he was also a wizard of finance. Franklin was a diplomat, but, first and foremost, a wealthy and successful business man. Washington, contrary to belief that Henry ford might have become our first richest man in the presidential chair, was the richest man of his day and a man of large business affairs.

At Mount Vernon there were the following special departments of manufacture in addition to farming activities a mill for making flour, a weaving department, a spinning room, a distillery, a bakery, a laundry, a school house, a shoe factory, a harness shop, a blacksmith shop, a smokehouse, a dairy, and a public kitchen. If Washington were living to-day, and if he were not farming, he would undoubtedly be specializing in one, or possibly two, of these departments of manufacture, and, if he were farming, he would, no doubt, depend upon the open market for supplies and service in all the branches of business mentioned, excepting perhaps the dairy and the laundry.

As a business man he would assume that those engaged in the production of his necessities would look after the interests of their industries, such interests, for example, as proper legislation under which to operate. In the specialization process which has developed since the times of Washington and Franklin, the principal industries have one by one discovered that the law maker is no longer an all-round busi-

ness man familiar with the industrial needs of his district or of the country at large. He, too, is specializing in politics. If he is a statesman, he knows from personal experience that people outside his calling have only a vague idea of the demands on a statesman. He is willing and often anxious to have needed legislation prepared by those who know the industries affected. He also looks to the executive departments of the Government for the specialized information required to check up bills prepared by the lobby.

Forgetting for the moment that there are unfit manufacturers and merchants and supposing that the statesman is found to have sufficient influence to swing congress for a meritorious bill, the interested industry, if organized to do it, can control in very large measure the legislation needed for its successful operation.

The fundamental machinery of government is as simple to-day as it was in Washington's time. Then manufacturing was a home industry, and the congressman from the district where Mount Vernon lay knew substantially what the industrial needs of his district were. To-day, industry is national in scope, and the congressman has become a professional politician, possibly rising to the stature of a statesman. The town meeting is no place for airing industrial problems that have become the special study of a lifetime in a specialized calling. The business man often feels out of place in politics and we have the statesman facing the problem of legislating without intimate contact with the thing he is legislating about. Hence the lobby.

It seems to us wrong to blame the politician and the government for bad legislation, unless it has been enacted in the face of proof to the contrary, adequately presented by the industries affected and pressed for consideration. It is as much a duty of the industry to express itself through well conducted lobbies as it was in olden times for the citizens to gather in town meetings. The machinery of government is adequate, only the industries have outgrown the stage where they can present their needs in town meeting fashion. When an industry finds itself law-ridden the fact is more than likely due to not having kept up with its own growth in specialization and national importance.

Unfortunately, some industries are still only partially represented at Washington and in the state capitals, and the lobby is, therefore, partial. The laws which follow are drafted in the interest of one department of the industry as opposed to another de-

WE BUY
EGGS

WE SELL
EGGS

WE STORE
EGGS

We Sell

F u l — O — P e p
POULTRY FEED

Oyster Shells

EGG CASES,

EGG CASE MATERIAL,

EXCELSIOR PADS,

GRANT DA-LITE EGG CANDLERS.

Get Our Prices.

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

Bell Main
236

Phones

Automatic
4451

FIELD AND GARDEN

S E E D S

Wholesale

ALFRED J. BROWN SEED COMPANY
25-29 Campau Street
GRAND RAPIDS, MICHIGAN

RED STAR

We might say a great deal about RED STAR Flour without exaggerating its merits. We could talk of its strength, its dependability and its other quality features. But anything we might say is hardly so convincing as the single fact that RED STAR Flour repeats persistently for every customer.

JUDSON GROCER COMPANY
GRAND RAPIDS, MICHIGAN

partment. Witness farmer legislation in the interest of good marketing. Witness dairy legislation as opposed to the interests of the beef farmer. The better organized branch of the industry or the one with more political strength dominates legislation. The number of such laws is so great, and the effect so far reaching, that business is constantly readjusting to new conditions, and sometimes there is corrective legislation, or, at worst, an entire reversal and re-adjustment to an opposite extreme.

When an industry is beset by half-baked or outright evil legislation, it may be goaded to protect itself in an organized way before congress or the state legislatures, and there follows an opposition of forces, which, if they fully represent the whole industry in the various lobbies maintained, may result in well balanced legislation. More often one lobby is better organized than another, or an important branch of the industry is not represented at all. It is only human under these circumstances to expect poorly balanced or partial laws.

The egg trade is trying now to rid itself of storage laws that were saddled on it by uninformed public pressure, which is to say the newspaper, the politician, Federal and state agencies working with the schools for the farmer and the city buyer, which comprise the public. The trade itself is responsible for the fact that the public were uninformed or misinformed and that abuses had been allowed to grow up unchecked by controlling influences within the trade.

There is now before a number of state legislatures, passed by some, a co-operative marketing bill drawn with a view to making the laws of the several states uniform. It provides unusual powers that exceed the rules of sound business, and the safeguards appear to have been locked up in a vault and the keys thrown away. This bill is directed toward a popular and laudable end, as most reform movements are, namely the relief of the farmer and the improvement of agriculture, but the effect of placing unrestrained powers with any three men who can show they are farmers and have the right under the law to exercise them might raise a question whether the farmers themselves will not reap the whirlwind. The egg trade has not been free from sharks nor has agriculture.

To mention some of the powers conferred by the uniform co-operative bill is to suggest to any well informed business man, good or bad, how the powers may be abused and we may be sure the bad men will appear to take advantage of another opportunity for fleecing the public. Associations organized under this act shall have and may exercise all the powers enjoyed by domestic corporations in the state enacting it, but, in addition thereto, they shall have and are granted the following express powers:

To engage in any activity connected with the marketing or preparation for market of any agricultural product, or of any by-product of agriculture.

To borrow money without limita-

tion as to amount of corporate indebtedness or liability.

To act as the agent or representative of any member or members in any of the above mentioned activities.

To exercise rights of holding companies for any corporation or association engaged in related activities.

To establish reserves and to invest the funds thereof.

To acquire and own real estate and personal property that may be necessary or convenient for any of the business, or incidental thereto.

Any three persons engaged in agriculture or the production of agricultural products, two of whom live within the state where they organize, may exercise the above powers without capital stock and without capital other than the pledges and contracts of members, and the articles of association may provide that meetings of the association may be held without the state and have the same force as though held within the state. The articles of association may (not must) state, if any and to what extent, the incorporators, members or stockholders shall be liable for debts of the association. In this connection it should be noticed that the association and its members may make marketing contracts for ten years with penalties for violation.

It does not require much imagination to foresee what skillful and unscrupulous men could do with such privileges, and that there are self-destructive elements in the law itself. Our United States Bureau of Agricultural Economics not long ago published a report of a study they made in Denmark of a co-operative farmer movement, which tells what 50 years have taught the farmers over there. We quote a paragraph from this report:

"The Danes have evolved certain fundamental principles upon which each of their associations must rest in order to be successful. The Danish Co-operative Associations are, first of all, strictly business organizations. They are organized, operate and function purely along economic lines and are developed free from all political, state, religious or social class influence. They have found that to build on a business basis is not only sound but highly essential, as it always provides a common ground upon which the membership may meet."

No innovation affecting the farmer trade in eggs is unimportant to the middleman trade, and the general adoption of the co-operative marketing bill, followed, as it will be, by farm organizers and also by trade adventurers, will bring far-reaching consequences where the established trade are not fully awake and ready to meet the new situations created.

Another movement of great and immediate importance, although not in the nature of a law, is the adoption and use of new standards of grading. While the standard is in the making the trade should bring all the light they can and all their experience to bear on the proceedings that the resulting standards may be workable and beneficial.

(Continued on page 31)

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.

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



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

Making the Most of the Garden Tool Campaign.

Written for the Tradesman.

Whatever the reason, nine men out of ten have an unappeasable desire to keep a garden. The mechanic who works hard all day seems to find relief in handling spade and hoe at night. The jaded business man forgets his troubles in an absorbing devotion to the task of cultivating and beautifying his grounds.

More, such enthusiasts, once aroused, as a rule do not count the cost; and the pride of production compensates them for the outlay involved. As a result, the spring brings a heavy demand for everything pertaining to garden culture, and it is clearly up to the hardware dealer to make the most of this profitable trade.

An impression exists among some dealers that regular lines sell themselves and that it is necessary to feature only the specialties, the new goods and the highest priced articles. Here is how one hardware dealer recently put it:

"There is always a demand for straight hardware, you see. I know that people need nails, hammers, shovels, pots and pans. They know where to come when they need them. Consequently I take business in staple lines as it comes, and devote all my time and window space to building up the lines with which the public is not so familiar."

Another dealer says? "I never put the kind of goods in the store window that everyone knows can be bought here. I feature the goods which people will not be so sure of. Besides, you can't make an attractive display of plain hardware."

I am inclined to think such attitudes are mistaken. The demand for ordinary hardware lines is not of such a fixed quantity that it cannot be increased by live methods or lessened by the neglect of the dealer. Hardware is the same as everything else in this respect.

Demand is stimulated or checked according to the methods adopted by the dealer in placing his goods before the public. The hardware dealer who simply keeps staple lines in stock and makes no attempt at advertisement or display, gets only the demand which arises from sheer necessity.

Moreover, staple hardware lines lend themselves quite readily to display. A practical window will prove just as effective from the business-getting and sales-making standpoint as

an "artistic" display of more showy goods.

Thus the hardware dealer should not take the demand for garden tools for granted, or wait for his customers to come in. He should proceed to push that line and kindred lines for all they are worth. He can increase his sales in direct proportion to the efforts he puts forth.

In the first place, he should advertise. It never pays to underestimate the value of suggestion.

Then the garden tools should be given adequate display, in the show windows, and in the store itself. Quite often relatively simple displays of garden tools prove very effective. If it is desired, however, to make a display with scenic qualities, it is not hard to strike an idea which will be in keeping with the nature of the goods.

Quite often the best scenic effects are accomplished by relatively simple means. A carpeting of earth and green turf adds a note of realism. Or a miniature garden can be laid out and pegged, centering a display of garden tools. Bright-hued seed boxes and seed packets can be used to add color to such a display. Quite often hardware dealers have boxes of small plants coming on, for use in garden tool displays, the touch of green being very effective. In low, flat boxes, the seeds can be arranged in such a way that the little green plants will make letters or even spell words.

If desired, more elaborate displays can be devised.

Some dealers get first-class results by offering complete equipment of garden tools. They get together a collection of articles needed in gardening, ranging from a wheel barrow to a trowel, and offer the assortment for a lump sum. A slight reduction is made in the price on account of the large number of articles included, and as an inducement for customers to purchase a complete outfit.

It pays to have a proposition of this kind to offer. A customer comes in to buy some one article, and the dealer may find that the purchaser lacks one or two other necessary tools. "You will need a trowel and a rake," says the dealer. "By the way, I am offering a complete gardening outfit at a figure that certainly makes it worth your while to take the lot. It is a bargain to begin with, and complete equipment immensely reduces the labor involved in gardening. You need proper equipment to get results."

It may be found good policy to have a variety of "combination outfits" since the customer who does not desire an elaborate and expensive outfit with a complete variety of tools

Foster, Stevens & Co.

WHOLESALE HARDWARE



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

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

SODA FOUNTAINS

Spring is here. Your fountain will soon make you money. We have some good buys in new and used Fountains and back bars, chairs and tables. Fountain accessories of all kinds.

G. R. STORE FIXTURE CO.

7 Ionia Avenue N. W.

may be interested in an ordinarily serviceable combination.

Right here a word of warning is in order. Don't knock the back-yard garden. It is customary to make a joke of the city man's costly labors and meager results in this direction. As a matter of fact, an intelligent man in his spare time can make the back yard garden worth while. Of course, it demands, not merely planting, but systematic cultivation; and that is where most gardens fail—for lack of diligence after the garden begins to grow and for lack of proper tools to do the work.

If, on the other hand, you hear of any striking successes achieved with back-yard gardens, any big squashes, especially fine tomatoes or prize exhibits produced by amateurs, talk about these achievements and play them up. Get hold of some of the prize exhibits and show them in your store windows. Try in this and other ways to get your community interested in gardening and civic beautification.

For, of course, the two things go hand in hand.

Another important consideration is the handling of seeds. Even where he is content to work with inadequate tools, the back-yard gardener must have seeds. The fact that the hardware store handles seeds will draw him there; and it is an easy matter for the wide-awake salesman to discover whether or not tools are needed. The seed trade leads logically to business in tools.

I recall the case of a hardware dealer who one spring conducted an energetic campaign in garden seeds. He put seeds in the window, used advertising space to talk seeds, and offered prizes for the best flowers and vegetables produced by purchasers of his seeds. He brought almost every farmer and city householder into his store. After allowing for the prizes and the advertising, he probably lost money on his seed sales.

But he had a record sale of implements and tools, and the profit made on these lines more than compensated him for what he lost on the seeds. The seeds were the bait to bring people to the store and develop profitable business in tools and other supplies.

There are many allied lines to be featured later in the season—fungicides and insecticides, lawn mowers and lawn equipment, garden hose and sprays, and similar articles. Fertilizers also offer a considerable opportunity; comparatively few amateur gardeners understand their value, so that the trade has possibilities which are only now beginning to open up.

Victor Lauriston.

Getting a Line on the Individual.

Written for the Tradesman.

The more information a dealer can gather regarding the preferences and prejudices of the individual customer, the better equipped he is to sell that customer just what he wants. This idea was worked out some years ago by the head of the sporting goods department of a Montreal, Quebec, store.

Here is how the system worked. Supposing a man bought a hunting

coat one year, at the time of the sale it was an easy matter to offer to sell him a pair of boots also. Or, when the man bought ammunition, it was the most natural thing in the world to ask what sort of gun he used. In this way a variety of data could be accumulated:

J. C. Brown, 101 King street bought on Oct. 7 a hunting coat. So far uses only ordinary boots. Uses a — shot gun and prefers — loads. These he usually buys in — quantities.

And further data might be added: Is most enthusiastic over duck shooting. Usually goes to — to shoot.

To keep track of all this detail, the manager used a card-index system, with cards filed alphabetically under the name of the customer. All information was boiled down to the most concise form; and so far as possible the manager put on file the name of every customer and every prospect on whom he could get a line. Discussing the system he said:

"I know that J. C. Brown bought a hunting coat this year. I also know that he still needs a pair of regular hunting boots. That will give me something to work on next year. Suppose I get in a shipment of hunting boots suited to this man's needs, I can write him that with the advent of the duck hunting season, he will be needing a pair of high waterproof boots, and that we have just received our complete stock for the season and will be glad to have him come in and take a look at some of our samples. Customers don't resent that. They appreciate it. They like to feel that you remember where they go hunting, what sport they enjoy most, what style of goods they prefer. They come here because we make it our business to remember these things without being told them again and again."

Victor Lauriston.

For Better Window Displays.

1. Make windows advertise the character of your store.
2. Put human interest into displays.
3. Suggest the use of articles displayed.
4. Display seasonable goods; tie up with local events and needs.
5. Plan displays ahead.
6. Get together everything needed before starting to work in the window.
7. Group the merchandise; don't scatter it.
8. Don't crowd the windows.
9. Make displays simple.
10. Improve the window lighting; increase the candle power.
11. Study and use harmonious color combinations.
12. Mark prices plainly.
13. Change displays often.
14. Keep the windows spotlessly clean inside and outside. Proper ventilation helps to do this.

Doggone Lazy Dog.

A dog was sitting on the roadside howling "What's the matter with that dog?" a traveler asked a rustic.

"Laziness," yawned the farmer.

"Laziness?" echoed the traveler, astonished.

"Yes, sir," replied the rustic. "He's sittin' on a thistle, and he's too lazy to move."



Soot and dust on window sill
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
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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.

WE INVITE

your orders for DEPENDABLE high grade oak tanned or waterproof cemented LEATHER BELTING.

As belting manufacturers of twenty-four years experience, we are in a position to render any kind of prompt belting service, either from our LARGE STOCK on hand, SPECIAL MADE BELTS to fit a particular requirement, or REPAIRING leather belts that you need quick service upon.

Call us on either phone.

GRAND RAPIDS BELTING COMPANY

Leather Belting Manufacturers

1-3 IONIA AVE.

GRAND RAPIDS, MICHIGAN

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

All kinds of Glass for Building Purposes

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Parchment Bond

Writing Paper

for everybody.

Nice, white writing paper for pen or pencil

Letter Size \$1.00
5 lbs. approx. 500 sheets

The universal writing paper for Home, School or Office. Every dealer should carry a stock of all sizes.

Say to our Dept. C. "Here's a dollar. Send me five pound package." Try it!

"Personal Stationery—Cheaper than scratch pads," said one man. "The most good paper I ever got for my money," said another.

KALAMAZOO VEGETABLE PARCHMENT CO., Kalamazoo, Mich.

The home of Quality Papers.

AWNINGS

TENTS

CAMP EQUIPMENT

CHAS. A. COYE, Inc.

Grand Rapids, Mich.

TENTS FOR RENT

COVERS

Dept. T.

FLAGS



News and Gossip About Michigan Hotels.

Grand Rapids, April 21—According to newspaper reports the Morton Hotel, at Grand Rapids, is soon to be operated by a re-organized company with W. J. Chittenden, Jr., as general manager, W. C. Keeley retiring.

The Morton, one of the best equipped hotels in the country and occupying one of the best sites in the city, was completed during the days of stagnancy after the kaiser's war and never had a fair chance to show what it could do. Mr. Keeler is a most competent hotel man of large experience, but the 400 rooms of the Morton Hotel were really that number in excess of the city's demand except during the furniture conventions. He has proved his excellence as a manager by bringing the reputation of the Morton up to a high standard and his various restaurants already enjoy an enviable reputation.

If the newspaper reports are based on fact, Mr. Keeley will leave Grand Rapids with the best wishes of a host of friends and patrons, but the interest of the Morton backers will not suffer at the hands of his successor.

"Billy" Chittenden is, undoubtedly, one of the best known hotel men in Michigan. For more than half a century the Chittendens, father and son, conducted the Russell House, at Detroit, and its immediate successor, the Pontchartrain. They were popular and were liked by the traveling public, hence the new manager, who has been a Keeley lieutenant for the past year, will not come to his own as a stranger and his administration will certainly add prestige to the institution. I am reliably informed that the Morton is showing a greatly increased "house count." Their catering department has made a good showing from the beginning.

The old Griswold House, at Detroit, has been closed forever and an auction sale of its furniture is now being conducted on the premises. The Griswold is the very last of the old-time Detroit hosteleries and during its balmy days was one of the best. Fred Postal was its owner and manager for many years, passing on several years ago. Fred was a product of the little town of Evart, in this State, and was a self-made man whose acquaintance with public men and hotel patrons was second to none in the State. For some time past his son, Harry F., has been its manager.

Some time ago Mrs. Anderson, the only woman member of the Michigan Legislature, introduced in the House of Representatives, what is known as the "long sheet" bill. It required all hotel sheets to be 108 inches long before being hemmed; in other words, to measure up 99 inches after being made up and laundered. The present State law calls for 90 inch sheets, which are ample in length, but this and other provisions of the section covering hotel regulation have never been lived up to, hence there is a possibility that some institutions are using shorter than the regulation length of sheets. If the law has not been lived up to it is the fault of hotel patrons. Every well intentioned landlord supplies his guests with clean,

wholesome and sanitary beds and bedding. It is one of the attractions of his institution. Competition is keen and he would certainly be a poor business man if he did not, hence any regulation of the length of sheets may be safely left to him.

If there are others who are supplying inferior accommodations and not sufficiently enterprising to obey the mandates of the present law, the guest has a sufficient remedy by making complaint to the proper authorities. Further legislation on the subject is superfluous and altogether unnecessary.

Want another hotel in your town? In such an event let me refer you to the "Atlantic & Pacific Hotel Promotion Co., Inc., Limited, ad lib."

Pick out a building site, pay for it and then send for the promotor. The rest is easy.

The promotion company will make a survey of your town's requirements. If it really, actually needs a hotel of 50 rooms, they will operate on a basis of 100. The larger the hotel, the bigger the outlay, the greater the rake off.

As an illustration of how this thing is done I will give you a few extracts from the contract which will be offered the local committee, including always the owner of the site. In this instance the promoting organization will be known as the party of the first part; the local investors as party of the second part.

The party of the first part will arrange for all the plans and estimates for the new building, purchase all the furnishings and provide the manager, but the party of the second part will contract to pay the bills.

The party of the first part will, through its officer, co-operate with the party of the second part in developing a financial plan to dispose of the bonds, which will be a first mortgage on the site and everything placed thereon, and give such assistance as they can in finding investors for the bonds. The second party will dispose of the stock, of which a sufficient amount will be issued to complete the building and furnishings (after the proceeds of the bond sales have been absorbed) and leave a residue of 50 per cent. which is to be awarded to the first party without pay, as a partial scheme. This in addition to a "fair remuneration for promoting the and reasonable" commission for finding purchasers for the bonds.

When it comes to furnishing the hotel, the purchasing department of the A. & P. will attend to this little detail on the basis of 10 per cent. plus.

Here we have the hotel completed, furnished and ready for opening.

Now comes along the A. & P. with their contract, executed at the commencement of the negotiations, who call your attention to the following stipulation bearing on the operation of the institution and conduct of its internal affairs:

The affairs of the hotel shall be conducted by a board of directors, of which the party of the first part shall appoint or elect four-sevenths. In other words, four of the seven directors shall be from the staff of the A. & P.

The A. & P. shall conduct the auditing and accounting system of the

MORTON HOTEL

GRAND RAPIDS' NEWEST HOTEL

400 Rooms—400 Baths

Rates \$2.00 and Up

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

MANISTEE, MICH.

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

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Everything that a Modern Hotel should be.

Rooms \$2.00 and up.

With Bath \$2.50 and up.

HOTEL BROWNING

GRAND RAPIDS

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.

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 Mich.

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 KERNS

Largest Hotel in Lansing

300 Rooms With or Without Bath
Popular Priced Cafeteria in Connection
Rates \$1.50 up

E. S. RICHARDSON, Proprietor

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"

Columbia Hotel

KALAMAZOO

Good Place To Tie To

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.

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Dollar Hotel.

300 Rooms 300 Baths

Under the direction of the
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HARRY R. PRICE, Manager



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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.

corporation, the minority stock holders having access to the books as occasion requires.

In connection with the matter of cost of operation, the manager shall be selected by the first party at a salary of (usually \$6,000 per annum), but only nominal salaries shall be paid of officers representing party of the second part. For analyzing the reports of hotel operation, giving details and directions to the manager, etc., the A. & P. shall receive a compensation of \$250 per month, which is in addition to a charge of \$1,000 per year and all expenses to be paid to the A. & P. for services in auditing as occasion may require.

For services rendered by the general officers of the A. & P. in laying out the plans of the hotel, supplying details of financing, installation of furniture, etc., the second party shall pay a certain additional fixed sum (usually \$5,000).

Further stipulations cover the details of retiring the bonds within a certain period of years (usually thirty) at which time the parent corporation may elect to continue the operation of the hotel, subject to the approval of the board of seven directors, of which the promoting company are at all times to elect four.

Also, if a profit of over 20 per cent. obtains, dividends are to be declared on the common stock.

There you are! A brand new hotel in your town, provided you furnish a site, already paid for, and enough stock buyers, in addition to bondholders to pay for the building and furnishings.

Everything lovely if everything runs true to the form supplied by the promoters, but if not—well! You know about those bondholders, who have a first mortgage.

Alfred S. Amer, operating the St. Charles Hotel, at New Orleans, has issued a booklet under the title of "The Guest's Complaint against the Hotel Industry."

I am going to try and supply a copy to every member of the Michigan Hotel Association, but as not all hotel readers of the Tradesman are affiliated with that organization, I am making a few excerpts, timely and interesting:

"To travel to-day one must have a hotel to travel to. That is taken for granted. And that is where the rub comes in—taken for granted. Not appreciated, not thanked, not marvelled at. Far from it.

"Instead of appreciation, there are found complaints at prices and arrogance in demanding service—real factors in hotel operation to-day.

"This two-fold critical attitude on the part of the public, coupled with the increasing supervision and dictation indulged in by city and state authorities who are constantly assuming more and more control over public hostilities form problems which harried hotel managers find it hard to solve.

"I hold no brief for hotels. I, too, have been among those to complain and am still far from thinking hotel-keepers crowned with perfection. While it seems to me that a job digging in a nice cool sewer would be decidedly preferable to managing a busy hotel, I am still not at all convinced that the public is entirely wrong.

"In fact, I am convinced that many hotels of this country, and of most the world, have grossly neglected their golden opportunity to make peace with the public. 'As ye sow so shall ye also reap.' So long as the hotels leave us in ignorance of what is required to operate the service they provide, just so long will we continue to be critical.

"They occupy extensive plots of ground, secured at great price in locations most convenient to the traveling public. They place servants at their doors to relieve us of our luggage;

spread costly rugs under our feet; employ clerks to answer questions that would stump encyclopedias, in addition to attending to a multitude of immediate demands; provide us with rooms fitted with conveniences such as we never hoped for in our homes; serve us food at hours which would send our wives into shrieking hysterics.

"They offer us spacious lobbies which impress our friends, as well as ourselves; writing rooms, reading rooms, parlors, libraries. They cut our hair, launder our linen, press our clothes, manicure our nails, black our boots and—while we stand autocratically complaining—do a thousand other things which would require the combined resources of all the businesses along Main street, back home, to accomplish half as well in a full week's time.

"As a matter of fact, not even the greatest show off who ever traveled would pretend even that he is accustomed to such services as the average modern hotel provides—if he were once made to realize the extent of the physical and mechanical machinery required to meet his incessant demands during the time he occupies a room at some inn.

"The trouble is that most of the hotel people have allowed us to consider our patronage of them as consisting of renting a room. Such modesty on their part smacks of unenlightened martyrdom. The railways might as well talk of renting a berth from them and pretend to ignore the fact that a thousand miles of travel will be accomplished while the reservation is occupied.

"Of course, you will hear many say they would be happier with less service and lower rates, and I am one of them. But there must be some way to ease off present criticism and forestall outside interferences. There is, and it consists in advertising, and in so doing take the public into the confidence of hotel operators."

I have set the ball to rolling, and the hotel men will do well to follow it up. The producers of citrus fruits, coffee and food products are all doing this; the Standard Oil people, likewise. Why shouldn't the hotel people tell their side of the story and try, at least, to interest the public in their side of the much mooted problem?

At the Morton Hotel, Grand Rapids, last Sunday, this \$1.50 dinner was served to guests:

Fresh Shrimp	Fruit Cocktail
Chicken Okra, creole	Consomme Royal
Celery	Olives
Broiled Whitefish	Julienne Potatoes
Tenderloin steak	Fresh mushrooms
Fried Chicken	Country style
Roast Young Turkey	Chestnut Dressing
Cranberry Sauce	
Roast Prime Ribs of Beef au jus	
California Asparagus	Hollandaise
Candied Sweet and Mashed Potatoes	
Palm Beach Salad	
Old Fashioned Strawberry Shortcake	
Fresh Apple Pie	Caramel Cream Pudding
Chocolate Sundae	Lemon Ice
McLaren's Imperial Cheese	
Toasted Wafers	
Strawberry, Chocolate and	Vanilla Ice Cream
Assorted Rolls	
Beverages	

Generous portions, excellently served by courteous waiters.

Frank S. Verbeck.

Vegetable Ice Cream.

Washington, April 17—Scientists recently sent to Ecuador by the U. S. Department of Commerce in search of new fruits have reported the discovery of a fruit which they have named vegetable ice cream. The natives called it cherimoya, but because of its white flesh, and the fact that it has the combined flavor of pineapple, strawberry and banana, "vegetable ice cream" was thought more pertinent. Here is a treat, scientists say, awaiting the jaded palates of epicures, which will be available some time in the near future.

Takes Issue With Old Timer on the Volstead Law.

Detroit, April 21—I would like to say a few things in regard to Old Timer's letter on the Volstead act. All laws should be judged by results. Facts are all that count.

Thousands of people voted for the abolition of the saloon, myself included. But we didn't know we were voting for a bone dry proposition. The people were told that if we had temperance we wouldn't have any use for jails and prisons. Lawyers would not have anything to do and courts would be idle. Taxes would also be lower, and when all those who liked an occasional glass of beer were killed off by the hootch, we would start with a pure race of boys and young men who never knew the taste of liquor. Last night's paper has a front page article about a boy 12 years old, picked up asleep in an alley, so drunk he couldn't talk and it was uncertain whether he would live. When this Volstead thing was put over there was a corner saloon near where I was working. This continued to run and is running to-day, selling beer and whisky to those who are known. This saloon paid the city \$1000 a year to operate, had regular hours of opening and closing, and no minors were ever allowed in the place. With temperance, four or five bind pigs started up around it. Hootch was sold in homes, barber shops and candy stores, for the children.

I am not advocating the return of the saloon and haven't heard anyone else advocate it. I only call your attention to things under license law and now. We might possibly learn something from our Canadian neighbors. They handle this matter pretty well and they get an income from it, both from their own citizens and plenty from this side. Our legislators don't worry about any income. All they do is devise new ways and means to tax the people while they are raising their own salaries. One of the most prominent temperance agitators in this town had a wine cellar in his own home with a big stock of liquor, and as far as known still has. There are too many people trying to impose on other people something they don't want themselves. That applies from our congressmen at Washington down. Boys and young men are not smart now unless when they go out to a dance or other entertainment they have a flask on the hip. Consider this. Results and facts Old Timer says "Prohibition is still in the saddle." He should say the "Anti-Saloon League is still in the saddle," with the largest, strongest lobby at Washington. They get anything they want for their soft job holders. Recently they got an appropriation of \$36,000,000 for a rum navy. New boats, to be built when there are hundreds of boats rotting at the docks, and Uncle Sam can't sell them for 10 cents on the dollar. Senator Couzens, Police Commissioner Croul and the Free Press, have written of facts as they see them, and as any one can see them in a city like Detroit. Doubtless they are different from those in Grandville, but nevertheless true. The W. C. T. U. is working for the abolition of tobacco. Another crowd is working to have the State supplant the parents in the care of children up to 18 years old and this infamous, ridiculous measure is to be the "twentieth amendment to the Constitution." The poor old Constitution is in these days inflicted with a lot of barnacles and then they howl that if you don't subscribe to everything "you are not a good citizen." The twenty-first amendment is likely to be that no able bodied person under twenty-one years of age shall chew gum. Every one is trying to hang something on some one else and get him "regulated." The British, the Germans, the Italians and the French all have been accustomed all their life to a glass of beer

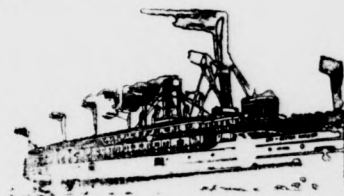
or wine with their meals and they were mostly temperate people, but here they are denied their age old customs. Does that make for contentment or for bootleggers, hijackers, etc.? There is alcohol in every fruit, flower and vegetable that grows and it has been used by man since the beginning of time. Is it reasonable to suppose that bone-dry legislation enacted in war hysteria can change conditions, so that all at once everyone will be a teetotaler. Some manufacturers wanted prohibition because they thought they would get more work out of their men. Some were just working for soft jobs, as Federal officers, where they could sell confiscated liquors at a good price per case, as is done in most of the ports of this land. Result: hypocrites, liars, thieves.

One hundred and thirty-seven arrested here for driving drunk over the week end. Facts: Murders, hold-ups, robberies as never known before. Do you want it to continue?

John T. Brown.

Week by week the President steals more and more of the political thunder the Democrats had been storing up against their days of need in 1926 and 1928. The Republicans are in office. The Democrats are out. It is the Democrats who, by all the rules of the game, should be demanding decentralization and less paternalism in government and who should be crusading for economy. It is they who should be demanding the heads of bureaucrats and the wiping out of useless bureaus. It so happens that they are doing nothing of the kind. They are leaving to a New England Yankee the revitalizing of the Jeffersonian principles of democracy. While the Democrats, turning their backs on Jefferson, are flirting with paternalism, socialism and worse, a Vermonter has gone further in defending the remaining rights left the states than any Democrat has gone in a generation.

Wakefield—The Wakefield Auto Service has been incorporated to deal in autos, parts, accessories, etc., at wholesale and retail, with an authorized capital stock of \$10,000, \$9,500 of which has been subscribed and paid in, \$8,000 in cash and \$1,500 in property.



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One Way \$4.20

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GRAND RAPIDS, HOLLAND
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Leave Grand Rapids

Tues., Thurs. and Sun. 6:30 P. M.
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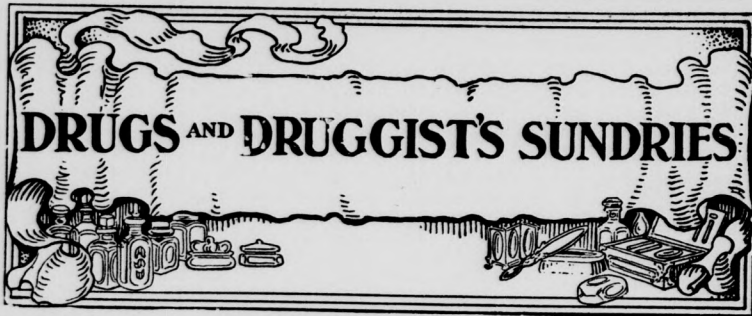
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Chicago Time

For Information Call

Telephones

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Bell M. 4470



Sell Happiness By Handling the Fascinating Harmonica.

Business men should not forget the value of a line with fascination clinging around it. By the time a man has reached forty he has seen a lot of good pictures, and perhaps owns a few. If he is a reader, he has certainly read a tremendous number of books. He need not be blasé, and yet he does not get excited over hearing an opera, nor become depressed in case he cannot go.

A citizen comes home and says to his wife: "I couldn't get tickets for that musical comedy you wanted to see. All sold out."

And his wife responds: "Oh, well, probably I would have been disappointed in it anyhow. We'll just get the Wombats over and play bridge."

Yet at eighteen it would have been a terrible disappointment to miss that musical comedy.

So it goes.

We become philosophical.

But in youth we want many things with an earnestness that never comes again.

Thackeray sums it all up after this fashion: "When I was a boy I wanted toffee, but didn't have any penny. Now I have the penny, but I don't want any toffee."

The wording may not be exact, but that is the sense of it.

These were many boyish yearnings that never could be gratified.

One man says: "In boyhood I always wanted a velocipede. It cost seven dollars. I never had one."

Another man was seen standing with his nose pressed against the window of a toy store.

"What are you doing there?" asked a jocular friend.

"Oh just looking at the toys I didn't have when I was a boy."

There are some things within the reach of every boy, however, and it is just as well that the boy should have them. The golden age will never come again.

Prominent among these things is the harmonica.

It is doubtful if the boy ever lived, that is in countries where harmonicas are known, who didn't want one.

And every boy can have one.

This fascination makes such a line a most desirable one to stock. No boy is going to stand in front of your window and yearn for potions and pills. You have the potions and pills. He may need them in due time, and they may do him a great deal of good. But he won't dream about them. He won't walk past your window to view them. He won't bring around his

comrades to gloat over them with glowing eyes. They will be bought for him in due time, or, as he grows up, he will buy them for himself.

In the meantime he wants an harmonica. Put an assortment of them in your window and it will get instant attention. It will draw the boys. The window becomes as fascinating as a fairy grotto. This may sound fanciful, but just hark back to your own boyhood. Isn't it the truth?

You can probably remember the harmonica you wanted during your boyhood days. It was a good one. The local merchant had it in a case, together with others of its kind. He didn't know that it was a magic instrument; otherwise he might have wanted more money for it. But there it was, with the price marked, yours as soon as you had the money. So you mowed lawns, and sold old iron, and ran errands, and pretty soon you had the purchase price. Then the harmonica was yours.

And wasn't it a magic instrument?

Boys live in a world of their own. They hunt Indians, carry on feuds, and conduct various business enterprises right under our noses, but speaking a language of their own and keeping their affairs largely to themselves. We can't always tell what they are thinking about, but we may be sure of this—at one stage of his career every boy wants an harmonica. This gives us a wide field.

Of late years the harmonica has taken on an added dignity. It is being featured in a number of vaudeville acts. Musical instructors are said to be using it in the class room. Among the Boy Scouts we find harmonica bands, and there have been a number of musical tournaments. The manufacturers are right in line. In addition to the advertising they are doing, they furnish dealers with charts and instruction books. These instruments come under the classification of goods that sell "on sight." That is, you don't have to use any arguments or do any missionary work. To see the goods, in so far as the boys are concerned, is to want them.

Thus it becomes advisable to have a window display at frequent intervals. Let us say that a small town has only one store stocking harmonicas. You can readily see what an "edge" that store will have with the boys. A window trim will draw the youngsters from all over town, not once, but repeatedly. There should be a permanent display inside the store. Put this where it can be easily seen. A boy comes in on an errand for his mother. Instantly his attention is fixed on the harmonica exhibit. He won't be happy

until he gets one. He will return to the store again and again.

The sale of harmonicas is by no means restricted to the boys. Plenty of young men buy them. But, after all, the boys will be your best customers. All argument sifts down to the basic fact that the line is a fascinating one. "Fascinating" is a strong word, but not too strong to use in this connection. It expresses exactly the effect the line will have on the youngsters of the neighborhood.

And that kind of a line is very valuable for retail merchants. It throws a glamour about the store. And it is pleasant to be able to make the boys happy. They are only young once. If you can sell happiness at a moderate figure, why not do so?

Estimating Cost of Waste in Industry.

Waste in industry has been a fertile topic of discussion with trade bodies ever since the subject was investigated by a council of the engineering societies at the instance of Herbert Hoover a few years ago. Within the past week or two it has been brought again to public notice with the assertion that about 30 per cent. loss in industries was due to avoidable waste. The percentage is, of course, merely a surmise based on observation. It may actually be greater or less. But ex-

perience shows that there is a very substantial loss due to lack of efficiency. This much being conceded, the next thing is the remedy. Just here is where the trouble comes in, because the waste complained of and conceded is not confined to any one stage of production or distribution but is scattered all along the line. Raw material costs are often enhanced by crude ways of production, by needless handling or by excessive transportation charges. In manufacturing, mills or factories may be in wrong locations so far as concerns labor, taxation or cheapness of power. Then, too, the processes employed or the mechanism used may be antiquated or not efficiently operated. Manifestly, to get the best results it must be necessary to introduce the best and most economical methods at each stage of the operations. This is not always practicable, as ideal conditions can rarely be had. To gain one advantage it is often necessary to forego another that may be minor in its character, and there is always a loss counterbalancing a gain obtained in compromises.

Aside from the considerations mentioned, there are many others which loom up large. Among them may be mentioned the great loss from fires, which runs up into the hundreds of

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T-J-2

KNOWN THE WORLD OVER

millions of dollars per year and most of which is clearly avoidable. Then come in bad trade practices, which include frauds of divers kinds, cancellation of orders, unwarranted return of goods and the practice of piecemeal buying. All of these are a drain on business and a real economic waste. There is, likewise, another phase to the matter. What has been referred to merely pertains to the waste to the manufacturer. But the real purpose back of all efforts to eliminate waste is to benefit the ultimate consumer by giving him goods at lower prices. Experience shows that there is no large enhancement of cost by producers, who, as a rule, work on a narrow margin of profit. The great spread in prices occurs in the course of distribution. If consumers could go to the factories or farms, select what they want, pay for the articles at once and take them home, the problem of lower prices would be easily solved. This being impossible, resort is had to methods of bringing goods to the buyers. All of these are expensive. Between the factory price and what the consumer pays there is frequently a spread of 100 per cent. or more. The schemes for co-operative marketing, resorted to by groups of fruit growers and other agriculturists, have in view merely the getting

of better prices for producers and do not take the consumer into account. Consumer co-operative buying, on the large scale prevalent in Great Britain, is impossible here because of the size of this country. The problem, therefore, of passing on to the consumer the benefits derived from eliminating waste is not an easy one.

A fair amount of intelligence plus a large amount of determination is better than a large amount of intelligence and little determination.

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WHOLESALE DRUG PRICE CURRENT

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

Acids		Lavendar Flow...	8 00@3 25	Cinchona	02 10
Boric (Powd.)	15 00	Lavendar Gar'n	85@1 20	Colchicum	01 80
Boric (Xtal)	15 00	Lemon	2 00@2 25	Cubebs	03 00
Carbolic	39 00	Linseed, bld. bbl.	@1 13	Digitalis	01 80
Citric	58 00	Linseed, bld less 1	25@1 38	Gentian	01 35
Muriatic	3 1/2@ 8	Linseed, raw, bbl.	@1 15	Ginger, D. S.	01 80
Nitric	15 00	Linseed, ra. less 1	22@1 38	Guaiac	02 20
Oxalic	15 00	Mustard, artifil. oz.	@ 50	Guaiac, Ammon.	02 00
Sulphuric	3 1/2@ 8	Neatsfoot	1 35@1 50	Iodine	00 95
Tartaric	40 00	Olive, pure	3 75@4 50	Iodine, Colorless	01 50
		Olive, Malaga, yellow	2 75@3 00	Iron, Clo.	01 35
Ammonia		Olive, Malaga, green	2 75@3 00	Kino	01 40
Water, 26 deg.	10 00	Orange, Sweet	4 50@4 75	Myrrh	02 50
Water, 18 deg.	09 00	Origanum, pure	@ 50	Nux Vomica	01 55
Water, 14 deg.	08 00	Origanum, com'l	1 00@1 20	Opium	03 50
Carbonate	20 00	Pennyroyal	3 00@3 25	Opium, Camp.	02 55
Chloride (Gran.)	10 1/2@ 20	Peppermint	20 00@20 25	Opium, Deodor'd	03 50
		Rose, pure	13 50@14 00	Rhubarb	01 70
Balsams		Rosemary Flows	1 25@1 50		
Copaiba	90@1 20	Sandalwood, E.	10 00@10 25	Paints.	
Fir (Canada)	2 65@3 00	Sassafras, true	2 50@2 75	Lead, red dry	15%@16 1/4
Fir (Oregon)	3 00@3 25	Sassafras, arti'l	80@1 20	Lead, white dry	15%@16 1/4
Peru	3 00@3 25	Spearment	7 00@7 25	Lead, white oil	15%@16 1/4
Tolu	3 00@3 25	Sperm	1 80@2 05	Ochre, yellow bbl.	@ 00
		Tansy	5 00@5 25	Ochre, yellow less 2 1/2	@ 00
Barks		Tar, USP	50@ 65	Red Venet'n Am.	3 1/2@ 00
Cassia (ordinary)	25@ 30	Turpentine, bbl.	@ 97	Red Venet'n Eng.	4@ 00
Cassia (Saigon)	50@ 60	Turpentine, less 1 04	1 17	Putty	5@ 00
Sassafras (pw. 50c)	@ 55	Wintergreen, leaf	6 00@6 25	Whiting, bbl.	@ 4 1/2
Soap Cut (powd.)	18@ 25	Wintergreen, sweet	3 00@3 25	Whiting	5 1/2@ 10
		Wintergreen, art.	80@1 20	L. H. P. Prep.	2 80@3 00
Berries		Wormseed	6 00@6 25	Rogers Prep.	2 80@3 00
Cubeb	@1 25	Wormwood	8 50@8 75		
Fish	@ 25			Miscellaneous	
Juniper	09@ 20			Acetanalid	47@ 55
Prickly Ash	@ 30			Alum	08@ 12
		Extracts		Alum, powd. and ground	09@ 15
Licorice	60@ 65	Licorice	60@ 65	Bismuth, Sublimate	3 02@3 23
Flowers		Arnica	25@ 30	Borax xtal or powdered	07@ 13
Chamomile (Ger.)	20@ 25	Chamomile Rom.	50 00	Cantharides, po.	1 75@2 25
Gums				Calomel	1 93@2 09
Acacia, 1st	50@ 55			Capsicum, pow'd	48@ 55
Acacia, 2nd	45@ 50			Carmine	6 00@6 40
Acacia, Sorts	20@ 25			Casia Buds	30@ 35
Acacia, Powdered	35@ 40			Cloves	50@ 55
Aloes (Barb Pow)	25@ 35			Chalk Prepared	14@ 16
Aloes (Cape Pow)	25@ 35			Chloroform	51@ 60
Aloes (Soc. Pow.)	65@ 70			Chloral Hydrate	1 35@1 85
Asafoetida	65@ 75			Cocaine	12 10@12 80
Pow.	1 00@1 25			Cocoa Butter	50@ 75
Camphor	1 05@1 10			Corks, list, less	40@50%
Guaiac	@ 70			Copperas	2 1/2@ 10
Guaiac, pow'd	@ 75			Copperas, Powd.	4@ 10
Kino	@1 10			Corrosive Sublim	1 58@1 78
Kino, powdered	@1 20			Cream Tartar	31@ 36
Myrrh	@ 60			Cuttle bone	40@ 50
Myrrh, powdered	@ 65			Dextrine	6@ 15
Opium, powd.	19 65@19 92			Dover's Powder	3 50@4 00
Opium, gran.	19 65@19 92			Emery, All Nos.	10@ 15
Shellac	90@1 10			Emery, Powdered	8@ 10
Shellac Bleached	1 00@1 10			Epsom Salts, bbls.	@ 00
Tragacanth, pow.	@1 75			Epsom Salts, less 3 1/2	@ 10
Tragacanth	1 75@2 25			Ergot, powdered	@1 00
Turpentine	@ 25			Flake, White	15@ 20
		Insecticides		Formaldehyde, lb.	13@ 30
Arsenic	15 @ 25	Arsenic	15 @ 25	Gelatine	90@1 05
Blue Vitriol, bbl.	@ 07	Blue Vitriol, bbl.	@ 07	Glassware, less 55%	
Blue Vitriol, less	08 @ 15	Blue Vitriol, less	08 @ 15	Glassware, full case 50%	
Bordeaux Mix Dry	12 1/2@ 25	Bordeaux Mix Dry	12 1/2@ 25	Glauber Salts, bbl.	@02 1/4
Hellebore, White	20@ 30	Hellebore, White	20@ 30	Glauber Salts less 04	@ 10
powdered	20@ 30	Insect Powder	75@ 85	Glue, Brown	21@ 30
Insect Powder	75@ 85	Lead Arsenate Po.	17@ 30	Glue, Brown Grd	15@ 30
Lead Arsenate Po.	17@ 30	Lime and Sulphur	9@ 22	Glue, white	27 1/2@ 35
Dry	9@ 22	Paris Green	22@ 39	Glue, white grd.	25@ 35
Paris Green	22@ 39			Glycerine	25@ 45
		Leaves		Hops	65@ 75
Buchu	1 25@1 30	Buchu	1 25@1 30	Iodine	6 45@6 90
Buchu, powdered	@1 30	Buchu, powdered	@1 30	Iodoform	7 35@7 65
Sage, Bulk	25@ 30	Sage, Bulk	25@ 30	Lead Acetate	20@ 30
Sage, 1/4 loose	@ 40	Sage, 1/4 loose	@ 40	Mace	@1 40
Sage, powdered	@ 35	Sage, powdered	@ 35	Mace, powdered	@1 45
Senna, Alex.	50@ 75	Senna, Alex.	50@ 75	Menthol	16 50@17 00
Senna, Tinn.	30@ 35	Senna, Tinn.	30@ 35	Morphine	11 15@11 92
Senna, Tinn. pow.	25@ 35	Senna, Tinn. pow.	25@ 35	Nux Vomica	@ 30
Uva Ursi	20@ 25	Uva Ursi	20@ 25	Nux Vomica, pow.	17@ 25
		Oils		Pepper black pow.	38@ 45
Almonds, Bitter, true	7 50@7 75	Almonds, Bitter, true	7 50@7 75	Pepper, White	40@ 45
Almonds, Bitter, artificial	4 00@4 25	Almonds, Bitter, artificial	4 00@4 25	Pitch, Burgundy	10@ 15
Almonds, Sweet, true	1 40@1 60	Almonds, Sweet, true	1 40@1 60	Quassia	12@ 15
Almonds, Sweet, imitation	60@1 00	Almonds, Sweet, imitation	60@1 00	Quinine	72@1 32
Amber, crude	1 50@1 75	Amber, crude	1 50@1 75	Rochelle Salts	30@ 35
Amber, rectified	1 75@2 00	Amber, rectified	1 75@2 00	Saccharine	@ 20
Anise	1 00@1 25	Anise	1 00@1 25	Salt Peter	11@ 22
Bergamont	5 75@6 00	Bergamont	5 75@6 00	Selditz Mixture	30@ 40
Cajuput	1 50@1 75	Cajuput	1 50@1 75	Soap, green	15@ 30
Cassia	4 25@4 50	Cassia	4 25@4 50	Soap mott cast.	22 1/2@ 25
Castor	1 90@2 15	Castor	1 90@2 15	Soap, white castile	@12 50
Cedar Leaf	1 75@2 00	Cedar Leaf	1 75@2 00	Soap, white castile less, per bar	@1 45
Citronella	1 50@1 75	Citronella	1 50@1 75	Soda Ash	3@ 10
Cloves	3 00@3 25	Cloves	3 00@3 25	Soda Bicarbonate	3 1/2@ 10
Cocoonut	25@ 35	Cocoonut	25@ 35	Soda, Sal	02 1/2@ 63
Cod Liver	1 80@2 00	Cod Liver	1 80@2 00	Spirits Camphor	@1 35
Croton	2 00@2 25	Croton	2 00@2 25	Sulphur, roll	3 1/2@ 10
Cotton Seed	1 40@1 60	Cotton Seed	1 40@1 60	Sulphur, Subl.	04@ 10
Cubebs	7 00@7 25	Cubebs	7 00@7 25	Tamarinds	20@ 35
Eigerson	6 00@6 25	Eigerson	6 00@6 25	Tartar Emetic	70@ 75
Eucalyptus	1 25@1 50	Eucalyptus	1 25@1 50	Turpentine, Ven.	50@ 75
Hemlock, pure	1 75@2 00	Hemlock, pure	1 75@2 00	Vanilla Ex. pure	1 75@2 25
Juniper Berries	3 25@3 50	Juniper Berries	3 25@3 50	Vanilla Ex. pure 2	50@3 00
Juniper Wood	1 50@1 75	Juniper Wood	1 50@1 75	Zinc Sulphate	04@ 15
Lard, extra	1 50@1 75	Lard, extra	1 50@1 75		
Lard, No. 1	1 25@1 50	Lard, No. 1	1 25@1 50		

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

DECLINED

H. P. Beans	Lard
Red Kidney Beans	Veal
Barley	Lamb
Coffee	Pork
Some Cheese	

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., doz.	31 20
Rocket, 16 oz., doz.	1 25

BEECH-NUT BRANDS.



Mints, all flavors	60
Gum	70
Fruit Drops	70
Caramels	70
Sliced bacon, large	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 70
Peanut butter, 10 1/2 oz.	3 25
Peanut butter, 6 1/2 oz.	2 00
Peanut butter, 3 1/2 oz.	1 25
Prepared Spaghetti	1 40
Baked beans, 16 oz.	1 40



BLUING

Original	
condensed Pearl	
Crown Capped	
4 doz., 10c ds.	85
3 ds. 15c, ds.	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 Brst Biscuit	1 90
Ralston Branios	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.	7 25
Fancy Parlor, 23 lb.	8 25
Ex. Fancy Parlor 25 lb.	9 25
Ex. Fcy. Parlor 26 lb.	10 00
Toy	2 25
Whisk, No. 3	2 75

BRUSHES

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

Stove

Shaker	1 80
No. 50	2 00
Peerless	2 60

Shoe

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

BUTTER COLOR

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

CANDLES

Electric Light, 40 lbs.	12 1
Plumber, 40 lbs.	12 8
Paraffine, 6s	14 1/2
Paraffine, 12s	14 1/2
Wicking	40
Tudor, 6s, per box	30

CANNED FRUIT.

Apples, 3 lb. Standard	1 50
Apples, No. 10	4 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
Blueberries, 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
Papple, 2 br. sl.	2 65
Papple, 2 1/2, sl.	3 35
Papple, 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 60
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, kless	5 00
Sardines, 1/4 Smoked	7 50
Salmon, Warrens, 1/2	2 75
Salmon, Red Alaska	3 10
Salmon, Med. Alaska	2 75
Salmon, Pink Alaska	1 25
Sardines, 1/4, ea.	10 25
Sardines, 1/4, ea.	1 65
Tuna, 1/2, Albocore	95
Tuna, 1/4s, Curtis, doz.	2 20
Tuna, 1/4s, 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. sli.	1 35

Beef, No. 1/4, Qua. sli.	1 75
Beef, 5 oz., Qua. sli.	2 50
Beef, No. 1, B'nut, sli.	4 50
Sap Sago	85
Beefsteak & Onions, s	2 75
Chili Con Ca., 1s	1 35
Deviled Ham, 1/2	2 20
Deviled Ham, 1/2	3 60
Hamburg Steak & Onions, No. 1	3 15
Potted Beef, 4 oz.	1 10
Potted Meat, 1/2 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, 10	8 50
Green Beans, 2s	2 00
Gr. Beans, 10s	7 50
L. Beans, 2 gr.	1 35
Lima Beans, 2s, Soaked	95
Red Kid. No. 2	1 20
Beets, No. 2, wh.	1 75
Beets, No. 2, cut	1 60
Beets, No. 3, cut	1 80
Corn, No. 2, Ex stan	1 65
Corn, No. 2, Fan.	1 80
Corn, No. 2, Fy. glass	3 25
Corn, No. 10	7 50
Hominy, No. 3	1 00
Okra, No. 2, whole	2 00
Okra, No. 2, cut	1 60
Dehydrated Veg. Soup	90
Dehydrated Potatoes, lb.	45
Mushrooms, Hotels	42
Mushrooms, Choice	55
Mushrooms, Sur Extra	75
Peas, No. 2, E. J.	1 50
Peas, No. 2, Sift.	
June	1 35
Peas, No. 2, Ex. Sift.	
E. J.	2 25
Peas, Ex. Fine, French	25
Pumpkin, No. 3	1 35
Pumpkin, No. 10	4 50
Pimientos, 1/4, each	12 1/4
Pimientos, 1/2, each	27
Sw't Potatoes, No. 2 1/2	1 60
Sauerkraut, No. 3	1 40
Succotash, No. 2	1 65
Succotash, No. 2, glass	2 80
Spinach, No. 1	1 25
Spinach, No. 2	1 60
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 50
Tomatoes, No. 10	7 50

CATSUP.

B-nut, Small	2 70
Lilly Valley, 14 oz.	2 60
Lilly 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
Camembert, small tins	2 25
Wisconsin New	26 1/2
Longhorn	27
Michigan Full Cream	25 1/2
New York Full Cream	29
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	65
Beechnut	70
Doublemint	65
Juicy Fruit	65
Peppermint, Wrigleys	65
Spearmint, Wrigleys	65
Wrigley's P-K	65
Zeno	65
Teaberry	65

CHOCOLATE.

Baker, Caracas, 1/4s	37
Baker, Caracas, 1/4s	35
Hersheys, Premium, 1/4s	35
Hersheys, Premium, 1/4s	36
Runkle, Premium, 1/4s	32
Runkle, Premium, 1/4s	32
Vienna Sweet, 24s	2 10

COCOA.

Bunte, 1/4s	43
Bunte, 1/4 lb.	35
Bunte, lb.	32
Droste's Dutch, 1 lb.	8 50
Droste's Dutch, 1/2 lb.	4 50
Droste's Dutch, 1/4 lb.	2 35
Hersheys, 1/4s	32
Hersheys, 1/4s	28
Huyler	36
Lowney, 1/4s	40
Lowney, 1/4s	40
Lowney, 5 lb. cans	21
Runkle, 1/4s	32
Runkle, 1/4s	36
Van Houten, 1/4s	75
Van Houten, 1/4s	75

COCOANUT.

1/4s, 5 lb. case Dunham	42
1/4s, 5 lb. case	40
1/4s & 1/2s 15 lb. case	41
Bulk, barrels shredded	21
48 2 oz. pkgs., per case	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	28
Santos	35
Maracaibo	39
Gautemala	40
Java and Mocha	47
Bogota	42
Peaberry	37

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
Engle, 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 ds.	4 30
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	
Canadian Club	37 50
Master Piece, 50 Tin	37 50
Webster's	37 50
Webster Savoy	75 00
Webster Plaza	95 00
Webster Belmont	110 00
Webster St. Reges	125 00
Starlight Rouse	90 20
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 Dutch Stogie	18 50

CONFECTIONERY

Stick Candy Pails	
Standard	17
Jumbo Wrapped	19
Pure Sugar Sticks 600s	4 20
Big Stick, 20 lb. case	20

Mixed Candy

Kindergarten	18
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 Pails

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

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 AN DPRESERVES	
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	
Kent Storage Brands.	
Good Luck, 1 lb.	26
Good Luck, 2 lb.	25 1/2
Gilt Edge, 1 lb.	26
Gilt Edge, 2 lb.	25 1/2
Delicia, 1 lb.	21
Delicia, 2 lb.	20 1/2
Van Westenbrugge Brands	
Carload Distributor	



Nucoa, 1 lb.	25 1/2
Nucoa, 2 and 5 lb.	25
Wilson & 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
Abby, Kegs, wet, 10. 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	74
Choice	62
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	4 70
Dove, 24, 2 1/2 lb. Black	3 90
Dove, 6, 10 lb. Blue L.	4 45
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, Jumbo, raw	13
Peanuts, Jumbo, rstl	15
Pecans, 3 star	23
Pecans, Jumbo	50
Walnuts, California	31
Shelled.	
Fancy, No. 1	14
Jumbo	23

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
5 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 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



Iron Barrels.	
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
PIFES.	
Cob, 3 doz. in bx. 1 00@1 20	

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

POTASH	
Babbitt's 2 doz.	2 75

FRESH MEATS	
Beef.	
Top Steers & Hef.	@18
Good Steers & Hef.	@15 1/2
Med. Steers & Hef.	@12 1/2
Com. Steers & Hef.	@10 1/2
Cows.	
Top	12 1/2
Good	11
Medium	9
Common	7 1/2

Veal.	
Top	16
Good	15
Medium	13
Lamb.	
Good	24
Medium	21
Poor	16

mutton.	
Good	14
Medium	10
Poor	8
Pork.	
Light hogs	16
Medium hogs	17 1/2
Heavy hogs	15
Loins	24
Butts	22 1/2
Shoulders	18
Spareribs	15
Neck bones	6

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	17 1/2
60 lb. tubs	advance
50 lb. tubs	advance
20 lb. pails	advance
10 lb. pails	advance
5 lb. pails	advance
3 lb. pails	advance
Compound tierces	14
Compound, tubs	14 1/2

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	@19
Picnic Boiled	
Hams	30 @32
Boiled Hams	45 @47
Minced Hams	14 @17
Bacon	30 @39

Beef	
Boneless, rump	18 00@22 00
Rump, new	18 00@22 00
Mince Meat.	
Condensed No. 1 car.	2 00
Condensed Bakers brick	31
Moist in glass	8 00
Pig's Feet	
Cooked in Vinegar	
1/2 bbls.	1 55
1/4 bbls., 35 lbs.	2 75
1/2 bbls.	5 30
1 bbl.	15 00

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@9
Broken	06

ROLLED OATS	
Steel Cut, 100 lb. sks.	3 60
Silver Flake, 12 Fam.	2 50
Quaker, 18 Regular	1 80
Quaker, 12s Family	2 70
Mothers, 12s, 11 num	3 25
Silver Flake, 13 Reg.	1 50
Sacks, 90 lb. Jute	3 25
Sacks, 90 lb. cotton	3 35

RUSKS.	
Holland Rusk Co.	
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
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
Cut Lunch	95
Boned, 10 lb. boxes	20

Lake Herring	
1/2 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, ds.	1 35
Dri-Foot, doz.	2 00
Bixby, Doz.	1 35
Shinola, doz.	90

STOVE POLISH.	
Blackline, per doz.	1 35
Black Silk Liquid, dz.	1 40
Black Silk Paste, doz.	1 25
Enamaline Paste, doz.	1 35
Enamaline Liquid, dz.	1 35
E Z Liquid, per doz.	1 40
Medium per doz.	1 45
Rising Sun, per doz.	1 35
654 Stove Enamel, dz.	2 80
Vulcanol, No. 5, doz.	95
Vulcanol, No. 10, doz.	1 35
Stovoll, per doz.	3 00

Colonial, 24, 2 lb.	
Log Cabin, 100, doz.	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

Butter Salt, 280 lb. bbl	4 50
Blocks, 50 lb.	42
Baker Salt, 280 lb. bbl.	4 50
100, 3 lb. Table	6 07
60, 5 lb. Table	5 57
30, 10 lb. Table	5 30
28 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
Plain 50-lb. blks.	52
No. 1 Medium bbl.	2 75
Teumseh 70-lb. farm sk.	82
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 Naphtha, 700 box	5 60
Grma White Na. 100s	4 10
Rub No More White	
Naphtha, 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
Map Rose, 100 box	7 85
Palm Olive, 144 box	11 00
Lava, 100 box	4 90
Octagon	6 20
Gummo, 100 box	4 85
Sweetheart, 100 box	5 70
Grandpa Tar, 50 am.	2 00
Grandpa Tar, 50 lge.	3 45
Quaker Hardwater	
Cocoa, 72s, box	2 70
Fairbank Tar, 100 bx	4 00
Trilby 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	
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Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, April 14—In the matter of Forrest C. Reed, Bankrupt No. 2661, the funds for the first meeting have been received and such meeting has been called for April 27.

In the matter of Floyd M. Hendrick, Bankrupt No. 2663, the funds for the first meeting have been received and such meeting has been called for April 28.

April 15. On this day were received the schedules, order of reference and adjudication in the matter of Wilson A. Giering Electrical Co., Bankrupt No. 2671. The matter has been referred to Charles B. Blair, as referee in bankruptcy. The bankrupt is a corporation located at Grand Rapids, and has been carrying on a wholesale electrical supply business at such city. The schedules filed list assets of \$6,244.44, with liabilities of \$9,659.25. The first meeting has been called for May 4. A custodian is placed in charge pending the appointment of a trustee of the estate. A list of the creditors of the bankrupt is as follows:

City of Grand Rapids	\$120.20
Franklite Co., Cleveland	1,935.92
Dalton Adding Machine Co., Cincinnati	100.00
Pelter Auto Co., Grand Rapids	816.85
Dallas Brass & Cop. Co., Chicago	3,060.32
Anylite Co., Fort Wayne	71.88
Bright Star Battery Co., Hoboken, N. J.	114.45
Cooley Engineering Co., Sandusky	21.80
Consolidated Lamp & Glass Co., Corapolis, Pa.	2.97
Consumers Power Co., Grand Rapids	6.34
Domestic Chandelier Co., New York	15.50
Electrical Dealers Supply House, Chicago	62.00
Faries Mfg. Co., Decatur, Ohio	27.07
Foskett Co., Port Jervis, N. Y.	16.25
Gaynor Elec. Co., Bridgeport, Conn.	69.89
Griener Bros., Grand Rapids	19.67
Phil R. Hinckley, Cleveland	73.91
Henry Heyman Co., New York	17.50
H. T. Electrical Co., Chicago	19.00
Hatfield Rubber Works, Newark	46.37
Incandescent Sup. Co., Pittsburgh	155.64
Kent State Bank, Grand Rapids	250.00
Jeannette Shade & Novelty Co., Jeannette, Pa.	10.00
Johns Pratt Co., Hartford, Conn.	6.68
Litscher Elec. Co., Grand Rapids	10.69
Charles M. Luce, Grand Rapids	1,202.05
Mutual Elec. Mach. Co., Detroit	65.56
Mid West Electric Co., Chicago	57.25
Mich. Chandelier Co., Detroit	15.00
Mid West Metal Products Co., Muncie, Ind.	65.00
Mich. Bell Tel. Co., Grand Rapids	13.05
Melcher Bros., Grand Haven	17.70
National Light Fixture Mfg. Co., New York	114.37
H. Northwood Co., Wheeling, W. Va.	233.08
National Metal Spinning & Stamping Co., New York	25.00
Newark Metal Mfg. Co., Newark	87.00
Ovillite Mfg. Co., New York	65.00
Pittsburgh Valve & Fitting Co., Barberton, Ohio	67.63
John I. Paulding Co., New Bedford	108.20
Paine Co., Chicago	20.00
Queen City Fdy. Co., Buffalo	165.87
Reliance Metal Spinning & Stamping Co., Brooklyn	70.90
Peerless Light Co., Chicago	100.66
O. P. Schriever Co., Cincinnati	7.54
Seneca Glass Mfg. Co., Morgantown, W. Va.	53.80
Royal Art Glass Co., New York	6.95
Tisch-Hine Co., Grand Rapids	26.51
United Metal Spinning Co., Brooklyn	275.00
Victory Lamp Co., Philadelphia	19.75
P. Kriekaard, Grand Rapids	34.88
Patterson Printing Co., Grand Rapids	57.75
Becker Auto Co., Grand Rapids	27.15
G. R. Electric Club, Grand Rapids	30.00
A. D. Wolf, Grand Rapids	250.00
Transo Envelope Co., Grand Rapids	39.20
R. G. Dunn, Grand Rapids	65.00
G. R. Insurance Agency, Grand Rapids	19.20
John S. Noel Co., Grand Rapids	31.33
W. U. Tel. Co., Grand Rapids	1.38

April 16. On this day was held the first meeting of creditors in the matter of Fred Sheringer, Bankrupt No. 2642. The bankrupt was present and by attorney Joseph F. Sanford, Ward B. Conine, George D. Stribley and Corwin & Norcross were present for creditors. Corwin & Norcross also represented the petitioning creditors. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. C. W. Moore, of Belmont, was elected trustee and the amount of his bond placed by the referee at \$5,000. A petition for reclamation was considered and allowed. The first meeting was then adjourned without date.

In the matter of George Myers, Bankrupt No. 2613, the trustee has reported the receipt of an offer of \$75, from Chaffee Brothers Furniture Co., of Grand Rapids, for the Story and Clark Piano and bench and twenty-four rolls, all of which is appraised at \$500. The trustee has also reported the receipt of an offer of D. C. Alchin, of Rockford, of \$25 for the iron safe in this estate, appraised at \$50. Both offers have been set for hearing and the sale will be held on April 28. The property is located at Rockford. All interested should be present at the named time. The sale will be held at the referee's office in Grand Rapids.

In the matter of Bert Stell, Bankrupt No. 2653, the trustee has reported the receipt of an offer from Grand Rapids Store Fixture Co. of \$400 for all of the

stock in trade, furniture and fixtures of this estate, all of which is appraised at \$1,108.54. The date fixed or sale is April 28. The property is located at Grand Rapids, and is the assets of a restaurant and lunch room. The inventory is in the hands of the referee and of the trustee, Edward L. Smith, Houseman building, Grand Rapids. The sale will be held at the office of the referee at Grand Rapids. All interested should be present at the time and place named.

On this day also were received the adjudication, order of reference and other papers in the matter of International Vinegar Co., Bankrupt No. 2662. The matter has been referred to Charles B. Blair, as referee in bankruptcy. The case is involuntary and the bankrupt has been ordered to file schedules. The bankrupt is a corporation engaged in the manufacture and sale of vinegar and other kindred products and has plants at Grant and Allegan. When the schedules have been filed a list of the creditors and the date of the first meeting will be given here. Custodians are in charge of the assets of the corporation pending the election of a trustee.

April 17. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Milo P. Brown, Bankrupt No. 2672. The matter has been referred to Charles B. Blair, as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and is a truck driver by occupation. The schedules list assets of \$275, all of which is claimed as exempt to the bankrupt, with liabilities of \$1,187.08. A deposit for the first meeting has been asked for 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:

Edward D. Moffitt, Dutton	\$450.00
Nathan C. Thomas, Caledonia	316.42
Caledonia Farmers Co-operative Association, Caledonia	84.52
Wenger & Clements, Caledonia	52.00
Mich. State Farm Bureau, Lansing	30.00
Dr. George Houghton, Caledonia	41.75
Jos. W. Spooner, Grand Rapids	38.00
Al Barnum Estate, Alaska	120.75
Chas. Kinsey, Caledonia	46.64
Dr. Levi Miller, Caledonia	7.50

April 17. On this day was held the adjourned hearing on the composition offer of Jacob L. Brilliant, Bankrupt No. 2635. The bankrupt was not present or represented. No creditors were present or represented. The matter of the acceptances was considered and it appeared that only a portion of the creditors have filed their acceptances or rejections of the offer, the matter was held open for a few days more in order to allow the decisions of the creditors to be presented.

April 20. On this day was held the first meeting of creditors in the matter of Peter Schippers, Bankrupt No. 2659. The bankrupt was present in person and by attorneys. No creditors were present or represented. No claims were proved and allowed. The bankrupt was sworn and examined without a reporter. John Schuring, Jr., of Portage, was appointed trustee, and the amount of his bond placed at \$100. The first meeting was then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Ervin M. Bingham, Bankrupt No. 2646. The bankrupt was present in person. Creditors were present in person and by Jackson, Fitzgerald & Dahl, attorneys for petitioning creditors. Claims were proved and allowed. M. N. Kennedy was elected trustee and the amount of his bond placed at \$1,000. The bankrupt was

sworn and examined with a stenographer taking the testimony. The first meeting was then adjourned without date.

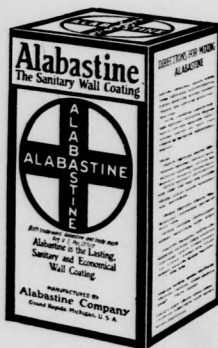
April 18. (Delayed). On this day were filed the schedules in the involuntary case of William A. Fishel, Bankrupt No. 2652. The schedules show assets of \$15,127.14, of which \$500 is claimed as exempt to the bankrupt, with liabilities of \$37,171.44. The first meeting of creditors has been called for May 4. A list of the creditors of the bankrupt is as follows:

Max Kahn & Co., Chicago	\$179.75
Sterling Hosiery Co., Chicago	50.00
Style Plus Dress Co., New York	183.50
Ribner & Wachs, Philadelphia	138.00
Standard Knitting Co., Cleveland	187.50
Winner Waist Co., New York	45.80
Kramer & Sauber, Baltimore	188.43
Amer. Paper Box Co., Grand Rapids	53.65
Nathan L. Cohen Co., New York	48.75
Chelsea Apparel Co., New York	82.00
Charles R. Devoise, Newark, N. J.	106.13
Goldman & Klein, New York	81.00
Hollander Co., New York	114.75
Henikoff & Mish, Chicago	68.70
Klein Moffitt Co., Baltimore	85.50
Moshontz Bros., Cleveland	55.50
Barney Gisnet, Chicago	186.25
Rite Maid Waist Co., New York	41.16
Wagonery Avery Garment Co., Three Rivers	120.05
Fashionable Knitwear Mills, N. Y.	60.00
Nussbaum Grossman Co., Cleveland	1,030.00
Lees Bros., Chicago	3,750.00
Ensheimer Fish Co., Cleveland	2,196.80
Elhorn White & Syle, Cleveland	3,512.75
Childs Specialty Co., Union City, Tenn.	91.24
Brod Bros., Philadelphia	374.31
Pelton & Pelton, Chicago	425.13
Deutsch Blumfeld & Strauss, Chicago	486.50
H. Marcus Skirt Co., New York	63.90

Warning—

Kalsomine is *not* Alabastine —There Are Important Differences!

- 1 Alabastine covers more wall space pound for pound than any other wall finish.
- 2 Alabastine *never rubs off* if properly applied. Yet, when it is time to renew the wall finish, Alabastine washes off perfectly.
- 3 It mixes easily, quickly, with cold or warm water, and the only tool needed to apply is a good broad brush.
- 4 You can select Alabastine in white and all tints. Moreover, you can be absolutely sure that you will get the exact Alabastine tint or color you select. Alabastine eliminates guesswork. Every package is labeled and numbered—a double check-up with the color card.
- 5 Alabastine walls are much more economical than wall paper or paint. Also sanitary and durable, as well as beautiful.
- 6 You may be offered bulk kalsomine or package substitutes for Alabastine at a few cents less—but would you take skimmed milk in your coffee when you could have cream at approximately the same price?
- 7 Do not be misled by substitutes. Some come with fancy names. Some in fancy packages. But none are Alabastine. You can get Alabastine results only when you use genuine Alabastine. **Genuine Alabastine comes in a trade-mark package with cross and circle printed in red.**
- 8 Ask your dealer for an Alabastine colorcard or write Miss Ruby Brandon, the Alabastine Company, Grand Rapids, Mich. Then you won't have to be disappointed by using kalsomine or a package substitute.



Ask your dealer for Alabastine—No package genuine without the cross and circle printed in red.

Alabastine

Instead of kalsomine or wall paper

Recorder Press, Albion	26.60
Geschwind Girls Coat Co., N. Y.	93.50
Juvenile Children's Wear Co., N. Y.	114.50
S. Steleman & Co., Chicago	166.50
Hugh Lyons & Co., Lansing	43.00
Cinderella Blouse Co., New York	159.09
M. & H. Garment Co., Chicago	371.25
Augusta Knitting Mills, Utica, N.Y.	344.29
Peggy Paige, New York	774.09
Bell Dress Co., Chicago	180.00
Mich. Garment Co., South Haven	178.50
Merit Garment Co., Chicago	208.75
Suerman Bros., Des Moines	103.50
B. Kirschbaum & Co., Chicago	440.25
O. K. Skirt Co., Detroit	200.00
Mich. Garment House, So. Haven	800.00
Big G. Dress Co., New York	364.45
Milbury Mfg. Co., New York	357.60
Miltha Maid Mfg. Co., Chicago	367.85
Stein & Salmon, Chicago	776.25
A. Cohen, New York	413.00
Friedman & Fass, Chicago	430.50
M. H. Frank Co., Chicago	362.25
Alport Cutler Co., Chicago	181.00
A. J. Rosenbaugh & Co., Philadel-	155.48
phia	241.25
Rosh & Myers, New York	226.69
Peerless Sweater Mills, New York	153.50
Rosebud Mfg. Co., New York	167.25
Highgrade Skirt Co., New York	150.50
Sherr Bros., New York	205.33
G. P. Van Lopick & Co., Grand	162.82
Haven	1,005.24
Penn Silk Hosiery Co., Bangor, Pa.	460.96
Merchants Textile Syndicate Co.,	171.70
Bay City	225.25
S. P. Platt, Chicago	68.00
E. Huidhues & Co., Chicago	215.62
Hirsch Bros., New York	81.00
Louis Kreisler, New York	109.62
Imperial Knitting Mills, New York	111.62
Pongee Blouse Co., New York	119.38
Gallon Mfg. Co., Gallon, Ohio	41.99
Onyx Hosiery Co., New York	200.00
Best Mills, New York	162.00
Samuel Jastromb, Chicago	4,050.00
T. R. Publishing Co., Three Rivers	2,700.00
Niles Daily Star Sun, Niles	4,550.00
First National Bank, Three Rivers	
Newman & Snells State Bank,	
Niles	
Citizens State Bank, South Haven	
April 20. On this day were received	
the schedules, order of reference and	
adjudication in bankruptcy in the matter	
of John R. Dertien, Bankrupt No. 2673.	
The matter has been referred to Charles	
B. Blair, as referee in bankruptcy. The	
bankrupt is a resident of Grand Rapids.	
The occupation is not noted in the	
schedules. The schedules list assets of	
\$787.10, of which \$250 is claimed as ex-	
empt to the bankrupt, with liabilities of	
\$6,219. The court has written for funds	
and upon receipt of the same the first	
meeting of creditors will be called and	
note of same made here. A list of the	
creditors of the bankrupt is as follows:	
Estelle Wheeler, Grand Rapids	\$110.60
A. W. Venema, Diamond Lake	50.00
Mr. Garnett, Grand Rapids	100.00
R. Dertien, Grand Rapids	1,500.00
E. L. Kendall Lumber Co., Belding	400.00
Chas. D. Harrison, Grand Rapids	500.00
Homer Freeland, Grand Rapids	100.00
Johnson Optical Co., Grand Rapids	900.00
Walter Head, Grand Rapids	60.00
Wolverine Optical Co., Grand Rap.	230.00
Edw. Plume Co., Chicago	330.00
Belt & Vander Est, Grand Rapids	2.82
Banner & Wachter, Grand Rapids	19.20
Banner Pub. Co., Belding	5.00
Bixby Office Supply Co., Grand R.	5.00
Alvah Brown, Grand Rapids	90.00
J. Ball, Grand Haven	5.00
Dr. J. Cardwell, Grand Rapids	12.00
Guidotti Hatter, Grand Rapids	8.00
Comstock & Graves, Grand Rapids	15.00
Cascade Garage, Grand Rapids	24.05
Casnovia Herald, Casnovia	10.60
Coopersville Observer, Coopersville	45.62
Peoples Bank, Belding	51.10
G. R. Trunk Co., Grand Rapids	21.00
Grandville Star, Grandville	17.35
G. R. Awning & Tent Co., Grand	
Rapids	15.00
Press, Grand Rapids	40.25
Herald, Grand Rapids	24.00
Joseph Dyk, Grand Rapids	300.00
W. B. Jarvis Co., Grand Rapids	26.50
Lewis Electric Co., Grand Rapids	12.00
Mayhew Shoe Co., Grand Rapids	7.00
Marks Auto Co., Grand Rapids	17.00
F. J. Broadbent, Middleville	6.50
C. E. Michels, North Park	5.73
Preferred Auto Underwriters,	
Grand Rapids	13.12
Emmett F. Roche, Grand Rapids	8.00
Rockford Register, Rockford	10.80
R. C. Sackett, Grand Rapids	6.20
Standard Oil Co., Grand Rapids	30.00
Steele Bros., Grand Rapids	64.13
Sparta Sentinel Leader, Sparta	5.78
Eugene F. Smith, Grand Rapids	15.95
Charles Frankla Co., Grand Rapids	22.75
United Auto Ins. Co., Grand Rapids	34.04
Vander Werf Printg. Co., Grand R.	10.00
Wolverine Storage Battery Co.,	
Grand Rapids	2.75
Spade Tire Shop, Grand Rapids	.60
Vandenbergh Bros., Grand Rapids	24.75
H. F. Dowstra Co., Grand Rapids	34.75
Citiz. Tel. Co., Grand Rapids	11.96
Downtown Tire Shop, Grand Rap.	6.00
Union Sta. Garage, Grand Rapids	10.00
Erick Nyblod, Grand Rapids	1.80
Thompson Typewriter Co., Grand	
Rapids	1.20
Leroy Herman, Grand Rapids	368.00
A. E. Maher, Grand Rapids	168.00
Wurzburg Dry Goods Co., Grand	
Rapids	75.00
L. D. Verdier, Grand Rapids	25.00
Gerritt Zoett, Coopersville	24.00
West Drug Stores, Grand Rapids	79.71
Yonkman Tire Shop, Grand Rapids	11.00
Peoples Savings Bank, Coopersville	20.00

G. R. National Bank, Grand Rapids 30.00
G. R. Moving Van Co., Grand Rap. 24.00
McHugh-Postema Bootery, Grand

Rapids 14.50
Dr. Aiden Williams, Grand Rapids 5.00

April 20. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of John Geyer, Bankrupt No. 2674. The matter has been referred to Charles B. Blair, as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and is a laborer by occupation. The schedules filed show assets of \$300, of which \$250 is claimed as exempt to the bankrupt, with liabilities of \$740.49. 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: Harley Smith Furn. Co., Grand R. \$ 50.00
Young & Chaffee, Grand Rapids 55.00
Irving Stroup, Grand Rapids 35.00
Brown & Schler Co., Grand Rapids 18.00
A. F. Burch Co., Grand Rapids 50.00
T. J. Brownwell, Grand Rapids 54.00
Ottobien & Fox, Grand Rapids 25.00
Spielmaker Garage, Grand Rapids 6.50
A. F. Rauch, Chicago 104.00
Shalbolt & Bond, Milwaukee 87.00
Bridgeport Coach Lace Co., Mridgeport, Conn. 180.96
F. S. Carr Co., Boston 75.03

April 20. On this day were received the schedules, order of reference and adjudication in bankruptcy of Charley H. Kramer and Claude Muth, as co-partners and the copartnership of Kramer & Muth, Bankrupt No. 2675. The matter has been referred to Charles B. Blair, as referee in bankruptcy. The bankrupts are residents of St. Joseph. They were engaged in the plumbing and heating business at such city. The schedules of the partnership show assets of \$20 and liabilities of \$305.57. The creditors of the partnership are as follows: Walworth Mfg. Co., Chicago \$164.06
Standard Mfg. Co., Chicago 156.40
L. J. Mueller Furnace Co., Chicago 148.11
James C. Clow Sons, Chicago 337.00

The schedules of the individual Charley H. Kramer show assets of \$399, of which \$375 is claimed as exempt to the bankrupt, with liabilities of \$396.76. The creditors are as follows: F. A. Schoenberg, St. Joseph \$222.00
Swan Mercantile Co., Chicago 24.50
P. Brown, St. Joseph 29.55
Benton Harbor Gas & Fuel Co.,

Benton Harbor 5.50
Radde & Kasschiske, St. Joseph 13.98
Wolf Meat Market, St. Joseph 2.08
Fetke & Rutkoskie, St. Joseph 39.15
A. G. Stark, St. Joseph 60.00
The schedules of the individual Claude Muth show assets of \$1,959, all of which are claimed as exempt to the bankrupt, with liabilities of \$2,517.57. The creditors of this individual are as follows: City, county and State taxes \$ 71.57
Agens Yore, St. Joseph 2,000.00
Metropolitan Life Ins. Co., New Y. 27.00
Dan Muth, St. Joseph 300.00
Jacob Harrold, St. Joseph 89.00
Dr. L. A. King, St. Joseph 30.00

Good Laws and How to Get Them.
(Continued from page 21)
Good laws are the outcome of good thinking and good work on the part of those best qualified, which include, above all, those who are in the everyday trade. Trade organizations cannot function for the trade in the matter of thinking and working for good laws. They can assemble and convey the results of trade effort so as to bring them to bear on the lawmaking bodies. They can co-operate in this business and with other organizations representing other branches of the industry. They are like the government, which functions best when it aids the people to express themselves, and not when it assumes to do the thinking and the work for them.

Paul Mandeville.

Addressing commercial teachers a Buffalo educator says that to be "fired" is a valuable experience for any one who essays to give secretarial training. Many a man, smarting from humiliation in the dust and ashes of defeat, has realized the truth of Henry Vaughan's words, "I climb when I lie down." He has discovered in the shadow what the sunny hours never taught him.

A successful man is oftener judged by the fights he has avoided than the fights he has won.

\$500,000

J. A. MIGEL

INCORPORATED

First Mortgage

6½% Gold Bonds
Due 1940

Direct obligation of nationally known silk manufacturers of well-known and widely advertised lines, such as "MOONGLO," "FAN-TA-SI," "SPIRAL SPUN," "ARGOSY," Etc.

Secured by closed mortgage on all property, having a valuation of \$1,014,488.

Net quick assets \$640,000, or over 20% in excess of all bonds.

Available net earnings last six years over eight times interest requirements.

Price 100—Yield 6½%

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New York Chicago Detroit

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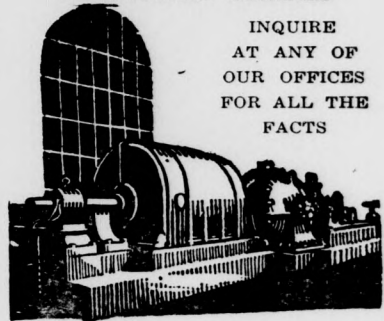
Nothing as Durable
Nothing as Fireproof
Makes Structures Beautiful
No Painting
No Cost for Repairs
Fire Proof
Weather Proof
Warm in Winter
Cool in Summer

Brick is Everlasting

Grande Brick Co., Grand Rapids

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

20,000 PARTNERS
PROFIT FROM
CONSUMERS POWER
PREFERRED SHARES



INQUIRE

AT ANY OF

OUR OFFICES

FOR ALL THE

FACTS

RELIABLE
SECRET SERVICE

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

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Business Wants Department

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

GENERAL STORE—For Sale—Owner has other interests. Low rent, small stock, and a good business. Must be sold at once. Rosenberg & Son, Alto, or call R. H. Speese, 934 Division Ave., South, Grand Rapids 906

FOR SALE—Cigar store and news stand doing good business. Up-to-date fixtures; clean stock; in best location in town of 5,000. Call or write for particulars. N. C. Kraft, Charlotte, Mich. 898

Wanted—Stock hardware and implements for good farm. DeCoudres, Bloomington, Mich. 899

FOR SALE—Large, late model National cash register. Used less than two years. Four drawer, nine totals; prints receipts. Electrically operated. Will sell at 50% discount from original cost. Ray C. Eaton, Otsego, Mich. 900

Business Opportunities—in Okla. county. Business places of all kinds, also residence property. Small farms. Write, phone, or see P. W. Callen, South Lyon, Mich. 901

For Sale—Store fixtures, consisting of very fine, high grade show cases, counter cases, five-station Lamson cash carriers, clothing racks, wax figures, etc. Must be sold at once. Address Levinson Department Store, Petoskey, Mich. 902

FOR SALE CHEAP—The Champion Accountant, manufactured by the Champion Register Co., Cleveland Ohio. This machine is good for over 500 accounts and is in first-class condition. John W. Free Lumber Co., Paw Paw, Mich. 903

For Sale—Myer roling ladder and fifty feet ceiling track. Good condition. \$25. Bert Swix, Shepherd, Mich. 904

For Sale—Stock general merchandise. Will sell stock and rent building or will sell both together. A money maker for a live wire. Reason for selling, poor health. Address J. C. Haddix, Bentley, Bay County, Mich. 905

FOR SALE—CHOICE FRUIT FARMS. ANY size you want. Write for particulars. Louis S. Schulz, St. Joseph, Mich. 891

WANTED—Men and dealers everywhere to sell Trubliproof Tires. Good pay. Capital Tire Sales, Distributors, Lansing, Mich. 892

For Sale—Complete dairy farm; thirty-five holstein cows, 150 acres land. Quick sale. Etta Sayers, Box 14, Cadillac, Mich. 893

For Sale or Rent—Store building in live northern Wisconsin city of 5,000 population. For full details, address J. Kaufman & Co., 419 First Avenue No., Minneapolis, Minn. 894

For Sale—Two fire-proof safes, two ice boxes, one four-pan fish box, candy and nut bowls, five sets of scales, one roll top desk, one hydraulic press, one oyster container, one upright stuffer, six-drawer National cash register, other fixtures. C. E. Crandall, 1016 Reed St., Kalamazoo, Mich. 896

Rare Bargains—Two farms, one 100 and one eighty acres; both good ones. You want to go to the country for health, here is a chance. Deal with the owner. Might consider a trade on store in town of 1500 or under. For particulars, write Walter Schworm, R. 1 Nessen City, Mich. 877

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

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

1½ spot cash for clothing and furnishing goods stocks. L. Silberman, 1250 Burlington Ave., Detroit, Mich. 666

CASH For Your Merchandise!

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

Bell Phone 596 Citiz. Phone 61366

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SIDNEY ELEVATORS

Will reduce handling expense and speed up work—will make money for you. Easily installed. Plans and instructions sent with each elevator. Write stating requirements, giving kind of machine and size of platform wanted, as well as height. We will quote a money saving price.

Sidney Elevator Mfg. Co., Sidney, Ohio

Conclusion of Tuesday Afternoon Proceedings.

Continuing the report of the Muskegon convention, which appears on pages 2, 3 and 6 of the week's issue, Treasurer Albrecht presented his annual report, as follows:

Receipts.	
Cash on hand April 24, 1924	\$ 656.25
At 1924 convention	482.75
From 1924 year book	350.00
Commission from insurance prem.	99.67
Commission on sales books	16.15
Dues received during year	893.35
From 1925 year book	475.00

\$2,972.17

Disbursements.	
Nat. Ass'n. per capita tax	\$ 45.00
Dues to Retailers Council	150.00
Salary of Secretary	300.00
Printing, postage and other expenses	1,671.07

\$2,166.07

Balance on hand \$ 806.10

The report was accepted and adopted, subject to the approval of the auditing committee.

President Christensen announced the following special committees:

Credentials—J. F. Tatman, Clare; Clarence Trayhan, Merrill; Ole Peterson, Muskegon.

Rules and Order—Herman Hanson, Grand Rapids; Walter Loeffler, Saginaw; John Bradley, Bay City.

John Affeldt, Jr., chairman of the legislative committee, presented his annual report, detailing the organization of the Michigan Retailers Council and describing the work undertaken by the Council in securing remedial legislation and defeating legislation unfriendly to the retailer. He congratulated the members over the enactment of the new hawkers and peddlers law. He stated that the most serious opposition to this enactment came from Grand Rapids in the form of a letter from the Secretary of the Association of Commerce, assuring the Legislature that the retailers of Grand Rapids were not in favor of the bill. Of course, this letter was based on error and therefore had little weight with the members of either branch of the Legislature. Mr. Affeldt stated that he was originally lukewarm on the subject of the Association investing \$150 in the Council, but in the light of what the Council has accomplished, he considers the contribution the best investment the Association ever made. He also described the manner in which Sunday closing has been accomplished in Lansing through the enactment of an ordinance by the city council which has been held constitutional by the Supreme Court. The full text of the ordinance is as follows:

An ordinance to prohibit the opening of grocery stores, meat markets or any other place in which groceries or meats are sold or kept for sale on the first day of the week, commonly called Sunday.

Section I. That it shall be unlawful for any person, firm or corporation to sell or offer for sale any groceries or meats or to keep open any grocery store, meat market or any other place in which groceries or meats are sold or kept for sale on the first day of the week commonly called Sunday; provided, however, that in this ordinance shall apply to persons, who conscientiously believe the seventh day of the week should be observed as the Sabbath and who actually refrain from secular business on that day.

Section II. Every person violating any of the provisions of this ordinance

shall upon conviction thereof be punished by a fine of not less than ten dollars nor more than twenty-five dollars for each offence, or by imprisonment in the city jail, work house, county jail or any workhouse in the State authorized by law to receive prisoners, not to exceed 90 days, or both such fine and imprisonment in the discretion of the court.

In the absence of John A. Lake (Petoskey), who was scheduled to lead the round table discussion on "New problems confronting the retailer," John Boonstra (Muskegon) assumed charge of the question box and conducted a most interesting portion of the programme for the space of an hour or more.

In the evening a sumptuous banquet was served to the delegates and invited guests by W. R. Roach & Co. at the Occidental Hotel. Both food and service were superb.

Items From the Cloverland of Michigan.

Sault Ste. Marie, April 21—Navigation has opened. The first boat through the locks this season was the steamer Harvester, locking through Sunday, April 12, and the wheels of industry have started again. The river points are ready for the summer business and our next drive will be the tourists, which promises to be the largest yet.

William McPhee has returned from the South, where he spent the winter and expects to re-open his place at Hessel next Thursday, entertaining his friends and patrons with a dancing party, for which a six piece orchestra has been provided. The light lunch service of the establishment will be in operation for the opening evening. Mr. McPhee has installed a Delco lighting plant this spring and says he will keep the street lights turned on all night during the summer months for the convenience of the public. The McPhee's will be open every night until 12 o'clock. The ice cream parlors are pleasantly located for coolness and shade in the heat of the summer. A very handsome open hearth attracts the notice of all visitors because of the beauty of the stones gathered with great care for its construction. The Les Cheneaux Islands surely should be proud of Mr. and Mrs. McPhee.

Some people seek pleasure abroad and find it waiting for them on their return home.

Elmer Fleming, for the past three years interested in the Boston store, has sold his interest to his partner, Mose Mezero. Mr. Fleming states that he has nothing definite to announce relative to his plans for the future, but is going to enjoy a vacation for a while looking over other propositions. His many friends here would like to have him remain here where we need just such young men full of pep and business ability.

"Half a loaf's better than no bread," but half the truth sometimes is worse than a whole lie.

Robert Killackey, for the past two years manager for the Atlantic and Pacific Tea Co., at Munising, has resigned his position to accept a position as traveling salesman for the Tapert Specialty Co., making the Soo line as well as part of the D., S. S. & A. territory.

Who says that number thirteen is unlucky? Not George Shields, the well-known Algonquin grocer. George had the price of a new auto laid away, but was asked to buy a ticket on a large Studebaker. A dollar was staked, so he deferred making the purchase until after the drawing. His being the thirteenth number entitled him to the ownership of the new car. George now wears a broad smile while stirring up the dust on the country roads with the feeling of a Rockefeller.

It is said that truth lies at the bot-

tom of the well. That is why the lawyer pumps the witness.

The Ladies Exchange, on East Portage avenue, which has been owned and operated by Mrs. M. A. Fournier, was sold last Monday to Mrs. Sarah Purvis, 546 Cedar street. The store re-opened for business again under the new management.

Now that Canada is to have 4.4 per cent. beer in about two weeks, a lot of anxious patrons find the time passing very slowly.

William Campbell, grocer at Hulbert, is building a new store opposite the one he now occupies. The new store will be much larger and more up-to-date. This shows what progress is being made in that hustling village.

Mose Sugar has erected a new building in Brimley which he is going to open with a full line of groceries. Mr. Sugar has been in the retail grocery and fish business at Bay Mills for many years. He has made a success of the business and expects to get his share of the business in Brimley.

William G. Tapert.

Successful Candidates at the March Pharmacy Examination.

Registered Pharmacists.
Kenneth L. Clark, Lansing.
J. Verne Crandall, Detroit.
John M. Cushing, Lake Linden.
David J. Gaufin, Big Rapids.
Jacob Malamud, Detroit.
Gayle H. Mehney, Belding.
Felix Nowacki, Detroit.
Norman C. Nyberg, Norway.
William M. Snyder, Woodland.
John Tencza, Detroit.
Ray C. Triestram Kalamazoo.
Konstantine W. Wiszowaty, Hamtramck.

L. Stanley Cady, Mt. Clemens.
Grace R. Durham, Corunna.
Carl R. Johnson, Negaunee.
Ernest M. Lampkin, Flint.
A. Francis Mummery, Ann Arbor.
Clement B. Piekarski, Detroit.
Earl M. Underhill, Clio.
Paul H. Van Ness, Jackson.
Registered Assistant Pharmacists.
David Barbas, Detroit.
Martin H. Brandell, Pigeon.
Herman F. Brower, Mason.
Floyd M. Chappell, Kalamazoo.
Baden Connor, Detroit.
Allen L. Fenton, Kingsley.
Glen L. Handshaw, Big Rapids.
Albert Homonoff, Detroit.
Donald F. Jeffery, Kingston.
Chester F. Miller, Manistee.
J. C. Monroe, Jr., Williamston.
Clifford E. Saum, Tiffin, Ohio.
Adriel H. Spaulding, Battle Creek.
Bernard Sporowsky, Detroit.
Alfred John Tilley, Detroit.
Harold L. Townsend, Big Rapids.
Arthur E. Vallee, Rogers City.
Neva R. Classic, Lake Odessa.
Arthur J. Dery, Escanaba.
Archie P. Goldstein, Detroit.
Clare J. Haskins, Ironwood.
John R. Kinzel, Detroit.
Fred J. Meppelink, Holland.
Aurile Pinsonneault, Detroit.
Joseph Ross, Detroit.
Wesley C. Rosser, Hastings.
Wm. Alexander Stuart, Detroit.
Samuel Weinstein, Detroit.

Senator La Follette has opened up on the Coolidge administration. The 58 per cent. of the electorate that voted for the President thought they were voting for an administration symbolized by a "modest Vermont farmhouse, an oil lamp and a well-thumbed family Bible." Now, according to disloyal La Follette, they are finding out their mistake. Instead of the humble farmhouse they are getting the grain gamblers. Instead of the little old oil lamp the bankers and monopolists are streaming into the Government from everywhere. And in place of the well-thumbed family Bible, "the god of mammon"

is commanding all the obeisances Washington has for any one. It is old stuff in slightly fresh verbal dress. The irresponsible and evasive Senator sees now that the Progressives would have carried everything before them last November if these swift transformations of policy could only have been foreseen at that time. Even though the Wisconsin Senator told the people all about it beforehand, they went ahead. And there is the shocking fact about the whole business. No matter what La Follette says, the people keep going on—and Mr. Coolidge has almost four years yet to go.

Leon Trotsky, if Moscow reports be true, is about due for another transformation in regular Bolshevik style. For all the time since he touched Russian soil in the middle years of the war this superman has been either up or down. Maybe there have been periods of stable renown; but if so, they have paled out amid the glare of his more strenuous fortunes. In recent months the Trotsky the world knows has been more down than ever. He has been outlawed, exiled, hated, in jail and about to be executed; and then would come sudden flashes of recovery and reports that he would soon be at the head of Russia and of the world. The next dispatch would reveal him in a more desperate state of repudiation than ever. And so have run the nightmarish tales out of Russia about this myth man. Now comes the story of a rejuvenated Trotsky, health superb again and a re-elevation to power in prospect which may eventuate almost any moment. It may be true—and then again it may not be.

In the Women's World Fair opened at Chicago last Saturday, President Coolidge finds an example of the kind of economy and management which he preaches and practices. These women planned their fair upon a budget basis. Their principal original asset was an idea. They wished to build a fair symbolizing the revolutionary advancement of women since 1893. They planned a budget, sold their idea, got the money and their fair. The President contrasted their business efficiency in this with "the average project of like character supported in easy fashion out of the public funds." He stressed the need of sound business management in affairs public and semi-public. The record of Chicago's women in economy and efficiency makes a strong appeal to a President who has a four-year fight for Federal economy ahead of him.

Detroit—The Huebner Screen Door Co., 1961 Farnsworth street, has merged its business into a stock company under the same style, with an authorized capital stock of \$50,000, all of which has been subscribed and paid in, \$1,000 in cash and \$49,000 in property.

Detroit—Michigan Distributors, Inc., 1249 Book building, has been incorporated to distribute mercantile products with an authorized capital stock of \$25,000, \$1,000 of which has been subscribed and paid in in cash.