

MICHIGAN TRADESMAN

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Forty-second Year

GRAND RAPIDS, WEDNESDAY, MAY 13, 1925

Number 2173

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Planting the Tree

*WHAT do we plant when we plant the tree?
We plant the ship which will cross the sea;*

*We plant the mast to carry the sails;
We plant the plank to withstand the gales;
The keel, the keelson, the beam, the knee;
We plant the ship when we plant the tree.*

*What do we plant when we plant the tree?
We plant the houses for you and me;
We plant the rafters, the shingles, the floors;
We plant the studding, lath, the doors,
The beams, the siding, all parts that be;
We plant the house when we plant the tree.*

*What do we plant when we plant the tree?
A thousand things that we daily see;
We plant the spire that out-towers the crag;
We plant the staff for our country's flag;
We plant the shade from the hot sun free--
We plant all these when we plant the tree.*

Henry Abbey

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 carthartic or purgative drugs. They may relieve constipation temporarily, but it frequently happens that they disturb the digestive processes so greatly that their use is followed by even a more serious constipation.

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

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

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

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

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

Stanolax (Heavy) is

— Made and Sold Only by the —

STANDARD OIL COMPANY
(INDIANA)

910 S. MICHIGAN AVE.

CHICAGO, ILLINOIS



MICHIGAN TRADESMAN

Forty-second Year

GRAND RAPIDS, WEDNESDAY, MAY 13, 1925

Number 2173

MICHIGAN TRADESMAN

(Unlike any other paper.)

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

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly By

TRADESMAN COMPANY

Grand Rapids

E. A. STOWE, Editor.

Subscription Price.

Three dollars per year, if paid strictly
in advance.

Four dollars per year, if not paid in
advance.

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payable invariably in advance.

Sample copies 10 cents each.

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issues a year or more old, 25 cents; issues
five years or more old 50 cents.

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of Grand Rapids as second class matter
under Act of March 3, 1879.

FATHERS AND SONS.

A questionnaire answered by the senior class at Harvard reveals strange reversals of form between fathers and sons. The number of sons choosing medicine as a career is thrice the number of fathers; the same proportion holds for education. But only half as many of the younger generation are electing a career in business or in the ministry. The number intending to adopt the latter calling is negligible—two students only. Yet when Harvard was founded the confessed intent was to supply learned clergymen when those who had been trained in England passed away.

In this land of the free agent and the elective system, no profession is a family transmittendum. There is no tradition that one son becomes a soldier or another a clergyman. Twigs are bent and trees inclined by personal volition. It was the central tenet of the Eliot creed at Harvard that a man for his bread-winning occupation should do what pleased him and not allow an uncongenial profession wished upon him by parental choice.

There are gains and there are losses in the abrogation of the old notion of a filio-paternal partnership. It is a fine thing to find a business heritage linked through the years by descent in a family; pride in the accumulated prestige and good will is an asset of demonstrable value. But a young man leaving college ought not to be forced miserably into a life for which he is unsuited for the poor reason that his father was engaged in it before him. None should step into a career, though ready-made, unless it fits him.

It is always interesting to see ourselves as others see us. The Commissioner for Australia to the United States, in his report to the Premier of that country, asserts that the unsatis-

factory condition of its wool industry is not due to the high price of Australian wool, since the increase does not amount to \$1 to a suit of clothes. He finds a variety of other causes. The principal factors he has discovered are the 17,000,000 motor cars and the 4,000,000 wireless sets in the United States. Many of these cars and sets are bought on time payments, and to meet their obligations Americans economize on clothes. The radio also causes the Americans to remain at home a greater part of the time, and when they do go out they don't wear their good clothes in their cars. Consequently the demand for new clothes is lessened materially. Besides all this, artificial heat is doing away with woolen underclothes in the United States. As a whole, it is an ingenious explanation for a falling off in the wool trade of Australia, but it doesn't explain the fact that the newspapers of the United States are filled with advertisements inviting Americans daily to ever increasing clothing stores. There still must be a number of Americans buying new clothes or the stores would not be forced every now and then to add acres of space to accommodate their patrons.

When the Prince of Wales was amusing himself on Long Island last year some people did not give him credit for the diplomatic astuteness and ready adaptation to a critical situation that he has revealed since he went ashore at Capetown. He has shown that on occasion he can doff the play-boy and meet serious issues in a way that befits the heir to the imperial throne. For all the limitations of polity that hedge a constitutional monarchy, the personality of the British Sovereign is a considerable asset to the Commonwealth. By his demeanor the Prince has done much to compose the restless temper of the diversified population of South Africa. The greeting of Premier Hertzog seems more than the perfunctory official gesture; it may fairly be taken to mean an abatement of the attitude of hostility that led to anxious forebodings in London concerning the expediency of the Prince's pilgrimage. And the response in its emphasis of the constitutional status of self-governing dominions struck a note of frank concession outside the usual official platitude of such rejoinders. The royal "commercial traveler," as he has often been styled, carries the ideal of imperial unity as his chief commodity and seems to find a ready market for it in South Africa.

There is no law requiring you to answer the phone, but you can't make your wife believe it.

PRICE MAINTENANCE.

A correspondent calls attention to a decision by the Federal Circuit Court of Appeals at Richmond, Va., in a case of resale maintenance, holding this to be unlawful. It was an instance in which a manufacturer refused to sell to price-cutting jobbers and wholesalers and resorted to a number of devices to discover the offenders and to coerce them into desisting from their practices. The case appears to have been rather extreme as to the measures taken by the manufacturer, and these may have had some effect in influencing the decision. It is therefore not amiss to call attention to certain fundamentals in relation to the matter. To begin with, when a man sells an article he parts not only with the ownership but also with all control over the disposition of it. He cannot affix terms on which it must be resold. On the other hand, as was settled by the United States Supreme Court in the Colgate case, a man may choose the customers to whom he will sell and exclude all others. He may, if he will, decide to sell only to one-eyed or red-headed men, and there is nothing in the law to gainsay it. But, once the article is sold, the buyer may do with it what he will. If jobbers unite to prevent the resale of the article to retailers who indulge in price cutting, they become liable under the law. Such a combination would be clearly in restraint of trade. So would be any attempt to force either jobbers or retailers to resell at a fixed price, whether the article in question be or be not a trade-marked or patented one. Neither does the motive of the price-cutter have any bearing on the matter, one way or the other.

In an effort to curb the smuggling of jewelry and other valuable articles, the Federal Government has decided to add the penalty of publicity for violations of the customs laws. For the last two years the Government has withheld this information, but beginning with May 15 "the collector may give the press information of the details in any given case after he has completed his investigation and the case has been closed with a finding against the offender." Evading the customs laws always has been a favorite game among travelers. Men and women who would indignantly resent the imputation that they could lie or cheat have no compunctions in boasting that they have deceived the customs officers, anywhere, everywhere. Women are the greatest offenders in this respect. They regard the payment of a duty to any government on something they have already paid for as a great imposition, and follow the logic of the celebrated clergyman who justified his wrongful declaration on the

ground that "customs laws are only man-made laws, not of God, and therefore it is not sinful to evade them." But the possibility of publicity on discovery will prove a greater deterrent among respectable smugglers than will the possibility of a fine secretly imposed.

The United States Weather Bureau, in the person of Mr. Scarr, one of the bureau officials, has uttered an apology for the weather in what has been promptly denominated a Pollyanna address by radio. Mr. Scarr advises more charitable views about weather. People have been too harsh with it. They are never satisfied with what they get and demand something better, or at least different. What every one needs, says Mr. Scarr, is better weather in the heart. With the right kind of a climate within we shall not care so much for the climate on the outside. If the sun is shining in the heart a bit of rain in the street won't be noticed. In short, we must Pollyannaize the weather. This address, of course, has got the Weather Bureau and Mr. Scarr into trouble. There is no public demand for a surcease of scolding the weather. The weather is no muzzler of speech. Any one can find fault with it to his heart's content and no harm is done. There is no long-felt want for Pollyanna weather or any sort of weather justification. The weather is the universal safety valve for the average man's need of something to complain about and swear at.

When British financiers began casting about for ways and means of paying the war debt to the United States they tried to find some product or products in which the empire enjoyed a monopoly, or near monopoly, and which the United States consumed in large quantities. Rubber was recognized as almost ideal. The empire produces 70 per cent. of the world supply; the United States consumes 70 per cent. while producing virtually none. To get monopoly prices for rubber the growers had to be organized and production restricted. Both phases of the scheme, which began to operate about three years ago, met with success. In 1922 rubber was a drug on the market and sold at 14 cents a pound. To-day there is a world shortage and the price is around 44 cents, with a tendency to go higher. Americans will pay their share, a large one, of the increased profits. The British government will take a goodly portion of these profits and apply it on the war debt to America. Thus Americans, rubber addicts almost to the point of insatiability, will help pay Britain's debt.

Cut out hard worry and you don't need to fear hard work.

IN THE REALM OF RASCALITY.

Cheats and Swindles Which Merchants Should Avoid.

Mail addressed to the Lewis Laboratories and the Druesen-Kraft Laboratories, both of Chicago, Ill., and their officers and agents as such, has been ordered returned to the senders with the inscription:

"Fraudulent: Mail to this address returned by order of Postmaster General."

This action brings no surprise to those periodical and newspaper publishers who, having definite and intelligent advertising standards, have thrust this copy into the waste basket or turned it over to the National Vigilance Committee or a Better Business Bureau. It affords distinct relief to those National and local advertisers who have a real interest in public confidence in advertising and in advertising mediums. It ends an objectionable traffic. It determines an advertising campaign, the object of which was to promote and trade upon the kind of superstition which leads the savage to eat the heart of a slain tiger in the hope of increasing his own courage and ferocity. It should serve as a warning to similar "gland treatment" vendors that this game is played out.

Lewis J. Ruskin was president; Leonard Breckwoldt, vice-president and Walter Haenicken, secretary-treasurer of the Lewis Laboratories. Mr. Breckwoldt is also vice-president of Sargent's Drug Store, Inc. (wholesale and retail) 23 North Wabash avenue, Chicago, Ill. The attempt was made to establish a business in the sale of this advertiser's merchandise under such headlines, as, "Your Glands Wear Out!" For Weak or Worn-Out Glands!" "Nearly Everyone Needs This Treatment!"

Careful perusal of the advertisements and the follow-up literature fails to disclose just which of the several hundred glands in the human body the advertiser had in mind. The enormous difference in the functions of the various glands is ignored. The sebaceous glands, for instance, contribute to the life of the hair; the more important pituitary gland seems to have a direct effect upon human metabolism which is not completely understood; the lachrymal glands cleanse and protect the eye and furnish womankind with an irrefutable argument; the salivary glands perform the first step in the chemistry of digestion; the lymph glands furnish a first line of defense against certain infections, etc., ad infinitum.

The advertisements insist that if we could prevent the wear and tear on our glands, we should look and feel as young at seventy as at twenty-five. "Science," the advertiser tells us, "has solved the secrets of the glands." Probably this has been startling news to some of the unfortunate physiological laboratory research men who have spent a great part of their lives in studying the functions of small groups of glands. "The Lewis treatment," says the advertiser, "is practically never failing." It is described as a "method

of treating glandular insufficiency," and is "especially recommended to men for prostatic troubles, liver, kidney and bladder disorders and rheumatism, both muscular and joint." The particular connection between liver and kidney troubles and the depreciation of other glandular organs is not stated. The advertising spreads are illustrated with pictures of dancing parties, with inserts showing a muscle-bound athlete and a mountain climber. Another widely used illustration shows a well-dressed man of past middle age, administering a "hay-maker" to a tramp who seems to have committed some impoliteness toward the young woman in the background.

The follow-up literature is even more lurid, if such a thing is possible, than the periodical spreads. The direct statement is made that the product "Rebuilds Gland Tissues," "Your glands can be renewed, re-animated and revived." Ponce de Leon is outdone in such promises as this: "Since the secrets of the glands have become known to science, *** you can defer and postpone old age almost indefinitely." Colds, rheumatism, constipation, kidney, liver, stomach troubles and many other ailments are blamed upon "wrong condition of the glands." The statement is made that the Lewis product, "Feeds fresh gland substance and replenishes the glands by direct absorption."

Who offers this remarkable discovery? A research institute? It appears that the Lewis Laboratories are not, in fact, laboratories as that term is generally understood. Mr. Ruskin is not a graduate chemist nor a physician. The products sold were compounded for the advertiser by a manufacturing drug establishment, advertised by the Charles H. Fuller Advertising Agency of Chicago, and sent out indiscriminately to purchasers by a staff consisting chiefly of young women employees. The orders and communications received were apparently handled in a routine fashion by young women having no scientific nor technical training. A purchaser whose communication contained the symptoms of a highly serious physical condition received the same merchandise as a vain patriarch who sought the admiration and regard of the contemporary flapper.

The tablets which are supposed to work these miracles consisted principally of orchic extract, glycerophosphates, peptonate iron, cascarn, yeast vitamins and nux-vomica; in other words, of well-known drugs. In the treatment sold to women, an ovarian substance was employed instead of orchic extracts. The treatments also included suppositories and laxative pills. It is possible that the ingredients are not wholly worthless as medicines. Some of them are employed from time to time by physicians, but, neither singly nor in combination, are they capable of any such effects as those claimed by the advertiser. Endocrinology is a comparatively recent special field of medical work. It is still, to a considerable extent, in an experimental stage. Yet enough observation has been conducted to show, with a reasonable degree of conclusiveness, that the

4%

Banking by Mail

*Under both State
and Federal Supervision*

Whose Business Is Your Bank Account?

Your bank account is your own affair. At all times your relations with this bank will be strictly private and confidential. No one but yourself and the bank's officers need know that you have an account here. This is a feature worth considering.

Extra Interest— Extra Safety

We pay 4% interest compounded semi-annually, and 4% is 33 1/3% more than 3%.

We grant no credit, that is, make no unsecured loans, hence have no losses from bad loans. Do you know any other bank which can offer you such protection?

This is a STATE bank and a member of the Federal Reserve System, with capital and surplus of \$312,500.00 and resources of over \$3,800,000.00.

As easy to bank with us as mailing a letter. Send check, draft, money order or cash in registered letter. Your pass book with deposit entry or Certificates of Deposit will be mailed back the same day.

**Send for free book on
4% Banking by Mail**

**HOME STATE BANK
FOR SAVINGS GRAND RAPIDS
MICHIGAN**

amount of rejuvenation claimed by this advertiser can no more be obtained by the proffered administration of orchitic or ovarian material through the digestive tract than they can be accomplished by a diet of lamb fries.

Apparently for the purpose of overcoming the resistance of newspaper publications to such flagrant copy, the Charles H. Fuller Advertising Agency prepared and issued a booklet over the pseudonym of "Walter Van Henry," which purported to be a treatise on gland rejuvenation. This mentioned favorably the treatments offered by the Lewis and Dreusen-Kraft Laboratories. In this, as in other material employed, the occasional references which were made to the opinions of acknowledged scientists were wrenched from the context in such a manner as to distort and in some instances, even reverse them entirely by the omission of every qualification apparently Dreusen-Kraft existed, at least in part, for the purpose of following up prospects (particularly those of advanced age) who failed to respond to the Lewis Laboratory literature. For the preparation offered under this firm's name, even more was claimed in the way of therapeutic effectiveness. The product was represented to be the result of thousands of experiments on the part of the advertisers, when in fact, they had neither bona-fide research facilities or equipment, nor any such number of "patients."

Just what anyone has gained by this particular exhibition is difficult to determine. The corporation which conducted the business is permanently estopped from further activities of this kind. The agency which prepared the copy, has added nothing to its reputation. In some newspaper offices this unfortunate copy will be remembered for some time. Judging from the numerous full-page spreads which were employed, a large part of the money coaxed from ailing and senile persons went into the cash drawer of the daily newspaper publishers who accepted this advertising copy. How many pages of future copy from legitimate and lasting local and National advertisers these publication sacrificed, it is impossible to determine accurately. To-day, more and more advertisers and agencies are becoming fed up on the lunatic fringe of advertising. They are displaying a growing appreciation of the marketing advantages afforded by the many newspapers and magazines which employ intelligence and candor in applying real advertising standards. The action of the Post Office Department concerning the Lewis and Dreusen-Kraft Laboratories should have the effect of opening the eyes of periodicals and advertisers to the true nature of such products and their exploitation, and to the standards of the agencies preparing such copy, and those of the mediums running it. Truth in advertising is a dollars-and-cents business policy for the advertiser, the agency and the publisher. To be believed, to achieve its maximum effectiveness as a business builder, advertising must be made trustworthy, not merely in part but in whole.

Nothing Wrong With Business Itself.

What's wrong with business? This is a moot question in many circles today. The upward movement and the better feeling that attended the closing of 1924 gave promise of a continuation but the promise has seemingly been disappointed.

We are in a situation just now that calls for a larger degree of intelligence and fortitude than when business is moving rapidly and everything is on the crest of the wave.

Our expectation of settling economic problems and bringing our productive facilities into closer accord with our normal consumptive abilities, has been deferred longer in its fulfillment—just as the expectation of the adjustment of world problems has been deferred—than our optimistic temperament had looked for.

Throughout our recuperative period, when production was turned loose and approximated its maximum capacity, we soon discovered the disproportion of production and consumption in a normal period. It was not long be-

fore industries were piling up commodities in anticipation of better and better business.

This situation, in my opinion, is one of the chief causes of our immediate inactivity in the movement of commodities. It is a situation that unless intelligently analyzed and acted upon will cause fear, and in all of the psychological reasons for the slowing down of business, there is none so potent as fear.

Not alone in our productive abilities but in our distribution facilities are we overextending. Communities as a rule have more stores than the people can patronize profitably. This is a problem that needs to be adjusted before we are on a healthful distributive basis.

Furthermore, the pressure of some commodities in preference to others as an attraction to buyers, and offering easy terms of payment for such commodities, diverts too large a share of the people's income to a few lines, to the detriment of others.

There is nothing wrong with business itself; the wrong is with condi-

tions and they react on business. Stocks of merchandise are, on the whole, at or below normal; commercial indebtedness is not above normal; and there are opportunities for the doing of business if the underlying problems were adjusted and brought into proper relations to the people.

When there are serious problems to adjust, when there are difficult situations to straighten out, repining over the slowness of business won't help one iota. This is the time when merchants should do their very best and manifest their strongest perseverance and intelligence.

The future of our business is undoubtedly promising and we are merely retarded here and there by the arising of conditions brought about through maladjustments in our production and distribution facilities.

J. H. Tregoe.

A woman doesn't need cuss words unless she sees shoes like her new ones marked down to \$3.98.

Friends of the Retail Grocer

Quaker Food Products

FOR SALE BY THE COMMUNITY GROCER IN YOUR NEIGHBORHOOD

QUAKER POWDERED SUGAR

SUPER DRIED—NEVER CAKES

CONVENIENT PACKAGE

FOR SALE BY THE COMMUNITY GROCER IN YOUR NEIGHBORHOOD

WORDEN GROCER COMPANY

Wholesalers for Fifty-six Years

The Prompt Shippers



Movements of Merchants.

Detroit—The Ames Co., wearing apparel, has been incorporated with an authorized capital stock of \$1,000.

Kalamazoo—The Sprague Hardware Co. has removed to its new store building at 224-26 West Main street.

Carson City—The Carson City Oil Co., Ltd., has been incorporated with an authorized capital stock of \$15,000.

Mt. Pleasant—Andrew Donovan, of St. Johns, who conducts a chain of auto accessories stores, has opened a similar store here.

Kaleva—B. R. McDonald, recently of Marilla, has purchased the garage, auto parts, supplies and accessories of Fay Hilliard, taking immediate possession.

Albion—Dibble & Sebastian, clothiers, have dissolved partnership and the business will be continued by A. A. Dibble, who has taken over the interest of his partner.

Armada—The Farmers State Bank has installed the most modern form of burglary protection. The system includes mechanical and chemical resistance which will combat burglars with acetylene torch or any other method of burglar attack.

Lansing—John W. Haarer, Cashier of the City National Bank at Lansing, was called to Ann Arbor last week, where his mother, Mrs. Catherine Haarer died suddenly. Mrs. Haarer was 73 and had lived continuously in Ann Arbor for over 50 years. She leaves six children.

Lansing—G. A. Cone & Co. have reopened the meat market at 1452½ East Michigan avenue, formerly the M. Fitzpatrick market. Mr. Cone will continue his meat market at 418 Baker street but will devote most of his time to the new market.

Lansing—The Henry Morris drug store, East Michigan and North Grand avenues, is being conducted by Fred Ellenberg, who is employed by the trust department of the Capital National Bank, until satisfactory disposition of the business can be made.

Lansing—Peter Paulos has taken a ten-year lease on the store building at 305 South Washington street and will remodel it and equip it for a restaurant, which he expects to open about the first of July. Mr. Paulos conducts several other restaurants in the city.

Lansing—Herman Bartell has engaged in the radio business at 111 South Grand avenue, under the style of the Radio Service Co. The company will do any kind of radio service for dealers as well as private individuals. Batteries and all kinds of equipment will be carried.

Lansing—The Lansing Company has taken over controlling interest in the Peoples Bank of Parkin, Ark., a

state institution with \$25,000 capital. Harry E. Moore, general manager of the Lansing Company, is president of the bank, which is located in a town of 2,500 that was practically made by the Lansing Company some years ago.

Manufacturing Matters.

Stambaugh—The Triple Auto Light Co. has been incorporated with an authorized capital stock of \$3,000.

Coldwater—The National Overall & Pant Manufacturing Co. will commence its manufacturing business May 18.

Bay City—The Aetna Cement Co. has let the contract for duplicating its plant. When completed the company will have a daily capacity of 2,400 barrels of cement.

Monroe—The Consolidated Paper Co. has commenced the erection of another paper mill, to cost over \$300,000. It is located at the rear of the present plant on Elm avenue.

Iron Mountain—The Northern Woven Lath Co., in receiver's hands, has been taken over by a new company, with J. O. Blixt at the head, and will be operated in the manufacture of veneers.

Jackson—The Movakan Co. of Indianapolis wants to move to Jackson, where it proposes to start with fifty men employed, and increase its force to 500, if satisfactory arrangements can be made.

Lansing—The Reo Motor Car Co. was employing 4,700 men in its production departments on May 1. The majority of the company departments are working overtime because of increased production.

Alpena—William Martinson has been given a patent by the Government for his emergency front wheel drive for automobiles. His invention allows automobiles to be driven through all four wheels, in an emergency.

Kalamazoo—The Kalamazoo Paraffin Co., capital \$25,000, has been organized and will start business in that city about June 1. The Pennsylvania railroad warehouse, located at Fulford and Reed streets, has been leased and will be used for factory purposes at the outset.

Bay City—The Industrial Works, manufacturer of locomotive cranes and crane equipment, announce the opening of two new district offices, one at 425 Whitney Central building, New Orleans, in charge of John A. Abele, and the other at 843-A Hart building, Atlanta, in charge of John J. Murphy.

Kalamazoo—The Kalamazoo Paper Co. is completing a remarkable piece of engineering work at its No. 3 mill, Kalamazoo. Built on muck land, it was necessary to sink 578 concrete

piles, varying in length from 13 to 32 feet. On these piles were placed 105 piers, each 5 feet square, supporting a like number of huge pillars, both piers and pillars being of heaviest type of reinforced concrete construction. The enlarged mill will be in operation by Jan. 1 next.

May Cross Irish Potato With New Andean Tuberc.

Washington, May 11—The homely Irish potato may soon lose its simplicity and adopt sophisticated foreign manners, if experiments now being conducted by the U. S. Department of Agriculture succeed. Agricultural explorers have brought from the high Andes of Colombia and Peru rare varieties of potatoes that have a flesh as yellow as butter and a delicious nutty flavor. The tubers are a little smaller than the North American varieties. Experts of the Department are now engaged in crossing the new Andean potato with the common "spud." It is hoped that new forms will be developed which will combine the flavor and color of the Peruvian potato with the size and reliability of the North American tuber, and will be readily adaptable to the climate of the United States.

Prize Offered For New Avocado Seedling.

Los Angeles, May 8—A prize of \$100 for the grower who exhibits the new unnamed avocado seedling at annual meeting of the California Avocado Association, to be held at the Vista Del Arroyo Hotel at Pasadena, May 15 and 16, has been announced by George B. Hodgkin, secretary of the association. The prize has been donated by R. A. Dalluggee, of Santa Monica, and the only stipulation made is that the winner furnish the association with 500 buds of the new stock for free distribution among growers and nurserymen, in order that it may be given the widest possible test.

Trust Fund Provides "Turks" For Poor.

Plymouth, Ill., May 11—All that is needed to procure a turkey without cost next Thanksgiving is to be poor and live in Plymouth. Daniel Sellover, a wealthy resident of Quincy, who spent his boyhood in Plymouth, left a trust fund of \$10,000, the income of which is to be used to purchase turkeys at Thanksgiving to be given to the poor and needy of this community. Plymouth can only boast of 1,000 population and most of the local residents are able to buy their own dinners.

Bootlegging exists because it is profitable. If it could be made unprofitable, it would soon become a less popular occupation than it is at present. The Manufacturers' Record makes the suggestion that if a law could be enacted fining every bootlegger as a penalty the full amount of all the money he has made in the business, in addition to a jail sentence to continue until the fine was paid, this form of crime would instantly cease to trouble the police and the courts. Maybe so. But there are two obvious difficulties in the way. The first would be to persuade legislators or Congress to pass such a law; and the second would be to ascertain the amount of the bootlegger's profits. The real trouble is that the actions of the lawmakers, the courts and the enforcement officers lead to the doubt whether any of them, or many of them, perhaps it would be fairer to say, really want the law enforced.

Does Not Look So Favorable.

Recent developments lead to the belief that the ability the Tradesman attributed to the Michigan Trust Co. last week to obtain 100 cents on the dollar for the bond holders and creditors of the Thomas-Daggett Canning Co. was somewhat overstated. The article might lead the general creditors and bondholders to expect altogether too much of the Michigan Trust Co., which, without solicitation on its part, has been given the responsibility of working out results for them, with very little chance to do anything whatever that will benefit them. A shrewd concern, such as the Atlantic & Pacific Tea Company is, when offered the chance of buying the plants and business of a concern the managers of which, at a critical period in its seasonal business, have allowed much property and business to go to a receivership, does not buy the property without taking advantage of all the circumstances; and it gives the smallest consideration to sympathy for the general creditors and bondholders. Ahead of the general creditors are unorganized holders of defaulted bonds for a total of \$210,000, a first lien on all plants and equipment, without apportionment of the indebtedness, the bonds having been sold not very long ago by a bond concern which is now itself in the hands of a receiver, with very little chance to save to creditors much, if anything; and the bondholders probably could not get anywhere near par for their securities under the present circumstances. In short, the Tradesman's statement was slightly misleading from the standpoint of creditors. There appears to be a dearth of bidders for the property, and up to present writing the Michigan Trust Co. has been unable to obtain the assistance of any competent operator who will undertake to manage the local plant during the coming season. The Michigan Trust Co. is so disconcerted over the situation that it has generously offered to retire from the receivership if the Circuit Judge having jurisdiction over the estate reaches a contrary conclusion in the matter. There is every reason to believe that the Michigan Trust Co. has given this estate the best possible attention, but circumstances are such as to make it next to impossible to either dispose of the plants advantageously or secure their operation the present season.

Her Horrible Dream.

Their life had been very happy. Not a cloud had marred it. Then one morning the wife came down to breakfast morose and wretched.

She was snappish with her husband. She would hardly speak to him, and for a long while refused to explain her unwonted conduct. Finally, though, the young man insisted that he be told why his wife was treating him so badly. She looked up with tears in her eyes, and said:

"John Smith, if I dream again that you kissed another woman I won't speak to you again as long as I live."

Air mail service will at least make things difficult for anybody low down enough to be a bandit.

Essential Features of the Grocery Staples.

Sugar—Local jobbers hold cane granulated at 6.35c. The market is stronger than it was a week ago and higher prices may prevail soon.

Tea—Features are lacking in the markets for teas. Spot trading is not particularly active, and buying is mostly in small lots. Interest is centered in the opening prices on new Japan teas, which are expected before the close of the week.

Coffee—The expected slump has occurred. Brazilian grades have declined 5c and other grades in the same proportions. As a result of these conditions American coffee roasters are more than ever interested in the outlook for Brazil's coming crops which, if prevailing coffee futures prices are to be regarded as a guide, should at least approach normal next season.

Canned Fruits—Poo' cars of California fruits are being ordered, as even the largest houses often do not care to take big blocks but will acquire odd lines to fill gaps in their stocks. Other spot goods are taken off the dock and from local warehouses. There is no pressure from first hands to move goods, as they are practically out, except for some tag ends. Pineapple is still unsettled. The wholesale market, however, is receiving more support from the retailer, who has reduced prices and is now making a feature of pineapple at popular prices.

Canned Vegetables—Spot tomatoes have been decidedly weak. There has been pressure to sell No. 2s and No. 3s by the smaller canners, and to participate in liquidating the larger factors have to meet competition. Unless they do so, they have to carry their goods for a reaction, expected in late May and in June as a result of increased consumption, because of the prices current of late in the wholesale market. Some canners also say that unsold stocks are much less than generally supposed. There is no strength in peas. Buying is purely routine; off grades and the slow sellers are being sacrificed, which affects the more popular siftings. Corn is steady, as it is not sacrificed nor pushed for sale, as is the case with the other major vegetables.

Canned Fish—The feature in fish last week was the opening prices on 1925 Columbia River chinook salmon. Not all canners came out at once with prices, which caused some delay in acting upon s. a. p. orders; but brokers representing the best known canners say they have had a fairly favorable response, considering the apathy of the average buyer to all futures. Spot salmon is quiet. Sardines are not extensive sellers, and while on a hand-to-mouth basis are going out into trade channels. Lobster is being taken at opening prices, which are considered reasonable, in view of the limited pack. Crab meat is closely sold up on old goods. New pack is near at hand.

Dried Fruits—The prune market continues to make favorable progress. It is improving in its most unfavorable field, that of spot distribution and current quotations. First Oregon packs began to react which increased the

differential between Northwest and California prunes. Cheap Oregons were absorbed by domestic and export buyers and when they reached a basis which caused a falling off in demand, the enquiry was switched to California small sizes. Large sized California prunes are statistically well placed as the unsold tonnage runs mostly to medium counts. Buying will be concentrated on that class because small size have already been marketed abroad and foreign markets may be forced to take mediums. While there is no wide demand for replacement, trade outlets are gradually widening. Since the market is no longer slipping, more confidence is created. Jobbers have reduced their holdings and have not enough to carry them through the present season. Packers are supporting the market by making limited offerings and will not shade quotations. Altogether the market is improving and more optimism prevails than since the boom in January, which was followed by the reaction which now seems to be about over. Raisins have not changed as materially as prunes, but there has been a cleaning up of jobbing stocks. Some of the holders who were long have been assisted in their liquidation by packers who have allowed them to use their own holdings without competition by selling Coast raisins. Forward shipments for that reason have been light but lack of additional substantial stocks has allowed for an improvement here. Apricots are scarce in all grades and while there is some enquiry from abroad it can hardly be met. Lack of apricots has influenced Europe to take peaches, resulting in a firmer undertone in that pack. Pears and currants are unchanged.

Rice—Domestic rice is in limited demand and what trading occurs is done on the spot. Southern markets are all firm in tone and are above the range here, which makes mill shipments less attractive than local offerings. The dullness is not registered by any declines, since present stocks cannot be readily duplicated and are being held for advances which are expected in the near future. Foreign rice is so scarce that there is little trading while the market favors the holder.

Nuts—Limited buying of nut meats counteracts the general shortage of domestic and foreign offerings. Filbert and almonds are closely sold up in domestic centers and but little can be had at foreign points even at ruling quotations. Where shellers have unsold nuts they prefer to carry them until the summer so as to offer for shipment just before new crop comes in. Importers refuse to show interest in 1925 shelled nuts as they believe that foreign shellers have inflated ideas based upon last year's short production. They prefer to hold off on both spots and futures. Some weak holders are to be found who will cut under the general market and this creates a feeling of uncertainty.

Kinde—Fire destroyed the Ahearn hotel May 11, entailing a loss of about \$10,000, which is partially covered by insurance.

Review of the Produce Market.

Apples—Baldwins command \$2 per bu.; Spys command \$2.50.
Asparagus—Illinois, \$3.50 per case; home grown, \$2 per doz. bunches.
Bananas—7½@8c per lb.
Beets—New from Texas, \$2.50 per bu.

Beans—Michigan jobbers are quoting as follows:
 C. H. Pea Beans ----- \$ 5.50
 Light Red Kidney ----- 9.50
 Dark Red Kidney ----- 10.50
 Brown Swede ----- 5.00

Butter—Local jobbers hold fresh creamery at 41c and prints at 43c. They pay 18c for packing stock.

Cabbage—\$4 per crate for new from Mississippi.

Carrots—\$1.35 per bu. for home grown; \$2.50 per bu. for new from Texas.

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

Celery—Florida, 65c for Jumbo and 85c for Extra Jumbo; crate stock, \$5.

Cucumbers—Illinois hot house command \$3.50 for extra fancy and \$3 for fancy per box of 2 doz.

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

Timothy, fancy	-----	\$ 7.50
Timothy, choice	-----	7.25
Clover, medium choice	-----	33.50
Clover, Mammoth choice	-----	33.50
Clover, Alsike choice	-----	25.50
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
Millet, German	-----	6.00
Millet, common	-----	5.50
Millet, Hungarian	-----	6.00
Sundan Grass	-----	7.00

Eggs—Local dealers pay 27c.
Egg Plant—\$3 per doz.
Garlic—35c per string for Italian.
Grape Fruit—\$3.75@4.50, according to quality.

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

Honey—25c for comb; 25c for strained.

Lemons—Quotations are now as follows:

300 Sunkist	-----	\$8.00
300 Red Ball	-----	7.50
360 Red Ball	-----	7.50

Lettuce—In good demand on the following basis:

California Iceberg, 4s	-----	\$4.50
California Iceberg, 5s	-----	4.50
Hot House leaf, per lb.	-----	17c

Onions—Texas Bermudas, \$4 per crate for White or Yellow.

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

126	-----	\$6.50
150	-----	7.00
176	-----	8.00
200	-----	8.00
216	-----	8.00
252	-----	7.00
288	-----	6.50
344	-----	5.50

Red Ball, 50c lower.

New Potatoes—Florida stock com-

mands \$7.50 per bbl. for No. 1 and \$6.50 for No. 2.

Parsley—60c per doz. bunches for home grown; \$1 per doz. bunches for Louisiana.

Parsnips—\$1.25 per bu.

Peppers—Green, 60c per doz.

Pineapples—All sizes Red Spanish command \$4.50@4.75 per crate.

Potatoes—Country buyers pay 50c a 100 in Northern Michigan; Central Michigan, 60@65c; Greenville district 60@65c.

Poultry—Wilson & Company pay as follows this week:

Heavy fowls	-----	22c
Light fowls	-----	16c
Broilers, 2 lb.	-----	65c
Broilers, 1½ lb. to 2 lb.	-----	50c

Radishes—45c per doz bunches for hot house.

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

Strawberries—Receipts this week are Klondyks from Arkansas and Aromas from Tenn.; which command \$6@6.50 per 24 qt. crate.

Sweet Potatoes—Delaware Sweets \$3.50 per hamper.

Tomatoes—\$1.40 per 6 lb. basket for Florida.

Veal—Local jobbers pay as follows:

Fancy White Meated	-----	13c
Good	-----	11c
60-70 Fair	-----	08c

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Cross-Word Puzzlers Dictionary.

Home Brew—The drink that made Milwaukee furious.

Veal—The stuff that chicken sandwiches are made of.

Bathtub—The only place a man is not expected to give up his seat to a lady.

Cash Register—A Scotch piano.

Comic Strip—An eight-column diagram of an old joke.

DOROTHY DIX.

Autobiography of America's Greatest Newspaper Woman.

I was born and raised on a big race horse farm called Woodstock, that lies in the blue grass region between Southern Kentucky and middle Tennessee, where I grew up with thoroughbred colts and little negroes, the two things I really understand best, and which I can never refrain from writing about long at a time. I was cradled on the back of an old race mare named Fraxinella, who had a world-famous turf record in the days before the war, but whose latter years were devoted to nursing the children of the family, who were put upon her back and left to amuse themselves while she grazed sedately around the paddock, so I do not remember a time when I could not ride and drive and climb. Of education, in the sense that children are educated now, I had none, but I learned the speech of animals and nature, and I browsed in a fine old library of old books, and best of all I had the advantage of growing up absolutely untrammelled—with my own individual opportunity of individual development.

When I was twelve years old I was sent to a neighboring town to a female academy—which was all that innocuous name implies, so far as education went—where I was given a very thin smattering of all the ologies and isms and was graduated in a love of an organdie dress at sixteen.

I did not distinguish myself at school. In fact, I spent the last two years getting out a school paper, of which I was editor, proprietor, contributor and sole subscriber. It was to me an absorbing occupation, but to the great detriment of my marks.

Soon after I left school, and before I got fairly into long dresses, I married—most happily—George O. Gilmer, and for a time my fondness for writing—I had never dreamed of publishing—slept. Later on I took it up again, and wrote some little sketches of plantation life and race horse stories.

All my life I had wanted passionately and above all other things to be a newspaper writer, but in my quiet and sheltered life in the country where the arrival of even a weekly paper was an event, the idea of a woman writing for a newspaper seemed as impossible and anomalous as for her to start for the North Pole. Finally, my opportunity came. I fell sick and was taken down to a little place on the Mexican Gulf to recuperate. Here it chanced that my next door neighbor was Mrs. E. J. Nicholson, the great woman who owned and made the New Orleans Picayune. I confided to her my desire to write for the newspapers and she published some little sketches that I had written, which met with favor.

Two years later she offered me the post of woman editor on the Picayune, which I gladly accepted. I begun writing a series of articles called "Dorothy Dix Talks," which attracted attention, and four years later I left the Picayune to go to New York on the Journal staff as a special writer. While on the Journal I wrote signed editorials and did dramatic work and

wrote special stories of the famous murder trials. I remained with the Journal seventeen years, then went to the Wheeler Syndicate. I always said that when I got to the place where I could do as I pleased, I was coming back to New Orleans to live, and so in the fall of 1920, I did. New York is a great place to work, but no place to live. I was sick unto death of hotels, and little apartments where one is packed like a sardine in a box, and so I returned to New Orleans, and bought me a big roomy house with a garden with roses and palms and a garage in the back, and am really living. If you come this way, won't you please remember that my latch string is always hanging out, and you have only to pull it.

take my seat at my machine, lay my throbbing and empty brow upon the rubber roller, and give away to utter despair over the possibility of thinking of a single new thing. Soon, however, the good genii of the typewriter whispers an idea, then another, and lo, something is doing! I turn out reams of copy, flim-flam editors into buying it, and so far have escaped the aspersion on my character of being strong minded, through never having an ink stain on my fingers. All of this is the direct result of using a typewriter instead of a pen.

I have never been able to acquire the accomplishment of dictating, as it embarrasses me to have people look at me when I think I am thinking. It is impossible for a busy, working news-



I literally jumped into my profession. I had no training whatever for it, and five years from the first time I ever saw a real play in a theater, I was doing dramatic criticism on a big New York paper. The first big story I was ever on was when the Journal sent me out to Kansas to campaign a week with Mrs. Nation when she was smashing saloons. I had never sent a telegram to a paper before, nor had I done any real reporting, and was scared blue, but nature gave me that curious newspaper attribute—a nose for news—and when I got down to breakfast the next morning at the hotel I had a congratulatory telegram from the managing editor, and I knew then that in newspaper parlance "I had made good and would do."

Chief among my sources of inspiration I count a good typewriter. Every morning, promptly at 10 o'clock, I

paper writer, who must come up with a certain amount of stuff every day, to copy anything, so I compose directly on the typewriter, and as I write it it goes to the printer. I think I ought to say, though, that I am the worst typewriter that ever happened, and in the editorial offices where I am best known, it is still an open question whether my handwriting or my typewriting is the worse.

That is all about me except that I am 56 years old. I am happily married to a prosperous man who has done far more than I ever have, for he has invented a way to make turpentine and tar and wood alcohol out of the refuse of the old pine forests of the South and thus turn the abandoned turpentine orchards into gold once more, and we have a charming little home in New Orleans set in the midst of palms and orange trees and roses.

Dorothy Dix.

Use of Dextrose Sugar.

Those intimately connected with the chemical industry appreciate your editorial comments from time to time on the progress which chemistry is making in its contributions to our life.

The Tradesman recently commented on the commercialization of sugar dextrose, which has been worked up from corn, and which will save us from another sugar famine such as was experienced during the war. But while the chemists may achieve, they are often hampered in the introduction of their achievements by the legal restrictions, as for example, this dextrose, which is recognized as a sugar by chemists, and cannot be so called in commerce because of the regulation of the Government. So here we have a case of the regulations barring the introduction of a wholesome and progressive product.

Of course, dextrose should not be sold as cane or beet sugar, because this would not be the truth, and, furthermore while the nutritional properties are the same or approximately so, yet cane and beet sugars are sweeter to the taste. But there are a number of places where dextrose would be very advantageous, especially as an ingredient of some manufactured products, for example, jams and the like.

R. Norris Shreve.

Telephone Workers Will Compete.

Some hundred or more telephone workmen, picked from every district of Michigan, will compete at Detroit, May 16, for championships in cable splicing, metal working, telephone installing, switchboard work, maintenance of service stringing cables on poles and connecting private branch exchange cable. These contestants are being picked by means of local and district elimination contests all over Michigan. Semi-final contests for Southern Michigan will be held at Grand Rapids and for Central Michigan at Saginaw, May 9. Upper Peninsula eliminations have been completed, as have those in Detroit. Gold and silver medals for first and second place winners will be presented by the Employes' Association, which is arranging the big final contests in Detroit. The competition is attracting country-wide attention among the 350,000 employees of the Bell System and President F. C. Kuhn and other officials will witness the contests. Judges will be picked from among the visitors from other telephone companies.

Requires More Gasoline.

This is the latest joke John D. Rockefeller is telling his friends:

"I was up in the central part of the State this summer to visit some of the spots where I spent my childhood. My car had stopped and I was looking around. An old farmer came up to the car and started to talk to me. He didn't know who I was. We chatted together for about five minutes, when he asked me where I was going.

"I'm going to heaven," I replied with a smile.

"Get out!" he said. "You aint got enough gasoline."

To pass or not to pass, that is the question—to eat dirt in security or to risk eating glass.

Is There Such a Thing as British Honor?

Grandville, May 12—British honor is something so gauzy and fictitious as to be scarcely perceptible to the naked eye.

That nation is up to its old tricks for the filling of British pockets with cash from the sale of smuggled liquor. The English go deliberately forth to flout United States law and chuckle at their cleverness in doing the trick. It is a trick worthy of a gun-toter or bank robber, and, no doubt, that nation feels pride in outwitting Uncle Sam's officials along the Atlantic coast.

Trust nothing to the honor of England.

We trusted to that honor in civil war days and reaped a sad whirlwind of destruction for our ocean commerce. As a neutral between the North and South during that war, Britain did everything dishonorable to interfere with our conduct of the war for the preservation of the Union.

To-day, in times of peace, with no call for doing dirty work save that of the slimiest bootlegger, Great Britain fits out a rum fleet to evade American law and get liquor forbidden by our Constitution into the hands and down the throats of American citizens.

For this should we sing the praises of our Anglo Saxon friends across the brine?

If it is possible to make the England of to-day suffer in purse as she was made to suffer in that earlier day, to the tune of several millions of dollars, we shall hope that this justice be meted out to the law evaders of the British isles.

The Britisher has no respect for law or decency; he has no regard for the American mother and children who suffer through the debauchery of the American husband from drinking the smuggled liquor of a "friendly power" across the seas.

How England does love her American friends who in time of the kaiser's war came to the rescue in the nick of time and saved the British islanders from enslavement by the Teuton kaiser's army of invasion.

Britain is returning evil for good with a vengeance.

Time evens up all things and the time will come some day when England, beleaguered by foreign enemies, will cry in vain for American aid to save herself from utter destruction.

Britain is still true to her reputation as the robber nation of the world. Robber she is indeed, and with her rum ships sailing from her ports for the express purpose of violating American law, she is continuing to keep good that name.

Hands across the sea!

How sweetly that sounded when Britain felt her grip slipping, with a German army moving steadily forward, gradually crushing British and French resistance into smithereens. It was hands across the sea all right, yet even then Tommy Atkins of old England seldom respected the rights of our doughboys, and many of them have laid up a thought for sometime getting even when again the clarion of war sounds throughout the world.

The rum runners of the ocean are no whit better than the West India pirates of the long ago; both were and are out for spoils—and in time of peace at that.

One British statesman has voiced his regret that the British flag should be used as a cover for violators of American customs laws. He has said that there is no man in England with any sense of responsibility who does not deplore the use of the British flag by the smugglers of liquor.

Fine sentiment all right, and if such is the truth, why the fleet of whisky boats, and the continual sneaking across our borders of British made booze? There is a screw loose somewhere. It is the secret hate of the

British nation for her one-time colonies which still seethes beneath the skin of the ordinary Englishman which is at the bottom of all this infamy on the part of the mother country.

Back a generation and more ago, when the whole power of the British nation was invoked against a weak people in South Africa, the instincts of that robber nation shone forth with its old-time malignity. The Boer war showed the true inwardness of British fair play.

That little band of Dutch farmers gave the bullying British empire a run for its money. It was a war on the part of Britain that added no honors to old England and taught her through many defeats that her cause was far from being just.

England will do anything for money. This must be true else it would not endanger her friendship with America for the sake of profiting from the illegal sale of bootleg whisky.

Wars have been caused by less provocation than this. Canada slips illegal drink into the United States along the inland line, while the mother country sends it over by the shipload across the ocean.

There will be hands across the sea at no distant day. America cannot forget Britain's selfish hypocrisy, nor her insult to the flag by her unlawful rum running into this country. There's many an ex-soldier of America who would like to have one whack at that pompous old pirate who professes such love for his American cousins.

Old Timer.

CHURCH SUPPERS AND CIGARS

The average business and professional man is subject to all kinds of intimidations. Why should a Catholic help to build a Protestant Church, or a Protestant help to build a Catholic Church? "Cast your bread upon the waters and it will return to you tenfold." That quotation no doubt holds good providing the gift comes from the heart. Then the satisfaction is the return. But when a gift is given for fear of losing business, then all expectation of its return is bunk. I sometimes think a man should be able to live one life, then commence another. Let the first life be a sort of apprenticeship. In our present state we are largely governed by fear and not by reason. We lack a sense of humor. We do not seem to realize that if we could turn a million people inside out, we would find them about all alike. When I used to buy leaf tobacco, the thought never occurred to me whether the man I bought from was Jew or a Gentile, Catholic or Protestant. I was looking for the best I could get for the money, and I find everybody just about the same as I was. The average business man doesn't seem to realize that his customers have about as much business sense as he has. When a man wants to buy a cigar, he doesn't care one picayune whether the seller or the manufacturer bought a ticket to a church supper or to a dance. The cigar I am going to make will have no extra overhead charge attached to it, not even gaudy advertising nor labels, but just a good mild cigar that will be worth ten cents.

G. J. Johnson.—Adv.

Progress is slow, but it is only a question of time until pedestrians will be fined for denting the fenders.

As one grows older, one can endure temperamental traits in almost everything except a fountain pen.

Selling Furniture by TELEPHONE



Many of Michigan's largest dealers in household furnishings sell by local and Long Distance Telephone.

The same method is employed to interest the prospect and to sell him. And the time of both buyer and seller is saved.

Long Distance
Selling is a
Proved Success

MICHIGAN BELL
TELEPHONE CO.



BELL SYSTEM

One System—One Policy—Universal Service

SOLVING THE PROBLEM.

Because Spring business in some lines did not measure up to what certain sanguine enthusiasts had predicted they have been recently seeking to account for the discrepancy. One of the theories advanced was that the President's remarks anent Government economy had impressed the general public with the notion that personal parsimony should follow as a matter of course. It is noteworthy, however, that this explanation was not put forward by representative business men but by persons more or less attached to public office. Later on, it is true, a similar sentiment was echoed by a few in mercantile life who seemed to be at their wits' end in trying to account for some setbacks they met with, but their utterances were received with amused tolerance by most of their associates who knew better. It is worth considering, also, that nobody attributed any of the conditions in the big basic industries to what either the President or any one else said, but made their remarks especially applicable to the trade in things to wear. As against this are certain facts which tend to show that other causes have been at work in slackening buying in certain directions only. Nobody, for instance, has been complaining of the business in silk or cotton weaves or the best grades of dress goods. Quite a fair amount of garments, too, have found a market with more still in prospect. That men's wear has not shown as much activity may be attributed in part to the freak colors and styles which certain purveyors have sought to thrust upon the public.

So far as appearances go, it seems as though the high levels of prices had as much to do with certain lapses in buying as any other factor. This is shown by the good responses obtained to offerings of goods on concessions. Yet that price is not the only inducement is evidenced by the fact that little complaint has come from those dealing in articles of high quality. It is contended, however, that most of those buying the last-named kind are persons to whom cost is not of the main importance, which is the case with a much larger number. Taking the Spring season as a whole, the retail buying has been rather uneven, the backwardness of weather conditions having been one of the elements. But general conditions have not been altogether favorable because of the lack of assurance of stability in price levels. As good a barometer as any is afforded by the records of business failures. In April, for instance, according to Dun's Review, these were 1,939 in number, with liabilities of \$37,188,622. That same month, also, there were in addition, forty-five small bank failures, most of them in the Far West and South. In April, 1924, the number of commercial failures was 1,707, involving \$48,904,452. Last month's business failures were, with the exceptions of December and January—which are generally at the high point of the year—the largest in number since May, 1922. The increase last month was practically due to the greater number of defaults among

trading concerns as distinguished from manufacturers, and this accounts for the reduction in the amount of the liabilities. So there is some basis for the belief that mercantile conditions are not yet what they should be.

LOWER COTTON PRICES.

Lowered quotations for cotton were an especial feature during the past week. This was the case fully as much with regard to the coming crop of this year as it was to the stocks in hand. Takings by spinners are gradually coming to an end and it is apparent that there will be a substantial carry-over to the new cotton year. With regard to the prospects for the new crop, certain things are becoming clearer. One of these is that there will be an even larger acreage seeded this year than there was in 1924. Another is that more fertilizer will be used. The sections reported recently as suffering from drought have been relieved by copious rains. Not much apprehension is expressed at danger from boll weevil, although these insects may show up later if weather and other conditions favor. With reference to the increased acreage, the Chamber of Commerce of the United States advised planters last week not to concern themselves so much about that as in cultivating better a lesser quantity of land so as to get better returns per acre. This would mean producing cotton at less cost, which is important at a time when spinners are looking hopefully forward to the prospect of 20 cent cotton. Ten pounds more lint per acre means about 800,000 bales more added to the supply.

Dullness rules in most quarters of the goods market. The mills continue to operate on old orders mostly, and it looks as though no great amount of activity will be shown for about two months. Sales of gray goods in this market were very few during the past week and there has been a softening of prices. In finished fabrics the bright spot continues to be the novelty weaves and cotton and rayon combinations. Some business is passing in lightweight underwear, while in hosiery most mills are still fully occupied in filling old orders.

CANNED FOODS CONDITIONS.

The past week's business in canned foods showed a livelier interest in spot offerings, a more diversified demand from dealers, and better yet, an inclination to buy in larger volume, but not in anything like normal quantities. The bright spot in futures was more extensive bookings for new pack asparagus. The buying trade is taking hold, as the Coast market is well maintained with no chance of an extremely large pack. Cannery are withdrawing from the market in certain sizes and grades; they refuse to accept indiscriminate business until they have had time to check over the bid, and some have advanced their quotations. Future corn, peas and tomatoes are at a standstill, as those who have not covered—and many have not done so in their normal volume—prefer to wait until nearer the time the crops go into the can.

More speakers can "rise to the occasion" than can sit down to it.

PRODDING WYOMING TO ACT.

Attention was recently called to the law enacted in Wyoming to take the place of the former "truth in fabric" law which has been found to be unworkable. The authorities of the State had to be goaded into an effort to enforce the previous act and it took several years of effort to accomplish this. The result was that the courts knocked it in the head as an absurdity. To keep up the farce for its possible effect in aiding to get similar Federal legislation, the new law was enacted. There has been no hurry in trying to make it effective any more than there was in the former case. Meanwhile Edward Moir, President of the Carded Woolen Manufacturers' Association, who has to his credit some excellent work against measures of this kind as well as against the placing of the same amount of duty on all kinds of wool, is trying to prod up the Wyoming people into doing something which will test the new law. He has written a letter to the President of the Wyoming Wool Growers' Association urging this and also emphasizing certain pertinent facts which have not been questioned. One of these is that there is no way or telling the proportions of new and reworked wool in a fabric. This would give an advantage to an unscrupulous manufacturer as against an honest one. Then, too, it has been shown that the fact of a fabric being made of new wool does not make it better from the standpoint of either warmth or wear. Sometimes, indeed, the cloth made entirely of new wool is the poorer in both respects. Incidentally, Mr. Moir disposes of the notion that legislation of the kind mentioned helps raise the domestic price of wool which "necessarily depends on the foreign price and the United States tariff." A test of the law is insisted on so that "the wool goods labeling delusion may be given to the people of the country by a Federal law against misrepresentation modeled on the British Mercantile Marks act. It remains to be seen if Wyoming dares put its own law to the test.

TOPPLING WOOL VALUES.

A kind of demoralization appears to have set in concerning wool. This was strikingly shown during the past week at London and in Australia, where auctions had been scheduled. In New South Wales such sales have been indefinitely postponed. Elsewhere in Australia all sales will stop next week, not to be resumed until July. At London, where 135,000 bales were to have been offered at this series, 45,000 bales have been withdrawn and the sale has been limited. When the series opened on Tuesday last the prices showed an immediate falling off, merinos declining from 10 to 15 per cent. and crossbreds from 25 to 30 per cent. From 65 to 70 per cent. of the offerings for the day were withdrawn. Later days showed no improvement. No one seems to be able to say when bottom will be reached on prices and no holder is willing to offer his stocks at an unrestricted sale. It may take a month or two longer before anything like stability is assured. Meanwhile there will be no rush on the part of buyers to secure supplies.

Whether there is or is not an inordinate supply of wool available has become an academic rather than a practical question as long as the demand continues slight. More to the purpose is whether buyers will be able to force down the prices of woolen fabrics for fall below those listed at the openings. Most mill men say this cannot be done because the pricing of the cloths was made as low as possible. But buying of the fabrics is still halting, sometimes because of the uncertainty, and, in the case of women's wear, by the disposition by the cutters to purchase a little closer to the time of the garment openings.

GIVING A REST TO BUSINESS.

A certain amount of satisfaction has been expressed by business men at the determination by President Coolidge to "give business a rest" until, at least, the new Congress reassembles. What is implied is that there will, in the interim, be no legislation—which is obvious—or any new proceedings calculated to unsettle matters of trade or industry. This is good, so far as it goes. But nothing is said to putting an end to proceedings which are pending in one shape or another and which should never have been instituted. Among recent instances of the kind may be mentioned the one against the Building Council of San Francisco and that against the Fur Dressers' and Dyers' Association of New York City, both of which were brought under the Sherman Anti-Trust act. There never was any excuse for the bringing of either suit. How many more of the same kind are there in which issue has been joined and which will show up in the courts in due time while, in the meantime, business continues to be upset because of the pendency of such actions? It may not be amiss, also, in connection with the matter, to recall the circumstance that every trade association in the country remains hampered in trying to be helpful to its members because of the strained construction given to a decision of the Federal Supreme Court as regards the dissemination of information. When and how are the bars to be lifted in this matter so that the distribution of essential data shall not expose one to a criminal prosecution?

Yale undergraduates are now forbidden to possess motor cars while in residence at New Haven. The deans of the undergraduate body join in the veto as a result of recent nocturnal escapades which have involved the college as well as the joy-rider in an undesirable notoriety. In the old days they used to deal harshly with the student who burned the midnight oil beyond stipulated hours. To-day academic disfavor is incurred by a prodigal consumption of gasoline at the wrong time. It is obvious that the student whose preoccupation is to see how much mileage he can get from a gallon is not likely to be found among the high-stand men on a rank list, and when his college course is over those who have employment to offer will not be favorably impressed by a record in fines imposed for exceeding the speed limit between the Quinipiac and Broadway.

Some Men I Have Known in the Past.

Amos S. Musselman was born on a farm eight miles from Gettysburg, Pa., October 19, 1851. He attended common school until he was 15 years of age, when he entered the Pennsylvania College, at Gettysburg, where he pursued the classical course for three years. The death of his father compelled him to leave college and take the management of the farm, on which he remained two years, when he resumed his studies at the Gettysburg College. The panic of 1873 resulted in the failure of an enterprise with which he was connected and in which he had invested his entire means, necessitating a change in his plans for the future, and he thereupon entered Eastman's Business College, at Poughkeepsie, N. Y., whither he went in 1875. He took the entire commercial course at this institution, and was so proficient on graduation that he was engaged to teach in the banking and business department of the institution. In October, 1876, Mr. Musselman came to Grand Rapids, and accepted a position with the firm of Graff & McSkimmin, jobbers of teas, coffees and spices at 56 Kent street, representing Peter Graff, whose entire time was engrossed by his milling interests. The firm subsequently purchased the wholesale grocery establishment of Samuel Fox & Co. and Mr. Musselman remained with the house until January, 1877, when he resigned to take the position of book-keeper with Hibbard & Graff, who were at that time the leading flour millers of the city. On the failure of this firm in February, 1881, Mr. Musselman decided to embark in the wholesale grocery business, and in June of that year the firm of Fox, Musselman & Loveridge, composed of James Fox, Amos S. Musselman and L. L. Loveridge, opened for business on South Division avenue. This copartnership continued for five years, when Mr. Musselman purchased the interests of his partners and formed a copartnership with William Widdicomb under the style of Amos S. Musselman & Co. Three years later the firm name became Musselman & Widdicomb, and the place of business was changed to the Blodgett building, on South Ionia avenue. In February, 1893, Mr. Widdicomb retired from the business and the firm was succeeded by a corporation, with a paid-in capital stock of \$70,000, of which Mr. Musselman was the President and General Manager. His associates who acquired the Widdicomb interest were James M. Barnett, Thomas Peck, John E. Peck, William G. Herpolsheimer, C. G. A. Voigt, Henry Idema and E. A. Stowe. As an evidence of the esteem in which he was even then held by the business public it is only necessary to refer to the fact that his associates in the company included men of large means and great shrewdness, and that when it was known he was to have the management of a newly-organized grocery company many of the leading financiers of the city were among those whose applications for stock could not be granted.

So prosperous was the house and so aggressive was the management

that three branch houses were subsequently established—one at Traverse City, under the management of Howard A. Musselman, another at Sault Ste. Marie, under the management of John Moran and a third at Cadillac under the management of Charles S. Brooks. All of these branches soon came to be strong factors in their respective localities and carved out for themselves careers quite as creditable, relatively speaking, as that enjoyed by the Grand Rapids house.

Mr. Musselman was one of the chief factors in the organization of the National Grocer Co. and was elected First Vice-President. On the retirement of Mr. Higginbotham, in 1905, he was elected President, continuing in



Amos S. Musselman.

that capacity until 1910.

Mr. Musselman was for several years Vice-President of the Grand Rapids National Bank, but subsequently identified himself with the Fourth National Bank, which he served well and faithfully in the capacity of director. He was also a director in the allied banks, the Commercial Savings Bank and the Peoples Saving Bank. He was a director of the Tillamook Yellow Fir Co. and President of the Boyne City Lumber Co. He was also connected, financially and officially, with numerous other leading industrial and manufacturing institutions. In 1915 he was elected President of the Commercial Savings Bank, which he served to the best of his ability up to the day of his death, which occurred March 5, 1917.

Mr. Musselman was a charter member of the Grand Rapids Board of Trade and a director of the Board of Trade until it was superseded by the Association of Commerce. He also served that organization in the capacity of President and Treasurer. He also acted as chairman of the Committee on Statistics and the record he made in that office caused him to be selected by the Census Bureau, on the recommendation of the Board of Trade as the most eligible person to prepare the manufacturing statistics of this city for the general census of 1890. This duty was discharged so acceptably as to win for him the encomiums of the Census Department.

Mr. Musselman gave cheerfully and

which he directed the work of the several committees and hundreds of workers. On the successful termination of the struggle Mr. Musselman's name naturally came into prominence in connection with the office of Governor and many of his friends urged him to enter the field. Their importunities were so urgent that in 1910 he became a formidable candidate for the position. Unfortunately, the competition developed into a three-sided affair and, inasmuch as Mr. Musselman declined to expend money with a lavish hand, as his competitors were able to do, he was unsuccessful. As soon as it was announced that Governor Osborn would not run for a second term, Mr. Musselman announced his candidacy and made a most creditable campaign but was defeated by Woodbridge N. Ferris on account of the Progressive split in the Republican party. Had he been elected, he would have exalted the office and given the people a clean administration which they would long look back on as a model.

Mr. Musselman became a member of the Westminster Presbyterian church when he came to Grand Rapids, and was one of its most prominent and hard-working members. He took an active part in the organization of the Madison avenue Presbyterian church, of which he was practically the founder. When he took hold of the project there was only a small Sunday school. Now there is a prosperous and growing church society, located in a building of its own.

Mr. Musselman was a member of the Masonic fraternity, including the Knights Templar; the Knights of Pythias, Royal Arcanum and the Peninsular and Kent Country Clubs. He was a member of the Board of Trustees of the Michigan Reformatory at Ionia for twelve years, retiring with a most excellent record as to vigilance and faithfulness.

Mr. Musselman was married in 1877 to Miss Ella Hostetter, of Lancaster, Penn. For many years they resided in a comfortable home at 38 South Prospect street, but in 1908 they purchased a tract of land on Robinson road, overlooking Fisk Lake, on which they erected one of the most beautiful and commodious country houses in Michigan. Mrs. Musselman died four years later and in 1915 Mr. Musselman married Mrs. Margaret Burrell, of Washington, D. C., who survived him.

Mr. Musselman was faithful to his business, his family, his church and his ideals. Quick in speech, prompt in action and somewhat abrupt in manner, he impressed many as superficial in his conclusions, when, as a matter of fact, every decision was based on well grounded principles which were formulated early in life and were never afterward deviated from or forsaken. Mr. Musselman lived a useful life in this community and he will long be remembered for his energy, resourcefulness and high sense of honor. E. A. Stowe.

Nature seems more intent upon expanding a man's waist line than his intellect.



Novelties in German Toys.

Recent developments in mechanical toys in the German market are based almost entirely on international news events, according to Walter Weedon, a toy buyer, who has just returned from a two months' tour of the foreign markets. Mr. Weedon recently cited as particularly noteworthy dirigible airship toys similar to the Shenandoah and the Los Angeles, which sail through the air as gracefully as their famous prototypes. The toy airships being made for export to this country, he said, are exact reproductions of the Los Angeles. The round-the-world flight of the American army aeronauts is the inspiration of another airship for children which is attached by string to four posts around which it revolves. Beneath it is stretched a miniature map of the world, with the course marked out and the principal countries and stopping places indicated. Besides purchasing a quantity of these toys Mr. Weedon found a child's typewriter with a standard keyboard. Its attachments differ from the usual model only in having an ink pad instead of a ribbon. He also was interested in a sewing machine with improved mechanism to sell at a price available for children, and a child's phonograph with unusual adaptations in the design of the case.

Crepe Sole Shoes Wanted.

One of the outstanding features of the current demand for men's shoes is the business the wholesalers are doing in good quality crepe sole footwear. So much cheap stuff is being put out, however, that the better grade shoes are being tagged by the sellers with a "first quality" label for protection. The cheap soles are said to lack tensile strength, with the result that the stitches pull out easily and cause trouble. For fall delivery a nice business is being taken in men's and boys' all-leather shoes; that is, shoes with leather soles, but buyers of women's footwear will not order for delivery more than sixty days ahead. In addition to the call for crepe soles, a feature of the present movement of sports merchandise is the increasing demand for tennis shoes. They are wanted for immediate delivery.

Black Still Tops Hosiery Hues.

Analysis of the hosiery color situation by the Durham Hosiery Mills shows that throughout the country 21 per cent. called for blacks and 79 per cent. for colors. This is a decrease of 3 per cent. in sales of black hose throughout the country. About the only real change in the color sales position was that white, which in March held ninth place in the business done throughout the country, moved

up to fifth place last month. Peach is now in third place, after having been fifth. April's ten leading shades so far as sales in New York were concerned: Black, toast, grain, champagne, zinc, white, harvest, cinnamon, Piping Rock and gravel. Throughout the country these shades held sway during the month in the order named: Black, champagne, peach, toast, white, harvest, gravel, grain, Russian calf and cinnamon.

Are Short Hose Here to Stay?

One of the vital questions of the hour in the hosiery trade, according to the special news letter of the National Association of Hosiery and Underwear Manufacturers, is whether cuff of "bobbed" hose have come to stay. If this is the case, it is further asked, what is the need of wasting the material now used in manufacturing uppers? Bare knees seem to be especially popular in the larger cities. A recent count in one of the leading hotels here lately indicated that twenty-five out of every thirty women "roll their own." While there is some disagreement among sellers as to just how much of a staple article cuff hose have become, there appears to be no question that they are steadily gaining favor.

Pouch Styles More to Fore.

Pouch styles are coming to the fore in the new handbags that are being offered. The flat, underarm bags are still stressed and the average retail handbag department is said to find it a leader in point of volume. Leather bags continue to outstrip silks, although in the higher grade merchandise the latter are meeting with favor. Considerable stress is placed upon color in popular bags, the brighter shades selling well. Staple black, however, finds a great amount of favor.

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	14%
Calfskin, Cured, No. 1	17
Calfskin, Cured, No. 2	15%
Horse, No. 1	3 50
Horse, No. 2	2 50
Pelts.	
Old Wool	1 00@2 50
Lambs	1 00@2 00
Shearings	50@1 00

Tallow.

Prime	07
No. 1	06
No. 2	05

Wool.

Unwashed, medium	@33
Unwashed, rejects	@27
Unwashed, fine	@33

Bankers Enter Into Retailing.

One of the most significant things in connection with department store merchandising is the greater interest with which bankers are now regarding the retail field. Not only has this been in evidence, it was shown yesterday, in

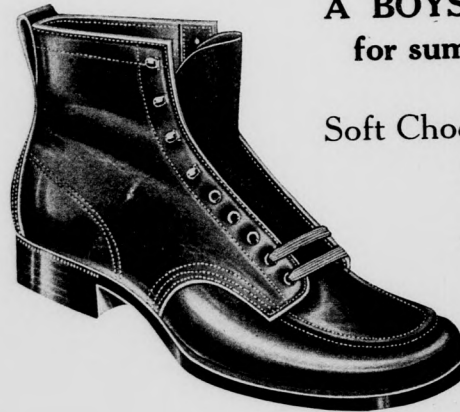
connection with the large retail consolidations and stock issues made recently, but also in the research work being done. There is at present, for example, a study of fundamental retail organization being carried on by the National Retail Dry Goods Association, in which the banking firm of Lehman Brothers is represented through Paul M. Mazur. The study will take in a complete survey of merchandise, publicity, control and store service. Ten typical stores will be analyzed to portray the functions performed by each of them through a "process chart" outlining each individual step. While retailers are giving highly constructive thought to fundamentals in their relation to future department store organization, bankers for the first time are trying to serve as

a clearing house for ideas and merchandising service.

Hastings—The International Seal & Lock Co. has broken ground for a three-story fireproof office building adjoining its factory. The new building also will contain the offices of two industries allied with them, namely, the Viking Corporation and the Hastings Manufacturing Co. The Hastings Table Co. also is erecting a two-story frame warehouse 60x200 feet adjoining its factory.

It often appears that the chief purpose of a man's head is to supply a place for a bad cold to locate.

Gumption, in the long run, beats genius.



A BOYS' SOFT PAC for summer and fall of Soft Chocolate Elk Skin

Number 855 for boys
sizes 3 to 5½.

Number 856 for youths
sizes 13 to 2½.

HEROLD-BERTSCH
SHOE CO.

Grand Rapids, Mich.
U. S. A.

Michigan Shoe Dealers Mutual Fire Insurance Co.



Organized for Service,
Not for Profit



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



For Information, Write to

L. H. BAKER, Secretary-Treasurer

LANSING,

MICHIGAN

TRANSIENT MERCHANTS.

Full Text of the New Law Recently Enacted.

Section 1. The term "transient merchant" as used in this act shall mean any person, firm, association or corporation engaging temporarily in a retail sale of goods, wares or merchandise, in any place in this State and who, for the purpose of conducting such business occupies any lot, building, room or structure of any kind. Such term shall not be construed to apply to any person selling goods, wares or merchandise of any description raised, produced or manufactured by the individual offering the same for sale, nor to persons handling vegetables, fruits or perishable farm products at any established city or village market, nor parties operating stores or refreshment stands at resorts or having booths on or adjacent to the property owned by them, nor to any stand on any fair ground.

The word "person" as used in this act shall include any corporation, or partnership, or two or more persons having a joint or common interest.

Sec. 2. It shall be unlawful for any person, either as principal or agent, to engage in business as a transient merchant in the State of Michigan without having first obtained a license in the manner herein provided.

Sec. 3. Any person desiring to engage in such business shall make and file with the county treasurer of the county in which he intends to do business a written application stating the applicant's name, residence, place where he intends to do business and kind of business. If said applicant is acting as agent for another person, he shall cause to be filed with such county treasurer a power of attorney appointing said county treasurer the agent of said principal on whom service of process may be made in any suit commenced against him. Said applicant shall at the same time deposit with said county treasurer, or file surety company bond in a like amount, the sum of five hundred dollars and pay to him the further sum of twenty-five dollars as a license fee, whereupon said county treasurer shall issue to said applicant a license as herein provided if satisfied that the business to be conducted by such merchant is not intended to cheat or defraud the public, which license shall expire on December 31, following the date of issue.

Sec. 4. Deposits made with such county treasurer as required by the preceding section shall be subject to claims of creditors and claims for local license fees on behalf of any city, village or township in all cases where a judgment has been obtained against such transient merchant in any court in this State and the time for appealing such judgment has expired. In such cases garnishment proceedings may be commenced in such court against said county treasurer. It shall thereupon be the duty of the county treasurer to remit to any such court any balance of said cash deposit remaining in his hands not exceeding the amount of said judgment, for the purpose of satisfying the same. Any balance of said cash deposit remaining in

the hands of the county treasurer four months after the expiration of said license shall be remitted to said transient merchant, provided, if, at such date, the county treasurer shall have received notice of any suit then pending against said transient merchant, said deposit shall not be returned until sixty days after the termination of such suit.

Sec. 5. Any such license shall be void as soon as the deposit made with the county treasurer as provided in section 3 hereof shall have been exhausted because of garnishment suits as mentioned in the preceding section. Such county treasurer may revoke any license issued by him hereunder, for good cause shown, after giving the licensee reasonable notice and opportunity to be heard.

Sec. 6. Transaction of business as defined in section 1 of this act by any person for a period of less than six months consecutively shall be prima facie evidence that such person was a transient merchant within the intent and meaning hereof.

Sec. 7. Any violation of this act shall be a misdemeanor and any person upon conviction thereof shall be punished by a fine of not more than one hundred dollars, or by imprisonment in the county jail for not more than ninety days, or by both such fine and imprisonment in the discretion of the court.

Sec. 8. Nothing in this act contained shall interfere with the licensing or regulation of said business by any municipality, township, or county in this State not inconsistent with the provisions hereof.

Sec. 9. Act No. 191 of the Public Acts of 1901, the same being sections 6984 to 7000 inclusive, of the Compiled Laws of Michigan of 1915, and Act No. 294 of the Public Acts of 1913, the same being sections 7001 to 7009, inclusive, of the Compiled Laws of Michigan of 1915, as amended by Act No. 383 of the Public Acts of 1921, are hereby repealed.

Sec. 10. This act is declared to be severable and if any section, sentence or clause thereof shall be held to be unconstitutional for any reason by any court of competent jurisdiction it shall not effect the validity of the balance of the act.

A Canadian court has made the curious ruling that the profits of bootlegging are not, and ought not to be, subject to the Dominion income tax, because it held it to be inconceivable that Parliament "intended to tax profits of illegal transactions." It is equally inconceivable, from the common sense point of view, that such a decision can be good law." Income is income, whatever the source, and if the taxing power can reach it and levies a tax, it is surely an anomaly that the holder of ill-gotten gains should be deemed exempt. That seems to be putting a premium upon the very sort of illegal transactions against which the laws are directed. If the bootlegger has to pay full tax upon his gains and at the same time expose himself to prosecution by the fact of his return to the taxing authority, the interests of the public seem to be served far better than if he were permitted to enjoy immunity from the income tax.

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

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

BEECH-NUT PACKING COMPANY
"Foods and Confections of Finest Flavor"
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OUR FIRE INSURANCE POLICIES ARE CONCURRENT
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The Net Cost is **30% Less**

Michigan Bankers and Merchants Mutual Fire Insurance Co.
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WILLIAM N. SENF, SECRETARY-TREASURER

WANTED—Brass Foundry Work
Brass, Bronze and Aluminum Castings
 Submit Samples or Drawings. Prices on Request.
NATIONAL BRASS COMPANY
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Walker
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Makes Good Chocolates



Why Be Ashamed of Making Much Money?

Are we a nation of dollar chasers?

My instinct is to answer: Yes, why not?

What is dollar chasing?

There is one answer and that in one word:

Business.

To this oracular reply nothing need be added by way of illumination if business were accepted academically as well as practically for just what it is. What is called business—production, commerce, trade and finance—engages the serious attention of nearly all the people of the United States. Those not directly so engaged are indirectly concerned. There may be some detached, unconcerned persons but they come within the classification of Blackstone's "roustabouts and such as walk in the night and sleep in the day, haunt customable taverns and ale houses and no man knows whence they come nor whither they go."

Nothing so conclusively demonstrates that this is a democratic country as the fact that business claims all of us. It may be that we have overreached. It may be that we have made a business of some things that are not or should not be made business.

Preaching may not be a business, but running a church is. A college president needs to be as much business man as educator and failure in the latter field will be less noticed than in the former. There may be poets and painters starving in attics, but not if they know how to market their wares or to find someone who does. Painters find remunerative employment in illustrating advertisements and the world is the better for having poets sing the praises of special brands of soap or sausage.

In a democratic country business is the thing; business does not permit fixed classes. It cannot survive if there is denial of equality of opportunity.

Is this rule by business desirable? Probably.

Here comes the flood of accusations that we are gross materialists, devoid of the refinements that come only from intense interest in the artistic, the spiritual, the intangible, the ineffable or whatever the antonym of material is.

Americans desire things. Their desire for things, according to many Europeans who have surveyed what they call our mad rush, is intense, passionate, consuming. The fact that they have more things than any other people anywhere or any time exerts no deterrent force. The demand and desire for more burns white hot and

constantly. None has gained renown because he has made two blades grow where one grew before—that is too commonplace. To win passing fame one must grow the two blades and they must be better and cheaper grown at a point whence they can be got readily to market and sold at a profit.

Of course the pursuit of things has been successful. It is difficult to find a field or department in which the American pursuit of things has failed.

More railroad lines and better than elsewhere? To be sure. Railroads are needed to carry things and to carry people to points where things may be seen and purchased and people see and buy them.

The statisticians will tell you that there are more telephones in New York than in Great Britain and nearly as many in Boston as in London. They will tell you how many more bath tubs there are in Chicago than on the entire continent of Europe; how much more electricity is consumed in Michigan than in China and India. They will give you much more comparative, interesting and useless information about kitchen sinks, gas stoves, washing machines and a striking list of other back-saving and muscle-softening evidences of our inventiveness stimulated by our passion for things.

The things are by no means useless. They may have traveled the steep grade whose stations are dispensable, comfort and luxury. Long ago the luxuries passed out of existence and became necessities. The things are of great variety. They include about everything that goes to make up the generality known as the Standard of Living. The Standard of Living is the average of these things commonly enjoyed; but it probably does not include theaters, music, art, literature, parks, boulevards and similar enterprises.

The things we have in abundance, compared with other peoples, may be enumerated under such titles as clothing, food, shelter, house furnishings, modern heating systems, bathrooms, gas stoves, washing and ironing machines, hot and cold running water, refrigerators and automobiles.

Under the classifications of public conveniences come gas and electricity, water, paved streets and highways, motor busses, electric lines, general transportation facilities, telephones and constant development and diversification of the entire group, especially machine equipment, domestic and industrial.

No other nation has so much. England is far along in its standards, compared to other old-world countries; but England is a laggard in comparison with the United States.

It may be interesting comment that

Is It A Friendly Act--

to appoint an old friend as executor and trustee of your estate in your will? Do you realize that some day he may be called upon to take from his own affairs a great deal of time for the management of yours?

If your business at present requires your full time, how can you expect to have it carried on by a friend who at most can only give it part time?

This organization makes a business of serving as executor and trustee. It is fully equipped and competent. You can secure valuable information at our Trust Department which will help you in selecting your executor.

GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICHIGAN

AT ACTUAL COST TO US

"Securities are put into the trusts at actual cost to The Michigan Trust Company, with no profit or commission whatsoever."

This is a quotation from our circular entitled, "Trusts in General," which explains how we are fitted to serve you well in handling trusts.

It adds: "The gain to the trusts, due to this fact alone, offsets to a large extent, if not entirely, the fees of the Trust Company for all its services."

Send for our circulars about different kinds of Trusts, and learn more about our methods and the many ways in which we can be of service to you.

THE MICHIGAN TRUST COMPANY

Organized in 1889

Corner Pearl and Ottawa

Grand Rapids, Mich.

the English with all their trading habits and all their democratic ways are still frankly in aristocratic people. Their social system is one of caste. The Labor Party may be on the right track but it is not yet powerful enough to break the shackles of caste. And when they are broken a long time must elapse before there emerges that equality of opportunity upon which democracy must be built.

In England higher education is for the few. Everything that involves the enjoyment of culture is for the elect. The idleness made possible by large or moderate possessions is a desirable state. Trade is a blighting activity to be performed by the middle classes. Things are for the rich and lucky. The standard of living is not the American standard and those who may have the equivalent of the latter, are limited by the absence of things in abundance. What things? Any compilation of those enumerated as commonly available in this country.

The further one travels from the realm of the Anglo-Saxon, the greater the limitation on things. In China, whose civilization is the most ancient, the caste system is steel bound and things are meager. Occidental inventories of Oriental demands invariably disclose wonderful opportunities for trade because of the enormous vacuum that might be filled by things.

But in relation to the opportunities progress in China has been scant and slow. China has not been won away from its traditions. Its artisans do not ride to work in motor cars. Its housewives do not cook with gas. Electric lights are for the cities and the public places. Telephones—there are less than 10,000 in all China. Water systems are present but more are needed and a bath calls for more preparation than a public function.

The point is not that China does not have all the things that China needs or desires. It may be just as well off without the multiplicity of things which America must have. But neither England, China, nor any other country, has America's wealth or America's national income. The wealth and the income are the products of the insatiable demand for things.

Industrialism in America, the universal engagement in business enterprises, is both cause and effect of the increasing clamor for more conveniences. From the demand comes the activity. From the activity comes profit, and from success comes the capacity for still further indulgences.

Mr. Hoover said recently that there is opportunity to raise the American standard of living 25 per cent. That definite 25 per cent. must have been a guess. Why not 40 or 50 per cent.? Has the saturation point appeared on the horizon? The national income has increased from 30.5 billions in 1910 to 67.7 billions in 1919, by estimate of The Annalist. The National Bureau of Economic Research shows an increase during the same period from 31.2 billions to 66.8. The 1923 estimate has been given by another authority as 57.7 billions and 1924 at 53.6 billions of dollars.

National wealth has increased correspondingly from 186 billions in 1912

to 320 billions in 1922, according to the Bureau of Census Report.

Predictions as to what the future holds in these respects would be futile. A prophecy made twenty years ago of what is reality now would have brought smiles of derision.

In summary the demand for the production of things, supplemented by figures showing the vast increase in income and in wealth, brings eloquent confirmation of the first statement—that business drives us on, that we are a nation of dollar chasers, that we are probably materialists because of our consuming interest in things.

Is our interest in things justified? Is the possession and enjoyment of this astonishing list of conveniences bought at too high a price? Is dollar chasing—the general surrender to the appeals of business—soul-shrinking? Has culture been beaten down and the seven arts withered among us in consequence?

Or, does culture follow commerce and grow with it and because of it? What are the spiritual, cultural, artistic, literary products of dollar chasing?

Charges of the blighting influences of trade are constant and persistent. Two of these, sufficient for purposes of illustration, may be picked out of the current flow.

One writer, reporting rather than commenting on the development of schools of commerce and business administration, says:

The language of the professor of humanities as he contemplates the commerce curriculum is as lurid as a life of scholarship permits. His dismay is natural. Business is the subject of universal disapprobation among humanists. Whatsoever things are mean, whatsoever things are low, whatsoever things are incontinently selfish and piratical, for all those things business and the trading classes have stood in the European imagination since the Middle Ages. Humanism, culture, gets its definition by contrast with commerce and industry. Whatever the necessities of the business community, so this argument would run, there can be no compromise between trade and the life of the spirit. The two are incompatible. The period of education which youth is allowed for the cultivation of its mind cannot be shared with apprenticeship for trade because the two cannot be mixed.

A fair enough statement of the case as it probably exists in the narrow minds of the humanists. The business mind, however, is broader. It allots to the humanists all the encouragement and sympathy needed but without surrender of a jot of its admiration for business and its necessity. The business mind says there is no incompatibility. It says business and the humanities can be mixed. As a matter of fact they are mixed now and here. The mixing does not mean that our business men must lead a double life—that one must be Mr. Hyde, engaged in depredations in the market place by day, and Dr. Jekyll, addicted to the humanities, by night. It means only that the "life of the spirit" can go and does go hand in hand with the life of business and it is not a strange bed-fellowship at all. The humanists, for whatever position they have, are indebted to business; for whatever development they make, the debt will be increased.

Kent State Bank

"The Home for Savings"

Capital 1,000,000

Surplus 750,000

Grand Rapids National Bank

The convenient bank for out of town people. Located on Campau Square 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

\$1,500,000

GRAND RAPIDS NATIONAL BANK
GRAND RAPIDS, MICH.

YOUR BANK

THE Old National Bank has a record of 72 years of sound and fair dealing with its depositors and with the community of which it is a part. Its facilities are available to you in all fields of progressive banking—Commercial Accounts, Securities, Safe Deposit Boxes, Savings Accounts, Foreign Exchange, Letters of Credit, Steamship Tickets.

The OLD NATIONAL BANK
GRAND RAPIDS

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"

5% paid on Certificates in force three months. Secured by first mortgage on Grand Rapids homes.

GRAND RAPIDS MUTUAL BUILDING and LOAN ASSOCIATION

A Mutual Savings Society

GROUND FLOOR BUILDING and LOAN BUILDING

Paid in Capital and Surplus \$6,200,000.00.

America's Oldest Insurance Company.

On Monday, April 13, 1925, the same day of the week as that of its first meeting, one hundred and seventy-three years ago, the Philadelphia Contributionship for the Insurance of Houses from Loss by Fire, more familiarity known as the Philadelphia Contributionship, held its annual meeting at Philadelphia.

The managers of this, the oldest American Fire Insurance Company, presented its policy holders and friends with a booklet giving the history, and some of the experiences, of this first American Company.

Benjamin Franklin, whose fame grows with the years, was one of the principal men of the group of prominent Philadelphians who met, early in the year 1752, for the organization of a company for the protection of its members from loss by fire. On the 13th of April, 1752, the subscribers met and elected a Treasurer and twelve directors, all men active in the affairs of the city. James Hamilton, Lieutenant-Governor of the Province of Pennsylvania, and Benjamin Franklin were the first to sign the articles of incorporation, which were entitled the Deed of Settlement, and were engrossed on fifteen feet of parchment. Although the custom of requiring the signature of every insurer fell into disuse a hundred years ago, the original, with more than seventeen hundred signatures attached, is well preserved to this day.

The Directors met early in the evening at an inn—"The Golden Fleece," "The Sign of the George" and others—and after transacting their business had their supper together. A fine of one shilling was imposed for tardiness and double that amount for absence from a meeting. These fines grew into a fund with which, in the year 1764, the Directors secured some thirty-one milestones, which were planted along the road to Trenton and on the King's Highway toward the South. One of these milestones now stands in the garden in the rear of the Company's office.

At their first meeting the Directors adopted as their seal the device of four hands crossed, signifying strength. This emblem, cast in lead, became the "badge" or "mark" of the Company, a very necessary adjunct to the fire insurance policy of those early days. This is still the sign of the company and appears in its advertisement in the Journal-News.

One of the interesting traditions of the Company is that during the War of the Revolution, the scarcity of lead becoming of some moment, the Directors temporarily discontinued the practice of affixing the marks to insured houses and those on hand were melted and recast into bullets for the Continental Army. Thus did the Philadelphia Contributionship chartered by King George in 1758, aid in the establishment of democracy in the new world.

Another interesting sidelight on the operation of this pioneer mutual accounting for its success and longevity is contained in the following statement: "In the very beginning the Board appointed Surveyors who were to inspect every house to be insured; their re-

ports were considered by the Directors before the insurance was approved. Faults of construction were pointed out—correction of hazards ordered. References in the minutes are request to a prospective insurer being 'ordered to make a way out at the top' of his house, 'and to fix iron rails on the roof,' whereby the volunteer firemen might be better able to fight the flames. The practice of inspecting houses to be insured has always been continued, and the co-operation of its members in following the Company's suggestions in matters of fire prevention and protection has been a definite factor in lessening its fire losses, to the mutual benefit of all the Contributors."

"The assets have been twice in danger of confiscation by enemies of the country. On July 2, 1776, the clerk was ordered to have made a chest in which to deposit the books, papers and other valuable property belonging to the company for hasty removal to a place of safety in the event of danger. This interesting relic, with quaint, hand-wrought lock, now occupies a prominent place in the company's office.

"Almost one hundred years later, on July 3, 1863, 'the rebels having invaded Pennsylvania,' a meeting was hurriedly called, at which the Treasurer was authorized to take such measures as were deemed necessary to remove to a place of safety the assets and chief books and papers of the Company. In accordance therewith, the Treasurer, together with the officials of several other Philadelphia institutions, made arrangements for a special train to take the cash and securities Northward out of danger. Fortunately, the rebel tide was turned at "Gettysburg.

"The same special meeting the sum of Twenty Thousand Dollars was placed at the disposal of the Finance Committee to be appropriated toward the defense of the city."

In the beginning the Company was purely mutual. Each member's deposit money was carried in a separate account, which was credited with the interest earned thereby and charged with its share of the losses. This was discontinued by action of the Company in 1763, and the interest earned was carried in a common account out of which all losses were paid. Since that time the Contributors' personal liability has been limited to the amount of his deposit money and all policies have been non-assessable. For over half a century the policies were issued for a period of seven years, at the end of which they could be renewed by a further deposit for a similar term, but since 1810 only perpetual insurance has been written, the policy requiring no renewal or further deposit and continuing without danger of lapse, either through the forgetfulness of the owner or the carelessness of his agent.

The Company, through conservative underwriting and careful investing, has attained a strength which makes it one of the most notable fire insurance companies in the world. In 1895 the Directors deemed it safe and prudent to pay out of the net income from invested funds, a dividend of 10 per cent. on the deposit money held by the Com-

(Continued on page 23.)

**FINNISH MUTUAL FIRE INSURANCE CO.
CALUMET, MICHIGAN**

ORGANIZED IN 1889.

This Company has returned
A DIVIDEND OF

50%

For 29 consecutive years.
HOW?

By careful selection of risks. By extremely low Expense Ratio.
Assets 44.11 per 1000 of risk. Surplus 30.89 per 1000 of risk.

Agents wanted in the Larger Cities.

FOR FURTHER PARTICULARS WRITE

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

Merchants Life Insurance Company



WILLIAM A. WATTS
President

RANSOM E. OLDS
Chairman of Board

Offices: 3rd floor Michigan Trust Bldg.—Grand Rapids, Mich.
GREEN & MORRISON—Michigan State Agents

**PROTECTION
OF THE MERCHANT**

By the Merchant For the Merchant

PROVIDED BY THE

**Grand Rapids Merchant Mutual
Fire Insurance Company**

Affiliated with the Michigan Retail Dry Goods Association

320 Houseman Bldg..

Grand Rapids, Michigan

SAFETY SAVING SERVICE

CLASS MUTUAL INSURANCE AGENCY

"The Agency of Personal Service"

C. N. BRISTOL, A. T. MONSON, H. G. BUNDY.
FREMONT, MICHIGAN

REPRESENTING

Retail Hardware Mutual	Central Manufacturers' Mutual
Hardware Dealers Mutual	Ohio Underwriters Mutual
Minnesota Implement Mutual	Ohio Hardware Mutual
National Implement Mutual	The Finnish Mutual
Hardware Mutual Casualty Co.	

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

WRITE FOR FURTHER PARTICULARS.

Effective Grocery Advertising From Two Standpoints.

Written for the Tradesman.

The C. & H. Grocery Co., Santa Paula, California, does a large business and is a consistent advertiser. The plan runs to "things and prices," with the slightest descriptive matter, with a central column devoted to a catchy sort of chat. Here is the chat of Feb. 5:

"Good evening, friends of Radioland and others! This is C broadcasting from C. & H., Santa Paula. The first order of our program this evening will be market reports pertaining particularly to the grocery business. The egg market is weak, receiving more eggs than we can sell. Paying 35c per dozen; selling at 45c. Butter steady, no change. Flour market has been wild for weeks; market still firm with prospect for other small advances. The top, however, is not far away, it is thought. Sugar has been declining for some time. The world's supply is extremely heavy. We anticipate another decline shortly, which will, undoubtedly, bring the market to bottom. We are protected on a carload at bottom, and when that time comes will advise. Watch for announcement. Potatoes are firm in tone and a good buy. Apples are in short supply. As the storage season advances, prices are bound to advance. \$3.50 a box for Pippins is a good investment for both a good eating and cooking apple. Canned milk at present is a good buy. We are paying \$4.45 a case of 48 cans, and selling it at 10c per can, or \$4.75 per case. Business conditions are encouraging, particularly so if Father Ricard's rain materializes. Except for December, January was the biggest month we have enjoyed for thirteen months, and that's going some. We will be on the air again Thursday of next week, tune in at supper time. Good night, Friends of Radioland and all the rest of our good folks."

That, surely, is nice, chatty, friendly stuff. It reflects knowledge of the business, sane outlook on business conditions, full confidence in the readers. As I read it, I think I hear the echo of an objection that C. & H. are giving away their business secrets to their competitors and that always makes me smile. It is like the objection that to name prices is to post your competitors on what you are asking for your goods—and that old objection always makes me smile double.

For, if you will read back over that talk, you will see that C. & H. are saying nothing—not a word—about anything that would be the least difficult for competitors to find out. But they are saying a lot that their customers and prospective customers are not at all likely to find out unless C. & H. tell them. Moreover, those things are what C. & H. want their customers to know; and those things are what the customers want to know. The customers are grateful to C. & H. for telling them. There is a wall of mutual confidence built around C. & H. and the consumers of the Santa Paula region by such advertising, and the wall is raised higher and made thicker with every issue.

Notice how C. & H. tell all about their costs on eggs and milk. Frank? I'll say so. And frankness of that sort begets frankness and confidence and mutual understanding, followed by a feeling of easy, secure friendliness. Such elements are the most valuable things that any merchant can culti-

vate. He is a successful cultivator who puts time and thought into his advertising, to give reliable information to his trade. Finally, note that here are no high-flown phrases. There is no attempt at fine writing. This is just plain man-to-man talk, such as either C. or H. would use face to face with any customer.

The Colorado invitation is neither "Come West" nor "Come Out." It is "Come Up to Colorado!" And there is reason in that, for much of Colorado's area, even the flat portions, lies a mile above ocean level. And there is exhilaration way up there. The elevation begets cheerfulness. Those folks laugh a lot and smile always. They also remain young, no matter what years lie behind them on life's journey. Finally, they are simple minded—not much given to being stuck on themselves nor bothered to maintain their dignity. For you see, they live amid scenes of such gigantic grandeur that nobody but a silly ass could remain there and think himself very important.

Maybe all this accounts in part for Jimmy McClellan, of Longmont, who calls himself "A Grocer." For years, Jimmy has been sending out a little folder, size to fit into a common envelope, called Store Talk. It goes out once each month. It is filled with chatty stuff about what Jimmy has to offer. Here is the entire material from the October last issue:

Smyrna cured figs—delicious fruit—this grade of imported figs is the pick of the fig orchards of Smyrna—when you taste 'em you will say it's the truth—50 cents per pound.

Black Walnut satin finish candy—It's the biggest candy hit of the season—you will enjoy eating or giving to others to eat, this fine confection.

"There is a cider and there is another cider which is really in the better class—the process of making and filtering in a more modern way makes our cider sparkling, clear and rich in apple taste and flavor—the season's favorite beverage—50 cents per gallon.

Candied cherries in glass and cartons—A needed item in the serving of many dishes—25 and 30 cents per package.

Olives in glass and tin—Sizes and prices from 15c to \$1.50 per package—both ripe and green are high grade.

The popcorn that pops and makes large, flakey, white portions, is for sale here.

Cranberries—firm, ripe fruit—make delicious jelly or sauce—serve it and have a change in your sauce serving.

When you have extra doings at your home for a few neighbors or friends there is one item in food which should be included in your menu—that's sweet potatoes—always get the best here.

"Our store policy is to please every buyer on quality food supplies—no matter what the buyer pays.

Hot Cake Prepared Flour is a convenience and in many families it's regular rations for breakfast. It's just the question of getting the kind that makes the nice, brown tops and light, fluffy centers—this pancake flour can be bought here.

Clean Currants, California grown, are better than any imported fruit—Have the real currant taste, and so essential to the making of fruit cake—25 cents the pound in bulk.

Fruit Salad—Put up in two sizes—sell at 35 and 55 cents per can—has quality which brings popularity.

Russet Burbank Potatoes are known as the best baking potato—Uniform size and good keepers—winter supply can be bought now with safety.

For your head lettuce serving a salad dressing is needed. We suggest

a selection from Premier—Blue Ribbon—Yacht Club—Durkee's.

There's the entire monthly circular for October. Is there any grocer anywhere who could not find material for a circular like that each month? Notice there is nothing about "Umpsteen pounds of sugar for No Dollars," no "Special Offers," and nothing like "low prices," or "below values" mentioned. I like to copy such things because what "A Grocer" does another grocer can do. Paul Findlay.

Nut Business Has Doubled in Ten Years.

Americans are becoming nut-eaters. Confectionery display windows tell the story. Where, in this city, one or two sorts of nuts once had a corner, now many varieties share the space, and are even done up in beribboned gift boxes—confections in themselves.

Companies that for years had been in the nut business in a single spot, of a sudden commenced to spread themselves all over town, recruits to the chain store outbreak. Said the manager of one of these shops, as he dug into barrels of different varieties, "you see all these different kinds of nuts! They're all in demand. Some take them mixed. Salted peanuts were always popular, and salted almonds, but now they don't have to be salted—they are salable just plain. And Brazil nuts, and there are those crooked cashew nuts from the West Indies—we've had them for years, but people never asked for them much until lately. They are taking more pistachios, too, and Chinese lychees. But New Yorkers like pecans best of all of them."

From New York "lines of nuts" go out to most of the world, the dealer added. Southern States and California supply cultivated pecans; the West Indies and the Philippines furnish several varieties; South America sends Brazil nuts by the ton, Spain sends almonds by the shipload; Italy contributes chestnuts and other descriptions; Java and the East Indies supply others and from middle Turkey pistachios are collected for the American trade.

Government lists of exports and imports indicate the increase in the nut trade in the last ten years. Importations of Brazil and cream nuts for consumption in this country almost trebled; unshelled filberts from eight and a half million pounds jumped to fifteen; shelled filberts from a million and a half to six million and a half; shelled walnuts from ten million to more than eighteen million pounds, and unshelled from sixteen to eighteen million pounds.

Importations of unshelled peanuts for home consumption more than tripled, those of shelled, doubled. Shelled almonds increased twofold. Several sorts not listed in 1913 appear on the 1923 records—pistachios to the amount of 415,789 pounds and of pignolia, from the stone-pine of Southern Europe, more than 700,000 pounds.

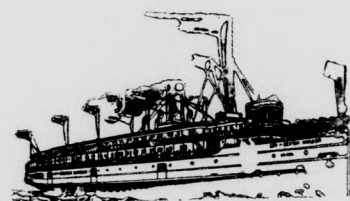
Grand Rapids—R. R. Roth succeeds A. E. Despres in the grocery business at the corner of Bostwick and Lyon streets.

Push the self-pushers

It pays to push goods that push themselves. Takes less selling effort; boosts turnover; multiplies profit. Trust the pusher in the grocery trade to pick the self-pushers—the nationally advertised, popular products like Carnation Milk!



© 1925, Carnation Milk Products Company
533 Carnation Bldg., Oconomowoc, Wisconsin



CHICAGO

One Way \$4.20

Round Trip \$7.30

GOODRICH TRANSIT COMPANY
GRAND RAPIDS, HOLLAND
and CHICAGO RAILWAY
Freight and Passenger Line.

Leave Grand Rapids

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

Leave Chicago

Mon., Wed. and Fri., 7:00 P. M.
Chicago Time

For Information Call
Telephones

Citizen 4322

Bell M. 4470

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

Next War Looms From Direction of Setting Sun.

Grandville, May 12—Despite the Government's assurance that all is well, some of Japan's most conservative newspapers affect to see in the maneuvers of the American fleet around Hawaii a secret training of American seamen for an attack on Japan.

We Americans know there is nothing in this fear of our Nippon neighbors, and yet that oriental nation may wax warlike simply because of such a fear. That the conservative press of that island kingdom is stirring up bad blood is cause for serious thought. Wars have come about because of mistaken notions in the past and there is no mistaking the fact that the Japanese are nothing if not warlike.

To-day's Chugai newspaper says: "The American naval maneuver plan is too boldly provocative against Japan. Their fleet will visit Australia for the secret purpose of conducting other maneuvers in conjunction with the Australian fleet. The visit of the American fleet to Australia is a great menace to the safety of this nation. A dispatch from America states that as a result of the maneuvers further fortifications in Hawaii are to be recommended to Congress."

This from one of Japan's conservative papers shows how thoroughly the Nippon mind is saturated with anger and alarm where this country is concerned. Further says the Japan newspaper: "Our nationals now realize the disarmament congress at Washington was a secret plot between two groups of Anglo-Saxons to weaken the fighting strength of the Japanese navy."

All of which may seem absurd to American thought, yet it is cutting a figure in Japanese politics which needs only a little fanning to bring on war between the United States and Japan.

How foolish for that island kingdom to think of coping with this big Yankee nation of more than a hundred millions. Well, truly that may be so, but here is another thought.

An Italian paper, Rome's leading newspaper, the Messagero, declares that the Pacific ocean situation is much more serious than most European governments imagine.

The Messagero utters the warning that America is not so immune from possible defeat as most European publics believe because an alliance of Japan, Russia and Germany is not outside possibilities; and such an alliance would possess man power, a navy and material power equal to America's.

The Italian newspaper asserts that a movement to ally Japan, Russia and Germany has already begun, and that the objective of this alliance is the United States.

Wars and rumors of wars, to be sure, and there may be nothing in it, yet it may be well enough for Americans not to minimize the aspect of the Japanese feeling toward this country. That nation is certainly making every effort to be prepared where air service is concerned, and the press and jingoes are doing their level best to imbue the Japs with a hatred for everything American.

The Italian newspaper is frank in saying that it believes that Canada, Australia and New Zealand will come voluntarily to the aid of America in the event of an attack by Japan, Russia and Germany.

It is well enough for the United States to take no chances and to make ample preparations and keep her powder dry. Every maneuver of our army or navy is being watched with argus eyes by the Eastern world. Japan's enmity has been of long standing. Our immigration laws have angered the yellow men of that Asiatic island.

Should war come and should Japan have for allies two of the largest European nations, it could not be termed a war of the yellow races against the white. England and Japan were once

allied, and it would not be surprising if other white nations sought to gratify their own revenges by striking hands across the water with the "Yankees of the East."

Hawaii is the American outpost in the Pacific. The eyes of Japan scan that spot with an eager desire to get possession of the same. The battle of Uncle Sam's forces in and about that island seems to have determined nothing, since both sides claim the victory, and it was all the merest of shams after all, and certainly determined nothing.

The Messagero calls attention to the rabid anti-American language in the Japanese press, giving examples from recent Tokio papers, and states the belief that these jingo attacks will lead sooner or later to war for the hegemony of the Pacific.

It will give the United States a new thrill to have to fight to defend her Pacific possessions. It is not pleasant to realize that by our reaching out after islands in that ocean we have invited the hostility of other powers, and that in time we may have to defend these islands with men, money and fleets, both in air and on the water.

"People may cry peace, peace, when there is no peace," proclaimed a Revolutionary patriot when the colonies were assailed from abroad. It is the same to-day. This talk of peace is all well enough for narrow minded ministers and Quakers, but for the majority there is more of war in the background.

To be prepared is the one great desideratum, and let every pacifist be ordered to a back seat while America makes ample and perfect preparation for the next war which looms from the direction of the setting sun.

Old Timer.

Should Buy Molasses For Quality and Not Price.

Cedar Rapids, Iowa, May 1—We note in the Michigan Tradesman for April 29 you report that the demand for molasses is quiet, but that what is selling, is mostly the higher grades.

In this connection, we have just recently written a letter which we are forwarding to jobbers' salesmen, in an effort to get them, with the help of our specialty men, to educate various merchants on the different grades of molasses, and to show these merchants how they can increase the consumption of molasses—and, in turn the volume—by making it possible for the merchant to only give the consumer a good grade of molasses when she asks for "A can of New Orleans Molasses."

It is to the interest not only of the manufacturer, but of the retailer and the jobber, to sell those products which will increase the consumption of that class of goods, and it is a fact that molasses has been sold by many retailers and jobbers for price, ignoring quality, and the consumption to-day is not near what it used to be when the grocer handled molasses in the open barrel.

In those territories where the high grades are sold to a greater extent than cheap molasses, there is more molasses consumed, and the volume handled by both the retailer and the jobber is greater, and it is also a fact that in a few sections, larger portions of the business on molasses, is on cheap, black molasses, with the result that many of the dealers are wondering where their molasses business has gone to. The sooner these dealers are acquainted with the fact that they should not buy molasses for price, but for quality, the sooner the volume is going to come back.

Penick & Ford Sales Company, Inc.

When a man is in love with his job, he is not apt to play a good game of golf.

Then
watch her basket fill



A half dozen needs flash through her mind when you suggest
Sun-Maids

No merchant has a better chance than you to build up orders by mere suggestion. It works; try it this way:

Instruct your salespeople to suggest Sun-Maids. Your customer wants raisins and she knows how to use them. A mere suggestion will remind her of a popular cake she recently made—or a pudding she is eager to try.

Like a flash she will take mental inventory of her supply of the products that "go with" Sun-Maids into delicious raisin dishes.

She will think of flour and baking powder, butter or substitute, sugar and milk, nuts and spices, cornstarch and gelatine—a lot of items she uses with raisins. Some of them she will need and buy.

Try out this plan of suggesting Sun-Maids. Enthuse your clerks over the idea. And put your windows and counters to work reminding customers of "raisins and."

Other grocers have boosted sales by this simple, fundamental selling method. Use it yourself and watch results.

It pays to say "Sun-Maids"

Women appreciate the fine flavor, the uniform quality of Sun-Maid Raisins. They are accustomed to using Sun-Maid recipes and they have been influenced by extensive national Sun-Maid advertising. Don't say "raisins"—say "Sun-Maids." It makes selling easier.

Sun-Maid Raisin Growers of California
FRESNO, CALIFORNIA



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

Standard Sizes in Underwear.

After two years' intensive work at the Federal Bureau of Standards, Washington, knit underwear manufacturers at last have available standard sizes and measurements for their products. As a result, the man who wears a size 40 union suit, for example, may buy his underwear in the future without later finding that, despite the size mark, it is really only a 36. Due to the standardization work that has been done by C. H. Hamlin, research fellow representing the Associated Knit Underwear Manufacturers of America at the bureau, in conjunction with Federal workers there, the consumer will now be able to buy garments of every weight and type of knitted cloth that will fit him. This is assured, so long as they bear the standard label, no matter what mill manufactures them. The details will be submitted to the manufacturers at the forthcoming convention of the association at the Hotel Traymore, Atlantic City, by Secretary Roy A. Cheney.

Ginghams Are Moving Better.

Ginghams, after something of a lull, were said yesterday to be picking up in demand again, both in first and second hands. The latter have done a nice business on these goods of late, stimulated by the recent Gingham Week, and the demand has been especially satisfactory from those parts of the country where it is now warm enough to wear Summer frocks. In this demand the fancy dress patterns have fared best, but the movement of staple gingham from the first to second hands has not been bad. Recent orders for staple fabrics placed here indicate that the surplus of these goods in jobbers' hands which clogged things up somewhat several months ago, has been materially reduced. Taken as a whole, the Fall gingham season to date has not been spectacular, but a greater yardage has been disposed of than some factors in the trade thought possible not so long before it opened.

Carryover Restricting Demand.

Carryover of stocks of men's Summer clothing from last season is figuring as a larger factor in the development of immediate business in this merchandise than was previously counted on. Reports have been coming to wholesalers during the week of stores in quite a few centers which have stocks on hand that they regard

as ample enough to start the season. Other retailers are following the policy of buying enough garments to "sweeten their stocks. As a result the present situation, as the wholesalers find it, is a spotty one. The most important single factor is the weather. If this is such as to encourage the early and continued sale of these light-weight suits over the counter, the manufacturing situation will be greatly changed for the better.

Thinks Jackets Will Sell Well.

Although the rather limited success that has been met by jackets in the advance fall business done on manufactured furs to date has brought up a question as to just how "good" these garments will be for the new season, the assertion was made by one of the best posted men in the trade recently that they would show up strongly in the later buying. He pointed out that most of the customer buying of coats at the usual August fur sales took place on the long ones, women paying whatever is necessary for them and having them kept by the store until colder weather comes. With short coats, on the other hand, there is less consumer call until the time approaches for their use. This, according to the furrier in question, is the principal reason for their slow sale at the moment.

The Vogue of Long Sleeves.

The present trend toward long and semi-long sleeves on spring dresses and other ready-to-wear garments has helped some trades and been a restricting influence in others. The long sleeve vogue, it was pointed out recently, has notably helped the sale of dress shields, the business in the latter being described as better than in several spring seasons past. At the same time, however, the vogue, together with other factors, has hampered somewhat the demand for blouses. The separate skirt business has also been affected because of the slackened interest in blouses. So-called "tiny sleeves" are making their appearance in the latter and also in the new knitted outerwear garments, as a modified concession to the present sleeve tendencies.

Gem Demand Slowly Gaining.

Although the call for colored gems is gradually improving, there has been no marked change in the situation in the last two or three weeks. Emeralds continue to dominate the business done in the precious stones, all sizes being in better request than anything else, and fine quality stones are becoming scarcer and scarcer. With the increasing scarcity has come a stiffening of prices which makes the finer

stones purchasable only by persons of real wealth. There is no really second in demand, although sapphires come closer to answering that description than any of the other stones. The semi-precious gems are picking up slowly, but there is no sharply defined call for them. Aquamarines come about as near as anything to being the most-wanted stones in this category.

Orders For Summer Neckwear.

Orders for men's summer neckwear have been shaping up nicely, according to manufacturers here. The early consumer reaction which retailers had was entirely favorable and, as the straw hat season begins shortly, it is also counted upon to have a favorable influence on the purchase of new neckwear. Cut silk ties continue to account for the larger volume of purchasing by retailers. Light-weight foulards are coming to the front more strongly and are expected to have a very good season. Bias striped moires, mogadores and twill weaves have been selling well. Bow tie orders have been of good size. Sport ties of flannel and also some of the wash ties have figured in the demand for specialty items.

Cotton Fabrics Generally Quiet.

The gray goods end of the local cotton goods trade is not the only part of it that is going through a dull period right now. Excepting for a continued run on novelty dress fabrics, particularly those embodying artificial silk in one form or another, there is very little business of importance passing at the moment. The heavier colored cottons are especially dull, particularly in cases where recent price shadings by the mills have been carried just enough further by second hands to corral what little business there is. Unless a sustained upturn in cotton comes, despite the acknowledged paucity of wholesale and retail stocks in various parts of the country, buying was said recently to be likely to drag until the turn of the half year.

Color Rules in Bathing Suits.

Along with the improved tone to the general demand for knitted outerwear has come a better demand for bathing suits, particularly women's merchandise. With the weather favorable, the chances are held good that considerable of the backward buying of many retailers will be made up. The trend toward bright colors and combinations

of them in the bathing suit lines is marked. This has led to the creation of a larger number of novelty suits than is usually the case and the use of a wider array of fabrics. Silks will be stressed in the "parade" suits for beach wear, while the worsteds will continue to dominate in the practical surf garments. The one-piece suit with short skirt is a leader in the latter.

Where the soil is rich, you find no "For Sale" signs on the fence.

RESORT TRADE

June first will start the tourists north to Michigan's famous resorts, and we must be in a position to serve them.

Prepare to display your merchandise attractively, and freshen your stocks for the summer months. Remember that we are boosters for Michigan, and that we will co-operate with you in every way.

Send for samples of anything you may need—Grand Rapids is centrally located, and shipments fast.

Member

Michigan Tourist

and

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Paul Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Michigan

For Two Weeks,

SPECIALS IN ALL DEPARTMENTS

Underwear, Hosiery, Dress Shirts, Work Shirts, Boys' Blouse and Pants, Men's Work Pants, Sport Coats. Salesmen will do their best to see you, but we advise you to come in at once and take advantage of this opportunity.

Daniel T. Patton & Company

Grand Rapids, Michigan - 59-63 Market Ave. N.W.

The Men's Furnishing Goods House of Michigan



Was Great-Grandmother So Much To Be Pitied?

Written for the Tradesman.

As far back as she can remember, Mrs. Belding has been familiar with the sweet, strong, intelligent face pictured by the little old daguerreotype that is the first likeness her great-grandmother ever had taken.

This ancestor of hers was one of the pioneers, who coming from the states further east, settled in the region lying just south of the Great Lakes. Since she herself is now nearly middle-aged, her great-grandmother corresponds to the grandmother of my older, and to the great-great-grandmother of my younger, readers.

The cabin in the little clearing, miles from the nearest neighbor, the coarse, monotonous fare, the homespun, homemade clothing, the ox teams that were the common means of transportation, the hell-fire and brimstone preaching in the log school-house—every detail of the rude life of those early settlers as told by Great-Grandmother herself and passed on down by other members of the family, has sunk deep into Jessica Belding's mind.

Drawing on her own experiences while camping out, she imagines what it must have been like to cook for a large household over an open fireplace, and her own back aches as she thinks of the heavy iron pots and kettles that Great-Grandmother had to lift. Riding swiftly along on a paved highway in a smoothly running machine, her thought goes back to the tedious trips her foremother made over the new and always either rough or muddy roads of the early days, in a wagon drawn by those insufferably slow oxen.

From a series of such comparisons, Mrs. Belding has reached the conclusion that "all those early settlers had just a terribly hard time of it." Since her mind is keen and sympathetic rather than logical, she has an uneasy feeling that something ought to be done about it. She is one who forms mental pictures of almost startling distinctness, and has many such, very real to herself, of the pioneer life. She lacks the knowledge of human nature that would enable her to see the happenings of those far-off days from the pioneers' point of view.

The life of the first settlers was strenuous, a long battle with heat and cold, drouth and wet, malaria, and the seemingly adverse forces of the physical universe. Hard it was in the sense that there were many hard things to do. But it had its compensations. Comparing that time with this, there were then not nearly so many things about which it was hard to tell what to do. It was a fight against tangible

ills, not the confusing, baffling, bewildering struggle against—one scarcely can tell what, with which many of the present day vainly wear themselves out.

The old-timers lived as they had to live, close to Nature. When night came and they were tired out from their labors, the good Mother gave them the sweet, sound sleep that refreshes body and soul alike, from which they awoke not only with physical strength renewed, but with hope and courage marvellously restored. It is we moderns with our vaunted progress and advancement, that lie awake nights. They suffered from maladies brought on by exposure, hardship, and toil, but they knew little of the horrors of nervous breakdown.

Their very privations made life simple. For instance, when sickness was too severe for home treatment, Great-Grandmother sent for the doctor, a mighty personage who lives fifteen miles away and came on horseback. He was the one and only physician to be had. Since there were no specialists, it didn't have to be decided which one of half a dozen could best handle any given case. Nor was Great-Grandmother confronted by such far-reaching questions as, Do we want a medical doctor at all? Might it not be wiser to call in a Naturopath, a Chiropractor, an Osteopath, or a Christian Science practitioner? and, if so, which? She just sent for the doctor.

She did not feel, as does many a smart woman of to-day, that she must use her utmost effort to retain her husband's affection and admiration. Although always plainly dressed, she was neat and tidy. She combed her hair so it was smooth at the sides, did it in a hard knot at the back, and practiced such virtues as godliness, patience, and kindness. She deemed this enough. She didn't keep herself dolled up constantly, nor attempt to be all the while so over-whelmingly fascinating that her life companion would be held in the path of marital fidelity by the sheer force of her attractions.

The rigor of orthodox religion, fear of what the neighbors might say, and a sense of their plan duty, were relied upon to hold the husbands of that time in line. It appears that these agencies were fairly effective, for tradition has it that most of the great-grandfathers walked a pretty straight crack.

That church, social, philanthropic and domestic duties have been appallingly multiplied and elaborated since her time, is proved by the enormous day's work that Great-Grandmother did, and the famous stunts of spinning

and weaving that stand to her credit. The reason why the housewife of today can make only a sorry showing in comparison, is because, with all the distracting calls upon her time and attention, she never is let alone long enough to get well started on a good-sized piece of work, to say nothing about continuing to record-breaking completion.

Great-Grandmother had her brief hours of homesickness and of dark discouragement, but the urge of the pioneer was upon her, and her soul was strengthened by the vision of what was to be. Deep griefs she had too, but not more of sorrow nor less of enjoyment than has fallen to the lot of many of her descendants. Be it remembered that for most, happiness is never absolute but always relative, and conditioned on comparisons, hopes, despairs, and mental attitudes.

She had what was going there, at that time. The heavy wagon drawn by oxen wasn't so bad when the neighbors were using the same kind of conveyance. The real heartache comes from having to drive a flivver when one's most intimate friends are sporting limousines and coaches of latest model. Great-Grandmother had her triumphs, and there was just as much satisfaction in having all the other women of the community beat a mile on the dinner for a raising, as there is in holding a national golf championship.

As to the higher kind of happiness that depends not at all upon things and possessions, those of that time who had it, had it, their privations and poverty detracting not in the least from their blessedness. As to those who had it not, ease and luxuries would have been as powerless then as they are now, to give it.

Dear Mrs. Belding, do not pity Great-Grandmother overmuch. Pity yourself a little, maybe, for your tasks, not so muscular and more psychological, are no less arduous than were hers. Your problems many times greater in number than those she had, are also far more difficult and perplexing. Sad to say, with all our gains, we have made scant progress in that wisdom of living that might aid you in their solution. Emulate the sturdy traits and sterling virtues of the early settlers, and, as much as in you lies, seek to bring into this age in which you are living, the balance, the sanity, the strong common sense that Great-Grandmother so well exemplified.

Ella M. Rogers.

Want Garments For Sales.

The immediate business in ready-to-wear for sales purposes continues of quite satisfactory proportions, according to wholesalers here. Dresses are described as in particularly active call. The popular priced ranges doing very well. Lace dresses and those of flat and printed crepes are outstanding in the merchandise that retailers are buying. There is also a sustained interest shown in silk coats, reorders on new models being well divided among many retailers throughout the country. Houses which have prepared special summer lines of sports garments have met with a good response.

How the Money Is Spent.

Recent calculation of the distribution of the Federal revenue presents an interesting analysis of the demands on the taxpayer.

Out of every \$100 paid into the Treasury, Congress takes 40 cents; the White House 10 cents, and independent offices, \$13.49. The Department of Agriculture draws \$4.20; the Department of Interior, \$9; the Department of Justice, 60 cents; the Department of Labor, 20 cents; the Navy Department, \$9.50; the War Department, \$10.10; the Department of Commerce, 70 cents and the Treasury itself, \$8.10. The Panama Canal requires 20 cents; the District of Columbia, 70 cents; subscription to capital stock in the Federal Intermediate Credit banks, 30 cents; interest on the public debt, \$28.20; premium on the public debt, 10 cents; retirement of the public debt, \$13.50; miscellaneous and special appropriations, 70 cents.

Here is presented in concise form that vague, but much discussed item, "the cost of government." From a study of the different values assigned therein, the average citizen can gain a clearer conception, perhaps, of the requirements of the National Government as they affect him than by any other method. The estimate, at all events, gives a summary "expense account" more accessible to the mind of the ordinary individual than the annual report of the Secretary of the Treasury.

You can lead a boy to a job, but you can't make him hold it.

Duro Belle HAIR NETS

It is just as easy to sell 1 dozen Duro Belle Hair Nets as one net, and you make \$.60 on a sale of a dozen.

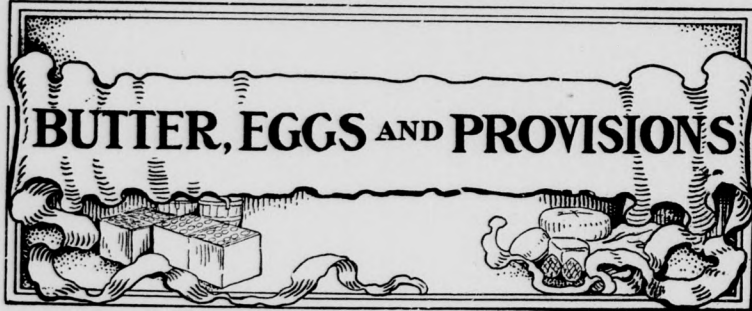
Women like the neat Duro Belle Sanitary parcel. It contains one dozen nets neatly done up and labelled.

"BUY THEM BY THE DOZEN"
Profit builders for every store. Their general, all-around good quality makes fast friends.

Get Our Proposition — Write Your Jobber Or to Any Address Below.



NATIONAL TRADING CO.
620 South Wabash Ave., Chicago, Ill.
67-79 Irving Place, New York City



Progress Made in Egg Standardization

In addition to its efforts in the egg standardization campaign, the live poultry situation, co-operative marketing and other industry matters, the executive committee of the National Poultry, Butter and Egg Association, through its business office at Chicago, is actively engaged in the handling of transportation matters, particularly matters having to do with freight and express rates on live and dressed poultry, butter and eggs.

The Association is now working on several general rate problems of interest to the entire trade, and, for the information of the trade, a brief report of these problems follows:

Prior to June 21, 1924, the rates charged by the express company for the transportation of dressed poultry, butter and eggs in carlots, were the same. Effective on that date, the American Railway Express Company reduced its rates on butter and eggs by 10 per cent., but made no corresponding reduction on dressed poultry. The executive office of the national thereupon petitioned the express company to reduce the dressed poultry rates to the lower butter and egg basis, but this application was declined, and the association then filed a formal complaint before the Interstate Commerce Commission at Washington. Hearing of this complaint was held before Examiner Hunter of the Interstate Commerce Commission at Chicago on March 9th and the executive office has just completed its brief of the testimony which was filed with the commission in April.

In the event of a favorable decision from the Interstate Commerce Commission in this case, the present dressed poultry carlot express rates will be reduced to the basis in effect immediately prior to October 13, 1920, or to state it another way, a reduction of 10 per cent. will be made in the present rates on dressed poultry.

There is a heavy movement of dressed turkeys by express from Texas to Eastern cities during the Thanksgiving and Christmas periods, and this reduction on those movements will result in a saving of approximately \$100 per car.

In November, 1924, officials of Western railroads met with shippers' representatives at Chicago and submitted a proposal calling for the publication of increased freight rates throughout Western Trunk Line territory. These increases, if made effective, would raise the poultry, butter and egg carlot rate from the Twin Cities to Chicago from 61c to 76c per 100 pounds, Missouri river cities to Chicago from 76c to 87c per 100 pounds, and corresponding increases would be made

in the rates from intermediate points. These increases were objected to by the shippers' representatives, but, regardless of these protests, the carriers, through their tariff agent at Chicago, published tariffs carrying the increased rates and filed them with the Interstate Commerce Commission at Washington.

The National Poultry, Butter and Egg Association and other agencies then filed petitions with the commission asking for suspension of the increased rates, and these applications were approved. Later the representatives of shippers again met in Chicago and appointed a steering committee to work with the carriers with a view to readjusting the rates in Western Trunk Line territory without resorting to litigation before the Interstate Commerce Commission. Several joint conferences of the shipper and carrier representatives followed but they could not agree and the matter was then referred to a representative of the Interstate Commerce Commission for an expression from him as to what scale of rates should be made effective as a temporary proposition, and until such time as shippers and carriers agreed on a permanent adjustment. This representative of the commission later suggested a compromise scale which would increase the third-class rate which now applies on butter, eggs and dressed poultry, Twin Cities to Chicago from 61c to 67½c; from Missouri river cities to Chicago from 76c to 84c per 100 pounds. This compromise scale of class rates has been approved by shippers to apply temporarily but in so far as butter, eggs and poultry are concerned, the shipper committee will ask the carriers to establish commodity rates in the same amount as the present class rates.

The Eastern railroads have also submitted a proposal to the Interstate Commerce Commission which calls for the establishment of increased rates from all points in the states of Illinois, Indiana, Ohio and Michigan to New York, Boston, Philadelphia, Baltimore and other Eastern cities. From Chicago to New York, for example, the poultry, butter and egg rate would be increased from 94½c to \$1.08 per 100 pounds and this same ratio of increase will appeal from all other points in Illinois, Indiana, Ohio and Michigan. The National Poultry, Butter and Egg Association has protested against this increase in rates, and it will be represented at hearings before the Interstate Commerce Commission, which will be held at Washington and perhaps at other points, beginning April 1.

The association also petitioned the Interstate Commerce Commission to

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.

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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

PRICE consistent with wise investment. The purchase of flour for the Grocer and for the baker is just as much an investment as the purchase of bonds; more, in fact, the flour makes or loses customers. In RED STAR Flour, you have the choice of the finest turkey wheat flours, whose price is consistent with the excellent results obtainable from its use.

JUDSON GROCER COMPANY
GRAND RAPIDS, MICHIGAN

suspend increased rates on butter, poultry and eggs from points in Kentucky, Tennessee and Alabama to Chicago and Eastern cities and which were published to become effective on January 25. These increased rates were suspended by the commission and a hearing was held in Chicago on February 20, and it is not expected that the commission will hand down its decision for several months.

The national association (with other agencies intervening and co-operating) has also filed a formal complaint before the Interstate Commerce Commission attacking the present level of rates on butter, eggs, live and dressed poultry, carloads, between points in Western Trunk Line territory (Kansas, Nebraska, Missouri, Iowa, Minnesota, Wisconsin and Illinois); from Western Trunk Line territory to all points East of the Illinois-Indiana state line; between all points in the territory East of the Mississippi and North of the Ohio rivers; and from points in the Western Trunk Line and Central Freight Association territories to Memphis, New Orleans and other Mississippi Valley points. In connection with this complaint, the association has asked the Interstate Commerce Commission not to set the hearing until some time after July 1—in order to afford all interests an opportunity to compile the necessary data to prosecute the matter. This request has been granted by the commission, and the shipper associations are now working up exhibits to be presented at the hearing.

Whither Are We Drifting?

In the broader movements of the egg industry older members of the trade can discern definite trends which endure for a time when they seem to exhaust themselves.

One of these followed the early development of cold storage, which introduced a predominant factor of profit consisting of a rapid swing away from periods of spring glut and fall scarcity toward a year-round supply.

It is obvious that, when eggs were laboriously preserved in pickles and grease at ordinary or cellar temperatures, the quality was so irregular and the price so high that the average consumer did without eggs a part of every year. The advent of cold storage offered exceptional opportunities for profit to those members of the trade who were first to avail themselves of its protection.

As usual in a new development, attention was first focused on the easier and larger markets, and from them it gradually spread to more remote and smaller markets until to-day very fair storage eggs are available during seasons of scarcity in every part of the country.

The swing of this development has covered more than a generation and has, no doubt, left the impression on younger minds that it is and was and ever shall be. But reflection suggests and experience confirms that the limits of this development have been reached and that, when every part of the country can tap the reserve with almost equal ease, there are no longer extraordinary profits in the operation.

What, then, is the predominant tendency in the egg industry to-day? Undoubtedly it is toward better quality. The increasing demand for eggs which was stimulated by cold storage must and can be further stimulated by improving the quality. We have not reached the natural limits of consumption of eggs per capita in this country.

We can sum up this factor in no better way than to quote a paragraph from the address of Roy C. Potts, of the Bureau of Agricultural Economics, before the annual convention of the American Warehousemen's Association last December:

The fundamental reasons for the production of eggs are: (1) They give the producer a net cash return over the cost of production and (2) they furnish consumers with an important and valuable food product. The producers' net cash return depends upon the market price he receives in relation to his costs of production. The market price depends upon the supply and demand for eggs, and no small factor affecting the demand is the quality of the eggs and the satisfaction that the consumer obtains when he consumes them. This latter is no small factor in making the egg industry what it is and in determining what it shall be in the future. In a recent survey of the consumptive demand for milk in a certain city made by the U. S. Department of Agriculture, it was found that the reason given for using milk in many homes was—"they liked it." That fact may not be new but it is extremely interesting to know that milk actually appealed to the likes of the people. How really valuable that fact is to the advertiser and merchandiser of milk in making his appeal to the consumer, and how important it is to have a really fine, pleasing flavor in eggs, if the consumer is to demand them in preference to other foods, because he likes them better!

It is not an accident that trade thought is turning to quality as a factor of profit, but a natural sequence of having reached the saturation point in the development of cold storage from the single angle of providing the facilities. From now on technical superiority and refinement of operation will be the goal of progressive egg men until the scientific limits of quality production and delivery of quality to the consumer shall have been reached.

The announcement that a daily airplane express between New York and Chicago will be in operation by July 1 is welcome news. The airplane service between London and Paris has ceased to be a novelty over there, and there is no reason why the New York-Chicago express should not be eminently successful in every way. The real wonder is that its establishment has been so long delayed. The need and utility of passenger as well as express service are apparent. To be able to go to bed in New York at 9 o'clock in the evening and wake up in Chicago before 7 the next morning—saving a whole day—will appeal to men whose time is valuable. The intention to use planes big enough to carry considerable freight will add greatly to the assurance that the scheme will be commercially profitable. The success of this venture will produce many improvements, and travel by air across the continent should become more and more popular.

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.

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

MEAT COOLER FOR SALE

IN BUILDING
230 W. 12th St.
HOLLAND, MICH.

5 x 13 feet

PRICE RIGHT

See
I. Van Westenbrugge
208-10 Ellsworth Ave.
GRAND RAPIDS, MICH.



Moseley Brothers
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Jobbers of Farm Produce

M. J. DARK & SONS
GRAND RAPIDS, MICH.

Receivers and Shippers of All

Seasonable Fruits and Vegetables

STRAWBERRIES

Season is early this year. Carlot receipts are liberal now. Berries are beautiful and price is within reach of all. Send your order to us.

PINEAPPLES

Good ripe Cuban Pines now plentiful and reasonable in price. The most desirable sizes are abundant now, later on sizes will be smaller. Buy liberally now.

THE VINKEMULDER CO.
GRAND RAPIDS, MICH.



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

Suggestions in Regard To the Paint Department.

Written for the Tradesman.

It is extremely doubtful if there is a single hardware store to-day in the country that does not handle a liquid paint line. Such a hardware store, if it does exist, is an anachronism.

The ready mixed paint department is no longer a side line of the hardware store. It is an integral part of the business. It is as important as builders' hardware, as heavy hardware, as household hardware. In fact, it is more important; because it still bears a profit no longer carried by most hardware staples. Also, it has a vast consumptive field not yet touched; and in addition to this the merchant is given the benefit of the exclusive co-operation of the manufacturer—co-operation that exists in few other departments of the hardware store.

But although hardware stores generally carry lines of prepared paint, few are raking in the full profits that lie waiting at their doors. Opportunities are being passed up. Why? Because a good many hardware dealers do not know how to push paint as it should be pushed nor do they appreciate to the full the great consumptive field awaiting development.

Two elements are necessary to the success of the paint department—enthusiastic persistence, and a good quality paint. In a way the one is a corollary of the other. That is to say, a merchant may have a good paint and yet not be enthusiastic, but it is certain that he cannot be enthusiastic without having a good paint. It is an essential foundation for the establishing of a strong paint trade that the merchant must have confidence in his goods.

Therefore the first consideration is the quality of the paint. Good paint is the solid bed rock of success. Quality has a drawing power that is unequalled. It is a winner all the way through.

Let us take it that the merchant had accepted a certain paint manufacturer's products, having satisfied himself that they are absolutely of the best quality. What then? Is he going to leave them to sell themselves? Is he going to let his customers find out themselves that he is carrying a good line of paints, and furthermore, is he going to let his district lie in ignorance of the value of painting?

It depends upon his enthusiasm. Without enthusiasm, the use of paint in the district will continue to be regarded as a luxury; with enthusiasm

it will be regarded as a necessity, and that means a tremendous lot to the dealer's paint trade.

Naturally, the enthusiastic dealer does not place his paint department in an out-of-the-way corner of the store, or leave it hidden away behind heavy hardware. He brings it forward. He thrusts it under the eyes of his customers. He makes the whole store radiate with it. In other words he says, "This is the place to buy paint."

By his degree of display you can tell a merchant's confidence in his lines, unless he is unlike the rest of us. By a prominent showing of paints the merchant says to his customers, "I have a good line here. I am proud of it." And the customer is duly impressed.

Good interior display involves not merely a suitable location for the paints but a strong decorative effect by means of the artistic hangers and cards which the manufacturer supplies. Without overdoing the effect, a free use can be made of color cards, which not only give a brightening effect to the store, setting off a bare corner here and there and relieving the general somberness but at the same time advertises the paint department.

Part and parcel of the interior display is the exterior display. Give the district visible proof that the store carries a complete line of paint. Command the attention of the passersby with an artistic window trim of prepared paints. Make them stop to look at your tins of greens, browns and reds and your enamels and stains.

It can be done. With the help of window trims, which practically all manufacturers send out, the color cards, etc., and the neat-looking paint tins themselves, most artistic window displays can be produced. In fact, with the extraneous help afforded, a paint window is easier to design than any other hardware window barring perhaps a sporting goods display. Behind the efforts of the merchant is the ingenuity and experience of the able men at the head of the paint manufacturer's advertising department.

With the management of the stock and the purely selling end, the matter is largely one of good stock-keeping and selling methods. Having got the customer into the store, the general experience of the merchant is sufficient to guide him.

The merchant should be careful to see that his stock is always well assorted, and that he never shows a customer a color card, or advertises certain lines of paint, if any of the colors particularized are not in stock. It is fatal to attract a customer's attention by a nice window green, only to discover that there is none left in stock.

Neither is it necessary to point out

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.

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

the importance of taking a real interest in the customer's reason for buying paint. The amateur buyer of ready mixed paint has only a vague idea as to the best way to use paint. The merchant who takes the trouble to find out if the customer knows how to wield the brush not only saves the risk of undeserved complaints as to the quality of the paint because the customer unknowingly misused it, but makes a friend of the customer by taking an interest in the sale beyond the mere handing over of the paint and the taking in of the cash.

An important factor in developing the paint department is the cultivation of your district. Here a great field awaits the paint dealer. While painting has made rapid strides in recent years, the use of paint is far from being as general and as regular as it might be.

Ignorance is quite common as to the real value of painting. Many people still look upon paint as a luxury. Thus the paint dealer has a great amount of missionary work to do, and on his efforts in this direction depends largely the success of the paint department.

Preach the gospel of paint at all times and at all seasons. Make a thorough canvass of the district. Get after every probable user of paint, not merely by letter, but personally. One effort at the commencement of spring is not sufficient. A follow up system should be adopted. Once a property owner's name is on your prospect list, do not slacken your efforts until he buys.

In this follow-up plan the merchant is helped by the manufacturer. There is no lack of forcible arguments why a man should paint. It is only necessary to put these arguments before the paint prospect convincingly enough, and persistently enough. But the missionary work must be persistent. Intermittent effort will only prepare the ground for another paint man to reap a harvest.

Persistence is the final important factor in developing paint business. Don't allow the failure of your prospects to immediately respond to discourage you. Concentrate on selling and pushing your sales until the very end of the season to the exclusion of all minor misgivings as to the outcome; and in the end you will find the outcome quite satisfactory.

Victor Lauriston.

America's Oldest Insurance Company.
(Continued from page 15.)

pany on policies in force. Since then, annual dividends of 10 per cent. have been paid on deposits which have remained with the Company for over ten years.

The 173rd annual statement, as of December 31, 1924, shows assets of \$8,991,400, with liabilities of \$1,072,659 making the surplus to policyholders \$7,918,740. The total of insurance in force was \$42,359,656, which makes a truly remarkable showing, unique in the annals of American fire insurance companies. This staunch old mutual is one of the strongest fire insurance companies, if not the strongest, financially, in the entire country.

Tendency To Quantity, Rather Than To Quality.

Quantity, unfortunately, is the popular standard of good salesmanship. What happens to the buyer seldom enters the subject. It is merely the sales end that figures in the popular standard. This exceedingly strong tendency to quantity has placed an undue emphasis on production rather than on consumption and is one of the main reasons why these two elements of trade are now out of joint.

Many stores are cluttered up with merchandise bought under the spell of a persuasive tongue and that never had any chance in the world of catching the consumer's eye. I do not believe the quantity standard has done us any good in our trade expansion. Unless we think of the buyer and consider whether or not the goods we sell him are going to do him good and give the proper turnover, a real good piece of salesmanship has not been performed and quantity as a popular standard can be challenged.

The fundamental element in salesmanship should be co-operation. The sales and buying ends of the transaction must be compared, and if they do not bear the proper relation, if either end tips the scale of influence, then co-operation does not control and the value of the transaction can be questioned.

As with commodities, so with ideas. Whether or not they will prove a real benefit to those who are approached to buy them is as potent a question in the transaction as the value derived by him who sells them. In credit work, the manager who essays to sell his ideas no matter how they may affect others in interest, or ultimately the one at the other end of the line, may applaud himself if he carries the matter through but in the end will have to stand a reaction.

In this field co-operation must be the dominant note in all sales transactions, that is, where the credit manager wants to sell an idea to a buyer or to a debtor.

The practice of attempting by the quantity or the force theory to get his, no matter what happens to the others or to the fellow at the other end of the line, is not good salesmanship. Yet this practice has been indulged to the extent that good credits have been more or less affected by it.

Quality, not quantity, must be the standard of good salesmanship. If in a sale, whether of a commodity, an idea or a plan, we have not performed a real service and done nothing more than benefit ourselves, it is a poor transaction and in the final run of things will carry an expensive reaction.

If perchance a damper could be put on the tendency to quantity, rather than to quality, I would be greatly gratified, all business would be benefited.
J. H. Tregoe.

Overisel—Kleinvehsel & Nevenzel succeed E. Hartgweink in the grocery and dry goods business.

Grand Haven—Jos. Van Loo succeeds Orin Sheffield in the grocery, fruit and vegetable business.

FARM SEEDS, CLOVERS, TIMOTHY, ALFALFA, GARDEN SEEDS

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

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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

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News and Gossip About Michigan Hotels.

Kalamazoo, May 12—An advance announcement of the next convention of the Michigan Hotel Association, to be held at South Haven, on Friday and Saturday, June 26 and 27, has been sent out to the members.

C. A. Runyan, President of the Chicago & South Haven Steamship Co., has invited the Association to be his guests for an excursion on the steel steamer Iroquois, with luncheon and dinner on boat, music, dancing and a general good time. The boat will leave South Haven for Michigan City at 11 a. m., on Friday; returning, leaving Michigan City at 5 p. m., which will allow two hours in that city to view its principal attractions and get a glimpse of the famous Grand Beach Hotel, as guests of W. K. Greenebaum, executive manager of the Michigan City Chamber of Commerce.

A short business session will be held on the boat, but this is to be one of the occasions in the existence of the strenuous hotel operator when business is not to interfere with pleasure.

Miss Ruth Myhan, of the Hotel Shamrock, has been made chairman of the local entertainment committee at South Haven, and a wonderful entertainment has been prepared for Saturday, including a banquet at Hotel Shamrock, dance at the big casino, golf, bathing, sight-seeing, etc.

A complimentary lawn luncheon will be served at the summer home of Walter J. Hodges, President of the Association.

Registration will be made on Friday morning, at Hotel Shamrock. Members arriving the night before will be taken care of at the various hotels. All married men appearing without their better halves will, as a penalty, be ducked in Lake Michigan. The usual galaxy of shieks will be on hand to aid in entertaining such of the fair sex as are unaccompanied by male encumbrances. Mark these dates on your calendar now, so there will be no danger of getting your wires crossed. Reservation cards and further details will be supplied later. The new roster of the Association has been printed and is being delivered in an attractive frame, all ready to hang up in your lobby. The organization is now 408 strong.

The problem of the free summer tourist camps will again confront the hotel operator within the next few weeks. The other day I told you of one camp in Northern Michigan offering an added inducement of free coffee. I find, however, there is a growing sentiment to the effect that the tourist who desires to stay in one of these camps over night, instead of going to a hotel, should not be provided free of charge with all the facilities of a hotel, at the expense of the community whose guest he invites himself to become. This is evidenced by the press announcements of activities tending toward making at least a nominal charge for these accommodations.

Some camps already established will be abandoned, while others will provide police protection and make a charge to relieve the taxpayers of the burden of maintaining same.

It now comes to be realized that these camps, if they are not to become

plague spots, must be under both police and sanitary supervision. In some sections of the State these campers have caused destruction of trees and created unsanitary conditions. The hotel man has not been inclined heretofore to complain about these conditions but he, as well as the local citizenry, have become aware that not all campers are desirable visitors; in fact, there have come in evidence camp-followers who, pilfering from their neighbors, have become a menace to the security of such as are legitimately visiting with us, but because of lack of camp supervision are almost impossible of detection and are extending their activities to other local fields.

Make a reasonable charge for reasonable accommodations, make these campers contribute sufficiently to at least cover operating expenses, but leave out the morning paper and free coffee offering, or else go full length and supply them with free meals and protection as well.

Charley Renner has sold his Urbana-Lincoln Inn, at Urbana, Illinois, at a handsome profit to himself, and henceforth will devote himself to his other enterprises, the Edgewater Club, at St. Joseph, and Hotel Mishawaka, Indiana. When I was visiting Charley at Urbana, a few weeks ago, I knew this deal was in process of consummation. The Urbana-Lincoln was a paying proposition from its very opening, but, after assuming this responsibility, Mr. Renner made arrangements to acquire by purchase, the Mishawaka establishment at a most remarkable figure and felt that he must relinquish his Urbana hotel, in which he displayed his wisdom.

The Hotel World, in speaking of this transaction, says that Mr. Renner is planning a trip to the Black Forest country of Europe in August, and predicts that on his arrival "the natives over there will just shut up shop and devote every hour to giving the American boniface the time of his life—and it will serve him right."

Since the new postage regulations have gone into effect, especially, that section requiring a 2 cent stamp on all unofficial issues of mailing cards, there has been much waste encountered. The postal card supplied by Government is still sold for a penny, but if you furnish your own card, at a distinct saving to Uncle Sam, you must pay a penalty for your philanthropy. Hotel men who are selling souvenir cards should take pains to see that their patrons are fully informed as to the situation.

The other day, while taking the Northern trip with Walter Hodges, we were the guests of John Thomson, of the McKinnon Hotel, Cadillac, for luncheon. It certainly was a most delightful offering. Mr. Thomson explained to us that his chef was an old stand-by, having co-operated with him in several undertakings but, like good wine, improved with age. We both acquiesced in John's deduction, for it was one of the best cooked meals I ever tasted; and I have sampled some.

Bill Jenkins, of the Western, at Big Rapids, has the golfitis affliction. When we called there briefly last week his clerk informed us that the "boss" was out "pushing the pill"—whatever that is, and might return eventually, at least after sundown. The saddest thing

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
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CENTRALLY LOCATED
Rates \$1.50 and up
EDWARD R. SWETT, Mgr.
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The best is none too good for a tired Commercial Traveler.
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Columbia Hotel

KALAMAZOO

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AND
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SOUTHWEST MICHIGAN
Open the Year Around
Natural Saline-Sulphur Waters. Best
for Rheumatism, Nervousness, Skin
Diseases and Run Down Condition.
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ST. JOSEPH MICHIGAN

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"

The Durant Hotel

Flint's New Million and Half
Dollar Hotel.

300 Rooms 300 Baths

Under the direction of the
United Hotels Company
HARRY R. PRICE, Manager

CODY HOTEL

GRAND RAPIDS

RATES } \$1.50 up without bath
 } \$2.50 up with bath
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400 Rooms—400 Baths

Rates \$2.00 and Up

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Everything that a Modern Hotel should be.

Rooms \$2.00 and up.

With Bath \$2.50 and up.

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HENRY M. NELSON
Manager

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

150 Outside Rooms
Hot and Cold Running Water and Telephone in every Room

\$1.50 and up

Dining Room Service
60 Rooms with Bath \$2.50 and \$3 00

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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.

WHEN IN KALAMAZOO

Stop at the

Park-American Hotel

Headquarters for all Civic Clubs

Excellent Cuisine
Turkish Baths

Luxurious Rooms
ERNEST McLEAN, Mgr.



of all is that Bill is, as one might say, right in the flower of youth. However, the Western is a good bet and its patrons are much endeared toward the big, good-natured landlord, who always tries to be right with them.

H. D. Smith, owner of Fisherman's Paradise, Bellaire, has spent a great deal of time this winter in advertising Michigan as a summer resort probability. Mr. Smith had had exhibits shown in various of the larger cities throughout the Middle West, entirely at his own expense. Naturally much benefit will accrue to his institution, but it all helps Michigan as a whole, and he is to be especially commended for the enterprise he has displayed.

The price of coffee seems to be receding somewhat, but it is still away above where it ought to be. It may be said truthfully, however, that Michigan hotels, as a rule, have not lowered their standard of service on this very essential article. More and more are caterers becoming aware of the necessity of serving a prime article of coffee, and I think where there has been an occasional fall-down in the brew, it has not been because of the use of a cheap article, but on account of defective equipment for its making. Occasionally the water used in its preparation has been treated chemically, which will give the product an unsatisfactory flavor.

Occasionally I learn of the doings of George Crocker, at his Nicolet Hotel, Minneapolis, with much interest. George took hold of a pretty big proposition when he left the Durant, at Flint, and went up to the Twin Cities, but he is making very good, much to the delight of his Michigan acquaintances. Recently George established a radio broadcasting station on the roof of the Nicollet and we expect almost any evening to hear him "talking back" to the friends at home.

Perhaps the hotels which are adopting the dietician stunt may be successful in winning the public away from gormandizing on the foods they ought not to eat, but the great trouble is that a majority of patrons of hotels and restaurants consider eating a function and not a hospital treatment. No doubt we all of us eat a lot of things that, from a scientific standpoint, are not good for us, but we like to tickle our palate occasionally. As a rule, you can usually calculate that the things you like to eat are bad for you and the things you want to do are either wicked or criminal. So there you are.

Frank S. Verbeck.

Automobile Insurance Agents Meet at Howell.

Howell, May 11—About 275 agents of the Citizens' Mutual Automobile Insurance Company attended a noon-day luncheon and meeting at the home office. L. T. Hands, Commissioner of Insurance, addressed the meeting, saying that he was pleased to have the opportunity of meeting so many agents. He stated that insurance was an important field, requiring special knowledge and ability to serve the public properly and that it should be considered as a profession and each agent should follow ethical methods. He said that he had been in the Insurance Department for many years and had never heard any complaint against the Howell company or its agents, that the success of the company depended upon its management and as the company had assets of over \$605,000, had established legal reserves and was charging an adequate rate, it was on a sound basis and it was not necessary for any agent to feel afraid of competition. He stated further that the agent who would misrepresent or run down an opposing company was injuring the insurance business and would not gain friends with the public and that while he had been Commissioner of Insurance it had been his aim to raise the standard of insurance ethics.

Lieutenant-Governor George Welsh

and Banking Commissioner Hugh McPherson addressed the meeting, dwelling on the importance of automobile insurance, not only to the individual but to the public and complimented the company for having built up to 56,390 policyholders and being able to conduct the business so successfully. Ex-Senator Chas. B. Scully, President of the State Association of Mutual Companies, explained the difference between a stock and mutual company, saying that a mutual with assets of over \$600,000 was giving the policyholders full protection, having the same reserves that a stock company would have and yet the stock company would be obliged to provide for paying dividends to stockholders, whereas in a mutual company any excess of profits or savings belongs to the members and therefore mutual companies were able to establish lower rates. Mr. Gaughen, of the Michigan Farmer made a splendid speech on advertising and its importance to the agent. The Midnight Sun Quartet, from the University of Michigan, and the Brady Orchestra of Howell furnished the music.

The agency prize contest resulted in L. C. Monks, of Jackson, receiving first prize and W. P. Brogan, of Ionia, the second. Other agents to share in the prizes were W. F. Nank, of Mt. Clemens; E. J. Payette, of Wyandotte; Braswell & Braswell, of Flint; Monks & Touse, of Bay City; Clyde E. Henry, of Crystal Falls; A. F. Wentz, of Alpena; S. R. Ketchum, of Kalamazoo; Huch Nichols, of Corunna, and Olin Russell, of Farmington.

The report of the company showed that during the month of April they had written and renewed 7,652 policies the largest business for a single month in the history of the company.

Live Notes From a Live Town.

Boyer City, May 12—The Rotary Club took a mean advantage of the Honorable J. M. Harris last week. While he was at Lansing with the rest of the nefarious bunch of "up-state hicks" putting over the iniquitous reapportionment bill by which Wayne county was denied proper representation of that portion of its population that never have nor never will become citizens of the State, the above mentioned aggregation of Boyer citizens made him president of the Club, much to his disgust (?). He will make a good president. He knows all the tricks of the trade and any of the members who attempt to pull an alibi on any job will find himself in Dutch.

The Boyer River Power Co. is making an extension of transmission line to the resort colony at Wildwood, on Walloon Lake, four miles North of Boyer City. This colony has been growing rapidly for several years, but its expansion was handicapped by lack of good roads and electric service. A fine road touching all the shore property for two and one-half miles will be completed by July 1 and the electric line will be in operation in five weeks. This section is noted for the rugged wildness of its beauty. Much of the primitive forest is still standing, the owners of the land having refused to allow it to be sold, and no attempt so far has been made to landscape it. Nature did that some few centuries ago and it would be like painting a lily to try to improve it.

We have driven some considerable distance since Ma let us invest in a flivver. We have driven the desert sand roads of Montmorency, the swamp roads to Headquarters camp, the deserted logging roads of Hudson and even over the hills to Petoskey; but Saginaw street, in the home of the Buick, takes the cake and all the frosting. They don't need any speed limit regulation on that street. One can't exceed the speed limit of 15 miles without grave consequences to spine, teeth, springs and the third commandment. Selah.

Charles T. McCutcheon.

Hint To the Millinery Saleswoman.

Women look upon the crease in their hats this season with almost as much affection as men entertain for a nice deep crease in their trousers. In both cases the crease is essential to smartness, at least with certain types of hat.

Nevertheless, "what every woman knows" does not necessarily include the fact which should be patent to every milliner, namely that a Bangkok hat can be creased to fit the customer's head. There is no set rule about putting in these creases but if the crown is too high it can be brought down to the fashionable snug fitted effect by laying in a crease around the back or the side, and tapering it off toward the front. If this is not enough, another crease can be laid up over the crown from side to side.

The one thing to remember is to wet the straw before attempting to crease it, otherwise it will break and crack, ruining instead of improving the hat. If the crease is laid in when wet it will

dry in exactly the right position without harming the straw.

By this means the Bangkok can be made to fit the head as perfectly as felt and without the trouble of tacking in the creases as is necessary in felt.

Developing Change of Mind.

"Mr. Smith," a man asked his clothier, "how is it you have not called on me for my account?"

"Oh, I never ask a gentleman for money."

"Indeed! How then, do you get on if he doesn't pay?"

"Why," replied the retailer, hesitating, "after a certain time I conclude he is not a gentleman, and then I ask him."

Owosso—The A. R. Walker Candy Corporation has removed its stock and equipment from Muskegon to its new plant here. The general offices and purchasing department are also located here.

Automobile Insurance a Necessity

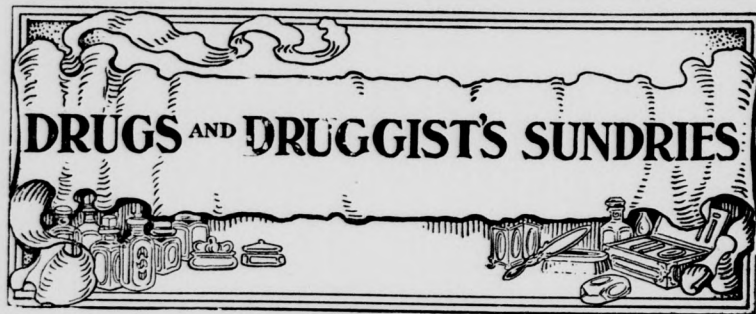
Assets, \$605,154.15

The Citizens' Mutual Automobile Insurance Company of Howell has made a splendid increase in business the first four months of 1925. In comparison with one year ago, it has had an increase in assets of \$163,522.63. During the month of April, the company wrote and renewed 7,652 policies, the largest business ever written in a single month, and now has 56,390 policyholders in the state of Michigan. The company has policies issued to one member of the Supreme Court, and a number of the leading lawyers, bankers, business men and farmers in every portion of the state. This company was organized in 1915 and has had the pick of the careful automobile drivers in every part of the state. It has therefore been able to establish a very reasonable rate and at the same time to build up an ample reserve.

If not insured, see your local agent or write to

THE CITIZENS' MUTUAL AUTOMOBILE INSURANCE Co.

Howell, Michigan



Druggist Should Discourage Counter Prescribing.

We are frequently accused by our friends in the medical profession of counter prescribing. The druggist, they say, is infringing upon the rights of the doctor by giving medical advice and medicine to people and thereby he deprives the physician of a legitimate fee. That this is true only to a certain extent we cannot deny. My contention is, however, that counter prescribing is not to our best interest, and therefore we do not encourage it; that it is forced upon us by certain circumstances. I will also endeavor to prove that the practice did not originate with the druggist, and the responsibility is, therefore, to be fixed elsewhere.

Calomel tablets a quarter of a grain is a familiar prescription, and frequently a mother will come to a drug store with the following request: Mr. Blank, will you please give me ten cents worth of the white small tablets the doctor gave last month for my baby's fever.

Tincture of Iron Chloride, glycerine and water is another popular prescription. Nowadays the people ask for it daily and refer to it as the "Yellow Medicine."

Argyrol solution is another favorite. To-day the public asks for it as for Ex-Lax. "Give me the black medicine the doctor gave some time ago for my boy's sore throat." Some public spirited physician goes a step further and does not even prescribe it any more, explaining his action to the patient in the following manner. If I will give you a prescription for that the druggist will charge you fifty cents. You just ask for twenty-five cents worth of a ten per cent. solution of argyrol. He does not realize, however, that by depriving the druggist of twenty-five cents, he also deprives himself at the same time of one or more future visits by the same patient. The patient will have no need for the doctor the next time he has a sore throat, he will get twenty-five cents worth of argyrol and save himself the doctor's fee.

Another class of preparations popularized by the American physician and which costs him millions of dollars annually in legitimate fees, is the so-called Ethical Preparations. The doctor is bombarded continuously with literature and samples of all kinds of remedies. The literature, as well as the clever detail man, who takes up so much of the doctor's valuable time, emphasizes the importance of prescribing the preparation in the original bottle, giving the reason for such necessity saving the patient a few cents, and sometimes insinuating that the druggist may attempt substitution; and in

order to protect, "Your interest as a physician and the interest of your patient, prescribe in original bottles." The accommodating, unsuspecting doctor, being of a gentle nature and having the interest of his patient truly at heart, prescribes in original containers as suggested. A demand is thereby created for preparations heretofore unknown to the public. In a short time the public, familiarized with the looks, style and contents of the bottle, will instead of going to the doctor for an examination and a prescription, get the preparation in the drug store. Result? A legitimate fee lost. And hundreds of such Ethical Preparations, that for the "welfare" of the patients were insistently prescribed in original bottles, are sold to-day over the counter in every drug and department store of the United States. I will but mention a few to prove my contention: Alophen Pills, Lapactic Pills, Ovoferrin, Squibbs Oil, Wyeths Sodium Phosphate, Atophan Tablets, Baume Analgesique Bengue, Anusol, Tabloid Tribromides, Panopeptone, Liquid Peptonoids, and hundreds of others.

The next step, the manufacturer having established his "Ethical Preparation" firmly with the doctor begins to advertise directly to the public. In large and bold type he tells the public the wonders his remedy will accomplish. It will cure almost anything from a toothache to an ulcerated stomach. The advertisement is cleverly designed and so worded to convey the following impressions: (1) To create in the reader's mind an imaginary fear for an ailment that does not exist; (2) to impress him that by using remedy so and so he will get well and save doctors' bills; (3) to destroy the confidence in the druggist by introducing the element of suspicion and distrust.

From the above stated facts an impartial observer will come to the following conclusions:

That self medication and counter prescribing is not to the best interest of the retail druggist. That when a doctor is called to a case, the druggist will receive one or two prescriptions for which he charges a fair professional price, and which he cannot get by recommending something himself. Invariably there are several related articles that the doctor may order in conjunction with his prescriptions, as alcohol, an ice bag, a hot water bottle, an atomizer, a thermometer, and many other items too numerous to mention. It is therefore, to the druggist's best interest to discourage self-medication and counter prescribing in every possible manner.

I respectfully submit the above article for careful consideration, without any prejudice or ill feeling towards any

one. I have simply stated well known facts, for the purpose of clarifying an embarrassing situation. If this article will bring about the desired result, its mission will be fulfilled.

Meyer Tuman.

Formulas For Lemon and Lime Beverages.

Limeade.

Limeade can be prepared either from fresh fruit or from the prepared juice, but is a much better drink when the fruit is expressed at the time the drink is prepared. Pour 1 to 1½ ounces of simple syrup (lime or lemon syrup may be substituted) into 10-ounce glass, fill half full of fine shaved ice, then squeeze the juice of one lime into the glass, fill with plain water and mix by shaking. As is the case with lemonades, plain soda or any of the mineral waters may be used instead of the plain water, the drink being called after the name of the water that is used, as "Soda Limeade," "Seltzer Limeade," etc.

Lime Juice and Vichy.

Into an 8-ounce of vichy shake a few dashes of lime juice from your spirit bottle, or squeeze into it the fresh juice of half a lime. This is a fine summer drink, and a good demand can be created for it if you keep your lime juice good and fresh. Lime and pines is one of the famous lime juice combinations. Simply make a pineapple phosphate, substituting the lime juice for the phosphate and note the pleasing effect. This is a fine summer specialty.

Lemonade With Lime.

The proper way to prepare this drink is to make a plain or soda lemonade, only in place of using the juice of a whole lemon substitute the juice of half a lime and half a lemon, or a small quantity of Montserrat lime juice may be substituted in any of these drinks in place of the fresh expressed juice.

American Lemonade.

One ounce orange syrup, one ounce lemon syrup, one teaspoonful powdered sugar, one dash acid solution phosphate, one-third glass shaved ice. Fill with coarse stream. Add slice of orange and run two straws through it.

Lemon Fizz.

Fill a 12-ounce tumbler half full of seltzer water and squeeze into it the juice of a lemon. Into this stir a heaping teaspoonful of powdered sugar and serve while it is effervescing.

Lemonade.

Peel off some of the rind, cut the lemon in two and squeeze the juice into a glass; add 2 tablespoons powdered sugar, chipped ice and water—shake well, and strain into a thin glass in which a little shaved ice has been placed, decorate with fruits and serve with straws. Soda lemonade may be made by adding soda water in place of plain water.

Plain and Soda Lemonade.

Peel off the rind, cut the lemon in two and squeeze the juice into a glass, add two tablespoons powdered sugar, chipped ice and water, shake well and strain into a thin glass in which a little shaved ice has been placed; decorate with fruits and serve with straws. Soda lemonade may be made

by adding soda water in place of plain water.

Juice of one lemon, three tablespoonfuls powdered sugar, one tablespoon raspberry juice, shaved ice, plain water—shake.

No. 2—Juice of one lemon, two teaspoonfuls powdered sugar, half ounce raspberry syrup, shaved ice, water—shake.

Lemon and Lime.

One-half ounce lime fruit syrup, half ounce lemon syrup, one dram solution acid phosphates, two ounces shaved ice. Mix with soda, stir thoroughly, strain into 8 ounce glass, fill slowly with coarse stream and stir again.

Seltzer Lemonade.

Juice of one lemon, powdered sugar, one tablespoonful; cracked ice, one-quarter tumbler; stir with twist bar spoon and add one tumblerful seltzer water. Stir again, strain and serve with straws.

Egg Lemonade.

Break one egg in mixing glass, use one or two lemons, simple syrup to taste; shake with ice. Use fine stream of soda and serve in bell glass with nutmeg and cinnamon.

Orangeade.

Juice of one orange, one tablespoon powdered sugar, three dashes of lime juice, half glass fine ice, fill glass with plain water and shake well. Dress with fruits.

Apollinaris Lemonade.

Juice of one lemon, one spoonful powdered sugar, one-quarter glass cracked ice. Shake, strain and fill with Apollinaris water, add two cherries and slice of lemon.

Time To Discard Cut Rate Signs.

Pharmacy is the only business that persists in featuring permanent cut rate or cut price signs. This advertising sign has been discarded by all other legitimate business enterprises.

From time immemorial, it has been the duty of the pharmacists to prepare remedies to relieve illness and suffering and as such it has received professional appreciation but it has remained for the modern pharmacist to announce this service with signs which imply that cheapness is the only consideration which they regard as important. In fact, it is quite apparent that pharmacists in their advertising appeal have absolutely failed to properly indicate their professional attainments.

The educational requirements have been constantly advanced in response to public sentiment. The pharmacist to properly comply with the legal standards placed upon him, must spend years of time in studying and training to prepare for his work and it is almost inconceivable that his professional learning is not emphasized in a more fitting manner.

Health is the most valuable thing in life. Why is it that the men engaged in the preparation of remedies to relieve illness and suffering give no thought to quality and purity of drugs and professional skill in their advertising but stress only cheapness?

Some pharmacists contend that the cut rate sign should not be taken seriously, in other words it means nothing, but why waste the prominent space

WHOLESALE DRUG PRICE CURRENT

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

with signs which have no real value in advertising? However, if the sign means anything it implies that sincerity and faith in the curative value of medicine are lacking and quality and purity of drugs are not essential.

If a member of the legal profession should display a sign "John Smith, Attorney at Law, Cut Rate Lawyer" or a physician should advertise "J. Jones, Physician and Surgeon, Cut Rate Doctor," the community would be shocked by this lack of tact but in pharmacy apparently the individual who features the largest cut rate sign is regarded as a progressive business man.

Pharmacists by using cut rate signs have to a large extent destroyed their professional dignity and prestige.

To a certain extent the medical profession has also suffered in public opinion because the remedies which they prescribed were featured by pharmacists from the cheap angle of cut price drug signs.

It is an encouraging development of the present time that many of the larger chain stores have discontinued these cheap cut price drug signs and are taking pride in directing attention

to quality, purity and professional skill and as this idea spreads let us hope that these cut rate signs will soon be only a memory, and then pharmacy will again take its proper place in public opinion as an honored and dignified profession, whose mission is to prepare remedies for the welfare of all the people. Jacob Kolb.

Full Directions.

The druggist was becoming wearied. He had been explaining and pricing dozens of articles to the shopper, who didn't really want to buy anything at all. Finally she picked up a bottle.

"Is this Pest Exterminator reliable?" she asked. "How is it applied?"

"You take a tablespoonful every half hour, ma'am," the druggist replied with fiendish emphasis.

No more questions were asked.

Misunderstood Him.

First Father: Your son is an undertaker! Why, I thought you said he was a doctor?

Second Father: No, I said that he followed the medical profession.

A pay-check a week makes the household run sleek.

Acids	Boric (Powd.) 15 @ 25	Boric (Xtal) 15 @ 25	Carbonic 39 @ 46	Citric 58 @ 70	Muriatic 3 1/2 @ 8	Nitric 9 @ 15	Oxalic 15 @ 25	Sulphuric 3 1/2 @ 8	Tartaric 40 @ 50	Lavendar Flow 8 00 @ 8 25	Lavendar Gar'n 85 @ 1 20	Lemon 2 00 @ 2 25	Linseed, bld. bbl. @ 1 13	Linseed, bld less 1 20 @ 1 33	Linseed, raw, bbl. @ 1 10	Linseed, ra. less 1 17 @ 1 30	Mustard, artifi. oz. @ 50	Neatsfoot 1 35 @ 1 50	Olive, pure 3 75 @ 4 50	Olive, Malaga, yellow 2 75 @ 3 00	Olive, Malaga, green 2 75 @ 3 00	Orange, Sweet 4 50 @ 4 75	Origanum, pure @ 2 50	Origanum, com'l 1 00 @ 1 20	Pennyroyal 3 00 @ 3 25	Peppermint 20 00 @ 20 25	Rose, pure 13 50 @ 14 00	Rosemary Flows 1 25 @ 1 50	Sandalwood, E. I. 10 00 @ 10 25	Sassafras, true 2 50 @ 2 75	Sassafras, artifi 90 @ 1 20	Spearmint 7 00 @ 7 25	Sperm 1 80 @ 2 05	Tansy 5 00 @ 5 25	Tar, USP 50 @ 55	Turpentine, bbl. @ 1 10 1/2	Turpentine, less 1 18 @ 1 30	Wintergreen, leaf 6 00 @ 6 25	Wintergreen, sweet birch 3 00 @ 3 25	Wintergreen, art. 80 @ 1 20	Wormseed 6 00 @ 6 25	Wormwood 8 50 @ 8 75	Ammonia	Water, 26 deg. 10 @ 13	Water, 13 deg. 09 @ 14	Water, 14 deg. 6 1/2 @ 12	Carbonate 20 @ 25	Chloride (Gran.) 10 1/2 @ 20	Balsams	Copaiba 90 @ 1 20	Fir (Canada) 2 55 @ 2 80	Fir (Oregon) 65 @ 1 00	Peru 3 00 @ 3 25	Tolu 3 00 @ 3 25	Barks	Cassia (ordinary) 25 @ 30	Cassia (Salgon) 50 @ 40	Sassafras (pw, 50c) @ 55	Soap Cut (powd.) 30c 18 @ 25	Berries	Cubeb @ 1 25	Flsh @ 25	Juniper 09 @ 20	Prickly Ash @ 20	Extracts	Licorice 60 @ 65	Licorice powd. @ 1 00	Flowers	Arnica 25 @ 30	Chamomile (Ger.) 20 @ 25	Chamomile Rom. 50	Gums	Acacia, 1st 50 @ 55	Acacia, 2nd 45 @ 50	Acacia, Sorts 20 @ 25	Acacia, Powdered 35 @ 40	Aloes (Cape Pow) 25 @ 35	Aloes (Soc. Pow.) 65 @ 70	Asafoetida 65 @ 75	Pow. 1 00 @ 1 25	Camphor 1 05 @ 1 10	Guaiaac @ 70	Guaiaac, pow'd @ 75	Kino @ 1 10	Kino, powdered @ 1 20	Myrrh @ 60	Myrrh, powdered @ 65	Opium, powd. 19 65 @ 19 92	Opium, gran. 19 65 @ 19 92	Shellac 90 @ 1 10	Shellac Bleached 1 00 @ 1 10	Tragacanth, pow. @ 1 75	Tragacanth 1 75 @ 2 25	Turpentine @ 25	Insecticides	Arsenic 15 @ 25	Blue Vitriol, bbl. @ 07	Blue Vitriol, less 08 @ 15	Bordea. Mix Dry 12 1/2 @ 25	Hellebore, White powdered 20 @ 30	Insect Powder 50 @ 70	Lead Arsenate Po. 17 @ 30	Lime and Sulphur Dry 9 @ 22	Paris Green 22 @ 39	Leaves	Buchu 1 25 @ 1 30	Buchu, powdered @ 1 30	Sage, Bulk 25 @ 30	Sage, 1/4 loose @ 40	Sage, powdered @ 35	Senna, Alex. 50 @ 75	Senna, Tinn. 30 @ 35	Senna, Tinn. pow. 25 @ 35	Uva Ursi 20 @ 25	Oils	Almonds, Bitter, true 7 50 @ 7 75	Almonds, Bitter, artificial 4 00 @ 4 25	Almonds, Sweet, true 1 40 @ 1 60	Almonds, Sweet, imitation 75 @ 1 00	Amber, erude 1 50 @ 1 75	Amber, rectified 1 75 @ 2 30	Anise 1 00 @ 1 25	Bergamont 5 75 @ 5 00	Cajeput 1 50 @ 1 75	Cassia 4 25 @ 4 50	Castor 1 90 @ 2 15	Cedar Leaf 1 75 @ 1 00	Citronella 1 50 @ 1 75	Cloves 3 00 @ 3 25	Cocoonut 25 @ 35	Cod Liver 1 80 @ 2 00	Croton 2 00 @ 2 25	Cotton Seed 1 40 @ 1 60	Cubebs 7 00 @ 7 25	Eigeron 6 00 @ 6 25	Eucalyptus 1 25 @ 1 50	Hemlock, pure 1 75 @ 2 00	Juniper Berries 3 25 @ 3 50	Juniper Wood 1 50 @ 1 75	Lard, extra 1 50 @ 1 75	Lard, No. 1 1 35 @ 1 60	Potassium	Bicarbonate 35 @ 40	Bichromate 15 @ 25	Bromide 69 @ 85	Bromide 54 @ 71	Chlorate, gran'd 23 @ 30	Chlorate, powd. or Xtal 16 @ 25	Cyanide 30 @ 30	Iodide 4 30 @ 4 49	Permanganate 20 @ 30	Prussiate, yellow 65 @ 75	Prussiate, red @ 1 00	Sulphate 35 @ 40	Roots	Alkanet 25 @ 30	Blood, powdered 35 @ 40	Calamus 35 @ 50	Elecampane, pwd 25 @ 30	Gentian, powd. 20 @ 30	Ginger, African, powdered 30 @ 35	Ginger, Jamaica 60 @ 65	Ginger, Jamaica, powdered 55 @ 60	Goldenseal, pow. @ 7 50	Ipecac, powd. 3 75 @ 4 00	Licorice 35 @ 40	Licorice, powd. 20 @ 30	Orris, powdered 30 @ 40	Poke, powdered 35 @ 40	Rhubarb, powd. 1 00 @ 1 10	Rosinwood, powd. @ 40	Sarsaparilla, Hond. ground @ 1 00	Sarsaparilla Mexican, ground @ 1 25	Squills 35 @ 40	Squills, powdered 60 @ 70	Tumeric, powd. 17 @ 25	Valerian, powd. 40 @ 50	Seeds	Anise @ 35	Anise, powdered 35 @ 40	Bird, ls 13 @ 17	Canary 13 @ 20	Caraway, Po. 30 25 @ 30	Cardamon @ 4 00	Coriander pow. 30 20 @ 25	Dill 12 1/2 @ 20	Fennel 25 @ 40	Flax 09 @ 15	Flax, ground 09 @ 15	Foenugreek pow. 15 @ 25	Hemp 8 @ 15	Lobelia, powd. @ 1 25	Mustard, yellow 15 @ 25	Mustard, black 22 @ 25	Poppy 1 50 @ 1 75	Quince 15 @ 20	Rape 25 @ 35	Sabadilla 25 @ 35	Sunflower 11 1/2 @ 15	Worm, American 30 @ 40	Worm, Levant 4 00 @ 4 25	Tinctures	Aconite @ 1 80	Aloes @ 1 45	Arnica @ 1 10	Asafoetida @ 2 10	Belladonna @ 1 35	Benzoin 20 @ 25	Benzoin Comp'd @ 2 65	Buchu @ 2 55	Cantharadial @ 2 85	Vanilla Ex. pure 1 75 @ 2 25	Vanilla Ex. pure 2 50 @ 3 00	Capsicum @ 1 75	Catechu @ 1 75	Cinchona @ 2 10	Colchicum @ 1 80	Cubebs @ 3 00	Digitalis @ 1 80	Gentian @ 1 35	Ginger, D. S. @ 1 80	Guaiaac @ 2 20	Guaiaac, Ammon. @ 2 00	Iodine @ 95	Iodine, Colorless @ 1 50	Iron, Clo. @ 1 35	Kino @ 1 40	Myrrh @ 2 50	Nux Vomica @ 1 55	Opium @ 3 50	Opium, Camp. @ 85	Opium, Deodorz'd @ 3 50	Rhubarb @ 1 70	Paints.	Lead, red dry 15% @ 16 1/4	Lead, white dry 15% @ 16 1/4	Lead, white oil 15% @ 16 1/4	Ochre, yellow bbl. @ 7	Ochre, yellow less 2 1/2 @ 7	Red Venet'n Am. 3 1/2 @ 7	Red Venet'n Eng. 4 @ 7	Putty 5 @ 7	Whiting, bbl. @ 4 1/2	Whiting 5 1/2 @ 10	L. H. P. Prep. 2 80 @ 3 00	Rogers Prep. 2 80 @ 3 00	Miscellaneous	Acetanilid 47 @ 55	Alum 08 @ 12	Alum, powd. and ground 09 @ 15	Bismuth, Subnitrate 3 02 @ 3 23	Borax xtal or powdered 07 @ 13	Cantharades, po. 1 75 @ 2 25	Calomel 1 93 @ 2 09	Capsicum, pow'd 48 @ 55	Carmine 6 00 @ 6 60	Casia Buds 30 @ 35	Cloves 50 @ 55	Chalk Prepared 14 @ 18	Chloroform 51 @ 60	Chloral Hydrate 1 35 @ 1 85	Cocaine 12 10 @ 12 80	Cocoa Butter 50 @ 75	Corks, list, less 40 @ 50	Copperas 2 @ 10	Copperas, Powd. 4 @ 10	Corrosive Sublim 1 58 @ 1 76	Cream Tartar 31 @ 38	Cuttle bone 40 @ 50	Dextrine 6 @ 15	Dover's Powder 3 50 @ 4 00	Emery, All Nos. 10 @ 15	Emery, Powdered 8 @ 10	Epsom Salts, bbls. @ 7	Epsom Salts, less 3 1/2 @ 10	Ergot, powdered @ 1 00	Flake, White 15 @ 20	Formaldehyde, lb. 13 @ 20	Gelatine 90 @ 1 05	Glassware, less 55 %	Glassware, full case 50 %	Glauber Salts, bbl. @ 02 1/2	Glauber Salts less 04 @ 10	Glue, Brown 21 @ 30	Glue, Brown Grd 15 @ 20	Glue, white 27 1/2 @ 35	Glue, white grd. 25 @ 35	Glycerine 25 @ 45	Hops 65 @ 75	Iodine 6 45 @ 6 90	Iodoform 7 35 @ 7 65	Lead Acetate 20 @ 30	Mace @ 1 40	Mace, powdered @ 1 45	Menthol 16 50 @ 17 00	Morphine 11 18 @ 11 93	Nux Vomica @ 30	Nux Vomica, pow. 17 @ 25	Pepper black pow. 32 @ 35	Pepper, White 40 @ 45	Pitch, Burgundy 10 @ 15	Quassia 12 @ 15	Quinine 72 @ 132	Rochelle Salts 20 @ 35	Saccharine @ 30	Salt Peter 11 @ 22	Selditz Mixture 30 @ 40	Soap, green 15 @ 30	Soap mott cast. 22 1/2 @ 25	Soap, white castile case @ 12 50	Soap, white castile less, per bar @ 1 45	Soda Ash 3 @ 10	Soda Bicarbonate 3 1/2 @ 10	Soda, Sal 02 1/2 @ 08	Spirits Camphor @ 1 35	Sulphur, roll 3 1/2 @ 10	Sulphur, Subl. 04 @ 10	Tamarinds 20 @ 25	Tartar Emetic 70 @ 75	Turpentine, Ven. 50 @ 75	Vanilla Ex. pure 1 75 @ 2 25	Vanilla Ex. pure 2 50 @ 3 00	Zinc Sulphate 06 @ 15
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How About Spraying Material?

- ARE YOU WELL SUPPLIED WITH
- PARIS GREEN
- ARSENATE OF LEAD
- TUBER TONIC (Paris Green & Bordeaux Mixture)
- ARSENATE OF CALCIUM
- PESTOYD (Insecto) (Arsenate Lead and Bordeaux)
- DRY LIME AND SULPHUR
- DRY FUNGI BORDO (Dry Powder Bordeaux)
- BOWKER'S PYREX
- BLACK LEAF FORTY

Also BLUE VITROL, SULPHUR, ARSENIC, FORMALDEHYDE, INSECT POWDER, SLUG SHOT, WHITE HELLEBORE, Etc.

If not well supplied order at once. We carry complete stock all the time.

HAZELTINE & PERKINS DRUG CO.

Manistee MICHIGAN Grand Rapids

5 lbs. of Good Writing Paper for \$1.00

For the Home, School and Office—pure white bond, very little trimmings—all writing paper—properly styled the Economy Package. Also good for mimeograph and typewriter use. Easily matched in envelopes. Try your local dealer. If he cannot supply you pin a dollar bill to this advertisement with name and address and we will send either size postpaid.

Merchants write for prices.

KALAMAZOO VEGETABLE PARCHMENT CO., Kalamazoo, Mich.



Two \$1 Sizes
5 lbs., 500 sheets letter size 8 1/2 x 11
5 lbs., 450 sheets legal size 8 1/2 x 13

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

Mop Sticks
Cows

DECLINED

Calif. Lima Beans
Coffee

AMMONIA

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



AXLE GREASE

48, 1 lb.	4 60
24, 3 lb.	6 25
10 lb. pails, per doz.	8 20
15 lb. pails, per doz.	11 20
25 lb. pails, per doz.	17 70

BAKING POWDERS

Arctic, 7 oz. tumbler	1 35
Queen Flake, 25 lb. keg	12
Royal, 10c. doz.	95
Royal, 6 oz., doz.	2 70
Royal, 12 oz., doz.	5 20
Royal, 5 lb.	31 20
Rocket, 16 oz., doz.	1 25

BEECH-NUT BRANDS.



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

BLUING



Original	
condensed Pearl	
Crown Capped	
4 doz., 10c 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 Cer'l	2 20
Quaker Puffed Rice	5 60
Quaker Puff'd Wheat	4 30
Quaker Brst Biscuit	1 90
Ralston Branzen	3 20
Ralston Food, large	4 00
Saxon Wheat Food	3 90
Vita Wheat, 12s	1 80

Post's Brands.

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

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

BROOMS

Parlor Pride, doz.	5 25
Standard Parlor, 23 lb.	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, 3 in.	1 50
Solid Back, 1 in.	1 75
Pointed Ends	1 25

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@5 50
Apple Sauce, No. 10	7 50
Apricots, No. 1	1 35@1 90
Apricots, No. 2	2 85
Apricots, No. 10	3 00@3 75
Blackberries, No. 10	10 00
Blueberries, No. 2	2 00@2 75
Blueberries, No. 10	12 50
Cherries, No. 2 1/2	3 00
Cherries, No. 2 1/2	3 75
Cherries, No. 10	11 00
Loganberries, No. 2	3 00
Peaches, No. 1	1 25@1 80
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@3 75
Peaches, 10, Mich.	7 75
Pineapple, 1, sl.	1 80@2 00
Pineapple, 2 sl.	2 80@3 00
P'apple, 2 br. sl.	2 65@2 85
P'apple, 2 1/2, sl.	3 35@3 50
P'apple, 2, cru.	2 60@2 75
Pineapple, 10 cru.	11 50
Pears, No. 2	3 25
Pears, No. 2 1/2	4 00@4 50
Plums, No. 2	2 00@2 25
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@12 50
Rhubarb, No. 10	5 25

CANNED FISH.

Clam Ch'der, 10 1/2 oz.	1 35
Clam Ch., No. 3	3 00@3 40
Clams, Steamed, No. 1	1 80
Clams, Minced, No. 1	2 50
Finnan Haddie, 10 oz.	3 30
Clam Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	2 75
Fish Flakes, small	1 35
Cod Fish Cake, 10 oz.	1 85
Cove Oysters, 5 oz.	1 90
Lobster, No. 1/4, Star	2 70
Shrimp, 1, wet	2 10@2 25
Sard's, 1/4 Oil, ky.	5 75@6 25
Sardines, 1/4 Oil, k'less	5 00
Sardines, 1/4 Smoked	7 50
Salmon, Warrens,	2 75
Salmon, Red Alaska	3 10
Salmon, Med. Alaska	2 75
Salmon, Pink Alaska	1 75
Sardines, Im., 1/4, ea.	10@28
Sardines, Im., 1/2, ea.	25
Sardines, Cal., 1/2	1 65@1 80
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 40
Bacon, Lge Beechnut	4 05
Beef, No. 1, Corned	2 70
Beef, No. 1, Roast	2 70
Beef, No. 2 1/2, Qua. all	1 85

Beef, No. 1/4, Qua. all	1 75
Beef, 5 oz., Qua. all	3 50
Beef, No. 1, B'nut, sl.	4 50
Sap Sago	35
Beefsteak & Onions, s	2 75
Chili Con Ca., 1s	1 35@1 45
Deviled Ham, 1/4s	2 20
Deviled Ham, 1/4s	3 60
Hamburg Steak & Onions, No. 1	3 15
Potted Beef, 4 oz.	1 10
Potted Meat, 1/4 Libby	53 1/2
Potted Meat, 1/4 Libby	90
Potted Meat, 1/4 Qua.	85
Potted Ham, Gen.	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
Fremit, No. 2	1 20
Snider, No. 2	1 25
Van Camp, small	85
Van Camp, Med.	1 15

CANNED VEGETABLES.

Asparagus, No. 1, Green tips	4 60@4 75
No. 2 1/2, Lge. Green	4 50
W. Bean, cut	2 25
W. Beans, 10	8 50@12 00
Green Beans, 2s	2 00@3 75
Gr. Beans, 10s	7 50@13 00
L. Beans, 2 gr.	1 85@2 65
Lima Beans, 2s, Soaked	95
Red Kid. No. 2	1 20@1 35
Beets, No. 2, wh.	1 75@2 40
Beets, No. 2, cut	1 60
Beets, No. 3, cut	1 80
Corn, No. 2, Ex stan	1 65
Corn, No. 2, Fan.	1 80@2 35
Corn, No. 2, Fy. glass	3 25
Corn, No. 10	7 50@16 75
Hominy, No. 3	1 00@1 15
Okra, No. 2, whole	2 00
Okra, No. 2, cut	1 60
Dehydrated Veg. Soup	1 40
Dehydrated Potatoes, lb.	42
Mushrooms, Hotels	42
Mushrooms, Choice	65
Mushrooms, Sur Extra	75
Peas, No. 2, E. J.	1 50@1 60
Peas, No. 2, Sift., June	1 85
Peas, No. 2, Ex. Sift.	2 85
Peas, Ex. Fine, French	25
Pumpkin, No. 3	1 35@1 50
Pumpkin, No. 10	4 50@5 50
Pimientos, 1/4, each	12@14
Pimientos, 1/2, each	27
Swt Potatoes, No. 2 1/2	1 60
Sauerkraut, No. 3	1 40@1 50
Succotash, No. 2	1 65@2 50
Succotash, No. 2, glass	2 80
Spinach, No. 1	1 25
Spinach, No. 2	1 60@1 90
Spinach, No. 3	2 10@2 50
Spinach, No. 10	6 00@7 00
Tomatoes, No. 2	1 40@1 60
Tomatoes, No. 2, 00@2 25	
Tomatoes, No. 2, glass	2 60
Tomatoes, No. 10	7 50

CATSUP.

B-nut, Small	2 70
Lily Valley, 14 oz.	2 60
Lily of Valley, 1/2 pint	1 75
Paramount, 24, 8s	1 45
Paramount, 24, 16s	2 40
Paramount, 6, 10s	10 00
Sniders, 8 oz.	2 95
Sniders, 16 oz.	1 95
Quaker, 10 1/2 oz.	1 60
Quaker, 14 oz.	2 25
Quaker, Gallon Glass	12 50

CHILI SAUCE

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

OYSTER COCKTAIL.

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

CHEESE

Roquefort	52
Kraft Small tins	1 40
Kraft American	1 40
Chili, small tins	1 40
Pimento, small tins	1 40
Roquefort, small tins	2 25
Camenbert, small tins	2 25
Wisconsin New	26 1/2
Longhorn	27
Michigan Full Cream	25 1/2
New York Full Cream	30
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	29
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, 1/4s	40
Lowney, 1/4s	40
Lowney, 1/4s	38
Lowney, 5 lb. cans	21
Runkles, 1/4s	32
Runkles, 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	4 15
48 4 oz. pkgs., per case	7 00

CLOTHES LINE.

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



COFFEE ROASTED

Rio	@27
Santos	34@36
Maracaibo	37
Gautemala	38
Java and Mocha	46
Bogota	40
Peaberry	36

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

Telfer Coffee Co. Brand Bokay.

Coffee Extracts

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

CONDENSED MILK

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

MILK COMPOUND

Hebe, Tall, 4 doz.	4 50
Hebe, Baby, 8 doz.	4 40
Carolene, Tall, 4 doz.	3 80
Carolene, Baby	3 50

EVAPORATED MILK



Quaker, Tall, 4 doz.	4 45
Quaker, Baby, 8 doz.	4 35
Quaker Gallon, 1/4 doz.	4 80
Blue Grass, Tall 48	4 40

Blue Grass, Baby, 96

Blue Grass, No. 10	4 40
Carnation, Tall, 4 doz.	4 75
Carnation, Baby, 8 doz.	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, 60 Tin	37 50
Websteretts	37 50
Webster Savoy	75 00
Webster Plaza	95 00
Webster Belmont	110 00
Webster St. Reges	125 00
Starlight Rouse	90 20
Starlight P-Club	135 00
Little Valentine	37 50
Valentine Broadway	75 00
Valentine DeLux Im	95 00
Titona	30 00
Clint Ford	

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

HORSE RADISH
Per doz., 5 oz. 1 20

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

JELLY GLASSES
8 oz., per doz. 35

OLEOMARGARINE
Kent Storage Brands.
Good Luck, 1 lb. 25 1/2
Good Luck, 2 lb. 25 1/2
Gilt Edge, 1 lb. 25 1/2
Gilt Edge, 2 lb. 25 1/2
Delicia, 1 lb. 23 1/2
Delicia, 2 lb. 23

Van Westenbrugge Brands
Carload Distributor



Nucoa, 1 lb. 25 1/2
Nucoa, 2 and 5 lb. 25 1/2
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, lb. 22



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 cs. 6 45
No. 1 1/2, 36 cans to cs. 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 cs. 5 10
No. 1 1/2, 36 cans to cs. 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 cs. 3 50
No. 1 1/2, 36 cans to cs. 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 30
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 12 1/2
Peanuts, Vir. roasted 14
Peanuts, Jumbo, raw 16 1/2
Peanuts, Jumbo, rstd 16 1/2
Pecans, 3 star 23
Pecans, Jumbo 50
Walnuts, California 28
Salted Peanuts.
Fancy, No. 1 14
Jumbo 23

Shelled.
Almonds 68
Peanuts, Spanish, 125 lb. bags 13
Filberts 32
Pecans 1 06
Walnuts 59
OLIVES.
Bulk, 2 gal. keg 3 60
Bulk, 3 gal. keg 5 25
Bulk, 5 gal. keg 8 50
Quart Jars, dozen 6 00

Pint, Jars, dozen 3 00
4 oz. Jar, plain, doz. 1 30
5 1/2 oz. Jar, pl., doz. 1 60
9 oz. Jar, plain, doz. 2 30
20 oz. Jar, Pl. doz. 4 25
3 oz. Jar, Stu., doz. 1 35
6 oz. Jar, stuffed, doz. 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



Bel Car-Mo Brand
8 oz., 2 doz. in case 24
1 lb. pails 12
2 lb. pails 6 in crate 14
5 lb. pails 25
14 lb. pails 25
25 lb. pails 50
50 lb. tins 20

PETROLEUM PRODUCTS
Iron Barrels
Perfection Kerosene 13.1
K-1 Crown Gasoline 18.7
Tank Wagon 39.2
Gas Machine Gasoline 22.6
V. M. & P. Naphtha 41.2
Capitol Cylinder 23.2
Atlantic Red Engine 13.7
Winter Black 13.7



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. 8.0
Parowax, 40, 1 lb. 8.2
Parowax, 20, 1 lb. 8.4



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

PICKLES
Medium Sour 24 50
Barrel, 1,200 count 13 00
Half bbls., 600 count 10 00
0 gallon kegs 10 00
Sweet Small 50 00
30 gallon, 300 10 00
5 gallon, 500 10 00
Dill Pickles.
600 Size, 15 gal. 13 00
PIFES.
Cob, 3 doz. in ox. 1 00 @ 1 20

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

POTASH
Babbitt's 2 doz. 3 75

FRESH MEATS
Beef.
Top Steers & Hef. @ 18
Good Steers & H.F. 14 @ 15 1/4
Med. Steers & H.F. 12 1/2 @ 14
Com. Steers & H.F. 10 @ 12 1/2
Cows.
Top 13
Good 11 1/2
Medium 10
Common 09
Veal.
Top 14
Good 12
Medium 10
Lamb.
Spring Lamb 32
Good 27
Medium 22
Poor 16
Mutton.
Good 14
Medium 10
Poor 08

Pork.
Light hogs 14 1/2
Medium hogs 15 1/2
Heavy hogs 14
Loins 23 1/2
Butts 21 1/2
Shoulders 18
Spareribs 16
Neck bones 06

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

Dry Salt Meats
S P Bellies 31 00 @ 33 00
Lard
Pure in tierces 17 1/2
60 lb. tubs advance 1/4
50 lb. tubs advance 1/4
20 lb. pails advance 1/4
10 lb. pails advance 1/4
5 lb. pails advance 1
3 lb. pails advance 1
Compound 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
Picon 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
1/4 bbls. 1 55
1/2 bbls., 35 lbs. 2 75
3/4 bbls. 5 30
1 bbl. 15 00

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

RICE
Fancy Blue Rose 7 1/2 @ 08
Fancy Head 8 @ 9
Broken 06

ROLLED OATS
Steel Cut, 100 lb. sks. 3 25
Silver Flake, 12 Pam. 2 50
Quaker, 18 Regular 1 80
Quaker, 12s Family 2 70
Mothers, 12s, Ill'num 3 25
Silver Flake, 18 Reg. 1 50
Sacks, 90 lb. Jute 3 00
Sacks, 90 lb. cotton 3 10

SALERATUS
Arm and Hammer 3 75
SAL SODA
Granulated, bbs. 1 80
Granulated, 100 lbs. cs. 2 00
Granulated, 36 2 1/2 lb. packages 2 25

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

Holland Herring
Mixed, Kegs 10 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. fncy 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
3 in 1, Paste, doz. 1 35
2 in 1, Combination, dz. 1 00
Dri-Foot, doz. 1 00
Bixbys, Doz. 1 35
Shinola, doz. 1 90

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

Butter Salt, 280 lb. bbl 4 50
Blocks, 50 lb. 4 20
Baker Salt, 280 lb. bbl. 4 20
100, 5 lb. Table 6 07
60, 5 lb. Table 5 57
30, 10 lb. Table 5 30
23 lb. bags, Table 4 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 sk. 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. 4 45
No. 1 Medium, Ebl. 2 47
Tucumseh, 70 lb. farm sk. 85
Cases Ivory, 24-2 cart 1 85
Iodized 24-2 cart. 2 40
Bags 25 lb. No. 1 med. 26
Bags 25 lb. Cloth dairy 40
Bags 50 lb. Cloth dairy 76
Rock "C" 100 lb. sack 80

SOAP
Am. Family, 100 box 6 30
Export 120 box 4 90
Big Four Wh. Na. 100s 3 75
Flake White, 100 box 4 25
Fels Napha, 100 box 5 60
Grandma White Na. 100s 4 10
Rub No More White
Nantha, 100 box 4 00
Rub-No-More, yellow 5 00
swift Classic, 100 box 4 40
20 Mule Borax, 100 bx 7 55
Wool, 100 box 6 50
Fairy, 100 box 5 75
Jap Rose, 100 box 7 85
Palm Olive, 144 box 11 00
Lava, 100 box 4 90
Octagon 6 20
Jummo, 100 box 4 90
Sweetheart, 100 box 5 70
Grandpa Tar, 50 sm. 2 60
Grandpa Tar, 50 lbs. 3 45
Quaker Hardwater
Cocoa, 72s, box 2 70
Fairbank Tar, 100 bx 4 00
Trilby Soap, 100 8 00
10 cakes free 8 00
Williams Barber Bar, 9s 5 00
Williams Mug, per doz. 48

CLEANSERS
KITCHEN ALENZER
80 can cases, \$4.80 per case
WASHING POWDERS.
Bon Ami Pd, 3 dz. bx 3 75
Bon Ami Cake, 3 dz. 3 25
Climaline, 4 doz. 4 20
Grandma, 100, 5c 4 00
Grandma, 24 Large 4 00
Gold Dust, 100s 4 00
Gold Dust, 12 Large 3 20
Golden Rod, 24 4 25
Jinx, 3 doz. 3 60
La France Laun., 4 dz. 3 60
Luster Box, 54 3 75
Miracle C., 12 oz., 1 dz 2 25
Old Dutch Clean, 4 dz 3 40
Queen Ann, 60 oz. 3 40
Rinso, 100 oz. 5 75
Rub No More, 100, 10 oz. 3 85



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Luster Box, 54 3 75
Miracle C., 12 oz., 1 dz 2 25
Old Dutch Clean, 4 dz 3 40
Queen Ann, 60 oz. 3 40
Rinso, 100 oz. 5 75
Rub No More, 100, 10 oz. 3 85

Rub No More, 18 Lg. 4 00
Spotless Cleanser, 48, 20 oz. 3 85
Sani Flush, 1 doz. 2 25
Sapolio, 3 doz. 3 15
Soapine, 100, 12 oz. 6 40
Snowboy, 100, 10 oz. 4 00
Snowboy, 24 Large 4 80
Speedee, 3 doz. 7 20
Sunbrite, 72 doz. 4 00
Wyandotte, 48 4 75

SPICES.
Whole Spices.
Allspice, Jamaica @ 15
Cloves, Zanzibar @ 40
Cassia, Canton @ 25
Cassia, 5c pkg., doz. @ 40
Ginger, African @ 15
Ginger, Cochin @ 25
Mace, Penang @ 1 00
Mixed, No. 1 @ 22
Mixed, 5c pkgs., doz. @ 45
Nutmegs, 70 @ 90 @ 75
Nutmegs, 105-110 @ 70
Pepper, Black @ 18

Pure Ground in Bulk
Allspice, Jamaica @ 18
Cloves, Zanzibar @ 42
Cassia, Canton @ 25
Ginger, Corkin @ 30
Mustard @ 23
Mace, Penang @ 1 15
Nutmegs @ 75
Pepper, Black @ 22
Pepper, White @ 34
Pepper, Cayenne @ 32
Paprika, Spanish @ 42

Seasoning
Chili Powder, 15c 1 35
Celery Salt, 3 oz. 95
Sage, 2 oz. 90
Onion Salt 1 35
Garlic 1 35
Poneltz, 3 1/2 oz. 3 25
Kitchen Bouquet 4 50
Laurel Leaves 90
Marjoram, 1 oz. 90
Savory, 1 oz. 90
Thyme, 1 oz. 90
Turmeric, 2 1/2 oz. 90

STARCH
Corn
Kingsford, 40 lbs. 1 14
Powdered, bags 4 50
Argo, 48, 1 lb. pkgs. 4 05
Cream, 48-1 4 85
Quaker, 40-1 7

Gloss
Argo, 48, 1 lb. pkgs. 4 05
Argo, 12, 3 lb. pkgs. 2 95
Argo, 8, 5 lb. pkgs. 3 36
Silver Gloss, 48 1s 11 1/2
Elastic, 64 pkgs. 3 50
Tiger, 48-1 3 50
Tiger, 50 lbs. 05 1/2



CORN SYRUP.
Penick Golden Syrup
6, 10 lb. cans 3 35
12, 5 lb. cans 3 55
24, 2 1/2 lb. cans 3 65
24, 1 1/2 lb. cans 2 53

Crystal White Syrup
6, 10 lb. cans 3 85
12, 5 lb. cans 4 05
24, 2 1/2 lb. cans 4 20
24, 1 1/2 lb. cans 2 88

Penick Maple-Like Syrup
6, 10 lb. cans 4 60
12, 5 lb. cans 4 80
24, 2 1/2 lb. cans 4 95
24, 1 1/2 lb. cans 3 38

Unkle Ned.
6, 10 lb. cans 3 70
12, 5 lb. cans 3 90
24, 2 1/2 lb. cans 4 00
24, 1 1/2 lb. cans 2 74

Corn
Blue Karo, No. 1 1/2 2 58
Blue Karo, No. 5, 1 dz. 3 60
Blue Karo, No. 10 3 40
Red Karo, No. 1 1/2 2 93
Red Karo, No. 5, 1 dz. 4 10
Red Karo, No. 10 3 90
Imt. Maple Flavor.
Orange, No. 1 1/2, 2 dz. 3 38
Orange, No. 5, 1 doz. 4 90
Orange, No. 10 4 70
Maple.
Green Label Karo 5 19
Maple and Cane
Kanuck, per gal. 1 50
Mayflower, per gal. 1 55
Maple.
Michigan, per gal. 2 50
Welchs, per gal. 2 80

TABLE SAUCES
Lea & Perrin, large 6 00
Lea & Perrin, small 3 35
Pepper 1 60
Royal Mint 2 40
Tobasco, 2 oz. 4 25
Sho You, 9 oz., doz. 2 70
A-1 large 5 20
A-1, small 3 15
Capers, 2 oz. 2 30

TEA.
Japan.
Medium 27 @ 33
Choice 37 @ 46
Fancy 54 @ 62
No. 1 Nibbs 56
1 lb. pkg. Sifting 14

Gunpowder
Choice 32
Fancy 42
Ceylon
Pekoe, medium 62
English Breakfast
Congou, Medium 28
Congou, Choice 35 @ 36
Congou, Fancy 42 @ 43

Oolong
Medium 36
Choice 45
Fancy 50
TWINE
Cotton, 3 ply cone 47
Cotton, 3 ply balls 48
Wool, 6 ply 18

VINEGAR
Cider, 40 Grain 22
White Wine, 80 grain 24
White Wine, 40 grain 19

WICKING
No. 0, per gross 75
No. 1, per gross 1 10
No. 2, per gross 1 60
No. 3, per gross 2 00
Peerless Rolls, per doz. 90
Rochester, No. 2, doz. 50
Rochester, No. 3, doz. 2 00
Rayo, per doz. 80

WOODENWARE
Baskets
Bushels, narrow band, wire handles 1 75
Bushels, narrow band, wood handles 1 80
Market, drop handle 90
Market, single handle 90
Market, extra 1 50
Splint, large 8 50
Splint, medium 7 50
Splint, small 6 50

Churns.
Barrel, 5 gal., each 2 40
Barrel, 10 gal., each 2 55
3 to 6 gal., per gal. 16

Egg Cases
No. 1, Star Carrier 5 00
No. 2, Star Carrier 10 00
No. 1, Star Egg Trays 6 25
No. 2, Star Egg Trays 12 50

Mop Sticks
Trojan spring 2 00
Eclipse patent spring 2 00
No. 2, pat. brush hold 2 00
Ideal, No. 7 1 35
12 oz. Cot. Mop Heads 2 55
16 oz. Ct. Mop Heads 3 00

Pails
10 qt. Galvanized 2 35
12 qt. Galvanized 2 60
14 qt. Galvanized 2 90
12 qt. Flaring Gal. Ir. 5 00
10 qt. Tin Dairy 4 50
16 oz. Ct. Mop Heads 3 20

Traps
Mouse, Wood, 4 holes 60
Mouse, wood, 6 holes 45
Mouse, tin, 5 holes 1 00
Rat, wood 1 00
Rat, spring 1 00
Mouse, spring 30

Tubs
Large Galvanized 8 50
Medium Galvanized 7 50
Small Galvanized 6 50
Washboards
Banner, Globe 5 75
Brass, single 6 00
Glass, single 6 00
Double Peerless 8 50
Single Peerless 7 50
Northern Queen 5 50
Universal 7 25

Window Cleaners
12 in. 1 65
14 in. 1 85
16 in. 2 30
Wood Bowls
13 in. Butter 5 00
15 in. Butter 9 00
17 in. Butter 18 00
19 in. Butter 25 00

WRAPPING PAPER
Fibre, Manila, white 05 1/2
No. 1 Fibre 08
Butchers Manila 06
Kraft 08
Kraft Stripe 09 1/2
YEAST CAKE
Magic, 3 doz. 2 70
Sunlight, 3 doz. 2 70
Sunlight, 1 1/2 doz. 1 35
Yeast Foam, 3 doz. 2 70
Yeast Foam, 1 1/2 doz. 1 35
YEAST-COMPRESSED
Fleischmann, per doz. 80

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, May 5—On this day was held the first meeting of creditors in the matter of Arthur C. Hawley, Bankrupt No. 2677. The bankrupt was present in person and by attorneys, Stearns & Kleinstick. No creditors were present or represented. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. The referee appointed Michael N. Kennedy trustee and placed the amount of his bond at \$200. The first meeting was then adjourned without date.

In the matter of International Vinegar Co., Bankrupt No. 2662, the schedules ordered have been filed by the attorneys for the petitioning creditors, and the first meeting has been called for May 18. The schedules show assets of \$141,727.74, with liabilities of \$108,539.89. A list of the creditors of the bankrupt is as follows: Guarantee Bond & Mortgage Co., Grand Rapids \$64,500.00

Table listing creditors and amounts for International Vinegar Co. bankruptcy. Includes entries like Allegan State Bank, Commercial Finance Corporation, Everett H. Wells, Detroit, A. P. Calahan Co., Chicago, Farmers Co-operative Ass'n, Allegan, Pocahontas Coal Co., Allegan, Kent Storage Co., Grand Rapids, Canton Barrel Co., Canton, Ohio, E. H. Myers, Allegan, Michigan Litho. Co., Grand Rapids, Standard Oil Co., Grand Rapids, J. F. Hasty & Sons, Detroit, Hydraulic Press Mfg. Co., Mt. Gilthead, Ohio, Armstrong Paint & Varnish Works, Chicago, J. W. McMann & Son, Detroit, Press, Grand Rapids, Canner Pub. Co., Chicago, Allegan Machine & Welding Works, Allegan, Associated Truck Lines, Grand Rapids, News, Allegan, Allegan Laundry Co., Allegan, Malcolm Smith, Allegan, H. W. Stuch, Allegan, City of Allegan, Allegan Hardware Supply Co., Allegan, Cook Oil Co., Allegan, City Treasurer, Allegan, Mutchler Coal Co., Allegan, Guarantee Bond & Mortgage Co., Grand Rapids, Alpena Bottling Works, Alpena, Northern Coca Cola Co., Kalamazoo, Northside Lumber Co., Allegan, Allegan Casket Co., Allegan, Genesee Bottling Works, Flint, Phillips Bros., Allegan, G. W. Young Foundry, Allegan, Red Star Yeast & Products Co., Grand Rapids, Thomas Publishing Co., New York, Taylor Halladay Letter Co., Grand Rapids, Postal Telegraph Co., Grand Rapids, Gruell & Ott, Port Huron, Northern Coca Cola Co., Lansing, Mich. Bell Tel. Co., Allegan, Western Union Tel. Co., Grand Rapids, Consumers Power Co., Grand Rapids, J. Desenberg, Lawton, A. H. Foster, Allegan, F. E. Hills, Allegan, S. A. Larter, Grand Rapids, A. E. Staley Mfg. Co., Chicago, M. Thos. Ward, Grand Rapids, The following accounts were incurred at the Detroit Branch: Grand Trunk R. R. Syst., Detroit \$765.00, U. S. Rubber Co., Detroit, J. T. Wing & Co., Detroit, Mich. Boiler & Sheet Metal Works, Detroit, Free Press, Detroit, News, Detroit, Restrict Lumber Co., Detroit, H. L. Simpson, Detroit, W. J. Burton Co., Detroit, Aug. Fust, Detroit, E. L. Lowrie Lumber & Finish Co., Detroit, J. W. McMann & Sons, Detroit, Merchants Warehouse Co., Detroit, Peter Oils Safe Co., Detroit, R. E. Jacobus, Detroit, Mich. State Tel. Co., Detroit, Paul R. Dailey, Detroit, Detroit Edison Co., Detroit, Board of Water Comms., Detroit, Mathias Lumber Co., Elkhart, Ind., Standard Oil Co., Grand Rapids, Central Paint & Varnish Co., Detroit, Mich. Cooperaage Co., Detroit, Dumond Coal & Cart Co., Detroit, Hans Knutson, Detroit, Central Barrel & Cooperaage Co., Detroit, City of Detroit, Detroit, William V. Mac Gill, Detroit, Hysson Co., St. Louis, Howard F. Grostok, Detroit, Forbes Stamp Co., Grand Rapids, American Radiator Co., Detroit, Diamond Products Co., Chicago, Fred H. June, Detroit, Detroit Commerce Co., Detroit, Nitrose Co., Allegan

The following are accounts contracted by the Grant Canning Co., but as claimed by the bankrupt, are debts of the bankrupt operating under such assumed name: Mich. Bell Telephone Co., Grand Rapids \$45.93, Western Union Tel. Co., Grand Rapids, Consumers Power Co., Grand Rapids, Postal Telegraph Co., Grand Rapids, Grant Lumber & Fuel Co., Grand Rapids

Table listing creditors and amounts for Burroughs Adding Machine Co., Grand Rapids. Includes entries like Thomas-Daggett Canning Co., Grand Rapids, W. R. Roach & Co., Grand Rapids, D. R. Sperry & Co., Batavia, Ill., Leitelt Iron Works, Grand Rapids, Amer. Hard Rubber Co., New York, Kelso Co., Chicago, Richmond Stamp Wks., Grand Rapids, Hayden Supply Co., Grand Rapids, Kelso & Co., Chicago, Sprague Sells Corp., Chicago, Department of State, Lansing, William Brown, Grant, Eckstrom & Saur, Grant, Leon Heiss, Grant, Treasurer's office, Grant, Ford, Schliesinger & Hillis, St. Louis, Mich. Litho. Co., Grand Rapids, Floyd Bull, Grant, Rothberry Canning Co., Rothberry, Lee, Kaufman & Gale, Chicago, National Cannery Exchange, Cincinnati, J. E. Dean Co., Chicago, National Grocer Co., Louisville, Kelso & Co., Chicago, A. B. Knowlson Co., Grand Rapids, John G. Neumeister, Chicago, American Paper Products Co., St. Louis, A. Tuuk, Grand Rapids, Philip Schliesinger Co., Springfield, Ohio, Wixon Spice Co., Chicago, Holcomb Mfg. Co., Indianapolis, Sprague Canning Machinery Co., Chicago, Kutsche Hardware Co., Grand Rapids, P. B. Gast & Sons, Grand Rapids, Forbes Stamp Co., Grand Rapids, Canner Pub. Co., Chicago, Maryle Flour Mills, Grant, O'Brien Brokerage Co., Minneapolis, Boylan & Co., Grand Rapids, Continental Can Co., Chicago, B. A. Raitlon Co., Chicago, Railway Terminal & Warehouse Co., Chicago, Kedney Warehouse Co., Minneapolis, Lee, Kaufman & Gale, Chicago, Kal. Tank Co., Kalamazoo, Raniville Co., Grand Rapids, Hydraulics Press Brick Co., Mt. Gilthead, Ohio, Press, Grand Rapids, Blue Bros., Grant, Am. Box Board Co., Grand Rapids, Springfield Wholesale Grocery Co., Springfield, Ill., John Sexton Co., Chicago, The following are general bills payable: Kalamazoo Tank Co., Kalamazoo \$3,045.00, Home State Bank, Grand Rapids, Grant State Bank, Grand Rapids, Continental Can Co., Chicago, Charles Weny, Allegan, F. E. Hills, Allegan, Fred Brown, Grant, E. M. Lampkin, Grand Rapids

In the matter of John Geyer, Bankrupt No. 2674, the funds for the first meeting have been received and the first meeting has been called for May 19.

In the matter of Michael Kuzawa, Bankrupt No. 2683, the funds of the first meeting have been received and such meeting has been called for May 19.

In the matter of Carl Holding, Bankrupt No. 2682, the funds for the first meeting have been received and such meeting has been called for May 19.

In the matter of Jesse L. Carpenter, Bankrupt No. 2684, the funds for the first meeting have been received and such meeting has been called for May 19.

In the matter of Fred Sheringer, Bankrupt No. 2642, the trustee has reported the receipt of an offer of \$3,000 for the stock in trade, fixtures and real estate occupied by the store building, all of which is appraised at \$8,757.23. The offer is made by J. R. Davidson, of Nunica. The property is all located at Sullivan, and is the stock in trade, fixtures, real estate and building used in a general store business at such village. The date fixed for sale is May 18. An inventory is in the hands of the party in charge of the bankrupt store at Sullivan and copy may be seen at the office of the referee.

May 7. On this day was held the first meeting of creditors in the matter of Charles E. Shears, Bankrupt No. 2679. The bankrupt was present in person and by attorney, Leo C. Lillie. Creditors were present in person. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. Bernard E. Cook was appointed trustee by the referee, and the amount of his bond placed at \$100. The first meeting was then adjourned without date.

In the matter of Bridge Street Furniture & Stove Co., a corporation, Bankrupt No. 2687, the funds for the first meeting have been received and such meeting has been called for May 21.

In the matter of Samuel Schensul, Bankrupt No. 2686, the funds for the first meeting have been received and such meeting has been called for May 21.

May 6. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Anton Rittgasser, Bankrupt No. 2688. The bankrupt is a resident of West Allis, Wis., and but recently of North Muskegon. The bankrupt is a molder by occupation. The matter has been referred to Charles B. Blair as referee in bankruptcy. The schedules show assets of \$2,501, of which \$2,451 is claimed as exempt under the laws of the State of

Table listing creditors and amounts for Anton Rittgasser, Bankrupt No. 2688. Includes entries like Michigan, The liabilities are \$1,975.39, The first meeting has been called for May 22. A list of the creditors of the bankrupt is as follows: State of Michigan, taxes \$19.25, De Long Bros., No. Muskegon, 10.95, Albert R. Dam, Muskegon, 21.95, Bunsaldo Bros., No. Muskegon, 40.95, E. B. Lund, Muskegon, 20.00, Geo. Ranko, Muskegon, 41.35, Feherenbach Garage, Montague, 12.62, Springer Feed Store, Whitehall, 12.95, Cotts Hardware, Whitehall, 6.30, Nelson Dry Goods Store, Whitehall, 10.30, John Jager, Kalamazoo, 200.00, George Herald, Muskegon, 438.00, George Raitzy, Cudahy, 200.00, Mr. Colebey, Muskegon, 110.00, W. Somerfeld, West Allis, Wis., 129.00, F. Merschdorf, Menominee Falls, Wis., 80.00, Nat. Lumberman's Bank, Muskegon, 178.07, Joe Rittgasser, So. Milwaukee, 218.00, Louis Odry, Cudahy, 20.00, Adam Kipel, Cudahy, 30.00, Zigmund Para, Cudahy, 45.00, Mrs. Katty Dayton, W. Milwaukee, 50.00, Milwaukee Herald, Milwaukee, 30.00, Mrs. Mary Schmalts, West Allis, Wis., 60.00

On this day also were received the schedules, order of reference and adjudication in bankruptcy in the matter of Clarence Austin, Bankrupt No. 2689. 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. The schedules list no assets and liabilities of \$1,186.32. The court has written for funds for the first meeting and upon receipt of the same the first meeting of creditors will be called and note of the same made here. A list of the creditors of the bankrupt is as follows:

Table listing creditors and amounts for Clarence Austin, Bankrupt No. 2689. Includes entries like Dr. Ramsey, Cedar Springs \$6.00, Thomas A. Bassett, Cedar Springs, 12.00, E. H. Totten, Cedar Springs, 15.00, Turner & Marvin, Cedar Springs, 120.00, George Wycott, Cedar Springs, 6.00, Streeter's Garage, Cedar Springs, 19.00, Farmers & Merchants Bank, Cedar Springs, 50.00, Cedar Springs Exch., Cedar Springs, 40.00, Mathers Store, Cedar Springs, 39.00, Dr. Brayman, Cedar Springs, 5.00, Dr. Pearsall, Cedar Springs, 5.00, Dr. Annis, Cedar Springs, 22.00, J. A. Skinner, Cedar Springs, 9.00, Harry Shaw, Cedar Springs, 50.00, M. E. Sanford, Cedar Springs, 17.00, W. J. Pollock, Cedar Springs, 9.00, Dr. Tower, Cedar Springs, 7.00, John Beucus, Cedar Springs, 51.32, L. Knupp, Cedar Springs, 20.00, E. Reyburn Sparta, Grand Rapids, 110.00, Nat. Clothing Co., Grand Rapids, 42.00, John Kingin, Sparta, Grand Rapids, 17.00, Welch Garage, Grand Rapids, 12.00, Leonard Paint & Oil Co., Cleveland, 17.50, Knaak's Wagon Shop, Cedar Springs, 1.00, Mrs. Cella Austin, Cedar Springs, 378.00, Charles Terrell, Cedar Springs, 7.00, Byron Caywood, Cedar Springs, 5.00, Geo. Dorman, Cedar Springs, 6.50, Audrey Lewis, Grand Rapids, 88.50

May 8. On this day were received the schedules, order of reference and adjudication in the matter of Guy C. Rittenburg, Bankrupt No. 2690. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of the village of Allendale. He is a laborer by occupation. The schedules list assets of \$250, all of which are claimed as exempt to the bankrupt, with liabilities of \$2,821.89. 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:

Table listing creditors and amounts for Guy C. Rittenburg, Bankrupt No. 2690. Includes entries like Ohio Nat. Life Ins. Co., Lansing \$90.00, Brenner & Hub, Lansing, 135.00, Dr. W. A. Dorland, Grand Rapids, 51.00, Friedrich Music House, Grand Rapids, 8.00, Dr. Montgomery, Grand Rapids, 33.00, Consumers Paint Co., Lansing, 25.65, C. E. Shaver, Lansing, 550.00, O'Keefe Surgical Hospital, Grand Rapids, 17.50, Mich. State Tel. Co., Grand Rapids, 12.50, Carl N. Mapes, Grand Rapids, 125.00, Keyes Grocery, Lansing, 4.00, Larrabee Grocery Co., Lansing, 2.00, King & Erbe, Lansing, 45.34, Dr. Burdick, Lansing, 90.00, Mrs. Conn, Lansing, 75.00, Rev. S. E. Kelley, Norwood, Ohio, 45.00, Henry Helkmer, Lansing, 53.00, Dr. Brucker, Lansing, 14.00, Dr. Harry Wilson, Beverly, 4.65, William Foster, Lansing, 22.50, Guy O. Hogle, Lansing, 170.00, A. Gersey, Lansing, 170.00, Guy O. Hogle, Lansing, 240.00, Pattengill Real Estate Co., Lansing, 275.00, Standard Real Estate Co., Lansing, 61.50, Amer. Savings Bank, Lansing, 30.00, Costlow's Clothing Store, Lansing, 43.50, Maps Clothing Co., Lansing, 8.00, F. N. Bovee, Lansing, 14.50, Schmiel Optical Co., Grand Rapids, 5.00, Collins Northern Ice Co., Grand Rapids, 11.75, Mr. & Mrs. Robert Conant, Grand Rapids, 25.00, Capital News, Lansing, 12.50, Lansing Bell Tel. Co., Lansing, 9.00, Arthur Steel, Lansing, 8.00, Dr. Thirm, Lansing, 2.00, Church of the Nazarene, Lansing, 65.00, Lansing Fuel & Gas Co., Lansing, 3.50, Missouri State Life Ins. Co., Grand Rapids, 4.00, Mr. F. Higgins, Lansing, 6.00, Charles Rittenburg, Hudsonville, 215.00, Roy Owen, Grand Rapids, 10.00, Charles Harriff, Grand Rapids, 5.50

Sargent & Gibson, Lansing 6.00, May 8. On this day were received the schedules, order of reference, adjudication and appointment of receiver in the matter of Oscar E. Fredell, Bankrupt No. 2691. The matter has been referred to Charles B. Blair as referee in bankruptcy. The schedules list assets of \$1,062.94, of which \$250 is claimed as exempt to the bankrupt, with liabilities of \$3,203.38. The court has asked 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. The bankrupt does not list his occupation, but the schedules indicate that he is a meat dealer. A list of the creditors of the bankrupt is as follows:

Table listing creditors and amounts for Oscar E. Fredell, Bankrupt No. 2691. Includes entries like State of Michigan, taxes \$21.77, Am. State Bank, Cadillac, 500.00, Andrew Fredell, Cadillac, 575.00, Bertha Fredell, Cadillac, 385.00, Fred Ernst, Cadillac, 80.00, Cudahy Bros., Cudahy, 50.85, Boot & Co., Grand Rapids, 44.69, Butchers Supply Co., Grand Rapids, 28.43, Swift & Co., Chicago, 34.21, Reed, Murdock & Co., Chicago, 26.14, Wilson & Co., Chicago, 278.32, Steindler Paper Co., Muskegon, 56.34, Marshall Paper Co., Appleton, Wis., 52.94, C. W. Mills Paper Co., Grand Rapids, 26.89, Harry Vander Jagt, Cadillac, 35.00, Fred Baker & Son, Cadillac, 10.00, Booth Fisheries, Bay City, 12.65, Bert L. Curtis, Cadillac, 113.38, Frank Bowen, Cadillac, 26.91, Swift & Co., Cadillac, 12.05, Rausser Bros., Grand Rapids, 12.92, Wilson & Co., Chicago, 60.85, Swift & Co., Chicago, 63.95, Plankington Packing Co., Milwaukee, 624.89, J. Vander Flucht, Cadillac, 70.00

May 7. (Delayed). On this day was held the first meeting of creditors in the matter of Kramer & Muth and Charley Kramer and Claude Muth, individually, bankrupt No. 2675. The bankrupts were present in person and by attorney, Jos. Collier, Jr. No creditors were present or represented. Claims were proved and allowed. The bankrupts were each sworn and examined without a reporter. Chester C. Woolridge was appointed trustee and his bond placed at \$100. The first meeting was then adjourned without date.

May 7. (Delayed). On this day was held the first meeting of creditors in the matter of Fred A. Marshall, Bankrupt No. 2680. The bankrupt was present in person and by attorney, Charles H. Kavanaugh. No creditors were present or represented. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. Charles J. Bernstein, of Niles, was elected trustee, and his bond placed at \$2,000. The first meeting was then adjourned without date.

Advertisement for National Electric Power Company. Features \$3,750,000 in Twenty-Year Secured 6% Gold Bonds. Includes text: 'Direct obligation of Company—secured by pledge with Trustee of 97 1/2% of the entire outstanding Common Capital Stock of the Cumberland County Power & Light Company and all outstanding Common Capital Stock (except Director's qualifying shares) of Northwestern Public Service Company. It is reported that 90% of the Company's gross earnings is derived from the sale of electric light and power. Net Earnings applicable to this issue amount to practically 3 1/2 times annual interest requirements. We recommend these bonds for investment. Price 97 to yield over 6 1/4%. HOWE, SNOW & BERTLES INC. Investment Securities GRAND RAPIDS New York Chicago Detroit'

Little Java Coffee Sold In U. S. Now.

Java coffee gained its reputation for fine quality in former days when practically all the coffee plantations in Java and Sumatra were owned or indirectly controlled by the Government of Netherlands India, according to M. L. Bynum of the Foodstuffs Division of the United States Department of Commerce. Under the "cultuur" system, or forced cultivation, coffee was bought by the Government and held in storage for several years during which it underwent a mellowing or aging process.

Officials took much pride in the quality of coffee that was shipped to European markets, and native overseers were given special compensation for the production of coffee of good quality. The cultivation and marketing of coffee was a government monopoly from the early part of the nineteenth century, with the exception of the period during which the English controlled the island, until 1905, although it was not until 1918-19 that all cultivation by the government was discontinued.

The so-called "Java" coffee, in reality *Coffea arabica*, was successfully introduced into Java about 1699. This type flourished under the system referred to above, but unfortunately it has few qualities of resistance, and when the leaf disease known as Hemileia vastatrix appeared in Western Java and spread slowly over the island, many plantations of fine Java coffee were destroyed.

To-day there are only a few plantations producing the real Java coffee and these to do so must be located at an altitude between 3,000 to 4,000 feet in order to escape the ravages of disease. This type together with *Liberica* has been almost entirely abandoned in favor of *Robusta*, a type introduced about 1900 and found to be more resistant to the leaf disease, although it has in turn fallen a prey to *Koffiebessenboebodk*, a coffee borer which appeared in Western Java about twelve years ago.

There are but few firms dealing in what was formerly known as "genuine" Java coffee. *Coffea arabica*, or Java grade, is still grown in considerable quantities in the outer possessions of Sumatra, Celebes, Bali and Timor. It is the same kind as "Java" except for the fact that it is not grown on the Island of Java. The soil and climate is the same as on the Island of Java, and while present Java and Java grades may not be considered equal to the "Old Government Java," due perhaps to the fact that the mellowing process does not extend over a year or so, but takes place during the ocean voyage to points of destination, at least such Sumatra coffees as Mandholing, Ankola, Padang Interior, and Kroe have the reputation of being among the finest and highest priced coffees at present produced in any region. They are grown on what were formerly government estates.

Considering the total production of Java and Java grades on the Island of Java and the outer possessions, the commercial production has dropped to 15,352,224 pounds compared with 34,264,928 pounds for Island of Java alone

around 1900, and with 174,945,240 pounds in 1879.

During the past six years Java and Java grade averaged only 12.7 per cent. of the total, while Java coffee produced on the Island of Java averaged merely 2.9 per cent. of the total quantity of coffee produced in the Netherlands East Indies. Due to the fact that the term "Java" has been so much abused, the Pure Food and Drug Act ruled that only *Coffea arabica* grown on the Island of Java can properly be called "Java Coffee." This means that only a million pounds can be marketed annually in the United States under the name "Java Coffee."

In Defense of the Bee.

I have waited for some qualified esthete to come to the defense of the bee, outrageously defamed and maligned by the "experts" of our Department of Agriculture, but apparently these destroyers of illusions are to be allowed to spread their dismal "findings" with impunity. I have seen Santa Claus murdered, and stood by helplessly while Mother Goose was being chased up an alley, but I cannot remain silent, nor keep my indignation to myself, when the bee is being measured on the basis of "quantity production."

In a lifetime, the bee only produces eight-tenths of a gram of honey, so the scientists contemptuously tell us, in the same breath I can hear them say, "but look at the penguin. In a lifetime each bird produces eighteen and three quarter pounds of guano." Verily a noble accomplishment. Curses upon such utilitarianism.

A red clover blossom contains less than one-eighth of a grain of sugar, and 7,000 grains are required to make a pound of honey. A vagabond bee, seeking everywhere for sweetness, must obtain this material from 56,000 blossoms. In order to extract the sugar contained in each clover head, the bee must insert her proboscis in each of the 50 flower tubes composing the blossom. To produce a pound of honey therefor, this "loafer" would have to inject her pumping apparatus 50 times 56,000, or 2,800,000 times.

Since our "efficiency experts" measure industrial labor on the basis of so many "movements" per minute, let them figure out how many of these movements are required for the distillation of eight-tenths of a gram of honey.

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Standard Building Corporation, Detroit.

- Erie Building Supply Co., Erie.
- Clark Engine & Boiler Co., Kalamazoo.
- East Jefferson Hotel Co., Detroit.
- Geist Brothers, Inc., Detroit.
- Keywell Brothers Iron & Metal Co., Detroit.

Very Versatile.

Mistress: Can you serve company?
New Maid: Yes, either way.
Either way?
Yes, m'am, so they'll come again, and so's they won't.



A SUMMER HOME ON WHEELS

The Clare Auto Tour Trailer is equipped with comfortable beds, a 12x14 ft. waterproof tent. Space under tent in which to cook and eat meals. Every convenience for comfort. Light and rigid, trails perfectly. Ideal for tourists. Write today for catalog and prices.

CLARE MFG. CO. Clare, Mich.

Camping and Commercial Trailers



Sidney Elevator Mfg. Co., Sidney, Ohio

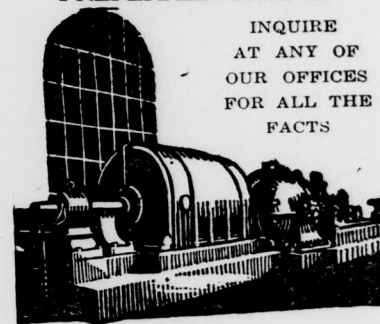
SIDNEY ELEVATORS

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.

20,000 PARTNERS

PROFIT FROM CONSUMERS POWER PREFERRED SHARES

INQUIRE AT ANY OF OUR OFFICES FOR ALL THE FACTS



Fiegler's

Chocolates

Package Goods of Paramount Quality and Artistic Design

Sand Lime Brick

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

Brick is Everlasting

- Grande Brick Co., Grand Rapids
- Saginaw Brick Co., Saginaw
- Jackson-Lansing Brick Co., Rives Junction.

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.

Refrigerators—Nearly new, all sizes. Scales, show cases, cash registers. Dickey Dick, Muskegon, Mich. 919

FOR SALE—Complete fixtures for meat market, ice machine, marble top counters, etc. All in first-class condition. Cheap for cash. Reason for sale, death of owner. Inquire at Eaton's Meat Shop, 86 Market Ave., N., Grand Rapids. 920

WHOLESALE DRY GOODS HOUSE—Has opening for high grade experienced man who has a following with the dry goods trade in Grand Rapids territory. Excellent opportunity for man who can deliver the goods. Ready now. All replies confidential. Address No. 921 c/o Michigan Tradesman. 921

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

For Sale—Modern elevator, capacity 10,000 bus.; coal yards and wood. Electric power. Incorporated village. Two railroads, two state highways. Surrounded by fine farming country. Thirty-four miles Detroit. Only \$8,500. Easy terms. For particulars write P. W. Callen, South Lyon, Mich. 922

Wanted—Window trimmer, card writer and advertiser. Steady job with promotion to the right party. State age, experience, and salary wanted. Also send recommendation. S. Rosenthal & Sons, Inc., Petoskey, Mich. 923

FOR SALE—An old established business of thirty years standing, in the busy down town section of Detroit. Long, valuable lease. Proprietor retiring to devote his time or other interests. \$10,000 will handle, or possibly less with proper security. Address No. 915, c/o Michigan Tradesman. 915

Wanted—To rent building, in good town, for general store. Box 1007, Elk Rapids, Mich. 916

MILLINERY STORE—And beauty parlor. Good location, good business. For sale, or exchange for equity in a two-family flat or vacant property. Evalyn Chapeaux, 10901 E. Jefferson Ave., Detroit, Mich. 917

For Sale—Good clean general stock of merchandise about \$8,000 to \$10,000, up-to-date store and fixtures. Can be reduced if required. Address No. 918, c/o Michigan Tradesman. 918

Wanted—Married man with five years' road experience wishes to sell in Southern Michigan. Manufacturer's line preferred. Address No. 913, c/o Michigan Tradesman. 913

FOR SALE—Large, late model National cash register. Used less than two years. Four drawer, nine totals; prints receipts. Electrically operated. Will sell at 30% discount from original cost. Ray C. Eaton, Otsego, Mich. 900

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

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

CASH For Your Merchandise!

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

DO YOU NEED MONEY?

Turn your stock into cash. We conduct effective 10-day retail sales; proving successful everywhere.

GREENE SALES CO.
142-146 N. Mechanic St.
JACKSON, MICHIGAN

We buy and sell property of all kinds. Merchandise and Realty. Special sale experts and auctioneers. Big 4 Merchandise Wreckers. Room 11, 200-204 Monroe Ave., Grand Rapids, Michigan.

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

Gabby Gleanings From Grand Rapids.

Grand Rapids, May 12—Harold J. Bale, President of the Grand Rapids Ad. League, told members and guests of the Salesman's Club how printed salesmanship could help them get orders. He said six to seven calls were necessary before a man got acquainted, according to a schedule that had been worked out by some expert; that printed salesmanship had reduced this average to four or five calls. In appreciation of his remarks Mr. Bale was unanimously elected an honorary member of the Club.

Music was furnished by the Twentieth Century Orchestra, with Everhart Hunt as leader, assisted by Paul Hunt, William Sonke, Norman Peru and Donald Hart. They responded cheerfully to several encores and by request played a snappy little dance at the close of the meeting.

Saturday, May 16, marks the end of luncheons for the Salesman's Club until October. At that time a day will be decided upon for the annual picnic and a committee appointed to work out the details and execute the programme.

Lee M. Hutchins, President of the Hazeltine & Perkins Drug Co., will spend the next week in Washington, where he will attend the annual convention of the Chamber of Commerce of the United States.

One of the most outrageous practices permitted by the city fathers is the closing of traffic at Fulton street by the Pennsylvania System by switching engines, freight trains and passenger trains at frequent intervals during the hours of greatest activity in street traffic. Wednesday morning, May 6, a freight train held the fort sixteen minutes, while the engine on the Western end of the train went off in search of something it evidently did not find, because it came back at the end of the sixteen minutes without any accompaniment of cars. Two other crossings were also closed by the same train at the same time—Ottawa avenue and Market avenue—so that the congestion of traffic was enormous. Why the city authorities permit such abuse of power by a foreign corporation which has nothing in common with the city except to wring the last cent in tribute from the shippers of this market—to give the poorest possible service for the largest possible measure of returns—is more than the casual observer is able to understand.

Every one of us is a salesman and, practically without exception, we are always anxious to learn just what it is that makes a salesman successful. This is undoubtedly true to a larger extent in a comparatively new field such as this than it is in older and more established lines. Just why should it be possible for a man in one territory to sell several times as much goods as another apparently equally good man in what appears to be an equally good territory? One of the commonest errors imaginable is to regard the foundation of such a success as a secret closely held by its possessor. Nothing could be farther from the truth. The same man who is making a great success of his territory could transfer his efforts to the other fellow's territory and do just about as well. Sometimes such a transfer has been made and the results have exceeded the successful salesman's record in his original territory.

If the order looks too big to the salesman—that is, one of a kind he has not tackled before—does he have the privilege of calling in a specialist who goes right out on the job with him and helps him to land it? Nine times out of ten the salesman learns at the first lesson how to go after this particular class of business in the most intelligent way. He seldom feels incompetent to handle, by himself, the next similar case that comes along. One thing that we feel backs up the salesman more than almost anything else is ecutives from the house. It is no periodical visits to customers by ex-

flection on any salesman to say that in a great many cases the customer gets so used to the same man calling upon him continually that he gets into certain buying habits, or habits of not buying, or of buying in certain quantities as the case may be. It gives this sort of a customer a new vision if the executive comes to see him and talks of personal matters of credit and the "inside stuff" which he had had under his hat, but perhaps had never felt quite free to confide to the salesman.

Oftentimes, also, little troubles or annoyances in the matter of service, which the customer had been nursing, can be cleared up.

When you pack around gossip with you on your daily calls on buyers you show just how small you are in the trade. When you run around telling what you hear, remember, a lot of folks won't believe you heard it. If you are dog enough to bring a bone, you will be cur enough to carry one. I dislike buzzards and gossips. I have a forty-five caliber hate for the reputation scavengers. These moral mote hunters get cinders in their own eyes; they are blind to anything that is good.

There is no substitute for time. It comes, keeps a-going, is gone forever. To benefit by it we must stay with it and use it as it goes—in work, recreation, relaxation, sleep, but somehow. If we use it wrongly we waste it. What is wrongly? That is something each of us must decide, yet as a rule it is not difficult to distinguish real waste from real use. If anything else than time is wasted, the lack is supplied somehow, by someone. That applies to many things in which time is a factor. But each moment of time itself used, misused or not used, comes and then is gone, utterly. Waste of time is the most complete waste there is. So, use time usefully—which at times, of course, may consist of doing nothing.

Two salesmen were talking. One said he kissed his wife a dozen times a day and the second man said: "That's nothing. I know two men who do the same thing." Then the fight began.

In the great field of commercial endeavor probably the question most often asked is "What makes the salesman?" Every individual, sales executive and salesmanager has an entirely different answer for the question. Those salesmanagers who have helped develop the largest number of salesmen are the least positive with their answers. We are not going to give the component parts of a salesman, but of this we are sure. The salesman who gives of his time and best efforts to the advancement of his profession by active participation in organizations such as the United Commercial Travelers of America, has within him the elements that will most nearly supply the answer to "What makes the salesman?"

H. T. Stanton (Judson Grocer Co.) is back to his desk after an enforced absence of six weeks, due to the flu and resultant ailments.

William Judson (Judson Grocer Co.) is learning to walk again after being bed ridden at Blodgett hospital for the past eight weeks.

Had Him Stumped.

A couple of sailors got into a discussion over the kind of animal a heifer was. One sailor claimed that the heifer belonged to the hog family, the other, that it was a variety of sheep.

Finally they called in Boatswain Bill.

"Bill, wot's a heifer—is it a hog or a sheep?" they asked.

Boatswain Bill bit off a large chew, reflectively. Then he said:

"To tell you the truth, mates, I dunno much about poultry."

Out in the great open spaces, where men are men, they usually soak you more for a hot dog.

Wasted Sales Talk.

A young lodge deputy was assigned to a town to organize a lodge. He swept into the town like a cyclone, opened his office and filled the newspapers with news concerning his lodge.

The next day a man strolled in. The deputy hastily took down the telephone receiver and commenced to talk:

"Yes, yes, this is Mr. Blank who is getting up the big class here, Miss— Ah! All the girls who work at your store want to join? That's fine! And you know thirty or forty more? Splen-

did! And you insist that I get a lot of nice men to join the lodge also? Trust me! I'll have a bunch of the finest looking men in town join that new lodge! Thank you, thank you! You are a wonderful girlie! So long!"

Hanging up the receiver, he turned smilingly to his caller and said:

"Ah! Good morning! What can I do for you this fine day?"

"Not a thing," the visitor said. "I just came in to connect your telephone, that's all!"

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