

THE PRAYER-SEEKER

Along the aisle where prayer was made,
A woman, all in black arrayed,
Close-veiled, between the kneeling host,
With gliding motion of a ghost,
Passed to the desk and laid thereon
A scroll which bore these words alone:
Pray for me!

Back from the place of worshipping
She glided like a guilty thing;
The rustle of her draperies, stirred
By hurrying feet, alone was heard:
While full of awe, the preacher read,
As out into the dark she sped—
Pray for me!

Back to the night from whence she came,
To unimagined grief or shame!
Across the threshold of that door
None knew the burden that she bore;
Alone she left the written scroll,
The legend of a troubled soul—
Pray for me!

Glide on, poor ghost of woe or sin!
Thou leav'st a common need within;
Each bears, like thee, some nameless weight,
Some misery inarticulate.
Some secret sin, some shrouded dread;
Some household sorrow all unsaid.
Pray for us!

Pass on! The type of all thou art,
Sad witness to the common heart!
With face in veil and seal on lip,
In mute and strange companionship,
Like thee to wander to and fro,
Dumbly imploring, as we go—
Pray for us!

Ah, who shall pray, since he who pleads
Our want perchance hath greater needs?
Yet they who make their loss the gain
Of others shall not ask in vain,
And Heaven bends low to hear the prayer
Of love from lips of self-despair:
Pray for us!

In vain remorse and fear and hate
Beat with bruised hands against a fate,
Whose walls of iron only move
And open to the touch of love.
He only feels his burden fall
Who, taught by suffering, pities all.
Pray for us!

He prayeth best who leaves unguessed
The mystery of another's breast,
Why cheeks grow pale, why eyes o'erflow,
Or heads are white thou need'st not know.
Enough to note by many a sign
That every heart hath needs like thine.
Pray for us!

John Greenleaf Whittier.

Penn Yan Buckwheat Flour



JUDSON GROCER CO.

GRAND RAPIDS

MICHIGAN



TAKING INVENTORY

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

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. Hesley Milling Co.
The Sunshine Mills
PLAINWELL, MICHIGAN

Watson-Higgins Mlg. Co.
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Millers**

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New Perfection Flour

Packed In **SAXOLIN** Paper-lined
Cotton, Sanitary Sacks

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If your answer is yes, then you're among that host of progressive grocers sharing in the substantial profits from the popular little tinfoil package.

Here's one practical form of boosting; Keep a supply of leaflets always at hand. They tell about the health-benefits of yeast—how to use it and for what. Moreover they let your customers know that you are right on the job ready to supply compressed yeast at its freshest.

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The Fleischmann Company



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Some merchants achieve a maximum of result with a minimum of effort.

Little EFFORT is required to sell Chase & Sanborn's teas and coffees, but the RESULT is something more than increased sales of Chase & Sanborn's merchandise.

Shrewd merchants profit by augmented sales of general groceries stimulated by the trade-building qualities of

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Get your Customers to try
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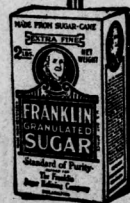


They will ask you for it after that.
Your best assurance of its quality is
the fact that it is made by

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PHILADELPHIA

"A Franklin Cane Sugar for every use"

Granulated, Dainty Lumps, Powdered,
Confectioners, Brown, Golden Syrup



MICHIGAN TRADESMAN

Thirty-Ninth Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 30, 1921

Number 1993

MICHIGAN TRADESMAN

(Unlike any other paper.)
Frank, Free and Fearless for the Good
That We Can Do.
Each Issue Complete in Itself.

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.
Published Weekly By

TRADESMAN COMPANY

Grand Rapids.

E. A. STOWE, Editor.

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in advance.

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five years or more old 50 cents.

Entered at the Postoffice of Grand
Rapids under Act of March 3, 1879.

BRING ORDER OUT OF CHAOS.

Get In Line For Good Time Coming.*

To the Members of the Michigan
Implement Dealers' Association in
Convention assembled; Ladies and
Gentlemen:

In bringing to you at the close of
this most trying year the President's
annual address, I feel that I am con-
fronted with a task that is indeed,
very difficult. Our very able Presi-
dents of the last few years in their
annual addresses waved the flag and
gloried in the achievements of our
great over seas army, lauded our navy
for the efficient work done in the
solving of transportation problems,
eulogized our people for their undy-
ing patriotism and their undreamed
of generosity in response to the ap-
peal of the Government for the pur-
chase of bonds and more bonds. They
lauded the members of our Associa-
tion for the great, patriotic work that
they were doing in furnishing the
equipment that their customers, the
farmers, must have to enable them to
ever increase their production, so that
America might feed our own and the
Allied armies as well as the starving
countless millions in Europe's war
swept fields.

The glory of the war is now only a
thing to be cherished in our memory
and to be recorded by our historians.
During the past year we have forgot-
ten our noble achievements in the
stress of the conflict to survive the
aftermath of war.

For three years previous to this
year the implement dealer worked to
secure the limited quantity of goods
he could obtain with which to meet
the requirements of his customers.
This past year he has worked and
labored and worried to dispose of his
very conservatively bought surplus
stock. The wheel of fortune has
turned. From his position in the glo-
rious sunshine of prosperity it has
carried him down into the mists of the
valley of despondency.

It is needless to review the happen-
ings of the past year. It is an un-
pleasant memory, the sooner forgot-
ten the better.

Disregarding the past let us canvas
our present situation and try to deter-
mine where we are going from here.

What is the present condition and

attitude of the average implement
dealer?

Let me answer this in just a few
utterly frank and unvarnished state-
ments.

He has a surplus of stock, on only
a small part of which he has a price
guarantee.

His inventory at the close of this
year will show many items of mer-
chandise that he expected to sell in
1921.

The sales record of the average
Michigan implement dealer will show
a volume equal to about 55 per cent.
of a normal year's business.

His expense of doing business has
not decreased in proportion to his
volume.

He is holding more past due notes
than ever before.

His accounts receivable are much
larger than they should be.

He owes his banker more than he
can readily pay.

He has lost discounts that he never
lost before.

He is not looking for a safe place
to invest his net profit.

To stimulate buying he is taking a
narrower margin of profit than his
overhead will justify.

He is rendering the same good ser-
vice he did in more prosperous times
so as to retain the good will of his
customers.

By careful planning, wise financing,
conservative buying and strenuous
labor he hopes to weather the storm
and be prepared to reap the harvest
of business which must come to the
progressive dealer when the present
menacing conditions are relieved.

He fully realizes the present dilem-
ma of his farmer customers and sym-
pathizes with them.

He is trying to increase the pur-
chasing power of the farmer by help-
ing every organization which is work-
ing to that end.

He does not think that the recently
announced reductions in the price of
farm equipment for 1922 will satisfy
his customers, nor stimulate buying
beyond actual needs.

He does not expect that his volume
of business for 1922 will be much
greater than 1921.

He will buy very conservatively for
1922.

Out of his present experience he
will evolve a better financial policy
for his business.

In the future his notes will bear an
earlier maturity date.

He sees a rift in the clouds of busi-
ness depression and is looking with
hopeful eyes toward the future.

He knows that either the price of
farm products must come up or the
prices of other commodities, includ-
ing wages paid labor and transporta-
tion charges, must come down.

He has faith in himself and in his
ability to cope with the present situa-
tion, in the ultimate return of his cus-
tomers to normal buying activity.

He believes that the manufacturers
of farm equipment will reduce prices
as speedily as possible so that they
may ultimately reach a relative level
with farm products.

He hopes that the Labor Board will
reduce the wages of railroad employes
to a level with other skilled laborers
and that the Interstate Commerce
Commission will reduce freight rates
speedily and consistently.

He is a patriotic, loyal citizen
working with all of his energy for
community development and hoping

that the time will soon come when
we will have less politics in business
and more business in politics.

He expects that in 1923 we will ap-
proach stabilized prices and normal
business conditions.

He heartily supports his State Im-
plement Dealers Association.

He is glad that each year more of
the wives of the dealers attend our
conventions, that they may realize
how unnecessary for implement deal-
ers was the enactment of the eigh-
teenth amendment to the Constitution.

Our problem is not one of devising
ways and means to induce the farmer
to buy, but the more difficult one of
increasing the farmers' purchasing
power. The farmer is naturally a
liberal buyer. Fill his pockets with
money and he will spend it judi-
ciously.

What will help to increase the
farmers' purchasing power?

1. Reduced freight rates both on
the produce he sells and the goods he
buys.

2. Better marketing conditions, so
that the price to the farmer more
nearly approaches the price paid by
the consumer.

3. Reduced interest rates and a
more liberal financing of the farming
industry by both local and Federal
Reserve Banks.

4. Reduction in price of farm
equipment. We feel that both manu-
facturers of farm equipment and their
distributing dealers are doing every-
thing possible to relieve this situation.

Present business conditions and the
outlook for the future are problems
that vitally concern every implement
dealer in Michigan.

It is a well accepted fact that the
depression in agriculture was the
leading cause of the general business
depression that little more than a
year ago swept over the country like
a tidal wave. Urged by war needs
the American farmer greatly increas-
ed his production. America's fertile
fields, tilled with patriotic energy and
enthusiasm, produced such crops as
had never been known in agriculture,
for which there was an ample demand
both at home and across the seas.

The American farmer received
more for his crops than his fondest
dreams had ever predicted. Like
every other class he spent more than
he received and contracted debts
which are not yet paid.

Soon after the war ended the fore-
ign demand almost ceased and the
cancelling of Government contracts
slackened domestic industry and re-
duced home consumption. With our
granaries, elevators and warehouses
filled with foodstuffs, caused by an
over-production and a rapidly de-
creasing demand, the prices of farm
crops fell so rapidly that many reach-
ed a level below the average of the
pre-war years. For a time the public
rejoiced at the downfall of old High
Cost of Living, but later came to
realize that this was the principal
cause of all of our financial trouble.

As a result, farmers' purchases have
been tremendously decreased. This
has resulted in the curtailment of
manufacturing and the unemployment
of labor which, in turn, has resulted
in still greater decreased consumption
of foodstuffs. The sale of this year's
crop is not producing the business
stimulus expected. At the prevailing
low prices the crop is not yielding
the returns expected and a large part
of the proceeds is going to pay old

debts. Buying is still so restricted
that there is not business enough for
all. Hoping to secure the business,
merchants in all lines have reduced
prices until profits are at the mini-
mum or have disappeared altogether.

The liquidation of debts, both at
the banks and among merchants, is
proceeding slowly. It is the general
opinion of bankers and dealers that
another crop will be required to fully
clear up the present accumulated in-
debtedness of farmers, much of which
was contracted when agricultural im-
plements and other commodities were
at the high price level. Farmers are
paying debts contracted at peak prices
with crops that, taken as a whole,
are only 22 per cent. above pre-war
levels. In other words they are now
paying for merchandise bought at an
average advance of 112 per cent.
above pre-war levels with crops that
are only 22 per cent. above pre-war
levels.

When you consider that farm equip-
ment to the farmer is a semi-perma-
nent investment and that he must
operate with this high-priced equip-
ment for a long term of years, it
makes his situation all the more dif-
ficult. Many of the farmers who pur-
chased harvesting machinery in 1920
and 1921 will be using peak-priced
equipment for ten or fifteen years
and the machinery will not last any
longer than tools which were bought
a few years previous at half the price.

Steel manufacturers are now oper-
ating on about a 25 per cent. capacity
basis. Current orders for tonnage
are not sufficient to justify increased
mill activities. Selling conditions are
showing a slight improvement
throughout the Great Lakes and Mid-
dle West district, but this change is
not sufficient to indicate a decided
trend in the buying of farm equip-
ment. They continue to borrow or
repair rather than buy new equipment.
We anticipate that this condition will
show no marked improvement for
another twelve months unless greater
reductions in prices are announced
by manufacturers very soon or the
prices of farm products are materially
increased before the big bulk of the
1921 crop is marketed. Even with
conditions improved along these lines
many will be unable to buy for finan-
cial reasons. It is generally reported
that the implement business this year
has been only about one-third of nor-
mal. The implement trade has been
hit harder than some other lines of
business since it is so directly related
to agriculture. The farmers are the
only buyers of farm equipment. For
the same reason the implement busi-
ness will be the last to reach normal
volume.

Collections generally are slow in
the implement business. I venture
the assertion that not more than half
of the total amount of the debts owed
by Michigan farmers and maturing
this fall will be paid this year. This
means that the average Michigan
implement dealer will start 1922
holding or endorsing practically a
full year's accumulation of notes. The
new year will find the bankers still
cautious and conservative. They will
strive to prevent a re-occurrence of
the experience of 1920 and 1921. They
will look with disfavor upon paper
which matures later than three or six
months and then they will want to
know that the maker of the note has
not already contracted more than he
can pay. Every implement dealer

(Continued on page 32)

*Annual address of President Charles
L. Meach before Michigan Implement
Dealers' Association.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Nov. 29.—Samuel R. Evans (Renfro Bros. Co.) met with a very serious accident on the Rose City branch of the D. & M. Railway No. 17. He was the sole passenger on a mixed train going to Lufton. The train broke in two for some reason and the rear section subsequently crashed into the forward section with terrific force. Mr. Evans was standing up in the aisle when the crash occurred. He was thrown over two seats and badly smashed up. His right shoulder was broken and the bones so badly splintered that it will require many weeks for them to grow together again. It was more than twenty-four hours before he could receive surgical attention, which was furnished at a hospital at Bay City the next day. His injuries were determined and he was placed in a plaster cast and brought to Grand Rapids, where he remained in Blodgett hospital until Nov. 23, since which time he has been at home. His medical advisor tells him he will be laid up from seven to eleven weeks and that he will be exceedingly fortunate if he ever fully recovers the use of his right arm. Sammy takes his misfortune very philosophically and is doing as well as could be expected under the circumstances.

Frank Verbeck, who conducted the Cedar Springs Lodge (Glen Lake) with such signal success during the past summer season, was in the city one day last week en route to Chicago, where he expects to spend a few weeks with friends.

Wilson Hutchins (Hazeltine & Perkins Drug Co.) takes his annual vacation in the fall, instead of during warm weather. This year he put in his "play spell" at his Alma Mater, the University of Wisconsin, at Madison.

A shoe buyer who was in Grand Rapids the other day declared that the shoe salesman had spread pessimism this fall. "Practically every shoeman who has entered my store this fall has told me a tale of woe—no selling, lower prices needed, strikes, millions out of work, shoe factories running on part time, and so on. Now this is a mistake on the part of the salesman, and I have told them so. Of course there were notable exceptions and one or two of the optimistic class really pointed out to me where it was to my advantage to buy shoes, and I bought them. This is no time to bear the market and manufacturers should by all means encourage their salesmen to discourage pessimism. There is too much of it in the United States just now, and it is hurting business. Pessimism is contagious, just as optimism is, and we Americans are either away up or away down—we do not seem able to pursue a middle course."

When someone comes in trying to raise money for some public purpose, don't make it unpleasant for the solicitor. You may be on the other end of the deal next time.

Treat the salesman kindly. He may be the messenger from the outside world bringing to you "the big idea" for which you have been so long looking.

It is foolishness to try to make a customer buy something he does not want. The trick is to suggest something he wants but does not know he wants.

The mistakes in a store don't just happen. They are due to ignorance or carelessness. The cause of them can be removed.

Rare indeed, are instances of women who are unwilling to quit a job they may be holding in order to become mistress of a home. The home continues to be the dearest spot on earth for women and, until they abandon it, the world is safe.

Territories that get the reputation of being poor are usually not half as much to blame for it as the salesmen who cover them, according to the sales manager of a well-known local

concern. This is shown by the fact that many of these territories, following a change of salesmen, are productive of a considerably greater volume of business. "Whenever a man complains of the territory he has," the sales manager referred to asserted yesterday, "I begin to get suspicious of him. If his complaints are followed by a drop in sales or if, in the case of a new man, he fails to deliver, I watch him closely. If things do not improve, there is pretty sure to be a new man on the sales staff. Excepting in times of extreme commercial depression, when buying is at a minimum, an unproductive territory almost always means that a lazy man is covering it. He may be lazy physically or he may be lazy mentally. If he is of the former type, he fails to get business because he is unwilling to make the effort necessary to get it. If he is lazy mentally, it means that he will work in a rut and will get only the kind of business that an office boy could bring in just as well.

No better proof of this is required than one experience we had in this office. Three years ago we put a new man into a large territory covered previously by a salesman of the 'kicker' type. In four months the new man had turned in as much business as his predecessor had in a year. Seeing possibilities of still greater business, we divided the territory into two parts. The man who had done so well with the big territory kept busy, and from half of the original area turned in twice as much business in a year as the 'kicker' got out of all of it. The third man, who took up the remaining half of the territory, also did well, but the point lies in the fact that it was not the territory which was originally at fault, but the man."

When you watch a flying squadron of firemen racing against time to respond to an alarm, have you ever paused to think what its first job is? There is one that exceeds in importance and urgency even the business of connecting a water line to the fire or turning chemical on the blaze. It is shutting off the gas in the building, before the heat of the fire melts a connection or a falling timber twists the pipe. In most cities the firemen who first respond delegate someone to this task. But there are also emergency men in many towns employed by the gas companies, whose offices are provided with fire signals. They respond to all alarms independently of the fire department and not only shut off the gas but also rescue the meter. Perhaps the most efficient man in Michigan assigned to such a duty is John Hydenburg, of Grand Rapids, for nineteen years emergency man for the Grand Rapids Gas Light Co. Hydenburg likes his job, usually, except when the fire starts in the cellar and he has to plough through smoke and flame to reach the gas line. Yet he has such an excellent record in getting gas shut off right at the start of a fire and taking the meters out of burning structures, that the gas company carries no insurance on its meters, being content to depend on Hydenburg's efficient work. Hydenburg's daring in some cases would have earned him medals if he had practiced it in something like military duty. He has mounted revolving drums around which elevator cables wound in office buildings, to reach gas pipes. He has been hurled through door ways and partitions by explosions. Yet he keeps at it and enjoys the job. It is very important work, if fire losses are to be kept down. No doubt every city has its John Hydenburg somewhere.

The "flappers" have again made their appearance on Monroe avenue and other down town thoroughfares. "Flappers" in this case are stylishly dressed young women wearing arctics, loosened to flap in the breeze. This fad, which was so very much in evidence last year during inclement weather, has been taken up again this

season. Retail stores all over town report a sudden renewed interest in arctics for women's wear. Most stores had a fair supply, but this supply did not last very long after the several days of stormy weather which Grand Rapids "enjoyed."

The up-to-date seller of hooch should designate his place of business as a filling station.

The individual who too diligently chews the cud of content may soon have nothing else to chew.

"Wrist watches must go," says a fashion item. "Must go" is a strong expression to use in regard to wrist watches.

A capitalist is a man who saves money and puts it to work. The thrifty man is always the independent man.

In the forthcoming bulletin of the Retail Millinery Association of America J. R. Bolton, Manager of the association, will set forth a concrete example of the way millinery buyers often waste the time of salesmen and discommode them by failing to keep appointments. He will quote the "kick" recently made to him by a local manufacturer who travels for his concern. Here it is: "I meet it (failure to keep appointments) everywhere, and I tell you it costs my firm a lot of money in the long run. Here is a case in point: Last week I was in —(a big Middle Western city). I had an appointment for the next day in another city, but stopped off at the one in question to see the millinery buyer of a department store, as I knew he would be interested in my line. Sure enough, he was. The buyer said he was busy just then, but would stop around at my hotel and look at my line about 12 o'clock. It was then 10 o'clock. I put in the time in between as best I could, and reached the hotel at a little before 12. I waited. One o'clock found me still waiting. Then I telephoned to the store, and finally got a message to the buyer. The answer was that he had been detained and would be around in a few minutes. Well, that wouldn't give me time enough to get my lunch, so I waited. Two o'clock came and half-past two. I telephoned again and was told that the buyer had gone to lunch and would be in to look at my line afterward. As a matter of fact he came in between 4 and 5 o'clock. For over six hours I had been waiting, to the exclusion of doing any other work. Multiply this experience by three or four, for every trip, and you can see what it costs the house. Something ought to be done to correct it."

It takes a mighty attractive sign to cause the prospective customer to read the words written under it. Hence there are viewed so many pretty-girl advertisements, so many luxurious scenes, depicting the use of some article being boosted. These signs have but one object—to sell goods. They are wholly in the interest of the firm displaying them. But there are signs that accomplish their purpose—that of selling goods—by considering the customer's interest only. They are what might be termed altruistic signs, as opposed to the above-described self-centered signs. They need no pretty girls, etc., to call attention to them. They are read at a glance, and offer some service needed by the customer. Once the customer is inside, the chances for sales have increased materially. "Bring your parcels inside—we check them free" is a good type of this sign. Another which has proved itself a business-getter at the ends of car lines, transfer points, or any other place where people wait for trolleys, is, "Step inside and wait for the car." In both signs only the interests of the public are considered. Another sign that seems to attract many people is "Post Office Sub Station." A photographic goods store uses the sign, "All films purchased here developed free," to good advantage. It will be of value to take a mental survey of the opportunities at hand to give real service and indicate that service on a simple but attractive sign.

A merchant in the ready-to-wear business saw his charge accounts piling up during the business depression of the past year, so he adopted a systematic method of handling them. He installed a card index for the filing of charge slips after they had been posted in the credit sales ledger. Each slip in addition to the name and address contains the rating and other necessary information. With the idea in mind of impressing on the charge customers the importance of meeting bills for goods bought prior to the 15th of the month on the first of the following month, he sent out after the account had become 15 days past due a polite form letter explaining "Our System of Extending Credit." A blue clip was fastened to the slip and it was filed 15 days ahead. Three forms in all are sent to the customer 15 days apart, each indicated by a colored clip. After that the accounts receive special attention.

"Pay-Up Week" Wins Favor.

Chambers of Commerce and retail business men in all parts of the country have become interested in "Pay-Up Week," the object of which is to have delinquent customers pay their bills or to make arrangements for further extension of credit.

In Emporia, Kan.; Atlanta, Ga., and Norwalk, Ohio, the merchants say that so successful were results during "Pay-Up Week" that they are considering making the event an annual one on their calendars.

In Emporia the retail merchants conducted an eleven-day advertising campaign to acquaint the public with the novel idea of "Pay-Up Week." Space was used in the newspapers to educate the public to the value of credit.

"Is your account appreciated or tolerated?" was the appeal in the first advertisement.

The second advertisement bore the names of the Lyon County Retailers' Association and said that "112 leading local firms and professional men had associated for the purpose of protecting themselves and their prompt-paying customers against the abuses of credit privileges through the exchange of credit information."

In a third advertisement it was pointed out that the good paying customers in any town must carry the weight of bad debts. "Pay up" was the admonition in one of the advertisements. "Keep your credit good. Your own actions determine your prosperity and happiness—responsibility cannot be shifted."

"There was a time when only the rich man could obtain credit," it was said. "To-day your credit is better than that of the old-time rich man if you pay promptly and he doesn't."

First of the Season.

Battle Creek, Nov. 29.—Battle Creek Council of the United Commercial Travelers started their social activities for the winter by serving a chicken pie dinner on Nov. 19 in their hall in the arcade to 125 of their members and friends. The speakers of the evening were Past Grand Councilor Wilbur Burns, of Grand Rapids, and W. J. Smith, of the Old National Bank. Both of these gentlemen gave very impressive talks, which were highly appreciated by the audience, following which dancing and other diversions rounded out an evening full of enjoyment which has been seldom, if ever, equalled by this Council. The entertainment committee plans to give a party each month during the winter.

Proposes To Part Company With Heinz.

Kalamazoo, Nov. 29—I assume you have already noted the advertising Heinz recently carried in the daily papers announcing the prices at which his goods should be sold by the retail grocer. I feel so thankful to the advertiser for his voluntary advice that I have marked my stock of his goods down to his prices and formed a mental resolution never to handle another bottle of Heinz goods so long as I continue in the grocery business. I consider my reason for this action to be full justified. Here is an analysis of the situation, based on my last invoice from the manufacturer who seeks to convey the impression that the retail grocer is robbing the public:

Invoice of goods	-----\$26.70
Freight	-----1.38
Cartage	-----.50

Total -----\$28.18

If these goods are sold at the price advertised by this manufacturer, the above bill would yield \$30.60 a margin of \$2.48, or less than 8 per cent. The expense of operation in the store from which these figures are taken is 12 per cent., without allowing any salary for the owner, who does his own work.

I think the illustration is sufficient to lead any honest retailer to conclude that the grocer who handles Heinz goods under existing conditions is a plain d— fool. I always supposed that newspaper advertising was intended to assist the retail grocer to move goods at a profit. Heinz evidently acts on the theory that advertising is intended to destroy the retailer by forcing him to sell goods at a loss. I refuse to subscribe to the Heinz policy and inside of thirty days I will be able to practice what I preach by refusing to handle any article bearing the cut-throat name of H. J. Heinz. Retail Grocer.

National Tea Buys Ninety-Seven Parker Stores.

Chicago, No. 28—The George Rasmussen Co. has purchased ninety-seven of the retail stores belonging to the Co-operative Association of America, all in Chicago. The business is in the hands of the Central Trust Co. as receivers, and the purchase was made of the receiver and approved by Judge Evans of the Federal court. The stock in all the stores and about \$250,000 worth of stock is said to be held in public warehouse.

It is understood that the transaction involved about \$500,000. All the stores but ninety-seven will be closed and the stock therein transferred to the other locations. This will increase the chain-store units belonging to the George Rasmussen Co. to about 300.

Mr. Rasmussen is only 49 years of age, and has been steadily and consistently advancing his interests in the grocery line in Chicago for almost twenty-five years. With the additions made by this purchase he will have the largest line of retail food stores in Chicago or the West, under the style of the National Tea Co. George Rasmussen bought about sixty stores some two years ago from the defunct Fruitvale Co., of which Harrison Parker, the promotor of the co-operative stores, was president, and the transaction turned out very profitable for the George Rasmussen Co.

The smaller dry goods and ready-to-wear stores who have little or no system in making collections will find that such a plan as the one given here will bring better results. Most trouble is usually found with the "perfectly good" customer rather than with those of limited means. And in the case of the former repeated polite reminders sent regularly are the best means of attack.

The fish out of water has nothing on the tippler out of booze.

Turning the Corner

All of the reliable authorities today tell us that business is in a better condition than it was. A goodly part of the re-adjustment has taken place. Prices in some lines have gone clear down and in these lines, business is assuming an almost normal condition.

The trouble is not all over. There is much readjusting to be done. There will be many failures and many financial deaths from dry rot.

But the one big absorbing idea that is outstanding today is that those of us who are to continue to succeed must adopt the most aggressive, painstaking methods that our business has ever known.

While the discouraged and the thoughtless are sitting around talking about how bad the conditions are and how sick business is, we find the live ones are working harder than ever in their efforts to promote their business.

Never before has the value of the quality in merchandise and good practices in business been so essential as they are today.

Are you wasting your time at this critical moment, or are you spending all of your force in your endeavor to give your customers the best possible value for their money?

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo—Lansing

The Prompt Shippers.



MOVEMENT OF MERCHANTS.

Burr Oak—T. Stone has opened a confectionery store and soft drink parlor.

Cadillac—S. K. Nielson, of Chicago, has purchased the Leonard Seager grocery store.

Lawton—The National Bank of Lawton is being organized with a capital stock of \$25,000.

Lainsburg—Merton E. Galligan, furniture dealer, is remodeling and decorating his store building.

Adrian—The Mutual Petroleum Corporation has increased its capital stock from \$25,000 to \$100,000.

Armada—Thieves entered the hardware store of William Spencer and carried away considerable stock.

Sparta—Peter Galeneti has sold his hotel to a Mr. Pierson, of Windsor, Canada, who has taken possession.

Detroit—The Wayne Used Cash Register Co., 1557 Gratiot avenue, has changed its name to the Wayne Store Specialty Co.

Muskegon—Thieves carried away stock to the amount of over \$300 from the store of the King Clothing Co., 38 West Western avenue.

Homer—Nathan Machlowicz, dealer in clothing and men's furnishing goods at Albion, will open a branch store here about Dec. 10.

Pontiac—The Kitchen Appliance Corporation has increased its capital stock from \$550,000 to \$550,000 and 25,000 shares no par value.

Nashville—W. A. Quick and Fred Mayo have formed a co-partnership under the style of Quick & Mayo and engaged in the meat business.

St. Johns—Clyde Brown has purchased the restaurant business and equipment of the late Edson Walker and re-opened it for business.

Bya City—Fire damaged the millinery and women's ready-to-wear stock of Samuel Schneideman to the extent of \$40,000. Only \$17,000 insurance was carried.

Nashville—John and James Mathews, of Detroit, have purchased the South End Store of C. R. Quick and will continue the business under the style of Mathews Bros.

Coldwater—The Coldwater Mutual Oil Co. has been incorporated with an authorized capital stock of \$25,000, \$9,000 of which has been subscribed and \$1,000 paid in in cash.

Albion—L. A. Wertheimer, clothier, has opened two branch stores, one in Howell and one in Angola, Ind., for the sale of army goods, a large quantity of which he recently purchased for that purpose.

Port Huron—The Gracy Cash Markets has been incorporated to deal in meats and other food articles, with

an authorized capital stock of \$25,000, \$12,000 of which has been subscribed and \$7,500 paid in in cash.

Marlette—Fire destroyed the elevator of the Farmers' Co-Operative Co. and the 6,500 bushels of beans which it contained. The loss was fully covered by insurance and the elevator will be rebuilt at once.

Charlotte—A \$2,000 damage suit against Mrs. Ida Fisher, milliner, has been filed in the Eaton County Circuit Court here by C. T. Reed, Charles H. Gerham and William P. Weaver, trading as Weaver Bros. & Co.

Michigan—William Huttinen, recently of Negaunee, has leased the Wenige building and will occupy it about Dec. 3, with a stock of confectionery, soft drinks, etc. as well as serving short order lunches.

Grand Rapids—The Bennett Co. has been incorporated to deal in meats, groceries, produce, etc., at 1715 Madison avenue, with an authorized capital stock of \$5,000, \$3,600 of which has been subscribed and paid in in cash.

Detroit—The Manjen Co., Inc., has been organized to conduct a wholesale jobbing business in cotton goods, woolens, silks, etc., with an authorized capital stock of \$10,000, all of which has been subscribed and \$3,500 paid in in cash.

Lansing—Instructions to dispose of the George S. Youngman stock of clothing, 233 South Washington avenue, have been given to Byron L. Ballard, of the legal firm of Hayden & Ballard, recently appointed trustees of the stock.

Charlotte—B. S. Edwards has sold his undertaking and furniture stock to Stanley Smith, of Lansing and George L. Conklin, of Battle Creek, who have taken possession and will continue the business under the style of Smith & Conklin.

Highland Park—The Walco Sales Co. has been incorporated to deal in paper, paper products, school supplies, etc., with an authorized capital stock of \$10,000, of which amount \$6,800 has been subscribed, \$260 paid in in cash and \$4,200 in property.

Grand Rapids—John S. Tyler has merged his building material and fuel business into a stock company under the style of the Tyler Fuel & Building Material Co., with an authorized capital stock of \$10,000, \$1,500 of which has been subscribed and paid in in property.

Detroit—George M. Schettler has merged his drug business into a stock company under the style of the Schettler Drug Co., with an authorized capital stock of \$150,000 preferred and 15,000 shares, no par value,

all of which has been subscribed and paid in in property.

Detroit—Pratt & Ramsey, 60 Brady street, have merged their automobile supplies, accessories and garage business into a stock company under the style of the Pratt & Ramsey Co., with an authorized capital stock of \$2,500, all of which has been subscribed and paid in in property.

Detroit—The Charles E. Baker Corporation, 3934 Woodward avenue, has been incorporated to deal in automobile supplies, accessories and parts and to conduct a service garage, with an authorized capital stock of \$50,000, all of which has been subscribed and \$6,000 paid in in cash.

Detroit—The Royal Heating Co. has been dissolved and is succeeded by the Royal Heating Corporation, 331 East Woodbridge street, incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in, \$5,000 in cash and \$5,000 in property.

Vicksburg—C. B. Fraker, who about two years ago purchased the Rexal drug store from C. G. Foster on a contract has relinquished control of the store and has turned it over to Mr. Foster who is now in charge. Mr. Fraker has worked hard and it was believed that he was getting well ahead. Slowness in Christmas trade and unseasonable weather is given as reasons for the deal.

Vicksburg—Strong Bros. have sold their grocery stock to C. A. Plummer and Howard Coney, who will continue the business under the style of Plummer & Coney. Strong Bros. have conducted a grocery here for many years and are well and favorably known to all our citizens, but since L. A. Strong has been postmaster and L. P. has been engaged in work for the State, they have been endeavoring to sell the store and devote their entire time to their new work. The new proprietors hail from Allegan.

Manufacturing Matters.

Three Rivers—The Eddy Paper Co. has increased its capital stock to \$15,000,000.

Detroit—The R. Robertson Co. has changed its name to the Standard Stone Co.

Grand Rapids—The Thomas Canning Co. has increased its capitalization to \$1,000,000.

Ionia—Harry L. Carr, Inc., has changed its name to the Perfection Super-Tire Corporation.

Detroit—The Detroit Ball Bearing Co., 2812 Grand River avenue, has increased its capital stock from \$5,000 to \$15,000.

Hillsdale—Stockholders of the Montgomery Screen Door Co. have begun suit in the Circuit Court to have a receiver appointed and close the affairs of the company.

Michigan Center—The Duplex Signal Co. has incorporated to manufacture and sell at wholesale and retail, auto lights, lamps, signals and other mechanical devices and accessories, with an authorized capital stock of \$100,000, of which amount \$55,010 has been subscribed, \$613.68 paid in in cash and \$54,396.32 in property.

Muskegon—The Muskegon Farmers' Co-Operative Creamery Co., which was organized about three months ago, will open its plant at Chestnut and Ambrosia streets, Jan. 1.

Traverse City—The Zapf Fruit Package Co. has been incorporated with an authorized capital stock of \$125,000, of which amount \$76,900 has been subscribed and \$16,800 paid in in cash.

Manistique—Fred Civigny, who conducts bakeries in Escanaba and Marinette, has opened a bakery here, with a capacity of 1,000 loaves of bread per day. The equipment throughout is modern and sanitary.

Detroit—The Detroit Steam Motor Corporation has been incorporated with an authorized capital stock of 50,000 preferred and 300,000 shares no par value, of which amount \$22,000 has been subscribed and paid in in cash.

Detroit—The Zak & Solecki Manufacturing Co. has been incorporated to manufacture and sell interior finish, flooring, etc., with an authorized capital stock of \$10,000, all of which has been subscribed and \$4,350 paid in in property.

Saginaw—Don P. Toole, formerly general manager of the E. A. Robertson Co., has started a new factory here, manufacturing ladies' blouses. He employs sixty people and the plant has capacity of 600 to 1,000 blouses per week.

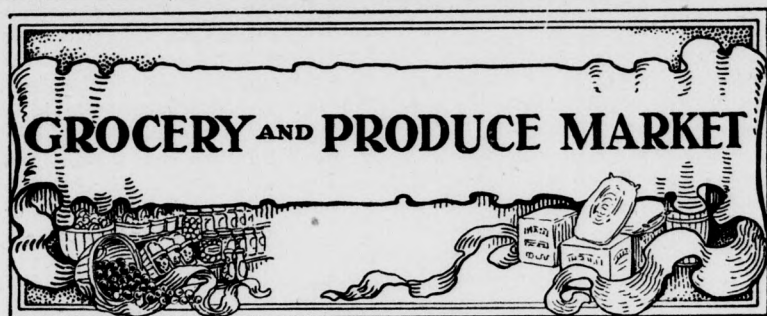
Grand Rapids—The Affinity Co. has been incorporated to manufacture and sell Affinity toilet preparations, with an authorized capital stock of \$15,000, of which amount \$10,400 has been subscribed, \$1,500 paid in in cash and \$2,000 in property.

Detroit—The Harry P. Anderson Co., Inc., has been organized to act as manufacturers' and wholesalers' agent in sale and distribution of automotive parts and accessories with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in cash.

Gaylord and Plymouth—The Consolidated Stamping & Manufacturing Co., has been incorporated to manufacture and sell wood and metal toys, games, etc., with an authorized capital stock of \$500,000 preferred and 250,000 shares no par value, of which amount \$5,000 has been subscribed and \$2,500 paid in in cash.

Flint—A new motor truck plant will start operations in Flint early next year. The head of the new concern is Arthur C. Mason, formerly head of the Mason Motor Co., manufacturer of automobile motors here several years ago, whose plant was later taken over by the General Motors Corporation. Mr. Mason was associated with the latter corporation for some time. The new truck company asked for the construction of a large sewer line to serve its plant. The company will occupy a large plant on the south side originally built for a spring works and later used as a state factory.

The way to convince the boss that you ought to have more pay is not by telling him how much better you can do, but by doing it.



Essential Features of the Grocery Staples.

The market for staple canned foods—corn, peas, tomatoes, salmon, etc., rules steady this week with the exception of some slight declines in canned tomatoes. The buying is unimportant, and hardly sufficient to base a review upon. The interest is slight, being centered just at this time on other lines of foods more appropriate to holiday needs.

It is true that the Christmas and New Year holidays are some time ahead, but it must be remembered that the holiday season with the wholesale grocery buyers comes nearly that far ahead of the season with the retail grocers, who have to purchase their supplies of the wholesale grocers, get them delivered, displayed, sold, and again delivered to the customers before the day and date.

The output of canned spinach for the fall season of 1921 has been very disappointing with canners of both the East and of the Pacific Coast. Weather conditions have been very unsatisfactory and the quality of the spinach output has consequently been very irregular. In some localities there has been too much hot weather and the plants have developed too much stem and too little leaf; and in other localities where there has been too much splashing rain, and protracted wet weather, the plants have been sprinkled with earth and sand and it has been difficult to wash them clean and free of grit.

Wholesale grocers are finding a steady improvement in the increasing volume of business. They find that country trade is comparatively more active than city, this is accounted for by the necessity for country retail grocers allowing for a time of transit in ordering their supplies. Traveling salesmen in the wholesale grocery line are all out on their routes gathering orders for holiday business, not only in the higher grades of canned foods but in all the kinds of dried fruits, nuts and fancy groceries incident to the demand from now until January.

There is a determined policy on the part of wholesale grocery buyers to go into the new year and to pass the January inventory period with small stocks, and after that to stock up for the spring trade. It is known that the stocks of staple canned foods—corn, peas, tomatoes, salmon, etc., in Michigan are greatly reduced.

Sugar—The market is unchanged from a week ago, so far as price is concerned, but refiners are getting in more raws and are in better shape so far as promptly filling orders is

concerned. There are expectations of lower prices on Cuban raw sugar which will doubtless affect the price of refined if it is realized. The consumptive demand for sugar is only fair. The price of granulated in the five zones in Michigan is as follows:

Grand Rapids	5.80@6.00
Northern	6.10@6.30
Saginaw	5.95@6.15
Detroit	5.85@6.05
Southwestern	5.90@6.10

Tea—The past week in the market has been slow, partly due to the holiday. There is no stagnation, however, some business being done every day. Prices are unchanged, with a strong undertone.

Coffee—The market shows some slight manifestation of weakness, due to easier conditions in Brazil. This applies particularly to all grades of Rio and Santos which, however, are nominally unchanged from last week. Milds are quiet without change.

Canned Fruits—There is little or no activity in canned fruits. While there is a scarcity of certain sizes and classes the demand is very weak, but prices hold more to firmness. Apples are perhaps the most active of the group and are quoted at \$5.75 for gallon cans on the spot, but this demand is more or less routine.

Canned Vegetables—The canned goods market shows a generally dull tone. Tomatoes are weaker in price. Corn shows very little activity and packers are said to be willing to shade quotations slightly to secure business. Peas are wanted in cheap lots, but the supply is not liberal. Some sales of California tomatoes in 2½s at \$1.25 are reported.

Dried Fruits—All classes of dried fruits show more firmness. Considerable strength has developed in the prune market, both on the Coast and on spot. Independent holders have advanced their prices to above association opening for prompt shipment. Fruit in growers' hands is very small and further advances are anticipated because of the shortage of available fruit. Apricots and peaches are cleaning up both here and on the spot, and while the demand is not big the supply seems even smaller. Raisins are not strong in New York because of more liberal deliveries, but at least one Coast independent is seeking Thompsons for Coast delivery. Currants show advances, being quoted now at 60s cost and freight and 10½c on spot.

Canned Fish—Salmon shows no change for the week. News from the coast would appear to give both pink and red Alaska salmon a strong statistical position. On the strength of

this pink salmon is firm in Eastern markets; red is not so firm. Sardines are dull at the moment at unchanged prices, as are other canned fish products.

Syrup and Molasses—The demand for compound syrup is fair and although some people think it is dull the chance is that the aggregate would prove much larger than they believe, as some compound syrup is moving every day. Prices are about steady and unchanged. Sugar syrup is dull and lifeless, with practically none of the export demand, which most people think would revive the situation if it should come. Molasses is selling every day in moderate quantities; prices unchanged.

Cheese—The market is very quiet at prices ranging about ½c per pound lower than last week, with a light consumptive demand. We do not look for much change during the coming week.

Nuts—The market has been active for the last several weeks, all classes moving favorably. Hill Brothers in their weekly report say: "Almonds are firmly held at list. Stocks are trifling, especially Tarragonas. Walnuts appear to be scarce all over the country and are meeting with an insistent demand. Grenables and Sorrentos are available on spot ready for immediate shipment. Filberts have been cleaning up in great shape and the spot market is almost bare. Further quantities are en route, however, due early in the coming month. Brazils unchanged and stocks ample for all requirements. Pecans are in light supply and firmly held."

Beans and Peas—No change has occurred in any line of dried beans or dried peas during the week. The demand is only fair, but prices are nominally unchanged and inclined to be soft. The only exception to the above is in California limas, which are a trifle firmer on account of smaller offerings.

Provisions—The smoked meat market is steady and unchanged, with a light consumptive demand. Stocks are reported to be ample and we do not look for much change. Barreled pork, dried beef and canned meats are unchanged, with a light demand. Pure lard is steady. Lard substitutes are quiet at prices ranging from ¼@ ½c per pound lower than a week ago.

Salt Fish—Mackerel continues firm. New fish are coming into the market all the time, but the spot supplies are so small the new arrivals are promptly absorbed and there is no chance of any drop in price.

Country Hides Now Have the Call.

Some large buyers, finding the packer market exhausted, have turned to the country market for supplies, and trading in country hides is progressing at a very satisfactory rate. Dealers, however, are not following the usual method of selling a large number of hides at this season for delivery the first month or two of the new year, but prefer to sell stocks as they arrive. In that way they are able to take advantage of the steady improvement in the demand for hides and leather. Last week there were

good sales of country hides of all weights and selections.

The calfskin market is proving somewhat of a puzzle because tanners find difficulty in selling the fancy grades of calf leather at the necessary difference in price that should exist between calf leathers and the cheaper cow hide leathers. Packers are carrying very considerable numbers of calfskins, while tanners seem able to absorb only the freshest city skins. However, a better demand may be looked for when factories begin turn-out shoes for spring wear.

Kip are in good demand, and packers ask 10@18½c, while tanners offer only 17½c.

Horsehides are advancing steadily in price and a lot that was offered for sale a short time ago at \$4.10 was sold last week at \$4.25. Better lots are held at \$4.50 and some producers even ask \$5 for real good lots.

Canned Tomatoes Packed With Puree.

Federalburg, Md., Nov. 28—For many years it was the practice of some canners to cheapen cost of production by the addition of juice, drained or pressed from the refuse, and called "puree." Such goods, if carefully packed, presented a good appearance and could be sold as standards to many distributors, and the profits were so much larger than on standard packed goods that packers not using this method were unable to compete successfully and were rapidly being driven out of business, while the production of this class of goods was increasing, greatly to the injury of the canned tomato business, as consumers were becoming disgusted with tomatoes packed in tin cans, and were being driven to home packing, or the use of something else in place of tomatoes.

This condition was worst in Maryland and California. Its serious effects on the business was realized by the Maryland packers, who themselves became active in the matter and secured the passage of a state law prohibiting the practice, with severe penalties for its violation.

The same law was promptly passed by the legislatures of New Jersey and Delaware, and goods packed in these three states may now be bought and consumed with confidence that the can is filled with tomatoes, and only the juice arising from the tomatoes after they have been peeled and cored. This assures the cleanliness of the product, and an honest fill of tomatoes in each can.

The first effect of the law has been to cut down production considerably; the second effect should be to restore the confidence of the consumer and increase the demand for this healthy and palatable food.

I hope the canned goods brokers of the country, the National Canners Association and National Wholesale Grocers Association can be interested in opposition to this method of debauching canned food qualities.

H. B. Messinger.

Any time any of the old boys of the road have a little spare time on their hands they could not employ it to better advantage than to drop in on Dick Warner, Sr., at his comfortable home at 521 Broadway. Dick doesn't get very far away from home nowadays, because it bothers him to navigate more than a few blocks at a time, but he always has a cheery word and the old-time smile for callers, whether they drop in to shake hands or remain an hour to talk over the outstanding events of the long ago.

FORTY-ONE YEARS IN TRADE.

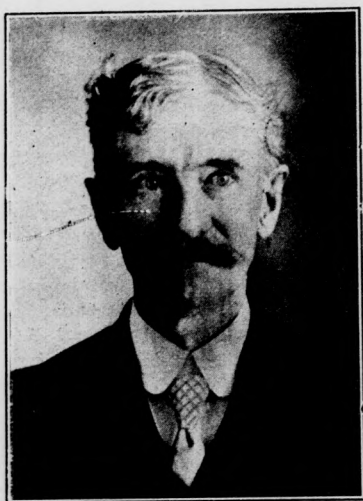
Retirement of S. A. Watt, the Saranac Merchant.

S. A. Watt, who has been engaged in general trade at Saranac since 1880 has sold his stock and store building to A. M. Kent & Son, and retired from trade.

Samuel A. Watt was born in Carrollton, Ohio, Dec. 15, 1845, being the youngest of seven children. His antecedents were Scotch-Irish, his father having been a Scotchman, while his mother was of Irish extraction. At the time of his birth his father was serving Carroll county in the capacity of sheriff, but eight years later he removed to Mansfield, Ohio, and engaged in the mercantile business. The family removed to Findlay, where the Senior Watt re-engaged in business, dying in 1861. Mr. Watt thereupon left the family circle in 1863 and went to Indianapolis, Ind., where he was employed for two years during the war by D. F. Frazell, official sutler of Camp Burnside, under command of the late General A. A. Stevens, of this city. In 1866 Mr. Watt removed to Saranac, where he re-entered the employ of Mr. Frazell as book-keeper for his grist mill and stave factory, which position he filled for two years. He then studied telegraphy and, on completing his course of instructions, was appointed local representative for the Western Union Telegraph Co., which position he has held without interruption for the past fifty-four years. In the meantime he entered the employment of G. A. Cotton, who was then postmaster; agent for the Merchants' Union Express Co., ticket agent for the Grand Trunk Railway and engaged in general trade at that place. Three years later he entered the railway mail service, originally covering the mail route of the F. & P. M. Railroad between East Saginaw and Reed City, and afterwards from Ludington to Toledo, Mr. Watt running out of Ludington on the first train out of that place. He was engaged in the mail service on the F. & P. M. for seven years, when he was transferred to the D., G. H. & M. Railway, succeeding the veteran Truman Kellogg on the mail route between Detroit and Grand Haven. He held this position for three years, when he resigned to take the active management of the grocery and crockery store at Saranac which he had purchased of the estate of Mr. Cotton three years previously. Shortly after this he took a partner, adding to their stock lines of shoes, clothing, dry goods, hats and caps, and for eighteen months the business was conducted under the style of Watt & Cahoon. Mr. Watt "went it" alone until 1902, when he took as a partner Edwin Wallington, who had been in his employ for nearly twenty years, under the firm name of Watt & Wallington. This relationship continued ten years, since which time Mr. Watt has been the sole owner of the business.

During the night of November 10, 1899, Mr. Watt met with a fire loss, caused by the destruction of his brick block, 30x80, and a stock of goods

valued at \$8,000, his insurance being about \$4,000 short of the amount required to cover the loss. By 9 o'clock the following morning Mr. Watt had another building engaged for doing business in and placing a set of scales in the store room, instructed those in his employ to take in all the produce offered, paying cash for same, and inform his customers that within six days he would have a full line of goods in shape to serve them. Mr. Watt at once wired the Lemon & Wheeler Company to send one of its representatives there Monday. The same request was made to A. Krolik & Co., Detroit. Dick Warner and Will Crane appeared on Monday, representing the above houses. Tuesday the groceries arrived. Wednesday the dry goods came to hand. On Thursday the new



S. A. Watt.

store was opened up with a full stock. During the winter following Mr. Watt secured the material for a new block on the old site and set the work going on the new building as soon as the weather would permit. On July 1 he was located in his new building, doing business as if nothing had happened. In 1889 Mr. Watt opened a branch store at Clarksville, which he conducted for five years. In 1892 he purchased a stock of goods at 666 Wealthy avenue, this city, which he continued for nearly two years. During the depression of times, from 1893 to 1896, he exchanged his two branch stores for two farms in Oceana county and one farm one mile North of Saranac, which place he made a fruit farm by setting out 3,000 peach, 800 pear, and 500 plum and other fruit trees.

Mr. Watt was married Sept. 10, 1870, to Miss Alice A. Cotton, by whom he has had three children, two sons and a daughter. The elder son, C. LuVerne, who when quite young during his school days picked up the art of telegraphy and at the age of 18 was given a position at Jackson. In a few months he was transferred to Manistee as manager of that office. After one year he was transferred to the Western Union office in this city, and later transferred to the Detroit office, where he held a position in press dispatching work for several years. In 1900 he accepted a Federal position at Washington, where he also attended night school in the

study of dentistry. In 1905 he gave up his Federal position, returning to Detroit to finish his schooling in dentistry. After receiving his diploma he returned to Washington, subsequently establishing himself in the dentistry business in Grand Rapids.

The Youngest son, J. Clyde, lost his right arm by accident twenty-seven years ago. As soon after the accident as possible for him to do so he attended the State University at Ann Arbor and completed a course in the study of the law. He is now located at Ionia and enjoys a fine practice. He has represented Ionia county in the State Legislature. March 1, 1905, he was married to Miss Pearl Flint, of Clarksville.

The daughter, now Mrs. Ogilvie, resides with her husband in Ionia.

Mrs. Watt died in March, 1906.

In 1914 Mr. Watt was married to Mrs. Cora Henri.

In the deal for the store Mr. Watt took the 160 acre farm of Mr. Kent's located in South Boston and he plans to continue to live in Saranac and to look after his farm, taking it easy.

All business men have their hobbies and Mr. Watt is no exception to the general rule. Born in an atmosphere of partisan politics—his father had the reputation of being a natural politician and turned his aptitude to good account—Mr. Watt early espoused the cause of the Republican party and has been a life-long adherent to that organization. During the past fifty years he has played an active part in the politics of Ionia county, congressional and State matters, he having served as a member of the township, county, representative, senatorial and congressional committees and attended nearly every State convention as a delegate since the nomination of Gov. D. H. Jerome at Jackson in 1880. Always looking after the best interest of the Republican party and because of his unselfish efforts for the advancement of the party cause, he has come to be regarded as one of the most influential men in the council, of the party in Ionia county and the Fifth Congressional district. While he seldom asks anything for his friends and never anything for himself, his requests invariably meet with prompt compliance and the leading Republicans of his county who know of the good service he has rendered the party during the past thirty years, by his active work and his financial assistance, are all practically unanimous that whenever he will consent to accept a favor from the party as a reward the best will be none too good for him.

When asked to state to what cardinal principle he attributed his success, his answer was: "Push, energy and grit, by keeping all contracts good and paying 100 cents on the dollar." His manner of doing business was at all times to pay cash for all produce bought, making no distinction between cash or trade in paying prices. This has worked to his advantage by causing his customers to believe that there is not a wide abyss between cash and merchandise prices.

Personally, Mr. Watt is popular

with all classes of people. While not an adherent of any church, he is a liberal supporter of all the churches of his community and a leader in all movements in the interest of better morals and the material prosperity of the place. The fact that has served the village twice in the capacity of President and that he has been express agent forty-three years and manager of the telegraph office at his home town for fifty-four years speaks well for his wearing qualities. Satisfied with his success, happy in the thought that he has few enemies and as many friends as any man in Ionia county, Mr. Watt lives a life of quiet contentment, and the Tradesman joins in the hope of a host of well wishers that he may live long to enjoy the fruits of his industry. His hosts of friends wish for him many years in which to enjoy the fruits of his years of labor.

A. H. Van Voris, a hardware dealer in Cobleskill, N. Y., has an arrangement with the manufacturer of the paint which he sells to have cards printed for all the painters in Cobleskill. The cards carry the figure of a painter on a scaffold, using paint which is labeled only with the initials of the line advertised, so that the appearance of the card is not in the least distracted. The card is finished in a light buff and makes a very attractive business ad all the way round. The painters appreciate the idea, and naturally, when they have any paint to purchase, they think of Van Voris store.

The more you find out about what other business men have done to increase sales in your line, the more you will know about what you can do.

A Timely Article

MANY taxpayers have used appreciated or inflated values in determining Invested Capital. This entire subject, its meaning, its application, etc., has been treated by our Mr. M. L. Seidman in an article that appeared in a number of important trade publications.

Since the taxpayers affected have only until January 15th to correct their returns and avoid the 50% penalty, this article should prove especially timely.

A copy will be sent to executives upon request.

SEIDMAN & SEIDMAN

Accountants & Tax Consultants
Grand Rapids Savings Bank Bldg.
GRAND RAPIDS

New York Washington Rockford
Chicago Newark Jamestown

Sole Leather Continues Moving at Firm Prices.

Calfskins continue to be slow in demand, while side leathers are holding the activity which they have possessed for some time back. Tanners are at a loss to figure with shoe manufacturers who are so anxious to buy leathers around 20c per foot, as they claim it is practically impossible to produce side leathers at these prices under the present raw material high prices. A good quantity of raw material suitable for side leathers was reported sold last week at 14c per foot. This, on top of a 12c tanning cost, would make leather cost tanners in the neighborhood of 26@28c on their table, while the demand seems to be for leather all below this figure.

Some tanners have quoted prices around 20c, but the selection of the leather seems to be very poor and undoubtedly must be high cutting leather when it reaches the shoe manufacturers. What adjustment can come on lower prices of the leather must necessarily come from labor.

The sole leather market continues firm and unchanged in price with lower grades moving in larger quantities. Evidently the wave of economy has hit the sole leather market and buyers are now looking for backs, bends and sides which will produce cheaper soles.

Upper leather—Calfskins, 50, 45 and 40 for blacks and colors. Demand slowing up for calf with general inactivity of the market.

Glazed kid, 80, 70 and 60 for colors; 70, 60 and 50 for blacks. High grades inactive. Some demand, however, for medium and low grades. Prices holding fairly firm.

Side leather, 40, 35 and 30 for full grain black and colors; 30, 25 and 20 for snuffed black and colors. Side leathers in best demand, but tanners begin to find themselves unable to give manufacturers a fairly good grade at the low price they wish to pay.

Sole leather—Scoured oak backs, 52, 50 and 48. Sole leather firm and prices unchanged. Tanners have most demand for fairly good leather and low prices with increasing for soles at a price. All grades moving to some extent.

Scoured oak bends, 80, 70, 60 and 50 for prime, A, B and C. Demand about normal, with finders always anxious at this stage of the season to produce leather for their winter requirements.

Belting butts—The market continues spotty with demand only as manufacturers increase and continue operations. Prices remain unchanged 63 for No. 1 and 61 for No. 2. Some choice selections and tannages offered at 1 to 2 cents premium.

Partially paralyzed, one leg gone, and unable to move his head except by manipulating a strap on a pulley arrangement, Harry Christy is still one of Newark's foremost retailers of neckwear. He sells thousands of neckties each year by mail. He finds that making a success of business is mainly a matter of nerve and continual plugging, whether handicapped or not.

United



Trucks for Every Purpose

Manufacturers, Flouring mills and elevators, dry goods merchants, hardware dealers, meat men, druggists, grocers—wholesale and retail—will find the UNITED an ideal truck.

It is thoroughly dependable, has the necessary speed and power, and has proved its worth at home and abroad.

There is a size for every requirement—

1½—2½—3½ and 5 ton

*Choice of Worm Drive or
Internal Gear*

Why not write us about your hauling requirements, and let us tell you all about the UNITED, and how it will fit your individual needs.

United Motors Company
Grand Rapids, Mich.

FACTORY AND SERVICE 675 NORTH STREET
Bell Main 770

Citizens 4472

**Quality—
rather than quantity production**

trucks

DRIFTING SPELL.

From the indications of the moment it looks like a drifting spell for most lines of business for the remainder of the year. There is no especial incentive to activity and no one is inclined to try and force matters while conditions remain so unsettled as they are. At a time like this, furthermore, when every little bit of encouragement counts, the opportunity was not availed of to reduce measurably the burden of taxation and to relieve for industrial enterprises the enormous amount of capital now remaining frozen in tax-exempt securities. This was, of course, a grave blunder from the business standpoint, whatever it may finally prove to be from the political one. It tends to confirm the belief of many in the postponement of the relief from needless obstruction to the proper play of economic forces, whose operation will tend to bring things back to normal. This frame of mind bodes no good to enterprise, which has not been at a high point for quite a while and needed stimulation above all things. As it is, buying in the primary markets keeps on in the halting way which has marked it since the great fall in values began. Commitments far ahead partake too much of the nature of a gamble to appeal to merchants at a time when credits are scanned as closely as they are at present. The part of safety now seems to lie in watching for bargains and disposing of them as quickly as possible, even though the profit margins be small. This policy has the merit, at least, of putting less capital at risk and so limiting the chances and amount of loss.

While the discouraging features of the moment are apt to obtrude themselves in such a way as to give them an importance that is really disproportionate, the fact should not be ignored that the prospects are becoming brighter and the promise of betterment stronger. While the buying power of the country as a whole is less than it was, it is still very large, and the real needs of over one hundred million people which must be supplied call for a vast quantity of merchandise of divers kinds, the production of which means the employment of many. Even the building trades, which failed so long to rise to their opportunity, are showing signs of unwonted activity. This is aided measurably by the prosecution of the combines which had been keeping up the prices of materials. It would be advanced further if the ignorant and unscrupulous union mechanics would consent to the reduction of their inordinate wages, from which they have been sufferers no less than the remainder of the community. Their obstinacy has restricted building, thereby causing loss of employment and wages and making rents so much higher. The last mentioned circumstance has, in turn, kept up the prices of all the commodities bought by workers and others. If those in the building trades had voluntarily agreed to a cut of a dollar a day in wages a year ago, they would have had more dollars to show for

it now. The great trouble with them, as with many others, has been that they have been watching the face value of the dollar, rather than its purchasing power.

BUSINESS SENTIMENT.

A well known Eastern manufacturing concern, with sales offices in every section of the United States and in Canada, has just compiled reports from twenty-six districts outlining trade conditions as noted by its district managers during the month of October. The general tenor of the reports is one of moderated optimism; that is, there is a tendency to modify the expectations which were noted in the reports for the preceding month. Retail trade is reported in most districts as only fair. This is ascribed partly to unfavorable weather and partly to unsettled labor conditions. Trade sentiment on the whole, however, is cheerful, and there is a general belief that business is working around to a sounder basis, but no expectation of anything resembling a boom. While merchants are confident that they have passed the trough of depression, they still feel the need of moving cautiously, and of avoiding heavy commitments until they are more certain of the future. More pronounced improvement is looked for by the spring of 1922.

TARIFF TERMS.

In tariff discussion the terms ad valorem rates and specific duties are all Greek to the general public. The two terms are also often confused.

By specific duty is meant that a certain fixed amount is added to each pound, yard or gallon, etc., of a specified product that is brought into this country.

By ad valorem rate is meant a rate of percentage based on the value of goods imported. The duty, of course, is the amount of import duty that is paid; the rate is the method by which the amount of ad valorem duty is ascertained. In other words, specific duties are already fixed, the amount in each case already determined, while under the ad valorem system the duty is ascertained after multiplying the value of the goods imported by the rate, the same as in any other percentage calculation.

WELL WORTH READING.

It affords the Tradesman much pleasure to commend the annual address of President Meach before the implement dealers of Michigan at the opening session of their convention in this city yesterday. While the difficulties which confront the implement trade are peculiar to that business, yet the condition graphically described and analyzed by Mr. Meach applies to some extent to every branch of the mercantile business. Mr. Meach, it will be noted, confidently predicts that 1923 will mark the complete return to normal conditions. In the meantime he points out very clearly the attitude merchants should assume, pending the return of good times and the path of duty merchants should pursue in order to contribute to that result.

CLEVELAND DISMISSED.

Governor Groesbeck and State Insurance Commissioner Hinds are to be commended for the summary manner in which they disposed of George W. Cleveland as soon as they satisfied themselves that he was misusing his office as manager of the Michigan Inspection Bureau to extort a million dollars per year more from the insuring public of Michigan for the stock fire insurance companies than they are entitled to receive for the protection given. They might have gone still further and prohibited the stock companies from doing business in Michigan, because they defy the laws of the State, mock the courts and pay no attention to the enactments of the Legislature. Such an act would easily save the people of Michigan approximately \$10,000,000 per year, because they could secure adequate protection from the mutual companies at an average saving of 40 per cent. over the \$23,000,000 they are now paying the stock companies for the precarious protection they are now receiving.

Why precarious?

Because 90 per cent. of the policies written by local stock fire insurance agents in Michigan are invalid by reason of the ignorance and incompetence of the agents and also due to the action of the companies in forcing the agents to use dishonest riders containing catch phrases designed to trick and trap the unwary. The writing of fire insurance by stock agents has long ago ceased to be an honest business. It has developed into a business cultivated by weaklings who are willing to bow their heads in submission to the espionage and domination of the men higher up. Local representatives have ceased to be free agents. So strong is the pressure brought to bear on them by the companies under existing conditions that they do not dare to assert themselves or accord their customers a square deal. The result is the wretched situation in which a man finds himself who happens to have a fire and has trusted to the experience and integrity of his local agent to see that he is properly covered and amply protected in the event of loss. In nine cases out of ten he is forced to accept less indemnity than he has been paying for because of irregularities in the riders used by the agents in preparing the policies.

Fortunately, the insuring public can protect itself from these cheats and frauds by refusing to accept a policy written by a stock company and by confining its patronage to mutual companies which do business along honorable lines, employ riders which contain no pitfalls and adjust losses in a just and equitable manner. Already a large percentage of the merchants of Michigan have learned to differentiate between the false and the true and more are daily becoming converted to the mutual plan of fire insurance.

THE COAL SITUATION.

The coal situation as winter approaches is not wholly satisfactory. The output has been somewhat be-

low that of previous years, but there has been a corresponding slackening in demand, so that the supply for the time being is adequate. No great spurt of manufacturing activity is looked for during the winter, but if business should gain headway in excess of expectations the fuel problem might become troublesome. The mines could easily increase their output, but the railway rolling-stock is in such a low state of repair that a heavy increase in tonnage might overtax the facilities. The labor question, however, is the serious issue in the bituminous fields, in which industry is chiefly concerned, and it may also become serious next spring in the anthracite regions. Federal Judge Anderson recently held that the "check-off" provision in the contract between the operators and their employees was illegal, but his injunction against its use has been suspended by a higher court. If Judge Anderson is finally sustained a strike of union mine workers will follow. This "check-off" provision, requiring mine operators to deduct union dues from the miners' wage payments, was included in the award of the Bituminous Coal Commission, made two years ago. The termination of wage-scale contracts in the unionized mines next April also contains possibilities of industrial conflict, as the operators have decided on a policy of wage deflation, and the union leaders have announced their intention to resist. Fortunately, this issue will not come to a head during the winter.

WHEN PRICES GET BACK.

War-time inflation and the subsequent break in prices have served to destroy the relationship which once existed between individual prices, and to which producers and consumers had adjusted themselves. At the end of September, for example, the prices of farm products were 22 per cent. above the 1913 level, while prices of building materials were 93 per cent. and those of house furnishings 123 per cent., above their pre-war average. This severe dislocation of former price relations seriously affects all business. It has sharply curtailed the buying power of the farming population, who are forced to reduce their purchases until prices of finished goods come down or prices of agricultural products go up. Even where prices remain far above the general level the sellers are not growing rich. In many cases, indeed, the dealers in commodities in which little deflation has occurred are suffering fully as much as those who handle goods in which prices recessions have been very pronounced. As a matter of fact in those lines in which liquidation has gone furthest the dealers are now in the most hopeful situation, with their troubles behind them. There are a few lines in which readjustment is yet to come and that are scheduled to have some rough weather during the next twelve months, but these are exceptional. For all the basic materials liquidation has evidently run its course.

The tariff question needs fewer tinkers and more thinkers.

What about the GASOLINE you use?

EVERY motorist knows that all gasoline is not alike: You have reasonable assurance that the quality of most gasoline sold under a well known trade name will remain constant, but trouble creeps in where you form the habit of just buying "gas."

It is not the idea of this company to claim that when you notice a difference in the quality of your favorite gasoline, that the manufacturer has deliberately tampered with his product. What we do mean to say is that gasoline varies according to the methods used in its manufacture, and the raw material from which it is made.

This company on account of its immense resources can truthfully say the Red Crown Gasoline never varies, except as seasonable changes call for variation.

It is also well to consider that the gasoline to which you have your carburetor adjusted may not even be on sale in the next town or state, that too is a source of annoyance.

So we say, what about your gasoline? Is it always the same, and can you buy it everywhere?

Red Crown Gasoline can be bought everywhere. Once your carburetor is adjusted to Red Crown there need never be any necessity for changing, because Red Crown can be bought every few blocks in the city and every few miles in the country, wherever you go, and its quality never changes.

It is a universal fuel.

STANDARD OIL COMPANY
(INDIANA)
CHICAGO U. S. A.



What Does the Public Want in Shoes?

It has always been our belief that men in the shoe and leather industry stick too closely to the confines of their own trade in seeking facts and forming their conclusions. It is always wise to broaden the perspective in seeking parallels and comparisons, to note the conditions in other lines of industry, and thus gather a more complete general idea of what is going on and what may be expected in the future.

We have been at some pains to gather impressions of the present and future as they exist in the minds of men engaged in business of all sorts in order to check up the trend of affairs in the retailing of shoes as compared with other lines.

We find, first of all, a general agreement that the shrinkage in unit sales from the peak price to the present levels comprises the greater part of the loss in dollar and cents' sales in general business. Sugar at 25 cents per pound meant that people would buy a half or even a quarter of their usual consumption. Sugar now at 6c means that people would have to buy four pounds to one to equal the dollar sale when the price was 25c. Shoes at a \$12 level, now at \$8, means 1½ pairs consumption to equal the old dollar and cents' monthly sales when the \$12 level was a fact.

We find thinking merchants freely blame the press for keeping the public irritated on the question of prices through supposedly funny quips, sarcastic editorial pointers, economic editorials, and straight news articles in which the statements of supposed facts are badly out of focus with the real truth. Newspaper publishers have fallen down hard at a time when they could have been the greatest single factor in establishing confidence, holding up sales and furnishing employment, whereas more often they have printed anything that would discredit the retail merchant, not through viciousness but through ignorance of just what reaction certain statements would cause.

We find a general agreement that the public is not spending money as freely as formerly, but in this group we find many earnest opinions that the lack of free spending is more imaginary than real, these men holding that a general price lowering of 25 to 30 per cent. on the major items of purchases would so lower total sales that shortsighted men would blame poor business rather than lower values for the result.

There is no surplus of goods in the homes, whether it be shoes, napkins, towels, curtains, rugs or clothing. The buying restriction is fairly well distributed through the entire list of

everyday necessities. This is worth noting, because so many merchants place great stress on "price maladjustment." It is important to note this, because low prices positively are not the general magic balm needed to restore buying. Out of hundreds of cases which we could cite we will name hides, which are away below pre-war prices, yet they are stagnant. Automobile tires are about as slow as any merchandise one can name at the minute, yet automobile tire prices are below the 1914 level we are informed.

Unemployment is not the sole cause of poor business. Some merchants say it is, but for every one who says it is there is a merchant who says it is not. This shows that unemployment as a cause is a local issue only, and not a National ill. But the fact that there is great unemployment in spots is well known Nationally, and therein we have a real National fear of unemployment reaching those still at work. This is just a sober reaction from the spending craze of 1919 and 1920, borne out by the fact that financial statistics show greater savings deposits than ever before, though we must take all statistics with a grain of salt in our analysis. Savings total may be more in the aggregate, but it would be hard to believe they would be more in cities of vast employment like Pittsburg, Haverhill or Lynn. This works the other way about also. Unemployment by many thousands in Pittsburg, Haverhill, Lynn or Lowell would not have any immediate effect on retail business in Salt Lake City, Los Angeles or El Paso. The news of vast unemployment would, however, cause uneasiness and thrift in spending in those unaffected places. Therefore, we must conclude that unemployment is an effect of fewer sales due to lower values and thrifty spending, and not directly a cause of poor retail business except locally where it exists.

Hope of lower prices is given as a cause of delayed buying by two out of every three merchants. There is some humor attached to this, as merchants themselves have seemed to have nothing to advertise the past



Home Case

Juliet—In Stock
Black Kid, Flexible, McKay,
Stock No. 700.
Price \$2.25.

BRANDAU SHOE CO., Detroit, Mich.

9 to 11 pound Oak Bends
55c lb.

**SCHWARTZBERG & GLASER
LEATHER CO.**

57-59 S. Division Ave. Grand Rapids, Michigan

This is Felt Slipper Time



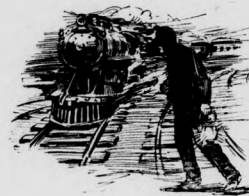
We have wonderful values in Moccasins and Juliets.
Call on us for your immediate needs.

Our stock will not last long under existing conditions, due to the shortage of felt goods in the hands of both manufacturers and jobbers. Don't delay.

Hirth-Krause
Shoemakers for three Generations
Shoes

GRAND RAPIDS, MICHIGAN

Manufacturers of Work Shoes and Horsehide Gloves



The Outdoor Man—

**must have a shoe that will
stand rain, snow, slush and mud.**

Satisfy this man with a shoe, and he will never stop boosting it. He will bring his whole family to your store. The H-B Hard Pan has been giving satisfactory service to thousands of outdoor men through 25 Michigan winters. You can build up a steady repeat business that will net you substantial profit season after season. Send for catalog.

H-B Hard Pans

HEROLD-BERTSCH SHOE CO.
Grand Rapids, Mich.

year or more except their "new lower prices." What is more natural for the bombarded public to believe as it sees "new lower price" follow "new lower price" month after month, than that there will still be new lower prices next month? We are discussing "general" business now, not shoes alone, and the opinions quoted are those of men engaged in many lines. If one doubts that "lower prices" and "still newer lower prices" have not had their effect, just take a file of any newspaper for a year and run through the department store advertising. It will be very illuminative as to "who's who" in helping to retard public confidence in values.

It is said that all the public wants is more for its money, a third wants better quality, two-thirds want lower prices. Quality is thus put frankly as secondary to price, but don't be misguided by this analysis as it must be remembered that price has always been the first standard of value between customer and merchant, while that of quality, less discussed, has been a part of the "faith" in the trade. A customer places his faith in the merchant as to quality, and do not forget that for a minute. We emphasize this point because it seems that this is just what shoe merchants are doing or about to do while merchants in other lines are strongly advocating the policy of keeping the quality up. The best proof that people appreciate quality, after purchase, is shown by customers who are now shopping around for values, and throughout the country there is a vast shifting of trade from the old store to another one.

In the question of service we find all merchants agree that the people want lower prices, but not at the expense of service. Because there is more careful spending it requires better selling ability and better service to clinch the sale now than when careless spending was the rule. The public wants:

Lower prices. It wants good goods cheaper, which is not at all the same thing as cheaper goods. Thus, the shoe merchant who is selling the same goods to-day 30 per cent. to 40 per cent. less than peak prices is giving the public what it wants. But is he telling the people so, and do they realize it?

Better values. In common with everything else, the war was made an excuse for "murder" in quality and finish of footwear. It was the cry of the hour, "we know they are not right, but we can't help it." To-day shoe quality, grade for grade, is 25 per cent. better than it was during the war, and right after, regardless of the sharp price lowering. Side leather shoes in medium grades went as high as \$7.50 wholesale. To-day the

same grade in the best calfskin, with better soles, and vastly better workmanship, wholesale for around \$6. So shoemen are giving the public just what it wants, better values, but have they told the public so in a manner that would make them "get it?"

Quality. The public does not know shoe quality when buying shoes, but finds out all about the quality in the wearing of them. People buy shoes on faith in the merchant. How much do you know about a diamond, the quality of fur? If you bought either you would buy it on faith, wouldn't you? Merchants in other lines are distinctly holding to quality in their efforts to get goods at lower prices. Shoemen who yield without a struggle because it is the easy thing to do, and join the jazz procession of "price yappers" who are intent on making inferior quality shoes merely to sell at a price will wind up on the scrap heap.

Service. The public wants lower prices, which it already has, and must be told the truth about. It wants better values, rightly, because it received pretty poor value for a long time, which neither the retailer nor the manufacturer could help, and Mr. Gompers wouldn't. This is now being furnished because the retailer and manufacturer can give it and Mr. Gompers can't help it. This people only need to be told about, which they haven't, not so much as a little. They want quality, but they don't want it half as much as they need it and would want it if they knew more about it. This the shoeman must accept as one of his reconstruction chores to clean up. All this means service, which the customer wants to go with his shoes and which is the only method by which a limping business can be "got going."

Here are three short stories that reinforce what we have just said, all from New York. With New York merchants complaining because they are not 50 per cent. ahead of a year ago, one well known shoe store in the market district of that city that has sold good shoes as they should be sold for 40 years was so crowded last week that one could not find a place to lay down a sardine. The chain store organization, much heralded as the ultimate "whizzers" in shoe selling, did sell shoes fast, but fitted them so badly that just one nearby competitor is taking off 20 pairs a day solely for misfitting reasons. The third store had a reputation for good shoes for many years, but lowered its quality and selling standards and now has a widespread and increasing reputation for selling shoes that "burn the feet." The poorer quality, plus poor fitting, got in its deadly work.—Shoe Retailer.

The bootleg seems to be the boot of all evil.

A Quarter Century of Cement Making

Successful manufacturing in any line over a period of twenty-five years is pretty good assurance of a meritorious product.

This record is but the foundation upon which we plan to build an even more successful future.

Doesn't this warrant your investigating the reason for this long continued and constantly increasing popularity of Newaygo Portland Cement.

Newaygo Portland Cement Co.

General Office & Plant
Newaygo, Mich.

Sales Office
Commercial Savings Bank Bldg.,
Grand Rapids, Mich.

FIRE

TORNADO

BETTER INSURANCE

AT

LESS COST

During the year 1920 the companies operating through

The Mill Mutuals Agency

paid more than \$4,000,000 in dividends to their policy holders and \$6,300,000 in losses.

How do they do it?

By INSPECTION and SELECTION

Cash Assets Over \$20,000,000.00

We Combine

STRENGTH and ECONOMY

THE MILL MUTUALS
AGENCY

120 W. Ottawa St.

Lansing, Michigan

Wanted--10,000 Musk Rats

We will pay \$1.90 for good rats and \$4 for skunks. All other furs at top prices. Don't sell your furs without seeing us.

MICHIGAN HIDE CO., 259 Front Ave., Grand Rapids
Formerly Crohon & Roden Co.



American Valuation Plan To Be Abandoned.

Unconfirmed but persistent reports come from Washington to the effect that the American valuation plan, embodied in the permanent tariff bill as it passed the House, will be abandoned with the approval of the Administration. Opposition to the scheme has attained considerable dimensions. A recent questionnaire addressed to economists throughout the country by the New York University Bureau of Business Research has elicited ninety-three replies from twenty-five states. Only one economist believed that the American valuation plan would not diminish our imports, and on every one of the eight questions submitted the answers showed an overwhelming sentiment against the change. The greatest number of answers that could be construed as favorable were on the question whether the new plan would increase business uncertainty. Six answered that it would not and seventy-eight replied that it would. This may be called theoretical opposition. On the other hand, the American Bankers Association at its recent meeting also recorded its opposition to the scheme and the National Dry Goods Retail Association and the Farm Bureau Federation have done likewise. The plan, however, is strongly supported by a number of manufacturers' associations. It is intimated that the Administration may suggest another method which will secure the advantages claimed for American valuation without the objections raised against the latter scheme. Whether the substitute or compromise comes from the importers or from manufacturers is not stated. This is an important point.

Essentials of Price Stability.

There are five conditions requisite for price stabilization, according to C. S. Duncan, director of the Bureau of Business Research of the Southern Wholesale Grocers' Association, who enumerates these in the association's official journal. In the first place, business must follow its natural and normal course. Brokers and jobbers must not overbuy, as they did in 1919, nor buy with excessive caution, as many of them have been doing recently. Next, there should be reasonable stocks, with sufficient carry-over to serve as a shock absorber. Third, adequate credit facilities are necessary. Fourth, uncertainties concerning taxes and customs duties make for instability in prices. And finally, there must be a fair adjustment between supply and consumers' demand. When there is a widespread belief that there is not enough to go round, with the consequent development of a sellers' market

or when there is a reaction in the other direction with the accompanying phenomenon known as a consumers' strike, stability of prices will not be attainable.

Labor's Readjustment.

The latest figures on earnings and employment, made public by the Department of Labor in New York State, reveal substantial progress towards readjustment to peace-time conditions in industry. The number of employees in the reporting establishments has increased 7 per cent. between August and October. In the same period average weekly wages declined 3½ per cent., and they are now 15 per cent. below their peak of a year ago. Nevertheless, the wage level still stands 93 per cent. above the level of June 1914, so that the worker's real income, as distinguished from money income, is greater now than in the pre-war period. These figures emphasize two facts. The manufacturing industries covered in the report have passed the trough of depression, and war-time wages are being deflated without any lowering of the workers' standard of living. This latter statement, however, is subject to one limitation. It applies only to those workers who still hold their jobs. The unfavorable feature of the report is the showing that there were some 32,000 fewer workers employed in these establishments in October, 1921, than in June, 1914.

Revaluing Foreign Currency.

Financial experts in Great Britain are debating the proposal to revalue the pound sterling at a new parity somewhat corresponding with the present exchange value of British currency. At present exchange rates the pound is worth very nearly \$4 in American money. If the gold pound were reduced in bullion content from 20 to 16 shillings, it is argued that gold would then flow into England whenever the pound's value in foreign exchange advanced appreciably beyond its present quotation. It is argued that such a devaluation would only be a recognition of existing facts, and that it would stabilize exchange and prices and facilitate an immediate return to the gold standard. On the other hand, opponents of this plan point out that such devaluation is virtually repudiation. The nation has issued its obligations in past years with promises to redeem them in pounds of a certain weight in gold standard can be tampered with means a correspondings default in redeeming its debt. Moreover, if the gold standard can be tampered with once there is reason to believe that it can be tampered with again if the Government should encounter new

INSURANCE IN FORCE \$85,000,000.00

WILLIAM A. WATTS
President



RANSOM E. OLDS
Chairman of Board

MERCHANTS LIFE INSURANCE COMPANY

Offices: 4th floor Michigan Trust Bldg.—Grand Rapids, Michigan
GREEN & MORRISON—Michigan State Agents

What One Man Found By Reading His Will Again

A short time ago it occurred to a certain business man to read over a Will which he had made several years before. He had actually forgotten some of its provisions.

He found that his Will named, as one of his executors, an individual who was now dead. He found that he had made a bequest to a sister, who had since married a man of wealth, and she was no longer dependent upon the brother. He found that he made specific provisions regarding personal property, but none for certain real estate acquired after he had executed the Will.

This man, fortunately, was aroused in time to the need of making a new Will.

But men die every year who leave out-of-date Wills, many of which are ineffective and result in trouble, and often distress, for the dependents left behind.

Does your Will amply protect the interests of your family?

Our booklet "Safeguarding Your Family's Future," will give you helpful information on the vital subject of Wills.

GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICH.

OTTAWA AT FOUNTAIN BOTH PHONES 4391

CADILLAC STATE BANK CADILLAC, MICH.

Capital \$ 100,000.00
Surplus 100,000.00
Deposits (over) .. 2,000,000.00

We pay 4% on savings

The directors who control the affairs of this bank represent much of the strong and successful business of Northern Michigan.

RESERVE FOR STATE BANKS

Kent State Bank

Main Office Ottawa Ave.
Facing Monroe

Grand Rapids, Mich.

Capital - - - \$500,000
Surplus and Profit - \$850,000

Resources
13 Million Dollars

3½ Per Cent.

Paid on Certificates of Deposit
Do Your Banking by Mail

The Home for Savings

financial embarrassment. The loss of confidence will produce even more instability, it is claimed, than is at present caused by the inability of the Government to resume specie payments. The weight of opinion among financiers and bankers is that the pre-war gold standard should be restored, though it may take many years to accomplish this result, as it did in this country after the Civil War.

They Will Reap the Whirlwind.

The stock fire insurance publications, which are so abjectly subservient to their masters as to render their editorial expressions of little value, constantly and pathetically lament the action of the Michigan Legislature in enacting a law providing that a State commission shall examine, test and approve automatic sprinklers and other devices; that the insurance companies shall make the same rates on properties equipped with these approved devices as on properties equipped with other devices which have been approved by the stock insurance companies.

This legislation is the natural result of a well grounded belief on the part of the insuring public generally that the public is not getting a square deal from the Underwriters' Laboratories, which make tests and label sprinklers and other devices. This belief is based on the autocratic and arbitrary position assumed by the men in charge of the Laboratories because they refuse to pass on new devices on various flimsy pretexts made to befog the real issue. It is now well understood and conceded that the organization has created a wicked monopoly having for its object the enrichment of those who will "pay the price" and the impoverishment of those who refuse to meet the greedy and grafting demands of the extortioners at the head of the Laboratories. These facts have been clearly brought to light and established every time the situation is investigated by legislative committees or commissions, showing that it is impossible to put power in the hands of henchmen of the stock fire insurance companies and not have it abused; in fact, it appears to be impossible for men engaged in the stock fire insurance business to play fair and refrain from victimizing the insuring public whenever the occasion presents itself.

These men are sowing the wind and will some day reap the whirlwind. The only hope for stock fire insurance is the mutualization of the companies, the same as has occurred in the life insurance business.

Corporations Wound Up.

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

W. J. Grant Realty Co., Ltd., Jackson.
North American Agency, Ltd., Detroit.
Pacific Copper Co., Boston, Mass.
Riga-Whiteford Oil & Gas Co., Ottawa Lake.
Mich.-Ky. Development Co., Kalamazoo.
W. H. Mason Real Estate Co., Hancock.
B. A. Hoxie & Sons, Grand Rapids.
Gaylord Fox Corp., Gaylord.
Sigler Player Action Co., Grand Rapids.
Stampwell Co., Detroit.
United Investment Co., Detroit.
Detroit Shade Tree Co., Detroit.
Modern Machinery & Engineering Co., Detroit.
Frontier Drug Co., Detroit.
Dewey Real Estate Co., Kalamazoo.
Colling Elevator Co., Colling.

Caro Elevator Co., Caro.
Hess Elevator Co., Akron.
Wheeler Elevator Co., Wheeler.
Slocum Grain Co., Mt. Pleasant.
Farmers Harvesting Co., Pelkie.
L. J. Byers Co., Coldwater.
Commercial Land Co., St. Clair.
Dunbar Construction Co., Sault Ste. Marie.
Michigan Druggists, Inc., Detroit.
Opdyke Schmidt Land Co., Muskegon.
Detroit Aluminum Die Cast Co., Detroit.
Yeagumak Co., Jackson.

To Keep Clock Clean.

Soak a piece of cotton wool in paraffin and place it in the bottom of the clock case with door closed. After a few days you will find it covered with dust. The fumes of the paraffin loosen the accumulation in the works of the clock.

The Way.

The way that leads to Easy Street—
The pathway to pursue—
Is uphill, rough, but it arrives;
'Tis Hard Work Avenue.

The Block & Kuhl Co., of Peoria, makes a practice of cashing checks on Saturday. This special service has been going on for two years and seldom is it that a bad check creeps in. The proprietor, in telling of the idea took the stand of the obliging hotel. When it cashes a check for a guest willing and without complaint, there is a kindly feeling between the two. On the other hand, if a refusal is made, or the thing is done grudgingly, there does not exist that same regard. The Block & Kuhl Co. has found that the persons for whom this favor is done remember it in purchases. Of course, not everybody's check is cashed. When a request is made, the company asks if the person is acquainted with anyone in the store. If such be the case, the remainder of the transaction is simple. If such be not the case. If the former is new, he is made to answer a number of questions. When the store is satisfied with the replies, the check is taken.

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Economical Management
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GRAND RAPIDS, MICH.

"The Know How"

Federal Tax matters deserve the best study of specialists. Our experienced tax accountants thoroughly understand the Federal Tax laws and are competent to get needed facts from your books.

Our direct legal and professional representation at Washington, D. C., New York and Chicago, brings us in close touch with the latest rulings and interpretations of those laws immediately upon their issue.

For reliable service call our Public Accounting Department.

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Grand Rapids National City Bank CITY TRUST & SAVINGS BANK

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The convenient banks for out of town people. Located at the very centers 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 institutions must be the ultimate choice of out of town bankers and individuals.

Combined Capital and Surplus	\$ 1,724,300.00
Combined Total Deposits	10,168,700.00
Combined Total Resources	13,157,100.00

GRAND RAPIDS NATIONAL CITY BANK
CITY TRUST & SAVINGS BANK
ASSOCIATED

Success Invariably Depends Upon the Man.

Grandville, Nov. 29—It is easier to give advice than it is to follow it. It is easier to see the way than it is to go therein.

It is far more comfortable to plan than it is to execute.

Under such considerations is it any wonder that so many fall by the way along life's pathway and so few there are who make a success? Nevertheless there is one sound fact in nature that no amount of denying can gain-say.

It is the man and not the job. It is the man and not the farm. It is the man and not the business he pursues that counts every time. Do you believe that? If you do not just look back over your past life, take into account your own struggles as well as those of others and see if you do not arrive at this conclusion.

I knew two farmers who entered upon adjoining pieces of land at about the same time. To look at them you would have been hard put to decide which of the two was the more energetic and capable.

They were both young, lusty and seemingly of about equal intelligence, yet at the end of ten years one was a well-to-do farmer, rich in family and household goods, an honorable member of the community in which he lived, well behaved, well accounted with this world's goods, all of which he had made through his own efforts.

The other man was in another part of the township, plodding away on a broken down old farm which had come to him through a relative. He was poor as poverty, everything hanging by the ears, and nobody poor enough to do him honor. His first farm had long been in possession of his thrifty neighbor. It was all a matter of management. One was on the job from the word go while the other drifted into idleness and incapacity of a most shocking nature.

It was the man.

It is said that "money makes the mare go," which, in a measure is true, but our poor farmer had neither money nor skill; he was, in fact, a nobody because of his inability to take hold of things and push.

In any other business the results are the same. The man who succeeds as a merchant has to get there with both feet. He should be cut out by nature for the place he seeks to occupy; if he is not, then the end is easily foretold.

It is not all in education either. Some of our best educated men are poor, financially. The lumber country developed capitalists who had not a smattering of education. I knew a lumberman who made a fortune in the pine woods without the aid of book learning. He had ambition enough to learn to write his name and to do some figuring. Other than that he was uneducated, yet he mounted to the top round of the business ladder and became one of the wealthiest citizens of the pine country.

There were many others of like capacity. Had they been like the unsuccessful farmer they would never have risen above an ox teamster or a log cutter.

Where ignorance is bliss it is folly to be wise. Another truthful saw. A majority of men are content with enough to eat and to wear, which by the way is all the richest of them get isn't it?

And still there is something more satisfying than filling the most frugal

of every day wants, something of a spiritual nature which man craves if he has a mind above the sordid things of earth. Those who fail to make good on this side of the stars—and I am speaking now of the ones who, through adverse circumstances over which they have no control, fail of the goal placed by themselves in advance—are surely going to have another chance beyond this veil of tears. If they are not, then why is it all? I ask you that. Where now are all those young boys, filled with the bounding spirits of youth, who enlisted to serve their country in foreign lands, who fell in battle for liberty and humanity? Do you believe, veriest doubter though you may be, that it was destined in the annals of Father Time that these lads should live so brief a span to then drop forever out of the great plan of creation? If you can bring yourself to believe this then are you the sorriest bit of human clay on top of God's green earth.

Nothing was born in vain. No one, be he or she young or old, comes to old mother earth without a purpose, and surely that purpose could not be fulfilled by the brief span of a score or less of years here. We know better. There is solace for the widow's heart when she thinks of the husband over there buried in a foreign land, a victim to war's dread decree. Solace and comfort, too, in the heart of that mother who read the other day of the burial of that dead American unknown boy at Arlington.

May not that dead soldier be her own lad who fell somewhere in no man's land, unidentified and, seemingly, blotted out forever?

Every mother whose son failed to return, and of whose fate the war department has no record, may well claim the Arlington hero as her own and bless the day of his coming home crowned with the laurel wreaths of a redeemed and grateful country.

Success in life, bodily, spiritually and morally, depends not on the birth-right, not upon the advantages, but upon the character of the man himself. We as individuals are the arbiters of our own fortunes. Any boy may become whatever he chooses, barring accident or ill health, if he puts his hand to the plow with that determination in view.

Old Timer.

Moral Lesson Somewhere.

"At the end of a Georgia Negro meeting," says an Atlanta man, "it was decided to take up a collection for charity. The chairman passed the hat himself. He dropped a dime in it for a nest-egg. Every right hand encountered that hat, and yet, at the end, when the chairman turned the hat over and shook it, not so much as his own contribution dropped out.

"'Fo' de land's sake!' he cried. 'I has even lost de dime I started with!'

"All the rows of dusky faces looked puzzled. Who was the lucky man? Finally the venerable Mose Taylor summed up the situation.

"'Gentlement,' he said solemnly, rising from his seat, 'der 'pears to be a great moral lesson round heah somewheah!'

Divorces are usually the results of bad management.

Petoskey Transportation Company

Petoskey, Michigan

Investigate the above Company as an investment opportunity. It is a going concern making substantial earnings, and paying dividends.

As an enterprise, it is absolutely sound, and has ahead of it a future that is long and bright.

Write for full information.

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PALACE THEATRE CORPORATION AND OLIVER THEATRE

Send for Attractive Circular on a Growing-Going Proposition—now active.

Note—The Editor of the Tradesman recently visited South Bend and was so well impressed with our proposition that he handed us his subscription.

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South Bend

Indiana

Fourth National Bank

Grand Rapids, Mich.
United States Depository

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Per Cent Interest Paid on
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Country Banks as Insurance Agents.

The slipshod manner in which local stock fire insurance agents frequently betray the interests of their customers is little short of appalling. It cannot be otherwise under existing conditions, where agencies are placed in the hands of local banks and the underwriting is attended to by new clerks who have little knowledge of business conditions and absolutely no knowledge of mercantile stocks.

A case in point was brought to the attention of the Tradesman during the last week. A merchant who felt that his insurance was inadequate requested the country banker who already had one policy on his building and stock to write \$1,600 additional on stock, fixtures, tools and machinery. The order was accepted and invoice therefor rendered the customer, who paid it promptly. Everytime he called for his policy he was told it was "not quite ready." Before delivery was made, however, a fire occurred. The next morning the policy was turned over to the owner, when it was discovered that there was no coverage on fixtures, tools and machinery and \$800 too much insurance on stock. The man who took down the order for the policy had permitted so long a time to elapse before he wrote it up that he had forgotten all about the details.

Under the circumstances the policyholder was, of course, forced to accept a settlement on the basis the policy was written, instead of the basis on which he ordered the policy written. This meant a personal loss to him of \$800, which he could probably force the bank to pay him, unless the court held that he was guilty of contributory negligence in paying for a policy before he saw it and in not seeing exactly how it was worded. Few will expect the bank to make good itself on the loss, because of its reprehensible blunder, because such an instance of just and honorable restitution has never been brought to the attention of the Tradesman in the insurance annals of Michigan. This circumstance furnishes only one more of many instances of the utter futility of doing business in a satisfactory manner with the average country insurance agent when stock fire insurance is at stake. The 25 per cent. commission is an attractive feature of the situation, but not sufficiently attractive to secure ample and just service,

because local agents as a class are too ignorant and too careless to be trusted to perform their duties as they should be performed. Nine-tenths of the policies written by country insurance agents are invalid from one cause or another. The only safe way is for the merchant to have his policies written by mutual insurance companies at the home offices.

From the Banks of the Raging Boyne.

Boyne City, Nov. 28—The steamer Nessen took a large cargo of lumber for its Boyne City Lumber Co. last week and will take another before the season closes.

The Michigan Transit Co.'s steamer, the Missouri, called last Friday on her last trip for this season. In spite of the slow business this year, the Missouri has had a flattering amount of business and we expect the resumption of the very important service in the Spring.

W. H. White left Sunday for his plant on Vancouver Island, where he expects to renew operations in the near future. Mr. White will be absent about a month.

The local nimrods are beginning to get back on the job again after a vacation in the Upper Peninsula. The ostensible object of the journey was deer, but our suspicion is that the main object was to get away somewhere so they could be free to wear their old clothes, tell stories—and lies—and be perfectly free to spit in the fire and forget their table manners. J. Nurko is back with us again for a short time with a sales stock of dry goods. Maxy.

Helped To Spread Cheer.

A shoe dealer in a section of the East where there was quite some unemployment recently decided to spread some cheer around the section and found that it more than paid. He was located near a large city where there were a number of music publishers. A little writing to a few of them resulted in his locating one who would sell him a thousand copies of an instrumental number that they had recently published but which had not gone as well as they believed it would. The price that they quoted him was very low, little more than the waste paper price.

So he bought them and then made a little sign for his window asking people to come in for a free copy of sheet music. He headed his sign, "Drive Away the Blues with Music," and urged upon the people in a few brief remarks to sing, play and be happy. And it was a surprise to him what a toning up effect this little idea had.

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To write all policies at established board rate.

To collect the full premium and renew the policy each year at full board rates. The SAVING or DIVIDEND is paid on policies which have been in force FOUR YEARS.

DIVIDENDS paid since organization never less than 50%.

Behind THIS PLAN is 31 years of successful insurance experience.

RESULTS TELL.

DIVIDENDS SINCE ORGANIZATION	\$ 372,606.51
LOSSES PAID	197,895.23
EXCESS OF DIVIDENDS OVER LOSSES	\$ 274,711.28
SURPLUS TO POLICY HOLDERS	239,072.85
INSURANCE IN FORCE Dec. 31, 1920	4,552,274.15

50% Savings

TO POLICY HOLDERS.

ARE YOU ONE? IF NOT, WRITE.

I. W. FRIMODIG,
General Manager,
Calumet, Michigan.

C. N. BRISTOL, Gen. Agt.
For Lower Michigan,
Fremont, Michigan.

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WE REPRESENT CLASS MUTUALS THAT SAVE

Hardware, Implement and Sheet Metal Dealers 50% to 60%.
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ARE YOU INTERESTED IN THESE SAVINGS? Are your premiums paying you a THIRTY to FIFTY PER CENT DIVIDEND? If not, then it is up to you to see that they do, by placing your insurance with THIS AGENCY.

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Preferred Risks! Small Losses! Efficient Management!

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30% Dividend

For Year 1921

100% Protection and 30% Dividend, both for same money you are paying to a stock company for a policy that may be haggled over in case of loss.

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MICHIGAN SHOE DEALERS

Mutual Fire Insurance Company

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Maintains Its 30% Dividend Record

By careful selection of risks

By sound and conservative management

By thorough mutuality

Courteous and prompt attention to all enquiries.

ALBERT MURRAY, Pres.

L. H. BAKER, Sec'y-Treas.

MEN OF MARK.

J. B. John, Manager of Two Large Cement Companies.

Jonathan B. John was born at Raven Run, Penn., July 11, 1872. His antecedents were Welsh on both sides, both of his parents having been born and married in Wales. They came to America in the early sixties, locating at Raven Run, where four children were born to them. The family subsequently removed to Pottsville where Mr. John lived until he was 25 years of age. He graduated from the public school of that place and for ten years he worked as a mechanic for the Philadelphia Coal & Iron Co. He then went to Allentown, where he worked in a similar capacity for the Lehigh Portland Cement Co., starting as mechanic. He rounded out his career with that company as Superintendent. He left the Lehigh Co. to erect a cement mill at Irontown, Ohio, which was conducted under the style of the Superior Cement Co. He was general manager of this business for six years, when he was called to Newaygo to take the position of Vice-President and General Manager of the Newaygo Portland Cement Co. He has continued in this position for nine years with credit to himself and with satisfaction to his stockholders.

Two years ago Mr. John entered into an alliance with the promoters of the Petoskey Portland Cement Co. to identify himself with that project in the capacity of First Vice-President and General Manager. The company has a paid in capital stock of \$1,500,000. All of the plans for the building and the machinery were made by Mr. John, who figured on a capacity of 2200 barrels per day. The factory was completed in due time and began operations in March of this year. There has never been a day since the factory started that it did not turn out cement to the full capacity of the plant.

A few months ago another organization was formed to convey the product from the plant to market. This was the Petoskey Transportation Company, with a capital of \$1,000,000 and 100,000 shares of common stock of no par value. Mr. John is Vice-President and General Manager of this company also. One vessel of 5,000 barrel capacity, the Stephenson, was purchased early in the game and another ship with a capacity of 3,000 tons will be constructed this winter to transport cement, crushed rock and coal.

Both of the Petoskey enterprises are now on a paying basis, due very largely to the energy, efficiency and experience of Mr. John.

Mr. John recently purchased a substantial interest in the First State Bank of Newaygo and was elected chairman of the board.

Mr. John was married to Miss Anna Miller, of Pottsville, Penn. They have had five children, three boys and two girls. The oldest boy, George, is general foreman in the Petoskey Portland Cement Co. The second boy, Joe, is attending the Ferris Institute, at Big Rapids, preparatory to taking up the electrical engineering course at Ann Arbor. The other three children

are attending public schools of Newaygo.

Mr. John is a member of the Masonic fraternity up to the 32nd degree, including the Consistory and Shrine. He attends the Methodist church at Newaygo.

Mr. John owns up to but one hobby—base ball. In his younger days he would walk ten miles any time to be given an opportunity to play actively in the diamond. Of late years his energy has been confined to that of a fan.

Mr. John attributes his success to common sense, plenty of work and a disposition to love his work instead of shirk it. He says he has never known a man who shirks the work he should accomplish or finds fault with his work who ever amounts to anything

This policy has had a marked effect on the character of the men employed at the Newaygo plant and given them a standing in the community they could not otherwise have secured.

Mr. John is quick to detect the existence of the unusual in men and equally quick to show his appreciation of extraordinary ability or energy. Some months ago he discovered a Congregational clergyman at Fremont who was preaching sermons which entitled him to take high rank and to a much larger compensation than he was receiving. Mr. John was so impressed with the idea that the clergyman was a valuable community and county asset that he called a meeting of some of Fremont's leading business men one evening at a local bank, stated the situation to them as it

command and cheerfully fall in with his ideas and assist him in carrying out his aims and ambitions. One reason for the confidence reposed in him is his inability to act selfishly, due to his steadfast determination never to stoop to petty things or advocate reforms or changes which are not beneficial to every person in the community. At the last election he was made President of Newaygo on a non-partisan ticket, no candidate running against him. His platform was simple—he pledged himself to lead in the work of paving the main street of the village and installing boulevard lights along the line of that thoroughfare. He says there was not only no objection to these proposals, but that the people entered into the spirit of the undertaking with as much enthusiasm as he did and that the plans adopted will be carried into execution as early in 1922 as possible.

These sidelights on the career of Mr. John disclose the charm of his character and also show how valuable a man he is to any community in which he happens to be located.

Sees Injustice To Chinese.

Detroit, Nov. 27.—May I call the attention of your readers to an evil that it is yearly growing more virulent and that is doing an injustice to a race of people whose noble lineage can be traced far beyond the time when our ancestors were wild and uncivilized barbarians? The over-zealous promoters of the motion film have taken upon themselves the task to malign and vilify the citizens of China. The outcome will ultimately prove disastrous.

Is all China a brothel of vice, reeking with opium fumes, as our motion pictures would have us believe? Is every Chinaman an enticer of white women, a villain and a craven, minus pride and principle? What must be the thoughts of the harmless celestial as he sits in the movies and sees himself so revoltingly insulted?

The yellow journalists of this country have already created painful enmity between Japan and America, and the movie producer, who, for personal gain and other reasons, aims to cause friction between the two republics by creating class prejudice, is a traitor and criminal and should be treated as such.

The honesty of the Chinese is proverbial. They are industrious; they have shown sense and simplicity in dress; their family life is ideal. Had any other race been held up to such sinister slander and misrepresentation it would have raised a howling cry of protest and a clamor for justice! The Oriental, meek and submissive, is silent. In his silence there is wisdom.

John T. Minnick.

The Man Who Likes a Tree.

I like a man who likes a tree
And want no better company.
For such a man I always find
Is just the very sort and kind
Who's not content unless it be
He too can grow much like a tree.

I like a man who likes a tree,
No further introduction he
Will ever need to win my heart;
To me he is the counterpart
Of usefulness and comfort, too,
And does the good few others do.

I like a man who likes a tree.
He's so much more of a man to me;
For when he sees its blessings there,
In some way, too, he wants to share
Whatever gifts his own may be
In helping others, like a tree.

For trees you know are friends indeed,
They satisfy such human need;
In summer shade, in winter fire,
With flower and fruit meet all desire,
And if a friend to man you'd be
You must befriend him like a tree.
Charles A. Heath.

Go after business—Does a hen stop scratching when worms are scarce?



J. B. John.

in this world. He is certainly an outstanding example of his own theory, because any man who can spend half of his time at Petoskey, managing a cement plant and boat line, and the other half of the week at Newaygo, managing a cement plant, and still have time to keep sweet and treat every one he meets with courtesy and kindness, has achieved success in the highest degree.

Mr. John is one of the most democratic men in the country, considering the position he occupies and the numerous duties he has to discharge. The most humble man in his employ is never refused an audience, no matter how trivial his errand may be. His company at Newaygo has pursued a broad and generous policy in dealing with employees who aspire to own their own homes. If the proposed purchase looks good to the manager, the property is acquired by the company and re-sold to the employee at actual cost. Nor is any interest charged the employee, so long as he remains on the payroll of the company.

looked to him and suggested that they each make a yearly contribution which would make such an addition to the dominion's salary as would render it more in keeping with his ability, energy and usefulness. The suggestion was accepted in good part by all present, regardless of their religious affiliations, and when a sleepy clergyman—roused from the land of dreams—appeared before them a half hour after the conclusion was reached, every man who was a party to the conspiracy felt amply repaid for his part in the evening's work. Those who know Mr. John assert that he has been active in work of this character ever since he arrived at the age of manhood and discrimination. He is a natural leader and goes ahead in civic and philanthropic work without suggestion or urging. He also works as well in harness as he does when he leads the procession, but he is more likely to be at the head of the procession than a private in the rear rank, because wherever he lives the people naturally look to him as one born to



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*Supermen and Master minds
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*Our 1922 Selling Plans will
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SALES SYSTEM**

Minneapolis, Minnesota.

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President—J. W. Knapp, Lansing.
First Vice-President—Geo. T. Bullen,
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Second Vice-President—H. G. Wesener,
Saginaw.
Secretary-Treasurer—Fred Cutler, Ionia.

Wool Prices and Woolen Clothing.

Wool markets continue to show the easing off which has been hitherto noticed. At Melbourne, for example, the prices at the auction sales just concluded showed a decrease of 20 per cent. It looks as though it would be increasingly difficult to maintain the recent high levels. The most encouraging thing for the moment is the report, printed yesterday, showing the large volume of sales of Australasian wool for the year. A result was to clear up practically the entire clip for 1921 and nearly 600,000 bales of the surplus belonging to the British Australian Wool Realization Association. The prediction is made that, as regards merinos, if the sales continue on the same scale, the supplies will be exhausted by next July. Some of the recent sales were aided by the lowering of the upset prices. In connection with this matter, it is worth noting that, despite the advances of recent months, the prices of wool are little, if any, above pre-war levels, and hardly justify the claims of a need for higher prices for woolen fabrics which are put forward. This is without taking into account the mischievous effects of the Emergency Tariff act, which affects both the raw material and the finished cloths. Domestic mills, according to the Census Bureau report issued during the last week, are quite active. The percentage of idle machinery on Nov. 1 was appreciably less than the month before. This holds good as to all kinds of looms and spinning spindles. A slight recession, however, is noticed with regard to spindles on worsteds, where the percentage of idle hours is a little larger. Some of the smaller mills are reported as having difficulty in disposing of their goods, but the industry as a whole is in good shape. The clothing trade has been doing well in overcoats, but not in suits, and there is a likelihood of clearance sales before long. Spring trade is a little uncertain as yet. The better kinds of dress goods are in great demand, but not so much can be said of the others.

Cotton Supplies and Finished Fabrics.

From the course of prices during the last week it was very evident that the trade had more than discounted the report of the amount of cotton ginned up to Nov. 14. The figures given out were sufficiently impressive. They showed that 7,270,575 bales had been ginned, or 733,575 more than the total crop estimated by the Department of Agriculture. There are many

guesses that the actual yield will be 8,000,000 bales or over. Conceding, however, that the most optimistic opinions will be borne out, there will not be any overwhelming quantity of cotton available for the year. The amount of consumption is the uncertain and controlling factor. The average annual quantity of American cotton used in recent years has been slightly under 12,000,000 bales, and there is as yet no evidence that this will be exceeded this year, even if it is attained. As a matter of fact, it is noticed that increases of price in the raw material tend to restrict its use. The recent rises in the cost of it had this effect for a while, although within the last few days there has been more activity in the ordering of gray goods on the part of some who thought they saw signs of a continuance of the rise in the market. But the volume of orders is not large, due in great measure to the inventory season being here. Nor are most finished goods moving very freely for the moment. Knit goods sales are still uneven but hosiery shows signs of improvement.

May Bring Muffs Back in Style.

The return of muffs to vogue this winter, which has been talked of in the local fur manufacturing trade and which would come to many members of it as a welcome change, may not be an empty dream, after all. Recent cable dispatches from Great Britain, where Princess Mary of England is now very much in the public eye, told of her carrying a muff while on a drive with her fiancé, and this information is being seized upon to further the movement. Canadian retailers, in particular, are using the news as a handle for bringing muffs back to fashion, and similar propaganda is not entirely unlooked for in this country.

A store shopping bureau, consisting of half a dozen women, mostly married, who work part time, reports to the educational department of J. L. Hudson Co., Detroit, faults of salespeople which might be remedied. The shoppers are given forms to fill out, with such questions as: "Did salesperson have book and pencil ready without searching for them?" "How long did you wait for your package?" "If package was delivered to you unwrapped, what precaution did salesperson take?" The final question is: "If you visited the department again would you want this clerk to wait on you?" Faults complained of are closely watched and remedied if possible.

Great minds have purposes; others have wishes.

Market Letter

COTTON.

New York, Nov. 29—During the last week, the price fluctuated and ended at about 18c for middlings. The strength and advance of 1c for the week was due to the general feeling that most of the 1921 crop is in. All merchants show a desire to trade at closer figures to sell the remainder of their stocks of fall and winter merchandise. Merchants generally look for a gradual increase in prices during the Spring season until the time approaches for thinking about the 1922 crop. Our samples and opening prices are out, and we suggest your covering at least a good part of your Spring wants, as opening prices are always the lowest.

See our Pink Sheet just out for December Specials.

Some mills have opened lines for next Fall at substantially the same or a little higher prices.

WOOL

Shows a much firmer tendency and mills are operating at nearly capacity.

SILK

Has advanced 10 per cent. within the last few weeks and finished merchandise shows a tendency to advance accordingly.

If you want any information, ask or send in coupon below.

GRAND RAPIDS DRY GOODS COMPANY
Wholesale Only Grand Rapids, Mich.

Grand Rapids Dry Goods Co.
Grand Rapids, Mich.
We are interested in your ad regarding your CUSTOMERS SERVICE DEPARTMENT and would like to have your representative call upon us about _____
Remarks _____
Name _____
Address _____

HOLIDAY GOODS

of all kinds

Good assortments at right prices.

Come in and see us.

Quality Merchandise — Right Prices — Prompt Service

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

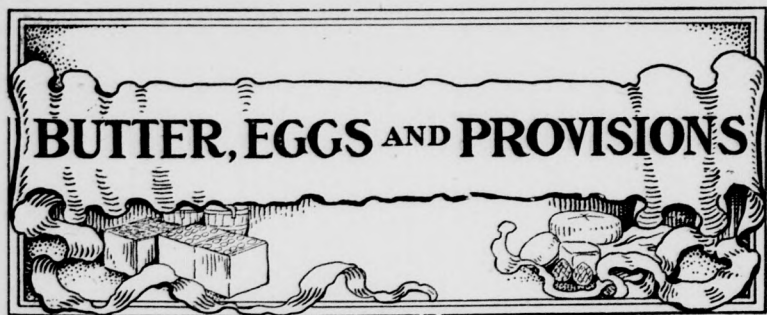
Christmas Goods

In Special Christmas Boxes

Suspenders, Handkerchiefs,
Paris and Boston Garters,
Neck-Ties in All Grades.

A Special Value Silk Shirt at \$48.00

Daniel T. Patton & Company
Grand Rapids, Michigan — 59-63 Market Ave. N.W.
The Men's Furnishing Goods House of Michigan



BUTTER, EGGS AND PROVISIONS

Michigan Poultry, Butter and Egg Association.

President—J. W. Lyons, Jackson.
Vice-President—Patrick Hurley, Detroit.

Secretary and Treasurer—Dr. A. Bentley, Saginaw.

Executive Committee—F. A. Johnson, Detroit; H. L. Williams, Howell; C. J. Chandler, Detroit.

Baby Beef Commands Best Market Prices.

Baby beef production can be made most profitable and land worth not more than \$150 an acre, of which at least 50 per cent. is easily cultivated, says W. H. Peters, acting chief of the animal husbandry division of the University of Minnesota. By baby beef production, he says, is meant the growing, fattening and marketing of beef calves at ages ranging from twelve to twenty-four months, sixteen to eighteen months being the most economical at which to sell.

"With sufficient fat on them when placed on the market, baby beefs are always market toppers," Professor Peters says. "Baby beef production allows raising of more calves on the same amount of land than does production of stock or feeder cattle. Each good baby beef steer should sell for \$30 to \$50 more when one and one-half years old than the average feeder steer will bring at two and one-half years of age.

"The cows should be fed through the winter just as cows would be in stocker and feeder production. Because it is important to get calves as early in the spring as is consistent with the opportunity of giving them sufficient care, the bull may be turned out with the cow herd June 1. Before weaning them the calves should be started on grain by the use of a creep in the pasture. Until they are put on full feed about November 1 calves should run with their mothers."

Sixty per cent. shelled corn or ground barley, 25 per cent. oats and 15 per cent. linseed-oil meal, according to Professor Peters, make a good ration, along with alfalfa or clover hay and a little silage. Baby beefs can usually be sold to the best advantage in June, July or August, but may be carried up to the early part of December and sold for the Christmas beef market.

New Profit Book For the Asking.

A new book which gives all the fundamental facts of profit-making in the grocery store has just been issued by the California Prune and Apricot Growers, Inc. It is "Profits in Prunes" by Paul Findlay. Like all Findlay's writings, the discussion is not confined simply to prunes and their profitable handling. Findlay shows how the same rules and computations which will yield a retail grocer "profits in prunes," can be applied to a wide range of grocery items. In the

middle of the book is a new feature. This is a set of tables from which anyone can learn at a glance what the selling price must be to get any margin he determines on. The tables cover costs from 7c to 18c on five margin ranges: 20, 22½, 25 27½ and 30 per cent. All the reader has to do is find his cost at the top of the table of margins he selects and his sale prices are right below that cost. Another feature of special utility is the quantity pricing arrangement.

For example: Given a cost of 10¾c for prunes with 25 per cent. margin desired. Turn to the 25 per cent. margin table, run the finger along the cost line at the top to 10¾. Right below is found the one-pound price, 15c; next, three pounds for 43c; next, five pounds for 72c; then, ten pounds for \$1.44; finally, twenty-five pounds, \$3.59. The book is very artistically gotten up and is just right to carry in the coat pocket. Those who wish a copy—and every grocer should have at least one—should write at once to California Prune and Apricot Growers Inc., San Jose, Calif. The book is free so long as the supply lasts.

Realized His Ambition To Own Model Market.

Warsaw, N. Y., Nov. 28—John Nugent has been cutting meat here in Warsaw for thirty-two years—twenty years with one man, two years with two other men and ten years in business for himself—and he has made good. His service has been such that he has been enabled to carry out his long-cherished ambition to have a model meat market right here in Warsaw. Rural meat dealers generally lack the facilities, which the big hotels and big meat dealers in the city have, of carrying stock until it becomes tender. Residents in rural communities rarely know what it is to buy the kind of steaks they can get in the good hotels and restaurants in the cities, because their meat merchants cannot serve them with the meats in the proper condition. Mr. Nugent has had his idea of the kind of meat market he wanted, and when he bought the property at 78 Main street some time ago he decided to carry his plans into effect.

He had the walls of the building entirely denuded of plaster and plastered fresh and coated with new wall coating, and the basement fixed up, and the partitions set where he wanted them, and then installed an ice-making machine, one of the latest devices for cooling refrigerators known. He installed entirely new counters, protected with glass and marbled tops with pipes from the ice machine to keep the meats on the counters at the proper temperature. He installed a refrigerator that holds ten beef carcasses at once, in addition to all the other kinds of meats he needs for his trade, and it is as easy to keep the temperature of that meat room at 27 degrees as at any other temperature. It is a display room, too; for the front of it is of glass, three thicknesses, with air chambers between, so the public can look right into it and see everything there is there.

Blue Grass Butter Blue Grass Evaporated Milk Country Club Line of Groceries **QUALITY SUPREME**

Also PROCTER & GAMBLE Full Line of
SOAPS, CHIPS, ETC.

KENT STORAGE CO.
DISTRIBUTORS

GRAND RAPIDS

MICHIGAN

MILLER MICHIGAN POTATO CO.

Wholesale Potatoes, Onions

Correspondence Solicited

Frank T. Miller, Sec'y and Treas.

Wm. Alden Smith Building
Grand Rapids, Michigan

We are in the market to buy and sell
POTATOES, ONIONS, BEANS, FIELD SEEDS

Any to offer, communicate with us.

Both Telephones.
Pleasant Street,
Hilton Ave. & Railroads.

Moseley Brothers,
GRAND RAPIDS, MICH.

We Are Exclusive Selling Agents
For

BREDNUT

THE NEW NUT BUTTER

Specify BREDNUT in your next order.

PIOWATY

M. J. DARK & SONS

GRAND RAPIDS, MICH.

Receivers and Shippers of All

Seasonable Fruits and Vegetables

Is the Daily Paper a Daily Curse?

Written for the Tradesman.

Would-be funny paragraphers seem of late to have seized on another incident of human emotions and are vying with one another in perpetrating jokes about women weeping at weddings. Newspapers are banding these jests from one end of the land to another, with the result that boys and young men are encouraged or confirmed in their disrespect or contempt of girls and women.

The sacredness and solemnity of marriage needs to be impressed upon youth rather than the opposite. If ever a mother has cause to weep it is at her daughter's wedding or because of her marriage. The mother heart never wants her brood scattered, and if her daughter is to move far away and be separated from mother most all the latter's life it is a sacrifice which can not be made with hilarious demonstrations on her part.

All the preceding years of that daughter's life her mother has guarded, guided and tried to minister to her happiness. Now she is going apart to bear the cares and burdens that are sure to come, and possible disappointment and sorrow, also, with or without a loving, sympathetic companion. Even although he proves the latter, he cannot fill the mother's place with her hands and her counsel.

Maidenhood is the fairest flower that ever bloomed on earth. Shall it have its happy fruition in the married state or shall it be crushed and trampled under foot?

Not only mothers but all true men are anxious as to final results. The latter do not weep, but sometimes they silently deplore the fact of "such a fine girl throwing herself away on such a fellow."

For years we have been rejoicing that the daily press has shown signs of changing for the better. But now the forces of evil seem re-inforced and are being aided in various ways by the daily press. Not until public opinion renders an unfavorable verdict and takes steps to carry out the sentence do the papers take heed. Jokes and comic features are overdone. A little nonsense has grown to be a great nuisance. We are getting back to the time when we had to admit that the daily paper was a daily curse. We cannot search its pages for the information we need without seeing that which causes shame and indignation. From a so-called harmless joke about a weeping mother we have come to the immoral theatrical advertisements which contribute to the ruin which causes many a mother to weep. These same funny paragraphers would not laugh at this grief, but so-called harmless jokes may not be exempt from a share in the cause of it.

What good can ever come from a joke about the sacred relations of life or the emotions? No man is worthy to wield a pen unless his ultimate aim is to benefit his fellows. To scatter sunshine and good cheer is commendable, but do these foolish jokes really help any one? The people who most feed on such chaff do not evidence its helpfulness. It becomes a dissipation, crowds out the good, helpful habits of thought and leaves the mind vacant and unsatisfied, pining for more excitement. E. E. Whitney.

Health Market as Well as Meat Market.

Let your customer note that yours is a health market as well as a meat market. The advertising power of cleanliness is very great. The following regulations adopted from the city ordinances of Tacoma are being advocated in various cities:

1. Meat, pork, lard or other food must not be exposed in open doors or windows.
2. Cut meats, fish, fowl, shellfish or prepared foods shall be kept in ventilated receptacles which shall exclude flies and dust.
3. Only such preservatives as are permitted by Federal law shall be used in curing or preserving meats.
4. All meats must be raised 2 feet from the floor, unless enclosed in glass cases.
5. No diseased, decayed or otherwise unwholesome meat shall be offered for sale or gift.
6. Floors must be clean sawdust, fresh and free from blood or other deleterious matter.

Bubbles That Burst.

A great noise is being made about the success said to have been attained by some Kansas farmers who are operating a meat market on the co-operative plan. The market was started to "get away from the high prices charged by the butchers." These new-fangled schemes usually look prosperous for a few weeks, but they are all wind, and fade out like a picture on the screen. The Illinois farmers who started a co-operative packing plant not long ago seemed to be going along nicely, but now their plant is in the hands of a receiver.

Lonesome Town.

Have you ever lived in Lonesome Town.
With nobody there but yourself,
And a lot of dusty memories,
Like library books on a shelf;
Where your spectral past will gibe at you,
As you shiver, and cringe, and quail,
And tell you all the mistakes you've made,
And boast that it knew you would fail?

A weary old town is Lonesome Town,
As lone as lone can be;
I hate the smell of the musty place,
For it never was meant for me,
I need the touch of a loving hand
And a sky that is always blue,
With Laughter and Love for company,
And a Pal—who is just like you.
John De Witt.

The chap who tries to prove the world flat proves himself flat.

The Vinkemulder Company

Grand Rapids

offers for the holidays—

Sunkist Navel Oranges
Sealdsweet Florida Oranges
Sealdsweet Grapefruit
Late Howe Cranberries
Grapes, nuts, dates, figs.

Quality — Reasonable Prices — Service

Wm. D. Batt FURS

Hides
Wool and Tallow

Agent for the
Grand Rapids Steam
Ground Bone Fertilizer

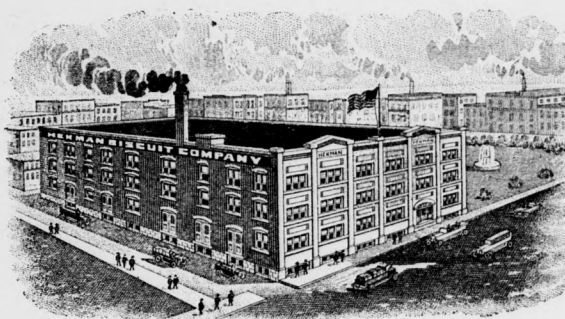
28-30 Louis St.
Grand Rapids, Michigan

Fiegler's

Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

"NOT IN THE TRUST"



NEW HOME OF THE HEKMAN BISCUIT CO., Grand Rapids

Eat a Few—

HEKMAN'S Grahams
and Select Soda Crackers

(Also a full line of Cookie-Cakes and Crackers)

They're Better!

HEKMAN BISCUIT COMPANY
Grand Rapids, Mich.

SERVICE

QUALITY

Fancy Golden Heart Winter Celery

Lot shipments a specialty

Write or wire orders

JOE PATMOS

HUDSONVILLE, MICH.



Michigan Retail Hardware Association.
 President—Norman G. Popp, Saginaw.
 Vice-President—Chas. J. Sturmer, Port Huron.
 Secretary—Arthur J. Scott, Marine City.
 Treasurer—William Moore, Detroit.

Some Lines to be Featured for Christmas Trade.

Written for the Tradesman.

It is a question if hardware dealers make enough of their sporting goods at Christmas time. The merchant who is not a sporting enthusiast himself, or who has no boys and girls of his own, does not quite realize the attractiveness of these lines, particularly to the younger class of customers.

Sporting goods are appreciated by young and old alike. Presuming they are seasonable lines, that is to say, toboggans, snowshoes, skates, sleds, hockey sticks, etc., they help to ensure a pleasant Christmas holiday for the recipient. Then, too, they are easier to pick and choose from than other lines of presents. Thus, in buying a gift for a boy, it is very easy for the older purchaser to make the wrong choice. But this is not the case with, say, skates. You make no mistake there.

There is a growing feeling that presents should not be so much novel as useful. Here, sporting goods admirably serve the purpose.

There is one great advantage in showing sporting goods at this season and that is that they make excellent window displays. No window design is more distinctively attractive than one made up of these popular lines. And, even if the window is not devoted to sporting goods exclusively, they can be effectively combined with other lines.

Thus, a purely Christmas window can show Santa Claus carrying his goods on a toboggan or a bob-sleigh. He himself can be equipped with snow shoes or skates. It is very easy to work sporting goods into any design the merchant may wish to use.

Sporting goods require display to sell to good advantage. You must give them a fair share of the window space from time to time, and play them up prominently in the interior display.

The merchant should not be afraid to allow his customers to examine these lines. Of course, he should not bring his most valuable guns down where they can be fingered by the ordinary school boy; but lines which a certain amount of handling will not hurt can be placed within easy reach of customers. The small boy, like those of older growth, wishes to see and feel for himself. Young as he is, he has probably formed certain ideas as to what kind of skate,

hockey stick or toboggan he would like. It will pay in the long run to give him an opportunity to examine things. For in the Christmas trade the good-will of the youngster is worth something.

Salespeople should, of course, be on their guard against pilfering. This is a quite prevalent trouble at the Christmas season, particularly where smaller goods are on easy display; and the only remedy for it—or it might be said more correctly, the only palliative—is constant watchfulness. There are some youngsters who will pilfer, if given an opportunity.

Pilfering is, however, less likely where the salespeople make it a point to know their boy customers and treat them with consideration. It must not be forgotten that the boy or girl buyer of today is the man or woman buyer of tomorrow, and that in securing the goodwill of these youngsters, the merchant is laying the foundation for future business. The boy who is received by the clerk as if he were a customer of great importance, whose first small purchase gets the same degree of careful attention as though he were buying the most expensive gun in stock, and who leaves the store with an enhanced idea of his own importance, becomes a booster for that store. He not only influences other lads, but his talk at home influences his father and mother and they look at that store through the enthusiasm of their son. Treat the boy as a "mere kid" however, laugh at him when he takes himself seriously and you are pretty apt to antagonize him, with anything but good results.

There are other lines that can be given some attention right now, to good advantage. For instance, many dealers will be inclined to scout the idea of selling stoves at Christmas time. On the one hand people are too hard up, on the other the people with money are too intent on buying presents, to spare the time and money for such ordinary articles as stoves. There is considerable truth in this, of course. Yet if you can sell only a few stoves, it will help considerably, and will pay for a little extra effort in that special direction.

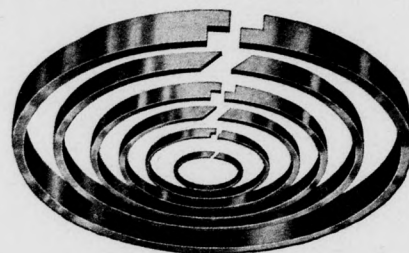
In the first place, the Christmas festivities involve a great deal of cooking and baking. Thus, with the holidays approaching, it is the psychological moment to broach the subject of a new range, when the housewife, more than ever, appreciates the need.

This is not mere theorizing on the score of trade possibilities. Many dealers have established by practical experience that a brisk pre-Christmas trade can be done in stoves and

QUALITY Piston Rings

Nordyke & Marmon,
 Northway Motor & Mfg. Co.,
 Oakland Motor Car Co.,
 Olds Motor Works,
 Packard Motor Car Co.,
 Cadillac Motor Car Co.,
 Dodge Bros.,
 Continental Motors Corp.,
 The Studebaker Corp.,
 Maxwell Motor Co.,
 Hudson Motor Car Co.,
 and others,

Manufactured by the Piston Ring Co., of Muskegon, Mich., used in large quantities by the following well known manufacturers:



We can make prompt shipment of any size of this make of ring.

BROWN & SEHLER CO., Distributors, Grand Rapids, Mich.

Michigan Hardware Company

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICH.

**Exclusive Jobbers of Shelf Hardware,
 Sporting Goods and
 FISHING TACKLE**

Foster, Stevens & Co. Wholesale Hardware



157-159 Monroe Ave. :: 151 to 161 Louis N. W.

Grand Rapids, Mich.

Used Adding Machines

Burroughs, Wales & American.

Used Check Writers

Todd, F & E, Peerless, Sentinel.

Save $\frac{1}{2}$

on these by buying of

Grand Rapids Store Fixture Co.

7 Ionia Ave. N. W.

GRAND RAPIDS, MICHIGAN

ranges. By handling their campaign tactfully, they have been able to arouse considerable interest, and to secure sales.

To be successful, this Christmas campaign must be started almost at once. If sales are to be made, they will be made early in the holiday season, rather than toward its close. The thrifty housewife starts her preparations for the festivities well in advance. If she is to become interested in a new range, it must be soon. The last week or two of the holiday season she will be too much concerned with ordinary Christmas buying to trouble with a stove.

A good idea is to use some advertising space. Here is a suggested introduction:

EVERYTHING DONE TO A TURN.

The housewife is anxious to have her Christmas cooking perfect. She naturally takes pride in the excellence of the good things she bakes for Christmas. But how can she get the best results unless the range she uses is up-to-date and in good condition?

A mechanic cannot work without good tools. Why expect the housewife to cook good things with an out-of-date range? Why not provide her the best equipment?

We have now on display the range which ensures perfect cooking, etc., etc.

Try to drive home this idea of making the Christmas cooking a pleasure, of cutting down the amount of worry and trouble and vexation involved.

The store windows can help along the good work. A display, early in the season, showing a range with a collection of well cooked viands and a few cards pointing out the strong features of the range, will be found effective.

Much can be done by canvassing customers in the store. If the salesman talks about methods of Christmas cooking, suggesting certain little articles which will be found of assistance, he can soon lead the conversation around to the matter of ranges, and from there to the advisability of having a thoroughly up-to-date range.

Most merchants have a list of prospects canvassed earlier in the season. Spare moments can be spent getting in touch with those who have not been sold, and urging the desirability of a new range at this particular season. The merchant will not sell scores of ranges as a result of this pre-holiday canvass; but if he sells even one, it will repay him, for the slight extra effort. Meanwhile, a brief canvass of unsold prospects will keep them lined up for future effort.

One dealer, in his advertising, suggested having his "expert" look over the range and see that it was in the best possible shape for the holiday cooking. There was no charge for inspection, but any actual work found necessary was charged for at usual rates. This inspection disclosed a good many prospects for new ranges, and some actual sales were made at the time. All of which was good business.

In quite a few cases where the

housewife would balk at the idea of a new range, even though it was clearly needed, the man of the house could be approached with the suggestion that a new range would make an admirable Christmas present. There are good possibilities in this direction; it is along the line of the growing tendency in recent years toward useful gifts. While the number of ranges sold for this purpose may be small, the idea is a good one to encourage. "Mr. So-and-so bought Mrs. So-and-so a new range for a Christmas present," is the sort of word-of-mouth propaganda that helps to build future business for the hardware dealer.

As a rule, stoves are pushed out of sight at the Christmas season to make way for the regular lines of gift articles. This is essential, particularly in a small store, where space is at a premium. It is enough to keep the stoves where they can be inspected readily by the customer who shows actual interest in them.

Victor Lauriston.

Nothing Wrong to Him.

Mother was terribly upset by Tommy's appearance, particularly his unwashed face.

"Tommy, Tommy!" she exclaimed in great distress, "Your face needs washing terribly! Did you look at it in the mirror this morning?"

"No, mother," said Tommy, with every indication of surprised concern, "but it seemed all right when I felt it."

It's hard to go into transports over our wooden transports.

LEARN BUSINESS

At home by correspondence



"The Quality School"

A. E. HOWELL, Manager

110-118 Pearl St. Grand Rapids, Mich.

Teaches by mail. The school is as near to you as your mail box. Write for full particulars.

We are making a special offer on
Agricultural Hydrated Lime
in less than car lots.

A. B. KNOWLSON CO.
Grand Rapids Michigan

McCRAY REFRIGERATORS for ALL PURPOSES

Send for Catalogue

No. 95 for Residences
No. 53 for Hotels, Clubs,
Hospitals, Etc.
No. 72 for Grocery Stores
No. 64 for Meat Markets
No. 75 for Florist Shops

McCray Refrigerator Co.
2144 Lake St. Kendallville, Ind.



THE SIGN OF

QUALITY

If You Wish the Best Home Baking, Begin Now With Lily White

"The Flour the Best Cooks Use"

Lily White, made of the finest wheats grown in America, blended with unsurpassed skill, and milled to a state of uniform granulation, will assure you of better baking results than any flour you can buy.

Bread, rolls and biscuits baked with Lily White are light, tender, flavory, white and wholesome. Pastry is crisp—that delicious kind—never flat or soggy.

There is a difference in flours—greater than most people imagine. There is a difference in wheats and every step of the milling process. It is not reasonable to expect the best baking results from inferior grades. Lily White will produce the best baking because of its superior quality.

Look for the
ROWENA
trade-mark
on the sack

Thousands Bake with Lily White

The next time you bake call up your grocer and ask him for a sack of "the flour the best cooks use." He'll know what to send you.

VALLEY CITY MILLING COMPANY
GRAND RAPIDS, MICHIGAN

"Millers for Sixty Years"

Ads like these are being run regularly and continuously in the principal papers throughout Michigan. You will profit by carrying Lily White Flour in stock at all times, thereby being placed in position to supply the demand we are helping to create for Lily White Flour.



Where and Why Hotel Rates Are Too High?

Grand Rapids, Nov. 29.—The assertion has been made in a general way by associations of jobbers and commercial travelers to the effect that rates charged by hotels throughout the country are very much too high. Some of your correspondents have been making similar claims, but without specializing. Quite likely this is true in many cases, while in others there appears to be a justification for charging rates somewhat higher than during the period immediately preceding the war. This applies particularly to the European hotels in the larger cities, and is made necessary by costs of operation which have not been materially reduced since the war. On the other hand, these institutions have a graduated scale of prices which adjust themselves to the needs of the patron, consequently there is little valid complaint about the charge for this branch of the service.

On the other hand, the restaurant charges in many of these establishments are monstrous, away above pre-war rates, and are unjustifiable. Postmaster General Hays might well make an assignment from his proposed marine service towards the protection of the guests of some of these establishments. The equivalent of one of the appetizing meals served, for instance, at the old Morton House for 75c, would cost at least \$3 at one of the present day cafes, and quite probably not nearly so satisfying. This class of hotels is always complaining that the resaturant is the money loser of the whole institution, and it ought to be. Selfishness and greed have driven the trade which properly belongs to the hotel to the myriad of small restaurants which have been built up in competition therewith.

The European hotels in the rural districts have no excuse for existence. Basing their rates on charges made by the superior city hotels with a ten-fold investment and ridiculous charges for restaurant service inferior and absolutely inadequate, they are, as a rule, unworthy of patronage and eventually will receive their just deserts—oblivion. Recently the manager of a country hotel of this description advised me that he was losing money in his cafe, for the reason that only about 10 per cent. of his lodgers were taking their meals at his hands. He was told why this condition existed, but, ostrich-like, ducked his head in the sand, awaiting some other listener to his hard luck story.

While we are on the subject of "feeding the brute," here is an item of interest to the traveling public which ought to soak into the cranium of some of these profiteering caterers:

The well-known Sherman House, in Chicago, has just inaugurated an "all-you-can-eat-for-one-dollar" dinner, with an unlimited selection from the following bill of fare, with the usual surpassing service, and frequent queries on the part of the head waiter as to whether you are getting everything you desire:

HOT
Broiled Lake Superior whitefish, sauce remoulade
Fresh mackerel marinere
Veal stew paprika Mutton chop
Calf liver, with smothered onions
Roast ribs of prime beef
COLD
Roast beef Virginia ham

Corned beef brisket, Pickled beef tongue
Home made head cheese
Salmon, sauce figaro Sardines, can
Filet of herring in wine
Cheese

VEGETABLES
Boiled potato Mashed potato
Spinach, Green peas, Wax beans au gratin
Browned potatoes
SALAD
Shrimps Cole Slaw Chicken Potato
Chicory Lettuce
Dressing: French; 1000 Island;
mayonnaise; Lorenzo; chili or tomato catsup

DESSERT
Apple pie Fresh rhubarb pie
Fresh plum pie French pastry
Layer cake Pound cake
Walnut coffee cake, Apricot sago pudding
Preserved: Pineapple; Peach or Pear,
Melba sauce, Baked apple
Vanilla, loganberry or chocolate ice-cream with cookies
Delicious apple
Coffee, Tea, Milk or Buttermilk
French rolls, French bread, rye bread, corn bread, raisin bread and butter

Compare this with some of the dollar meals furnished nowadays with "choice of" interlarded between each course, and then wonder why the hotel lodger eats elsewhere.

Also one of the largest Chicago hotels came forward with the announcement that an additional charge of one dollar only will be made where two persons occupy one room, regardless of the room price. Doesn't this make life worth living?

Now a word about the ordinary country hotel run on the American plan: From time immemorial the rates of these utilities was customarily \$2 per day with an occasional sprinkling of \$1 and \$1.50 variety. Many of the former were not worth \$1 and some of the latter were worth \$3. The slogan "only \$2 house in town" was usually a sufficient attraction for the commercial man. Such as rendered decent service were usually well patronized and fairly successful. Others giving inferior service were usually "under new management." The successful ones were those who rendered you a personal and wholesome service, without ostentation, by always convincingly demonstrating that they were glad to have your patronage. What has become of this class of homelike caravansaries? There are some who still retain their old-time personality and a very few who are still serving an appreciative public at the old rates and prospering. Superciliousness gained root with many of the others and to-day you hear: "Well, if you don't like it, go elsewhere!" When potatoes abnormally rose to \$3 and \$4 per bushel, by comprehensive mathematical calculation it was discovered that a guest with a "growing" appetite might eat a nickel's worth, and while it was agreed that an accomplished glutton might make way with two ounces of bacon, rates were immediately doubled, and no "mark down" sale has yet been announced. Rooms, meagerly furnished, without any sign of rehabilitation, formerly supplied at 50c, immediately advanced to \$1.50. No claim could be substantiated in the majority of cases that the room service cost had advanced. It was usually cared for by members of the family, as were other duties, on which lower costs were negligible. It was the "if you don't like it, leave it alone" spirit—a war production.

But the war is over. Have these exemplifiers of self interest ever heard of changed conditions; that practically everything in the provision line has returned to its old level? Yes! I

found one of them the other day who admitted that there has been some items which had dropped in price, but he was particularly aggrieved that the old reliable prune, which used to come at 20 pounds for \$1, was still tolerably high. His victims ought to be thankful that such is the case.

There are hotels and hotels. Some are serving irregular, satisfying meals to-day for 50c that are worth more. Others are charging 75c to \$1 for "hand outs" not worth a quarter, and the traveling man who is nominally the "goat" is largely responsible for this condition, because he hates to turn down his old friends and takes his medicine in a docile manner. He hates to register a kick and nurses his sorrows in silence.

Some one has suggested a State commission to regulate hotels and hotel rates. What is really needed is a "vigilance" committee to put an end to this class of grafters.

Many country hotel men are complaining of the paucity of trade these days. These lean times will continue until this class of purveyors come to their senses and do their share towards stimulating business. Many houses—large employers of traveling representatives—are withdrawing their men from the road because of the excessive cost of keeping them out. Stagnant business conditions and smaller margins make it impossible to pay war-time hotel rates and railroad rates and railroad fares. The winner in the hotel game will be the thrifty individual who gets into the game early with his announcement of a "mark down" sale, leaving the stubborn reactionary to sink into the pitfall he has prepared for himself.

A fellow traveler just tells me of a hotel man in a Southern Michigan town who justified his excessive charges because business has dropped off 50 per cent. and he must make up the deficit. Reminding me of the Hebrew, who reported a profit of a considerable amount in a short period by marking up his shelf worn stock.

It is difficult to suggest a remedy for these evils but, individually, I am confining my patronage to those who are treating the situation equitably, boosting strong, and letting the profiteer enjoy his own society. If more of the boys would do this, something tangible might be accomplished.

B. Read.

Trio To Be Avoided.

Three alleged detective agencies are now making energetic efforts to inveigle Michigan merchants into paying for memberships, as follows:

Pioneer National Detective Agency, Minneapolis.

Standard Detective Agency, Muskegon.

Wolcott's Detective Agency, Grand Rapids.

The Tradesman does not recommend any of these concerns to the consideration of its readers. In fact, the further the members of the Tradesman family keep away from these concerns the more money they are likely to have at the end of the year.

HOTEL RICKMAN KALAMAZOO

One block from Michigan Central Station. Headquarters U. C. T.
Barnes & Pfeiffer, Props.

CUSHMAN HOTEL PETOSKEY, MICHIGAN

The best is none too good for a tired Commercial Traveler.
Try the CUSHMAN on your next trip and you will feel right at home.

The Newest Well Known for
in Grand Rapids Comfort and Courtesy

HOTEL BROWNING

Three Short Blocks From Union Depot
Grand Rapids, Mich.

150 FIRE PROOF ROOMS—All With
Private Bath, \$2.50 and \$3.00
A. E. HAGER, Managing-Director

CODY HOTEL GRAND RAPIDS

RATES \$1.50 up without bath
\$2.50 up with bath

CAFETERIA IN CONNECTION

OCCIDENTAL HOTEL

FIRE PROOF
CENTRALLY LOCATED
Rates \$1.00 and up

EDWARD R. SWETT, Mgr.
Muskegon :: Michigan

PARK-AMERICAN HOTEL

Near G. R. & I. Depot

Kalamazoo

European Plan \$1.50 and Up

ERNEST McLEAN, Manager



Western Hotel BIG RAPIDS, MICH.

Hot and cold running water in all rooms. Several rooms with bath. All rooms well heated and well ventilated.

A good place to stop.

American plan. Rates reasonable.

WILL F. JENKINS, Manager.

HOTEL WHITCOMB

St. Joseph, Mich.

European Plan

Headquarters for Commercial Men making the Twin Cities of

ST. JOSEPH AND BENTON HARBOR

Remodeled, refurnished and redecorated throughout.

Cafe and Cafeteria in connection where the best of food is obtained at moderate prices.

Rooms with running water \$1.50, with private toilet \$1.75 and \$2.00, with private bath \$2.50 and \$3.00.

J. T. TOWNSEND, Manager.

PEORIA LIFE INSURANCE Really Protects

Good proposition for local agents. Write

J. B. HASKINS, Dist. Mgr.
Howard City, Mich.

Beach's Restaurant

Four doors from Tradesman office

QUALITY THE BEST

CREDIT FOR CONSUMPTION.

How far is the extension of credit for the purpose of consumption justifiable? This is a question raised by the National Association of Credit Men, which is suggesting a campaign for the restriction of credit extended for goods to be used in immediate consumption. Every one knows that the credit given by retail merchants is subject to much abuse, and is one of the main causes of the high mortality rate among this class of dealers. It not only menaces the solvency of the merchant, but it also affects the welfare of his honest customers, who must bear their share of his losses when these become an item of his running expenses. Even where there is little or no costs from bad accounts the maintenance of a credit system is an item of overhead expense that must enter into the determination of the prices paid by buyers. Many patrons of a retail store, however, do not object to slightly higher prices if they are afforded the convenience of having goods charged, and most retailers believe that they can build up a bigger business by extending credit accommodations than is possible on a strictly cash basis. It is also believed that the average housewife will buy more when credit facilities are extended than when cash must be paid. Whether or not this is desirable is quite a debatable question.

From the point of view of the economist the distinction between credit for consumption and credit for production is a highly important one. In the Middle Ages, when most loans were made for the purpose of consumption, the church authorities forbade all Christians to exact the payment of interest, which was then denounced as usury, regardless of the rate. When the industrial system became more capitalistic and loans were required, not because the prospective borrower was in necessitous circumstances, but because he could use the funds for highly productive purposes, the ban on interest-taking finally disappeared, although public restrictions designed to prevent the exaction of more than a reasonable rate still remain. Where credit is extended on a large scale for productive enterprises by bankers and investors it is always insisted that it shall be secured by something of real value. Where it is extended in small amounts for the purpose of consumption there is no such security behind it. Sound business principles may therefore be neglected.

TOADS WORTH \$19.44 EACH.

Toads have ever been an object of aversion, yet they are among the most useful of the lesser servants of man. Many persons suppose the toad emits venom and that handling it causes warts. There is no truth whatever in the latter belief. The "venom" is only a milky, acrid fluid that the toad ejects through its smooth skin when it is frightened or disturbed. The fluid irritates the mucous membrane, and for that reason a dog that attempts to bite a toad will often show distress. But owls and hawks, birds that habitu-

ally eat toads, are apparently undisturbed by the secretion.

Apart from that means of defense, the toad is an absolutely unprotected creature; consequently thousands of toads are cruelly and needlessly destroyed every year. If you dislike toads, study their eyes, which are almost as brilliant as jewels.

In twenty-four hours a toad consumes an amount of food equal to four times the capacity of its stomach. Of that comparatively immense quantity, at least three-fifths consists of insects that are harmful to vegetation—cutworms, gypsy moths, tent caterpillars, army worms, brown-tailed moths, house flies and rosechafers. One toad under observation consumed twenty-four medium-sized gypsy-moth caterpillars in one morning; another ate thirty full-grown celery caterpillars in less than three hours; still another devoured eighty-six house flies in ten minutes, and a fourth ate ninety rose bugs as fast as he could and at the end of the meal was still hungry.

The Department of Agriculture estimates that the economic value of a single toad, based on its destruction of cutworms alone during the months of May, June and July, when insects take their heaviest toll, is \$19.44. In that valuation, destroying one worm is reckoned to be worth 1 cent. Add to the cutworms all the other insects that the toad destroys, and its importance and value become increasingly apparent.

Gardeners are gradually learning that it is worth while to keep colonies of toads in their gardens. English gardeners buy toads by the hundred. The toad, however, has so strong a homing instinct that unless he is brought from a great distance he will promptly hop back when he is released. No carrier pigeon or fire-side cat ever turned more unerringly homeward than a toad. But by raising them from tadpoles the difficulty of keeping them is overcome, for the place where they leave the water as toads is always home to them.

It is said that full-grown toads always reappear at the pond where they were hatched to mate and to lay their eggs, and they return year after year to the same den or shelter and to the same feeding ground. Several instances are on record of toads living in one dooryard or garden for twenty or thirty years, and one toad remained thirty-six years in an English garden.

NORMAL VS. PRE-WAR PRICES.

When business men speak of prices "getting back into line" they do not mean the restoration of exactly the same relationship between commodity groups that existed before the war. The relationship between individual prices is constantly changing. In the life of a generation some commodities, through improved production methods or the discovery of new sources of supply, will become cheaper, while others, through dwindling supply or increasing demand, will become dearer. Thus, sugar is cheaper now than it was a generation ago, while lumber is more costly. There is still another way in which the price relations between different commodity groups are disturbed. These changes are incident

to the business cycle. In periods of prosperity some commodities will advance rapidly and others slowly, and in periods of depression deflation will be speedy in some cases, particularly in that of raw materials, and tardy in others, especially those in which labor costs are a big item. When the present period of readjustment is over, therefore, price relationships will not be distorted as they are now, but at the same time they will differ in many respects from what they were, say, in 1913, which is regarded as the last so-called normal year. During the eight years that have passed since then there have been too many changes in wage levels and other production costs to permit the reestablishment of former price relationships. In other words, prices will be normal again, but their normality will not be of the pre-war variety.

FARMER'S FALSE FRIENDS.

The publication of the Government's report on the amount of cotton ginned indicates that the total crop this year may exceed the official estimate of the Department of Agriculture by about a million bales. This was not wholly unexpected and had been to some extent discounted by the trade, but it served nevertheless to depress the price of cotton still further from the previous high level. It would be interesting now to hear what some of the self-constituted guides of the cotton growers, who have recently been urging the farmers to hold their cotton for 25 cents, will have to say of the latest developments. Most probably, however, they will maintain a discreet silence until their latest blunder is nearly forgotten. The farmer may well pray to be delivered from such friends. They have been especially active during the past year and a half, both in the wheat belt and in the cotton regions, advising last year that wheat be held for \$3 and that cotton be held for 50 cents. Apparently about the best time for the farmer to sell his products is at the moment when these agitators are most vociferous.

THE AGE OF PETROLEUM.

Besides synthetic fats, the medicinal uses of petroleum, the manufacture of petroleum asphalts for roadways, the domestic employment of oil for light and heat, we have the vastly important use of oil in transportation by steamship and locomotive.

What a marvelous development it has been since the early days of Pennsylvania pioneering! The first mention of American petroleum is in a work of travels dated 1635 and concerns the oil of Northwestern Pennsylvania. In 1854 a commercial company was started, and in 1859 Colonel E. L. Drake began to develop a well on land leased from this company and became the recognized patriarch of the industry. A curious fact is that at first petroleum was used mainly as a medicine. To-day the United States turns out close to 400,000,000 barrels (forty-two gallons to a barrel) per annum, valued at about \$800,000,000. About seven-tenths of the world's petroleum is produced by the United States.

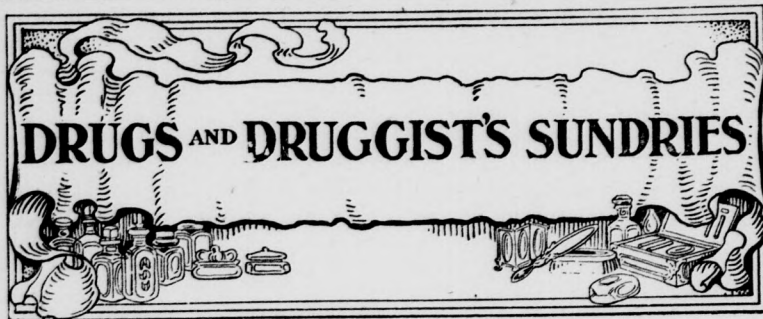
How To Buy What You'll Sell.

The hardware dealer wishing to order as much and no more than he will sell should order immediately as much hardware of good quality as he sold during the last four months of 1913. This applies to orders for the last four months of this year. Immediate orders are necessary because manufacturers are not piling up stocks indiscriminately. Although producing such lines as they believe will be profitable, manufacturers are carefully avoiding over-production. Moreover, the hardware wholesaler is looking for guidance from the retailer's orders. The manufacturer is similarly turning to the wholesalers. Only good hardware should be ordered, since it has been proved conclusively that the public has developed an obdurate antipathy to inferior goods. Retail experts have definitely concluded that although the public is chary of its outlays of money, it is not, and will not be for a long time, a cheap public. The coming year is to be regarded as a normal year. Purchases for any succeeding period may therefore be based on the same principle as purchases for the last four months of this year, measured by purchases for the same period of any preceding normal year. Nineteen thirteen is cited as the last normal year prior to the war. There is considerable effort to be aggressive in the hardware line, and a big year instead of a normal year may develop; but a conservative policy demands that the retailer plan for a substantial normal business, and no more.

Camillus Phillips.

The rating scale as adopted by many concerns in the selection of workers can very easily be applied in the picking of salesmen. For purposes of giving an actual case, say that four salesmen are to be chosen. There are a dozen applicants available. Before any one of them is interviewed, certain specifications are blocked out to serve as a measure for the eligibility of each. In this scale the traits and characteristics of known men are taken as the gauging points. Appearances and manners come first, followed by convincingness, industry, character and value to the firm. To get the standards, five men of the organization are picked out. After carefully considering these, the one who ranks highest in appearance (physique, bearing, facial expression, clothing, manner) is given a value of, say, 10. The other men are ranked according to the same considerations. This same process is followed with the remaining gauging points. Each man is then interviewed, using the points as a basis of comparison. In order that a one-man judgment may not be the final, the same process is followed by the general manager or any others that the sales manager might designate. The average scores recorded by all the interviewers will be recorded as the man's value.

Ernest Piowaty, General Manager of M. Piowaty & Sons, spent the Thanksgiving holiday with his family at South Bend. While out with his Studebaker touring car Friday he left it in front of his residence for a few minutes. When he came out of the house the car was gone and he has not seen it since.



Michigan Board of Pharmacy.
 President—James E. Way, Jackson.
 Sec'y and Treas.—Charles S. Koon, Muskegon.
 Director of Drugs and Drug Stores—
 H. H. Hoffman, Sandusky; Oscar W. Gorenflo, Detroit; Jacob C. Dykema, Grand Rapids.
 November Examination Session—Grand Rapids, Nov. 15, 16 and 17.
 January Examination Session—Detroit, Jan. 17, 18 and 19.

The Traveling Men Helped the New Druggist.

Tom Warren was the kind of traveling salesman that druggists like to meet. You know the kind, a real human chap, always jolly, who looks out for your welfare. Tom always gave the right dope on the market, and he was always ready to offer suggestions that would increase sales. And his suggestions did not include his goods alone, he really wanted to help sales to increase no matter what line had to be featured.

Tom had a habit of jotting down in a note-book, ideas and stunts that were trade pullers, wherever he noticed them. These he would pass on to his other customers, in such a pleasing way that they were sure to be tried.

Frank Bailey had just opened a drug store in Springfield, and as he had always lived in that city, the ideas that he used to stimulate business were some that had been tried before. And as there was a real need for more business, he wished that he could think of some new idea, something that had never been tried before in his city. What he needed was an outsider's viewpoint.

When Tom visited Frank Bailey last April, his territory having been changed, he readily noticed that more business was needed. Together they made out a small order, and then Tom brought out the little note book that helped many other druggists.

"This," he said, showing the note book, "is full of ideas and stunts that brought wonderful results in my old territory. If you have time, I'd like to explain some of them to you."

"Time? I'll take the time, because I'm in need of fresh ideas right now. And I'll try them, too," said Frank.

"Fine. There are some here that can be put through without much extra expense. It would be a good idea to start with those first, they'll bring in some extra business, and then you can try some of the others that I'll explain to you later," said Tom.

"Here's one that was worked in a small city, but I guess it will go big anywhere. A druggist out West, recently made a hit with the people in his community by devoting his corner window to dog remedies. In the center he placed a litter of puppies healthy little fellows that anyone would be proud to own, and elsewhere he arranged a liberal display

of mange cures and the various other dog remedies which are sold from time to time. It happened that in his neighborhood many families were owners of dogs, and not only the children, but the older people as well made a special point of stopping at this druggist's window to see the little puppies and, incidentally, to read the cards in the window relative to the remedies. And many came into the store just to get acquainted or to talk about the puppies."

Frank reached for a piece of paper before speaking.

"That's a fine idea and I'm going to try it. A neighbor of mine has just been blessed with a bunch of live little puppies. They're the liveliest bunch of youngsters you ever saw. And I'll bet I can get a commission for selling them, as the owner wants to dispose of some of them. That would work both ways, wouldn't it?" Frank was all enthusiasm. He was wondering why he hadn't thought of that himself.

Tom waited until Frank had made a few notes on the paper before he began on another idea.

"Another druggist in a Western city had a neat sign made, which read: 'Bring us your cuts, scratches and burns. We will fix them up for you—free of charge.' This he placed in the window with an assortment of court plaster, absorbent cotton, liniments, salves and bandages. And inside he had a counter display of the same materials. After giving treatment to a patient, he would suggest some of the articles for home use. That idea brought in a lot of business," finished Tom.

"I'll put that down on the paper, too," said Frank. "But shouldn't the sign be in the window all the time?"

"Yes, that's what this druggist did. He left the sign in all the time, but the display he featured only every four or five weeks," Tom answered.

"Well, that's a good idea, because the window displays have to be changed often, and one line of goods couldn't be left in the window all the time," Frank said.

"Here's another idea that I think is worth trying. One druggist after visiting an art exhibit at the public library, got an idea. This was to hold an art exhibit in his store. Now he didn't want to go to a lot of expense, so he thought of using posters and cards that the manufacturers furnish to advertise their products, instead of paintings."

"He wrote to a few jobbers asking them to send the most artistic advertisements and posters they could find. He outlined his idea to them and they responded by sending him some really excellent material. He had a large frame made, something like the mov-

able blackboards that they use in schools. The wooden frame was covered with a dark cloth, so that the pictures and posters could be attached or detached easily. The advertisements that he displayed on this frame were really works of art."

"The frame he placed right in the center of the store, which was vacant, the counters running around the store, just as yours do. He then placed a neat little card in the window saying: 'Art Exhibition Inside. Wonderful examples of advertising art and lithography.' The stunt created a lot of talk and the advertisements did their work, so that the results more than paid for the frame. That druggist uses that frame continuously now, changing the advertisements every week." Tom could see that Frank liked that idea, too.

"I'll try that, too," Frank said. "I wonder how much a frame would cost?"

"Well, I don't know, but it will be a permanent investment, and the new business created by it ought to more than cover the expense," answered Tom.

"I guess you're right, the increase in sales ought to pay the expense and then some," said Frank. "I'll try that one soon."

And as Frank made a few notes on the sheet of paper, Tom fingered the pages of his memorandum book. Finally he found what he wanted.

"I don't know how you'll like this one, but believe me it is a business producer. This is about advertising. A certain druggist makes it a point to spend for advertising, all that he

gains by taking advantage of trade discounts. That is a good idea in itself, but he goes further than that. His advertisements are different from the other drug store advertisements. All his advertisements have a distinctive border and all are the same size."

L. N. Fraser.

The Leading Lady.

Two Brooklyn men were exchanging greetings the other day, when one of them exclaimed:

"Why, Bill, old chap, you're in fine trim. You're positively beaming! I've never seen you look so satisfied with yourself and the world. Any particular reason?"

"Yes," said Bill. "The fact is, I've just succeeded in signing up our leading lady for another season."

"I had no idea you were in the theatrical business."

"Nor am I. I am referring to our cook."

As a general thing, the girl who works at a cigar store has got too much sense to smoke cigarettes.

Are You Stocked with Van Duzer's?

Thousands of thrifty housewives come in your store who know this seal. Our advertising constantly reminds them to ask for



**Van Duzer's
 CERTIFIED
 Flavoring Extracts**
 They've been leaders for 70 years, attract the best trade and give 100% satisfaction.

Van Duzer Extract Co. New York, N. Y. Springfield, Mass.

HOLIDAY CANDY

**Putnam's LOWNEY'S
 PARIS'**

Fancy Package Chocolates

Also a Large Line of **HARD CANDIES** at Very Attractive Prices. **ORDER NOW.**

PUTNAM FACTORY
 GRAND RAPIDS, MICHIGAN

W. M. Ackerman Electric Co.

Electrical Contractors

All Kinds of Electrical Work.

Complete Line of Fixtures.

Will show evenings by appointment.

549 Pine Avenue, N. W., Grand Rapids, Michigan

Citizens 4294

Bell Main 288

Home Wine Making Saves Grape Growers.

Home wine making has saved the wine grape growers of California from disaster. The 1921 crop of wine grapes is approximately 250,000 tons. The greatest tonnage will be shipped to markets outside the State for home wine making purposes, but it is doubtful if more than 10,000 cars will be used this year, compared with the record shipments of 12,500 cars in 1920. About 5,000 cars of wine grapes, principally from the interior valleys, have been sold in the Eastern markets and are on the way, and during the coming month it is expected as many more cars of coast county grapes will be shipped. This means that about 150,000 tons will be sold outside of California. To supply the homes of San Francisco and the other large cities of California 20,000 tons or thereabout will be required.

Before prohibition California's 700 wineries produced on an average in normal years 45,000,000 gallons of wine. From data obtained from a

variety of sources it appears that approximately 9,000,000 gallons of wine will be made this year for alleged non-beverage purposes, 2,000,000 gallons of sweet wines and 7,000,000 gallons of dry wines. This will absorb about 70,000 tons of grapes. Some 5,000 tons will be used in the manufacture of about 600,000 gallons of grape juice and another 5,000 tons dried.

The season's crop will thus be very thoroughly absorbed. The California Grape Grower declares that the Alicante variety of grape has brought the "seeming fabulous" price of \$180 net per ton in the New York market and that the Zinfandel variety has sold for \$130 per ton.

Are you working with the other local business men for the advancement of the community interests or are you playing a lone hand and thinking only of your own business?

The time to correct mistakes in the management of a store is before those mistakes have cost a loss of trade and money. Look for mistakes now.

Xmas Suggestions

It is not too late to sort up on a limited line of Xmas goods. The retail demand has been increasing steadily the past two months, and the Xmas trade promises to be very satisfactory.

Remember, we carry a full line of Xmas leaders, such as

Ivory Goods	Fountain Pens
Manicure Sets	Book Racks
Boxed Candy	Perfumes
Popular Books	Purses
Leather Goods	Music Rolls
Toilet Waters	Wrist Purses
Vacuum Bottles	Face Powders
Gift Razors	Dolls
Ink Wells	Buffers

Hazeltine & Perkins Drug Co.
Grand Rapids, Michigan

Twice Around the Earth

Few telephone users realize the equipment and facilities required for the installation of a telephone.

Each individual subscriber's line requires a separate pair of wires to the company's office. The wires from the subscriber's premises to the pole connect with wires in aerial or underground cables running to the exchange.

In some of the underground cables there are as many as 1,200 individual wires, insulated from one another by paper wrapped around each wire, with a lead covering over all to keep out moisture.

There are 51,742 miles of wire in our underground system alone; more than enough to reach twice around the earth.

In addition to the wire facilities there are of course the telephone instruments and central office equipment, poles, conduit, lightning protectors, real estate and building, etc. In the Grand Rapids exchange these items make the average investment per telephone \$125.

CITIZENS TELEPHONE COMPANY

Wholesale Drug Price Current

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

Acids		Almonds, Sweet,		Tinctures	
Boric (Powd.)	17 1/2 @ 25	imitation	60 @ 1 00	Aconite	21 85
Boric (Xtal)	17 1/2 @ 25	Amber, crude	2 00 @ 2 25	Aloes	21 55
Carbolic	30 @ 36	Amber, rectified	2 25 @ 2 50	Arnica	21 50
Citric	65 @ 70	Anise	1 25 @ 1 50	Asafoetida	21 35
Muriatic	40 @ 7	Bergamont	8 00 @ 8 25	Belladonna	21 40
Nitric	10 @ 15	Cajepat	1 50 @ 1 75	Benzoin	21 15
Oxalic	25 @ 30	Cassia	2 25 @ 2 50	Benzoin Comp'd	21 15
Sulphuric	40 @ 6	Castor	1 32 @ 1 56	Buchu	21 15
Tartaric	55 @ 65	Cedar Leaf	1 50 @ 1 75	Cantharides	21 30
Ammonia		Citronella	65 @ 1 00	Capsicum	21 30
Water, 26 deg.	10 1/2 @ 20	Cloves	3 50 @ 3 75	Catechu	21 50
Water, 18 deg.	8 @ 15	Cocanut	30 @ 40	Cinchona	21 10
Water, 14 deg.	8 @ 13	Cod Liver	85 @ 1 00	Colchicum	21 00
Carbonate	22 @ 26	Croton	2 25 @ 2 50	Cubeba	21 00
Chloride (Gran)	10 @ 20	Cotton Seed	1 10 @ 1 20	Digitalis	21 30
Balsams		Cubebs	9 00 @ 9 25	Gentian	21 40
Copaiba	60 @ 1 00	Eigemon	5 00 @ 5 25	Ginger, D. S.	21 00
Gur (Canada)	2 50 @ 2 75	Eucalyptus	1 00 @ 1 25	Guaiaac	21 20
Gur (Oregon)	60 @ 80	Hemlock, pure	1 50 @ 1 75	Guaiaac, Ammon.	21 20
Peru	2 50 @ 3 00	Juniper Berries	3 25 @ 3 50	Iodine	21 20
Polu	1 00 @ 1 20	Juniper Wood	1 50 @ 1 75	Iodine, Colorless	21 00
Barks		Lard, extra	1 25 @ 1 45	Iron, clo.	21 50
Cassia (ordinary)	25 @ 30	Lard, No. 1	1 10 @ 1 20	Kino	21 40
Cassia (Saigon)	50 @ 60	Lavendar Flow	6 00 @ 6 25	Myrrh	21 50
Cassiafras (pw. 55c)	40 @ 50	Lavendar Gar'n	1 75 @ 2 00	Nux Vomica	21 50
Coap Cut (powd.)	20 @ 25	Lemon	1 50 @ 1 75	Opium	21 50
Berries		Linseed Boiled bbl.	87 @ 95	Opium, Camp.	21 50
Cubeb	1 50 @ 1 75	Linseed bld less	87 @ 95	Opium, Deodorz'd	21 50
Fish	40 @ 50	Linseed, raw, bbl.	87 @ 95	Rhubarb	21 00
Juniper	7 @ 15	Linseed, raw, less	85 @ 93	Paints	
Prickly Ash	0 @ 30	Mustard, true oz.	0 @ 50	Lead, red dry	12 1/2 @ 12 1/2
Extracts		Mustard, arthrl, oz.	0 @ 50	Lead, white dry	12 1/2 @ 12 1/2
Licorice	60 @ 65	Neatsfoot	1 10 @ 1 30	Lead, white oil	12 1/2 @ 12 1/2
Licorice powd.	70 @ 80	Olive, pure	4 75 @ 5 50	Ochre, yellow bbl.	0 @ 2
Flowers		Olive, Malaga,	2 75 @ 3 00	Ochre, yellow less	2 1/2 @ 6
Arnica	75 @ 80	green	2 75 @ 3 00	Putty	5 @ 8
Chamomile (Ger.)	50 @ 60	Orange, Sweet	5 00 @ 5 25	Red Venet'n Am.	3 1/2 @ 7
Chamomile Rom	75 @ 80	Organum, pure	0 @ 25	Red Venet'n Eng.	4 @ 8
Gums		Organum, com'l	1 25 @ 1 50	Whiting, bbl.	5 1/2 @ 4 1/2
Acacia, 1st	50 @ 55	Pennyroyal	2 50 @ 2 75	Whiting, 5 lb.	5 1/2 @ 10
Acacia, 2nd	45 @ 50	Peppermint	3 75 @ 4 00	L. H. P. Prep.	2 50 @ 2 75
Acacia, Sorts	20 @ 25	Rose, pure	12 00 @ 16 00	Rogers Prep.	2 50 @ 2 75
Acacia, powdered	30 @ 35	Rosemary Flows	1 50 @ 1 75	Miscellaneous	
Aloes (Barb Pow)	25 @ 35	Sandalwood, E.	10 50 @ 10 75	Acetanallid	55 @ 75
Aloes (Cape Pow)	30 @ 35	L.	2 00 @ 2 25	Alum	10 @ 18
Aloes (Soc Pow)	90 @ 1 00	Sassafras, true	2 00 @ 2 25	Alum, powd. and	11 @ 20
Asafoetida	75 @ 1 00	Sassafras, arti'l	1 00 @ 1 25	Bismuth, Subni-	2 43 @ 2 60
Pow.	1 25 @ 1 50	Spearment	2 75 @ 3 00	trate	2 43 @ 2 60
Camphor	1 17 @ 1 20	Sperm	10 50 @ 10 75	Borax xtal or	7 1/2 @ 12
Guaiaac	0 @ 75	Tansy	50 @ 65	powdered	1 50 @ 4 00
Guaiaac, pow'd.	0 @ 75	Tar, USP	50 @ 65	Calomel	1 21 @ 1 35
Kino	0 @ 85	Turpentine, bbl.	82 1/2 @ 84	Capsicum	40 @ 45
Kino, powdered	0 @ 85	Turpentine, less	89 @ 91	Carmine	6 00 @ 6 60
Myrrh	0 @ 75	Wintergreen,	8 00 @ 8 25	Cassia Buds	30 @ 40
Myrrh, powdered	0 @ 75	leaf	8 00 @ 8 25	Cloves	50 @ 55
Opium, powd.	10 25 @ 10 60	Wintergreen, sweet	4 00 @ 4 25	Chalk Prepared	16 @ 18
Opium, gran.	10 25 @ 10 60	birch	4 00 @ 4 25	Chloroform	1 50 @ 1 75
Shellac	85 @ 1 00	Wintergreen art	75 @ 1 00	Chloral Hydrate	1 35 @ 1 85
Shellac Bleached	90 @ 1 05	Wormseed	5 00 @ 5 25	Cocaine	9 25 @ 10 25
Tragacanth	4 00 @ 5 00	Wormwood	18 00 @ 18 25	Cocoa Butter	50 @ 75
Tragacanth, pw.	3 50 @ 4 00	Potassium		Corks, list, less	35 @ 45
Turpentine	25 @ 30	Bicarbonate	35 @ 40	Copperas	3 @ 10
Insecticides		Bichromate	20 @ 30	Copperas, Powd.	4 @ 10
Arsenic	12 @ 25	Bromide	35 @ 45	Corrosive Sublim	1 17 @ 1 25
Blue Vitriol, bbl.	07 1/2 @ 15	Carbonate	30 @ 35	Cream Tartar	50 @ 55
Blue Vitriol, less	8 @ 15	Chlorate, gran'r	18 @ 25	Cuttle bone	40 @ 50
Cordeaux Mix Dry	17 @ 30	or xtal	18 @ 25	Dextrine	05 @ 15
Hellobore, White	25 @ 35	Chlorate, powd.	13 @ 20	Dover's Powder	5 75 @ 6 00
powdered	25 @ 35	Cyanide	35 @ 50	Emery, All Nos.	10 @ 15
Insect Powder	40 @ 65	Iodide	3 26 @ 3 42	Emery, Powdered	8 @ 10
Lead Arsenate Po.	22 @ 42	Permanganate	35 @ 55	Epsom Salts, bbls.	0 @ 3 1/2
Lime and Sulphur	11 @ 23	Prussiate, yellow	45 @ 55	Epsom Salts, less	4 1/2 @ 09
Dry	11 @ 23	Prussiate, red	65 @ 75	Ergot, powdered	1 75 @ 2 00
Paris Green	31 @ 43	Sulphate	40 @ 50	Flake White	15 @ 20
Ice Cream		Roots		Formaldehyde, lb.	16 @ 20
Piper Ice Cream Co.		Alkanet	45 @ 50	Gelatin	1 40 @ 1 60
Bulk, Vanilla	1 10	Blood, powdered	40 @ 50	Glassware, less	65 %
Bulk, Vanilla Special	1 20	Calamus	35 @ 75	Glassware, full case	60 %
Bulk, Chocolate	1 20	Ellecampane, pwd	30 @ 35	Glauber Salts, bbl.	0 @ 3 1/2
Bulk, Caramel	1 20	Gentian, powd.	20 @ 30	Glauber Salts less	04 @ 10
Bulk, Grape-Nut	1 20	Ginger, African,	23 @ 30	Glue, Brown	21 @ 30
Bulk, Strawberry	1 25	powdered	52 @ 60	Glue, Brown Grd.	17 @ 25
Bulk, Tutti Frutti	1 25	Ginger, Jamaica,	55 @ 65	Glue, White	35 @ 40
Brick, Vanilla	1 40	powdered	55 @ 65	Glue, White Grd.	30 @ 35
Brick, Fancy	1 60	Goldenseal, pow.	6 00 @ 6 40	Glycerine	20 1/2 @ 35
Brick, Fancy	1 10	Ipecac, powd.	2 75 @ 3 00	Hops	65 @ 75
Sherbets	1 10	Licorice	40 @ 45	Iodine	4 95 @ 5 40
Leaves		Licorice, powd.	25 @ 30	Iodoform	6 30 @ 6 75
Buchu	1 75 @ 1 90	Oris, powdered	30 @ 40	Lead Acetate	13 @ 25
Buchu, powdered	02 @ 00	Poke, powdered	40 @ 45	Lycopodium	3 50 @ 4 00
Sage, bulk	67 @ 70	Rhubarb	0 @ 60	Mace	75 @ 1 00
Sage, 1/2 loose	72 @ 75	Rhubarb, powd.	60 @ 75	Mace, powdered	95 @ 1 00
Sage, powdered	55 @ 60	Rosinwood, powd.	30 @ 35	Menthol	6 50 @ 7 00
Senna, Alex.	1 40 @ 1 50	Sarsaparilla, Hond.	1 25 @ 1 40	Morphine	7 75 @ 8 00
Senna, Tinn.	30 @ 35	ground	0 @ 80	Nux Vomica	30 @ 40
Senna, Tinn. pow	35 @ 40	ground	0 @ 80	Nux Vomica, pow.	30 @ 40
Uva Ursi	20 @ 25	Squills	35 @ 40	Pepper black pow.	32 @ 35
Oils		Squills, powdered	60 @ 70	Pepper, white	40 @ 45
Almonds, Bitter,		Tumeric, powd.	15 @ 20	Pitch, Burgundy	10 @ 15
true	10 50 @ 10 75	Valerian, powd.	50 @ 60	Quassia	12 @ 15
Almonds, Bitter,		Seeds		Quinine	95 @ 1 69
artificial	2 50 @ 2 75	Anise	33 @ 35	Rochelle Salts	35 @ 40
Almonds, Sweet,		Anise, powdered	33 @ 40	Saccharine	0 @ 30
true	1 00 @ 1 25	Bird, ls	13 @ 15	Salt Peter	11 @ 22
		Canary	8 @ 15	Seidlitz Mixture	30 @ 40
		Caraway, Po.	25 13 @ 15	Soap, green	15 @ 30
		Cardamon	1 50 @ 1 75	Soap mott castile	22 1/2 @ 25
		Celery, powd.	35 25 @ 30	Soap, white castile	@ 16 00
		Coriander pow.	25 15 @ 20	less, per bar	@ 17 75
		Dill	10 @ 20	Soda Ash	05 @ 10
		Fennell	35 @ 40	Soda Bicarbonate	3 1/2 @ 10
		Flax	06 1/2 @ 12	Soda, Sal	3 1/2 @ 5
		Flax, ground	06 1/2 @ 12	Spirits Camphor	01 25
		Foenugreek pow.	8 @ 15	Sulphur, roll	04 @ 10
		Hemp	8 @ 15	Sulphur, Subl.	4 1/2 @ 10
		Lobelia, Powd.	01 @ 50	Tamarinds	25 @ 30
		Mustard, yellow	10 @ 15	Tartar Emetic	70 @ 75
		Mustard, black	15 @ 20	Turpentine, Ven.	50 @ 2 25
		Poppy	30 @ 40	Vanilla Ex. pure	1 50 @ 2 00
		Quince	1 75 @ 2 00	Witch Hazel	1 47 @ 2 00
		Rape	15 @ 20	Zinc Sulphate	06 @ 15
		Sabadilla	30 @ 40		
		Sunflower	7 1/2 @ 15		
		Worm American	30 @ 40		
		Worm Levant	2 00 @ 2 25		

GROCERY PRICE CURRENT

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

ADVANCED	DECLINED
Lemon Peel	Evap. Apricots
Orange Peel	Citron
Raisins	Candy—French Creams
Wheat	Some Cheese
Corn	Flour
Lamb	Veal
	Lard
	Smoked Meats

AMMONIA

16 oz., 2 doz. in carton,	
per doz.	1 75
1 X L, 3 doz., 12 oz. 3 75	
Parsons, 3 doz. small 6 30	
Parsons, 2 doz., med. 6 00	
Parsons, 2 doz., lge. 6 70	

AXLE GREASE



25 lb. pails, per doz.	19 20
48, 1 lb.	4 55
24, 3 lb.	5 85

BAKING POWDERS

Calumet, 4 oz., doz.	9 75
Calumet, 8 oz., doz.	1 55
Calumet, 16 oz., doz.	3 35
Calumet, 5 lb., doz.	12 75
Calumet, 10 lb., doz.	19 00
K. C., 10c, doz.	1 85
K. C., 20c, doz.	1 85
K. C., 25c, doz.	2 35
K. C., 5 lb., doz.	7 00
Queen Flake, 6 oz.	1 35
Queen Flake, 50s, kegs	13
Queen Flake, 100s, keg	12
Royal, 10c, doz.	95
Royal, 6 oz., doz.	2 70
Royal, 12 oz., doz.	5 20
Royal, 5 lb., doz.	31 20
Rumford, 10c, doz.	95
Rumford, 8 oz., doz.	1 85
Rumford, 12 oz., doz.	2 40
Rumford, 5 lb., doz.	12 50
Ryson, 4 oz., doz.	1 35
Ryson, 8 oz., doz.	2 25
Ryson, 16 oz., doz.	4 05
Superior, 16 oz., doz.	1 25

BLUING

Jennings Condensed Pearl	
C-P-B "Seal Cap"	
3 doz. Case (15c)	3 75

BREAKFAST FOODS

Cracked Wheat, 24-2	4 85
Cream of Wheat	9 00
Pillsbury's Best Cerl	2 70
Quaker Puffed Rice	5 45
Quaker Puffed Wheat	4 30
Quaker Brist Biscuit	1 90
Quaker Corn Flakes	2 80
Ralston Purina	4 00
Ralston Branzen	2 70
Ralston Food, large	3 60
Ralston Food, small	2 90
Saxon Wheat Food	4 80
Shred. Wheat Biscuit	4 90

Post's Brands.

Grape-Nuts, 24s	3 80
Grape-Nuts, 100s	2 75
Postum Cereal, 12s	2 25
Post Toasties, 36s	3 50
Post Toasties, 24s	8 50

BROOMS

Standard Parlor 23 lb.	5 00
Fancy Parlor, 23 lb.	7 25
Ex Fancy Parlor 25 lb	8 50
Ex. Fcy, Parlor 26 lb	9 00
Toy	2 00
Whisk, No. 3	2 25
Whisk, No. 1	3 00

BRUSHES

Solid Back, 8 in.	1 50
Solid Back, 11 in.	1 75
Pointed Ends	1 25

No. 1 Stove

No. 1	1 10
No. 2	1 35

No. 2 Shoe

No. 1	90
No. 2	1 25
No. 3	2 00

BUTTER COLOR

Dandelion, 25c size	2 85
Perfection, per doz.	1 75

CANDLES

Electric Light, 40 lbs.	12 1
Plumber, 40 lbs.	12 8
Paraffine, 6s	14 4
Paraffine, 12s	14 4
Wicking	40

CANNED FRUIT.

Apples, 3 lb. Standard	1 75
Apples, No. 10	6 00@6 60
Apple Sauce, No. 2	2 65
Apple Sauce, No. 10	9 00
Apricots, No. 1	1 90@2 00
Apricots, No. 2	2 25
Apricots, No. 2 1/2	2 25@3 50
Apricots, No. 10	9 00@13 50
Blueberries, No. 2	3 00
Blueberries, No. 10	13 00
Cherries, No. 2	3 00@3 50
Cherries, No. 2 1/2	4 00@4 95
Cherries, No. 10	13 00
Loganberries, No. 2	3 00
Peaches, No. 1	1 85
Peaches, No. 1, Sliced	1 40
Peaches, No. 2	2 75
Peaches, No. 2 1/2, Mich	2 60
Peaches, 2 1/2 Cal. 3 00@3 75	
Peaches, No. 10, Mich	7 75
Peaches, No. 10, Cal.	10 50
Pineapple, 1, slic. 1 60@1 75	
Pineapple, No. 2, slic.	2 75
Pineapple, 2, Brk slic.	2 25
Pineapple, 2 1/2, sliced	3 25
Pineapple, No. 2, crus.	2 25
Pineap., 10, crus.	7 00@9 00
Pears, No. 2	3 25
Pears, No. 2 1/2	4 25
Plums, No. 2	2 25
Plums, No. 2 1/2	3 00
Plums, No. 10, Water	2 50
Raspberries No. 2, blk.	3 25
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 75
Clams, Minced, No. 1	2 35
Finnish 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 35
Cove Oysters, 5 oz.	1 35
Lobsters, No. 1, Star	7 50
Lobsters, No. 1 1/2, Star	4 00
Lobsters, No. 1 1/2, Star	2 10
Shrimp, No. 1, wet	2 10
Shrimp, No. 1, dry	2 10
Shrimp, No. 1 1/2, dry	4 60
Sard's, 1/4 Oil, k. 4 25@4 75	
Sardines, 1/4 Oil, k'less	3 75
Sardines, 1/4 Smoked	7 00
Sardines, 3/4 Mus. 3 75@4 75	
Salmon, Warrens, 1 lb.	4 00
Salmon, Red Alaska	2 85
Salmon, Med. Alaska	2 50
Salmon, Pink Alaska	1 45
Sardines, Im. 1/2, ea.	10@28
Sardines, Cal. 1 75@2 10	
Tuna, 1/2, Albocore	90
Tuna, 1/2, Nekok	1 65
Tuna, 1/2, Regent	2 35

CANNED MEAT.

Bacon, Med. Beechnut	2 70
Bacon, Lge. Beechnut	4 95
Bacon, Large, Erie	2 60
Beef, No. 1, Roast	2 60
Beef, No. 1, Eagle Sli.	1 35
Beef, No. 1, Qua. sli.	2 00
Beef, No. 1 1/2, Qua. sli.	3 25
Beef, No. 1, B'nut, sli.	5 70
Beef, No. 1 1/2, B'nut sli.	3 15
Beefsteak & Onions, 1s	3 35
Chili Con Ca., 1s	1 35@1 45
Deviled Ham, 1/4s	2 20
Deviled Ham, 1/2s	3 60
Hamburg Steak & Onions, No. 1	3 15
Potted Beef, 4 oz.	1 40
Potted Meat, 1/4 Libby	50
Potted Meat, 1/2 Libby	90
Potted Meat, 1/2 Rose	85
Potted Ham, Gen. 1/4	2 15
Vienna Saus., No. 1/2	1 35
Veal Loaf, Medium	2 30

Derby Brands In Glass.

Ox Tongue, 2 lb.	19 50
Sliced Ox Tongue, 1/2	4 60
Calf Tongue, No. 1	6 45
Lamb Tongue, Wh. ls	6 00
Lamb Tongue, sm. sli.	2 25
Lunch Tongue, No. 1	6 00
Lunch Tongue, No. 1 1/2	3 65
Deviled Ham, 1/2	3 00
Vienna Sausage, sm.	1 80
Vienna Sausage, Lge.	2 90
Sliced Beef, small	1 85
Boneless Pigs Feet, pt.	3 15
Boneless Pigs Feet, qt.	5 50
Sandwich Spread, 1/2	2 25

Baked Beans.

Beechnut, 16 oz.	1 35
Campbells	1 15
Climatic Gem, 18 oz.	95
Fremont, No. 2	1 15
Snider, No. 1	1 10
Snider, No. 2	1 55
Van Camp, Small	1 00
Van Camp, Med.	1 34

CANNED VEGETABLES.

Asparagus.	
No. 1, White tips	4 00
No. 1, Green tips	3 85
No. 2 1/2, Lge. Gr.	3 75@4 50
Wax Beans, 2s	1 35@3 75
Wax Beans, No. 10	6 00
Green Beans, 2s	1 60@4 75
Green Beans, No. 10	6 00
Lima Beans, No. 2 Gr.	2 00
Lima Beans, 2s, Soaked	95
Red Kid., No. 2	1 30@1 55
Beets, No. 2, wh.	1 60@2 40
Beets, No. 2, cut	1 25@1 75
Beets, No. 3, cut	1 40@2 10
Corn, No. 2, St.	1 10@1 35
Corn, No. 2, Ex-Stan.	1 55
Corn, No. 2, Fan	1 60@2 25
Corn, No. 2, Fy. glass	3 25
Corn, No. 10	7 25
Hominy, No. 3	1 15@1 35
Okra, No. 2, whole	1 90
Okra, No. 2, cut	1 60
Dehydrated Veg Soup	90
Dehydrated Potatoes, lb	45
Mushrooms, Hotels	33
Mushrooms, Choice	40
Mushrooms, Sur Extra	62
Peas, No. 2, E.J.	1 25@1 80
Peas, No. 2, Sift.	1 60@2 10
Peas, No. 2, Ex. Sift.	1 90@2 10
Peas, Ex. Fine, French	32
Pumpkin, No. 3	1 35
Pumpkin, No. 10	3 75
Pimentos, 1/2, each	15@18
Sw't Potatoes, No. 2 1/2	2 15
Sauerkraut, No. 3	1 60
Succotash, No. 21	60@2 35
Succotash, No. 2, glass	3 45
Spinach, No. 1	1 40
Spinach, No. 2	1 45@1 75
Spinach, No. 3	2 10@2 85
Spinach, No. 10	6 75
Tomatoes, No. 2	1 35@1 65
Tomatoes, No. 3	1 70@2 25
Tomatoes, No. 2, glass	2 85
Tomatoes, No. 10	6 00

CATSUP.

B-nut, Large	2 75
B-nut, Small	1 80
Fraziers, 14 oz.	2 25
Libby, 14 oz.	3 25
Libby, 8 oz.	2 00
Van Camp, 8 oz.	1 90
Van Camp, 16 oz.	3 15
Lilly Valley, Pint	3 10
Lilly Valley, 1/2 Pint	1 80

CHILI SAUCE.

Snider, 16 oz.	3 50
Snider, 8 oz.	2 35
Lilly Valley, 1/2 Pint	2 40

OYSTER COCKTAIL.

Sniders, 16 oz.	3 50
Sniders, 8 oz.	2 35

CHEESE.

Roquefort	95
Kraft Small tins	1 40
Kraft American	2 75
Chili, small tins	1 40
Pimento, small tins	1 40
Roquefort, small tins	2 25
Camembert, small tins	2 25
Brick	24
Wisconsin Flats	23
Wisconsin Daisy	23
Longhorn	23
New York	27
Michigan Full Cream	22
Sap Sago	48

CHEWING GUM.

Adams Black Jack	65
Adams Bloodberry	65
Adams Calif. Fruit	65
Adams Chiclets	65
Adams Sen Sen	65
Adams Yucatan	65
Beeman's Pepsin	65
Beechnut	75
Doublemint	65
Juicy Fruit	65
Spearment, Wrigleys	65
Zeno	65
Wrigley's P-K	65
Sapota Gum	1 25

CHOCOLATE.

Baker, Caracas, 1/4s	35
Baker, Caracas, 1/2s	33
Baker, Premium, 1/4s	39
Baker, Premium, 1/2s	36
Baker, Premium, 3/4s	36
Hersheys, Premium, 1/4s	35
Hersheys, Premium, 1/2s	36
Runkle, Premium, 1/4s	35
Runkle, Premium, 1/2s	37
Vienna Sweet, 24s	2 00

COCOA

Baker's 1/4s	46
Baker's 1/2s	42
Bunte, 15c size	55
Bunte, 1/4 lb.	50
Bunte, 1 lb.	48
Droste's Dutch, 1 lb.	9 00
Droste's Dutch, 1/2 lb.	4 75
Droste's Dutch, 1/4 lb.	2 00
Hersheys, 1/4s	40
Hersheys, 1/2s	38
Huyler, 1/4s	36
Lowney, 1/4s	48
Lowney, 1/2s	47
Lowney, 3/4s	46
Lowney, 5 lb. cans	31
Van Houten, 1/4s	12
Van Houten, 1/2s	18
Van Houten, 3/4s	36
Van Houten, 1s	65

COCOANUT

1/4s, 5 lb. case Dunham	50
1/4s, 5 lb. case	48
1/4s & 1/2s, 15 lb. case	49
6 and 12c pkg. in pails	4 75
Bulk, barrels	24
48 2 oz. pkgs., per case	4 15
48 4 oz. pkgs., per case	7 00

CLOTHES LINE

Hemp, 50 ft.	1 60
Twisted Cotton, 50 ft.	2 00
Braided, 50 ft.	2 90
Sash Cord	4 00

COFFEE ROASTED

Bulk	
Rio	14
Santos	18@23
Maracaibo	24
Mexican	25
Guatemala	26
Java and Mocha	39
Bogota	26
Peaberry	24
Package	
Liberty	16
Reno	20
Nedrow	27
Quaker	29
Royal Club	28
Morton House	36
White House	35

McLaughlin's XXXX coffee is sold to retailers only. Mail all orders direct to W. F. McLaughlin & Co., Chicago.

Coffee Extracts

N. Y., per 100	10 1/2
Frank's 250 packages	14 50
Hummel's 50 1 lb.	09 1/2

CONDENSED MILK

Eagle, 4 doz.	9 50
Leader, 4 doz.	6 50

MILK COMPOUND

Hebe, Tall, 4 doz.	4 00
Hebe, Baby, 8 doz.	3 90
Caroline, Tall, 4 doz.	3 80
Caroline, baby	3 70

EVAPORATED MILK

Carnation, Tall, 4 doz

Summertime, 65c Pails 6 50
Sweet Tip Top, 10c, dz 96
Velvet, Cut Plug, 10c, dz 96
Velvet, Cut Plug, 10c, dz 96
Velvet, Cut Plug, 10c, dz 96
Velvet, Cut Plug, 10c, dz 96
Velvet, Cut Plug, 10c, dz 96
Velvet, Cut Plug, 10c, dz 96
Velvet, Cut Plug, 10c, dz 96
Velvet, Cut Plug, 10c, dz 96
Velvet, Cut Plug, 10c, dz 96

P. Lorillard's Brands.
Beechnut Scrap, doz. 96
Buzz, L. C., 10c, doz. 96
Buzz, L. C., 35c, doz. 3 35
Buzz, L. C., 80c, doz. 7 90
Chips, P. C., 10c, doz. 96
Honest Scrap, doz. 96
Stag, Cut P., 10c, doz. 96
Union Leader, 10c tin 96
Union Leader, 50c tin 4 80
Union Leader, 10c, dz. 96
Union Leader, 15c, dz. 1 44
War Path, 35c, doz. 3 35

Scotten Dillon Co. Brands
Dan Patch, 10c, doz. 96
Dillon's Mixture, 10c 96
G. O. P., 35c, doz. 3 35
G. O. P., 10c, doz. 96
Loredo, 10c, doz. 96
Peachy, Do. Cut, 10c 96
Peachy Scrap, 10c, dz. 96
Peninsular, 10c, doz. 96
Peninsular, 8 oz., dz. 3 35
Reel Cut Plug, 10c, dz. 96
Union Workman Scrap, 10c, doz. 96
Way Up, 10c, doz. 96
Way Up, 8 oz., doz. 3 35
Way Up, 16 oz., doz. 7 10
Way Up, 16 oz., pails 7 60
Yankee Girl Scrap, 10c 96

Pinkerton Tobacco Co. Brands.
American Star, 10c, dz 96
Big 9, Clip, 10c, doz. 96
Buck Shoe Scrap, 10c 96
Pinkerton, 30c, doz. 2 40
Pay Car Scrap, 10c, dz 96
Pinch Hit Scrap, 10c 96
Red Man Scrap, doz. 96
Red Horse Scrap, doz. 96

J. J. Bagley & Co. Brands.
Broadleaf, 10c 96
Buckingham, 10c, doz. 96
Buckingham, 15c tins 1 44
Gold Shore, 15c, doz. 1 44
Hazel Nut, 10c, doz. 96
Kleeko, 25c, doz. 2 40
Old Colony, Pl. C. 17c 1 62
Old Crop, 55c, doz. 5 40
Red Band, Scrap, 10c 96
Sweet Tips, 15c, doz. 1 44
Wild Fruit, 10c, doz. 96
Wild Fruit, 15c, doz. 1 44

Independent Snuff Co. Brands.
New Factory, 5c, doz. 48
New Factory Pails, dz 7 60

Schmidt Bros. Brands
Eight Bros., 10c, doz. 96
Eight Bros., Pails, dz 9 60

R. J. Reynolds Tobacco Co. Brands.
George Washington, 9c 96
Old Rover, 10c, doz. 96
Our Advertiser, 10c, dz. 96
Prince Albert, 10c, dz. 96
Prince Albert, 17c, dz. 1 63
Prince Albert, 8 oz. tins, without pipes 7 20
Prince Albert, 8 oz. and Pipes, doz. 9 36
Prince Albert, 16 oz. 13 92
Stud, Gran. 5c, doz. 48
Whale, 16 oz., doz. 4 80

Block Bros. Tobacco Co.
Mail Pouch, 10c, doz. 96

Falk Tobacco Co., Brands.
American Mixture, 35c 3 30
Arcadia Mixture, 25c 2 40
Champagne Sparklets, 30c, doz. 2 70
Champagne Sparklets, 90c, doz. 8 10
Personal Mixture, 6c 60
Perique, 25c, per doz. 2 25
Serene Mixture, 16c dz. 1 60
Serene Mixture, 8 oz. 7 60
Serene Mixture, 16 oz. 14 70
Tareyton London Mixture, 50c, doz. 4 00
Vintage Blend, 25c dz. 2 30
Vintage Blend, 80 tins 7 50
Vintage Blend, \$1.55 tins, doz. 14 70

Superba Tobacco Co. Brands.
Sammy Boy Scrap, dz 96
Cigar Clippings
Havana Blossom, 10c 96
Havana Blossom, 40c 95
Knickerbocker, 6 oz. 3 00
Lieberman, 10c, doz. 96
W. O. W., 6 oz., doz. 3 00
Royal Major, 10c, doz. 96
Royal Major, 6 oz., dz. 3 00
Royal Major, 14 oz. dz. 7 20

Larus & Bro. Co.'s Brands.
Edgeworth Ready Rubbed, 17c Tins 1 62
Edgeworth Ready Rubbed, 8 oz. tins, doz. 7 00
Edgeworth Ready Rubbed, 16 oz. tins, dz. 14 50
Edgeworth Sliced Plug, 17c tins, doz. 1 62
Edgeworth Sliced Plug, 35c tins, doz. 3 55

Weyman Bruton Co.'s Brands.
Central Union, 15c, dz. 1 44
Shag, 15c Tins, doz. 1 44
Shag, 15c Papers, doz. 1 44
Dill's Best, 16c, doz. 1 54
Dill's Best Gran., 16c 1 54
Dill's Best, 17c Tins 1 62

Snuff.
Copenhagen, 10c, roll 64
Seal Blandening, 10c 64
Seal Göteborg, 10c, roll 64
Seal Swe. Rapee, 10c 64
Seal Norkopping, 10c 64
Seal Norkopping, 1 lb. 85

CONFECTIONERY
Stick Candy
Standard 16
Jumbo Wrapped 18
Pure Sugar Stick, 600's 4 20

Mixed Candy
Kindergarten 21
Leader 16
Century Creams 20
X. L. O. 17
French Creams 21
Cameo 21
Fancy Mix 20

Fancy Chocolates.
5 lb. Boxes
Bittersweets, Ass'ted 1 90
Choc Marshmallow Dp 1 80
Milk Chocolate A A 2 00
Nibble Sticks 2 00
Primrose Choc. 1 45
No. 12 Choc. 1 75
Chocolate Nut Rolls 2 00

Gum Drops.
Anise 20
Raspberry 20
Grocers 20
Orange Jellies 21
Butterscotch Jellies 22
Favorite 22

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

Hard Goods.
Lemon Drops 19
O. F. Horehound Dps 19
Anise Squares 18
Peanut Squares 18
Horehound Tablets 20

Pop Corn Goods.
Cracker Jack, Prize 5 95
Checkers Prize 5 95
Ballroom Pop Corn, 50s 1 90

Cough Drops
Menthol Horehound 1 30
Smith Bros. 1 50

CRISCO
36s, 24s and 12s.
Less than 5 cases 19
Five cases 18 1/4
Ten cases 18
Twenty-five cases 17 1/4
6s and 4s.
Less than 5 cases 18 1/4
Five cases 17 1/2
Ten cases 17 1/4
25 cases 17

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

CREAM OF TARTAR
6 lb. boxes 46

DRIED FRUITS
Apples
Evap'd Choice, blk. 14
Apricots
Evaporated, Choice 27
Evaporated, Fancy 32
Evaporated, Slab 24
Citron
10 lb. box 35
Currants
Package, 14 oz. 18
Boxes, Bulk, per lb. 17
Peaches
Evap. Choice, Unpeeled 15
Evap. Fancy, Unpeeled 17
Evap. Fancy, Peeled 19

California Prunes
80-90 25 lb. boxes @10
70-80 25 lb. boxes @11
60-70 25 lb. boxes @12
50-60 25 lb. boxes @13
40-50 25 lb. boxes @14
30-40 25 lb. boxes @15

FARINACEOUS GOODS

Beans
Med. Hand Picked 05 1/4
Cal. Limas 09
Brown, Holland 06
Farina
25 lb. packages 3 20
Bulk, per 100 lbs. 3 20

Hominy
Pearl, 100 lb. sack 5 25
Macaroni
Domestic, 10 lb. box 1 00
Domestic, brkn bbls. 08
Golden Age, 2 doz. 1 90
Fould's, 2 doz., 8 oz. 1 80

Pearl Barley
Chester 4 75
Peas
Scotch, lb. 06 1/2
Split, lb. 09
Sago
East India 06 1/2

Taploca
Pearl 100 lb. sacks 7
Minute, 8 oz., 3 doz. 4 05
Dromedary Instant 2 70

FISHING TACKLE
Cotton Lines
No. 2, 15 feet 1 15
No. 3, 15 feet 1 60
No. 4, 15 feet 1 80
No. 5, 15 feet 1 95
No. 6, 15 feet 2 10
Linen Lines
Small, per 100 yards 6 65
Medium, per 100 yards 7 25
Large, per 100 yards 9 00

Floats
No. 1 1/2, per gross wd. 5 00
No. 2, per gross, wood 5 50
No. 2 1/2, per gro. wood 7 50
Hooks-Kirby
Size 1-12, per 1,000 1 05
Size 1-0, per 1,000 1 20
Size 2-0, per 1,000 1 45
Size 3-0, per 1,000 1 65
Size 4-0, per 1,000 2 10
Size 5-0, per 1,000 2 45

Sinkers
No. 1, per gross 65
No. 2, per gross 80
No. 3, per gross 90
No. 4, per gross 1 20
No. 5, per gross 1 60
No. 6, per gross 2 00
No. 7, per gross 2 60
No. 8, per gross 3 75
No. 9, per gross 5 20
No. 10, per gross 6 75

FLAVORING EXTRACTS
Jennings
Pure Vanilla 1 35
Pure Lemon 1 35
Per Doz.
7 Dram 1 35
1 1/2 Ounce 1 90
2 Ounce 2 75
2 1/2 Ounce 3 00
3 Ounce 3 25
4 Ounce 5 00
8 Ounce 8 50
7 Dram, Assorted 1 35
1 1/2 Ounce, Assorted 1 90

Van Duzer
Vanilla, Lemon, Almond
Strawberry, Raspberry,
Pineapple, Peach, Orange,
Peppermint & Wintergreen
1 ounce in cartons 2 00
2 ounce in cartons 3 50
4 ounce in cartons 6 75
8 ounce in cartons 13 20
Pints 26 40
Quarts 51 00
Gallons, each 16 00

FLOUR AND FEED
Valley City Milling Co.
Lily White, 1/2 Paper sack 8 40
Harvest Queen 2 1/2 8 15
Light Loaf Spring 8 50
Wheat, 2 1/2 8 50
Snow Flake, 2 1/2 7 60
Graham 25 lb. per cwt 3 40
Golden Granulated Meal, 25 lbs. per cwt, N 2 30
Rowena Pancake Compound, 5 lb. sack 4 20
Buckwheat Compound, 5 lb. sack 4 20

Watson Higgins Milling Co.
New Perfection, 1/2s. 8 00

Meal
Gr. Grain M. Co.
Boiled 2 25
Golden Granulated 2 45

Wheat
No. 1 Red 1 12
No. 1 White 1 09

Oats
Carlots 41
Less than Carlots 46

Corn
Carlots 58
Less than Carlots 63

Hay
Carlots 19 00
Less than Carlots 22 00

Feed
Street Car Feed 24 00
No. 1 Corn & Oat Fd 24 00
Cracked Corn 24 00
Coarse Corn Meal 24 00

FRUIT JARS

Mason, pts., per gross 8 80
Mason, qts., pr gross 10 10
Mason, 1/2 gal., gross 14 25
Ideal Glass Top, pts. 10 10
Ideal Glass Top, qts. 11 80
Ideal Glass Top, 1/2 gallon 15 90

GELATINE
Cox's 1 doz. large 1 45
Cox's 1 doz. small 90
Jello-O, 3 doz. 3 45
Knox's Sparkling, doz. 2 25
Knox's Acidu'd, doz. 2 25
Minute, 3 doz. 4 95
Nelson's 1 50
Oxford 75
Plymouth Rock, Phos. 1 55
Plymouth Rock, Plain 1 35
Waukesha 1 60

GRANULATED LYE.
Wanders.
Single cases 5 15
2 1/2 cases 5 04
5 1/2 cases 4 95
10 cases 4 87
1/2 cases, 24 to case 2 60

CHLORINATED LIME.
Single cases, case 4 60
2 1/2 cases, case 4 48
5 1/2 cases, case 4 40
10 cases, case 4 32
1/2 case, 25 cans to case, case 2 35

HIDES AND PELTS
Hides
Green, No. 1 07
Green, No. 2 06
Cured, No. 1 08
Cured, No. 2 07
Calfskin, green, No. 1 12
Calfskin, green, No. 2 10 1/2
Calfskin, cured, No. 1 13
Calfskin, cured, No. 2 11 1/2
Horse, No. 1 2 50
Horse, No. 2 1 50

Pelts
Old Wool 25 00 50
Lamb 10 00 25
Shearlings 10 00 25

Tallow
Prime 04
No. 1 03 1/2
No. 2 03

Wool
Unwashed, medium 15 00 16
Unwashed, rejects 10 00 16
Fine 10 00 16

RAW FURS.
Skunk.
No. 1 black 3 50
No. 2 short stripe 2 50
No. 3 narrow stripe 1 50
No. 4 broad stripe 75

Mink.
No. 1 large 9 00
No. 1 medium 6 50
No. 1 small 4 00

Raccoon.
No. 1 large 5 00
No. 1 medium 3 50
No. 1 small 2 50

Muskrat.
Winter 1 75
Fall 1 25
Kitts 10

HORSE RADISH
Per doz., 7 oz. 1 40

JELLY AND PRESERVES
Pure, 30 lb. pails 2 50
Pure, 7 oz. Asst., doz. 1 35
Pure, 15 oz. Asst., doz. 2 00
Buckeye, 22 oz., 2 doz. 4 25
O. B., 15 oz., per doz. 2 75

JELLY GLASSES
8 oz., per doz. 44

MATCHES.
Blue Ribbon, 144 box. 7 55
Searchlight, 144 box. 8 00
Safe Home, 100 boxes 5 80
Old Pal, 144 boxes 8 00
Domino, 720, 1c boxes 5 50

Safety Matches.
Red Top, 5 gro. case 5 75
Red Cross, 1 gro. cart 1 10

MINCE MEAT.
None Such, 3 doz. 5 35
Quaker, 3 doz. case 4 00
Guthies, 3 doz. case 4 00
Libby Kegs, Wet, lb. 25

MOLASSES.
New Orleans
Fancy Open Kettle 60
Choice 48
Good 36
Fair 30
Stock 25
Half barrels 5c extra

Molasses in Cans.
Red Hen, 24, 2 lb. 2 60
Red Hen, 24, 2 1/2 lb. 3 25
Red Hen, 12, 5 lb. 3 00
Red Hen, 6, 10 lb. 3 00
Ginger Cake, 24, 2 1/2 lb. 4 00
Ginger Cake, 12, 5 lb. 3 75
Ginger Cake, 6, 10 lb. 3 50
O. & L. Spec., 24, 2 1/2 lb. 5 25
O. & L. Spec., 12, 5 lb. 5 25
O. & L. Spec., 6, 10 lb. 5 00
Duffs, 24, 2 1/2 lb. 6 50
Duffs, 6, 10 lb. 5 35
Dove, 36, 2 lb. Wh. L. 6 60
Dove, 24, 2 1/2 lb. Wh. L. 6 30
Dove, 12, 5 lb. Blue L. 4 70
Dove, 6, 10 lb. Blue L. 4 45
Palmetto, 24, 2 1/2 lb. 4 50

NUTS.

Whole
Almonds, Drakes 19
I. X. L., s. s. 30
Brazil, med. washed 15
Brazil, large washed 18 1/2
Fancy mixed 20
Filberts, Sicily 17
Filberts, Naples 18
Peanuts, Virginia raw 10
Peanuts, Vir. roasted 13
Pecans, 3 star 22
Pecans, Jumbo 80
Walnuts, Manchurian 27
Walnuts, Sorento 35

Salted Peanuts
Fancy, No. 1 12
Jumbo 17

Shelled
Almonds 55
Peanuts, Spanish, 125 lb. bags 08 1/2
Filberts 50
Pecans 1 25
Walnuts 90

OLIVES.
Bulk, 2 gal. keg 2 50
Bulk, 3 gal. keg 5 00
Bulk, 5 gal. keg 7 00
Quart Jars, doz. 3 00
Pint Jars, doz. 1 40
4 1/2 oz. Jar, plain, dz. 1 40
5 1/2 oz. Jar, pl., doz. 2 35
10 oz. Jar, plain, doz. 3 50
16 1/2 oz. Jar, Pl. doz. 4 45
3 1/2 oz. Jar, stuffed, 1 45
6 1/2 oz. Jar, Stu., doz. 2 40
9 oz. Jar, Stuffed, doz. 4 00

PEANUT BUTTER.

Bel Car-Mo Brand
8 oz., 2 doz. in case 2 50
24 1 lb. pails 4 25
12 2 lb. pails 4 25
5 lb. pails, 6 in crate 4 50
25 lb. pails 13
50 lb. tins 12 1/2

PETROLEUM PRODUCTS
Iron Barrels
Perfection Kerosine 12 7
Red Crown Gasoline, Tank Wagon 21 4
Gas Machine Gasoline 39 5
V. M. & P. Naphtha 23 5
Capitol Cylinder 45 5
Atlantic Red Engine 25 5
Winter Black 16

Polarine
Polarine, Iron Bbls. 54 5
Finol, 4 oz. cans, doz. 1 65
Finol, 8 oz. cans, doz. 2 25
Parowax, 100, 1 lb. 6 4
Parowax, 40, 1 lb. 6 6
Parowax, 20, 1 lb. 6 8

SEMDAC
SEMDAC, 12 pt. cans 3 10
SEMDAC, 12 qt. cans 4 50

PICKLES
Medium Sour
Barrel, 1,200 count 17 50
Half bbls., 1,300 count 17 50
5 gallon kegs 3 00 @ 5 50
Sweet Small
Barrels 22 50 @ 32 00
Half barrels 22 50 @ 32 00
5 gallon kegs 3 00 @ 5 50
Dill Pickles.
1200 Size, bbls. 14 50
1800 Size, bbls. 17 50
2400 Size, bbls. 19 50

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

PLAYING CARDS
No. 90 Steamboat 2 75
No. 808, Bicycle 4 50
Pickett 3 50
Congress 6 00

POTASH
Babbitt's, 2 doz. 2 75

FRESH MEATS.
Beef.
Top Steers and Heifers 13
Good Steers and Heifers 12
Med. Steers & Heifers 10
Com. Steers & Heifers 08
Cows.
Top 10
Good 09
Medium 08
Common 05
Veal.
Top 12
Good 11
Medium 09

Lamb.
Good 13
Medium 16
Poor 14

Mutton.
Good 10
Medium 09
Poor 07

Heavy hogs 08
Medium hogs 10
Light hogs 10
Sows and stags 8
Loins 16
Butts 17
Shoulders 12 1/2
Hams 17
Sparr ribs 13 1/2
Neck bones 05

PROVISIONS
Barreled Pork
Clear Back 23 00 @ 24 00
Short Cut Clear 20 00 @ 23 00
Clear Family 27 00 @ 28 00
Dry Salt Meats
S P Bellies 16 00 @ 19 00

Lard
80 lb. tubs advance 14
Pure in tierces 11 @ 11 1/4
Compound Lard 11 @ 11 1/4
69 lb. tubs advance 14
50 lb. tubs advance 14
20 lb. pails advance 14
5 lb. pails advance 14
3 lb. pails advance 14

Sausages
Bologna 12
Liver 12
Frankfort 16
Pork 18 @ 20
Tongue 11
Headcheese 14

Smoked Meats
Hams, 14-16 lb. 22 @ 25
Hams, 16-18 lb. 22 @ 25
Ham, dried beef 38 @ 39
California Hams 13 @ 14
Picnic Boiled Hams 30 @ 32
Boiled Hams 34 @ 36
Minced Hams 14 @ 15
Bacon 20 @ 42

Beef
Boneless 24 00 @ 26 00
Rump, new 25 00 @ 26 00

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

Pig's Feet
1/4 bbls. 2 15
1/2 bbls. 3 75
3/4 bbls. 7 00
1 bbl. 14 15

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

Casings
Hogs, per lb. 065
Beef, round set 23 @ 24
Beef, middles set 50 @ 60
Sheep, a skinn 1 75 @ 2 00

Uncolored Oleomargarine
Solid Dairy 24 @ 26
Country Rolls 24 @ 26

RICE
Fancy Head 08
Blue Rose 06 1/2
Broken 04

ROLLED OATS
Steel Cut, 100 lb. sks. 3 50
Monarch, 90 lb. sacks 3 00
Corns, 90 lb. sack 2 75
Quaker, 18 Regular 2 05
Quaker, 12s Family 2 95
Mothers, 20s, family 6 10
Silver Flake, 18 Reg. 1 50
Silver Flake, 10 family 1 90

SALAD DRESSING
Columbia, 1/2 pints 2 25
Columbia, 1 pint 4 00
Durkee's large, 1 doz. 6 60
Durkee's med., 2 doz. 7 10
Durkee's Picnic, 2 dz. 3 25
Snider's large, 1 doz. 3 50
Snider's small 2 doz. 2 35

SALERATUS
Arm and Hammer 3 75

SAL SODA
Granulated, bbls. 2 25
Granulated, 100 lbs cs 2 50
Granulated, 36 2 1/2 lb. packages 2 75

SALT	
Med. No. 1, Bbls.	2 70
Med. No. 1, 100 lb. bg	90
Farmer Spec., 70 lb.	92
Packers, 56 lb.	60
Blocks, 50 lb.	52
Butter Salt, 280 lb bbl	4 50
Baker Salt, 280 lb. bbl	4 25
100, 3 lb. Table	6 30
60, 5 lb. Table	5 80
30, 10 lb. Table	5 55
28 lb. bags, butter	50



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

SEEDS.	
Anise	23
Caraway	14
Canary, Smyrna	09
Cardamon, Malabar	1 20
Celery	24
Hemp, Russian	03 1/2
Mixed Bird	13 1/2
Mustard, yellow	12
Poppy	13
Rape	14
Durkee's Bird, doz.	1 20
French's Bird, per dz.	1 40

SHOE BLACKENING.	
2 in 1, Paste, doz.	1 35
E. Z. Combination, dz.	1 35
Dri-Foot, doz.	2 00
Bixbys, Doz.	1 35
Shinola, doz.	85

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

SOAP.	
Am. Family, 100 box	6 00
Export, 120 box	4 95
Flake White, 100 box	5 70
Fels Napha, 100 box	6 15
Grdina White Nap. 100s	5 80
Kirk White Nap. 100s	5 80
Rub No More White	
Napha, 100 box	6 00
Sunny Monday, 100 bx	5 35
Swift Classic, 100 box	5 70
Swift Pride, 100 box	5 40
20 Mule Borax, 100 bx	7 55
Wool, 100 box	7 50
Fairy, 100 box	5 60
Jap Rose, 100 box	8 10
Palm Olive, 144 box	11 25
Lava, 100 box	5 65
Pummo, 100 box	5 80
Sweetheart, 100 box	5 70
Grandpa Tar, 50 sm.	4 10
Grand Pa Tar, 50 Lge	4 45
Fairbank Tar	4 45
Tribyl, 100, 12c	8 50
Williams Barber Bar, 9s	50
Williams Mug, per doz.	48

Proctor & Gamble.	
5 box lots, assorted	
Ivory, 100 6 oz.	7 00
Ivory Soap Flks., 100s	8 50
Ivory Soap Flks., 50s	4 35
Lenox, 140 cakes	5 50
P. & G. White Napha	5 75
Star, 100 No. 11 cakes	5 75
Star Nap. Pwdr., 100s	3 90
Star Nap. Pwdr., 24s	5 75
Tradesman Brand.	
Black Hawk, one box	4 50
Black Hawk, five bxs	4 25
Black Hawk, ten bxs	4 00

Box contains 72 cakes. It is a most remarkable dirt and grease remover, without injury to the skin.	
WASHING POWDERS.	
Bon Ami Pd, 3 dz. bx	3 75
Bon Ami Cake, 3 dz	3 25
Climoline, 4 doz.	4 20
Grandma, 100, 5c	3 90
Grandma, 24 Large	4 00
Gold Dust, 100s	4 00
Gold Dust, 12 Large	3 20
Golden Rod, 24	4 25
Jinx, 3 doz.	4 50
La France Laun, 4 dz.	3 70
Luster Box, 54	3 75
Miracle Cm, 4 oz. 3 dz.	4 00
Miracle C., 16 oz., 1 dz.	4 00
Old Dutch Clean, 4 dz.	4 75
Queen Ann, 60 oz.	2 10
Rinso, 100 oz.	6 40
Rub No More, 100, 10 oz.	4 08
Rub No More, 100, 14 oz.	5 75
Rub No More, 18 Lg.	4 50
Spotless Cleanser, 48, 20 oz.	4 00
Sani Flush, 1 doz.	2 25

Sapallo, 3 doz.	3 15
Soapine, 100, 12 oz.	6 40
Snowboy, 100, 10 oz.	3 90
Snowboy, 24 Large	5 60
Snowboy Large 1 free	5
Speedee, 3 doz.	7 20
Sunbrite, 72 doz.	4 00
Wyandotte, 48	5 50

CLEANSERS.

KITCHEN KLENZER



80 can cases, \$4.80 per case

SPICES.	
Whole Spices.	
Allspice, Jamaica	@12
Cloves, Zanzibar	@36
Cassia, Canton	@16
Cassia, 5c pkg., doz.	@40
Ginger, African	@15
Ginger, Cochon	@22
Mace, Penang	@70
Mixed, No. 1	@24
Mixed, 5c pkgs., doz.	@45
Nutmegs, 70-8	@40
Nutmegs, 105-110	@38
Pepper, Black	@15

Pure Ground in Bulk	
Allspice, Jamaica	@17
Cloves, Zanzibar	@40
Cassia, Canton	@25
Ginger, African	@22
Mustard	@28
Mace, Penang	@75
Nutmegs	@32
Pepper, Black	@20
Pepper, White	@32
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
Ponelly, 3 1/2 oz.	3 25
Kitchen Bouquet	3 25
Laurel Leaves	20
Marjoram, 1 oz.	90
Savory, 1 oz.	90
Thyme, 1 oz.	90
Tumeric, 2 1/2 oz.	90

STARCH	
Corn	
Kingsford, 40 lbs.	11 1/4
Powdered, bags	02 1/2
Argo, 48 1 lb. pkgs.	3 75
Cream, 48-1	4 80
Quaker, 40 1	6

Gloss	
Argo, 48 1 lb. pkgs.	3 75
Argo, 12 3 lb. pkgs.	2 74
Argo, 8 5 lb. pkgs.	3 10
Silver Gloss, 16 3 lbs.	11 1/4
Silver Gloss, 12 6 lbs.	11 1/4
Elastic, 64 pkgs.	5 35
Tiger, 48-1	2 85
Tiger, 50 lbs.	05 1/2

SYRUPS	
Corn	
Barrels	70
Half Barrels	76
Blue Karo, No. 1 1/2,	
2 doz.	1 93
Blue Karo, No. 5, 1 dz	2 70
Blue Karo, No. 10,	
1/2 doz.	2 50
Red Karo, No. 1 1/2, 2	
doz.	2 23
Red Karo, No. 5, 1 dz	3 10
Red Karo, No. 10, 1/2	
doz.	2 90

Maple Flavor.	
Karo, 1 1/2 lb., 2 doz.	3 95
Karo, 5 lb., 1 doz.	6 15

Maple and Cane	
Kanuck, per gal.	1 50
Sugar Bird, 2 1/2 lb.,	
2 doz.	12 00
Sugar Bird, 8 oz., 4	
doz.	13 00

Maple.	
Johnson Purity, Gal.	2 50
Johnson Purity, 2	
doz., 2 1/2 lb.	17 50
Johnson Purity, 4	
doz., 18 oz.	18 50

Sugar.	
Domino, 24, 2 lb.	6 50
Bbls., bulk, per gal.	50

TABLE SAUCES.	
Lea & Perrin, large.	6 60
Lea & Perrin, small.	3 75
Pepper	1 60
Royal Mint	2 40
Tobasco	3 75

Sho You, 9 oz., doz.	2 70
A-1, large	5 75
A-1, small	3 60
Capers	1 80

TEA.

Japan.	
Medium	30 @ 35
Choice	39 @ 43
Fancy	54 @ 57
No. 1 Nibbs	58
1 lb. pkg. Siftings	14

Gunpowder	
Choice	28
Fancy	38 @ 40

Ceylon	
Pekoe, medium	33
Melrose, fancy	56

English Breakfast	
Congou, Medium	28
Congou, Choice	35 @ 36
Congou, Fancy	42 @ 43

Oolong	
Medium	36
Choice	45
Fancy	55

TWINE	
Cotton, 3 ply cone	35
Cotton, 3 ply balls	35
Wool, 6 ply	22

VINEGAR	
Cider, Benton Harbor	25
White Wine, 40 grain	17
White Wine, 80 grain	23
White Wine, 100 grain	25

Oakland Vinegar & Pickle	
Co.'s Brands.	
Oakland Apple Cider	30
Blue Ribbon Corn	22
Oakland White Pickling	20
Packages no charge.	

WICKING	
No. 0, per gross	60
No. 1, per gross	85
No. 2, per gross	1 10
No. 3, per gross	1 85
Peerless Rolls, per doz.	45
Rochester, No. 2, doz.	50
Rochester, No. 3, doz.	2 00
Rayo, per doz.	90

WOODENWARE	
Baskets	
Bushels, narrow band,	
wire handles	1 75
Bushels, narrow band,	
wood handles	1 85
Bushels, wide band	1 90
Market, drop handle	70
Market, single handle	80
Market, extra	1 35
Splint, large	9 00
Splint, medium	8 50
Splint, small	7 00

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	4 50
No. 2, Star Egg Tray	9 00

Mop Sticks	
Trojan spring	2 00
Eclipse patent spring	2 00
No. 2, pat. brush hold	2 00
Ideal, No. 7	1 90
20 oz cotton mop heads	3 00
Trojan spring	2 00
Eclipse patent spring	2 00

Pails	
10 qt. Galvanized	2 75
12 qt. Galvanized	3 00
14 qt. Galvanized	3 25
Fibre	6 00
12 qt. Flaring Gal. Ir.	6 75
10 qt. Tin Dairy	5 00
12 qt. Tin Dairy	5 50

Traps	
Mouse, wood, 4 holes	60
Mouse, wood, 6 holes	70
Mouse, tin, 5 holes	65
Rat, wood	1 00
Rat, spring	1 00
Mouse, spring	30

Tubs	
Large Galvanized	8 50
Medium Galvanized	7 00
Small Galvanized	6 50

Washboards	
Banner Globe	5 75
Brass, Single	6 75
Glass, Single	7 00
Double Peerless	8 25
Single Peerless	7 50
Northern Queen	6 25
Universal	7 50

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	07 1/2
Butchers Manila	06
Kraft	09

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	
Fleischman, per doz.	28



Habit of Joy That Lights Up Self and Others.

Written for the Tradesman.

I have been seeing lately a good deal of a young girl who, within the space of a year, lost her father and mother, and whose lover was killed in the war.

One would have expected her to be crushed, for she is one of the most sensitive girls I have ever known.

Far from it. It seems as if the bereavements drew upon new stores of character within. She is a centre of radiant happiness, which infects and illuminates everyone about her. Deprived, not only of every relative she had on earth but, so far, as she knows, of the happiness of marriage and motherhood, she has devoted herself to a training for work with other mothers' children, and goes on, singing her way through the world.

I know that she is of this sort largely because her mother made it her business to train her for happiness. From her little childhood she has been taught to find resources within herself; face disappointment with a smile; to notice and emphasize the sunshine along the way; to content herself with simple things, and always to think first of the happiness of others. So now she distracts herself from the ache in her own broken heart by trying every minute to keep sunshine in the paths of those about her.

Happiness is not a gift of the gods. It is a habit, commanded from within yourself. It consists entirely of your attitude toward the things and people and happenings about you. The sunshine comes, not in to you from somewhere or somebody else, but outward, from yourself.

A little while ago, upon a long railroad journey, I saw two women sitting across the aisle from each other, who perfectly illustrated what I mean. One was tired and bored all the way. We were passing through some of the most wonderful scenery in America, and she knew that as a fact; but she got no joy from it; she was fussing every minute about her personal comfort, about whether her hat and clothes—most inappropriate for a long journey—were being mussed; about the heat and the dust and the food; about everything.

The other enjoyed every moment of the trip. She was alive with resources of interest and happiness. She saw with keen interest every flower, tree, rock, and bird, compared the changing scenery and growing crops and herds as we passed through state after state; the whole trip was an education and inspiration to her.

Good health is almost indispensable to happiness, especially in

children. This means simple, wholesome food, plain living, plenty of sleep. And it means, too, freedom from what one of my friends calls "the tyranny of foods." Very early in life begins that fussy attitude of liking this and disliking that, which needn't ever begin at all if you train your child to eat what is put before him, and set him the example yourself.

The best boarding schools have now the sensible custom of simple clothing—almost a uniform. I know one young woman, who not long ago was sent home because her foolish mother had sent her to school with so extravagant and "dressy" a wardrobe, and such an attitude of mind about it, that the teachers would not allow her to stay there.

Too many creature comforts and the habit of luxury undermine the characters of children as surely as anything I know of. In such an atmosphere children cannot learn the true values in life; and misvaluation of things—especially things—lies at the root of most unhappiness.

Work is a sovereign remedy. Idleness is a sure source of discontent. Teach the children the joy of work, and give them work to do—useful work—work within their capacity. Let them participate in the making of the home, and the maintenance of its beauty and comfort. No matter how much money or how many servants you may have, it is necessary for the health and happiness of your children's lives that they should have definite work to do—necessary work, which gives them respect for what they do and the habit of valuing their own time and labor.

Teach the children to read; to store their minds with useful knowledge. Help them to learn how to be content with quiet occupations for a little while each day. Then an enforced idleness through illness will not find them fretful, but give them another opportunity for the enjoyment of what they have learned to appreciate. I know how easy it is to attribute happiness or discontent and fretting to "disposition." People of any age are not all alike, and it is easier for some than others, even in little childhood, to find resources within themselves. Some little children are "easily amused," while others are full of restless vitality. This is the problem: to surround the child of any kind, and particularly the one who, by temperament needs it most, with the atmosphere of sunshine and contentment with simple things, so that he will start in life with the habit of happiness that warms himself and lights the life of those about him.

Prudence Bradish.

(Copyrighted, 1921.)

Standardizing the Grocers' Packages.*

During the course of the year the members of the committee on standardization have been in close touch with the chairman and taken active steps to bring about improvement in the matter of regulating containers, a brief summary of which follows. At the June meeting of directors the following were reported:

Canned Milk: The canned milk division expresses the opinion that certain recommendations will be adopted.

Extracts: The Flavoring Extract Manufacturers' Association has a wide diversity of opinion but reports progress and hope of future action.

Lye: The lye industry has purged itself of most of the abuses in the way of indiscriminate packing a number of years ago and there is practically but one size now—either 48 or 49.

Baking Powder: The Royal Baking Powder Company will continue to ship sizes in compliance with the request of the Wholesalers' Association.

Soups and Condiments: Manufacturers of soups and condiments are packing according to the suggestions of the wholesale grocers' committee.

Salt: Mr. Moore reports working hard but up to that time has accomplished no actual change.

Cereals: Containers used in the cereal trade are meeting with entire satisfaction.

Soaps: A report submitted shows a uniformity of weights and packings adopted by the soap section of the American Specialty Manufacturers' Association for all white naphtha; all white naphtha soaps, and all advertised brands of yellow soaps.

The activities of this committee since filing the above report are as follows:

Canned Milk: Out of approximately seventy-five letters sent out forty-six replies indicated: Sixteen packing 8 dozen baby size to the case; fifteen packing 6 dozen baby size to the case; five packing 6 and 8 dozen baby size to the case, and ten not packing baby size milk.

Five of those packing 6 dozen to the case do not wish to make a change, three are willing to change over to the 8 dozen containers, the rest did not answer our last letter. All in all, would say that approximately 95 per cent. of the production of baby milk will go out in 8 dozen containers.

Soaps: The soap manufacturers have voted to standardize soap powders as follows: Large packed 20 to the case; medium packed 60 to the case; small 5c size packed 100 to the case. Also passed a resolution that 5c soaps, both white and yellow, be packed 120 cakes to the case.

Considerable correspondence has been interchanged concerning the subject of standardization of containers. At the convention of the National Wholesale Grocers' Association the economy conference committee, which was to consider standardization of containers, has written two lengthy letters on the subject and called personally. The chief burden of the recommendation is to eliminate such items as "small, medium and large,"

referring, of course, to the individual packages and not to containers, and expressing the opinion that in the scope of the terms "small, medium and large" are subject to a great deal of abuse and misunderstanding, and also suggests that if possible further action be secured on cereals (naming rolled oats and corn flakes), dried fruits, chocolate and cocoa, coconut, olives, sauces (except chili sauce), pickles and canned goods, such as fish, meats and baked beans.

That committee also recommends the adoption of metric system of packing wherever it can be done instead of dozens.

E. W. McCullough, of the Chamber of Commerce of the United States, writes as follows:

"In your continued studies along similar lines we shall appreciate copies of your reports from time to time, and if we can be of assistance to you in encouraging any of your people slow to appreciate the advantages of this work let us know and we will be glad to lend a hand."

Campbell, Holton & Co., Bloomington, Ill., make a strong bid for the metric system of packing to correspond with our coinage system and state that the bean dealers have practically adopted it, in a way in distributing their products, packing in 100 pound bags and selling by the pound instead of by the bushel.

A very recent letter from John W. Morey gives a list of suggestions of a slightly different character, and says:

"I judge from my conversation with you and also our correspondence that a great many of the individual manufacturers and also the individual members of your committee are inclined to assume that because they supported the general resolution adopted by the directors of your association approving the general plan of standardization of containers that that is all that is necessary, with the result that in some instances no real progress has been made with the exception of the resolution passed. If we could only get each one to realize the desirability and economy to themselves as well as to the wholesale grocers of a standardized packing case along definite lines we would have accomplished a great deal."

Discriminations against American exports in foreign markets are a bar to American trade. Only countries granting our products the same treatment granted similar products imported from other countries are entitled to equal treatment in our markets. Here is a principle that should be incorporated in our tariff legislation, for its practical application may mean much to our foreign trade. We understand such a provision in our tariff acts of the past has lacked flexibility. It is evidently a very difficult thing to carry a principle of this kind into practical effect. But it is so very important, especially under present international conditions, that Congress should give the subject careful and painstaking consideration in the effort to establish a working provision that will give a maximum of protection and benefit to the American exporter.

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.

For Sale—Pure, fresh-ground buckwheat flour, in bulk or sacked. Write for prices to Farwell Mills, Farwell, Mich. 561

For Sale—Ice box for meat market. In good condition. With tile front. Size 10x12x11. Ruffi Brothers, Suttons Bay, Mich. 562

WANTED—Stock of dry goods. Have a ten-family terrace. Will trade for stock of dry goods and assume a reasonable indebtedness. Herbert D. Lyon, Owosso, Mich. 563

SALESMEN WANTED — SALESMAN acquainted with buyers, and who can obtain orders for sales and order books, can make favorable commission arrangements with leading Chicago concern in this line. CHICAGO SALES BOOK CO., 337 W. Madison St., Chicago. 564

For Sale—Drug store located in city of 5000. Splendid schools, college, surrounded by good farms. Finest fixtures. Doing good business. Owner compelled to sacrifice. Might exchange for clear income property or home and cash. Full information, address No. 565, care Michigan Tradesman. 565

ATTENTION—Do you want to reduce or close out your stock, either by red tag or auction sale, or both? For reference, Kalkaska or Traverse City banks. Cornell & Johnson, Kalkaska, Mich. 566

For Sale or Rent—Good store building in Fremont. Best location in town. Affords fine opening for ladies and gents furnishing store. John Pikaart, Fremont, Mich. 567

For Sale—Restaurant and lunch room in town of 700. Doing good business. L. P. Bishop, White Cloud, Mich. 568

RESORT PROPERTY—One of the finest and best equipped hotels in Northern Michigan. 150 rooms, ice house, electric plant, water system. Chicago boats land directly in front. 150 platted lots in connection. This property must be sold and the price is just one half of the appraised value. The lots will bring enough to clear the whole property. Address FRED A. GODFREY, BELDING, MICH. 569

FOR SALE—Only harness shop in live town 1600. Flour mill same town. Twenty-two miles to nearest mill. Reed Realty Co., Carsonville, Mich. 570

Men's Furnishing Store—Am going to retire. Will sell ½ interest or all of a first-class money-making furnishing and tailor store. Geo. McManus, 1439 Jefferson Ave., East, Detroit, Mich. 571

FOR SALE—High class, old established meat market and bakery combined, at Grand Rapids, Michigan. Fine location, elegant fixtures. Last year's business over \$130,000; net profit over \$12,000. Will take good farm or city real estate as part payment. Poor health reason for selling. Address No. 572, care Michigan Tradesman. 572

For Sale—Furniture store, with stock. Good location. For particulars, write Box 52, Hamilton, Mich. 549

Will pay cash for whole stores or part stocks of merchandise. Louis Levinsohn, Saginaw, Mich. 998

Pay spot cash for clothing and furnishing goods stocks. L. Silberman, 274 East Hancock, Detroit. 566

Bell Phone 596 Citz. Phone 61366

JOHN L. LYNCH SALES CO.

SPECIAL SALE EXPERTS

Expert Advertising

Expert Merchandising

209-210-211 Murray Bldg.

GRAND RAPIDS, MICHIGAN

If you are thinking of going into business, selling out, or making an exchange, place an advertisement in our business chances columns, as it will bring you in touch with the man for whom you are looking—THE BUSINESS MAN.

1000 letterheads or envelopes \$3.75. Copper Journal, Hancock, Mich. 150

For Sale—Cash registers and store fixtures. Dickry Dick, Muskegon, Michigan. 520

For Sale—Clothing, furnishings, and pawn shop. Only pawn shop in city of 15,000 population. Best location in city. Address No. 552, care Michigan Tradesman. 552

Want To Buy—Store building, small town. William Sweet, Bendon, Mich. 538

FOR SALE—Or trade for merchandise. 1½ ton Republic truck equipped with peddling box for carrying shoes, groceries and dry goods. A money maker. E. L. Howard, Vestaburg, Mich. 553

For Sale—Stock of china, dinner ware, aluminum, granite and novelties in one of the best villages in Michigan. Address No. 556, care Michigan Tradesman. 556

For Sale—Only 5 and 10c store in county. County seat town. Best corner in town. Closing out sale now on. Established eleven years. Other business. Big chance. Investigate. Owner, G. Jensen, Kalkaska, Mich. 559

Will pay spot cash for small stock men's furnishings or shoes. E. C. Greene Co., 212 E. Main St., Jackson, Mich. 560

REBUILT
CASH REGISTER CO., Inc.

Dealers in

Cash Registers, Computing Scales, Adding Machines, Typewriters And Other Store and Office Specialties. 122 N. Washington, SAGINAW, Mich. Repairs and Supplies for all makes.

Economic Coupon Books

They save time and expense

They prevent disputes

They put credit transactions on cash basis

Free samples on application



Tradesman Company

Grand Rapids, Mich.

*Report presented at annual meeting American Specialty Manufacturers' Association by Lewis McDavit, chairman of Committee on Standardization.

BRING ORDER OUT OF CHAOS.

(Concluded from page 1)

should start 1922 with a long conference with his banker—determine exactly what he is going to do for you, how much and what classes of paper he will discount for you, and how much your customers already owe.

We anticipate a slight improvement in general business conditions and a slightly more liberal buying attitude in 1922, but do not overestimate it. The waters are still troubled. The effects of the storm are not yet fully removed.

Let us learn a lesson from the experience of the past year and a half. Out of this experience let us build a stronger financial policy for our business. Let us study more carefully our customers' paying power. It is more important that he pay promptly than that he buy liberally. During the past years we have often oversold our customers. In the future let us study both our customers' needs and their resources. Catalog both. Do not sell them more than you are reasonably sure they can pay for.

Prepare now for a banner year in 1923. Get your resources in shape so that you can handle a greatly increased volume in 1923. See that your customers liquidate their debts to you during the approaching year. Liquidate your debts to the banks and others during 1922. Prepare now to start 1923 in the best financial condition possible. Get your stock in shape so that you will not have to take a loss to meet reductions in price for 1923.

When conditions are adjusted—and they should be by 1923—the progressive implement dealer will be offered a greater volume of business than he has been offered before. Buying has been restricted since 1915. A great accumulated demand has been held back by the farmers' reluctance to buy at the high prices and during the past year by his greatly reduced buying power. When the buying movement begins—and I believe that it will begin in the spring of 1923—the unprepared dealer will be unable to cope with the situation and meet the demands of his customers. Be ready for the opportunity that you may recover some of the losses of this year.

My statements may sound pessimistic, but let me assure you that I am a thoroughbred optimist. I believe in laying all of the cards on the table face up and view the situation just as it is. We then know better how to meet it.

Let us turn a deaf ear to the calamity howlers and cultivate an abiding faith in the fundamental integrity and ability of our American citizenship to solve the grievous problems thrust upon us during this reconstruction period. Let us pursue a policy of optimism and hard work, because we know from past experience that such a policy will win, both in business and governmental affairs. Periods of business depression have always been succeeded by periods of prosperity. The shrewd business man is not so much concerned with what is happening to-day. Rather he is looking forward to the future and preparing to meet its problems.

I venture the opinion that the next ten years will be the most productive and prosperous that the world has ever known.

Let each one of us as well as our Association have a part in the bringing of order out of chaos. Put ourselves in line with the constructive influences of our day, knowing that if we are leaders that we will reap an ample harvest.

Don't advertise that you "do not sell" so and so, or that you do not do this or that in your store. Advertise what you do do. Negative advertising produces negative results.

Review of the Produce Market.

Apples—Wagner, Wealthy, Spys, Baldwins and Alexanders command \$7@9 per bbl.; cooking apples, \$7 per bbl. Box apples from the Coast command, \$3.75 for Jonathans and Spitzenbergs.

Bananas—7½c per lb.

Beets—\$1 per bu.

Butter—The consumptive demand is fair. The market is ruling about the same as a week ago. The quality arriving is very good. The stocks in storage are considerably less than they were a year ago. The market is in a healthy condition on the present basis of quotations and if we do have any change it is likely to be a slight advance. Local jobbers hold extra creamery at 42c in 63 lb. tubs for fresh and 39c for cold storage; 43c for fresh in 40 lb. tubs. Prints 44c per lb. Jobbers pay 21c for packing stock.

Cabbage—\$4.50 per 100 lbs.

Carrots—\$1.40 per bu.

Celery—40c for ordinary and 60c for Jumbo.

Cranberries—Late Howes command \$21 per bbl. and \$10.50 per ½ bbl.

Cucumbers—Illinois hot house command \$3 per doz., for extra fancy and \$2.75 per doz. for fancy.

Eggs—The market is steady at unchanged prices, with a light supply and a light consumptive demand. The supply of new-laid eggs is likely to increase at any time, and if we do have any change in price it is likely to be a slight decline. Stocks of storage eggs are being gradually reduced and the market is firm at an advance of about 1c per dozen over last week. We do not look for much change from the present conditions. Local dealers pay 58c for strictly fresh, candled. Cold storage are now moving out on the following basis:

Firsts	40c
Firsts in cartons	42c
Seconds	33c
Checks	32c

Grape Fruit—Florida fruit is now in market, selling at \$4.50 per box for all sizes.

Grapes—California Emperors command \$3.75 per 24 lb. crate.

Green Onions—Shalots, 75c per doz. bunches.

Honey—40c for white clover in about 20 lb. boxes.

Lemons—Sunkissed are selling on the following basis:

300 size, per box	\$6.00
270 size, per box	6.00
240 size, per box	5.50

Choice are held as follows:

300 size, per box	\$5.50
270 size, per box	5.50
240 size, per box	5.00

Lettuce—Hot house leaf, 19c per lb.; Iceberg from California, \$6.50 per crate.

Onions—California, \$6 per 100 lb. sack; home grown \$5.50 per 100 lb. sack; Spanish, \$2.65 per crate.

Oranges—Fancy California Navels now sell as follows:

90 and 100	\$7.25
150, 176 and 200	7.50
216	7.50
252	7.50
288	6.50
324	6.00

Parsley—75c per doz. bunches.

Peppers—Florida, 75c per basket.

Pineapples—\$9@10 per crate for Florida.

Potatoes—\$1.10@1.15 for home grown. Buyers all over Michigan are paying \$1.25 per 100 lbs., which is equivalent to 75c per bu. Shippers state that all the stock they purchased of late on the basis of \$1.50 per 100 resulted in losses ranging from \$25@100 per car.

Poultry—Local buyers pay as follows for live:

Turkeys	30@32c
Geese	17c
Choice Ducks	22c
Light fowls	14c
Heavy fowls	17c
Light Chickens	14c
Heavy Chickens	18c

Dressed turkeys, 5c more than live; dressed chickens, 3c more than alive.

The reason why fowls and heavy chickens have advanced is because receipts have been so meager this week. There are still many turkeys left in the country and local buyers predict lower prices for Christmas offerings.

Pumpkin—\$2.25 per doz.

Radishes—75c per doz. bunches for home grown hot house.

Squash—\$2.75 per 100 lbs. for Hubbard.

Sweet Potatoes—Virginia command \$1.60 per hamper and \$4 per bbl.

Tomatoes—\$1.25@1.50 for 6 lb. basket from California.

Stand For High Quality and Honest Pack.

Chicago, Nov. 29.—In writing of the canning interests of Michigan last week I referred to the fact that Chicago wholesale grocers deserved well of the canners of Michigan and should be considerably treated because they were the best customers of Michigan canners. I am of the further opinion that the canners of Michigan deserve well of Chicago wholesale grocers for the early and the present reputation of Chicago as a quality canned foods market is largely attributable to the fine and honest qualities of the output of the Michigan canneries, which they have handled so extensively under their own labels and under the Michigan labels.

At a time in the history of the canning industry when slack filling of cans, careless handling of products, and indifferent qualities were the order of the times, each canner in some localities trying to pack goods at a lower cost than his competitors, so as to sell them lower, the canners of Michigan and New York State stood like lions in the path for good quality, although at that time there was no pure food law on the statute books to require them to pack an honest quantity and meritorious quality.

All honor to Michigan canners, for they are too proud generally to pack poor stuff and are jealous of the reputation they have erected and which towers so high.

Consequently I hold that there is a mutual obligation resting upon Michigan canners and Chicago wholesale grocers, which each should remember and respect. It is true that Chicago has in late years handled a great many California canned fruits, but not until the supply from Michigan could not be had; and the same statement can be made in relation to canned berries and other fruits from Washington and Oregon.

Another good thing about the modern skirt is that you can always tell when a lady is registering a kick.

The Spirit of Cheerfulness.

I know a man, a victim of dyspepsia, who has such a chronic grouch. That his home is like a funeral parlor. Nobody was every known to smile in that house of gloom.

Until one day
When the head of the family
Happened to read in a magazine
That cheerfulness at meal times
Was a big aid to digestion.
And having cogitated over that hint,
He decided to follow it.
So at dinner time, at the table,
He glowered at his trembling off-spring
And his cowed little wife,
And he said unto them:

"Now, see here!
"I have made up my mind
"That there has got to be more gaiety
"At this blanketed table.
"I won't stand for you all sitting here
"Like a bunch of crepe hangers.
"I want you all to smile at meal times
"From now on.
"And I intend to see that it is done.
"If I have to lick the stuffings
"Out of every darned one of you."

And since he got that off his chest
There have been smiles of a sort
At the dinner table.
But he has been surprised to find
That somehow there has been
No improvement in his digestion.

I often think of this man
When I go into stores and offices
And am welcomed by an employee
With an automatic grin
That is obviously about as genuine
As a politician's handshake;
And I am not surprised in such cases
To find that the boss
Is a crusty old gent
Who believes absolutely
That "Service With a Smile"
Is a good business getter,
But does not realize
That the idea is totally falls
Unless the spirit of cheerfulness
Is actually in that establishment
From the top down.
Sam Sellmore Goodes.

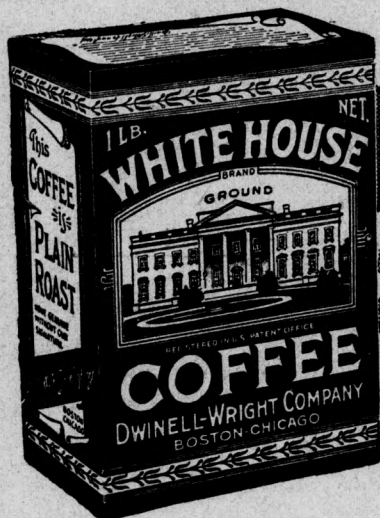
It is doubtful if George Washington ever ate an orange or saw a lemon. The tomato was considered poisonous then, and was almost never eaten. But to go back more centuries, Cicero speaks of Asia Minor as one of the most fertile parts of the Roman Empire. Where is it to-day—and to-day the United States is spending twenty million a year on its Department of Agriculture founded by the farmer boy, Abraham Lincoln, in the darkest days of the Civil War. Even more foresighted was the passage of the Morrill act in 1861, giving the first National impetus to our agricultural colleges which have been such a potent factor in our National wealth. Nor has any nation in the world in the first 150 years of its existence done so much to develop animals and birds in their usefulness to man as has the United States of America.

Moonshine liquor still keeps up its quota of deaths and general havoc, and our newspapers are to be commended for the publicity they are giving these cases. If you approached a man with a bottle of carbolic acid properly labeled with skull and crossbones, do you think he would buy it for beverage purposes? Certainly not, but most of the whisky being sold promiscuously is worse in form than the commonly known poisons. It is very dangerous and still men pay high prices for it, and take chances of dying, becoming insane or paralyzed because they think they must have whisky regardless of the source, just because it looks like the old time article. To convict a few moonshiners for murder would probably help to destroy the general sale of so-called whisky.

Who sits in the driver's seat, you or your business? Is your business driving you? Is it too much for you and keeping you on the run all the while? Or are you the master of the situation, driving the business?

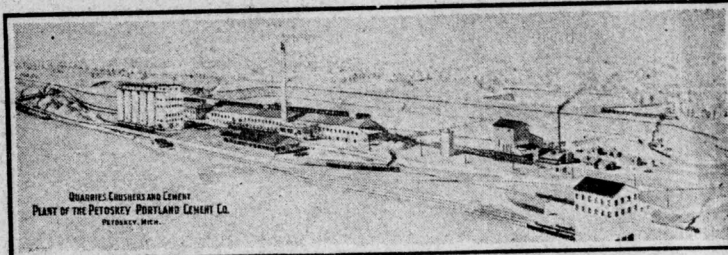
1-3-5 lb.
Packages
Only

A STEAMING cup of *White House Coffee* at the morning meal gives, to most men, just the needed impetus which carries him through a strenuous day and brings to him the successes he strives for.



See that all your men-customers are well
"fed-up" on White House.

Distributed at Wholesale by
JUDSON GROCER CO.
GRAND RAPIDS, MICH.



Petoskey Portland Cement

A Light Color Cement

Manufactured on wet process from Petoskey limestone and shale in the most modern cement plant in the world. The best of raw materials and extreme fine grinding insure highest quality cement. The process insures absolute uniformity.

ASK YOUR DEALER FOR IT.

Petoskey Portland Cement Co.
General Office, Petoskey, Michigan



Look Out for Him, He'll Bear Watching

Whenever you run across a man who brands all business men as thieves and liars, you'd better play safe and make him pay cash.

You bet you had. We never knew a man who was suspicious of everything and everybody, who wasn't a good man not to do business with.

We have said it before and we say it again, there are other safes made just as good as ours but none any better. If therefore you need a safe—and if you haven't one you certainly do—we should like mighty well to tell you all about our safes, how they are made, what they are made of and the prices we can offer you.

Dropping us a card to-day asking for this information will place you under no obligation to us. Will you do it?

GRAND RAPIDS SAFE CO.

Tradesman Bldg.

Grand Rapids, Michigan



*What You Will Know at Sight
Your Customers Will Learn from Use*

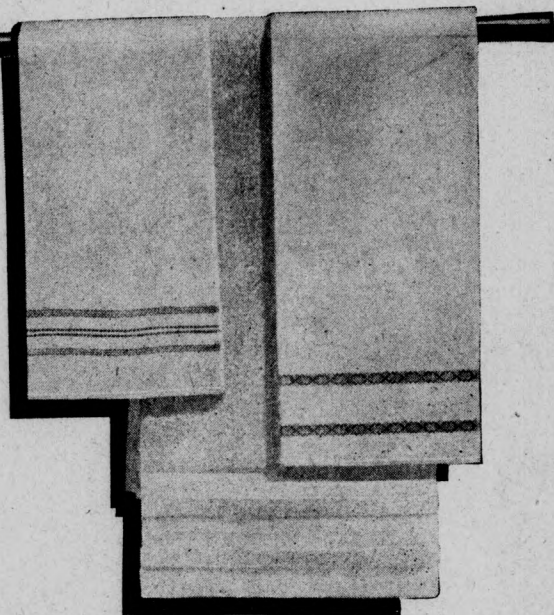
LONG wear will teach your customers the high quality of Cannon Towels. You, as a buyer, will recognize this quality at a glance. For Cannon Towels offer the greatest towel values that you can buy.

Compared price for price, they are closer woven and heavier in weight than any other cotton towels made. Cannon Towels are all made from high-quality cotton yarns. They are bleached and finished by a special Cannon process that gives them an exceptionally fine appearance. You will like the careful put-up of all Cannon Towels.

The line is so complete that it fills every towel demand. It ranges from kitchen towelings to every size of huck and turkish towel. Cannon Towels are suited to the finest homes. You can sell them at prices that all your customers can afford.

Cannon Towels are made by the Cannon Manufacturing Company—the world's largest producer of towels. They are distributed only through jobbers. Write your jobber for samples, prices and complete information.

CANNON MILLS, Inc.
55 Worth Street New York City



*Be certain you secure
genuine Cannon
Towels. Look for
this trade-mark label
(in blue) on the
wrapper of every
package.*

CANNON TOWELS