

MICHIGAN TRADESMAN

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Thirty-Ninth Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 14, 1921

Number 1995

The Three Wise Monkeys

In the land of the Island Kingdom,
'Mid Shinto Temple and Shrine,
Where the lights of a thousand altars
To a thousand false gods shine,
There is carved an odd, quaint lesson,
Wonderously cut in the wood—
The three wise monkeys of Nikko,
Who see, speak, hear, but the good.

By the door of the sacred stable,
They sit in their wisdom, the three,
The little deaf monkey the little dumb monkey,
The monkey who will not see!
With their eyes close shut to evil,
Ears that hear only the right,
And lips that are dumb to scandal,
They sit in their silent might!

In the land of the Island Kingdom,
'Mid Shinto Temple and shrine,
Comes again from an Eastern manager,
A message of birth divine,
Though they bow their heads to Kwannon,
Where the lotus of Nikko nods,
Yet this is the lesson they send us,
From the land of a thousand gods!

Always Room at the Top

Never you mind the crowd, lad,
Nor fancy your life won't tell;
The work is the work for all that,
To him that doeth it well,
Fancy the world a hill, lad,
Look where the millions stop;
You'll find the crowd at the base, lad,
There's always room at the top!

Courage and faith and patience!
There's space in the old world yet.
The better the chance you'll find, lad,
The further along you get.
Keep your eye on the goal, lad!
Never despair nor drop;
Be sure that your path points upward!
There's always room at the top!

Are You Boosting Fleischmann's Yeast

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.

Our newspaper and magazine advertisements urge readers to go to their grocer's for fresh yeast. Are you ready to supply it when they come—FLEISCHMANN'S of course.

The Fleischmann Company



10 cents straight
2 for a Quarter
15 cents straight

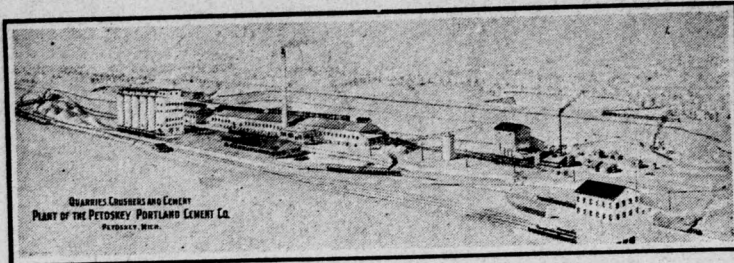
*One of the few
cigars a man
will walk across
the street for—*

The HARVESTER

Trade supplied by

WORDEN GROCER COMPANY

GRAND RAPIDS—KALAMAZOO—LANSING



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



Ask Us About Our New Tea Sugar
Syrup Season
Get your Customers to try
Franklin Golden Syrup



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

The Franklin Sugar Refining Company
PHILADELPHIA

"A Franklin Cane Sugar for every use"

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



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MICHIGAN TRADESMAN

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

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly By

TRADESMAN COMPANY

Grand Rapids.

E. A. STOWE, Editor.

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CARRY JOY TO OLD PEOPLE.

Last week the Tradesman made an especial plea for the children of the City Rescue Mission. This week an appeal is presented for the old people who are supported in whole or in part by the Mission—worthy people who are too good to steal, too proud to beg and who would sit in gloom and sadness and starve or freeze before they would ask for assistance. These are worthy people who have seen better days, but who have suffered reverses through misfortune or the death or betrayal of children who were depended upon to support their parents when evil days befell them. They are "flotsam and jetsam on the wild, rude sea of life," with little to look forward to but for the kindly office of Mel Trotter and his band of faithful workers.

More money than ever before is needed this year because of the greater distress from economic causes. Any one whose heart or sense of duty is reached by this appeal should give what he can. No amount is too small. Any one who imagines that a dollar or less is not worth sending should stop and think how important a dollar or a fraction of it can be to people who are penniless, cold and hungry. The impulse to give should be acted on immediately or it may not be acted upon at all. There is no system of personal solicitation and the appeal fails if it does not persuade the reader to mail his contribution.

None of the families to be helped is in receipt of State, county or city aid. None is in distress because of labor troubles. The helplessness of the family is due to the death, disability or betrayal of the breadwinner. Every gift does its work with a maximum of efficiency. It is used exclusively for the purchase of food, clothing, shelter and other necessities of life for people in desperate need of them. Not a cent is deducted for administrative expenses. The purchase of supplies is done with an

economy which cannot be achieved by ordinary individuals. The utmost that each dollar can buy goes to mothers, fathers and children who are in the utmost need. The facts in each case have been verified by careful investigation for which Mel Trotter stands sponsor. The aid is continued for a year, unless the family unexpectedly become self-supporting in the meantime. For each family directly helped, others are indirectly helped. The burdens of the charitable organizations are lightened and they increase the partial relief which they are giving to other unfortunates.

Mr. Trotter has carried on the work of rescuing families which are breaking up under unusual afflictions for twenty-two years. During all that time he has never given any just man cause for complaint. He has probably made many mistakes. If he has not, he would be too good for this world. He has probably been imposed upon. Is there a man in the world who has not been? Profiting by his mistakes and hewing to the line as well as he knows how—which is ten times better than most of us know how to do—he has paid no attention to the carping critics or cheap villifiers who constantly seek to injure him as a man and a spiritual leader. No man has ever gone through such a baptism of fire as Mel Trotter has been compelled to face through the betrayal of false friends and the demoniac machinations of things which bear the semblance of men, but who clandestinely seek to serve the devil by undertaking to impair Mel Trotter's usefulness in this community. Fortunately, these sneaks are well known and their hypocrisy and devilry have found them out. They will soon be compelled to face the tribunal of public opinion and thus demonstrate to the world the meanness of their methods, the nastiness of their lives and the hollowness of their hearts.

TAX-EXEMPT SECURITIES.

The next amendment to the Federal Constitution may be one forbidding the further issue of tax-exempt securities. Measures with this end in view were introduced in both houses during the last session of Congress, and President Harding urged the adoption of such an amendment in his recent message. Legal opinion is unanimous that the prohibition of tax-exempt issues can be effected only by the slow and uncertain process of amending the Constitution. Even if such an amendment should be duly ratified, there would still be a huge volume of exempt issues outstanding which would offer a considerable avenue of escape from taxation. Obviously no amendment can touch these without impairing the obligation of contracts.

The amount of tax-exempt securities at present outstanding is estimated at \$15,000,000,000. Inasmuch as it will probably require from three to five years to push the amendment through both houses with a two-thirds vote and then to obtain its ratification by the legislatures of thirty-six states, the total may be expected greatly to increase in the interim. In fact, there would probably be a rush of the states and their political subdivisions to float a large volume of tax-exempt bonds for various public purposes while they still had the chance. The tax-exempt feature increases the marketability of such securities, and there would be an additional incentive on the part of investors to buy them when it became known that the supply was likely to be limited.

There will probably be some opposition to the proposed amendment on the ground that it will tend to increase the interest rate on bonds issued for schools, good roads, and other public improvements, and thus add somewhat to the local taxes of progressive communities. Such arguments can be easily met, however, when it is shown that the purpose of the amendment is to make the wealthier class of investors contribute their share to the support of the Government. Moreover, as the prohibition would apply to the Federal Government as well as to the states, the latter would thus have a new source of revenue by gaining the right to lay taxes on subsequent issues of Federal bonds.

MIRACLE-WORKING TOUCH.

Resentment against Dr. Lorenz as a recent enemy alien will not account for the heavy barrage of criticism that has been laid down around him. Very much the same kind of criticism was his portion nineteen years ago on his first visit to this country. Neither is professional "jealousy" the right word for the undoubted skepticism prevalent among our own surgeons. The feeling in the profession is probably one of impatience with the miracle-working touch that has been lent to the work of the Viennese specialist, apparently through no fault of his own. It is a healthy thing for science that it should reject the idea of miracle, even if now and then the laugh is turned upon science and the heretic forces his lesson upon the orthodox. The healing science has always to be on its guard against the innate popular longing for the panacea. From Koch's tuberculin to the recent doubts cast upon radium, it is the same story.

When this is said, it remains true that Dr. Lorenz, aside from the services he may render through his own unquestioned personal skill in individual cases, will have performed a service for the surgical profession by

the mere publicity which he has brought to bear upon this special field of orthopedic surgery. This he will have done, as one of his defenders has well said, by arousing the parents of many crippled children to a sense of their responsibility. Relief in such cases is a painful process of years and courage and application, and it is a fact that the treatment outlined by surgeons is neglected in altogether too many instances. Dr. Lorenz will be justified in his work if he succeeds in driving home on the public that he is only one highly gifted representative in a field that has many able practitioners, and that it is for the patient to approach his surgeon without expecting a miracle, but chiefly to find guidance towards a cure which, if at all possible, nearly always calls for co-operation by the patient.

CHRISTMAS SEALS.

The annual perplexity over what to give for Christmas is upon us. But it is somewhat relieved by the reminder that now is the time to buy Christmas seals. For several seasons the purchase of these festive tags has been so important a part of pre-Christmas activity that it can almost be said that no Christmas is complete without it. The appropriateness of enlisting the generous spirit of the holiday period in the fight against the scourge of tuberculosis is proved by the response of the public. If anything could add to the heartiness of that response, it is the assurance that the fight is being won. The disease is needless, say the authorities. Its ravages have been reduced. We can cope with it if we will. The size of the victory depends entirely upon the amount of effort we are willing to put forth. Practically this means that we should buy more Christmas seals this year than heretofore. We owe it to ourselves not only to win the victory but to win it as speedily as we can.

What to do about the \$10,000,000,000 that European nations owe to our Government is a question that is now agitating both business men and politicians, but for very different reasons. The proposals range all the way from complete cancellation to the exaction of the last penny with full interest. Politicians do not take kindly to thoughts of cancellation; they want the money to be spent for a soldiers' bonus, pensions, waterway improvements, or divided up among the states for roads and public buildings. In other words, they would like to set up a gigantic pork barrel and to have our late Allies in the war to furnish the pork. Schemes of this character have considerable vote-getting value, and the country will undoubtedly hear a great many suggestions along such lines within the next few months.

RIGHT VIEWS OF GIVING.

Balance Love and Sympathy With Understanding.

Written for the Tradesman.

Everyone has the right to expect pleasure from giving. Many do not realize pleasure or even satisfaction. Relief that a duty is performed is the most that some people get out of holiday giving; while others get only disappointments.

First in the line of understanding is to know the meaning of terms. Gifts, presents and donations are called gratuities. We give to the needy; we make presents to relatives, friends and those whom we wish to honor; we donate to public enterprises, as schools, hospitals, etc.

Gifts to relieve distress should have a large place in holiday giving, but we can only touch upon that phase. Donations imply large amounts and so are largely the prerogatives of the wealthy. But presents concern us all and they occupy much attention at this season.

When distress and need about us are most apparent there will always be more imposters—those who are able to work and could obtain employment, but prefer to be clothed, fed and their dependents cared for in sickness if they can deceive sympathetic people or agents of benevolent organizations. Careful investigation on the part of individuals and organizations should precede benefactions. Associations with experienced workers are least apt to be imposed upon, for they are on their guard and can discover deceit where a sympathetic individual would not question hard luck stories or apparent need.

We know that people are helped who are not in dire need and do not deserve aid and that others ought to feel the pinch of poverty that they might learn lessons of industry and economy. It is best to join in organized relief of the needy lest some be doubly aided by different individuals, while others are overlooked or neglected. But joining in organized effort does not always fulfill our obligations. We may learn of those in need who try to hide their distress and want never to be known as objects of public charity. Ways may be found to help them.

As to presents. A present should be a token of love or friendship. Its commercial value is immaterial. To express our real feelings we need not give beyond our means. We should not give in excess of this for fear we may be regarded as niggardly. True friends do not expect us to deny ourselves ordinary comforts to make up for expensive presents. They may appreciate our sincere affection, yet deplore our lack of sense. Try to balance love and sympathy with understanding. Do not try to outdo others in making presents, lest our presents to our friend make his or hers to us seem insignificant or inferior. Do not give to win favor. Real friendship can not be bought with trinkets, nor with expensive presents.

A friendly letter, even if the recipient must suspect our struggles and hardships, is better than presents which aim to carry the impression that we possess bounties. Keeping

up appearance because of false pride often entails additional burdens.

A present which does not allow the recipient to use it or dispose of it in any way she chooses is not a free gift. Presents should not impose obligations. Reward for effort or behavior is a different matter and is a proper bestowal upon youth by their elders. For a child to earn its Christmas presents in some manner does not impress it with the affection which presents seek to express.

To pay with presents those who gave us presents is a burdensome and joyless affair. This kind of giving ought to be eliminated. Love requires no pay, but it is entitled to recognition—an acknowledgement of reception of a present and whatever true expressions of sentiment one may feel. That may properly close the incident until a personal meeting occurs.

Appropriateness of presents requires careful thought. A whole chapter could be written on this phase alone. Who has not known or heard of in-

Traveler Regards Many Hotels Reasonable and Fair.

Grand Rapids, Dec. 13.—As a heretofore successful traveling salesman for a large Chicago dry goods concern, of late I have been importuned by my house to use my influence in correcting certain abuses to which I am subjected in plying my vocation.

These abuses consist principally in the application of excessive rail, hotel and transfer charges, not to mention the exactions of barbers, porters, boot blacks and laundrymen whom we are all forced to patronize to a certain extent.

The railroad problem seems to be above my head; in fact, I doubt if it is within the reach of any human influence. When the railroad companies show any evidence of a change of heart the interstate commerce commission immediately places a quietus on any disposition to make reductions in rates, reasoning that any such reduction will be in competition with some other line and effectually squelches any progress in that particular direction. I am not advised as to whether the railroads are practicing hypocrisy, but it does look as though the Commission itself is taking an asinine position in order to display extraordinary authority in

switching in and out of this village, four miles away, and accentuates the outrage by actually charging through passengers for the extra mileage involved.

The interurban lines are invoking the interference of the courts in an endeavor to increase their charges, thereby further incensing the long-suffering public and yet in the same breath they complain that the advent of the motor car is heading them toward bankruptcy. In the good old days of Grimes, stifling competition by increasing prices and decreasing service would have supplied interesting filling for Avers' almanac.

I cannot say I have any particular grievance against the hotel fraternity in general. I have in mind a few specific cases which are well known, having been aired in the Tradesman from time to time. In fact, as a rule, I have many warm friends among hotel men and I could cite any number of cases where rates have been substantially reduced, not as a military necessity, but just because the landlord realized that it was up to him to help keep the wheels of commerce from skidding. The hotel man, as a general thing wants to be right, and more recently a large majority of them have been inclined to "talk it over with the boys." The house I represent sent out special communications to many of such and in all cases where the replies were reasonable its representatives were instructed to show appreciation of such concessions by increased patronage and individual boosting.

There are, however, a number of hotelmen who seem to feel that the traveling man is an interloper and do not hesitate to say so when occasion offers, and use convincing methods to prove it.

According to my notion—and I have no monopoly on the idea—a neatly conducted country hotel, serving clean, wholesome meals, run on the American plan, even if it cannot offer the luxury of baths, is entitled to a reasonable compensation and no one would demur at paying \$2 to \$2.50 per day. At the last named rate the rooms should at least be supplied with

THE YULETIDE, NINETEEN TWENTY-ONE.

The Yuletide thought stands out to-day, concrete
As ne'er before since man began to meet
The dogs of war unchained by church and state
And thus the power that men thought made them great.

A suffering world holds in its mind to-day
The practical that means the only way
Whereby the song that never stopped the fight
May be attuned to reason and to right.

This Yuletide thinks in terms as ne'er before
The things of war must now be made no more;
They all must be, by alchemy of peace
Forged into things that mean that wars shall cease

No Yuletide since the old, old song began
Has meant so much to poor deluded man;
And we will trust he's learned himself so well
That in his heart the world may safely dwell.

And since mankind has found the better way
We'll think of this sweet Yuletide as the day
When first the world the longed for strain began
That "carried on" the peace that's peace, to man.

And we'll believe this Yuletide of the West
Will carry round the world upon its crest
More joy than those that have been marking time
Because it means the peace we can define.

L. B. Mitchell.

stances where the unsuitableness of a present was a disappointment to the recipient and sometimes an unforgettable source of chagrin or annoyance? The expensive present from a wealthy relative to one in moderate circumstances may not harmonize with the furnishings of the home—may only intensify their meagerness or plainness. The same amount of money wisely expended would have added to the comforts of that home and entailed pleasure.

Misplaced sympathy has led persons to bestow upon those of little means presents or gifts which are so highly appreciated that if the giving ever ceases or is not increased, or loans are refused, the donor is denounced as mean and stingy. Do not let generosity encourage idleness and dependency. Balance sympathy with common sense. E. E. Whitney.

Speaking of balanced rations, it is doubtful if the dieticians have yet hit upon a better equilibrium than that maintained by hog and hominy.

discriminating against the dear people who legislated them into existence.

Then, again, the juvenile methods exercised by the railroad companies would savor of humor were it not that they are pitiable. Frank H. Alfred, President of the Pere Marquette, recently announced officially that unless the traveling public ceased patronizing motor bus lines running in competition with his trains it might be necessary to cancel these trains. I was tempted to write him to the effect that if he would compete with such bus lines in service and charges he would not find it necessary to reduce his train service. The lack of train service on many railroads has forced patrons to utilize auto transportation, even when the rates for this service were considerably higher.

Baggage charges, also, are all out of reason and these are not the only inconsistencies displayed, any or all of which have a tendency to antagonize the traveling public. I have in mind one petty hold-up practiced by the Pere Marquette on its Pentwater division. At a great inconvenience and some considerable delay to the public, this company, which operates a stub line into Hart, instead of supplying a short train service to make connections at Mears, compels its patrons to submit to the indignity of

An Opportunity to Avoid Penalty

SO many tax payers were unable to complete their amended returns by November 24th, that an extension of time was granted.

January 15th has been set as the last day to avoid the 50% penalty for those who used appreciated or inflated values in determining invested capital.

Mr. M. L. Seidman's article discussing this entire question—its meaning, application, etc.—should prove of aid in the preparation of the amended returns required.

Reprints 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

running water. If a bath is provided fifty cents to one dollar additional would be a fair charge. In some exceptional cases I have felt that a charge of \$2.50 to \$3.50 per day was quite equitable. I reason that the country hotel man who absolutely owes or will owe his very existence and all his future prosperity to the commercial men should make a careful study of himself and his resources and then establish a rate, just alike to his patron and himself, and then evidence a willingness to talk it over.

After this has been accomplished we have the village barber to negotiate. This is the same chap who a few short years ago sold you commutation tickets at the rate of twelve shaves for a dollar; the same individual who was delighted to act as your personal valet, regaling you the while with a recital of all local gossip and inside information on all sporting events—all this for a dime. It is the same old barber, same old shop, same old line of conversation, but at a cost advanced 200 to 300 per cent. The ticket has been lost in the shuffle, but a vacuum cleaner has been substituted. The boot black now exacts a dime (15 cents on Saturdays and Sundays), where once the nimble nickel supplied him with visions of watermelons, while the porter can only be handled with the highest degree of diplomacy, accompanied by much cash, to prevent confiscation of your baggage. The transfer man participates in the fruits of prosperity and makes you feel it. He does not want you to feel that you are obligated to him.

My relations with my house, covering a period of many years, are most satisfactory. They do not censure me for the colossal increase in my expenses, but they are approaching the stage where they "want to know." They have found in every line of purchase there has been a most substantial reduction in costs, with the almost exclusive exception of expenses for traveling men. They are not going to be satisfied if this condition prevails much longer and, when the worm finally turns, a radical reduction will be made in their traveling force.

Every road man to-day is confronted with conditions of a most discouraging character. He is faced on the one hand with the prospect of abnormal expenses and on the other with decreased sales. Such conditions have a tendency to take the pep out of a fellow, hence the moral influence makes his services less satisfactory to himself and profitable to his firm.

I am using every honorable effort to convince the avaricious landlord that his exactions are too heavy. In some instances I have found him in a receptive mood and disposed to discuss the question of rates with me. In other cases they have proved non-committal, while in a few extreme cases I have been given to infer that if I didn't like the rates I could go elsewhere. It is in such extreme cases as the last named I apply discriminating methods and if all other commercial travelers would do likewise and not condone the offenses, we could convince the more obstinate ones that such a policy is suicidal. My position in this respect is very much along the lines suggested by other Tradesman correspondents. It may, under another name, constitute a boycott, but it ought certainly to prove effective. However, such efforts will prove barren of results until travelers realize they are possessed of certain inalienable rights, one of which is to disburse their money where it is appreciated and that they must at times put up with some inconvenience in order to establish such rights.

W. H. Istler.

You probably need to check up some of your help to see that they do what they have been told to do but you do not need to give them the impression they are being watched.

INVESTMENTS

In view of the considerable number of enquiries which have come to us regarding investments, which some of our customers have made or wish to make, we take pleasure in making the following statement for the benefit of our friends.

The most conservative securities offer the lowest rate of interest and the rate of interest increases as the element of conservatism decreases. In other words, the safest investments draw the lowest rates of interest and those investments which offer the highest rates of interest contain the greatest element of chance.

Liberty, Municipal, County and State bonds are among the most conservative.

On the other hand, there are a goodly number of bonds and preferred stocks issued by corporations who have been in the business long enough to establish a record and these securities have become seasoned. They are safe investments and yield better returns than the more conservative bond issues above referred to.

It is always better to buy your investments than it is to be sold on them. That is to say, if you have money to invest, select your investment with care and if you think necessary, consult your banker or business associates who perhaps have had a broader experience than you have. There are in this City, Trust Companies, Banks with Bond Departments and several reliable bond houses who have on hand at all times investments that are safe and conservative and will pay you a good income. And it is better to deal with these established institutions than with high pressure salesmen who are selling stocks and bonds in unknown concerns without any successful past history and very little likelihood of a successful future. These securities are sold very often on the

theory that if Henry Ford made a fortune in the automobile business, every other automobile Company will, or if the Standard Oil Company made money in oil, all the Oil Companies will, etc.

We are not trying to injure the business of any legitimate concern which is trying to sell its stock, but we are very much exercised over the amount of poor securities that have been sold in this State to customers and friends of ours, who have come to us for advice too late.

Some men are making money in the exploitation of different kinds of natural resources. But where there is one success, there are many failures; and it is a good rule of business that generally speaking, a legitimate business with a fair chance of success can obtain its money in the locality in which it is located.

Don't ask advice about investments if you have made them. If you want to tell your friends what you have done, that is a matter of interest. But advice regarding investments AFTER THEY ARE MADE is of very little value and we caution our friends to get their advice BEFORE they make investments.

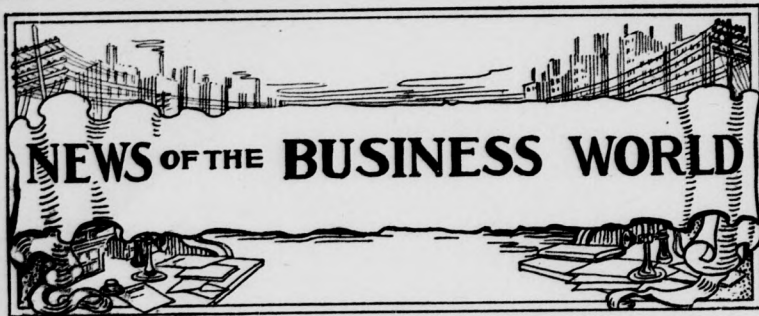
DON'T write your name on the dotted line until you are sure that you have made a careful investigation from men you have known and men in whom you have confidence. Don't worry about the stock all being sold and your inability to get in on the ground floor.

Your money represents hard work and economy and you owe it to yourself to put it in such things as will be safe for you in your later years. It is better to incur the displeasure of a high powered seller of blue sky than it is to sign your name on the dotted line under pressure and regret it at leisure.

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo—Lansing

The Prompt Shippers.



Movement of Merchants.

Cedar Springs—Hart & Strauss have opened a sanitary meat market.

Muskegon Heights—The Atlantic & Pacific Tea Co. has opened a store at 1223 Peck street.

Morgan—Chesla Winans has opened a garage and automobile supplies and accessories store.

St. Louis—Biafore & Piccolo Bros., fruit dealers, have purchased the store building they now occupy.

Pontiac—The General Laundry Co., 30-34 Patterson street, has changed its name to the Pontiac Laundry Co.

Coopersville—Thieves entered the drug store of C. E. Nelson and carried away stock to the extent of about \$35.

Litchfield—Henry Stoddard has sold his grocery stock to Clark Hutchings, of Jonesville, who will continue the business under his own name.

St. Louis—Mrs. Celia Nichols, who has conducted a fancy work shop and bazaar store for some time, has closed out her stock and retired from business.

Coldwater—The Southern Michigan Oil Co. has increased its capital stock from \$10,000 to \$50,000, \$35,000 of which is common and \$15,000 preferred.

Detroit—The Euclid Hardware Co., 8356 12th street, has been incorporated with an authorized capital stock of \$10,000, \$5,000 of which has been subscribed and paid in in cash.

Muskegon—Henry Van Allsburg, meat dealer at 99 Terrace street, has sold his stock to Burt Vickers, who will continue the business under the style of the White Star Market.

Allegan—The grocery department of the D. E. Burgess store is now under the management of Harold Berggren, who received his business training in his father's general store at Kellogg.

Detroit—The Automotive Specialty Co. has been incorporated with an authorized capital stock of \$2,500, of which amount \$2,900 has been subscribed and paid in, \$1,153 in cash and \$847 in property.

Detroit—Jewett Motors has been incorporated to deal in vehicles of all kinds, parts and accessories, with an authorized capital stock of \$100,000, \$10,000 of which has been subscribed and paid in in cash.

Ishpeming—Cousineau & Groome, confectionery and ice cream dealers, have dissolved partnership and the business will be conducted by Al. Cousineau, who has taken over the interest of his partner.

Elsie—The Co-operative Shipping Association, which has been a branch of St. Johns' organization, is now

operating under its own management. Gale Show is president and Ralph Woodard is shipper of the new association.

Detroit—The Subway Auto Supply, Inc., has been incorporated to conduct a wholesale and retail business at 737 Griswold street, with an authorized capital stock of \$2,500, all of which has been subscribed and paid in in property.

Kalamazoo—The Kalamazoo Tire Co. has been incorporated to deal in auto tires, accessories and supplies, with an authorized capital stock of \$2,000, of which amount \$1,000 has been subscribed, \$340 paid in in cash and \$160 in property.

Detroit—The Western Bond & Mortgage Co., 517 Hammond building, has been incorporated with an authorized capital stock of \$50,000 common and \$50,000 preferred, of which amount \$5,000 has been subscribed and paid in in cash.

Bancroft—Harley Johnson has sold his hardware stock to A. J. Johnson, formerly of Pontiac and George V. Gundry, recently of J. H. Gundry & Sons, hardware dealers at Fenton. The business will be conducted under the style of the Johnson Hardware Co.

Onondaga—A receiver has been appointed for the Onondaga Co-operative Shipping Co. The company conducted a general elevator business at Onondaga and got into financial difficulties on the falling market after the war. An audit has been made of the affairs showing assets of \$9,629.52 and liabilities \$15,110.16.

New Lothrop—Poyer & Wood, dealers in general merchandise and hardware for the past twenty-five years, will dissolve partnership Dec. 31. The grocery and dry goods stock will be taken over by G. W. Poyer, who will continue the business under his own name and the hardware and implement stock will be conducted by W. A. Wood.

Manufacturing Matters.

Amasa—The Rosebush Ranch Co. has increased its capital stock from \$100,000 to \$200,000.

Howell—The Howell Washing Machine Co. has changed its name to the Ithaca Washing Machine Co.

Detroit—The Curran Detroit Radiator Co. has decreased its capital stock from \$1,000,000 to \$100,000.

Allegan—The Burrell Grip Manufacturing Co. has been organized to manufacture shock absorbers, locks and bumpers.

Detroit—The American Show Case & Manufacturing Co., 5110 Lorraine

avenue, has increased its capital stock from \$10,000 to \$100,000.

Sturgis—The Royal Easy Chair Corporation has increased its capital stock from \$500,000 to \$525,000, \$25,000 of which is preferred.

Lake Odessa—Leo Phillips has sold his bakery to Ralph Stuart, formerly of Lowell, who will continue the business at the same location.

Eaton Rapids—The Abrams-Burt Co., which recently purchased the old True factory, and has been making extensive improvements on the building, will manufacture flour.

Detroit—The Standard Foundry Products Co. has been incorporated with an authorized capital stock of \$15,000, \$5,650 of which has been subscribed and paid in in cash.

Detroit—The Western Appliance Corporation has been incorporated to manufacture and deal in mechanical appliances and specialties, with an authorized capital stock of \$25,000, all of which has been subscribed and paid in, \$1,000 in cash and \$24,000 in property.

Bancroft—The Bancroft Manufacturing Co. has been organized to manufacture and sell specialties of wood, metal, fabrics and other materials, with an authorized capital stock of \$20,000, of which amount \$3,230 has been subscribed and \$2,500 paid in in cash.

Port Huron—The four Holmes foundry plants, three in Port Huron and one in Romeo, are now employing 1,200 men and have enough orders on hand to continue at the same rate during the entire winter. Three months ago the plants were employing only 200 men, but as orders have been coming in continually more men have been added until all are at a normal rate of production.

Petoskey—The meeting of the stockholders of the Petoskey Canning and Preserving Co. recently disclosed that the company is hopelessly in debt, and that a 70 per cent. assessment had been levied on those of the stockholders who signed the guarantee at the two local banks. In order to provide credit at the banks for the company, twenty-nine of its stockholders signed a guarantee, making themselves individually liable in case the company did not pay, and it is upon these signers that the assessment is levied.

Corporation Tax Law Held Constitutional.

It was the publicly expressed opinion of not a few able lawyers who had given much thought and study to the general subject that the Corporation Tax Law was unconstitutional. Yet all eight of the justices of the Supreme Court in the decision handed down last week held the law valid, which demonstrates that it is equally as idle to try to forecast the decision of a high court as to speculate what the result of an election will be. The construction that the attorney-general's department puts on the Supreme Court's decision is that while it negatives the contention of the interests attacking the validity of the act, who had insisted that even though valid the money collected under it must, in

accordance with the Constitution, go into the primary school fund and not into the general fund of the State Treasury to be used for various kinds of governmental expenses, all money collected under Section 3 of the act being fees paid by corporations when they organize must go into the school fund. The intention of the framers of the act was that these fees, which this year will amount to about \$3,000,000 also were to go into the general fund. Still all fees collected under Section 4, which will total about \$5,500,000 annually, will be available for general State expenditures.

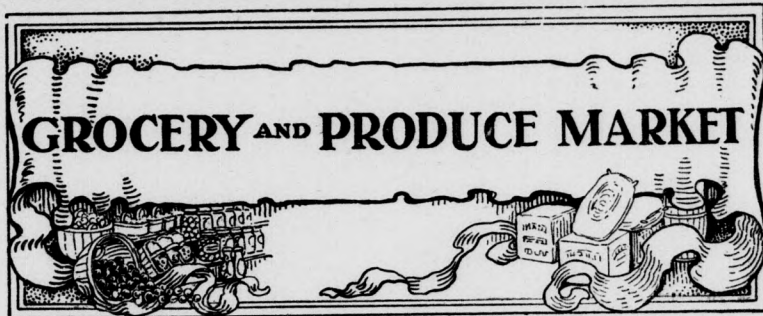
Few laws have been drafted with as much care as the Corporation Tax Law. The Governor and the Attorney-General's department worked on it for nearly a month, seeking to frame it so as not to conflict with either the State or the Federal Constitution. Now the State Supreme Court is unanimous that it does not infringe on the Michigan Constitution. Judge Arthur J. Tuttle of the United States District Court, in Detroit, in passing on the question in a case before his court, has held that it does not conflict with any provision of the Federal Constitution.

Retail Prices of Dry Goods.

Dry goods retailers are deriving much comfort from a recent survey of retail prices for ten standard grades of textiles, conducted by the United States Department of Labor in fifty-one cities. The survey shows an average decline during the twelve months after August 15, 1920, of 34.75 per cent. The articles covered in the survey included calicoes, percales, ginghams, muslin, sheeting, outing and woollen flannels, and cotton blankets. One very significant fact brought out by the price data was the relative uniformity of the recessions throughout the country, showing that the movement towards lower retail prices for dry goods had spread to all sections with a fair degree of equality. In the largest cities—New York, Philadelphia and Chicago—the decline was slightly above the average, ranging from 37 to 38 per cent. In Fall River, Mass., the decline during the year was only 24 per cent., but as prices there are now no higher than for the rest of the country, it appears that the advance in this great textile center was less than in other cities where the transportation charges were a more important factor. These statistics are regarded by the retail trade as completely refuting the assertions of manufacturers and jobbers that retailers were maintaining prices above a level justified by current quotations by other distributors.

The prevention of a fire is a thing about which the companies have endeavored to educate the public, and the public is yet very ignorant as to their duties and responsibilities for the prevention of this destructive element and if they can be taught to prevent the fires, the companies will greatly benefit and the public will receive a greater benefit than the companies.

The only safe match is a burned match.



Essential Features of the Grocery Staples.

Sugar—The reflected decline in Cuban raws has taken place, in consequence of which some of the New York refiners have reduced their quotations to 5.20c. The price of granulated in the five zones in Michigan is as follows:

Grand Rapids	5.55@5.90
Northern	5.85@6.20
Saginaw	5.75@5.95
Detroit	5.75@5.95
Southwestern	5.65@5.90

Tea—The demand has slackened off, but the undertone is still quite firm. Everybody seems to agree that prices generally are going to advance within the next few months. Stocks are going to be low and prices cannot fail to be higher if there is any demand at all. As a matter of fact, it costs more now to buy many grades of tea in the primary markets than the present selling prices in this country.

Coffee—Coffee has had a rather easy week, speaking of options only. Actual coffee remains about unchanged from a week ago. All grades of Santos are on last week's basis with a limited demand. Rios are not substantially changed. Milds quiet in sympathy with Brazils and show no change in price.

Canned Fruits—The California market remains unsettled on spot and below the Coast range of prices, due to the continued resales of incoming stocks at narrow margins. California reports a strong and advancing market, but local buying in the West is light. Standards and seconds in California are gaining in strength in No. 2½ and No. 10 sizes. On spot peaches and apricots rule about the same from day to day. The cherry shortage has not led to heavy buying orders. Hawaiian pineapple is in fair jobbing demand. Gallon apples are taken in moderate volume.

Canned Vegetables—Large distributors are buying in a hand-to-mouth way, perhaps to a more marked extent than usual toward the end of a year and before inventories are taken. Tight money is an influence, as banks are conservative in their loans, and jobbers, realizing the popular prejudice against higher prices, are prone to consider advances and therefore decline firm offers from canners. They buy only what they need for immediate distribution at going prices. Nothing different in the way of demand is in sight until toward the end of January, when renewed activity is expected. Tomatoes have improved in tone on Southern and California packs. Smaller sizes are hardening a trifle despite only a moderate demand. Canners are beginning to realize their

shortages and are not so anxious to sell. Corn is a shade weaker and is offered as low as 82½c factory for Southern packs. Most canners, however, make 85c their lowest bid, with others holding up to 95c@\$. Extra standards are likewise dull and fancy is taken only for routine needs. Peas maintain their firmness and are working into a stronger position in Wisconsin and in the South. Standard grades are so scarce that there is better enquiry for extra standards, which are also taken in lieu of fancy. Minor vegetables like spinach and string beans are firm and favor the seller. An unusually good demand for asparagus tips and spears prevails.

Canned Fish—No new features came to the surface last week, all lines holding their former levels as to prices with the demand relatively light, as it always is at this season. Salmon is decidedly firm on the Coast and steady to firm on spot, depending upon the views of the seller. Pinks still hold to \$1.17½ on spot as the minimum, with reds at \$2.50 or thereabouts. Medium reds, even at an unusually large differential under reds, are not selling well in this market and there is only light buying interest in chums. Chinooks are firm at a premium. Maine sardines are quiet in a jobbing way, with most canners holding for a higher market after January 1. California sardines are in routine demand, the smaller sizes of fish being taken by the gentile trade and the larger fish by the Jewish element. Tuna fish is firm, but in limited demand.

Dried Fruits—Prune advices from California are along one line of prediction—higher prices and light supplies for the balance of the year. There has been some speculative buying among independent packers and others and renewed jobbing business from the interior is quite frequently predicted. While the market here is unsettled, jobbers are not willing now to buy for forward shipment and their business this week is light. Apricots are getting into stronger position and the shortage in the West and in the hands of Eastern jobbers is becoming more clearly recognized. The desirable packs strongly favor the holder. Peaches also are above the level of opening prices, and with both fruits facing the spring demand the tendency is to hold firm at listed prices. Raisins are temporarily dull and were easier in the Thompson seedless line than at the opening of the week. While firm in the West, local holders were inclined to sell at discounts. The raisin line in general is quiet pending the turn of the year. Currants are held above a parity of New York prices at Greek points, which curtails business, and on spot the market was easy all

the week. Dates and figs sold well on account of the holiday demand.

Nuts—The market throughout is satisfactory and all important nuts are in a strong position. The only exception is in Brazil nuts, which are bought cautiously because of expected heavier receipts in January. Walnuts and almonds are both in a favorable position and stocks of foreign and domestic are light. Filberts rule firm for the time being. Pecans are well taken.

Cheese—The market is steady, with a light consumptive demand, at prices ranging the same as a week ago. Stocks in storage are in excess of what they were a year ago—practically no export demand. We do not look for much change from the present conditions.

Honey—In marked contrast to the slow movement from the producing sections in 1920, honey has been moving to market this fall so briskly that some honey shippers, especially those selling direct to consumers, have already begun to buy from their neighbors in order to fill their orders. Surplus honey of the 1920 crop has been rapidly cleaning up, and comparatively little of this season's production will remain on the farm by the first of the year. As a result of fall rains and a long period of favorable weather an unusually good fall flow of nectar from goldenrod, asters, and buckwheat has provided ample stores for the winter in most parts of the country. Colony stores for winter and the early spring average 38 pounds for the country as a whole, which is 10 per cent. more than the usual supply. Only in occasional areas has feeding been necessary. Local dealers ask 35c for comb honey and \$1.35 for 5 lb. pails of extracted.

Provisions—Everything in the smoked meat market is quiet with a light consumptive demand at prices ranging about the same as they were a week ago. Pure lard and lard substitutes are both in abundant supply with a light demand. Dried beef, canned meats and barreled pork are all dull at prices ranging about the same as last week.

Pickles—Owing to a large acreage and favorable weather conditions, the pickle crop in 1921 was one of the largest ever harvested in this country, which means that the pickle packers, owing to reduced costs and a supply of all sizes, have been in a position to market pickles so that the consumer could purchase at a reasonable price. This has meant a very heavy increase in consumption, and we are frank to predict that the demand for pickles, owing to market conditions, will continue to make them a free seller for the next twelve months.

Salt Fish—Mackerel is dull and will remain so for the balance of the year. The market is nominally unchanged, but the very dull demand is weakening the price situation more or less.

The man who knowingly builds a firetrap is the sort of man who will trust a pin instead of suspenders. In case of emergency most anything is likely to happen.

Canned Foods Output of 1922 May Be Small.

There is but slight probability that there will be a large output of canned foods in 1922 and a small prospect of lower prices than now prevail. There will be a reduction in the price of tin cans, because tin plate has declined from \$7 a box to \$5.25 a box. This on No. 2 size can would make a difference I understand, of about 6 to 7 cents a dozen cases, or boxes might be lower to the extent of about 2 cents a dozen. Any other reduction in cost will have to come from the price of labor in the canneries and in the price of the raw product. Neither of these elements are likely to concede any further reduction.

Unless the policy of grocery buyers and distributors, wholesale and retail, is changed soon and the former custom of contracting for canned foods for future delivery is necessitated many canneries will be compelled to close or heavily restrict their output, as they are not prepared financially to manufacture to their capacity and then hold the goods until they are sold.

The wholesale grocers have adopted a policy of small and frequent purchases and this will prove a hindrance in the manufacture of canned foods to all but the largest canneries, which are able to carry heavy stocks all through the season from which to fill small orders.

These and other considerations operate to discourage a large production of canned foods in 1922, and much lower prices than those now prevailing cannot confidently be expected.

Then it should be remembered that the 1922 output of canned foods is eight to ten months ahead of us, and subject to weather conditions, therefore no one knows what the probability of output is.

The supply of standard canned tomatoes and standard canned corn is growing small in the stocks of wholesale grocers generally. The policy of "retrenchment and reform" in buying has been carried so far that they have sold almost "down to the floor" and some of them are even "scratching items" from their orders because of lack of goods. The cheaper grades of canned pears are in the same condition as to supply, but it would seem that the embargo against making purchases cannot be broken in many instances.

John A. Lee.

Kresge Plans Sixteen New Stores.

S. S. Kresge has arranged to add sixteen new stores to the present chain. Merchandise selling at 25 cents or less will be carried in nine of the new stores, while 10 cents will be the limit in the others. The company is now conducting 198 stores in which gross sales for 1921 are estimated at \$52,000,000.

The S. S. Kresge Co. reports for the month of November gross sales of \$5,098,229, compared with \$4,651,861 in the same month last year. For the eleven months ended Nov. 30, 1921, gross sales amounted to \$47,171,803, compared with \$43,421,735 in the same period in 1920.

A firesafe town keeps the fire loss down.

PLEA FOR THE OLD PEOPLE.

Give Christmas Joy To the Deserving Poor.

Christmas! No one can escape it. For the glittering shop windows, the flaunting banners of red ribbons, the Christmas greens, the toys and the flashing fruits of the Christmas trees that have suddenly burgeoned in every conceivable richness of ornament, all say quite plainly, "Christmas is here." Christmas!—the word already glows with the soft light of candles and sparkles with the flickering of Yule logs, lighted on the hearths of family reunions—that is, it does for you to whom the season means gayety, abundance and the warmth of love and friendship.

But Christmas passes by some homes. There are narrow stairways up which no Christmas pack, however small, has gone; there are dark rooms where the early winter twilight this year will bring no gleam of red candles, where there will be no Christmas feast and where the Christmas hearth—alas!—will be cold and cheerless. For these are the homes of old couples, whom not only Christmas but life itself passes by, leaving them helpless, clinging anxiously together in this last bit of shadowed pathway on the long journey.

Of course, old folks like these do know that Christmas does not belong to them. They know that it is for children—stockings, and Santa Claus, and candles on gift-laden trees; and for rich people, too, who have holly and mistletoe in their windows, and Christmas parties at the long table, and crisp packages tied in shining ribbons. Christmas does not belong to old couples, and they know it. They do not listen for the expressman or the mail carrier or wonder why some of the joy of the season does not come to them; they are patient and resigned, but they do crave one gift—the boon of continued companionship with their comrade of the long years.

For that is all that is left of life for these stricken old people now—companionship of the one who has climbed the hill with them, who remembers the long way and makes the present bearable by sympathy and affection. More than hunger or cold, more than sickness or actual suffering do they dread this haunting spectre of separation. True, in some institution the food would be more nourishing, the room warmer, the care of the old comrade and the responsibility of keeping the home taken away from the feeble husband or wife; but why try to live then, when life would be empty and loneliness would strike an icy breath to the very heart?

Old people do not make friends easily; that is for youth and its gayety. Old people, especially when suffering and frail, shrink from new faces and fear strangers. That is it—fear—it lurks everywhere for these old people; not fear of anything that may come to them in their tiny, dark rooms, where there may not be fire or much food and little cheer, but fear that some relentless hand may separate them and turn resignation into anguish.

Charitable organizations do strive to

keep old couples together, and there are homes for them, but the demand is so much greater than the supply that it is hopeless to expect to be the favored ones, so that the words "home" and "institution" just mean separation to these helpless, pathetic old folks—strange places, no accustomed hand to minister to the stricken

face, then there was the thought that later the children would put their shoulders to the wheel and burdens would be lighter for their help. But children have not lived as long as parents, or in many cases, they have such large families themselves that little can be spared for the old home. So the savings of years melt away

is set aside for strength. Yet many of these couples still try to earn a little to save their homes; an old wife works in a candy factory, an old husband is a porter in a store, or dim eyes bend over sewing, for it is something to feel that one is not too old or feeble to earn a little; that one is not yet thrown aside as useless after so long and busy a life.

But even with a little from a son or daughter here, a bit from some charity there, it will not quite do—there is rent for the tiny home; there must be food and warm clothes—where is it to come from? Will you let these old people sit in the gloomy chill of their poor homes on Christmas Day and start in terror lest some of the steps that they hear on the stairs may be the sound of approaching separation? Can you find the light and merriment of your own well-cared for home without a shadow when you think how this fear of absence is creeping in on the pitiful old people? Such a little goes so long a way, too. So small an investment means home and happiness and relief from fear through another year.

The Tradesman is again making its customary Christmas appeal for an old couples' fund which will prevent separation of these aged people who have so short a time to remain together before the last great separation. This work has been conducted so successfully by Mel Trotter during the past twenty-two years that the Tradesman feels no hesitation in stating that he can do more with a dollar or ten dollars or a hundred dollars than any other man on earth or organization in existence. Let your contribution be liberal, that your joy may be the more complete. Of course, all that has been said in behalf of the old people applies with equal force to the children who are the especial wards of Mel Trotter at Christmas time.

New Price Record Set For Cranberries.

New York, Dec. 13—Cranberries are slowly but surely getting into the luxury class. The highest prices on record are being realized now. As high as \$30 bbl. was received this week for some late Howes here and the market on this variety is \$25@30. Chicago is about on the same basis, \$28@30, with Philadelphia \$27 and Boston \$25.

These prices are the result of natural causes. The cranberry crop was short this year and the demand unprecedented. There are very few cranberries left in the shipping sections and practically none in storage. The Exchange shipped its last carloads this week, all of which were sold and, from now on, there will only be moderate local shipments.

From present indications by Christmas the entire cranberry crop will be cleaned up. This is the first time this has happened in the history of the industry and is due largely to the unprecedented demand, which has continued all season, despite a higher level of prices than ever before known.

One thing which has helped the deal has been the uniformly good quality of the fruit all season. The yield in berries this season was 180,000 bbls.; in Cope Cod, 170,000; Wisconsin, 22,000; a total of 372,000 bbls.

The "monkey wrench" is not so called because it is handy to monkey with. It was named after its inventor, Charles Monckey.



one, no ready sympathy or the skill of long experience to bring comfort and relief.

It was all to have been so different. In those hard years of struggle, when the children were little and so much strength and courage were needed to keep the home together, when the little sum of savings grew so slowly, and always by deprivation and sacri-

in these new times, with their bewildering prices and strange conditions. And when these savings are gone there is no possibility of earning more; that is the real tragedy.

Unemployment—it has a new meaning for these old folks. It means that the trembling hands are no longer skilful enough to be wanted, that the old brain is too slow, that feebleness

News and Gossip From the Cloverland of Michigan.

Sault Ste. Marie, Dec. 13—L. V. La Vasser, who recently opened a meat market on Easterday avenue, has decided to close up the business and go back to lumbering. He has given his reasons as insufficient business to make it profitable.

The Sault insurance agency are proceeding to wind up their affairs and dissolve, not that they have been forced to do so, but will continue to operate, merely changing from a corporation to avoid the numerous reports required by the Federal and State governments. The business will be continued under the same name and under the same management and will do business as usual.

Sault St. Marie is a possible site for a large chemical plant which is to commence operations in the spring. The Cadillac Industrial Association announced last week that they have completed arrangements for the purchase of lands necessary to furnish timber to support the plant, which is to be located in either Chippewa or Mackinaw county for twenty years. The industry will consist of a sawmill, absolutely modern, and a chemical plant. Approximately 1,000 men will be employed. The new company has a capitalization of one million dollars. The Civic and Commercial Association here has been in touch with the Cadillac interests for some time. A. W. Dawson, chairman of the Industrial Committee, was at Cadillac last week when the announcement was made that the deal had been put over. The present aim of the Association is to locate the new industry in the Soo and a special committee has been appointed to secure data proving that the Soo would be a desirable site for the plant.

The Union Carbide Company's local plant gave its fifth annual safety first banquet here last week. More than seventy-five of the department, foremen and executive heads were in attendance and it is reported to have been a decided success.

Miami officials seized a car of whisky labeled "Fish." Maybe that is who it was billed for.

Our popular County Engineer, Louis Levine, is planning on keeping the roads in this county in good passable condition when a heavy snow storm arrives this winter. The county has five complete outfits of snow plows and rollers and there is a possibility of auto travel being kept open during the winter, which will be the first time here.

The steamer, Elva plying between Detour and the Soo, has finished for the season. She will be laid up at Mackinac Island. In spite of the adverse conditions, Captain Goodrow has had a fairly successful season.

Packing houses and butchers are beefing about wages.

E. L. Stanley, the popular Cashier of the Sault Savings Bank, left Sunday for Rochester, Minn., to consult Mayo Brothers.

Only one more income tax payment before Christmas.

Almost a week in the woods without food or fire, near Strongs is the experience of Louis Devoe, aged 19, of Waterbury, Conn. The young man had been hunting in the woods near Strongs and had started for that town for the mail and, in taking a short cut, became lost. Rain poured most of the time while he was in the woods and his clothing became saturated with water and his matches spoiled. Time and again he crossed his own trail and on Dec. 5, James Campbell found him and helped him to John Anguliums camp. He was completely exhausted and both feet were frozen. He is now in the Soo hospital in a very serious condition.

The many friends of William J. Wilson, general car foreman of the railroads entering this city, were shocked to learn of his sudden death, which occurred Friday night from heart failure. Previous to 9 o'clock Friday night Mr. Wilson had apparently

been in good health. On retiring he complained of being sick and a physician was called and rendered medical assistance. Shortly following the doctor's departure Mr. Wilson passed away. He is survived by his wife, two daughters and one sister. Mr. Wilson was a veteran member of the Knights of Pythias and recently joined the Masonic lodge. He was associated with the St. James church. He had been with the South Shore Railroad for about thirty years and was well known to the traveling men and traveling public here. They extend their sympathies to the bereaved family.

Joseph Raffaele, who for the past four years has been engaged in the grocery business at 1716 South Ashmun street, passed away Thursday night. Death resulted from an unsuccessful operation performed for gall stones. Mr. Raffaele was well known in the city and held in the highest esteem by his numerous friends and acquaintances. He had been a resident of the Soo for the past fourteen years, coming here from Gioia Marsi, Italy. He was employed for several years at the local plant of the Union Carbide Company, prior to going into the grocery business, of which he made a decided success. He leaves to mourn his loss the widow, three step children and two brothers, who have the sympathy of his many friends here.

The hockey fans are getting in trim for a busy season here this year, and from present indications they are going to set a lively pace judging from the class of players on the team.

Christmas comes but once a year: Red Cross seals will help the cheer. Mail your Christmas packages early so that you can get an answer.

William G. Tapert.

Petoskey Portland Cement Plant To Be Doubled.

Petoskey, Dec. 12—On Thursday evening, Dec. 8, 150 business and professional men gathered at the Cushman house for a banquet and to discuss the work of the local Chamber of Commerce. On Feb. 1, the organization will have completed two years of activity and this review of its operations precedes the February annual meeting, at which new officers and a new board of directors will be elected. By a rising vote, every man present, declared his belief in, and continued support of the Chamber of Commerce. It is safe to prophesy that the 1922 membership will be much larger than in preceding years.

Santa Claus arrived in Petoskey last week and since has been visiting district schools distributing confections with liberal hands to enthusiastic children.

Two huge municipal Christmas trees beautifully illuminated occupy the intersections of Howard and Mitchell and Howard and Lake streets.

A special Christmas newspaper, financed and issued by local business men, has been distributed to nearly 5,000 homes in this vicinity. Christmas activity has begun in earnest and local merchants look for a large holiday business.

Secretary-Treasurer John L. A. Galster states that the Petoskey Portland Cement Company will double its capacity the coming year. This statement has given pleasure to everyone in this region and has stimulated interest in the building of new homes. There are no houses for rent here at this time, newcomers contenting themselves with temporary quarters until their needs may be met.

The Michigan Tanning and Extract Co. reports increasing business and points to a rising hide and leather market as a certain indication of further improvement.

J. Frank Quinn.

The Similarity.

The country man goes out each day
And gets the eggs that his hens lay.
The city man goes out and buys
The eggs of which his grocer lies.

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.

LEE & CADY—Wholesale Distributors of

Dwinell-Wright Co.'s Products

DETROIT—SAGINAW—KALAMAZOO—BAY CITY



**WHEN YOU SELL A CARTON
of Diamond Clothespins for
15 cents your customer gets
30 PERFECT PINS**

**You have a satisfied customer.
You have made 33 1/3% profit.
You have saved yourself time and
money.**

THE DIAMOND MATCH CO.

ORDER FROM YOUR JOBBER NOW
(2.00 per case of 20 cartons)

STOCK INSURANCE FICKLE.

The collapse of the Peninsular Fire Insurance Co., although it has done business considerably less than two years, affords a striking example of the undependability of stock fire insurance in times of stress. Although the company had \$921,000 paid in capital stock and \$405,000 surplus—also paid in in cash—its capital is now impaired to the extent of \$351,000 and notice has been served on the officers by the State Insurance Commissioner that they must either re-insure their policies in some other company or go into the hands of a receiver.

The business was doomed to disaster long before it was established because it was not organized to conduct a fire insurance business so much as to further the ulterior motives of the founders and promoters. When Colfax Gibbs sent scores of men out over the State, promising "25 per cent. dividends after the first year" and predicting the stock would "be worth three times its face value inside of three years," the seeds of disaster were scattered in fertile ground, because any institution which owes its existence to fraud and falsehood must necessarily fail.

The business of the Peninsular, as a whole, is of a very poor character. Their unearned premiums amount to about \$800,000. Ordinarily when a stock company is in trouble, the business is disposed of by what is termed a "re-insurance" deal; that is, some other stock company will assume the liability in consideration of being paid the unearned premium, which in this case would be \$800,000. In all such cases, however, the company which takes over the business allows the retiring company a commission varying from 25 to 50 per cent., depending upon the excellence of the business. In other words, in ordinary circumstances the Peninsular could dispose of its unearned premium liability for from \$400,000 to \$600,000 and thus add \$200,000 to its surplus.

Unfortunate as the situation is for the policy holders and the 1100 farmers who listened to the siren voice of the irresponsible and dishonest stock salesmen, the result is exactly what was to be expected, considering the inexperience of most of the men who occupied responsible positions in the organization and were given free rein to plunder to their heart's content.

The Peninsular was not a typical stock company, but in reality was a promotion scheme, pure and simple, in which the promoters and the people who ran the company knew almost nothing about the insurance business. The result was inevitable from the start. This very bad situation was complicated by extravagant promotion expense, extravagant management and extravagant advertising. The man Irish who was selected to manage the business is utterly incapable of measuring up to the responsibilities thrust upon him. He is a blowhard, a braggart and a bluffer. He threw money to the birds with a lavish hand. He is so susceptible to flattery that no sum was too large to

expend in securing slobbering laudations of himself by the penny-a-liners of the subsidized stock fire insurance press. His prodigal expenditures of money were taken as an example by others in the employ of the company, so that it was a matter of common knowledge that any one who had anything to sell could find a purchaser at the office of the Peninsular Co. by catering to this weakness.

The outcome is exactly what the Tradesman predicted when the company was organized. Colfax Gibbs and his crafty gang of stock salesmen gorged themselves with commissions filched from the farmers. The country bankers who acted as "cappers" for the lying stock salesmen have now only a depreciated piece of paper to show for the unholy commissions they received for betraying their depositors by inducing them to subscribe for stock in the Peninsular Fire Insurance Co. Everyone connected with the organization stands discredited and dishonored in the eyes of the business public and detested by the poor dupes who contributed the funds which afforded them an opportunity to indulge in a saturnalia of money spending which forcibly reminds the observer of the fearful disclosures brought out by the Lockwood investigation in New York last spring.

The moral is obvious and he who runs may read: Avoid stock fire insurance company methods and stock fire insurance company investments as you would avoid a miasma or a pestilence. They are both based on wrong ideas and necessitate the employment of pernicious theories. They both must go down to defeat and obloquy before the discerning eye and the discriminating judgment of the American people.

TENDENCY TO COMBINATION.

While opinions may differ with regard to the probability of keen competition between the United States and foreign countries within the immediate future, there appears to be little doubt, that, with the gradual revival of domestic business, competition at home will become very active. With many plants built up for wartime production, and with the consuming capacity of the country gradually returning to normal, there will be a struggle among the producers for as large a share as possible of the expanding market, so that they may employ their equipment as nearly as possible at its full capacity. Under such conditions many weaker concerns may have to go to the wall. The stronger concerns may be expected gradually to react from the excessive competition and to combine their resources. Such a movement was very pronounced in this country after it had begun to recover from the effects of the panic of 1893 and the ensuing years of depression, and it attained its height in 1901. Already there are rumors of many mergers, and some of these appear to be well founded. A similar tendency toward industrial concentration has appeared in Great Britain and Germany.

NEW STANDARD OF TRADE.

Henry ford has discovered Utopia down at Muscle Shoals, Ala. He inspects the great power site and concludes that in it there is locked up humanity's greatest hope—the abolition of all war. The plain everyday citizen may be puzzled to see how a few tons of concrete dumped into a turbulent, muddy stream can bring on the millennium, but ford finds no trouble about it. It is this way: The cause of all the world's great wars has been gold. Of course, ford does not mean that the gold used for military's adornment or for such utilitarian purposes as dentistry brings on wars. What he is hitting at is the gold standard. Abolish the gold standard, and we shall have peace. He would, therefore, give us a new standard of value, based on Energy—a standard, perhaps, expressed in terms of kilowatt hours. Bankers could not hoard kilowatt hours; nobody would go to war about them; and the world thenceforth would enjoy perpetual peace. It occurs to us just here that many of our Latin-American neighbors have never been cursed with the gold standard, and that ford might have cited their peaceful internal condition to support his case. Other historical examples occur to us, but then we are reminded that ford has said that history is bunk. This estops further discussion.

WHOLESALE PRICES LOWER.

Wholesale prices were slightly lower in October than in September, according to the index number of the Bureau of Labor Statistics. This is the first time that the index has shown a decline since June, but the fluctuation since May has been so slight that it would not be inaccurate to refer to the general level as stable. In September the index stood at 152, and in October it dropped to 150. (Average prices in 1913 are reckoned as 100.) The total fluctuation from May to October inclusive was only 4 points. With prices as a whole thus fairly stabilized, interest centers on the monthly changes in the various commodity groups making up the index. The groups are still badly out of line. Prices of farm products receded 3 points in October to 119, while fuel and lighting advanced 4 points to 182. Food products declined 4 points to 142, but cloth and clothing rose 3 points to 190. Building materials receded only 1 point and now stand at 192. With farmers getting only 19 per cent. more for their produce than in 1913, while clothing costs 90 per cent. more, building materials 92 per cent. more, and housefurnishings 118 per cent. more, it is evident that the maladjustment in wholesale prices, as between the different groups, is still far from being eliminated.

TRADE CONFERENCE NEXT.

Business men are keeping an eye on the proceedings of the arms conference in Washington for more than one reason. The deliberations are watched for their effect on the commodities and securities markets, and also because of their possible stabil-

izing influence overseas. Then there is the possibility that the limitation of armament, by reducing government expenditures, may bring some relief from the burden of taxation, if Congress can be prevented from squandering the savings thus effected. Finally, there is a general belief that if this conference succeeds another will certainly follow that will deal directly with the big economic problems confronting the commercial world. Premier Briand, before sailing for France, expressed the belief that the present conference would lead to others; and there is reason to believe that financiers here and abroad would welcome a discussion of the matters that are now obstacles to stabilization of world trade, such as the Allied war debts, currency deflation, the balancing of budgets, and the reparations question. The wisdom of limiting the subjects to be discussed at the present conference to two specific topics is generally recognized, as the inclusion of various other issues would lead just now only to confusion. With the limitation of naval armament definitely determined upon and the Far Eastern problems satisfactorily adjusted, there will be a clear road to a trade conference that shall deal with matters that are reacting so unfavorably upon the progress of trade revival.

FROM SCARCITY TO SURPLUS.

Just as it seemed last year that we did not have enough goods to meet the demand, so now it seems that we have too much, as is attested by the two or three million of unemployed and the big carry-over of rubber, wool, corn, sugar, hides, copper, and other essential commodities. By some mysterious process the deficits of one year have been transformed into the surpluses of the next. How did it happen? In the first place, the seeming scarcity of 1919-1920 did not really exist. Finished goods disappeared from the market, not to be consumed but to be held for still higher prices. The war, in spite of its waste and destruction, had enormously increased our industrial capacity, and under the stimulus of soaring prices production moved upward by leaps and bounds. Inasmuch as the delusion of scarcity offered an additional pretext for raising prices this delusion was carefully cultivated by skilful propaganda. In the meantime, as both labor and management became more expensive and less efficient, costs of production steadily increased, and when it was sought to pass these on to consumers, who were themselves largely laborers, it became evident that industry was seeking to adjust itself to the new conditions induced by inflation by tugging at its own bootstraps. Prices had outrun purchasing power. Consumption slackened; it was discovered that for many months in spite of previous eager buying, it had been lagging behind production. Then the slogan for prosperity changed from "produce more" to "buy more."

Every rubbish pile is a potential conflagration.

The Saddest Words in the Grocery Business: "I Took a Chance!"

It is said that the remarkable success of Mr. E. H. Harriman, the great railroad man, was due to the fact that "he never took a chance." His keen eye sought only the sure things.

The wide-awake grocer needs no longer to take "chances" with the goods he buys.

When the risk is eliminated and the sale guaranteed, as in the instance of Postum, Grape-Nuts and Post Toasties—there's no excuse for taking chances.

There's a reason for the positive sale guarantee back of Postum, Grape-Nuts and Post Toasties.

It's the Postum year-round publicity policy—not a policy that blows hot and cold—but a systematic and uninterrupted National advertising campaign that insures always a quick and profitable turnover on every package the grocer buys.



Postum Cereal Company, Inc.

Battle Creek, Mich.



Leather Is Strong and Trading Very Active.

Strong prices and exceedingly active trading for this period of the year marked the leather market last week. Local tanners were considerably pleased with the amount of sales and prices obtained. Usually the season of the year sees very little trading because buyers are not anxious to stock up before inventory. However, more shoes have been sold than tanners have been able to realize, and the peculiar change in the practice of buyers—placing business for January and February—marks an inclination on their part to deviate from buying from hand to mouth, and are now placing future business.

While the trading in the past 30 days has been considerably improved, purchases made in that time were practically for immediate delivery. Buyers in the last week have been placing large orders for delivery next year. This indicates that they are perfectly satisfied, and that the market has reached the bottom and is on the re-bound.

This is true of upper and sole leather with the possible exception of calfskins which were not traded in very heavily. Snuffed light side leathers for cheap dress shoes were being bought in large quantities for future deliveries, as well as heavy leathers such as Elk and retanned for the work shoe trade, which seems to have resumed activity very quickly during the past 30 days.

Sole leather is also being bought in good quantities, and tanners report shortage of extreme heavy weights. Eight to nine iron seems to have no market at this time.

The Business Forum.

As a storekeeper, I like the man who will come into my place with an air of business and plainly state who he is and what he sells.

I dislike the man who slides into my store like a culprit, who hems,

haws, and beats around the bush before he comes to business.

I like the chap who uses good plain forceful English, who abstains from using that much abused word, "proposition," and who takes as little time as possible to unfold his tale.

I detest the man who after he has talked, leaves your mind in a clouded state, with a maze of figures, rates and other details the average layman fails to grasp.

I always like to do business with the man who can answer my questions quickly, whom I know has mastered the details and who has terms and prices at his finger tips.

I fight shy of the man who fumbles through long printed lists, and who is never sure of his statements.

I like the chap who, when I tell him frankly, "I am busy to-day," knows I mean it, and will not try to steal or usurp my time.

I hate the fellow who tries to force you to see him and who will not take your word for your statement and who will almost insist you devote your mortgaged time to him.

I also like to accommodate the salesman who does not hesitate to tell me blankly and truly what he thinks is best for my trade if he really knows.

I hate to do business with the chap who has a "pet" to sell and who will always try to force it on you, no matter if it is best suited to your conditions or not.

Maybe Wrong Department.

Bewildered Customer—I want to look at some roll-top—

Impatient Floorwalker—Desks or stockings, please?

The employe who is ashamed to do manual labor is likely to be one who will not like to work his brain either.

9 to 11 pound Oak Bends
55c lb.

**SCHWARTZBERG & GLASER
LEATHER CO.**

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

Men's Hav. Brown Kid Romeo Stitch Down

St. No. 220 at \$2.35 Pr.

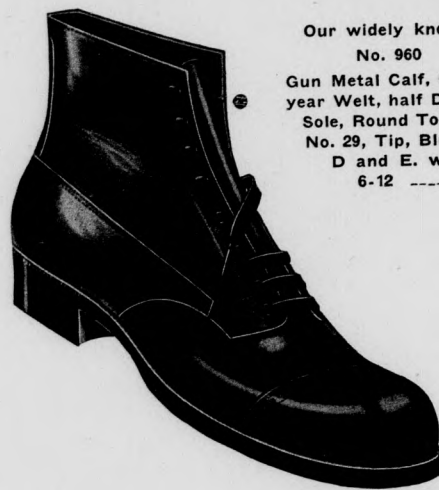
SIZES 6 to 12.

TERMS 3%-10 Net 30 Days.

A limited Supply in Stock for immediate shipment.

SIZE UP TO-DAY FOR
HOLIDAY TRADE.

BRANDAU SHOE COMPANY
1357 Sherman St.
DETROIT MICH.



Our widely known
No. 960
Gun Metal Calf, Good-
year Welt, half Double
Sole, Round Toe, last
No. 29, Tip, Blucher,
D and E. widths,
6-12 -----\$3.60

Full grain calf skin upper—

Full grain insole—

Leather Counters—

Nothing slighted in the materials or workmanship of the Herold-Bertsch Black Gun Metal Shoe. The calf skin upper is soft, pliable leather that affords comfort with a proper degree of stamina to endure knock-about service. The counters are all leather. Another feature is rubber heels. The soles are lighter of course than a heavy work shoe, but will stand months of heavy going.

HEROLD-BERTSCH SHOE CO.

Grand Rapids, Mich.



You want good looking shoes, you want them comfortable. But more than anything else you want shoes that wear. You can't go wrong buying a pair of More Mileage shoes.

Hirth-Krause
Shoemakers for three Generations
Shoes

GRAND RAPIDS, MICHIGAN

Manufacturers of Work Shoes and Horsehide Gloves

Proceedings of the St. Joseph Bankruptcy Court.

St. Joseph, Dec. 5—In the matter of Louie J. Bressin, individually and Bressin & Schad, a co-partnership, composed of Louie J. Bressin and Roscoe D. Schad, of Allegan, the schedules of the bankrupt disclose the following creditors:

Preferred and Secured Creditors.
City Treasurer of Allegan ----- \$ 133.96
Jennie B. Fouch, Kalamazoo ----- 3,914.00
Allegan State Savings Bank ----- 2,100.00

Total ----- \$6,147.96

Unsecured Creditors.
H. Nielerker Co., Milwaukee ----- \$360.53
Peninsular Co., Detroit ----- 243.66
Gliddr Co., Cleveland ----- 316.82
Wahl Co., Chicago ----- 189.10
Money Weight Scale Co., Dayton ----- 18.00
Mutual Drug Co., Chicago ----- 30.79
Wm. R. Warner, St. Louis ----- 108.86
Edison Pen Co., Petersburg, Va. ----- 28.90
Waterman Pen Co., New York ----- 33.45
American Druggist Syndicate, Chicago ----- 3.01
Anso Co., Grand Rapids ----- 24.86
Brooks Candy Co., Grand Rapids ----- 97.60
Colgate & Co., New York ----- 55.03
Connor Fountain Supply Co., Owosso ----- 85.78
Fisher Bros., Fort Wayne ----- 120.19
Johnson & Johnson, New Brunswick, N. J. ----- 99.72
National Candy Co., Grand Rapids ----- 22.18
Nyal Company, Detroit ----- 45.14
Norwich Co., Chicago ----- 6.08
Nelson Baker Co., Detroit ----- 6.90
Parke, Davis Co., Detroit ----- 34.72
Rysdale Candy Co., Grand Rapids ----- 123.42
Upjohn Co., Kalamazoo ----- 11.95
Woodhouse Co., Grand Rapids ----- 93.52
X Cigar Co., Grand Rapids ----- 141.62
Hochschild Corporation, Chicago ----- 240.55
Ohio Truss Co., Cincinnati ----- 17.66
M. P. Gould Co., New York ----- 21.98
John Weyth & Co., Philadelphia ----- 191.00
C. R. Childs Co., Chicago ----- 12.00
Chamberlain Med. Co., Des Moines ----- 18.75
Kuppenheimer Cigar Co., Grand Rapids ----- 24.00
A. H. Lewis Med. Co., St. Louis ----- 1,238.00
H. & P. Drug Co., Grand Rapids ----- 12.00
Youells Exterminating Co., Westfield, N. J. ----- 43.36
Bauer & Black, Chicago ----- 13.88
Litscher Electric Co., Grand Rapids ----- 13.71
Butler Bros., Chicago ----- 97.50
Lee & Cady, Kalamazoo ----- 45.30
H. J. Heystek Co., Grand Rapids ----- 74.83
Standard Oil Co., Grand Rapids ----- 76.00
Stewart Phonograph Co., Chicago ----- 26.26
Schroeder & Tremoyne, St. Louis ----- 154.23
Rothschild Bros., Chicago ----- 187.54
Worden Grocer Co., Grand Rapids ----- 300.00
Allegan State Savings Bank, Allegan ----- 55.73
Q. R. S. Roll Co., Chicago ----- 55.73

Total ----- \$5,202.09

Assets.
Personal property ----- \$9,140.60
Household goods (exempt) ----- 250.00
Personal exemption ----- 250.00

Dec. 7. In the matter of Frank Bingham, bankrupt, of Cass county, the first meeting of creditors was held at Dowagiac. From the examination of the bankrupt it appears there are no assets, which are not exempt. An order was made that no trustee be appointed and that the bankrupt be allowed his exemptions as claimed and there be no further meeting of creditors. Unless cause to the contrary be shown the estate will be closed in thirty days.

Dec. 8. In the matter of Hartford Exchange Bankrupt, George W. Merriman, bankrupt, the inventory and report of appraisers was filed, showing property of appraised value of \$100,129.14, which is mostly in the form of notes, cash on hand and bonds and mortgages.

In the matter of Louie J. Bressin, individually, and Bressin & Schad, a co-partnership, an order was made calling the first meeting of creditors at the Allegan court house Dec. 20 for the purpose of proving claims, the election of a trustee, the examination of the bankrupt and the transaction of such other business as may come before the meeting.

Dec. 10. In the matter of Elmer W. Beth, bankrupt, operating under the name of the Phonograph Shop, at Benton Harbor the adjourned first meeting of creditors was held at the referee's office and the trustee's first report and account, showing total receipts of \$607.80, was approved and allowed.

Would Have a Look Himself.

Mooney, the traveling salesman, was a bit depressed, for trade was bad. It was the end of another blank day, and the discouraged drummer called on another merchant to display his samples.

"But I want nothing to-day," said the merchant.

"At least you will just examine my line of goods?" suggested Mooney.

The merchant thought not.

"In that case," suggested Mooney meekly, "will you permit me the use of your counter to look at them myself? I have not had the opportunity to do so for some time."

What IS the Ideal Christmas Gift?

The real joy of giving comes to him whose gift will contribute through every day of many years to the pleasure, comfort and welfare of the recipient.

As an intelligent individual who is engaged in the **essential task of creating a sinking fund for your family and yourself**, you are confronted with the problem of placing your capital in a safe place and deriving an income therefrom. Why not invest your Christmas capital in a

BOND

The Christmas Gift Supreme?

This suggestion is made not only to those who have large sums of money to invest, but also to those who, in more moderate circumstances appreciate an opportunity to purchase on a smaller scale the same type of investment securities.

We have prepared a carefully-selected list of government, municipal, corporation and industrial bonds which are issued in denominations of \$100 or more, and shall be pleased to discuss the details of these various issues with you personally, or to mail you a descriptive circular upon request.

Permit us to assist you in making your investment selection for Christmas.

Howe, Snow, Corrigan & Bertles

Investment Bankers

Grand Rapids Savings Bank Building

GRAND RAPIDS,

MICHIGAN



Annual Report of Secretary Michigan Forestry Association.

Ann Arbor, Dec. 10—The last annual meeting of the Association was held in 1913, since when our official activities have grown less and less until they now amount to but little more than the collection of dues. Although only a semi-occasional query or protest as to our status is received, it seems desirable that the Secretary should summarize events since 1913 and report as to current affairs.

Membership, once about 600, has dwindled until it is now about 100. Of the fourteen directors elected at the 1913 meeting, only five are now members of the Association. These are: Chas. W. Garfield, Grand Rapids; Dr. L. L. Hubbard, Houghton; H. G. Stevens, Detroit; Mrs. L. L. Mautner, Saginaw; J. W. S. Pierson, Stanton. Officers are: President, J. H. Bissell, Detroit; Vice-President, Prof. F. Roth, Ann Arbor; Treasurer, Wm. B. Mershon, Saginaw; Director-Trustee, Chas. W. Garfield, Grand Rapids.

In view of the fact that forest and forestry affairs in America were never at such high tide, the atrophy of this Association is hard to explain but requires note. It has not been due to lack of funds. Trust funds (from the Wilcox bequest of \$1,000, or transferred by the Treasurer to the Director-Trustee for investment) have accumulated (November 18, 1921) to \$2,574.34. The Treasurer reports a current bank balance of \$14.68 on Nov. 28. The Secretary (Dec. 1) holds about \$25 current balance for transfer to the Treasurer. Total cash resources of Association are about \$2,614, with outstanding liabilities of about \$20. For some years no Association money has been spent save for minor items of postage or printing and a clipping service which permits the Secretary to keep in touch with forest affairs in the State. Detailed statements as to financial matters, as of the dates indicated are on file with the Secretary.

Events have been numerous and important. About 1909 the Association was largely responsible for the Legislature's enquiry into State land affairs, which resulted in the creation of the Public Domain Commission and its jurisdiction over Lands, State Forests and Game, Fish and Fire; the latter office being absorbed, seemingly, to prevent it from falling into the hands of the party not having a majority in the Legislature rather than as a matter of deliberate policy. A. C. Carton became Secretary and active head of the P. D. C. Under his administration there were no abrupt changes and a better mutual understanding between the several interested groups gradually developed. Friction between the "land-boomers" and the State Forest idea was reduced, for instance, by a measure of co-operation between the agricultural development agencies and the P. G. C., Mr. Carton now being also in charge of the State office of Immigration. For some time there was an almost total break between the State Forests and the State Forest Schools but in 1917 this was more or less bridged so that there is now at least a very friendly relationship and more or less active co-operation between the two. In general, the Carton administration of the P. D. C. kept a nice balance between the various necessities and points of view and made a real, even though slow, advance.

The resignation of Mr. Carton, about 1918, brought in George Lusk as Secretary of the P. D. C. During the period 1918-21 there was no material change in the status of affairs except that a growing discontent with existing arrangements became evident and from new quarters. The current needs and points of view were changing, but the policies and activities of the P. D. C. were not. During and after the war dissatisfaction with the feeble interest of the State officials in the agricultural development of the upper counties and with the inadequacy of the State's forest fire work became pronounced. The summer of 1919 was dry and the inability of the official fire-fighting organization to cope with the situation attracted unprecedented comment.

In 1919, the Michigan Academy of Science, the membership of which includes practically all the scientific workers in the State, appointed a committee to enquire into the problems arising out of our idle lands. In 1920 the Academy developed a special program to hear reports and passed strong resolutions to the following effect: About a third of Michigan is virtually bankrupt and the

situation grows steadily worse by reason of the continued non-productivity of over 10,000,000 acres of the State. To remedy the situation requires immediate and adequate attention to three items, viz: There is needed an inventory of the idle lands to determine their condition and prospects and such an inventory can best be accomplished by a "soil and economic survey" such as already provided for by the Legislature (but suspended by Governor Sleeper, ostensibly as a measure of war economy). There must be adequate machinery for the control of forest fires, one of the first essentials of which must be full and unequivocal reports from the responsible offices as to the damages and losses. Further enquiry and planning will be needed in order to work out and secure an adequate land policy.

The committee appointed to continue the enquiry was authorized to consider and, should it see fit, approve and endorse to the Legislature, such a modern and competent plan for fire control as the P. D. C. might prepare and submit, it being agreed by Secretary Lusk and a member of the Commission, then present, that such a plan would be prepared and submitted. No such plan, however, was submitted to the committee from the P. D. C.—perhaps because its days were numbered; perhaps because the Commission was unable or unwilling to attempt such a plan.

In May, 1920, the Detroit News began the publication of a series of articles discussing the State's idle land situation and urging that prompt and effective action be taken to reclaim the great non-productive areas, primarily by using them for timber crops.

The Detroit News continues its publicity as to these affairs. Already it has accomplished a more competent airing of the facts and has directed more attention to the situation than has been developed by any single agency in the State's history.

The extent to which the forest-crop idea has spread and the new agencies concerned with its advancement is indicated by a recent bulletin from the Upper Peninsula Development Bureau, in which it is frankly remarked that large areas of the Upper Peninsula are best suited to forest growth and urged that the State hasten to identify such lands and put them to appropriate use. In this connection it should be noted that the forest company has acquired great areas of virgin hardwood near Iron Mountain concerning which Mr. Ford has publicly remarked: "We will cut no trees that are not ripe and 100 years from now we will have more timber on our land than we have to-day. That is the main thing for the people up here to take care of: to watch their timber interests, prevent forest fires, and see that the forests are taken care of." Nothing of this sort has ever happened in Michigan before. The State's biggest corporation casually remarks that it is practicing forestry on its own lands.

The inauguration of Governor Groesbeck brought a radical shake-up in the State's official machinery; too radical to be as yet subject to appraisal. The Public Domain Commission disappears and most of its branches, with others are combined to form the Conservation Department, the executive head of which is directly appointed by the Governor who also appoints the Conservation Commission, presumably to advise and assist in the formulation of departmental policy, but, seemingly, with little authority or responsibility save as it may persuade the Governor or the heads of departments.

The efficiency of the new department remains to be tested out, but it can hardly fail to be an improvement on what preceded it. The head of the new Department of Conservation is John Baird, formerly in charge of Game, Fish and Fire work. Mr. Baird has had excellent opportunity to become acquainted with the needs and responsibilities of his present office. Professor Roth has been named a member of the Commission. In any case a very material advance has been accomplished, at least in this: State Lands, State Forests, Fire, Game and Fish are now very definitely under a single jurisdiction. The continual shifting of responsibilities characteristic of previous administrations, will hardly be practicable under the present organization.

It is to be reported that material progress in the policy and control of forest fire has recently been made. Under the administration preceding that of Mr. Baird, it was "discovered" and tentatively administered that the "brush" upon the cut-over lands, might, if protected from fire, in time develop into forest of

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.
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Capital - - - \$500,000
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Resources

13 Million Dollars

3½ Per Cent.

Paid on Certificates of Deposit

Do Your Banking by Mail

The Home for Savings

INSURANCE IN FORCE \$85,000,000.00

WILLIAM A. WATTS
President



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

Business Experience in Personal Affairs

TRUSTEESHIP is a function which involves the constant exercise of knowledge and judgment in business matters.

The advantageous purchase and sale of securities; the management and supervision of real estate; appraising and realizing upon business good will, partnership interests, options, and claims due—all of these require the guidance of keen business sense and broad experience.

These are not cares with which to burden your wife, nor to strain friendship.

This Company is organized to perform such business functions, with ample resources to insure responsibility, and with a continuous corporate existence. It can assure your family constant freedom from the uncertainties attendant upon inexperienced management of business matters.

The duties and responsibilities of the trustee are discussed in our booklet "Safeguarding Your Family's Future," which we shall be pleased to send you on request.

GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICH.

OTTAWA AT FOUNTAIN BOTH PHONES 4391

some commercial value. During Mr. Baird's administration more and more accent has been placed on this idea so that a somewhat cautious but real estimate of the value of young forest growth destroyed by fire is now officially made in the fire reports.

Further progress of very great significance is in the official statement that the preservation of game depends primarily upon the maintenance of the forest cover rather than upon police enforcement of the game laws. "No Forests—No Game," is now printed on the back of every hunting license. This quite reverses the relative importance of Game and Fire as conceived by past administrations.

The extensive and costly fires of 1919 developed very acute criticism which seems to have led to a mild but real reorganization of the fire-fighting work so as better to fix local responsibility. The construction of fire lookout towers has been proceeding much more rapidly than in the past. More care in the selection of the fire-fighting personnel is evident. Greater fire-fighting funds are being asked for and expended. In general it is doubtless true that our fire control work is now materially better than ever before.

But that is not to say that the fire work in Michigan is on a par with that of such states as New York, Maine, Massachusetts, Pennsylvania or Minnesota. It is not. And it is not to say that it even begins to approximate adequacy. When the season is dry we still burn—if less than in the past, still indefinitely worse than is to be tolerated.

The proper design for modern forest fire fighting machinery is well known and well tested out. The specifications for such machinery have often been written and are constantly available. The fire officials of Michigan, for instance, are co-operating with the U. S. Forest Service under the Week's Law and receive some thousands of dollars of Federal money to be expended in fire control work subject to the approval of the U. S. Forest Service. The federal inspector each year checks over the work in each co-operating state and makes such suggestions as are calculated to improve and develop the local work. The official report of the federal inspection for 1919 was unusually frank and not overly complimentary. It again pointed out serious defects in the state's fire organization and appropriate remedies.

Only last year, and while a spokesman for the Public Domain Commission was pleading lack of funds as an excuse for the failure of his organization to deliver adequate fire protection, several thousand dollars of the Federal fire fund were allowed to revert to the U. S. Treasury, not only unspent in Michigan, but without notification that it "would not be needed," so as to permit Washington to allot the money to some other less fortunate or more energetic state. The old P. D. C. is gone but the individuals responsible for this incident are high in the new Conservation Department.

If the fire officials of the Conservation Department desire to secure for the State the utmost practicable forest fire protection it will be necessary for them to perfect their fire organization. If they are unwilling to accept local advice as to the changes necessary, they have available the advice and assistance of the U. S. Forest Service—unless the Service shall decide further co-operation to be futile in Michigan. Should that happen, and there are indications that it may, no indictment of the inadequacy of the Michigan fire organization could well be more damning.

In summary: The State forest fire work is better organized and more effective than ever before but is still very far from being even fairly adequate. Mr. Baird's last report (1920), lists 2,319 cases of game and fish law violations and of forest fire law violations, eighteen. Work on the State forests has proceeded slowly and under a steady handicap of lack of funds. Lansing has yet to demonstrate that it considers the State Forests as of real importance or entitled to the utmost available attention and assistance. There is more than an indication that parts of Lansing are inclined to consider the State Forests rather as nuisances. In the days of the Public Domain Commission, according to a member of the Commission, the State Forests received less attention than did the peddling of the St. Claire flats. Whether the new Commission and Secretary will be inclined to give the State forests different and appropriate support remains to be discovered.

Without the facilities and trimmings usually considered essential by similar officials, State Forester Schaaf has steadily materialized solid works of very unusual quality and importance. The forest tree nursery at Higgins Lake is turning out great quantities of excellent and very cheaply grown planting material. The plantations now cover thousands of acres and have been successful. The cost per acre of the Michigan pine plantations is the lowest reported in America. This work has now gone on for so many years and upon such a scale as to demonstrate beyond any possible doubt that similar operations can be undertaken upon an enormous scale and with complete prospect of success. As demonstrations of how to plant out pine and make it grow in the cut-over lands, the State forest work is wholly satisfactory. But the planting schedule officially authorized by the P. D. C. some years ago has never been caught up and, at the present rate, it will take nearly a hun-

dred years to re-stock even the pitifully few and small areas now designated as State forests.

Even more important than the nursery and planting work on the State forests is the work of fire control. The system of permanent, tractor-made fire-lines, supplemented by lookout systems and a personnel which knows fire, haste fires, knows how to fight fire and which does fight fire, such as is to be found on the Higgins Lake area, for instance, has no counterpart in America. It has been known for a long time, of course, that the fires can be kept in control. On some of the National and State forests excellent fire protection has long been the rule. Michigan now has a demonstration of real fire control to compare with any.

Moreover, the long period during which fires have been kept off the Higgins Lake area, has permitted the native volunteer growth of "popple" and oak and pine to show what it can do in the absence of fire. It has made a new forest and a real forest—even now in part merchantable. Standing beside this wholly volunteer and new forest growth, but beyond the fire lines, the territory is drab and non-productive and desolate like the bulk of upper Michigan; for out there the fires have run, year after year, almost without a pretense of control.

This new and volunteer forest, obtained upon tax-reverted lands without planting and for but a few cents an acre a year in fire protection, is not like the old virgin timber. By all past standards it is a "scrub" forest made up, mostly, of inferior species, poorly grown. It is full of irregular holes and badly in need of help, as by underplanting, thinning and so forth; but for all that it is a real forest and enormously valuable; wood growing steadily and well and with an utter minimum of investment; the burned-out soil getting constantly better; pine-seeding in where seed trees happen to have been left; wild life increasing astonishingly. How important all this is, begins to become evident.

In 1920 the Secretary of Agriculture sent to the U. S. Senate a report (on Senate Resolution 311) upon the timber situation in the United States. This report was based upon every available source of information and its statements of fact have gone unchallenged even by the old-time lumberman. The conditions, as reported, are shown to be worse than those foretold by the longest haired of the original "conservationists." As to the Lake states it reads, in part: "By 1925 the local consumption of timber will equal local production. At the end of a decade, consumption will exceed cut by nearly 50 per cent. In other words, the per-capita consumption of timber must fall a third or the Lake states must import a third of the timber needed for its home use."

The freight bill which Michigan is now paying on imported forest products—redwood and fir from the Pacific, cypress from the Gulf, etc., would hand-plant about 500,000 acres of cut-over land every year. And all estimates agree that the Southern pine territory will be unable to export much timber ten years hence and that the great Pacific coast forests, at present rates, will be exhausted in

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less than a generation. Michigan is already scavenging for Jack-pine and poplar. The U. S. Senate has been told by the U. S. Secretary of Agriculture that the day of timber shortage is already here and the day of timber famine close ahead. Some thirty states are now dependent upon the forest products of a scant half-dozen states which still have substantial supplies.

This situation, made plain by the Kaiser's war, has generated unprecedented National attention. Two bills purporting to establish an adequate forest policy for the Nation are before Congress. The Snell bill would enact a scheme of voluntary co-operation between the Federal and the several state governments with special reference to fire and the extension of National and State forests by absorption of the idle cut-over lands. The Capper bill would enact direct Federal control over lumbering operations as well as attending to fire and co-operative work. Much controversy over the two plans has arisen. The majority of the professional foresters of Michigan seems to favor Federal control and to feel that long experience has demonstrated the feeble character of State forest policies.

The controversy has developed heat and a confusing lot of new forest organizations have been sending out their literature, some of which appears principally concerned with blocking rather than assisting prompt and adequate legislation. Some rather astonishing attempts to control public opinion have been made. At the last election of the American Forestry Association (which publishes the American Forestry Magazine), for instance, the proceedings were so "raw" as to lead to the prompt resignation of several leading foresters and an organized protest from dozens of others.

A committee to represent the several State Forestry Associations, to which President Bissell appointed your Secretary, was formed to secure a re-organization of the Association's affairs so as to return to the membership control over the Association's officers and policies. The directors of the American Association have recently agreed to such arrangements as promise to be satisfactory. Pending the accomplishment of the terms of the agreement the State Associations committee is quiet.

This and similar incidents are of importance as indicating the degree of pressure which has developed about the National aspects of the forest situation.

Long notorious for the number and variety of its land frauds, Michigan has never conducted a real enquiry into settlement operations or provided means to protect the ignorant and helpless settler. A crew from Washington spent the summer of 1920 checking up on some of our sand-land colonies. One man in the State knows what was found out, but he does not get his mail in Lansing.

The new census shows that Michigan lost 10,300 farms during the last decade—say three farms a day for ten years. Since we have big areas of idle land undoubtedly well suited to agricultural development, it seems certain that the end of the indiscriminate farm-boom period is over. By bankrupting some thousand farmers a year we are now fairly well able to distinguish between agricultural and non-agricultural soils and situations. The assumption of conviction that practically all the stump country could be profitably farmed has probably been the biggest obstacle with which the timber-crop-for-timber-land idea has had to contend. When it is more generally appreciated that many millions of our idle acres must remain idle unless and until they are permitted and encouraged to grow timber, we may expect faster progress in Michigan forestry. It is hard to contradict census returns.

The growth of sentiment in favor of a real inventory of our idle lands has recently been rapid, and especially since John A. Doelle was appointed to the State Department of Agriculture. Such a soil and economic survey will go far toward identifying the areas suitable for prompt agricultural development and those chiefly valuable for timber production.

The abandonment of thousands of our farms immediately after the lumbermen have cut their timber and junked their mills, and the disappearance of whole communities, and a general falling off in the population of many of our upper counties are related items. The census shows much of Michigan to be in rather desperate condition. Although we have Departments of Economics at the University and at M. A. C., not to mention various Lansing offices which might seem to be concerned, nobody in Michigan seems to be enquiring into such facts or their significance. But a crew from Washington spent last summer in the State studying the economic decay associated with forest devastation in its acute stages. Our laboratory facilities proved satisfactory.

For years the State has helped support the Biological Survey, which has been busily collecting information as to the flora and fauna of Michigan. With many million dollars a year spent for fishing and hunting in the cut-over counties and with Fish and Game Department more than self-supporting from license fees, and with fire the principal factor in the supply of game and fur and a large factor in the supply of game fish, nobody has investigated the situation in detail. Fungi and pheasant farming are more obvious, perhaps. However, the U. S.

Biological Survey recently loaned Michigan a man to investigate and instruct as to the control of the coyotes which threaten the profitable grazing of large areas up-state.

Although, for some time, Michigan has been provided with two schools of forestry and a State forester, when the U. S. Forest Service recently detailed a specialist to determine something as to the minimum requirements needed to keep our ten million plus acres from permanent insolvency, through some manner of timber production, perhaps, said expert from Washington was unable to discover any comprehensive and dependable local figures of forest growth and no plans for securing anything of the kind.

John A. Doelle, of the new State Department of Agriculture, has recently begun to work for a Federal forest experiment station to do for our forests what the usual station does for our farms.

So far as reported, Michigan has no closed season during which clearing and similar fires may be started only under permit. No state official in Michigan has authority to declare a slashing or other such fire-trap a public nuisance to be abated at the expense of the owner.

The only professional forester in Michigan who has demonstrated his ability to organize and operate a co-operative association for fire control has left the State to become a city manager in Ohio.

The University owns a considerable tract of cut-over land near Douglas Lake and the Agricultural College owns many thousands acres of pine land north of Bay City, but neither report plans for giving their lands fire protection or other care.

The white-pine blister rust is at large in Wisconsin and Ontario and has been discovered in Michigan. It can be kept in control at a cost of a few cents per acre and year. But will it?

The State Farm Bureau was forced to discontinue its new Forestry Department before giving it a chance to show what it could do.

The new census reports 442,000 acres of merchantable timber in the woodlots of 76,400 Michigan farms and a total income in 1919 from woodlot products (not including maple products) of \$12,649,000.

The Forestry Departments of the U. of M. and M. A. C. report a grand total of about twenty cases a year in which they are asked to advise or assist woodlot owners. The State forester is not expected or permitted to attend to such work. No one is.

One of our Directors resigned from this Association because it appeared that nothing adequate was being done to stop the slaughter of baby spruces for the Christmas tree trade.

National affairs affecting forests are booming as never before.

In Michigan we have made fairly steady, even though slow, progress. We seem now to have reached a point where the pressure of events will shortly force activity upon an unprecedented scale. The bulk of the necessary preliminary work has been done: demonstrations are conclusive and in order. What needs doing and how to go at it is obvious enough. New agencies for furthering the reclamation of our idle lands have become interested and are working very effectively.

For ten years the Michigan Forestry Association has maintained its entirety, but has not functioned. If it should desire to become active again it can find plenty to do. F. S. Lovejoy, Sec'y.

Failures Increased 11.4 Per Cent. Last Week.

With a total of 587 failures in the United States last week disclose an increase of 11.4 per cent. over the 527 defaults reported to R. G. Dun & Co. the week before, and are 80.1 per cent. in excess of the 326 insolvencies of the same week of 1920. During the latter period, however, the business mortality was at a comparatively low level. Comparing with last week, increases appear in all of the geographical sections into which the statement is divided, with the exception of the Pacific Coast, where there is a small reduction.

As the total is larger, it is not strange that failures involving \$5,000 or more of liabilities in each instance are more numerous this week, the number being 361. This compares with 301 similar defaults last week and 175 a year ago. The rates of the insolvencies for \$5,000 or more in each case is also higher this week, representing 61.5 per cent. of the aggregate number. Last week the ratio was 57.1 per cent., while in this week of 1920 it was 53.7 per cent.

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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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Annual Fire Loss of United States a Scandal.

Of course you are not going to have a fire in your store or home. Other people may suffer from fires, but not you. You carry some fire insurance because it is the thing to do, but you have no idea that you will ever have a fire, have you? Honestly now!

And yet how are you so exceptional? Do you take greater precautions than anyone else? Is your property less inflammable than that of others whose buildings have burned right in your town?

Perhaps the biggest scandal in the United States is the size of the annual fire loss and its steady increase from year to year! The National Board of Fire Underwriters gives the losses from fire in 1920 as \$500,000,000. That figure is 85 per cent. more than for 1919 and 121 per cent. more than the ten-year average for the preceding decade. That ought to give us something to think about.

We, the American people, are the cause of our own fires through carelessness and neglect. We can't lay this great fire loss of half a billion to incendiarism. Only 2 per cent. of the fire loss comes from that cause. We are our own incendiaries.

The average per capita fire loss in Europe is (or was just preceding the war) about 30 cents per annum. In the United States, well, figure it out for yourself, 110 million goes into 500 million about \$4.50 times. Why shouldn't we learn something about European fire prevention methods?

For one thing, in this country the careless fellow who piles up contributory causes for fires goes scot free. Be as careless as you please. You can get away with that kind of incendiarism. In Europe carelessness that starts fires gets a man into trouble right away—as it should.

A large proportion of our fires may be classed as preventable right on the face of it, and plenty more of them, apparently of mysterious origin, are of the preventable type, if the truth were known. As a matter of fact, when a man has a fire through carelessness he himself alone knows about, he is more likely to assign the fire an unknown cause than to take the blame by admitting his carelessness. Plenty of these fires reported as due to "Unknown causes" have causes known to somebody, if that somebody would only come clean on the facts.

Well, perhaps you have what you consider a fireproof store. All concrete, with concrete floors and stairs. Is there no wooden trim around windows or elsewhere? Is it stocked with goods and equipped with fixtures made of concrete? Stock and fixtures are highly inflammable in spite of your fire-proof construction. The building may be gutted by fire and still stand like a mausoleum, a monument, if you like to, somebody's carelessness.

And you may be as careful as possible of everything about your own premises and then burn out because of the fool acts of the man next door. Why not take a little thought of the acts of the other business men in your block, of the neighbors around your home? You may not like to go in and inspect the other fellow's place. He

might object. You might get in wrong. You might get in wrong by telling him he shouldn't keep ashes in a wooden barrel, but you will be doing yourself and community a favor if you report to the fire commissioners or other proper parties any carelessness you suspect, and those people have the right and the wish to make inspections. You needn't appear in the matter. Protect your own property as far as you can in this way from the carelessness of other property owners.

In the matter of roofing you have to consider other people's fires more than your own. When somebody else has a fire, even several blocks away, flying burning shingles from that fire may alight on your roof and set it afire. As soon as possible make your own roof fireproof. Until then watch your neighbors' fires from up there, fire extinguisher in hand.

And speaking of fire extinguishers, they are not for ornament. If they are of the sort that need to have the liquid in them removed every so often, see that the fresh solution is put in on time in order to maintain the highest degree of efficiency. If your fire extinguishers are filled with some such fluid as carbon tetrachloride that evaporates readily, see that the supply is replenished. I could make money, if I could get the bets placed, just calling on druggists and betting them two to one that their fire extinguishers were not in 100 per cent. efficient condition. When have you ever taken down your fire extinguisher and investigated to see whether it would be instantly available and effective in case of need?

Equip your place with extinguishers and see that they are always fit to fight fire with. Ten dollars' worth of fire extinguisher may easily save you a thousand dollars' worth of anxiety and perhaps ten thousand worth of goods.

Insurance never fully covers the loss. You may be insured up to the full value of your property, building and stock, and yet the insurance will not cover loss of business during rebuilding. It will not cover worry, annoyance, shock, possible physical injuries, loss of records, files of prescriptions, scores of other items. You can't afford to burn out on the basis of any possible insurance adjustment.

What is going to cause your fire, when it comes?

The other morning one of the proprietors of a thriving drug store was awakened by the fire alarm and dressed and hurried to his store to be sure it was not his property that was endangered. He found the fire was in living apartments above his store. It had been extinguished before burning down through, but the water that extinguished it had made a solution of most of the soluble stock and the smoke had flavored the rest. And all because upstairs a housekeeper had left some parlor matches where a rat or mouse had nibbled enough to set one off. When will people learn that parlor matches are safe only in a fireproof container—away from lights and fires?

Electric wiring is a fruitful source of fires. Rats do the trick there, too, sometimes by gnawing off the insula-

tion. Find out to-day whether the wiring in your building is in good condition and safe. Have it carefully inspected by someone who knows what it ought to be like. If there are any places in the store where the need for a light in an unexpected place has led to looping an extension cord over a nail or hook, get that wiring made safe. The cord insulation may wear through on that hook at any time and there goes your fire!

Wherever you have electric current, you want to make sure you keep it adequately covered up.

Wherever you have gas or kerosene light or heat, see that it is not left burning when it should be out, and see that nothing approaches it that could by any possibility catch fire. Look out for dirty oil stoves and

leaky gas pipes. Everything must be shipshape about your lighting and heating arrangements.

The American farmer may be on the road to ruin, but we observed he isn't afoot.

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Plum Pudding For Christmas Still Delicious.

Written for the Tradesman.

Every year as Christmas approaches I want to write a piece, and generally I do, about the way in which the Christ festival has come to be a nuisance and the property of the shopkeepers, most of whom expend a tremendous amount of energy in selling things to people who wish the whole thing could be abolished.

Christmas ought not to be met in that spirit, and it needn't be, either. Like the spirit in which we meet any other time or occasion, it proceeds from ourselves. Besides, nobody knows better than I do that much of the inappropriate feeling that we have about Christmas comes from the fact that we put off and put off until the last minute whatever we are going to do about it, and then find ourselves rushed and cross and tired out with fighting crowds.

But whatever we do about that part of it we must not let ourselves forget that Christmas is a festival, a day of joy and loving congratulation, with the home and the family as the stage for it, and the child at the center. And I hope that you are all so situated that whatever else happens you can have a home dinner.

So I am going to write, not about presents, or children, or how to make the Christmas party interesting; but about the dinner, and only one thing in the dinner—and it isn't very good for children. And that is plum pudding!

Plum puddings have gone rather out of fashion; there is a notion abroad that it is hard to make and expensive. Well, it is a bit expensive, as compared with baked beans; but "Christmas comes but once a year," and if you want it very much you can do a bit of economizing on eggs and sugar for a few days, to make up for one spread of the old style. Plum pudding goes a long way towards certifying that it is a Christmas dinner; for you would have to go a long way back into Anglo-Saxon history to find the first plum pudding!

Plum puddings are always steamed or boiled for from six to eight hours. In the old days, our grandmothers used to tie them up in a well-floured bag and boil them for eight hours in a kettle. The bag had to be tied pretty tightly—even then some of the goodness would run out into the water. Now we have metal pudding-moulds; the best with a hole in the center. These if well-greased will give you a good-looking pudding. Keep the mould tightly-covered, and put it into a kettle of boiling water, three-fourths up to the top of the mould, and do not let the water dry out or the pudding will stick and burn. Add boiling water as it evaporates.

I happen to have in my collection a good many different recipes for plum pudding. One is said to have been a feature of royal Christmas dinners long before King Alfred's time. Whoever invented it, it is a royal pudding when it is made properly—this "queen of plum puddings:"

1 pound of butter
1 pound of suet

1 pound of sugar
2½ pounds of flour
2 pounds of raisins
2 pounds of currants
¼ pound of citron
12 eggs
1 pint of milk
1 cup of cider
½ ounce each of cloves, mace and salt

2 grated nutmegs
Mix and boil six hours.

Then there is the ordinary "English plum pudding." I have two recipes:

½ pound of suet
½ pound of sugar
¼ pound of butter
5 cups of flour
1 pound of raisins seeded
1 pound of currants
2 tablespoonfuls of shredded citron
6 eggs
1 cup of milk
½ cup of brandy
½ teaspoonful of ground mace, cloves and nutmegs and salt.

And here is the other one, with bread crumbs:

1 pound of raisins
1 pound of currants
1 pound of suet, chopped
¾ pound of stale bread crumbs
¼ pound of flour
¼ pound of sugar

Rinds of two lemons
½ ounce of nutmeg
½ pound of mixed candied peel
2 eggs

Sufficient milk to moisten

Mix thoroughly, boil eight hours, and four hours before using. This pudding used to be made weeks before Christmas, and then re-boiled for the four hours before serving.

I came across the recipe for an "Irish plum pudding" that has been made on an Irish estate for more than a hundred years:

1½ pints of soft bread crumbs
1 pint of chopped suet
2 pounds of currants
1 pound of raisins
½ cup of citron
1 small cup of sugar
1 teaspoonful of salt
½ teaspoonful of nutmeg, cinnamon, ginger, allspice and cloves
5 eggs
2 tablespoonfuls of flour
1 cup of cider

Make batter and steam seven hours.

Brandy? Oh, yes, I know—you haven't any, and where shall you get it? I don't know. But you don't have to have it. It used to add picturesqueness and excitement to the feast to bring the pudding in, all blazing with blue flame as the brandy (or rum) burned over the rich brown

mass; and you put it in the pudding, too. If you haven't any brandy in the house, you will have to get along without it; but in the making of the pudding you can use boiled cider, and it will still be delicious. The burning brandy or rum was extra anyway, and added rather to the looks than the taste. Try one of these recipes, and see how little the liquor had to do with it.

Prudence Bradish.

(Copyrighted, 1921.)

An eight page newspaper has just been issued by the advertising department of Chas. A. Stevens & Bros., of Chicago. The front page bears a headline, Sales in every section," with a line of smaller type which says, "interesting new offerings daily." The remainder of the first page is used for a coat advertisement, containing five graceful sketches. The second page very much resembles the usual advertisement of newspaper size. The third page, in addition to advertisements of knitted and silk lingerie, etc., contains a column corset editorial. Page four is headed by an advertisement for hats. Page five advertises wraps, costumes, etc. Pages six and seven are given over to the November sale of silks. The lower part of seven and the entire last pages are devoted to the daylight basement sales rooms.

F. D. B.

for Christmas, 1921

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Write, phone or call on us for information of our current listings especially suitable for gift giving that will employ your money to its best advantage.

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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.

MEN OF MARK.

H. K. Royal, President Michigan Canners Association.

Harold K. Royal, newly-elected President of the Michigan Canners Association, is 29 years old, a native of Shelby, Oceana county, where he is manager of the Oceana Canning Co. He is also interested in the Manistee Canning Co. and in the White Lake Canning Co., which has recently completed a canning plant at Montague.

Mr. Royal got his early training in a country printing office and is a member of the firm of the Royal Publishing Co., at Shelby. The active management of this business is in the hands of his brother, Rex R. Royal, but he early manifested a preference for the canning business and had his first experience in the W. R. Roach & Co. factories at Hart and Scottville.

He is a graduate of the Ferris Institute and of Olivet College. Upon the completion of the latter course, in 1914, he took a position in the office of the Shelby factory and succeeded F. E. Lewellyn as manager upon the removal of the latter to Grand Rapids.

Soon after he became Manager he asked the Ferris Institute to recommend a stenographer and secretary and their selection was Miss Marvel Johnston, of Reed City, who proved so efficient and altogether acceptable that she and Mr. Royal were married about a year later, and they have a daughter, Dorothy Ruth, six months old.

The investment and business of the Oceana Canning Co. has doubled during Mr. Royal's management and it is one of the most successful canning plants in the State. But no less important than the immediate success of the business has been the building up of factory morale and laying a broad foundation for a continued and greater growth.

Much thought and effort is directed to the selection and development of competent assistants and in enlisting the co-partnership interest of every worker. The biggest social event of the year in Shelby—both in numbers and enthusiasm—is the annual canning factory banquet, when the Oceana Canning Company entertains its employees. Social welfare and community spirit is an established policy of the organization.

Mr. Royal has some very decided ideas upon canning factory policy as it relates to marketing and quality product. He believes that the superiority of Michigan products should be persistently emphasized and that Michigan canners should unite to make Michigan canned goods a synonym for highest quality. His belief, as outlined in remarks at the recent canners convention, is that canners should sell their product under their own distinctive label and that their product should always back up this individual and united effort for high quality.

Birds and Cats Never on Speaking Terms.

Grandville, Dec. 13.—The approach of winter brings the birds into closer relationship with their human neighbors. It seems that our friends of one year ago are again in evidence and

are seeking to renew old acquaintanceship.

We like to have them come. The fall of snow brings them in flocks. Who does not love the birds? Already the good housewife has begun feeding our pets which we expect to keep with us until spring, barring destruction at the hands of barbarians armed for bird murder by the wise (?) legislation of the State dads at Lansing.

Nobody need be lonesome if he will chum up with the birds which are anxious to make friends and help us pass the long winter in happy communication, one with another.

We have scanned the various congregations of birds since snow fell to note if there are any snow birds or old time winter songsters among them. To date we fail to find one. What has happened to despoil us of our winter bird friends? Fool question to ask, isn't it? Consider it unasked, dear reader. We know that you know why

morning donation to feathered friends remained untouched. I glanced out to discover the sinuous lines of a furry object moving along under a nearby bush.

"There is the reason," I said, pointing at the moving object.

Birds and cats are never on speaking terms. Where a neighborhood is infested with a plethora of felines there birds are scarce. Which is better for the husbandman, birds or cats? Answer that yourselves and in your own way, gentlemen of the soil.

A cat now and then, under certain conditions, may be all right, but it is best not to enter into a discussion of cats versus birds. We have too many cat-lovers to dare undertake to disparage the feline monster. We shall, however, continue to plead the cause of bird life until the cows come home. We cannot believe that the good folks of the State of Michigan choose to doom every living thing that wears feathers to an untimely death. It does

tures on earth, arrogate to ourselves the right to say which animal or bird shall live, which shall die. Now I believe that every created thing in the animal world which is not absolutely dangerous to man has a right to life, liberty and the pursuit of happiness.

That is going pretty strong, yet it is my creed and I am not going to deny it. The world hasn't been educated up to that standard as yet, but the time is coming (if the world stands) when there will be less violent death in the world, and more humane regard for life, even among the lowest of created things.

The only living thing with wings left us in the winter months is the despised English sparrow.

That little fellow comes in droves to greet us, and he is worthy of our friendly greetings if for no other reason than that he makes the gloom of the long, dark days of the cold months pleasant. To shut him he is a benison of divine provision, and it is the height of unrighteousness to meet his friendly calls with the rifle and poison.

The churches are supposed to develop the highest thoughts in man, yet to date I have noticed no single protest from divine or laymen against the statewide slaughter of our sparrows. If the church would only make mention of the conditions regarding bird life I am of the opinion there would soon be a change for the better all down the line. Practical Christianity has more godliness to the square inch than all the theoretical hullabaloo in the world. Christians, take hold and see if something cannot be done to serve God through making it safe for His feathered creatures.

Old Timer.

Unknown Oils and Fats.

Until the war came we did not realize how precious and indispensable to human health were oils and fats.

It is interesting in this connection to consider the fact that—barring linseed, which is not edible—all our fats and oils are derived from by-product materials.

Take cottonseed, for example, which formerly was thrown away. It now yields more than a billion pounds of oil annually, which is used in enormous quantities in the manufacture of artificial lard.

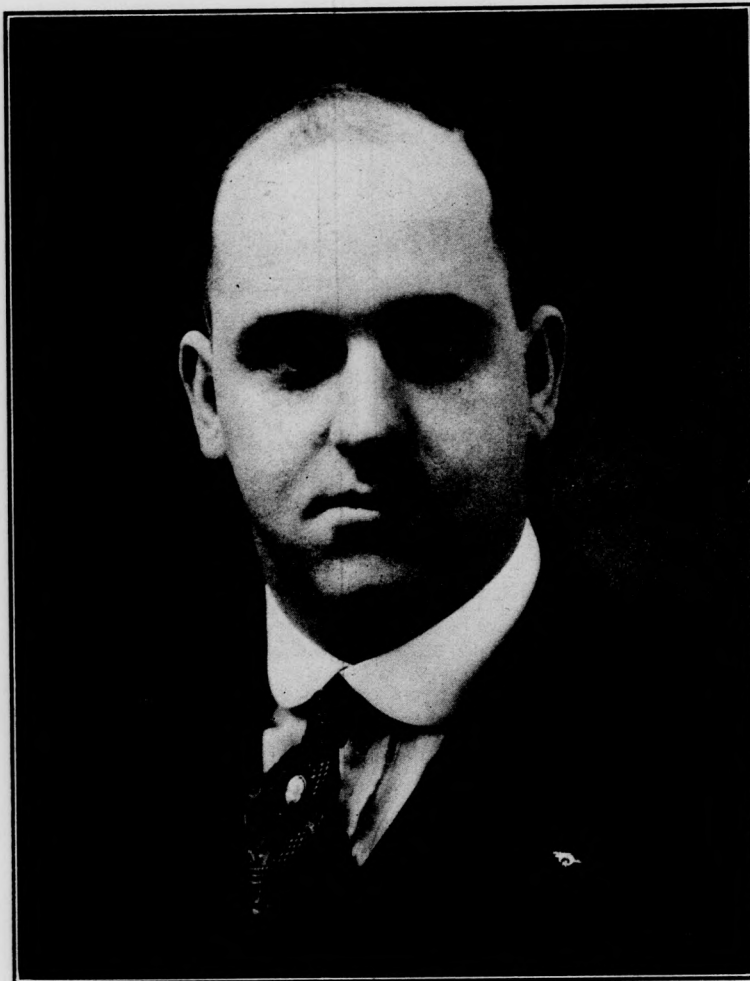
Corn oil is a by-product of starch and hominy plants. We produce 160,000,000 pounds of it in a twelvemonth.

Tallow, lard and other animal fats are by-products of the packing houses.

Eighty-seven million pounds of peanut oil were produced in this country in 1919 for use in lard substitutes, as a salad oil (equal to a fair quality of olive oil), and in the making of "nut margarine." The high price of butter during the war made nut margarine so popular that the consumption of peanut oil for this purpose rose to 28,000,000 pounds in 1918.

In 1920 the production of peanut oil in the United States fell, with slackening demand and lower prices, to 13,000,000 pounds or nearly one-seventh that of 1919. Farmers in the South have been accustomed to plant peanuts for their hogs, allowing the animals to gather the crop. They have found, however, that it pays much better to harvest the peanuts, sell them at the oil mill for crushing and take back the residuum of "cake." A ton of cake, ground into meal, is worth more as hog feed than the original peanuts, and it makes much better pork.

Don't depend entirely upon your own ideas. Study your trade paper for the other fellow's ideas.



Harold K. Royal.

the winter birds of former years are not with us now. The untrifled little sparrow has a way of outliving all the snares set for his destruction; in fact, he is a warrior of no mean condition, and will come up chipping when other and less numerous feathered songsters go down in defeat before the edict of the State.

Ireland has just won a notable victory over the English nation, and the doughty little sparrow, who according to holy writ has the beneficent protection of the Father of us all, is bound to make a life of it and come up smiling at the last.

It is surprising how much these little gray birds will consume of the food put out for them, going to prove that when the snow covers the ground they must many times go hungry for want of sufficient food for their daily needs.

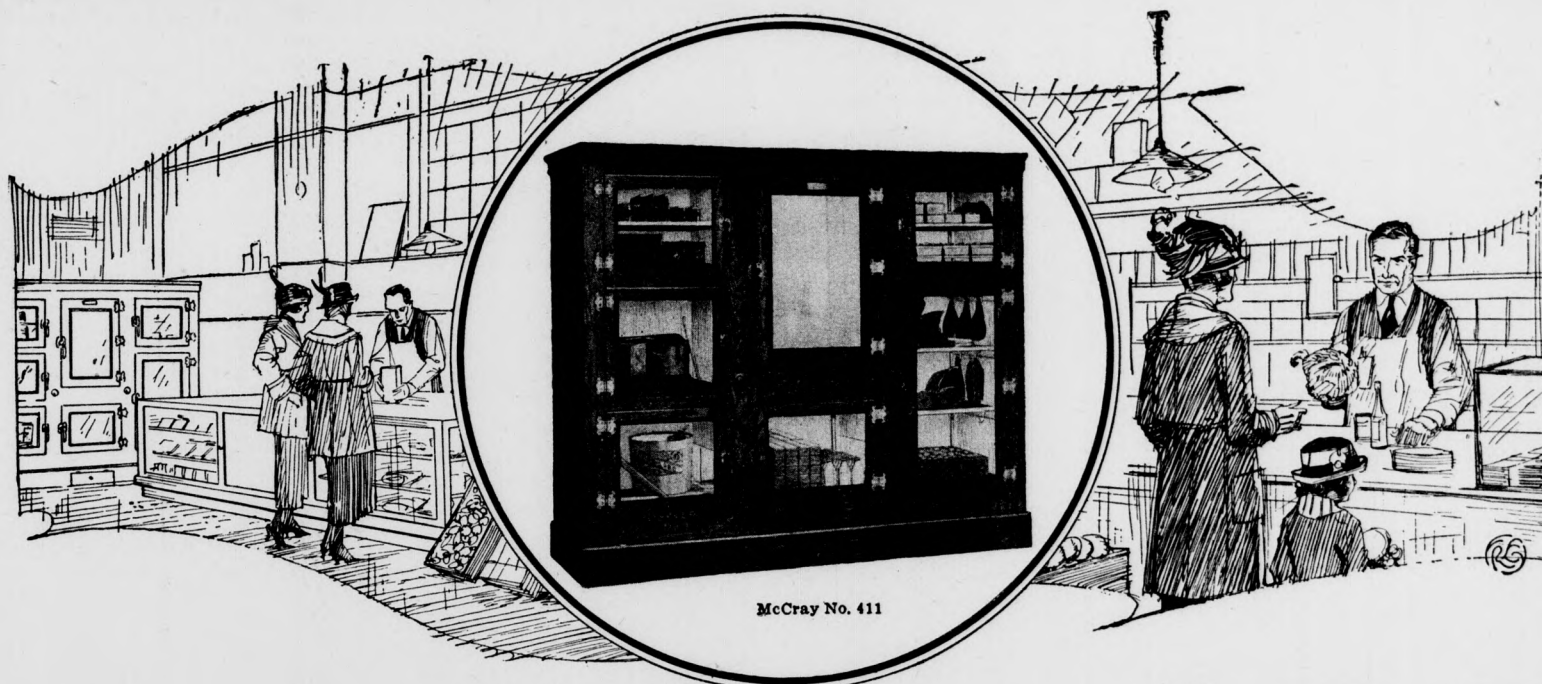
"I wonder why the birds don't come to-day?" remarked the good housewife when she noticed that her early

seem likely that we shall all of us get our eyes open in time and demand that the birds of every specie be protected, both from man and catkind, until the woods and fields again resound to the songs of millions of feathered songsters whose voices rise in praise to the all wise Father of us all.

The proof of the necessity for birds is stronger than any other one contention in this world of ours. That proof, growing stronger day by day, year by year, must in time bring surcease from our present mad policy of destroying the best friends we have among the living things of the world.

The big assembly now at Washington, debating the cutting down of armies and navies, is scarcely of more importance than is this question of the conservation of bird life on the American continent.

Destroy bird life absolutely and of what avail is it to cut down armies and navies? We, the highest crea-



McCray No. 411

MCCRAY

REFRIGERATORS *for* ALL PURPOSES

IN considering a refrigerator there is just one thought you have in mind: "What will it do for me?" A McCray Refrigerator will save you money—*absolutely save you money.*

The McCray is built to cut out the waste due to spoilage. You know that this waste accounts for one of the biggest losses in your business and, as thousands of McCray users will gladly tell you, McCray Refrigerators and Coolers cut spoilage waste to the absolute minimum.

Remember—the McCray principle of construction has been developed on the basis that the grocery and meat

business depend upon efficient refrigeration. The patented McCray system assures this: giving positive cold, dry air circulation throughout the storage chambers. McCray walls are constructed of materials that have the greatest heat repelling qualities. The McCray display features insure constant and effective showing of goods.

You can make your refrigerator or cooler pay for itself. Our special payment plan enables any grocer or butcher to secure any McCray Refrigerator or Cooler and pay for it while it is in use.

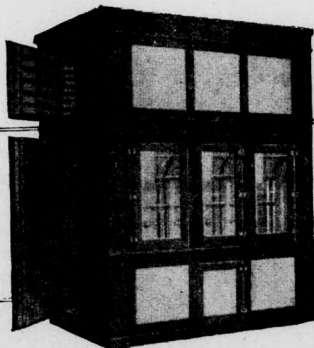
SEND FOR CATALOG—No. 72 for Grocery Stores, Delicatessen Stores
No. 64 for Meat Markets

No. 53 for Hotels, Restaurants
No. 95 for Residences

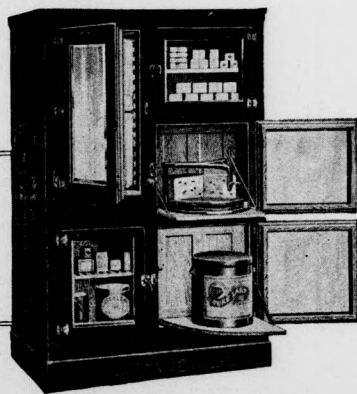
MCCRAY REFRIGERATOR COMPANY
5144 Lake Street, KENDALLVILLE, INDIANA
Detroit Salesroom, 36 East Elizabeth St.



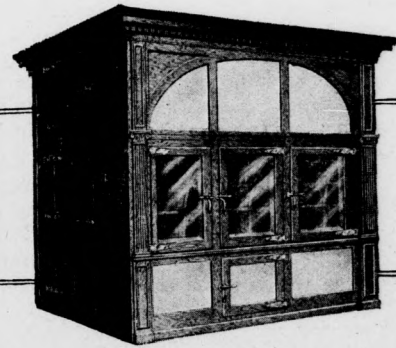
McCray No. 785



McCray No. 185



McCray No. 405



McCray No. 676

There Are Just Three Types of Salesmen.

Three men were cutting stone up at the Cathedral grounds. "What are you doing, No. 1?" "I am working for \$6.75 a day." "What are you doing, No. 2?" "I am squaring this stone." "What are you doing, No. 3?" "I am helping to build that;" and this worker pointed proudly to the great unfinished Cathedral on the hill.

Stone cutter, ditch digger, bond broker, salesman—whatever your calling, you are one of three types of men.

Type 1 is the man who looks solely for the almighty dollar, his daily pay, his profits. This man sees no further ahead than to-day.

Type 2 looks a bit beyond his compensation. He is conscientious and earnest, but shows only flashes of enthusiasm. He is not all selfish, but he is self-satisfied.

Type 3 is the man with the vision. He is the man who loses himself in his company's ideals in his customer's interests. This man apparently works for everyone but himself. Yet all the while his eyes are fixed on the future.

With which one of these types do you, as a salesman, identify yourself?

At the moment you might truthfully say you don't know. If you were to hazard a guess you might probably answer, "I am a type No. 3 man."

But are you?

Read carefully the characteristics of each type as given here—then answer.

No. 1—"I am working for \$6.75 per day."

The principle and strongest characteristic of a Type 1 salesman is his realization that his job is worth only the money his salary check represents. He likens the size of his job to the size of the figure of his salary check. He does not look to the years ahead. He lacks vision, foresight. He goes out after business—and gets it. But not on a quality basis. His firm's sales policy does not play a prominent part in his daily work. The new business he gets is nil.

His total sales is the dollar sign—"the big idea" to him.

This man's battle cry is, "I want more money; I've got to have a raise."

"But," you interject, "When such a salesman looks forward to a bigger salary check, doesn't his company cash in with a bigger sales? If he is to command a bigger salary, he must turn in bigger sales."

True—but sales of to-day must prove their permanency to be really profitable. The question is, "Are these sales permanent?" Before passing judgment let us see how this type of salesman works his territory.

He has a peculiar faculty of jumping off his route. He wastes a lot of his company's time and money making jumps to see customers he knows are about ready to buy, the customers who have fat orders waiting for him. He cannot wait to reach them in their regular turn.

He cares little about the small account in the out-of-the-way corner which some day should develop into one of his best customers.

He doesn't like to spend much time

in a place where his competitors have left their story—where the purchasing agent will give him a real battle. There are lots of other fish in the sea.

He doesn't go after new business or contracts unless forced to do so by a special drive or a warning from his manager. His excuse to himself is always "I'll get that another time."

Such a man does not possess imagination enough to build a mind concept of the satisfaction the products he has just sold are going to give the ultimate consumer. The order means sufficient business to justify his salary check, and to demand an increase at the end of the year.

The pity of it is, that the Type 1 man often could be a high caliber salesman. He knows his sales story, he knows the idiosyncrasies of his customers, and he knows the possibilities that exist in his territory. But he doesn't cash in on his opportunities, because he cannot see farther ahead than to-day.

He seldom studies or uses his company's sales and education helps. The National publication advertising window displays, and dealer helps mean very little in his life. True, he carries a brief case containing business building assistants—but chiefly because it is expected of him.

Type 1 skates on thin ice.

The type 1 man sometimes wins a sales contest, two or three times in succession.

Then something happens.

The ready business has all been plucked. It is hard work going out after the little fellows; there is not enough in it in the way of immediate, definite returns, and too much in it of real, high power salesmanship.

Then the inevitable fall down the sales ladder, and soon, if he does not get out of the type 1 class, he ranks consistently at or near the bottom of the list.

There are some salesmen of this type in every organization. Are you one of them?

No. 2—"I am squaring this stone."

There are many salesmen who are merely "squaring this stone."

They are the dutiful salesmen, the type that covers a territory conscientiously, never jumping a town or missing a call.

Type 2 is an order taker and nothing more. Order pad in hand, he takes the offering of his territory. He never sells according to the possibilities of his territory. He doesn't know what the possibilities are. He knows his schedule calls for seven calls to-day and he makes seven calls and at the end of the day has four orders and three reports to send into the office. He makes a strict accounting.

Occasionally he will land a new account—as a duty. To his credit he has some big accounts—the kind that slip in as routine business.

However, a glance over his sales records shows many accounts that have not been fully developed. His sales manager can pick out sales cards at random that show small sales where they should show large sales—they represent a market for large sales.

This type of salesman goes about his work with a self-satisfied air of easy content. Everything is all right

with the universe to-day. Everything looks rosy for to-morrow.

He probably has inherited a good territory, regular business is in sight, he gets along smoothly with present customers and his compensation is satisfactory. He feels he has a snug berth—something better than he could obtain elsewhere.

He is familiarly known throughout his territory as "Jim" or "Bill" or "Jack." Many of his sales are made on a personal basis.

Many an afternoon at about 3 p. m. you will find him seated comfortably in his hotel writing up orders he received, not the orders he sold during the day.

In sales contests, the type 2 salesman seldom wins. On the results sheets, you will generally find his name in the lower half of the box score.

That is the way the type 2 salesman is "squaring the stone." He knows no other job, he wants no other job, he would probably refuse a job which required the exercise of executive ability. He is satisfied to remain a salesman. He winds up as an ordinary order taker.

There are also many type 2 salesmen "on the road."

Do you place your name among the number?

No. 3—"I am helping to build that."

Fortunately for every organization, there are a goodly number of salesmen with vision, putting forth every effort to make known their company's products in every nook and cranny of their territory.

How does such a man—this type 3, with his eye on the future—conduct himself in the territory of which he knows he is sales manager?

First and foremost, he works, and works hard. He realizes that his company has given him a position of the greatest responsibility and of unlimited possibility. He conducts himself as though it were his money at stake, not the company's.

He gets his customer's point of view. He hears their problems and he gives them help.

He explains the "why" of his company's National advertising. He sells the window displays and other dealer helps.

He is not content to merely sell a customer a certain bill of goods. He actually educates each customer in the way his products can be marketed to best advantage.

This type of salesman when his day's work is done, his reports written, his mail on the way to the office, makes himself scarce around the hotel lobby. Neither does he frequent the movies.

He spends his spare time profitably. His business is his pleasure.

You'll find him organizing his next day's work, planning a campaign for each call. Every one of his next day's calls will start where the last left off.

One of his pet hobbies is to help the other fellow. He will spend an hour or two writing out a "How, when, where" story. He is the one that knows that his publication advertising is a real sales assistant.

Ofttimes in the evening he'll bump into a customer or prospect. On such

occasions, type 3 will open his conversation with a "shop" subject. He usually winds up in a spirited conversation on the many reasons why he is working for the wonderful organization that manufactures or markets the product he is selling.

What is the result of such practice? How does it profit a salesman to spend his evenings this way?

Just this: He acquires knowledge, enthusiasm, energy, and optimism—the requisites of real salesmanship. These qualities mould his mind so that when he is "on the job" his face beams, his eyes sparkle, he fairly radiates confidence.

He commands business by his knowledge, enthusiasm, energy, and optimism.

From the beginning he sells correctly. He knows the sales value of the dealer helps and the National advertising. He converts new business into total requirements business and makes it permanent. He keeps down his expenses, realizing that sales that are costly to make are profitless to his company. He knows his business.

His excellent effort wins him high honors in the sales contests from month to month; and in the final reckoning at the end of the fiscal year, his name is especially prominent.

He does not have to ask for a salary increase at the end of the year—his manager offers it to him.

Is it any wonder that the type 3 salesman eventually graduates from the ranks?

But high as he may rise, the type 3 man still goes on and on, always towards something bigger, something better.

He works with "a noble spirit of partnership with the best."

You know many type 3 men in your organization.

The big question for you to take to heart and to decide for yourself is, "Am I a real type 3 man?"

Give your best thought to the answer.—T. P. A. Magazine.

Racial Composition of Population.

According to a preliminary statement issued by the Census Bureau of June 13, the total population of the United States on January 1, 1920, was 105,710,620, comprising 94,822,431 white persons, 10,463,013 Negroes, 242,959 Indians, 11,025 Japanese, 61,686 Chinese, 5,603 Filipinos, 2,505 Hindus, 1,230 Koreans, and 147 others (Siamese, Hawaiians, Samoans, etc.). The rates of increase during the decade were: Total population, 14.9 per cent.; white, 16 per cent.; Negro, 6.5 per cent.; Japanese, 53.9 per cent. The Indian population decreased 8.6 per cent. and the Chinese population by 13.8 per cent. The foreign-born population numbered 13,703,987, or about 12.9 per cent. of the whole. Of these, Germany gave 1,683,298; Austria 574,959; Hungary, 397,081; Russia, 1,398,999; Ireland, 1,035,680—figures showing respective losses during the decade of 818,035, 600,014, 98,000, 203,783, and 316,571. Italy, on the contrary, is credited with 1,607,458, an increase of 264,333; Poland with 1,139,578, a gain of 195,797; France with 152,051, a gain of 35,374; Greece, 175,701, a gain of 74,419.



And now, Chipso!

This is the new Procter & Gamble Product that is proving its superiority wherever tried. A product made especially for use in washing machines—yet a good general cleanser for household use.

Chipso is a standard Procter & Gamble Product—with all of the goodness, reliability and value that this statement implies. Chipso is recognized at once as desirable by women familiar with the name "Procter & Gamble" through our national advertising. Hundreds of women in your community are using washing machines. They should be using Chipso—and will be using it when they know it can be secured conveniently.

The Procter & Gamble Distributing Co.
Cincinnati, Ohio

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Baltimore	Detroit	New Orleans	Seattle
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Send mail orders to nearest address

1422 Washington Boulevard, Detroit, Mich.



What the Store Teacher Ought to Have.

They call it a woman's job, but if a man had all the qualifications for a store teacher he would be made general manager.

In the very small store the store teacher finds no one job big enough to use all her time. She has to be a sort of general business builder. You can not accomplish much in the way of training employees if the executives are not first sold. They like to be consulted—go around and get their suggestions for training the employees. Then see the auditor, delivery man and the tube room supervisor. The surest way to cultivate the sales people is to appear interested in their merchandise. Be friends with all, but chums with none. You might arrange the classroom work with a schedule of three mornings a week for salespeople on system, service, merchandise. Another morning could be devoted to once a month meetings with inspectors, floormen, elevator operators, buyers' club, etc. An hour is long enough for any class, and none of them should begin until at least half an hour after opening time. On the rush day of the week the class work could be omitted and the teacher look after the service in the busiest department. She had better be prepared to step into every one's shoes for a day or two, from the manager down, and improve the job.

In a medium sized store the teacher's job is more circumscribed, but the teaching is more extensive. Besides the subjects directly concerning the job she may add classes in cultural subjects and supervise continuation school work for juniors. Very often she employs the juniors and follows them up. Hers is the planning and supervising of social activities.

In a very large store the teacher directs a corps of ten or twenty teachers and her department is often augmented by a research bureau. Here are the qualifications any store teacher should have:

1. Sense — of that rare variety called common.
2. Business sense. And at least six months' experience in selling.
3. Teaching experience. Not more than five years in public school teaching. Preferably normal training in store teaching.
4. Maturity. But not age. This is a gruelling job which requires strength, fire and enthusiasm, besides sound judgment.
5. Knowledge of people. Not the best people only. The more kinds of people one has known, the better able will she be to understand and inspire the various members of this mixed group.
6. Education. A college education is not a handicap unless it is still raw. Training in a good normal school is a great help, but added to either, one needs the self-education through books and places and things and observant living. A fund of information about merchandise, manufacturing processes and store practices is a big asset.
7. Sympathy that is always reliable, broad, deep and firm, that never gets mushy, the kind that puts back-re and hope into the sad one.

8. Confidence without conceit, optimism without silliness, seriousness without introspection.

9. Religion. Not to be paraded, but because no teacher is sound without it; a religion that is a directing influence, not a sentimental dissipation.

10. Ability, adaptability, likability and a little risibility.

11. A voice, pleasant, for carrying, untiring.

12. Acceptable appearance.

And here is what she has a right to expect:

1. Adequate compensation.
2. A cheerful classroom. Sometimes a store that says a great deal about approaching the customer does very little toward a favorable approach to its employees—the first step toward a customer.
3. United backing from the management. No firm members have the right to allow the teacher to fall victim to their discourtesy to each other.
4. A free hand. She should not be obliged to submit to the dictum of a man who may be a prince in business, but a pauper among educators.

5. Encouragement. It takes a year of hard work on the part of a good teacher to get general improvement in service.

6. Special consideration. She requires inspiration and should be free to investigate other stores.

7. To select her associates. She is better able to select a good teacher than a business man.

8. She should expect to work hard, to take hard knocks like a man and miss no chance to build up the business.

One of the Wrongs of Our Jury System.

Grandville, Dec. 13.—In reading of the Arbuckle trial and the final disagreement of the jury after a forty-four hour siege, one is led to wonder at the barbarous custom of treating arbiters of the law as is done in this supposed enlightened age. There were women on the jury, too, and much unnecessary suffering was endured because one juror refused to be bulldozed into rendering a decision contrary to her honest belief after hearing the evidence.

What sense let me ask is there in holding a jury hours and sometimes

days in order to compel them to agree upon a verdict, which, under such conditions, is sure to be unrighteous in every particular.

It is no fun to sit on a jury for hours, let alone days, and argue the case when all of this has been done before in the open courtroom.

Many grave injustices have been done in holding a jury to the bullring until said jury, becoming tired, sometimes ill, finally agrees to that verdict which some of its members do not believe the proper one.

It will be noticed that the foreman of the Arbuckle jury refers to the standout woman juror in anything but a complimentary manner. What right has he to do this? Isn't she entitled to her opinion as a conscientious juror and has even a majority of ten the right to sneer at and overawe her by the simple preponderance of numbers? I think not.

Although we Americans brag about our liberal institutions we have one old back number in our present jury system which was handed down from our English forefathers centuries ago. Perhaps there can be nothing devised as an improvement on the American and English system, yet there are weak spots in its armor which need revamping.

The custom which permits argument and intimidation in the jury



THE SIGN OF

QUALITY

You'd Be Surprised At the Difference in Flours

There has always been a tendency on the part of the public to take flours for granted. This cannot be done indiscriminately. There is all the difference in the world between flour and

Lily White

"The Flour the Best Cooks Use"

Look for the
ROWENA
trade-mark
on the sack

Lily White is milled from the finest wheat grown in America. Our experience of 60 years has enabled us to combine just the proper blend of hard and soft wheats to make Lily White an excellent year around flour. The six-break system—the most advanced milling methods known to flour manufacturers—is employed in the manufacture of Lily White.

The result is a flour of incomparable color, volume and uniformity of granulation; highly nutritious and absolutely clean.

Only from such flour as this may you expect perfect baking.

Order a sack from your dealer and discover the difference between flour and "the flour the best cooks use."

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.

room after the trial has come to an end is wholly wrong, and has been the cause of numberless miscarriages of justice which ought to make the cheek of American jurisprudence blush with shame.

Trial by jury should mean that and nothing else.

When a person is put on trial for a criminal act and twelve good men and true (women come in now, of course) have heard all the evidence, and the trial judge has fully instructed them as to the law, that jury, having heard all there is to tell about the case, should pass into the quiet of the jury room and proceed to cast their ballots, the result of which should be the verdict in the case. Anything else, any over influence by one member of that jury over another, any arguments tending to change the opinions of a jurymen, are wholly out of place and should never be allowed.

Take the case of the Arbuckle trial. Note the many hours the jury was out fighting tooth and nail among themselves in hope of securing the acquittal of the man on trial. That one woman juror had heard and sifted all the evidence as given in open court. Her decision was reached before she left her seat. Would it be right, would it have been a just and honest verdict had those eleven jurymen finally succeeded in overcoming the one jurymen and brought into court a unanimous verdict of not guilty?

Every sensible citizen knows it would not.

When a jury files into their own room they have in their possession all the facts in the case on trial. With all the evidence before their mind's eye the first ballot taken is surely their honest belief and should be recorded as the verdict.

It is said that one of the ancient orators of Rome (or was it Greece?) held such power over the human voice as to wield a wonderful influence over his listeners. His different pronunciation and emphasis on the one word Mesopotamia caused vast crowds to be flooded with tears or bathed from chin to eyes in smiles and laughter.

Now such a person on a jury panel might influence men to vote contrary to their innermost convictions. After the lawyers have summed up the evidence and laid it before the jury, what sense is there in permitting the whole trial to be gone over again within the sanctity of the juryroom?

Right here is one weak spot in our methods of court proceedings. It is a very tender spot, one that is wholly indefensible, and the sooner it is wiped out the better.

For instance, suppose a jury composed of twelve men go into a room to cast their ballots in deciding a very important criminal case. Suppose one of their number is gifted with a silver tongue and persuasive manner. Without argument a ballot is cast the result being that they stand six and six. A tie as you see, and yet one man takes the floor and in a flowery and engaging manner presents the case of his side, building up an entirely new schedule of facts, as they seem. After an hour or more the men agree and go out to announce their verdict. One man's oratory and convincing logic wins the day. Is such a verdict a righteous one?

Our present jury system is built up on shifting sand. The only proper rendering a verdict in any case is for the jury of twelve to go into their study (we'll call it that) and deliberately proceed to vote on the issue placed before them by witnesses in open court. Knowing there can be but the single ballot each member of that jury will be on his mettle, and he will deliberately record his vote on the side he believes to be right.

Having done this, the jury has done its full duty and should immediately thereafter be discharged.

Verdicts arrived at through arguments and sometimes threats in a jury room are never honest. They are a disgrace to the law making powers of the state. There should be an overturning of our jury system.

United



Always on the Job

It is the experience of owners that their UNITED TRUCKS are on the job year after year, functioning perfectly, requiring no more attention than their drivers can give them. Motor, axles, transmissions, etc., are of well known standard types with which automotive mechanics are familiar. Our service, in the shipment of replacement parts to owners beyond driving radius of our factory service, is instant.

Merchants, wholesale and retail, as well as manufacturers in every line will find in the UNITED a size to meet their individual requirements.

1½—2½—3½ and 5 ton

*Choice of Worm Drive or
Internal Gear*

United Motors Company
Grand Rapids, Mich.

FACTORY AND SERVICE 675 NORTH STREET

Bell Main 770

Citizens 4472

**Quality—
rather than quantity production**

trucks

Dehydration Recovering From Set-back Following the War.

Much has lately been published regarding dehydration. Several articles appearing in the American Food Journal within the past year or two have contributed to the literature on this important subject. It is unfortunately true that some of the impetus given to the new industry during the World War has been lost, but in due time this will be regained, the best authorities agreeing that once certain fundamental difficulties have been overcome the future of dehydration in preserving the food supply will be of inestimable benefit to producer and consumer alike.

During the war a considerable number of companies engaged in dehydrating fruits and vegetables, under the stimulus of war orders for the United States Army. Only a few of these manufacturers had previous experience in dehydration, hence it was but natural that many mistakes were made and some inferior products were turned out. Considering, however, the many difficulties met with by these pioneers in the commercial application of this principle of food preservation, the rate of progress may be regarded as very rapid.

Some of the companies which started in to dehydrate fruits and vegetables on a large scale have fallen by the wayside, but there remain several large companies, managed by men who not only know the many advantages of dehydrated foods, but who realize also the necessity of popularizing such foods through educating the housewife to change her age-old custom of using fresh vegetables only when she can get them, and doing without them when they are not in season. A popular impression which must be removed by educational advertising is that sun-dried products are the same as those which are dehydrated.

One of the reasons for the post-war slump which the new dehydration industry has suffered is the unfavorable impression created for the product by some of those who were little experienced in the work. Through carelessness or lack of technical knowledge, some dehydrated products have developed infestations of Indian meal moth after leaving the factory. Insect infestation has been overcome, but it may take some time to live down the injury which was done.

The stage is now all set for fairly substantial progress in dehydration. The experts who have been giving study to the subject for many years are perfecting equipment more suitable for the promotion of new companies, and the foremost manufacturers now in the field will welcome the right kind of competition in the belief that a larger number of companies all working toward the same end will help to popularize the products much more quickly than a few companies can accomplish this object. One large company has already expended about \$500,000 in National and local advertising.

Not only must the ultimate consumer be educated to appreciate the advantages of dehydrated foods, but

the producer must also be educated as to the value of this method of saving fruit and vegetable crops. It is estimated that from 20 to 40 per cent. of all fresh fruits and vegetables spoil between the producer and the consumer. This includes much which does not leave the producer's farm because of inadequate shipping facilities, lack of sufficient labor at picking time or low market prices which make harvesting unprofitable. If these crops can be saved a vast benefit will accrue both to producers and consumers, for such surplus crops can be utilized in seasons of crop shortages, the perfectly dehydrated foods remaining fit for human consumption for many years.

In European countries the advantages of dehydration have been more fully recognized than in the United States. S. C. Prescott and L. D. Sweet, in an article on Commercial Dehydration which appeared in the Annals of the American Academy of Political and Social Science, May, 1919 stated that Germany possessed about 1900 dehydration plants in 1917.

While the dehydration industry is still in its infancy in this country, it is important that the terminology as regards this and kindred methods of preservation become well defined. A committee of representative producers, investigators and dealers in California not long ago adopted the following recommendations:

1. That "drying" be considered the general term applying to all methods.
2. That "sun drying" be used to designate the drying of fruits by the sun's heat.
3. That "evaporation" and "dehydration" be considered of equal value in designating the drying of foods by artificially produced heat.

Prof. S. C. Prescott, former chief of the Division of Dehydration Investigations of the United States Bureau of Agriculture, prefers to give modern dehydration a meaning somewhat different than that of evaporation. He considers that dehydration, being a more carefully controlled process and resulting in a superior dried article to that produced by evaporation, should have a distinctive designation. His definition follows: "When we speak of 'modern' dehydration we mean foods which either with or without previous treatment have been subjected to the action of carefully regulated currents of air in which the temperature and humidity are both properly controlled, a process which results in the food gradually losing water, but without giving up its color or flavor or having its cellular structure injured."

Don't Turn Switch and Go To Sleep.

Many an efficient lighting system has been criticised and even condemned shortly after installation because of a popular belief that there is no further care or trouble to be taken when the contractor has screwed the last bulb into place. On the contrary every lighting system requires constant watching; and since each type of fixture is constructed differently, the contractor or manufacturer should instruct the user just what care to give in order to obtain a maximum efficiency at all times.

A person may ask, "What is there

to be done; what things have a bearing upon the lighting system?" Well, here are some things; blackened bulbs, dirty reflectors, side walls and ceilings; empty sockets; using the wrong voltage lamps. All of these are avoidable ills, and where they exist they cause a great waste of current. Because it is unseen, current never gets the consideration that is given to visible waste. To insure 100 per cent. efficiency, there should be a fixed schedule for inspection and maintenance of the lighting system. Lamps that are blackened from service should be replaced and not left until burned out.

To clean a unit where dry dust has accumulated, the dust may be wiped off with a dry cloth and then gone over with a damp cloth. Cleaning powders should be carefully examined since if they contain hard grit, it will leave scratches on the glass. If necessary to use a ladder to reach the lamps, it is a good idea to have on hand extra globes to replace those that are removed.

Side walls and ceilings have an important bearing upon a lighting system. In spite of care, dirt and dust will settle; hence the walls and ceilings should be painted at regular intervals, preferably with pure white, for while many concerns employ buff, the latter decreases the light reflection between 20 and 30 per cent. A bad fault often observed is the use of a high-gloss enamel. Such a paint does more harm than good, since it reflects annoying images from the lamp and also irritates the eyes, just as an open

incandescent lamp does. These simple rules, if followed, will not only increase the efficiency of the system, but also effect a great saving.

Myself and My Job.

I believe in myself,
In the goods I sell,
In the goods I am going to sell,
In the goods I have sold.
I believe in my store,
In my clerks,
In the public;
That I, by gathering these elements together, can benefit society and myself.

I believe that a merchant controls his own destiny;

That a lifetime of decent effort will yield me a happy old age;

That I will give the public fair treatment, knowing it will give me fair treatment in return;

That no profession is preferable to my own;

That my work gives me the maximum of opportunity for development;

That the future will take care of itself if I take care of the present.

In trying, not wishing; in action, not alibis.

I do not wish I had some other fellow's job.

I prefer my own.

I'll stick.

Chinese Carpets.

An article of beauty coming to American households is the Chinese carpet. Exports of these products showed in 1920 double the total for 1917. Many of the factories have sprung up particularly in Shanghai.

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

Some Evils Oil Brings.

Oil cast upon troubled and untroubled waters is making a lot of mischief. It has become a nuisance in many ways, so much of it has been thus disposed of that a proposal has been made to skin it off some harbors and by treatment render it utilizable.

It is death to fishes. It suffocates them and poisons their blood. Oil that finds its way into rivers prevents many finny species from running up the streams to spawn. Along the seashore it drives away the migrating

schools when they approach the coast, depriving the fisherman of his prey. It sickens or kills oysters and destroys the floating eggs and swimming larvae of shellfish.

A small quantity of oil will form a film over a wide surface. It prevents the normal aeration of the water, and fishes die for lack of oxygen. The mischief is particularly serious in harbors, where, because of gas plants, oil-burning ships and automobiles, the discharge of waste oil is greatest. These harbors are the gateways

through which fish must pass to reach their breeding grounds.

Vast oil patches are often seen at sea, suggesting an obvious danger to marine fish life. The eggs of the cod and other ocean fishes float on the waves until hatched. After hatching, the young "fry" float likewise. Fish eggs cannot hatch or the young develop in oil.

Sea birds have recently been found dead and dying by hundreds off the British coast, their feathers saturated with oil.

The worst offenders are gas plants and petroleum distilleries, which find it convenient to drain their waste into the nearest stream or other body of water.

Study is being directed to means of prevention—especially in relation to the dumping of oil from ships in harbors, in the neighborhood of spawning grounds, or near fishing banks at sea. Also, it is hoped to encourage an increased use of wastes for by-products derivable from them.

PANTLIND HOTEL GARDEN TEA ROOM

TEAS, LIGHT LUNCHES, ICE
CREAM, SODAS *and* PASTRY

FINEST TEA ROOM
IN THE MIDDLE WEST

OPEN FROM 4 P. M. TO 11:15 P. M.

*Lyon Street Entrance
of the*

PANTLIND HOTEL



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

Do Not Advertise Fur Tax Repeal.

Lansing, Dec. 13—The above heading was the title of a letter just received from the National Garment Retailers Association, received from the Secretary of the National Garment Retailers Association, dated Dec. 1. The letter states that their board of directors, after considerable deliberation, decided that it was for the best interests of the retail fur trade to avoid in your advertising any reference to the repeal of the fur tax. The reason given for this is briefly as follows:

1. If, after Jan. 1, stores advertise the fact that the tax has been repealed, the public will expect the stores to take off 10 per cent. from the retail price at once, regardless of what reductions the stores will make in their January sales, the theory being that the public will not be satisfied with anything that does not represent a reduction of the 10 per cent. tax on the price charged them.

2. The 10 per cent. tax, of course, applies to the wholesale price and it is difficult and sometimes embarrassing to explain this to the customer's satisfaction. If the store is finally compelled to tell a customer the amount taken off, it is easy then for the customer to figure out the price paid by the retailer and to ascertain the spread between the wholesale and retail price of the garment.

I have conferred with several members regarding this letter and it seems advisable in advertising your January sales that no mention be made of the fur tax repeal for the reasons above given. Please think this over when preparing your copy for the newspaper.

The holiday season is upon us and following the holiday season will be the January sales. Stores will be crowded and at different times during the year there are opportunities for dishonest employees to appropriate to themselves money belonging to the company. Of course, a salesperson who persistently robs his employer can do so at all times and it has been brought to my observation many times during the past year that some of our larger stores are continually employing persons who have been discharged from other stores for the simple reason that they were stealing from their employer.

It is not a good policy to publish broadcast the names of persons who are thus discharged, but it would be a good plan for this office to act as a sort of a clearing house in such matters and it has been suggested that, beginning with Jan. 1, if any of our members have discharged any of their employees for stealing, that this information be sent to this office, kept in a confidential file and then when our members have occasion to employ persons who have been employed by other members of the Association, they can write to this office to be informed regarding the reputation of such person as reported here.

I would be very glad to receive some word from members of our organization on this subject. It will be taken up seriously at the next meeting of the board of directors and ways and means provided for the giving

out of confidential information regarding such persons. Your opinion and advice on this method is requested.

The Bad Axe group meeting was a well attended affair. The work of the local committee was ably handled by D. Mithaler, of Harbor Beach, and Max Weinberg, of Bad Axe. Nearly fifty persons were in attendance. The speakers were J. H. Combs, of Toledo, J. W. Knapp, of Lansing, and J. B. Sperry, of Port Huron. The dinner provided by the proprietor of the Hotel Irwin was one of the best dinners set before us at any price. The citizens of Bad Axe were very much interested in the success of the meeting and everybody was happy.

At this meeting my attention was called to a letter recently received from a manufacturer of men's suits, announcing a cut in worsteds ranging in price from \$20 to \$28.50, and in cassimeres from \$16.50 to \$23.50. The discount offered on the worsteds was 25 per cent. and on the cassimeres 33 1/3 per cent. The letter stated that they were sending this information to all of their customers.

The point in question in this letter is that the offer to sell these goods at a discount was dated Nov. 25, after the respective customers referred to had ordered their merchandise for the winter trade. In other words, this individual customer had his store filled with goods at the regular price and after having placed such goods on his shelves received the letter offering to sell the same goods at a discount of from 25 to 33 1/3 per cent.

We at this office would like to know how widespread this practice is and would be pleased to receive information and suggestions as to how the Michigan Retail Dry Goods Association should deal with this problem for the protection of our members.

In a previous bulletin we announced that the date of the semi-annual convention would be March 15 and 16. We have recently had a conference with Mr. Jackson, chairman of the Program Committee, and he thinks that, on account of other meetings which will be held in Flint and for the convenience of the Flint merchants March 8 and 9 will be more suitable. We have, therefore, decided that the date will be March 8 and 9, instead of March 15 and 16, as previously announced. Please make memoranda accordingly. Jason E. Hammond, Mgr. Mich. Retail Dry Goods Ass'n.

Supplies of Cotton and Fabric Prices.

Last week's ginning report on cotton, as given out by the Census Bureau was about what was expected and had practically no effect on the market. Ideas as to the amount of this year's yield are, by no means, agreed as yet, but all the guesses place the amount above 8,000,000 bales instead of the 6,500,000 estimated by the Department of Agriculture. The talk of a scarcity of supplies has ceased, now that a carry-over of several million bales to the next cotton year is practically assured. The pessimists, however, are already figuring on the effect of the pink boll worm, as well as the boll weevil, on next year's crop, and statements are made that planters

will not seed to cotton a large acreage in Texas and elsewhere because of fear of the ravages of the bugs. The variations of price for spot cotton from week to week are comparatively slight, which is rather advantageous to the spinners, who welcome anything like stability. In the goods' market occasional activity is shown, but there is no disposition to contract ahead beyond the end of next month. Some interest was shown in the opening of gingham for next fall "at value," but guaranteed not to be above certain prices quoted, which show only a slight increase, without notification. The goods will be allotted among regular customers. This merchandise is sure of sale. Other fabrics are without especial feature for the time being. A little more move-

ment in knit goods is seen, and hosiery is holding its own.

Dreaming or even talking about what you are going to do will not bring about accomplishment. Action is what counts.

We are manufacturers of
Trimmed & Untrimmed HATS
 for Ladies, Misses and Children,
 especially adapted to the general
 store trade. Trial order solicited.
CORL-KNOTT COMPANY,
 Corner Commerce Ave. and
 Island St.
 Grand Rapids, Mich.

The Extreme Conservatism

Of most manufacturers, wholesalers and retailers, who did not buy enough merchandise on last July's low market, and who, because of their extreme desire to liquidate inventories of winter merchandise early in the season and completely, has caused them now to be either out of merchandise or forced to buy on the present market, which is considerably higher.

That is not the case with us. We bought a large amount in July and are still able to supply your needs for winter merchandise on that market. There is still the best part of the selling season ahead. **LET US TAKE CARE OF YOU.**

After this month you should think of your **JANUARY SALES.** We can supply you on the lowest priced market.

And after that comes Spring. We are still selling merchandise for Spring on July market—in some cases, 20 per cent. under present market—which you can buy now to be shipped you in January or February with March 1st dating, regular terms, which means a 2 per cent. discount on May 10, 1922.

We are sending out another **PINK SHEET of BEFORE INVENTORY SPECIALS,** good for the rest of December. Send in your orders quickly.

GRAND RAPIDS DRY GOODS CO.
 Wholesale Only.

Christmas Goods

We still have a good assortment.

Mail us your open orders.

We guarantee satisfaction.

Quality Merchandise — Right Prices — Prompt Service

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

Wool, Woolens and Raiment.

Auction sales of wool in London closed during the last week with a further reduction in prices, and a similar condition was observed in the Australasian ones. Only in this country is there seen a hardening of prices, which is due to the effects of the Emergency Tariff act. The world's available stocks of wool continue high, those in Australasia and South Africa alone being near 2,000,000,000 pounds. Unless the material is moved much quicker than has been the case this year, it will take four or five years at least to get rid of the surplus. Yet the disposition continues to dole out only such quantities as will not break prices too much. At the recent London auctions one selling day was taken off for this reason. And, with the same object, the Liverpool sale set for Dec. 21 has been canceled. The amount held in this country, while more than ample in quantity for a year's supply, is somewhat deficient in the better grades of merino. The next auction of army wools in this country is set for Jan. 6, when 8,000,000 pounds will be offered. Regarding the goods market, no intimation has as yet come as to the dates for the openings of the next heavy-weight season, nor as to the probable course of prices. There seems to be an impression that somewhat higher prices will prevail, but this may not be feasible in case better business is not shown in this season's retail sales. In the general tendency toward lower levels the manufacturers of woolens may have to bear their share as well as the makers of clothing and women's garments. The course of trade recently has shown that the great mass of the general public is averse to the continuance of high prices and refrains from buying when this is attempted. And, after all, it is the consumer who, sooner or later, fixes the price.

A Kentucky clothier advertised that he would pay one dollar for each of the best fifteen scenarios of fifty words depicting the life of one of his school suits for boys. The plot was to begin with the purchase of the suit. Boys up to 14 years of age were eligible as contestants. The fifteen successful scenarios were to appear as advertisements of the store in the local papers. When the copy was turned in, it made interesting reading for a couple of weeks. All the fellows at school and a good many grown-ups watched for its appearance each day. The winners were paid in silver dollars and to each dollar was attached a tail of red ribbon. Flaunted gaily at the end of the ribbon was a round yellow tag of cardboard reading: "Take me back where you got me. I'll buy you more there than anywhere else in town."

Every complete stock of merchandise is made up of small units that appeal to the native sense of economy; medium units to appeal to the native sense of immediate needs; medium large units appeal to the sense of future supply; and large units to appeal to the imagination or sense of proportion. Every item of merchandise has a movement value of its own. The customers originate this movement value of types of goods.

You will be glad to know that we have just received and now have on the floor

36 Dozen Tom Wye Jackets

Mostly the 4 pocket

Seal Heather and Emerald Heather.

Just the thing for Xmas trade; but hurry—as they will break up fast.

Daniel T. Patton & Company

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

The Men's Furnishing Goods House of Michigan

PRICES CURRENT ON STAPLE DRY GOODS.

List prices corrected before going to press, but not guaranteed against changes.

Bleached Muslins.	
Auto	17 1/2
Fruit of the Loom	19 1/2
Bravo	15
Cabot	16
44 in. Indian Hd. S.F.	25
Big Injun	14 1/2
Lonsdale	18
Hope	16
36 in. Indian Head	20
33 in. Indian Head	18 1/2
54 in. Ind. Head L.F.	32 1/2

Unbleached Muslins.	
Plaza	09 1/2
96A 36 in.	12 1/2
Black Hawk	13 1/2
Giant	13 1/2
40 in. Exposition	16
40 in. 96A	13 1/2

Wide Sheetings.	
Pepperell Unblea.	Blea.
10-4	53
9-4	49
8-4	44
7-4	40
Pequot Unblea.	Blea.
10-4	60
9-4	55
8-4	50
7-4	44

Pillow Tubing.	
42 in. Seneca	32 1/2
45 in. Seneca	34 1/2
42 in. Pepperell	34 1/2
45 in. Pepperell	34 1/2
36 in. Edwards	26 1/2
42 in. Indian Head	30
45 in. Cabot	32 1/2
42 in. Cabot	34 1/2
45 in. Pequot	33
45 in. Pequot	35
40 in. Quinebaug	30

Denims, Drills and Ticks.	
220 Blue Denim	20
240 Blue Denim	19
260 Blue Denim	18
Steifels Drill	17 1/2
8 oz. Canvas	17 1/2
Armour, ACA Tick	23 1/2
Cordis, ACA Tick	25 1/2
Warren Fancy Tick	37 1/2
Thorndyke Fy. Sat.	40
Amoskeag, ACA	28 1/2

Cambrics and Longcloths.	
Berkley, 60 Cambric	22 1/2
Berkley, 60 Nainsook	22 1/2
Berkley 100 Nain's k	30
Old Glory, 60 Cambr.	20
Old Glory, 60 Nain.	16 1/2
Diamond Hill, Nain.	20
Diamond Hill, Camb.	13 1/2
77 Longcloth	16
81 Longcloth	17 1/2
84 Longcloth	15
7001 Longcloth	16 1/2
7002 Longcloth	16 1/2
7003 Longcloth	19 1/2
7004 Longcloth	24 1/2

Ginghams.	
A. F. C.	17
Toile du Nord	13 1/2
Red Rose	16 1/2
Dan River	16 1/2
Everett Classics	15
Amoskeag Staples	13
Haynes Staples	13
Lowe Cheviots	16
Bates 32 in.	22 1/2
Trefan 32 in.	27 1/2
B. M. C. Seersucker	18 1/2
Kalburnie 32 in.	19 1/2
Jacquelin, 32 in.	45
Gilbrae, 32 in.	47 1/2
32 in. Tissue	42 1/2
Manville Chambray	16 1/2
Red Seal Zepheyr	18 1/2

Prints and Percalines.	
Columbia, Lights	14 1/2
Columbia, Darks	16
Columbia, Lt. Shorts	14

Columbia, Dk. Shorts	15 1/2
Am. Prints, Greys	10
Am. Prints, Indigo	10 1/2
Manchester 80x80 Lt.	18 1/2
Manchester 80x80 Dk.	19 1/2
Scout, 64x60, Lights	12 1/2
Scout, 64x60, Darks	14 1/2
Shirtings	09
Reds	11

Outings and Cantons.	
Cashmere Twill	15
27 in. Unble. Canton	15
100 Flannelette	12 1/2
1931 Outing Lights	13 1/2
Dubbenap Lights	13
N. S. Light Outings	11 1/2
1921 Light Outings	13 1/2
Applefleece Shaker	14 1/2
Scotchdown Shaker	16
Appledown Shaker	16
24 in. White Shaker	11 1/2
26 in. White Shaker	12 1/2
Daisy Cloth	15
1921 Dark Outings	14 1/2

Draperies and Cretonnes.	
Hamilton Twill	16
Dresden Fy. Drapery	18
Tudor F'y Drapery	20
Nu Drape	35
Westmoreland Creto.	16
Fancy Silkoline	16 1/2
Stratford Cretonne	16
3544 D. B. Scrim	12 1/2
8177 Curtain Net	35
8342 Curtain Net	62 1/2
4039 Marquiesette	20
Dragon Drapery	32 1/2
36 in. Art Cretonne	25
36 in. Elco Tapestry	30

Linings and Cambrics.	
Tico D Satine	30
No. 40 Bk. Satine	20
No. 1 White Satine	17 1/2
No. 50 Percaline	22 1/2
DD Black Satine	27 1/2
Satin Finished Satine	37 1/2
Raidant Bloomer Sat.	50
36 in. Printed Satine	42 1/2
Windsor Cambric	09
Parkwood Wash Sat.	60

Meritas Oil Cloth.	
5-4 White	3 15
5-4 Mossaics	3 00
5-4 Blue Figure	3 15
5-4 White	4 15
All oil cloth sold net cash,	
no discount.	

Flags.	
16x24 in. Spearheads	1 32 1/2
18x30 in. Spearheads	1 90
24x36 in. Spearheads	2 95
Each	
3x5 ft. Reliance Prt.	70
4x6 ft. Reliance Prt.	1 30
5x8 ft. Reliance Prt.	1 90
6x9 ft. Reliance Prt.	2 90
8x12 ft. Reliance Prt.	4 25
4x6 ft. Defiance Swd.	2 50
5x8 ft. Defiance Swd.	2 75
6x9 ft. Defiance Swd.	3 60
8x12 ft. Defiance Swd.	5 20
10x15 ft. Defiance Swd	8 00
6x9 ft. Sterling Wool	7 50
8x12 ft. Sterling Wool	11 50
Gross	
No. 7 Muslin Flags	7 20

Sheets and Pillow Cases.	
63x90 Pequot Blea.	15 85
63x99 Pequot Blea.	17 35
72x90 Pequot Blea.	17 35
72x99 Pequot Blea.	19 00
81x90 Pequot Blea.	18 85
Less 5%	
81x90 Standard	15 00
42x38 1/2 Utica Cases.	4 15
42x38 Pequot Plain	4 32
45x38 Pequot Plain	4 56
42x38 Pequot S. S.	5 32
45x38 Pequot S. S.	5 56
Less 5%	

42x36 Meadowbrook	2 75
42x36 Lenox	3 00
42x36 Standard	3 15

Wool Goods.	
36 in. Hamilton, All	
Wool Storm Serge	57 1/2
No. 75, 50 in. Storm	
Serge	1 00
No. 4040, 50 in. Storm	
Serge	1 15
40 in. Julliards Pla.	1 67 1/2
50 in. Julliards Pla.	2 15
6120, 50 in. French	
Serge	1 75
K. S. 36 in. Storm	
Serge	37 1/2
2215, 50 in. Storm	
Serge	1 37 1/2
56 in. Silvertone	
Coating	2 50
D R N Tricotine	2 00

Carpet Warp.	
Peerless, White	46
Peerless, Colors	50
Diaper Cloth.	
18 in.	1 15
20 in.	1 25
22 in.	1 35
24 in.	1 45
27 in.	1 60
30 in.	1 75

Blankets.	
Nashua Cotton Felted.	
54x74, G. W. T.	1 50
60x76, G. W. T.	1 55
64x76, G. W. T.	1 60
68x80, G. W. T.	2 00
72x80, G. W. T.	2 15
72x84, G. W. T.	2 30
Catlin Cotton Felted.	
54x74, G. W. T.	1 32 1/2
60x76, G. W. T.	1 42 1/2
60x80, G. W. T.	1 50
64x76, G. W. T.	1 50
68x80, G. W. T.	1 60
70x80, G. W. T.	1 90

Notions.	
1225-F Boston Garters	Doz. 2 25
Rubber Fly Swatters	90
Roberts Needles	2 50
Stork Needles	1 00
Steel Pins, S. C. 300	42 1/2
Steel Pins, M. C. 300	45
Brass Pins, S. C. 300	75
Brass Pins, M. C. 300	85

Doz.	
Coats Thread	59
Clarks Mile-End Td.	59
J. J. Clarks Thread	56
Gainsborough Hairnets	
D. Mesh	1 00
Gainsborough Hairnets	
S. Mesh	80
Per Box	
R. M. C. Crochet Cot.	75
B-4 Clarks Crochet C.	90
Silklene Crochet Cotton	90
Sansilk Crochet Cot.	55
Dexters' Knitting	
Cotton, White	1 50
Dexters' Knitting	
Cotton, Bk., col'd.	1 75
Allies' Yarn, bundle	6 50

Doz.	
Fleishers Knitted	
Worsted, skeins	2 00
Fleishers Spanish	
Worsted, balls	2 25
Fleishers Germantown	
Zephyr, balls	3 30
Fleishers Saxony, ba.	3 30
Fleishers Knitted	
Worsted, balls	2 25
Fleishers Scotch &	
Heather, balls	2 55

Doz.	
Ironweave Handkfs.	90
Rit Dye Soap	80
Bixby Jet Oil Paste	1 35
Bixby Brown Paste	1 35

Ladies' Underwear.	
Vellastic Fleece union suits,	
HN-LS or DN-ES, Reg. sizes	14 50
Ex. sizes	16 00
Fleece vests and pants, Vests	
HN-LS, DN-ES, LN-NS, Reg. Siz.	8 25
Ex. Sizes	9 00
Pants, AL open or closed Reg. Sl.	8 25
Ex. Sizes	9 00
Union suits, 11 pound rib,	
DN-ES or LN-NS, Reg. Sizes	10 00
Ex. Sizes	11 00

Men's Underwear.	
Hanes shirts and drawers	7 50
Hanes union suits	14 00
Black Label High Rock shirts and	
drawers	8 50
Red Label High Rock shirts and	
drawers	9 00
Black Label High Rock union suits	15 00
Red Label High Rock union suits	16 50
14 pound combed union suit with	
Cooper collarette	15 00
Heavy all wool union suit	35 00
18 pound part wool union suit	18 00

Hosiery—Misses and Ladies.	
Misses 300 needle combed hose,	
bxd. 1 doz. \$2.25 on 7 rise 10 fall	05
Boys' 3 lbs. on 9, extra clean yarn	
on 8 (R10F5)	2 25
Ladies' 220 needle combed yarn	
hose, seamed back	2 25
Ladies' 220 needle merc. hose with	
440 needle rib. top fashion seam	
in back	5 00
Ladies' fleeced hose, hem top	2 25
Ladies' fleeced hose, rib. top	3 00
Ladies' fleeced hose, rib. top	3 25

Hosiery—Men's.	
Men's 200 needle full combed yarn	
hose	2 15
Men's 220 needle full merc. hose	2 50
Men's 240 needle fiber silk hose	4 50
Men's pure silk hose	6 00
Nelson's Rockford socks, bdis.	1 20
Nelson's Rockford socks, bdis.	1 30
Nelson's Rockford socks, bdis.	1 50

Men's Sweaters.	
Heavy all wool rope or shaker knit	
for men	4 00
Wool slip overs for men (respun)	2 50
Men's fashioned all wool shakers	5 00
Men's 1/2 Cardigan stitch, according	
to quality, each	3 00 to 4 50

Ladies' Sweaters.	
Style entering into price, it is impossible	
to give specific quotations, but sweaters	
that may readily be sold can be had in	
a variety of styles and combinations from	
\$3.00 to \$5.00 each.	

Bathing Suits for Spring Delivery.	
Men's all pure worsted, plain	22 50
Men's all pure worsted with chest	
stripes	27 00 to 33 00
Ladies' all pure worsted, plain	25 00
Ladies' all pure worsted striped and	
color combinations	27 00 up

Athletic Underwear for Spring.	
B. V. D's, Men's union suits	12 62 1/2
Seal Pax, No. 10, union suits	10 50
Men's 72x80 Nainsooks, may be	
had at	7 25 to 9 00
Men's Soisettes, highly mercerized	
at	13 50

Men's Dress Furnishings.	
Slidewell collars, linen or soft	1 60
Neckwear 3 75, 4 50, 6 00, 7 50	9 00
Flannel night shirts	10 50
Dress pants	33 00 to 42 00
Mufflers	12 00 to 19 50
Dress shirts	8 00 to 43 00
Laundered stiff cuff shirts, 80 sq.	
percale	16 50
President and Shirley suspenders	4 50

Men's Work Furnishings.	
Mackinaws	7 00 to 15 00
Duck coats	3 00
Sheep coats	7 00 to 12 50
No. 220 overalls or jackets	12 00
No. 240 overalls or jackets	10 00
No. 260 overalls or jackets	8 87 1/2
Stiefel rope stripe, Wabash stripe	
Club or Spade overall or jacket,	
2 seam, triple stitched	13 50

Coverall kahki	24 00
Winter pants	21 00 to 39 00
Black sateen work shirts	8 37 1/2
Nugget blue chambray work shirts	8 00
Golden Rule work shirts	7 50
Piece dyed work shirts	6 50
Best Quality work shirts	9 00 to
Cherry Valley flannel shirts	22 50
Buffalo flannel shirts	39 00
Domet flannel shirts	10 50 to 12 00
Standard flannel shirts	22 00
Harding flannel shirts	19 87 1/2

Work suspenders	2 25
Shirley Police or X Back work Sus.	4 50



Working the Hens Overtime.

If a hen can be persuaded to get up early in the morning she will eat more food and lay a greater number of eggs during a season than another hen that is not an early riser.

The hen does not get up or go to bed by the clock; she relies upon the sun. In the winter time, therefore, her working day is short.

This, for the reason above mentioned, is disadvantageous from the farmer's point of view, especially when it is considered that winter is the season of high prices for eggs.

Hence the idea of using electric lights in the hen house to furnish an artificial daylight in the late fall and winter, turning them on early in the morning, and thereby inducing the unsuspecting pullets to get up and attend to business.

The plan has proved a great success, and many enterprising poultrymen have adopted it with much profit to themselves. The electric lights are turned on about November 1, the total allowance of daylight, real and artificial, being fourteen hours.

That is enough. If the lights are run too long, the hens will produce well for a short time and then will begin to molt. The artificial lighting should be discontinued about April 1, but not too suddenly.

It is desirable that the electric lamps shall be hung from the ceiling in such fashion as to illuminate the entire floor of the henhouse. If any parts of the floor are not illuminated, the hens will go to sleep in the shadows.

Elaborate experiments in this line have been made at the New Jersey Agricultural Experiment Station, in New Brunswick. Results have proved that electric lighting nearly doubles the production of eggs during the period of high prices—far more than paying for the cost of the lights and extra feed. Furthermore, the artificially lighted flock is healthier.

In one experiment, 500 unlighted pullets made a profit of \$3.20 apiece, while 500 lighted hens earned \$5.07 each. When an evening lunch was given, the profit rose to \$5.48 per bird. The cost of operation was slightly less than four and a half cents per hen. An increase of a single egg paid it.

Candy Made From Apples.

Immense quantities of apples are fed to hogs, or even allowed to rot, because they are "culls"—that is, defective, or too small to be worth sending to market. Uses for them ought to be found.

The Utah Agricultural Experiment Station has been trying to turn them to account for candymaking.

During the war an attempt was made to produce a concentrated form of apples for soldiers in the trenches, and a novelty evolved was "apples flakes." To make them, apples (after removing the skins) were pared clear down to the cores, being thus reduced to the shape of long thin strips. Packed in airtight cans, they would keep good indefinitely and they were pronounced delicious.

Unfortunately, the method could not be economically applied for large-scale market purposes. It was too expensive in labor.

As a result of many experiments, the Utah experts have managed to work out a process for manufacturing apple candy cheaply.

They ground peeled apples in an ordinary household meat-grinder, added sugar in the proportion of fifteen pounds to 100 pounds of the fruit, spread the mixture half an inch deep in pans, and evaporated it for forty-eight hours. They called the product "apple leather," because, while it tasted good, it was very hard to chew.

This difficulty was overcome by grinding the apple leather, mixing it with a sirup of three pounds of sugar to one pound of water, and drying the paste thus formed. The result was a highly satisfactory chewable candy, which, if desired, might contain nuts.

They found that a delightful variety of candies could be home-made by taking apple pulp, or any other fruit pulp, minus skins and seeds, putting it in a pan with plenty of sugar or corn sirup, cooking slowly until stiff, pouring out on greased porcelain or marble, and allowing the stuff to cool and dry for several days. When nearly dry, it should be cut in shapes, rolled in granulated or powdered sugar and dried some more. Store in airtight tins.

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. Easley Milling Co.
The Sunshine Mills
PLAINWELL, MICHIGAN

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

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

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

MILLER MICHIGAN POTATO CO.

Wholesale Potatoes, Onions
Correspondence Solicited

Frank T. Miller, Sec'y and Treas.

Wm. Alden Smith Building
Grand Rapids, Michigan

"Cultured" Swiss Cheese.

The method of making Swiss cheese with purified and controlled bacterial cultures, developed by the Dairy Division of the United States Department of Agriculture, has now passed definitely into the commercial stage. This new process was worked out in the dairy laboratories, given thorough trials in the experimental cheese factory operated by the Dairy Division at Grove City, Pa., and is now being used by a number of commercial factories in various parts of the country.

The results obtained by two Ohio factories indicate that it will be worth while for those interested in the manufacture of Swiss cheese to adopt the method and give it a fair trial. For the cheese made in June of this year one of these factories received a straight price of 34½ cents per pound; the other factory, 30 cents. At the same time other factories in this area received from 20 to 22 cents. Only one of them succeeded in selling for as high as 25 cents. For the July product, one of the factories received 36 cents for fancies and No. 1 and 27 cents for No. 2. The old-system factories received the same price as for June cheese.

The principal reason the buyers were willing to pay this margin over the general run of cheese made in the locality was that the percentage of high-grade cheese had been greatly increased. In June one of these two factories made 94 per cent. of fancy and No. 1 cheese and the other 90 per cent. whereas many factories using the old method made only 25 per cent. of this class of product.

Right Hand Side of Store Best.

A Detroit dealer has proved by experiments that the right-hand side of his store is worth several times as much as the left-hand side for merchandising. He has tried shifting goods from the center to the sides, and from side to side, with the result that he is firmly convinced that people have a tendency to bear toward the right side. There are in the rear of the store, for example, two telephones upon the walls, one on the left, the other on the right. There is a directory beside each, and there is no apparent reason why one of these instruments should be used more than the other. Yet the fact remains that the telephone on the right-hand side of the store takes in about four times as many nickles as the one on the left. A penny scale also took in far more coins after being shifted from a position on the left of the entrance to one directly across on the right. This same dealer had a glass display case of pencils on his front-center show case and the pencils were not moving at all well. He shifted the box over to the right-hand show case, and the

pencils immediately began to sell. The merchant gives as his reason for this tendency by citing the fact that traffic is always required to go to the right and that most people are right-handed. He advocates displaying vanity goods on the right, and staples on the left.

New Plan of Co-operative Advertising

A new plan of co-operative advertising has been put into effect in Cleveland, by a number of the large stores. It takes shape in the form of a bulletin, known as the Cleveland Shopping News, of twelve pages, composed entirely of advertisements from the larger retail stores. It is published weekly and distributed on Saturday. According to the announcement on the first page, it is "a Saturday morning newspaper that will carry the selling program for the following week of most of the downtown retail stores; a newspaper that is intended to reduce the cost distribution by bringing the buyer in more intimate contact with the seller; a newspaper whose ideal is to overcome an example of clean advertising."

Home Made Wine.

California's 1921 crop of wine grapes is about 250,000 tons, and the greatest amount will be shipped to markets outside the state for home-made wine. This tonnage is estimated to be about 150,000. Before prohibition was established the 700 wineries of California produced on the average in normal years 45,000,000 gallons of wine. It is expected that the season's grape crop will be thoroughly absorbed. It is noteworthy that the man who makes his wine at home is the main reliance of the wine grape grower. Big prices are being realized in the New York market, as high, for instance, as \$180 net per ton for the Alicante variety and \$130 for the Zinfandel.

A bill of fare may be fair and yet not fill the bill.

Watson-Higgins Mfg. Co.

GRAND RAPIDS, MICH.

Merchant Millers

Owned by Merchants

Products sold by Merchants

Brand Recommended by Merchants

New Perfection Flour

Packed in SAXOLIN Paper-lined Cotton, Sanitary Sacks



Retail Grocers and General Merchants Association of Michigan

President—John Affeldt, Jr., Lansing.
Vice-President—Chas. G. Christensen, Saginaw.
Treasurer—Chas. J. Schmidt, Bay City.
Secretary—J. M. Bothwell, Cadillac.

Maintained for the purpose of improving conditions for the retail grocer and meat dealer. Letters addressed the Secretary will have prompt attention.

FRUIT for Christmas

Christmas is the time when people want the choicest fruit obtainable. Nothing can be too good to offer and only the best is bought.

We have a complete fresh stock of quality fruits and vegetables and know you will satisfy your customers best when you order your Holiday fruits from

The Vinkemulder Company

Grand Rapids



"The Brand That Brews the Best"

"The Survival of the Fittest"

To no field of endeavor is the old maxim more directly applicable than to that of mercantile striving. For nearly three score years, through fair weather and foul, merchants have pinned their faith to SEAL BRAND COFFEE and have successfully weathered every storm. It is to-day what it was a half century or more ago—THE LEADING FINE COFFEE OF THE COUNTRY.

CHASE & SANBORN'S Seal Brand Coffee

CHICAGO

BOSTON

In the City of Grand Rapids

Over Sixty-Eight Million Telephone messages pass over the Citizens Telephone Company's lines annually.

The Citizens Telephone Company is handling daily in its Grand Rapids exchange an average of 187,310 completed calls.

There are 18,731 telephones in the Grand Rapids exchange, with an average of ten calls daily.

These figures give some idea of the part the Citizens Telephone Company occupies in the commercial, economic and social life of the City.

CITIZENS TELEPHONE COMPANY



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.

Last Minute Hints Regarding the Christmas Trade.

Written for the Tradesman.

During the last week of Christmas trading, with all the bustle of customers rushing in wanting their goods in a hurry and hardly giving anybody time to attend to them properly, there are just three things to be considered.

These three things are: courtesy, the avoidance of mistakes in making sales, and prompt delivery.

It is very easy to talk of courtesy in the abstract, but there are occasions when it is very hard for a person to maintain an unruffled demeanor. After a merchant has been working probably all day and all night, and his salespeople likewise, it is not easy to put up with the whims of a good many customers who often are not inclined to make allowances and who forget that while they may be absolutely fresh, the poor salesman has been on his feet for many hours.

All this is in the day's work, of course. It is a good thing to learn to take it all philosophically.

Christmas week comes only once a year; and though, therefore, the salesman's burden may be very heavy, he should remember that he must, on his part, make allowances, and do his best to serve all comers with equal courtesy, so that there will be no kicking against the store and that future business in other months may result from his attitude.

A store that has a reputation for polite and considerate treatment of customers, even under the most difficult conditions, is very strong in its district. People like to have all the attention they can reasonably expect given to them. It is only natural. They are paying the piper and can call the tune.

We always take a certain amount of satisfaction in buying anything, and this satisfaction is increased when we feel the salesman is entering into the transaction with something of the same spirit, and is doing his best to see that we get the right article at the right price. The Christmas shopper is full of enthusiasm and expects everybody else to be enthusiastic likewise. He beams when he buys a razor for his brother; and though he may take half an hour to select the article and has probably every specimen in the store placed in front of him, he expects the salesman to beam also. If the salesman does, the customer goes away convinced that that salesman is a smart fellow and knows his business.

Of course there are a great many Christmas buyers, particularly in this last week, who are under as severe nervous strain as the salespeople themselves. It isn't any easy task to select the right sort of presents for a wide variety of friends and relatives; and the task is made more difficult by the unsystematic way most people go about it. The well-trained and experienced salesman can help a great deal by means of intelligent—not indifferent—suggestions. Remember, too that a good many buyers are laboring under difficulties similar to your own, that they feel a similar irritation at the unsatisfactory way things are going, and that it is up to you to keep cool, avoid sharp retorts and bad-tempered little comments, and coax the buyer into a like good humor.

Apart from this matter of courtesy, there is the important question of mistakes in sales. Although with the rush on the usual amount of attention given to taking orders must be clipped yet the old adage "more haste, less speed" must not be forgotten. Mistakes are annoying at all times, but probably they are more annoying at Christmas than at any other season.

Unless the stock that is displayed is well looked after there is always a likelihood of things getting mixed. People come in, turn things over, and fail to replace them in the right position, the result being that articles which are of two or more parts sometimes get mixed. Unless the clerk is very careful, especially in fancy articles, he may pack up a part of one article with a part of another, the difference being so slight that probably he does not notice it in the hurry of packing.

But it is noticed, at once, by the customer on reaching home. This probably necessitates, especially with country customers, a tedious return trip. It may even be too late to make a change, owing to the customer having delayed buying until the last moment. The annoyance caused by a mistake of this description can be well understood.

Care should be taken, therefore, even in the midst of the Christmas

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

A. B. KNOWLSON CO.
 Grand Rapids Michigan

TAKING INVENTORY

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

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 1/2

on these by buying of

Grand Rapids Store Fixture Co.

7 Ionia Ave. N. W.

GRAND RAPIDS, MICHIGAN



VIKING TIRES

do make good

VIKING TIRES give the user the service that brings him back to buy more.

Cured on airbags in cord tire molds, giving a large oversize tire.

We have an excellent money-making proposition for the dealer. Write us for further information.

BROWN & SEHLER CO.

State 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

rush. It always takes a great deal more time to rectify a mistake of this sort than it would to do the thing right in the first place.

Then there is the question of prompt and accurate deliveries. It is at times like these that a merchant's delivery system is tested to the uttermost, and, too often, gets completely disorganized and thrown out of gear.

Delivery is very important. This advice to shop early is very seldom followed; and there will always be, under even the most favorable conditions, a large proportion of late shoppers in the Christmas season. People always make up their minds to leave plenty of time between the buying of presents and the giving of them; but in a great many instances they fail to live up to their good resolutions.

The rush is generally the last week before Christmas, or even the last two or three days. But no matter how belated the customer may be, he does not expect his goods to be belated; and trouble awaits the merchant who does not deliver the goods in time for Christmas distribution.

There is always a rush to get extra help in delivery, so that the merchant who finds himself at the eleventh hour inadequately equipped will find it extremely difficult to get extra facilities. It is well, therefore, to look thoroughly right now into the matter of delivery, and make absolutely sure that full provision has been made for handling the anticipated business. It is better to over estimate than to under estimate; for even if the merchant does not push his delivery up to its full limits, even if he feels that he could have got by with a little less, the extra facilities are there if needed, and that fact gives him assurance. He has one less worry to contend with, and it is contending with worries that spoils a merchant in looking after the trade at this busy season.

If the salespeople feel worried because they know that things are going wrong with the delivery system, if there are constant come-backs and complaints, if they know that dissatisfaction is being already expressed by some customers, they are hampered in their regular work of selling. There are often cases where a sale depends on the ability to positively promise delivery within a certain time; and the more confidence the salespeople have

in the delivery system, the easier it is to sell.

Care should be taken to get all names and addresses correct. A delivery boy can spend a lot of time chasing from 39 to 29 and thence to 139 before he finds out that 37 is the number the clerk meant. The delivery man's time is worth a lot more in the Christmas season; and painstaking accuracy at the selling end will mean better satisfaction all around.

Never promise what you can't perform. It doesn't pay in the long run. Conversely, if you promise to deliver an article at a certain place within a certain time, see that it gets there, if you lose money on the article. And keep a close watch on your delivery system, to make sure that your customers are getting the maximum degree of service and that you are getting the maximum results. You can't afford to leave the delivery to run itself at a busy time like this. If it ever needed a directing mind, it needs it now; and a little preliminary planning will save a lot of mistakes, a lot of lost time, and a lot of dissatisfaction.

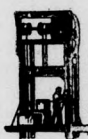
Victor Lauriston.

When a customer doubts the quality of your goods, demonstrate by some method of proof. Don't stop with mere assertion of quality.

Wm. D. Batt FURS Hides Wool and Tallow

Agent for the
Grand Rapids Steam
Ground Bone Fertilizer

28-30 Louis St.
Grand Rapids, Michigan



SIDNEY ELEVATORS

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

Sidney Elevator Mfg. Co., Sidney, Ohio

W. M. Ackerman Electric Co.

Electrical Contractors

All Kinds of Electrical Work.

Complete Line of Fixtures.

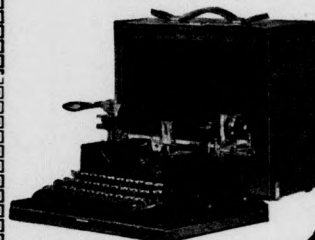
Will show evenings by appointment.

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

Citizens 4294

Bell Main 288

READ THIS SPECIAL OFFER!



Fox-Sterling
7 1/2 lb. Portable

Only \$3.00
DOWN



Fox-Standard Office Machine

YOUR CHOICE

Either machine you select—the light, convenient, portable, complete with handsome carrying case, or the famous Fox-Standard typewriter, noted for its light running action, long wearing qualities, and multitude of labor saving conveniences.

Sent Free To You On 10 Days

FREE TRIAL

That is exactly what we mean. We will send you one of these fine machines for 10 days trial in your own home or office. If you are not FULLY SATISFIED with it we don't want you to keep it. Simply send it back to us and it won't cost you a cent.

YOUR
OPPORTUNITY

FOX TYPEWRITER CO.

Grand Rapids,
Michigan

MAIL COUPON NOW!

Fox Typewriter Co.
Grand Rapids, Mich.

Dept.
69

You may send me full particulars of your SPECIAL OFFER, without obligating me in any way. (Check machine interested in):

- ☐ Fox-Sterling 7 1/2 lb. Portable.
☐ Fox-Standard Office Machine.
☐ A good rebuilt typewriter.

☐ Tell me how I can get the typewriter checked on easy terms and earn part or all of the cost by a little spare time work.

Name _____

Address _____

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.



Let's Go and Get the Business!

One decayed apple will spoil a whole barrel; one man with a hang-over will put the whole factory out of tune, and one pessimistic salesman will spread more gloom and do more damage than a Kansas cyclone.

On my way to Chicago recently I saw two traveling men meet in the buffet car and, after a handshake, the old, old question, "How's business?" asked by Salesman No. 1. Rotten," replied No. 2. That man should have been fired right then and there. Imagine a man in that frame of mind going out to sell goods. Why he could not even give them away! With a long face and a brain full of "fake phantoms," hard time thoughts, he would gloom a man who was holding out his money ready to buy.

The trouble is that for the past five years business has been coming so easy for these latter day saints who call themselves salesmen they have developed into a lot of order takers, with their wishbone where their backbone should be. Most of the time, at that, they have been so dog-gone lazy that they even made the customer write up his own order.

Salesmen both wholesale and retail are soft; they are out of training; their brains have been inactive so long that they have lost the knack of selling. They have not the ready selling arguments, statistics and facts to hand out. In short, they fail to put it over because they lack the pep and punch of the old days.

Can you imagine Jack Dempsey getting into the ring to fight a championship battle without being trained and conditioned to the minute? Can you imagine him climbing into the ring with the thought uppermost in his mind that Carpentier could lick him? Not on your life! Dempsey spent ten solid weeks getting ready, and when the time came he was ready. He knew he was right and had faith and confidence in his ability and he delivered the goods in short order. He had the punch.

Selling conditions are different today than they were five years ago, so therefore it is up to the salesman to change his tactics and meet the conditions, and have punch and ability to knock the gloom and hard time idea out of the buyer's mind.

There is nothing on earth so contagious as enthusiasm. Go to a ball game or a horse race, some fellow gets up and yells and 40,000 people follow suit, yelling like Comanche Indians right along with him. And ninety-five out of every hundred could not tell you why. Contagious enthusiasm—that is all, and the same psychology applies to selling.

Greet your customers with a smile; tell them your story with a smile of confidence on your face, not a sickly grin but a good, healthy smile. Create in your customer a feeling of confidence, show him that the end of the world is not yet. Put pep into your conversation, shoot straight, and you will come mighty near getting at least part of what you go after.

There is only one business that I know of that calls for a serious-looking, gloomy mug and that is the undertaker, and no live one does business with him—his customers are all dead ones. Some day some wise boy with a winning smile is going to get into that coffin-peddling game, and, believe me when he does, what that old, optimistic smile will do will be a revelation. Everybody seeks happiness, sunshine and pleasant things—no one looks for gloom.

A good thing to remember is this: That every man has troubles enough of his own—never mind telling him yours!

Now, then, what I am trying to get over to you is this thought: There is business to be had if you will only go out and get it. Cut out this gloom stuff, this self-pity, hard-time talk, and, "when things get back to normal I'll do this and do that." Do it now. Pitch in, admit that you have been weak-kneed, soft and out of condition; change your white liver for a red one; be a he man; get out of the order taker's class; be a salesman. Sell yourself all over on your own line of goods. Talk to yourself with a smile that won't come off. Try it on the dog, practice it, think it, live it and soon you will believe it. When you do you can pass it on by selling it to some one else in exchange for a real order for real merchandise.

We are standing on the doorstep of a new year, 1922. Come, Mr. Manufacturer, Mr. Salesman, Mr. Jobber, Mr. Dealer and Mr. Consumer, let us all get together and make this coming year the happiest and most prosperous in America's business history. We can do it if we will all pull together in the same direction. Don't let's worry why black hens lay white eggs. Let's go get the eggs!—A. K. Trout in Hardware Age.

Fixes the Coyote's Speed.

By chasing coyotes and antelopes with a motor car, an Alberta, Canada, sportsman has shown that the average coyote cannot run faster than 25 miles an hour. Occasionally a coyote would attain a speed of 35 miles per hour for the first mile, but the succeeding miles registered a marked drop. Antelopes were overtaken without difficulty.

CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION



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 in Grand Rapids Well Known for 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

OCCIDENTAL HOTEL

FIRE PROOF

CENTRALLY LOCATED

Rates \$1.00 and up

EDWARD R. SWETT, Mgr.

Muskegon Mich.

Western Hotel

BIG RAPIDS, MICH.

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

A good place to stop.

American plan. Rates reasonable.

WILL F. JENKINS, Manager.

HOTEL 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.

Beach's Restaurant

Four doors from Tradesman office

QUALITY THE BEST

PARK-AMERICAN HOTEL

Near C. R. & I. Depot

Kalamazoo

European Plan \$1.50 and Up

ERNEST McLEAN, Manager

REMEMBER THE NAME!

The NEW CURRENCY CIGAR



5¢

Actual Size

5 IN FOIL 25¢

Largest selling 5cent cigar in the world.

At all progressive stores

WORDEN GROCER COMPANY
Distributors
GRAND RAPIDS, MICH.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Nov. 13 — The terpsichorean artist of the U. C. T.'s and their friends surely did give the old hall a rousing farewell party last Saturday night, when about ninety couple tripped the light fantastic to the tune of Jarvis' orchestra. Seldom, if ever, has a larger and more enthusiastic crowd assembled for a U. C. T. dance than that of last Saturday night and the classy and dignified manner in which it was conducted speaks well for the committee in charge. The next dance will be given Jan. 14 in the new hall on Ransom street, where the dance floor is larger and more capable of accommodating the large crowds than our present headquarters.

Mr. and Mrs. W. S. Cain entertained a party of friends last Saturday evening in their beautiful home, 1330 Sherman street, S. E., in honor of Mr. and Mrs. Geo. A. Eggleston, of Madison Square, who are about to leave for California. Cards and music were the chief features of the evening, although most of those present agreed that the outstanding feature was Mrs. Cain's fruit salad. Leo Waite at the piano and Rupert Cain on the violin surely made a musical pair. Mrs. A. F. Rockwell and Geo. A. Eggleston won first prize at 500, but out of respect for the feelings of Mrs. G. A. Eggleston and Mr. Billings we are not going to tell who won the booby. We leave it for the reader to guess.

Chairman Larrabee, of the dance committee, politely informed all present last Saturday evening that he would tolerate no cheek-to-cheek dancing, whereupon the one lone couple that elicited this announcement took the hint and promptly desisted.

Allan F. Rockwell (Brown & Seiler Co.) was in Chicago and Milwaukee last week assisting in the buying of winter goods for 1922 and '23. Mr. Rockwell says the outlook for a further decline in horse blankets, robes, mackinaw coats, sheep coats, etc., is slim. The manufacturers seem to be of the opinion that if there is any change it will be an advance.

Some extracts from the speech of Roger W. Babson at Milwaukee last week on the subject "The Business Outlook for 1922:"

"What the country needs most is not more railroads, more factories or more farming, but more of the spirit of Jesus.

"The outlook for the manufacturers for 1922 is brighter than for 1921, the jobber about the same as 1921, but the retailer will have hard sledding. The retailer has not enough religion yet.

"1922 will offer many opportunities but they must be sought after with lanterns.

"Silk, food products, leather and shoes, wool and cotton, and clothing industries have passed the crisis and will be on the upward grade in 1922. Paper, building material, iron and steel, coal and oils and automobiles are just entering their most critical stage and will be worse before they will be better.

"When a woman enters the industrial field, she sells her birthright for a mess of pottage.

"Electricity will be the great commercial industry of the future."

Hear ye! Hear ye! Hear ye! Members of Grand Rapids Council No. 131 take notice! The next meeting of Grand Rapids Council will be held Saturday, Jan. 7, 1922, in their new hall, K. of C. building, on Ransom street. As 95 per cent. of U. C. T.'s read the Michigan Tradesman we feel that no further notice is necessary. If the other 5 per cent. who do not read the Tradesman will call up the Secretary, he will gladly tell you where the new home will be.

Meeting of Absal Guild A. M. O. B. next Saturday night. A large class is up for initiation and all princes are requested to be present.

Frank H. Forrest, who has for the past four years represented the Hazeltine & Perkins Drug Co., cigar department, has formed a connection with Schroeder & Tremayne, of St.

Louis, Mo., jobbers of sponges and chamois skins, to represent them in the city of Detroit. Mr. Forrest has been anxious to get out of the cigar business for some years and gladly embraced this opportunity to change his line for one which he thinks will be more congenial.

A well-known traveling salesman writes Gabby Gleanings as follows: "I have discovered a model country hotel. It is located at Tawas City and is known as the Hotel Iosco. Since July 4 it has been conducted by M. H. Barnes, who was formerly engaged in the taxi business at Lapeer. Mr. Barnes charges \$1 per day for a room, 50 cents for breakfast and 75 cents for dinner or supper, making the rate \$3 per day. There is steam heat in every room, excellent food, good cooking and plenty to eat."

Charles G. Graham, who is now on the road for Horner Bros., of Eaton Rapids, was in the city Tuesday and Wednesday of this week. He reports exceptionally good business for this time of the season—better business, in fact, than he had reason to expect. Mr. Graham still resides in Ithaca in a house commodious enough to rear an old-fashioned family and convenient enough to satisfy the ambition of the most fastidious.

John I. Gibson, the Irish orator of Battle Creek, was in the city Monday. Mrs. Gibson is still in the Sanitarium at Battle Creek, but is not improving so rapidly as John would like to see her improve.

Guy W. Rouse, President of the Worden Grocer Company, went to Detroit yesterday to attend a meeting of the directors of the Michigan Sugar Co.

Lewis A. Smith, of Smith & Lake, Petoskey, was in the city yesterday to attend a meeting of the New Era Association, of which he is one of the directors.

John P. McGinley, who for several years has conducted the New York Central restaurant on West Fulton street, has sold his interest and will engage in the grocery business on Shawmut avenue in a new building which now is under construction.

A boy may have a hole in the seat of his trousers, but he doesn't worry about the back rent.

You can judge a man by the company he keeps; also, you can judge a man by the company that keeps him.

Some of our big guns of the political kind should be fitted with Maxim silencers.

Why speak of Bell telephones, when all telephones have bells?

There's a little hotel near the Michigan Central depot, at Nashville, where they serve a real home cooked meal and a well cooked dinner and there is a welcome and sort of cheer about the place.

Have you noticed since the price of eggs went skyward that the table forks haven't got so many streaks of yellow between the tines?

A mishap on the Pere Marquette Monday evening prevented trains on the Saginaw division from passing at the usual point. A number of Grand Rapids travelers spent the night in Belding, Lowell and other stations along the line. Tom Bracken, of the Hotel Belding, said he had extra "nighties" for all the boys who were caught short, but he would not supply tooth brushes or safety razors.

The Post Tavern, at Battle Creek, is a wonderful place to stop, so quiet and restful. But the prices are pretty stiff and this sort of takes some of the pleasure out of a sojourn with Mr. Montgomery. Some of the regular patrons were talking about conditions recently, but agreed that "Monty" was such a good old scout they just hated to hurt his feelings by mentioning it to him. They do wonder if "L. J." knows anything about the rates in his tavern since "C. L." seems to be the whole works.

The Plaza Hotel, at Ionia, is undergoing repairs without great inconvenience. The office is being rebuilt

and a number of changes are being made on the first floor.

Bill Jenkins, the able and affable landlord of the Western Hotel (Big Rapids) writes Gabby Gleanings as follows: "It might interest you to know that we are adding on twelve new modern sleeping rooms on the ground floor, running water and all conveniences. They are not in a new building, but occupy space back of the present sample rooms and adjacent to the hotel office. We are getting them ready for summer tourist business which we expect to be big next year."

News From Busy Boyne City.

Boyne City, Dec. 13—Several things of interest have happened in Boyne City since our last letter. One of the most interesting from a business standpoint is the dinner that was held at the Wolverine Hotel, to which sixty-two of our business men sat down last Friday noon. F. O. Barden presided and Charles T. Sherman was the funny guy who kept things moving. It was a get-acquainted meeting and it certainly got things going. The dinner was excellent and was frequently interrupted by Sherman and his stunts. The funny business was not all that happened. There was plenty of serious talks interspersed and all went back to the afternoon work with more zest and with the nucleus of good ideas in the back of their heads. These meetings will be continued for an indefinite period.

Boyne City and Charlevoix are united in an effort to bring to Pine Lake an event that will be of interest next Summer. We are hoping to terminate negotiations for an event that has become National in its interest.

Business in Boyne City is very good, considering the conditions which have obtained for the past year. Christmas buying has set in in real earnest. There is a big chance for help to some unfortunates to whom Santa Claus will likely be a dream rather than a reality. The Business Girls Club, that efficient side partner to the genial Saint, is making preparations to bring comfort and joy to many of his worshippers.

W. H. White, who has spent a month on the Pacific coast, tells us that the lumber manufacturers in that section are beginning to think of better business. Some mills are starting and things look a little easier.

The churches of Boyne City united in sending one of our ministers to the Law Enforcement Conference, called by the Anti-Saloon League at Washington last week. He brought us very encouraging news as to the attitude of the law makers toward the enforcement of the dry laws. It seems to us that it would be an eye opener to some of our people, if they could be set down for a year in a wide open wet town. This personal liberty sounds hugely good to those who have never been obliged to get into the filth and wretchedness of the underside of drunkenness.

The new quarters of the F. & A. M. are approaching completion. The local order will have a home which will reflect honor on the men who have worked it out. Everything for the comfort, convenience and pleasure of the members has been thought of and provided for. A large lodge hall, recreation room and dining room have been provided. A lot of little rooms which only the initiated can guess the use of are also in evidence. The ladies are also provided for. Anyway, there is a good big kitchen and a very spacious parlor set aside for their use.

There are thirteen religious organizations in Boyne City and they are all working to beat hell—and it is some job. Maxy.

No Hotel Guest For Two Consecutive Days.

A well-known landlord—one of the best in Michigan—writes the Tradesman as follows:

I have read your paper for several years and am always interested in its contents and, naturally, enjoy the different arguments, especially concerning the hotel business. There are so many things about the business that the ordinary guest or individual does not make himself familiar with that one has but to mention a few of them to cause him sometimes to change his views. I will only mention two things which come under our own observation at this particular time. One is a condition that came to our notice last week. Now we have enjoyed as good a business, I think, as many and, no doubt, better than some, but last Saturday night, all day Sunday and Sunday night we did not have one single arrival at this hotel, and during that time there were no other guests already registered, so from Saturday until Monday noon we had no guests. Now this is nothing to boast of, but it shows how very uncertain the hotel business is in a small town. Those two days of no business we can easily figure cost us at least \$125 loss, which must be made up, of course, at some other time.

The other item I want to mention is that of laundry flat work. Under normal times we paid \$600 per year for all work. Last year it cost us \$2,368 for the same work—practically four times as much.

"Well, but the landlord bought a new closed car this year," they would be inclined to say. Yes, I did. Why should I not have a good car being in one business in one place for twenty-one years?

Trimnings in Millinery.

The return to vogue of various silk fabrics for millinery purposes has brought about a renaissance in ornaments for trimmings, according to the bulletin of the Retail Millinery Association of America. Under this classification, the bulletin says, may be included jeweled and steel pins, together with the loops of large silver and pearl beads that are finding themselves wanted.

"Ornaments of jet, steel, mother-of-pearl, pearls and brilliants have won new approval," the bulletin continues. "Fruit is gaining in popularity with rapidity, and has almost surpassed the flower wreaths which adorn hats of satin, faille, duvetyn and felt. Fruit wreaths are multi-colored and very gay.

"A new feature in embroidery is the use of silk braids on faille, and with it are employed jewel-like and other colored beads, tinsel thread and silk floss. Raffia embroidery is 'good,' too, in Oriental designs. In fact, every kind of embroidery from machine chain stitching to heavy padded yarn motifs is wanted.

"Tucks, folds, shirrings, pipings, self-scarfs and drapes are prolific when softer fabrics are used and, when they are chosen for trimmings, it is merely an ornament or a pin that is selected to supply the finishing touch. Ribbon trims also continue popular, with cocardes, rosettes, etc., all in favor."

Tobacco.

Tobacco is a dirty weed—

I like it!

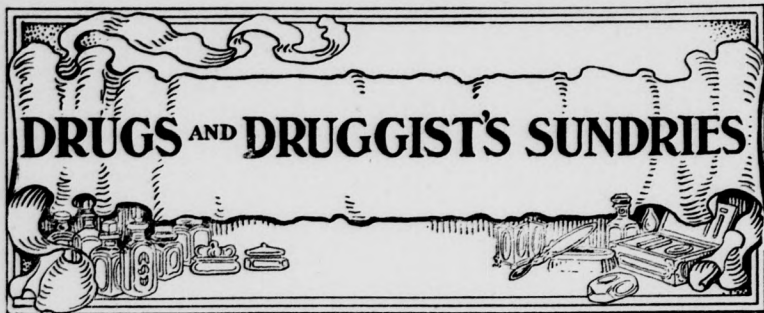
It satisfies no normal need—

I like it!

It makes you thin, it makes you lean, It takes the hair right off your bean, It's the darndest stuff I've ever seen—

I like it!

Building buildings that will burn is like winking at an old maid—it not only looks foolish, but there's no telling how serious the outcome will be.



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.

Selling Drugs According To the Law.

A certain retail druggist describes the following incidents as being typical of any day in his store:

"She asked for a package of cough drops, and when I attached a tax stamp as required by law, she asked why cough medicine needed such a stamp. I tried to explain to her that I was merely complying with the law that requires that a tax stamp be affixed to all products on which directions appear, or on which there are statements concerning therapeutic value. Then Mrs. Brown came in for an ounce of Stokes' expectorant, and when I recorded her name and address it took four minutes to assure her there was no deadly dope in the medicine. A third customer wanted to have refilled a prescription containing a trace more than the permitted amount of codeine, and I spent eight minutes endeavoring to convince her that I was not in league with the doctor to rob her by requiring a new prescription every time the cough medicine was wanted. She then purchased four ounces of a proprietary syrup containing codeine and went out triumphantly.

"Next I caught a clerk putting some narcotic away without entering the date and quantity received in the narcotic register. I told him that in the case of cocaine he was required to enter the manufacturer's lot number and showed him how he must remove the stamp from the outer wrapper and place it on the bottle when he unwrapped it for use. Another clerk used some cocaine in an eye preparation and appeared surprised when I told him that the Walker cocaine law was still in force in New York and that all such quantities must be registered. I turned from him to discover Smith opening a new bottle of Hemabuloids, and after using a portion of it, returning the bottle to the shelf without affixing the stamp to it, which all proprietaries must bear even if they are used in compounding prescriptions.

"Just then a little boy handed me a beer bottle and asked me to fill it with lime water, which I could not do as the law forbids the refilling of registered bottles. Sidney Baker came in and handed me a one-ounce bottle of tincture of ginger, saying it was too strong and asked for his money back. I tried to explain that

the law now required double strength ginger, but saw the task was hopeless and refunded the money. I determined to keep count of the times some law or regulation was brought to bear on business transactions in the store and this was the result of an hour's observation:

"1. I refused to sell a young man an eight-ounce bottle of 10 per cent. argyrol solution.

"2. I was compelled to caution Jones about dispensing elixir of terpin hydrate under a label not bearing the alcoholic content.

"3. A customer was upset because we were not able to sell him full strength phenol.

"4. Dr. Thomas was genuinely angry when I refused to sell him a small lot of narcotics on his official order form and wanted to know what kind of a law it was that prohibited a doctor getting his supplies from a pharmacist.

"5. I had occasion to caution one of the clerks about keeping account of the amount of tincture of opium used in making lead and opium wash.

"6. I was compelled to refuse to fill a prescription containing a small amount of paregoric because it was not written on official prescription blanks in triplicate.

"These are among the many things that happened. There were others and there were repetitions of these. An inspector from the prohibition director's office came in; I found time to send the usual narcotic prescription triplicates to the health department; and, just before lunch, I discovered that my alcohol permit had lapsed and that this was the last day to renew my permit to have an electric sign in front of the store. I made sure that my permit to manufacture soda water on the premises had still a few days to run and, finally, got to the pile of work I had to do."

The Change in Drug Stores.

"The house of the servant of Aesculapius has certainly undergone a most marvelous transformation," says a writer in the current Scribner's. The drug store of fifty years ago is but a memory. Its globes of green, red and yellow fluids in the show window, as significant as the three balls of the pawnshop, are gone. The glass canisters of drugs, the show case of sponges, the stationery displays, the perfumes, the trusses and the artificial limb, are no longer the conspicuous features of the pharmacist's place of business. They may be still somewhere around, but the druggist has expanded and diversified his stocks—and profited thereby.

The soda fountain on the left as you enter, the cigar stand on the right, the

tables through the main floor on which ice creams and delicious drinks are served, is an evolution undreamed of in the old days when drug stores were devoted exclusively to drugs, with maybe a big stone jar of snuff on the counter.

Mr. Druggist has learned to cater to the candy trade, to the vanities of women in toilet articles, powders, paints, and all sorts of articles which remove or hide facial blemishes. He serves refreshments now as well as drugs and medicines. He is a valentine man, a flag man, a fancy candle man, a Christmas goods man, a decorated China man, as the day or season may suggest. And he prospers by it—exceedingly.

In the smaller cities he literally stuffs his store with side lines—talking machines, music boxes, toys, postcards, prepared paints, housecleaning utilities—scores of articles wholly foreign to the drug trade as it was fifty years ago. The drug store whisky and brandy that used to be found behind the prescription case are gone, the blue mass has yielded to gentler remedies—mineral oils and other innocent things—and the drug store, as it is to-day, takes in more cash for fancy goods, foods, drinks and novelties, than it does for pure drugs. Even the old-time smells of a drug store have been banished by ventilation.—Chicago Journal of Commerce.

Many a man can argue politics all night and then when he gets home not be able to think of a reason.

Revenue Collector Warns Druggists Tax Is Not Off.

Druggists must continue licking Government stamps for patent medicines and toilet preparations until January 1, according to Collector of Internal Revenue Doyle. There has been general misunderstanding, he said Tuesday, and some people believe the recently-enacted law repeals the tax on articles classed as luxuries, particularly on drinks sold at soda fountains.

"While the provisions of the bill, as reported to the House of Representatives, repealed these taxes, as of the date of the passage of the bill, the Senate amended the bill to make the repeal effective, as of January 1, 1922, and dealers will be required to collect these taxes as heretofore. They must make returns to the internal revenue office monthly, until the effective date of the repeal, the last report from such dealers being for the month of December and return and remittance for which must be made on or before January 31, 1922," Doyle concluded.

Patent Pretzel.

A Philadelphia woman, Lorraine J. Schumaker, has patented something new in the way of a pretzel.

It is made chiefly of wheat flour and without salt, but its novel feature is a coating of chocolate so prepared as to keep out moisture and conserve the freshness of the pretzel, while contributing an agreeable flavor.

We always hate those to whom we have been unjust.

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



Wilmarth show cases and store fixtures in West Michigan's biggest store

In Show Cases and Store Fixtures Wilmarth is the best buy—bar none
Catalog—to merchants

WILMARTH SHOW CASE COMPANY

1542 Jefferson Avenue

Grand Rapids, Michigan

Made In Grand Rapids

When the Salesman Fails—Look For His Wife.

A series of stories illustrating what sales managers ought to know about the personal side of their men. A clerk in a retail store married on \$25 a week, and prepared to be foolishly happy with his snug South Side flat, and a "good job." His wife disturbed his serenity by asking about his future plans. She questioned him about the business and the men in the store, and finally persuaded him to invite a certain traveling salesman to dinner. During the dinner she questioned the salesman as to how he got his start in a job that now yielded him \$3800 a year. This was her method of starting her husband on a new idea which, with her tireless co-operation, first sent him on the road, made him local sales manager of the San Francisco office and three years later general sales manager of the company. She entered into the larger problems of the new work, sat up night after night charting and recharting the different territories, and often accompanied him on his trips. He frankly admitted that he owed her his success.

Here is a different story of a man whose home life seemed everything that one could desire. The man had natural ability, he was quick, courteous, smiling and a tireless worker. His wife was unusually pretty, and went in for social activities, dancing, card playing, concerts, etc. It looked like an ideal combination. For perhaps a year the man was advanced from one position to another. Then in two short months something happened. His enthusiasm left him, he neglected important matters and became moody and despondent. Investigation revealed that the wife had used him as a stepping stone for her ambitions. She modeled her life on a grander scale than her husband

could afford. She led him into all sorts of extravagances, then left him and went home to her mother. When the sales manager learned of the trouble it was past remedy. A splendid salesman had been ruined by his wife.

The home relation of the salesman is a vital element in his success. Sales managers are coming to recognize the tremendous difference it makes in a salesman's work when the wife is with him. A sympathetic and optimistic woman can make a phenomenal success out of a man of only ordinary ability. A complaining and uninterested woman will undermine the success of the most capable salesman.

The Rose Bowl, conducted by Smith & Rogers, Richmond, Va., is unique not only in name but also in methods of attracting attention. Interest is obtained first by an old-fashioned swinging sign, such as those used by the Old English Inns. The painted sign is of a bowl overflowing with roses. The window displays are changed frequently and in each change there is some feature that calls attention to the name of the tearoom. On a recent occasion, the central feature was an old silver bowl that rested on a quaint tea table. A rose and grey braided rag rug was spread on the floor beneath the table. Several spindle legged chairs were arranged on both sides of the table. On the table were a silver tea service and old painted dishes, all of them filled with cakes and other afternoon tea suggestions. The rear of the display carried out the idea of a quaint little room, with Swiss curtains draping the front of the windows, a spinning wheel and a cuckoo clock. A pleasing human touch was provided by a stuffed tortoise-shell cat, lying contentedly on the rug.

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

Manicure Sets

Boxed Candy

Popular Books

Leather Goods

Toilet Waters

Vacuum Bottles

Gift Razors

Ink Wells

Fountain Pens

Book Racks

Perfumes

Purses

Music Rolls

Wrist Purses

Face Powders

Dolls

Buffers

Hazeltine & Perkins Drug Co.
Grand Rapids, Michigan

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	1 85
Boric (Xtal)	17 1/2 @ 25	Amber, crude	2 00 @ 2 25	Aloes	1 85
Carbolic	30 @ 36	Amber, rectified	2 25 @ 2 50	Arnica	1 50
Citric	65 @ 70	Anise	1 25 @ 1 50	Asafoetida	1 85
Muriatic	4 @ 6	Bergamont	8 00 @ 8 25	Belladonna	1 85
Nitric	10 @ 15	Cajuput	1 50 @ 1 75	Benzoic	2 40
Oxalic	25 @ 30	Cassia	2 25 @ 2 50	Benzoin Comp'd	2 15
Sulphuric	4 @ 6	Castor	1 32 @ 1 56	Buchu	2 15
Tartaric	58 @ 65	Cedar Leaf	1 50 @ 1 75	Cantharides	2 30
Citronella		Citronella	65 @ 1 00	Capsicum	2 30
Cloves		Cloves	3 50 @ 3 75	Catechu	1 50
Cocoonut		Cocoonut	30 @ 40	Cinchona	2 10
Cod Liver		Cod Liver	85 @ 1 00	Colchicum	2 00
Croton		Croton	2 25 @ 2 50	Cubebs	2 00
Cotton Seed		Cotton Seed	1 10 @ 1 20	Digitalis	1 80
Cubebs		Cubebs	9 00 @ 9 25	Gentian	1 40
Eigerson		Eigerson	5 00 @ 5 25	Ginger, D. S.	1 80
Eucalyptus		Eucalyptus	1 50 @ 1 75	Guaiac	2 30
Hemlock, pure		Hemlock, pure	3 25 @ 3 50	Guaiac, Ammon.	2 50
Juniper Berries		Juniper Berries	1 50 @ 1 75	Iodine	95
Juniper Wood		Juniper Wood	1 25 @ 1 45	Iodine, Colorless	1 50
Lard, extra		Lard, extra	1 10 @ 1 20	Iron, clo.	1 50
Lard, No. 1		Lard, No. 1	1 10 @ 1 20	Kino	1 40
Lavender Flow		Lavender Flow	6 00 @ 6 25	Myrrh	2 50
Lavender Gar'n		Lavender Gar'n	1 75 @ 2 00	Nux Vomica	1 50
Lemon		Lemon	1 50 @ 1 75	Opium	2 50
Linseed Boiled bbl.		Linseed Boiled bbl.	80	Opium, Camp.	85
Linseed bld less		Linseed bld less	87 @ 95	Opium, Deodor'd	85
Linseed, raw, bbl.		Linseed, raw, bbl.	78	Rhubarb	2 00
Linseed, raw, less		Linseed, raw, less	85 @ 93	Paints	
Mustard, true oz.		Mustard, true oz.	2 75	Lead, red dry	12 1/2 @ 12 1/2
Mustard, artifi., oz.		Mustard, artifi., oz.	50	Lead, white dry	12 1/2 @ 12 1/2
Neatsfoot		Neatsfoot	1 10 @ 1 30	Lead, white oil	12 1/2 @ 12 1/2
Olive, pure		Olive, pure	4 75 @ 5 50	Ochre, yellow bbl.	5 @ 8
Olive, Malaga,		Olive, Malaga,	2 75 @ 3 00	Ochre, yellow less	2 1/2 @ 6
Olive, Malaga,		Olive, Malaga,	2 75 @ 3 00	Putty	5 @ 8
green		green	2 75 @ 3 00	Red Venet'n Am.	3 1/2 @ 7
Orange, Sweet		Orange, Sweet	5 00 @ 5 25	Red Venet'n Eng.	4 @ 8
Origanum, pure		Origanum, pure	1 00 @ 1 20	Whiting, bbl.	4 1/2 @ 4 1/2
Origanum, com'l		Origanum, com'l	2 50 @ 2 75	Whiting	5 1/2 @ 10
Peppermint		Peppermint	3 75 @ 4 00	L. H. P. Prep.	2 50 @ 2 75
Rose, pure		Rose, pure	12 00 @ 15 00	Rogers Prep.	2 50 @ 2 75
Rosemary Flows		Rosemary Flows	1 50 @ 1 75	Miscellaneous	
Sandalwood, E.		Sandalwood, E.	10 50 @ 10 75	Acetanald	55 @ 75
Sassafras, true		Sassafras, true	2 00 @ 2 25	Alum	10 @ 18
Sassafras, artifi		Sassafras, artifi	1 00 @ 1 25	Alum, powd. and	11 @ 20
Spearment		Spearment	5 00 @ 5 25	Bismuth, Subni-	2 43 @ 2 60
Sperm		Sperm	2 75 @ 3 00	trate	
Tansy		Tansy	10 50 @ 10 75	Borax xtal or	7 1/2 @ 12
Tar, USP		Tar, USP	50 @ 65	powdered	
Turpentine, bbl.		Turpentine, bbl.	83 1/2 @ 85	Cantharides, po	1 50 @ 1 00
Turpentine, less.		Turpentine, less.	91 @ 99	Calomel	1 21 @ 1 35
Wintergreen,		Wintergreen,	8 00 @ 8 25	Capsicum	40 @ 45
leaf		leaf	8 00 @ 8 25	Carmine	6 00 @ 6 50
Wintergreen, sweet		Wintergreen, sweet	3 75 @ 4 00	Cassia Buds	30 @ 40
birch		birch	3 75 @ 4 00	Cloves	50 @ 55
Wintergreen art		Wintergreen art	80 @ 1 10	Chalk Prepared	16 @ 18
Wormseed		Wormseed	5 00 @ 5 25	Chloroform	66 @ 77
Wormwood		Wormwood	18 00 @ 18 25	Chloral Hydrate	1 35 @ 1 85
Potassium		Potassium		Cocaine	9 25 @ 10 25
Bicarbonate		Bicarbonate	35 @ 40	Cocoa Butter	50 @ 75
Bichromate		Bichromate	20 @ 30	Corks, list, less	35 @ 45
Bromide		Bromide	35 @ 45	Copperas	3 @ 10
Carbonate		Carbonate	30 @ 35	Copperas, Powd.	4 @ 10
Chlorate, gran'r		Chlorate, gran'r	18 @ 25	Corrosive Sublim	1 17 @ 1 25
or xtal		or xtal	18 @ 25	Cream Tartar	50 @ 55
Chlorate, powd.		Chlorate, powd.	13 @ 20	Cuttle bone	40 @ 50
Cyanide		Cyanide	35 @ 50	Dextrine	04 @ 15
Iodide		Iodide	3 56 @ 3 72	Dover's Powder	3 50 @ 4 00
Permanganate		Permanganate	35 @ 55	Emery, All Nos.	10 @ 15
Prussate, yellow		Prussate, yellow	45 @ 55	Emery, Powdered	8 @ 10
Prussate, red		Prussate, red	65 @ 75	Epsom Salts, bbl.	0 @ 3 1/2
Sulphate		Sulphate	40 @ 50	Epsom Salts, less	4 1/2 @ 4 30
RooTs		RooTs		Ergot, powdered	1 75 @ 1 80
Alkanet		Alkanet	45 @ 50	Flake White	15 @ 20
Blood, powdered		Blood, powdered	40 @ 50	Formaldehyde, lb.	16 @ 20
Calamus		Calamus	35 @ 75	Gelatin	1 40 @ 1 60
Elecampane, pwd		Elecampane, pwd	20 @ 30	Glassware, less 55%	
Gentian, powd.		Gentian, powd.	20 @ 30	Glassware, full case 60%	
Ginger, African		Ginger, African	23 @ 30	Glauber Salts, bbl.	0 @ 3 1/2
Ginger, Jamaica		Ginger, Jamaica	52 @ 60	Glauber Salts less	04 @ 10
Ginger, Jamaica,		Ginger, Jamaica,		Glue, Brown	21 @ 30
powdered		powdered	55 @ 65	Glue, Brown Grd.	17 @ 25
Goldenseal, pow.		Goldenseal, pow.	6 00 @ 6 40	Glue, White	35 @ 40
Ipecac, powd.		Ipecac, powd.	2 75 @ 3 00	Glue, White Grd.	30 @ 35
Licorice		Licorice	40 @ 45	Glycerine	20 1/2 @ 35
Licorice, powd.		Licorice, powd.	25 @ 30	Hops	65 @ 75
Orris, powdered		Orris, powdered	30 @ 40	Iodine	5 25 @ 5 70
Poke, powdered		Poke, powdered	40 @ 45	Iodoform	6 30 @ 6 75
Rhubarb, powd.		Rhubarb, powd.	75 @ 1 00	Lead Acetate	18 @ 25
Rhubarb, powd.		Rhubarb, powd.	60 @ 75	Lycopodium	3 50 @ 4 00
Rosinwood, powd.		Rosinwood, powd.	30 @ 35	Mace	75 @ 80
Sarsaparilla, Hond.		Sarsaparilla, Hond.	1 25 @ 1 40	Mace, powdered	65 @ 70
Sarsaparilla, Mexican,		Sarsaparilla, Mexican,		Menthol	6 50 @ 7 00
ground		ground	80	Morphine	7 50 @ 8 00
Squills		Squills	35 @ 40	Nux Vomica	30 @ 35
Squills, powdered		Squills, powdered	60 @ 70	Nux Vomica, pow.	30 @ 35
Turmeric, powd.		Turmeric, powd.	15 @ 20	Pepper black pow.	22 @ 25
Valerian, powd.		Valerian, powd.	50 @ 60	Pepper, white	40 @ 45
Seeds		Seeds		Pitch, Burgundy	10 @ 15
Anise		Anise	33 @ 35	Quassia	12 @ 15
Anise, powdered		Anise, powdered	35 @ 40	Quinine	96 @ 1 69
Bird, is		Bird, is	13 @ 15	Rochelle Salts	35 @ 40
Canary		Canary	8 @ 15	Saccharine	0 @ 30
Caraway, Po.		Caraway, Po.	13 @ 15	Salt Peter	11 @ 22
Cardamon		Cardamon	1 50 @ 1 75	Seidlitz Mixture	30 @ 40
Celery, powd.		Celery, powd.	35 @ 40	Soap, green	15 @ 20
Coriander pow.		Coriander pow.	25 @ 30	Soap mott castile	22 1/2 @ 25
Dill		Dill	10 @ 20	Soap, white castile	
Fennel		Fennel	35 @ 40	case	@ 16 00
Flax		Flax	06 1/2 @ 12	Soap, white castile	
Flax, ground		Flax, ground	06 1/2 @ 12	less, per bar	@ 1 75
Foenugreek pow.		Foenugreek pow.	8 @ 15	Soda Ash	05 @ 10
Hemp		Hemp	8 @ 15	Soda Bicarbonate	2 1/2 @ 10
Lobelia, Powd.		Lobelia, Powd.	@ 1 50	Soda, Sal	2 1/2 @ 5
Mustard, yellow		Mustard, yellow	10 @ 15	Spirits Camphor	@ 1 30
Mustard, black		Mustard, black	15 @ 20	Sulphur, roll	04 @ 10
Poppy		Poppy	30 @ 40	Sulphur, Subl.	4 1/2 @ 10
Quince		Quince	1 75 @ 2 00	Tamarinds	25 @ 30
Rape		Rape	15 @ 20	Tartar Emetic	70 @ 75
Sabadilla		Sabadilla	30 @ 40	Turpentine, Ven.	50 @ 55
Sunflower		Sunflower	7 1/2 @ 15	Vanilla Bx. pure	1 50 @ 2 00
Worm American		Worm American	30 @ 40	Witch Hazel	1 47 @ 2 00
Worm Levant		Worm Levant	2 00 @ 2 25	Zinc Sulphate	06 @ 15

GROCERY PRICE CURRENT

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

ADVANCED

Roquefort Cheese
Mich. Cheese
Sap Sago Cheese
Citron
Whole Cloves
Ground Cloves
Some Coffee

DECLINED

Shredded Wheat
Minute Gelatine
Flour

AMMONIA

Arctic Brand
16 oz., 2 doz. in carton.
per doz. 1 75
I X L, 3 doz., 12 oz. 3 75
Parsons, 3 doz. small 6 30
Parsons, 2 doz. med. 5 00
Parsons, 2 doz., lge. 6 70

AXLE GREASE



25 lb. pails, per doz. 19 20
48, 1 lb. 4 55
24, 3 lb. 6 85

BAKING POWDERS

Calumet, 4 oz., doz. 97 1/2
Calumet, 8 oz., doz. 1 35
Calumet, 16 oz., doz. 1 95
Calumet, 5 lb., doz. 12 75
Calumet, 10 lb., doz. 19 00
K. C., 10c, doz. 95
K. C., 20c, doz. 1 85
K. C., 25c, doz. 2 35
K. C., 5 lb., doz. 7 90
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 Cer'l 2 70
Quaker Puffed Rice 5 45
Quaker Puffed Wheat 4 30
Quaker Brfst 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 35

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 3 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

Stove

No. 1 1 10
No. 2 1 25

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 1/2
Paraffine, 12s 14 1/2
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. 10 9 00@13 50
Apricots, No. 2 2 25@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 18 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 6 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, Mince, No. 1 1 25
Finnan Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz. 2 50
Chicken Haddie, No. 1 2 75
Fish Flakes, small 1 35
Cod Fish Cake, 10 oz. 1 85
Cove Oysters, 5 oz. 1 35
Lobsters, No. 1, Star 7 50
Lobsters, No. 1/2, Star 4 00
Lobsters, No. 1/4, Star 2 60
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 7 00
Sardines, 1/4 Smoked 7 75
Sardines, 3/4 Mus. 3 75@4 75
Salmon, Warrens, 1 lb. 4 75
Salmon, Red Alaska 2 85
Salmon, Med. Alaska 2 50
Salmon, Pink Alaska 1 40
Sardines, Im., 1/2, ea. 10 28
Sardines, Im., 1/4, ea. 25
Sardines, Cal., 1 75@2 10
Tuna, 1/2, Albocore 90
Tuna, 1/2, Nekko 1 65
Tuna, 1/2, Regent 2 35

CANNED MEAT.

Bacon, Med. Beechnut 2 70
Bacon, Lge. Beechnut 4 95
Bacon, Large, Erie 3 00
Beef, No. 1, Corned 2 60
Beef, No. 1, Roast 2 60
Beef, No. 1/2 Eagle Sli. 1 35
Beef, No. 1/2, Qua. sli. 2 00
Beef, No. 1, Qua. sli. 3 25
Beef, No. 1, B'nut, sli. 5 70
Beef, No. 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, 1/4 4 60
Calf Tongue, No. 1 6 45
Lamb Tongue, Wh. 1s 6 00
Lamb Tongue, sm. sli. 2 25
Lunch Tongue, No. 1 6 00
Lunch Tongue, No. 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 65
Van Camp, Small 1 01
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 25@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, 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
Pimentos, 1/2, each 2 15
Sw't Potatoes, No. 2 1 25
Saurkraut, 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 10
Lilly Valley, 1/2 Pint 1 80
Lilly Valley, 1/4 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 1 00
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 24
Wisconsin Daisy 24
Longhorn 24
New York 23
Michigan Full Cream 27
Sap Sago 60

CHEWING GUM

Adams Black Jack 65
Adams Bloodbury 65
Adams Calif. Fruit 65
Adams Chiles 65
Adams Sen Sen 65
Adams Yucatan 65
Beemans Pepsin 65
Beechnut 75
Doublemint 65
Juicy Fruit 65
Spearmint, Wrigleys 65
Zeno 65
Wrigley's P-K 65
Sapota Gum 1 25

CHOCOLATE.

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

COCOA

Baker's 1/4s 46
Baker's 1/2s 42
Bunte, 15c size 55
Bunte, 1/2 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 33
Hersheys, 1/2s 28
Huyler 36
Lowney, 1/4s 48
Lowney, 1/2s 47
Lowney, 1/4s 48
Lowney, 5 lb. cans 31
Van Houten, 1/4s 12
Van Houten, 1/2s 18
Van Houten, 1/4s 36
Van Houten, 1s 65

COCOANUT

1/4s, 5 lb. case Dunham 48
1/4s, 5 lb. case 50
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 15 1/4
Santos 18@23
Maracaibo 24
Mexican 25
Guatemala 26
Java and Mocha 39
Bogota 26
Peaberry 24
Package
Liberty 17 1/2
Reno 27
Nedrow 22
Quaker 29
Royal Club 23
Morton House 36
White House 35

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

Coffee Extracts
N. Y., per 100 11
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. 5 00
Carnation, Baby, 8 doz. 4 80
Every Day, Tall 5 00
Every Day, Baby 3 70
Goshen, Tall 4 90
Goshen, Gallon 4 50
Carnation, Tall, 4 doz. 5 00
Carnation, Baby, 8 doz. 4 80
Every Day, Tall 5 00
Every Day, Baby 3 70
Goshen, Tall 4 90
Goshen, Gallon 4 50
Melachro, No. 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100



Oatman's, tall 5 00
Oatman's baby 4 75
Pet, Tall 5 00
Pet, Baby 3 65
Silver Cow, Tall 4 80
Silver Cow, Baby 4 80
Van Camp, Tall 5 00
Van Camp, Baby 3 70
White House, Tall 4 75
White House, Baby 4 50

CIGARS

Worden Grocer Co. Brands
Harvester Line.
Kiddies, 100s 37 50
Record Breakers, 50s 75 00
Delmonico, 50s 75 00
Panatella, 50s 75 00
Favorita Club, 50s 95 00
Epicure, 50s 95 00
Waldorfs, 50s 110 00

The La Azora Line.
Agreements, 50s 58 00
Washington, 50s 75 00
Biltmore, 50s, wood 95 00

Sanchez & Haya Line
Clear Havana Cigars made
in Tampa, Fla.

Specials, 50s 75 00
Diplomatics, 50s 95 00
Bishops, 50s 115 00
Reina Fina (tin) 50s 115 00
Rosa, 50s 125 00
Victoria Tins 115 00
National, 50s 130 00
Original Queens, 50s 150 00
Worden Special, 25s 185 00

Webster Cigar Co.

Plaza, 50s, Wood 95 00
Coronado, 50s, Tin 95 00
Belmont, 50s, Wood 110 00
Tiffany, 50s, Wood 125 00
St. Reges, 50s, Wood 125 00
Vanderbilt, 25s, Wd 140 00
Ambassador, 25s, W 170 00

Garcia & Vega-Clear
Havana
New Panatella, 100s 37 50
Ignacia Haya

Extra Fancy Clear Havana
Made in Tampa, Fla.
Delicades, 50s 115 00
Primeros, 50s 140 00
Queens, 25s 180 00
Perfecto, 25s 185 00

Starlight Bros.
La Rose De Paris Line
Coquettes, 50s 65 00
Caballeros, 50s 70 00
Rouse, 50s 115 00
Peninsular Club, 25s 150 00
Chicos, 25s 150 00
Palmas, 25s 175 00
Perfectos, 25s 195 00

Rosenthals Bros.
R. B. Londres, 50s 58 00
R. B. Invincible, 50s 75 00
Foil Wrapped 75 00

Union Made Brands
El Overture, 50s, foil 75 00
Ology, 50s 60 00

Manila 10c
La Yebana, 25s 70 00
Our Nickel Brands
New Currency, 100s 37 50
Loba, 100s 35 00
Eventual, 50s 35 00

Cheroots
Old Virginia, 100s 23 50
Stogies
Home Run, 50, Tin 18 50
Havana Gem, 100 wd 26 00

CIGARETTES.
One Eleven, 20, Plain 6 00
Beechnut, 20, Plain 6 00
Home Run, 20, Plain 6 00
Yankee Girl, 20, Plain 6 00
Sunshine, 20, Plain 6 00
Nebo, 20, Plain 7 00
Camels, 20, Plain 8 00
Relu, 20, Plain 7 80
Lucky Strike, 10 & 20 7 75
Sweet Caporal, 20, pl. 7 75
Windsor Castle, 20, pl. 8 00
Chesterfield, 10 & 20, 8 00
Piedmont, 10 & 20, 8 00
Spur, 20, Plain 8 00
Sweet Tips, 20, Plain 8 00
Idle Hour, 20, Plain 8 00
Omar, 20, Plain 10 00
Falks Havana, 20, Pl. 9 75
Richm'd S Cut, 20, pl. 10 00
Richm'd 1 Cut, 20 ck. 10 00
Fatima, 20, Plain 10 00
Helmar, 20, Plain 10 50
English Ovals, 20 Pl. 10 50
Turkish Trop., 10 ck 11 50
London Life, 10, cork 11 50
Helmar, 10, Plain 11 50
Herbert Tarryton, 20 12 25
Egyptian Star, 10 ck. 12 00
Murad, 20, Plain 15 00
Murad, 10, Plain 16 00
Murad, 10, cork or pl. 16 00
Murad, 20, cork or pl. 16 00
Luxury 10, cork 16 00
Melachro, No. 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100

John J. Bagley & Co. Brands.
Maple Dip, per plug 50

SMOKING TOBACCO.
American Tobacco Co.
Banner, L. C., 10c, dz. 96
Banner, L. C., 40c, dz. 3 84
Blue Bear, 25c Foil 2 28
Blue Bear, 30c Vac tin 2 76
Blue White, gran., 10c 96
Bull Durham, 10c, dz. 96
Drum, Gran., 5c, dz. 96
Drum, Gran., 10c, dz. 96
Five Bros., 10c, doz. 96
Giant, L. C., 10c, dz. 96
Giant, L. C., 30c, dz. 2 38
Giant, L. C., Pails, dz. 6 84
Garrick, 30c Foil, dz. 2 70
Imperial Cube Cut, 30c 2 88
Lucky Strike, R. Cut 1 63
Myrtle Navy Plug Cut 96
Myrtle Navy, 15c Pl. 1 44
Navy, G. & A., 10c 96
Navy, G. & A., 5c 48
Nigger Hair, 10c, doz. 96
Nigger Hair, Pails, dz 8 40
Nigger Head, P. C 10c 96
Old English, C. C. 16c 1 60
Peerless, L. C., 10c 96
Peerless, L. C., 35c dz. 3 36
Peerless, L. C., Pails 7 44
Rob Roy, L. C., 10c 96
Rob Roy, L. C., 40c 3 84
Rob Roy, L. C., Pails 8 40
Sweet Maple Scrap, 96
Soldier Boy, L. C., 10c 96
Soldier Boy, L. C., Pail 7 32
Tuxedo, Gran. 15c foil 1 44
Tuxedo, Gran., 17c. dz 1 63
Tuxedo, Gran. Cut
plugs, 8 oz. tins 7 20
Yale Mix., 15c vac. tin 1 44

Liggett & Myers Brands.
Clipper, per plug 40
Chops, 10c, doz. 96
Drummond Nat. L. 15c 1 44
Honey Dip Twist, 10c 96
Granger Twist, 10c, dz. 96
Horse Shoe, per plug 74
J. T. Bright, plug 64
J. T. Smooth, plug 32
J. T. R. and R., plug 24
King Pin, per plug 32
King Pin, 10c cuts, ea. 08
Masterpiece, per plug 41
Picnic Twist, 10c, doz. 96
Pure Grape, 10c, doz. 96
Star, per plug 74
Uncle Sam, 32 10c cut 2 56
Burley Tobacco Co. Brand
Kismet, per lb. 1 28
Bracer, per plug 38

Scotton, Dillon & Co. Brands.

Summertime, 65c Pails 6 50
Sweet Tip Top, 10c, dz 96
Velvet, Cut Plug, 10c 96
Velvet, Cut Plug, tins 1 63
Velvet, Cut Plug, 8 oz. 14 50
Velvet, Cut Pl., 16 oz. 16 00
Velvet, C. Pl., 16 oz. 16 00
Yum Yum, 10c, doz. 96
Yum Yum, 70c pails 6 80

P. Lorillard's Brands.
Beechnut Scrap, doz. 96
Buzz, L. C., 10c, doz. 96
Buzz, L. C., 35c, doz. 3 30
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, 1c tin 9 60
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, doz. 96
Peninsular, 10c, doz. 96
Peninsular, 8 oz., dz. 3 35
Reel Cut Plug, 10c, doz. 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 3, Clip, 10c, doz. 96
Buck Shoe Scrap, 10c 96
Pinkerton, 30c, doz. 2 40
Pay Car Scrap, 10c, doz. 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
Klecko, 25c, doz. 2 40
Old Colony, P. 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, 10c, doz. 96
Old Rover, 10c, doz. 96
Our Advertiser, 10c, doz. 96
Prince Albert, 10c, dz. 96
Prince Albert, 17c, dz. 1 63
Prince Albert, 8 oz. 7 20
Prince Albert, 8 oz. 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, 35c 2 40
Champagne Sparklets, 30c, doz. 2 70
Champagne Sparklets, 90c, doz. 8 10
Personal Mixture, 6 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 30
Vintage Blend, \$1.55 tins, doz. 14 70

Superba Tobacco Co. Brands.
Sammy Boy Scrap, dz 96
Cigar Clipping, 10c 96
Havana Blossom, 40c 3 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 Goteborg, 10c, roll 64
Seal Swe. Rapee, 10c 64
Seal Norkopping, 10c 64
Seal Norkopping, 1 lb. 35

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

Mixed Candy
Kindergarten, 21c 21
Leader, 16c 16
Century Creams, 20c 20
X. L. O., 17c 17
French Creams, 21c 21
Cameo, 20c 20
Fancy Mix, 20c 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, 20c 20
Raspberry, 12c 12
Grocers, 20c 20
Orange Jellies, 20c 20
Butterscotch Jellies, 21c 21
Favorite, 22c 22

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

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

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

Cough Drops
Menthol Horehound, 1 30
Smith Bros., 1 50

CRISCO
36s, 24s and 12s.
Less than 5 cases 19c 19
Five cases 18c 18
Ten cases 18c 18
Twenty-five cases 17c 17
6s and 4s.
Less than 5 cases 18c 18
Five cases 17c 17
Ten cases 17c 17
25 cases 17c 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, special-ly print front cover is furnished without charge.

CREAM OF TARTAR
6 lb. boxes 45c 45

DRIED FRUITS
Apples
Evap'd Choice, blk. 17c 17
Apricots
Evaporated, Choice 27c 27
Evaporated, Fancy 28c 28
Evaporated, Slab 20c 20

Citron
10 lb. box 38c 38
Currants
Package, 14 oz. 18c 18
Boxes, Bulk, per lb. 17c 17

FARINACEOUS GOODS
Beans
Med. Hand Picked 05c 05
Cal. Limas 08c 08
Brown, Holland 06c 06
Farina
25 1 lb. packages 3 20
Bulk, per 100 lbs. 06c 06
Hominy
Pearl, 100 lb. sack 5 25
Macaroni
Domestic, 10 lb. box 1 00
Domestic, brkn bbls. 08c 08
Golden Age, 2 doz. 1 90
Fould's, 2 doz., 8 oz. 1 80

Pearl Barley
Chester 4 75
Peas
Scotch, lb. 06c 06
Split, lb. 09c 09
Sago
East India 07c 07
Taploca
Pearl 100 lb. sacks 4 05
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 09
Floats
No. 1, per gross wd. 5 00
No. 2, per gross, wood 5 50
No. 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 65c 65
No. 2, per gross 80c 80
No. 3, per gross 90c 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
Turpeneless
Pure Lemon
7 Dram, Assorted 1 35
14 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 1/4 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 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 7 90
Harvest Queen 2 1/2 7 90
Light Loaf Spring 8 25
Wheat, 2 1/2 8 25
Snow Flake, 2 1/2 7 10
Graham 25 lb per cwt 3 20
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, 1/8s 7 50

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

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

Oats
Carlots 41c 41
Less than Carlots 46c 46

Corn
Carlots 53c 53
Less than Carlots 58c 58

Hay
Carlots 19 00
Less than Carlots 22 00

Feed
Street Car Feed 25 00
No. 1 Corn & Oat Fd 25 00
Cracked Corn 25 00
Coarse Corn Meal 25 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 Acid'd, doz. 2 25
Minute, 3 doz. 4 05
Nelson's 1 50
Oxford 75
Plymouth Rock, Phos. 1 55
Plymouth Rock, Plain 1 55
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 25c 25
Lambs 10c 25
Shearlings 10c 25

Tallow
Prime @ 4
No. 1 @ 3 1/2
No. 2 @ 3
Wool
Unwashed, medium 15c 16
Unwashed, rejects @ 10
Fine @ 16

RAW FURS.
Skunk.
No. 1 black 3 50
No. 2 short stripe 2 25
No. 3 narrow stripe 1 25
No. 4 broad stripe 60
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
Red Stick, 720 lb bxs 5 50
Red Stick, 144 bxs 6 00

Safety Matches.
Red Top, 5 gro. case 5 75
Sociable, per gro. 1 00
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
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 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 50
O. & L. Spec., 12, 5 lb. 5 25
O. & L. Spec., 6, 10 lb. 5 00
Duffs, 24, 2 1/2 Screw C. 6 50
Duffs, 6, 10 Screw C. 6 30
Dove, 36, 2 lb. Wh. L. 6 30
Dove, 24, 2 1/2 lb. Blue L. 4 70
Dove, 12, 5 lb. Blue L. 4 45
Dove, 6, 10 lb. Blue L. 4 45
Palmetto, 24, 2 1/2 lb. 4 50

NUTS.
Whole
Almonds, Drakes 20
I. X. L., s. s. 30
Brazil, med. washed 15
Brazil, large washed 17
Fancy mixed 22
Filberts, Sicily 16
Filberts, Naples 16
Peanuts, Virginia raw 09 1/2
Peanuts, Vir. roasted 12
Pecans, 3 star 22
Pecans, Jumbo 80
Walnuts, Manchurian 27
Walnuts, Sorento 35

Salted Peanuts
Fancy, No. 1 10
Jumbo 21
Shelled
Almonds 50
Peanuts, Spanish, 125 lb. bags 08 3/4
Filberts 50
Pecans 95
Walnuts 88

OLIVES.
Bulk, 2 gal. keg 2 50
Bulk, 5 gal. keg 5 00
Bulk, 5 gal. keg 7 00
Quart Jars, doz. 3 00
Pint Jars, doz. 3 00
1/2 oz. Jar, plain, dz. 1 40
1/2 oz. Jar, pl., doz. 1 60
10 oz. Jar, plain, doz. 2 35
16 1/2 oz. Jar, Pl. doz. 3 50
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 00
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 21.4
Tank Wagon 21.4
Gas Machine Gasoline 33.5
V. M. & P. Naphtha 23.5
Capitol Cylinder 45.5
Atlantic Red Engine 25.5
Winter Black 16

Polarine
Polarine, Iron Bbls. 54.5
Pinal, 8 oz. cans, doz. 1.65
Pinal, 8 oz. cans, doz. 2.25
Parowax, 100, 1 lb. 6.4
Parowax, 40, 1 lb. 6.6
Parowax, 20, 1 lb. 6.8

SENDAC
SENDAC LIQUID GLOSS
Semdac, 12 pt. cans 3 10
Semdac, 12 qt. cans 4 50

PICKLES
Medium Sour
Barrel, 1200 count 17 50
Half bbls., 1300 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 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 4 50
No. 808, Bicycle 3 50
Pickett 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 08
Com. Steers & Heifers 08
Cows.
Top 10
Good 09
Medium 08
Common 05
Veal.
Top 12
Good 11
Medium 09

Lamb.
Good 18
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 17
Butts 12 1/2
Shoulders 17
Hams 13 1/2
Spareribs 13 1/2
Neck bones 05

PROVISIONS
Barreled Pork
Clear Back 23 00 @ 24 00
Short Cut Clear 22 00 @ 23 00
Clear Family 27 00 @ 28 00
Dry Salt Meats
S P Bellies 16 00 @ 19 00

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

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

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

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. @ 65
Beef, round set 22 @ 24
Beef, middles, set 50 @ 60
Sheep, a skeln 1 75 @ 2 00

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

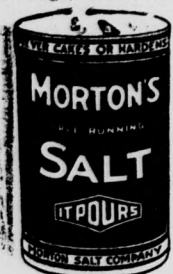
RICE
Fancy Head 08
Blue Rose 06 1/2
Broken 04

ROLLED OATS
Steel Cut, 100 lb. sks. 3 25
Monarch, 90 lb. sacks 2 65
Corns, 90 lb. sack 2 65
Quaker, 18 Regular 2 05
Quaker, 12s Family 2 95
Mothers, 20s, family 6 10
Silver Flake, 18 lteg. 1 45
Silver Flake, 10 Fam. 1 85

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 doz. 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
COD FISH.
Middles 16 1/2
Tablets, 1 lb., doz. 1 50
Wood boxes 25
Whole Cod 12
Holland Herring
Standard, bbls. 12 50
Y. M. bbls. 14 50
Standards, kegs 75
Y. M. Kegs 85
Herring
K K K K, Norway 20 00
8 lb. pails 1 40
Cut Lunch 1 25
Scaled, per box 17
Boned, 10 lb. boxes 13
Lake Herring
1/2 bbl., 100 lbs. 7 50
Mackerel
Tubs, 60 count 4 75
Pails, 8 lb., No. 1 1 50
Trout.
No. 1, 100 lbs. 10 00

SALT	
Med. No. 1, Bbls.	2 70
Med. No. 1, 100 lb. bg	90
Farmer Spec., 70 lb.	92
Packers, 56 lb.	56
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	08 1/2
Mixed Bird	13 1/2
Mustard, yellow	12
Poppy	18
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 Naphtha, 100 box	6 15
Grdma White Nap, 100s	5 80
Kirk White Nap, 100s	5 80
Rub No More White	
Naphtha, 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	8 10
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.	2 40
Grand Pa Tar, 50 Lge	4 10
Fairbank Tar, 100	4 45
Trilby, 100, 12c	8 50
Williams Barber Bar, 9s	5 40
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 Naphtha	5 75
Star, 100 No. 11 cakes	5 75
Star Nap. Pwd., 100s	3 90
Star Nap. Pwd., 24s	5 75

Washing Powders.	
Bon Ami Pd, 3 dz. bx	3 75
Bon Ami Cake, 3 dz.	3 25
Climaline, 4 doz.	4 20
Grandma, 100, 5c	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 00
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.



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, 70-80	@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
Poneltz, 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

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	33@42
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	33
Cotton, 3 ply balls	33
Wool, 6 ply	18

VINEGAR	
Cider, Benton Harbor	30
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 35
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	80
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 15
3 to 6 gal., per gal.	25

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 60
Trojan spring	2 00
Eclipse patent spring	2 00

Pails	
10 qt. Galvanized	2 40
12 qt. Galvanized	2 60
14 qt. Galvanized	3 00
12 qt. Flaring Gal. Ir.	6 75
10 qt. Tin Dairy	5 50
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

Relation of Grocer and Meat Dealer To Consumer.

Cadillac, Dec. 13—Fidelity is the basic principle of good citizenship. It is also the principle that must be the foundation of any business, if that business is to succeed.

If a grocer or meat dealer is not faithful to his customer, but gives him poor service, poor goods or short weight, it is not very long until the deception is found out and the customer goes elsewhere.

Grocers and meat dealers have little opportunity to be dishonest in their dealings, due to the fact that they are depending to a great extent on the patronage of those who are daily associates in lodges, clubs, dances and other public and private undertakings and it is hardly to be expected that they will willingly or knowingly cheat, wrong or defraud those who happen to be their customers.

Obtaining too much profit is out of the question due to the fact that excessive competition leaves the public free to purchase their goods in any one of a dozen or more different stores and if a customer patronizes a grocer or meat dealer who is known to be high priced or dishonest, then the customer is to blame and not the store keeper.

Statements charging retail business as responsible for high prices are cowardly and dishonest and un-American; and when those who have little else to do but criticize will do so in a fair and impartial manner, they will soon understand that a more effective way to reduce high costs will be to divert the time wasted in censuring the other fellow to working at some sort of production themselves.

It may be that the consumer is justly entitled to an explanation; but it is certain that the public and the press must dig deeper, if there is a cause; and the following circumstances may give some insight as to why the cost as well as who is responsible.

A short time ago one of our largest soap companies was summoned to appear before the Federal Trade Commission to give reasons for advertising and selling a soap that was supposed to contain naphtha while the commission charge that it contains no naphtha whatever. Yet we, the dear public, buy this particular soap without regard as to whether it does the work better than a cheaper soap. Then if the public asks for this false soap, excessive demand is sure to increase the price and the dear public have themselves to blame for buying the high priced goods rather than the cheaper.

Another cause for high cost that is much more serious and that is much harder to combat abounds in the high cost of legislation, which of course removes from productive occupations not alone those who formulate and pass legislation but also those who enforce the laws which are passed.

In this connection we will note but one circumstance that will serve to illustrate the vital necessity of activity on the part of the grocers and meat dealers at all times in order that they may protect their customers as well as themselves against the operation of impractical measures that may become law.

The Grand Rapids News contained an article recently relative to an investigation carried on by three employees of the Food Department in the City of Grand Rapids to ascertain how many dealers were failing to comply with the law requiring "storage or held eggs," to be marked by placing a sign with letters one inch high on the basket or crate containing them, and the officers were amazed to find such flagrant violation of the law in a city the size of Grand Rapids; but the law could not very well be observed by a dealer in eggs who would be honest with himself as well as his customers.

The law says: "Storage or held eggs" must be designated by a sign bearing letters one inch on the basket

or crate containing them, etc. First let me say in order to be of any value eggs thus labeled must be kept where the customer sees them, in other words the salesroom of the store—this room is usually warm and unfit for the keeping of any kind of eggs much less "storage or held eggs"—consequently these eggs are kept in the coolest room available in order to preserve as even a temperature as possible. Then of what use to put on them a sign with letters one inch high? Again, the American housewife mostly uses the phone in ordering her goods from the grocer or meat dealer and must depend on his honesty to send her what she orders. If he does not, she can readily return storage eggs if sent instead of fresh eggs, if she chooses the other course, she can very much easier make complaint to the police department than to the Food Department. The main reasons for the non-observance of a law of this character are that the dealer safeguards his goods by keeping them where they will be injured least, that he desires to give his customers goods which will please and satisfy, that observing a law of this class adds to the already high cost of living by increasing the expense and that it is a partial measure, since it permits the fellow who peddles from the farmer to the consumer to sell rotten eggs, if he wishes, without restriction.

It is hardly to be expected that men not familiar with a business can run it as intelligently or as economically as those who have the experience, and you men who know what you are doing should be very active in protecting yourselves from the stigma being heaped upon you by a part of the press publishing articles which are unfair, without first getting the facts, and again by legislation that is impractical, unfair and injurious to both your business and your customer.

We are carrying on a battle at this time that needs the united effort of every grocer and meat dealer—if you are not already familiar with the circumstances a letter to the undersigned will bring you further details.

J. M. Bothwell.

It is pretty hard to convince a rat that folks leave cheese lying around just for its benefit.

QUICK TURNOVER

and increased profits are assured to every progressive grocer who handles

VAN DUZER'S
Certified Flavoring Extracts

They have been leaders in their line ever since this company was established, over 70 years ago.

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

Fiegle's

Chocolates

Package Goods of
Paramount Quality
and
Artistic Design



The can that makes Summer last all year long.

JUDSON GROCER CO.
GRAND RAPIDS MICHIGAN

Increase Your Business

INTENSIVE retailing presupposes the elimination of waste sales-effort. It does away with the lost time and lost sales resulting from old-time erroneous ideas of selling something that customers do not want.

The modern idea—the efficiency selling-plan—is to sell customers just what they ask for. The public knows, has confidence in, asks for and buys advertised goods.

National Biscuit Company products have become the standard the country over. People have confidence in them—know them, like them, buy them by the millions of packages.

N. B. C. products increase retail-sales-efficiency—they simplify sales-effort—they make business good for every grocer who sells them.

NATIONAL BISCUIT COMPANY

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—To settle an estate, I offer for sale the only grain elevator, lumber and coal yard, with a small stock of lumber, good closed sheds, office equipment, etc., located on leased ground of the Michigan Central railroad, at Onondaga, Michigan. Good farming community and ten miles to any other market. Address Neil Spring, Onondaga, Mich. 577

For Sale—Or trade for stock of dry goods, a two-passenger Cadillac eight closed roadster, cord tires all around, perfect mechanical condition. Address D. C. Levinson, Petoskey, Michigan. 578

Having decided to quit business, will sell cheap my stock of dry goods, shoes, groceries, hardware, and fixtures. Box 103, Sidney, Mich. 579

For Sale—100 acres of land all cleared, well fenced, up-to-date buildings \$135 an acre. Address No. 580, care Michigan Tradesman. 580

Lease Bargain—Twice 99 years, cornering Kerns Hotel, Lansing, 4x20 rods, \$325 monthly. Railway siding rear. Particulars, William Bradford Arnold, Lansing, Mich. 581

BLACKSMITH SHOPS—I have several for sale, some exceptionally good stands. A. Schoppel, 7501 Mogoun, East Chicago, Indiana. 582

Have a patent on a stove board. Would like to connect with large manufacturer of household goods in the tin line to put same on the market on percentage basis. For full particulars, address A. Hutch, 2451 Wilcox St., Chicago, Ill. 583

I have good improved 320-acre farm I want to trade for general store. Joseph, Boxell, Perham, Minnesota. 584

Wanted—Business stocks to inventory or books to close. Accounts settled. Long experience. Best references. Wm. B. Collins, 211 Ashton Bldg., Grand Rapids. 585

Wanted—I have a large general merchandise business in a small town in Michigan, and need a man to help me in advertising, buying, marking and checking goods, handling department help, etc., in fact an assistant manager. Salary about \$35 a week to start, and good prospects for the future. Address "Owner," care Edson, Moore & Co., Detroit. 586

HOTEL FOR SALE—The Hotel King, located at Reed City, at the crossing of the Mackinaw Trail and Route 20. It has turned away business each week since June 1. Contains forty rooms. If interested, write Will Curtis, Reed City, Mich. 587

Sales Executive and Organizer—Wants to meet specialty manufacturer, one having product worthy of National market as yet undeveloped. Address No. 588, care Tradesman. 588

For Sale—A good stock of groceries and meat, in a town of 800. Books show business of \$2,000 per month. Will invoice \$3,500. Long time on building. Poor health and other business reason for selling. Address M. W. Morrison, Eureka, Mich. 589

Want To Buy—Store building, small town. William Sweet, Bendon, Mich. 593

Will pay spot cash for small stock men's furnishings or shoes. E. C. Greene Co., 212 E. Main St., Jackson, Mich. 590

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.

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

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

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

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 City 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.

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

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

Salesmen—Profitable side line. Carry samples in pocket. Address Copper Journal, Hancock, Mich. 574

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

Salesmen's beliefs.

- 1 I believe in myself.
- 2 I believe in my firm.
- 3 I believe in my work.
- 4 I believe in the goods I sell.
- 5 I believe in the fact that To-day is the Day.

Bond Printing

Is a Business in Itself

It requires not only the proper Bond Blanks but a knowledge of Bonds coupled with skill and painstaking care.

**We Have the Blanks
We Have the Skill
We Use the Care**

BOND PRINTING IS OUR BUSINESS

We undoubtedly print more Bonds and Certificates of Stock than any other printers in Michigan

TRADESMAN COMPANY

Buy Flour To Cover Immediate Requirements.

Written for the Tradesman.

The winter wheat outlook in the dry sections of the Southwest is serious, because of prolonged drought. An unusually large percentage of the wheat sown failed to germinate and much of it that did germinate died and a large portion of the balance is weak.

A long-continued drought has very seriously affected sections of Texas, Oklahoma and Kansas.

The total acreage seeded to winter wheat this fall after deducting acreage reported entirely lost in the Southwest, is 38,811,000 acres. The condition of the plant is the lowest of record at this time, being 75.8 per cent. of normal; last year it was 87.9 per cent.; the ten year average is 89 per cent. On the basis of the average winter-kill and the ten year average yield, the acreage and condition forecasts a yield of 460,000,000 bushels. Of course, December forecasts are rather unreliable, but the outlook is not favorable to a large crop.

As a matter of fact, a large crop of winter wheat seems to be entirely out of the question; although the condition in the soft winter wheat states, Illinois, Indiana, Ohio, Michigan, etc., is very good indeed. However, the condition of the grain in the soft wheat states has been taken into consideration in figuring the average condition throughout the entire country.

In spite, however, of poor crop prospects, prices have sagged on both wheat and flour. Part of the reduction in price of flour has been due to a material advance in mill feed; then, too, the flour business has not been very active, and mills have cut prices in many instances considerably below the cost of production in an attempt to keep their plants in operation.

Stocks of flour are not large anywhere and farm reserves of wheat are below the average. In fact, the reserves on the farms, including spring wheat seeding, are reported to be 26 per cent. of the crop and carry-over, or an aggregate of 182,000,000 bushels.

The large visible supply, of course, has been another deterrent to the development of an active up-market; although, this is steadily decreasing; it is now only about 10,000,000 bushels greater than a year ago, hardly that.

The whole price proposition works right back to the old law of supply and demand, for although our supply has been light, comparatively speaking, the demand has been just as light; consequently, there have been very few operators, who had sufficient confidence to do very much future buying, particularly in advance of their needs.

The trade throughout the entire country have felt the same way. Their memory is very good concerning what happened to them a year ago on all lines, and while it is conceded that agricultural products have had the severest washout of any of the lines and that the turning point has been reached, an advance of about 3 per cent. on the average having been scored during the past ninety days, they have still continued the policy of purchasing to cover immediate re-

quirements only and, undoubtedly, this is the proper policy to pursue until more activity in general lines develops.

Some of our best authorities state that flour is low enough and that a lower wheat price average is hardly to be expected. On the other hand, a reaction to a slightly higher basis is predicted, but with this prediction is a warning to be cautious about over-buying, as general business conditions have not yet improved sufficiently to develop any material upward tendency in prices.

Foreign exchange is improving, which is a very favorable indication. Furthermore this country has exported about all the wheat it can spare. On the other hand, Europe is now drawing from Canada.

The Modern Miller states a Danish wheat reviewer has sent to them an outline of the yield and demand of wheat, with a compilation, which includes the needs of Continental Europe, and he foresees higher wheat prices, but his views are a bit too pronounced, for although the above mentioned paper rather expects higher prices along in the spring, they do not regard the situation as one that warrants heavy investment in wheat or flour purely from a speculative standpoint, or beyond one's immediate requirements. The best policy to pursue, we believe, is to buy to cover immediate requirements; not beyond thirty days. Lloyd E. Smith.

Country Hides in More Demand.

Country hides are in more demand and tanners are beginning to realize that the old accumulations are mostly all gone and fresh hides from country points are worth as much for many purposes as are packer hides. Buffs are quoted at around 9 cents and extremes 11@12c.

The calfskin market is very quiet and very little interest is displayed. However, this is usual at this time of year and it cannot be expected that there will be any great demand for calf leather until the middle or end of January. Kid are in demand but tanners are trying to buy at lower prices than dealers want to accept. Offers of 15c have been refused. One lot is offered at 16½c.

Horsehides are moving freely when offered but there are not many hides being produced on account of the low prices that are offered.

Change From Silk Worms To Hogs.

Argentina has been trying hard to establish a silkworm industry—a part of that country's vigorous and unceasing effort to find new fields of activity and new ways of making money. One of the bureaus of the Ministry of Agriculture distributed silkworms gratis in an effort to induce people to raise silk, but now they have given up the whole enterprise. There was no market for the cocoons, and the government is urging culturists to forget their silkworms and devote themselves instead to hogs, chickens and garden truck.

Fifty-two fire prevention weeks every year would save this country \$500,000,000 and 15,000 lives annually.

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.

Bagas—Canadian, \$2 per 100 lbs.

Bananas—8c per lb.

Beets—\$1 per bu.

Butter—The market is weak and prices range about the same as a week ago. The consumptive demand has fallen off considerably since Thanksgiving. The make of butter continues to be liberal. The holders of butter are using storage butter whenever possible and this leaves considerable fresh butter on the market to be sold. We do not look for much change in the present conditions until the storage stocks are reduced to a considerable extent. 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 \$28 per bbl. and \$14 per ½ bbl.

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

Eggs—Liberal receipts of fresh and the realization that there are twice as many eggs in storage as one year ago have given the corner manipulated by Chicago speculators a severe jolt. Local dealers are paying 53c for fresh. Cold storage have been reduced to the following basis:

Extras	43c
Firsts	41c
Firsts in cartons	44c
Seconds	34c
Checks	32c

Grape Fruit—Florida fruit is now in market, selling at \$4.75 per box for all sizes.

Grapes—California Emperors command \$7.75 per 30 lb. kegs; Spanish Malagas fetch \$12@14 for 40 lb. keg.

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

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
240 size, per box	5.00

Lettuce—Hot house leaf, 20@22c per lb.; Iceberg from California, \$5.50 per crate.

Onions—California, \$6 per 100 lb. sack; home grown \$5.50 per 100 lb. sack; Spanish, \$3 per crate.

Oranges—Fancy California Navels now sell as follows:

90 and 100	\$7.50
150, 176 and 200	7.75
216	7.75
252	7.75
288	6.75
324	6.25

Parsley—75c per doz. bunches.

Peppers—Florida, 75c per basket.

Pineapple—\$9@10 per crate for

Florida.

Potatoes—The market is weak and draggy, due to the fact that most country buyers have their warehouses full of tubers which they cannot move to advantage. Receipts are light at most Michigan buying points, due to the reduction in paying prices to \$1@1.10 per cwt.

Poultry—Local buyers pay as follows for live:

Turkeys	38@40c
Geese	20c
Choice Ducks	22@24c
Light fowls	16c
Heavy fowls	19c
Light Chickens	14c
Heavy Chickens	19c

Dressed turkeys, 5c more than live; dressed chickens, 3c more than live.

Local buyers predict that the wholesale price of turkeys may reach 50c before Christmas.

Pumpkin—\$2.25 per doz.

Radishes—85c per doz. bunches for home grown hot house.

Squash—\$2.75 per 100 lbs. for Hubbard.

Sweet Potatoes—Kiln dried command \$2.50 per hamper.

Tomatoes—\$1.50 for 6 lb. basket from California.

Corporations Wound Up.

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

I. O. O. F. Bldg. Assn. of St. Clair, Mich., St. Clair.
Breitmeyer Bldg. Co., Detroit.
Pearl Creamery Co., Pearl.
Nuera Pharmacal Co., Detroit.
Ray Battery Co., Detroit.
Perfection Devices Mfg. Co., Detroit.
Spens Drug Store, Detroit.
United Petroleum Co., Detroit.
J. Feldman Sons Co., Detroit.
Evart Tool Co., Evart.
Auto Specialty Sales & Supply Co., Bay City.
H. S. Amiot Co., Wyandotte.
Iron Range Lumber & Cedar Co., Pentoga.

This year occurs an interesting anniversary. Two hundred years ago, for the first time in the history of the world, was devised an instrument for accurately measuring heat and cold. The basis of this plan of Gabriel Daniel Fahrenheit was to mark in a tube of mercury the two points at which respectively water was congealed and boiled, and to graduate the space between. Fahrenheit put 180 degrees between these points, commencing, however, with 32 degrees because he found that the mercury descended 32 degrees more before coming to, what he thought, the extreme cold resulting from a mixture of ice, water and sal-ammoniac. Every time we eat anything from cold storage we owe a debt of gratitude to the obscure and penniless Dantzic scholar, who two hundred years ago, this year, invented the thermometer.

A careleses workman of Streator, Illinois, used a match for illumination in the crowded stockroom of a large factory, causing a \$110,000 fire.

Grand Rapids

"A good place to live"

WE wonder how many of us there are who are conscious most of the time of the advantages we enjoy as residents of this delightful city? Do not most of us rather take things for granted, and let it go at that?

Casual visitors see things that we know about and we admit appreciation of them when they are mentioned. They, the strangers, rave over them. We chime in at the time, because we know they are right—but soon we forget.

Wouldn't most of the nearly 150,000 of us who live here in Grand Rapids be happier if we were **MORE** conscious and constantly mindful of the many blessings we enjoy, as residents of this city that are impossible in most other cities?

Steady Employment Here

We are prosperous—right now. More so than most of the cities of the country. Or is it that our conditions of living are such that we take the right view of things? Anyhow, we have fewer unemployed than any of the industrial cities. Steady employment is the greatest boon in the world. The man who is employed **ALL THE TIME** is better off than he who is employed only part of the time at no matter what pay.

More of us own our homes than in other cities.

Second City in Homes Owned

There's another important fact about Grand Rapids. It is second, if not actually first, in home ownership, among the major cities of the United States. Nothing makes a surer foundation for a serene, peaceful life than the ownership of a home. Nothing begets greater confidence. It speaks well for our thrift and for the opportunities we have had, as residents of Grand Rapids, to save and acquire the means of a better and safer life.

The great majority of us, here in Grand Rapids, are engaged in occupations that do not compel us to sacrifice the pleasanter things of life. Unlike many industrial centers, there is no call for work that depletes our energies and unfits us for the pleasures of wholesome recreation and companionship. Our occupations are healthful. Our factories are clean. Our daily work does not make us too weary to enjoy our homes, our friends and the amusements which the town provides and admits us to for less than it costs in other big cities.

A Naturally Healthy Place

It is a well authenticated fact that Grand Rapids is the healthiest large city east of the Mississippi. This is due to our favorable location and our natural drainage; to the cleanliness maintained by our municipal government; to the co-operative work of our health authorities, and to the kindly ministrations of the various health-guardian societies and institutions in our midst. But Grand Rapids is a **naturally** healthy place. We have fine water—none better anywhere.

We have an immensely valuable park system of about 457 acres. There's a park or a playground within a half mile of every home. In no other city in the country are the parks more beautiful. They are delightful open spaces without restrictions for complete enjoyment in the open. In the summer we have free band concerts; we turn out, young and old, to enjoy them; to picnic and laugh and play, mingling with our neighbors. We lounge on velvety lawns in the pure air under the blue canopy of the most high sky

that opens above our fair city. **MORE** than most cities are we blessed in this respect.

We are within easy reach of the greatest fishing and hunting grounds of the country. From afar come the anglers and game hunters, at great expense, to enjoy the sports that are at our doors.

The Mecca of Thousands

Grand Rapids and vicinity are the mecca of thousands from all over the country who find in our climate relief and invigoration. We live in a virtual summer resort. Its pleasures are ours for **nothing**. We are privileged to enjoy them because we are right here. When comes winter and its snows we can go out, and many of us do, and enjoy the outdoor sports that are possible only in the vigorous climate of the rugged North.

Our streets are spacious and extraordinarily well lighted. They are made more beautiful by noble trees, some as old as the city itself. In summer they bend their boughs to form arches of leafy beauty and shade over our avenues. Our richly verdant town is the admiration of strangers. Our residence sections are incomparably fine in architecture and landscape beauty. The streets and residences of our factory workers are fine—way above the averages. We have no tenement districts. There is no congestion. Our lots are spacious. There's room around homes for light, for air, and all the privacy we want. There are more little back lot truck gardens here than in any other city. Nowhere are there more charming, fragrant and colorful flower gardens than our people cultivate every year.

The best fruits and vegetables on earth grow right in or near this city. We fill our market baskets with this incomparably fine food. Our pantries are filled with toothsome canned goods that we put up ourselves and that keep our tables bountifully supplied at small expense the year round.

Schools To Be Proud Of

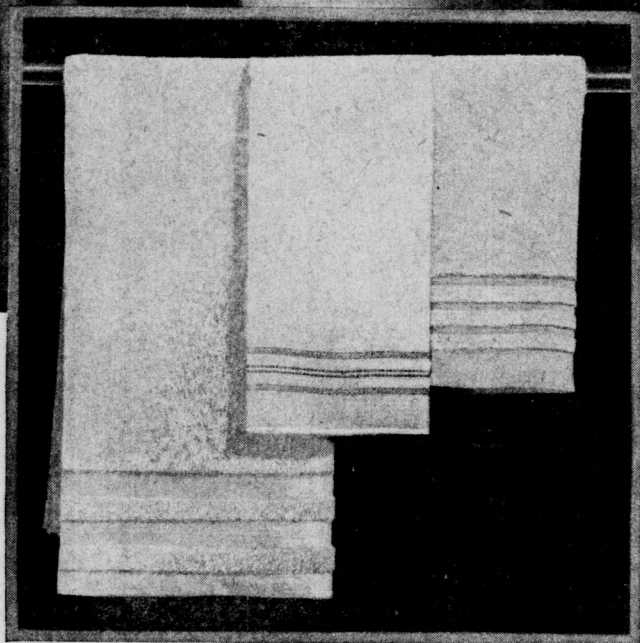
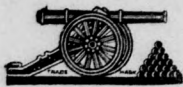
We have one of the finest school systems—day and night—in the country. We have churches of all denominations. We lack nothing in the way of education, religious cultivation and inspiration for our material and spiritual well-being.

The population of a city reflects it. To a greater or less degree what the city is will be reflected in the appearance, manners and intelligence of its residents. What do we see here? Look around you. Observe the troops of robust, healthy, well-nourished school children that pass you by. And they grow up that way. Outsiders always remark the sturdiness, energy and four-square ways of our men, and the rosy charm, beauty and intelligence of our women. Nothing else can produce these things but the most fortunate living conditions, such as we enjoy in Grand Rapids.

We are well governed, well policed, well provided with public utilities. We are progressing all the time. Our civic leaders are ever busy to improve living conditions that are already so favorable.

Don't you who read this, now that these things are brought to your attention, feel lucky that Fortune has smiled on you in making you a resident of such a nice, "healthy, homey and happy city" as Grand Rapids? Are you not willing, now, to agree that

**GRAND RAPIDS is a Good
Place To Live**



*"For the Cottage in the Valley
or the Mansion on the Hill"*

YOU will never miss a sale with Cannon Towels. The line is so varied, that it meets the needs of every class of customer. It ranges from kitchen towelings to every size of huck and turkish towel. And you can sell Cannon Towels at prices that every one of your customers can afford to pay.

These towels are the very finest values that you can buy. You get closer weaves, heavier weights and finer quality for the prices, than in any other cotton towels made. Cannon Towels are all made of high-grade cotton yarns. Their exceptionally good appearance is due to the special Cannon process of bleaching and finishing. You will like their careful put-up.

Cannon Towels are made by the Cannon Manufacturing Company—the world's largest producer of towels. They are distributed only through jobbers. It will pay you to write your jobber today 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