

THE AVERAGE MAN

When it comes to a question of trusting
Yourself to the risks of the road,
When the thing is the sharing of burdens,
The lifting the heft of a load,
In the hour of peril or trial,
In the hour you meet as you can,
You may safely depend on the wisdom
And skill of the average man.

'Tis the average man and no other
Who does his plain duty each day,
The small thing his wage is for doing,
On the commonplace bit of the way.
'Tis the average man, may God bless him!
Who pilots us, still in the van,
Over land, over sea, as we travel—
Just the plain, hardy, average man.

So on through the days of existence,
All mingling in shadow and shine,
We may count on the everyday hero,
Whom haply the gods may divine,
But who wears the swarth grime of his calling,
And labors and earns as he can,
And stands at the last with the noblest—
The commonplace, average man.

Margaret E. Sangster.

GOD hides some ideal in every human soul. At some time in our life we feel a trembling, fearful longing to do some good thing. Life finds its noblest spring of excellence in this hidden impulse to do our best. Here is God—God standing silently at the door all day long—God whispering to the soul that to be pure and true is to succeed in life, and whatever we get short of that will burn up like stubble though the whole world try to save it.

Robert Collyer.

DIAMOND CRYSTAL

*The Salt
that's all salt.*

DIAMOND CRYSTAL SALT CO.,
ST. CLAIR, MICHIGAN.

Save Disappointment—

Among your customers are a host of people who try first this remedy, then that.

What a boon to them to know that they can correct indigestion, skin troubles, constipation and many other minor ailments by simply eating FRESH yeast—FLEISCHMANN'S.

It's a highly concentrated tonic food. While it cures, it builds up healthy body tissues.

Put in a good word for FRESH Yeast, Fleischmann's, and make lifelong friends of your customers.

The Fleischmann Company

Citizens Long Distance Service



Reaches more people in Western Michigan than can be reached through any other telephone medium.

18,764 telephones in Grand Rapids.

Connection with 150,000 telephones in Detroit.

USE CITIZENS SERVICE

CITIZENS TELEPHONE COMPANY



This is hot cake season—
To serve them perfectly—

use

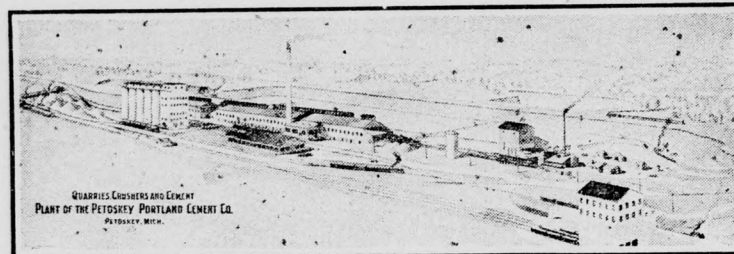
**Franklin
Golden Syrup**



The Franklin Sugar Refining Company
PHILADELPHIA

"A Franklin Cane Sugar for every use"

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



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

MICHIGAN TRADESMAN

Thirty-Ninth Year

GRAND RAPIDS, WEDNESDAY, JANUARY 18, 1922

Number 2000

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.

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SCRAP THE SCRAPPERS.

It takes all kinds of people to make a world; but a very few kinds of people can unmake one. We have in America a considerable outfit of world unmakers who should be promptly scrapped. During the past fifty years we have been fighting about almost everything under the sun. Here are some of our issues: Shall we pay our civil war debts? Shall we resume specie payments? Shall we have a high, low, Jack and the game tariff? Shall we make silver the only legal tender? Shall women vote? Shall men drink? Do eight hours' work make a ten-hour day? Shall we get pleasure out of work or make a work of our pleasure? Over every one of these issues we have had the glorified "scraper" leading in a free-for-all fight for many years, and in between we have managed to get mixed up in the Spanish-American war, with its legacy of the Philippine baby, and the kaiser's war, leaving a debt of twenty-five billion and a condition of serious demoralization in commercial, manufacturing and agricultural affairs.

Time to quit; time to "scrap the scrappers" and give the "peacemakers" a show. We have had some hard knocks. We have lost something, but we are still in business at the old stand, fighting hopefully and helpfully for those victories of peace so much more lasting in their beneficent influence than the victory of war.

In the old writings, contemporary with those events recorded in the Great Book, there may be found this story. A certain wise man, of two and a half thousand years ago, wrote to the great pessimist, Jeremiah, a solemn note of reproof and warning, because he feared the Lamentation of Jeremiah might be taken seriously by the lawmakers of the day, and, in the end, not only destroy national prosperity, but react upon the prophet to his own destruction. Perhaps the message to that old prophet may be repeated in this

day of small profits to the profit of the commercial world. Said the wise man to Jeremiah two and a half thousand years ago: "Jeremiah, quit chewing the rag, or you'll get lint on your lungs."

To-day, as was true twentyfive centuries ago, a mental attitude is certain to find its reflex in a physical or financial condition. Yes, let's scrap the scrappers, and give "peace on earth, good will to all," a good, long inning.

Buy Flour To Cover Immediate Requirements Only.

Written for the Tradesman.

There has been no material change in the flour situation during the past week. The export demand has been very light, indeed. A few sales of wheat have been made by Argentine for March shipment. Their crop will be about the same as last year. The Australian crop has been reduced to 120,000,000 bushels; they produced 152,000,000 bushels last year. Primary receipts of wheat are running light. To make a proper comparison, receipts of primary markets for one day this week were 527,000 bushels; the same day last year, 1,148,000 bushels, a decided falling off.

Wheat and flour have both been a little firmer. Wheat has advanced, in fact, about 2c per bushel and flour is up 10c per barrel, but there is nothing in the immediate situation that indicates material advances, although, the domestic demand for flour has improved somewhat.

While it is true that we are running very close on stocks, having practically no carry-over; nevertheless, the trade are not going to get excited about this and are determined to follow a conservative policy of purchasing as their requirements dictate.

The European situation has not improved materially, although a German moratorium has been declared by the Supreme Council. This will tend to ease financial conditions abroad, temporarily at least. It is very apparent financiers of Europe are making strenuous efforts to pave the way for financial recovery.

There are three very evident factors exerting a material influence on the price situation. One is the financial condition of Europe; another is the low purchasing power of farmers, due to the low prices they are obtaining for their products, and the third is the unemployment situation in the United States.

These conditions are offset to a certain extent by small stocks and the fact a severe deflation has already taken place on all farm products, which makes lower prices practically out of the question on this line, and the noticeable tendency to general improvement in business.

It seems to us the low point has

been attained on farm products, possibly passed. In fact, practically everything the farmer is producing is selling at cost of production or below.

As stated above, however, the general situation has not materially changed from a week or a month ago. An improvement is being noted, but not to such an extent as is going to cause material advances, in our opinion.

We may see some action in wheat and flour next spring, particularly if the crop suffers serious winter-killing. In the meantime, a conservative policy is the best one to pursue. Buy to cover your requirements, but not over thirty days in advance.

Lloyd E. Smith.

Plea For the Children.

Detroit, Jan. 17.—A considerable number of people throughout the country are working to bring about the needless suffering of little children and to prevent the saving of their lives. How should these people be treated?

Advocates of the infliction of pain and death on the innocent, especially children, are usually given short shift in this country, but these people are allowed the freedom of the mails, the freedom of open advocacy of their inhuman doctrines whose brutality they conceal extraordinarily skillfully under a veil of sentimentality. The fact that many of them deceive themselves does not take away from the truth of these remarks, neither is it an exonerating of the anti-vivisectionists. They believe statements which no wholly sane person has any right to believe without investigation, yet they are repeated as facts by people whose word should command credence.

Do these people disbelieve in the taking of animal life for self-protection, perhaps even for food, or only in the practice of scientific experiments resulting in the saving of much human and animal life and suffering, conducted by doctors of such high character that any man could consider himself fortunate indeed if, in his need, his own wife or child could secure the medical or surgical care of these men?

Do these people believe that they are justified, for instance, in killing mosquitoes even those which do not carry malaria or yellow fever? Do they use sticky flypaper in their kitchens? Are they willing to indulge in that particular form of torture of animals because, well, because they happen to be annoyed by flies?

Is the torture of a fly, caught by a wing, a prisoner until his sufferings are ended by death, less painful or less important than those of an animal operated on under anesthetics by skillful and humane surgeons, an operation calculated to save an immense amount of suffering through the knowledge it will give of the cause of disease and of the means of cure?

I do not dwell on the control of certain very fatal diseases which have been brought about by the humane practice of vivisection, for others have done that far better than I can, but the humanity of the medical profession I can personally vouch for.

Do not let us, through ignorance, fall into far worse evils than those we are trying to cure. Sanity and truth point only in one direction, and the anti-vivisectionists are not following that road.

Mrs. W. L. P.

Wants a Unified Country.

Lansing, Jan. 17.—Recently while in Paris I was sitting with a group of friends outside Fouquet's, on the Champs Elysees, when one of our party, an American, eloquently extolled the courage and endurance in the French. Carrying his appreciation to the extreme, the American declared: "No other people are so brave and so patriotic."

I was saved the embarrassment of showing the weakness of this declaration by an old Frenchman in our party, who quietly remarked: "All peoples are normally patriotic. If the French love of country stood out during the great war, it is because, of all the white nations, France is the most intense and concentrated in its nationality. Although we are a conglomerate production of Latin Scandinavian and Teutonic races, there are not Italian-French, Norse-French or German-French in the land. We are wholly and simply Frenchmen."

The speaker wore in his buttonhole the ribbon of the Legion of Honor, and with his snowy hair and fine Gallic features made an impressive advocate of the spirit of nationality. America has too many political adventurers and traffickers in foreign patriotism—too many hybrid and hyphenated citizens who change their nationality, as the chameleon changes his colors.

The more I see of other governments the more I respect that of America, but I view with dismay the efforts of vote-seeking politicians to separate the electorate of my country into such artificial divisions as "Irish-Americans" and "German-Americans." I view with contempt the American publisher who, keeping his conscience locked up in the "circulation department," panders to such hyphenism. Let the cap fit whom it may, and I am glad to say that I do not feel that the Michigan Tradesman may be placed in this class.

H. S. Felton.

Harrison Parker will not be able to free himself from \$1,300,000 debts through the medium of the Grand Rapids bankruptcy court, if the report of the Referee is confirmed by the District Judge. The Referee finds Parker guilty of fraud and collusion, as will be noted by the proceedings of the local bankruptcy court, published elsewhere in this week's issue. Swearing he was a resident of Michigan at the same time he was posing as a candidate for Governor of Illinois proved to be too bitter a pill for the local Federal officers to swallow.

The hen is second to the cow as a source of revenue, and there is as much difference between a good hen and a poor one as there is between a good cow and a poor one. That is a truth every egg and poultry dealer should know—that he should keep constantly in mind, and upon which principle he should be continually working with the producer in his own territory. Every produce man should have a part in the improvement of eggs and poultry in his own district. His labor is not one of distribution alone.

GETTING BACK TO NORMAL.

Some Essentials Which Must Be First Adopted.

Cadillac, Jan. 17.—Men do not seem to agree on any certain method of getting back to the condition that existed in the business world about 1914.

In the years between 1914 and the present time many agencies have come into being which were intended, when formulated, to help spread the patriotic spirit and while functioning in this capacity found that funds were necessary to enable them to carry on the work in a properly efficient manner.

Many of these organization were supposed to be temporary, but when the purpose for which they were organized ceased to exist, other needs were found, with the result that many of them are still here with possibly a definite work to perform.

The multiplicity of these organizations with their many employees must all have financial support and because these employees are taken away from the production of commodities which are needful, fewer people are left to do the work and the result is greater expense in production and higher prices to the consumer.

Many of these organizations are specializing on certain lines, which fact causes exceedingly heavy overhead expense, while most lines of business must spread their expense over very many different items.

If many of these organizations were brought together under the direction of one head, much expense would be avoided, while the individual would get the same benefits for less fees and would save much time that is now taken up in attending meetings that are of little value in the business in which he is engaged.

Most towns and cities have so many societies, churches, clubs and associations that, almost daily, business men are solicited for contributions that mean an expense and must be included in the price of their product.

Our legislators are solicited for more favorable legislation for the welfare of a particular society, and the many societies, each having laws for their welfare, add to the work of our legislators as well as in the passing of many laws that are not of practical value.

When manufacturer, jobber, retailer, farmer, contractor and working man get to the place where they can support only such organizations as are of use to the people and have schooled themselves to use the little word "no" intelligently then will we have solved the greatest problem in the industrial success of the Nation; and just so long as we desire to make good fellows of ourselves by saying "yes" to every little demand made on our time or business, just that long will it take to get down to a sane basis of doing business by eliminating all unnecessary expense that adds to cost of production.

Co-operation is common sense and practical in business as well as in war and to get the best results co-operation must become a part of our daily life if we are to meet the conditions being forced upon us by those whose interests are competing with ours for supremacy.

Congressmen need the co-operation of business men generally to aid them in meeting the condition brought about by the enormous profits being taken by the automobile industry, which has permitted this branch of manufacturing to pay wages that was not possible in other lines, and as a result has brought the attention of all other countries in our direction with both their labor and their manufactured goods.

The effect is not readily noticed, because of the fact that surplus is all that is first put on the market, but as

the market increases surplus becomes larger and market for local production is lessened.

This condition has been forcibly illustrated very recently through the reported fitting of a large vessel by the British, wherein they have arranged a regular sample room of many goods of British manufacture, having also on board about 700 salesmen. The vessel is intended to land at various ports in South America, while the salesmen will solicit the business of the inhabitants. Every order taken means business for the British workman.

The population of the British Isles being about one-half of the United States, with less area in square miles than the State of Montana, it is evident that they must be essentially a manufacturing people, rather than an agricultural, and must find outside markets for their goods, while with our vast area of land, agriculture is but pastime in order to produce the foods necessary for our own consumption and the surplus or overproduction is forced on the world markets at a very low price, placing the British mechanic in the same class, so far as his living is concerned, but also enabling him to make at a much lower price the manufactured article that is then put on our market against the much higher price paid the mechanic in this country.

Competition is the life of trade, but price talks and the article of quality with a low price will find a ready market, regardless of where it is made or who is the maker, while an equally good article with a higher price will be left by the wayside.

We may fool ourselves into believing that we are smarter than our competitor, but facts are stubborn things, and only one course is open to us and that course means face the facts and meet the condition in an intelligent manner.

It is sometimes suggested that a Chinese wall in the form of high tariff be imposed in order to exclude the importation of lower cost goods, but this would be a form of slow suicide. Then, again, it is suggested that the wage paid the worker be reduced. This again is hitting at the vitals of industry. Where then must the first operation be performed? It must be in the office of the executive whose product must meet the competition of a like product. His price must be so made that he will have an equal chance at the order his competitor seeks and, in order to get this basis, it may be necessary to start on his own salary, the salary of his superintendents, workmen, contributions to unnecessary clubs and associations of all kinds, in order that his cost of production may be figured "up" from the actual cost of living, rather than figured down from the "margin" the consumer will actually bear without too vigorous a protest.

Not so very long ago the British pound was away down in value in comparison with the American dollar. To-day the exchange rate is only between five and six per cent. This condition serves to show that the British are rapidly and surely regaining and overcoming the financial condition in their country and it is being done through aggressive business methods which will place them at an early date on the same level as the United States, financially. In order to do our part we must meet the condition by persistent, well directed energy in competing for not only the business of the United States, but also the business of the entire world that for many reasons have had cause to think of the United States with gratitude and respect. J. M. Bothwell.

A few special prices will bring in people who will make profitable purchases. Too many special prices will bring in the people, but not to make profitable purchases.

COLLUSION AND FRAUD.

Harrison Parker Case Thrown Out of Bankruptcy Court.

Grand Rapids, Jan. 12.—On this day was held the special meeting in the matter of Edward F. Moniva, relative to his exemptions. The bankrupt was present in person and by Earl Phelps, attorney. Mrs. Monica was present in person. Mrs. Monica was sworn and examined and testified as to the ownership of the household goods, producing receipts to show that the same were purchased by her with her own money. The equity in the Ford car was confirmed to the bankrupt, as was the interest, if any, that the bankrupt had in the household furniture and fixtures. An order was made closing the estate. The meeting was then adjourned no date. This case will now be closed and returned to the District Court.

On this day also in the matter of John P. Gezon, Bankrupt No. 1980, an order for distribution and payment of administration expenses was made. No dividend was declared, as there is yet too little in the estate to warrant the declaration of a dividend of 5 per cent.

Jan. 13. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Herbert H. McKenzie, Bankrupt No. 2038. The matter has been referred to Benn M. Corwin as referee. The bankrupt is a resident of Fremont and is a plumber. The schedules of the bankrupt list assets of \$10,180.00, of which the sum of \$250 is claimed as exempt, and in which amount is included insurance policies in the sum of \$7,500, the value of which is yet to be determined. The liabilities of the bankrupt are \$8,367.98. A list of the creditors of the bankrupt is as follows:

C. E. Hain Co., Fremont (chattel mortgage)	\$ 300.00
Richardson & Boynton Co., Chicago (consignment)	1,199.41
Evans-Tinney Co., Fremont	900.00
Chicago American, Chicago	25.20
Muskogon Chronicle, Muskogon	.75
Chicago Tribune, Chicago	14.00
L. G. Graff, Fremont	32.84
American Radiator Co., Detroit	119.48
City of Fremont, Fremont	87.95
Crane Co., Grand Rapids	618.75
Mich. Mut. Liability Co., Detroit	54.50
Wolverine Brass Works, Grand Rapids	72.35
Ferguson Supply Co., Grand Rapids	12.09
Richardson & Boynton, Chicago	906.85
L. J. Mueller Furnace Co., Milwaukee	141.07
Frank Newlin, Whittier, Calif.	36.00
J. C. Wabeke, Fremont	26.00
B. T. Freeland Sons Co., Sturgis	7.70
H. K. Bush & Sons, Hesperia	2.34
Fremont Times-Indicator, Fremont	21.66
Detroit Lead Pipe Wks., Detroit	101.45
Dexter M. Jones, Fremont	5.00
Reliable Tire Co., Fremont	1.10
Standard Oil Co., Grand Rapids	15.75
Consumers Power Co., Fremont	47.06
B. & C. Vulcanizing Co., Fremont	7.37
G. R. Calendar Co., Grand Rapids	31.87
Barclay, Ayres & Bertsch, Grand Rapids	83.68
Fremont Canning Co., Fremont	.75
Wolcott Detective Agency, Grand Rapids	25.00
Hunter Bros., Muskegon	286.77
Richards Mfg. Co., Grand Rapids	273.64
Fort Wayne Engineering Co., Fort Wayne	133.50
Henion & Hubbell, Chicago	16.50
Meyer Furnace Co., Peoria	149.50
Richmond Stamp Works, Grand Rapids	1.10
Old State Bank, Fremont	800.00
Iver Nelson, Fremont	2,500.00

Jan. 14. On this day were received the schedules in the matter of the Chinese Temple Cafe, Bankrupt No. 2003. The schedules of the bankrupt list no assets of any sort and liabilities in the sum of \$9,535.66. A list of the creditors is as follows:

City of Grand Rapids (taxes)	\$ 150.00
Personal tax	149.42
City of Grand Rapids (water bill)	24.00
Fred Thomas, Grand Rapids	107.00
Peoples Savings Bank, Grand Rapids	2,750.00
National Grocer Co., Grand Rapids	36.46
Bashara Co., Grand Rapids	41.25
Globe Printing Co., Grand Rapids	50.50
C. W. Mills Paper Co., Grand Rapids	9.00
Anderson Pub. Co., Grand Rapids	9.00
American Laundry, Grand Rapids	73.00
Peter D. Mohrhardt, Grand Rapids	450.00
Wales Visible Adding Machine Co., Chicago	150.00
Allardt Advertising Co., Chicago	275.00
Schulze Baking Co., Grand Rapids	49.00
Fisher & Marshman, Grand Rapids	65.45

W. A. Martindale & Co., Grand Rapids	140.30
Western Union Tel. Co., Grand Rapids	3.75
Western Michigan Pictorial, Grand Rapids	22.50
Federation of Social Agencies, Grand Rapids	15.00
Daane & Witters, Grand Rapids	15.00
Chinese Noode Co., Chicago	119.50
G. R. News, Grand Rapids	115.20
G. R. Dairy Co., Grand Rapids	125.64
Katz Market, Grand Rapids	741.76
E. B. Gallagher, Grand Rapids	48.00
H. Leonard & Sons, Grand Rapids	44.74
Ben Bimberge & Co., New York	205.00
Hazeltine & Perkins Drug Co., Grand Rapids	34.75
John E. Meunier Co., Chicago	169.26
L. C. Deltz, New York	34.82
Mandarin Importing Co., San Francisco	30.00
Central Michigan Paper Co., Grand Rapids	13.00
Park & Tilford, New York	80.00
Powers Butler Co., Grand Rapids	4.24
O. S. Clark Linen Co., Chicago	75.00
Table Supply Co., Kalamazoo	34.32
Kent Storage Co., Grand Rapids	67.09
National Biscuit Co., Grand Rapids	6.81
G. B. Reader, Grand Rapids	80.00
Worden Grocer Co., Grand Rapids	129.20
Weatherly Co., Grand Rapids	21.87
Washburn Crosby Co., Grand Rapids	4.63
C. G. Kuennen, Grand Rapids	156.18
Lewis Electric Co., Grand Rapids	70.05
Woodhouse Co., Grand Rapids	53.25
Rochester Germicide Co., Rochester	25.32
Arctic Ice Cream Co., Grand Rapids	219.30
Libby, McNeal & Libby, Chicago	359.39
Chung Sai Yat Po, San Francisco	9.50
Young China, San Francisco	7.85
Ideal Elec. Co., Grand Rapids	25.65
Seeley Chemical Co., Eau Claire, Wis.	16.65
General Cigar Co., Grand Rapids	15.38
Catholic Vigil, Grand Rapids	37.25
Monroe Cigar Co., Grand Rapids	9.50
Continental Coffee Co., Chicago	16.50
Wealthy Floral Co., Grand Rapids	37.00
Folgers, Grand Rapids	8.75
H. J. Heinz Co., Detroit	37.63
Swann & Schneider, Grand Rapids	4.75
Sterken Cigar Co., Grand Rapids	9.50
Maher Co., Kalamazoo	54.38
Sam Lung Co., Chicago	46.90
Quong Ying Co., Chicago	1,400.00
Albert Pick & Co., Chicago	251.50

Whether you admit it or not, there are many things you don't know about making your store a success, and in every issue of your trade paper you can learn some of them.

S.C.W. 5¢ Cigar
"Good to the very end"
X CIGAR CO. DISTRIBUTORS

Character and Reputation Take Rank with Sales and Stock

Successful merchandising is built on a foundation of advance sales in which merchandise has little or no part. The stock involved comprises courtesy, honesty, personality, character and service. The price obtained is the greatest of mercantile assets—reputation.

Character and reputation are as different as day and night. Character is based upon what we are; reputation on what people think we are. A man may be of exemplary character, but if he fails to reflect it in the minds of his fellows, his reputation may be far from good.

The first sale a merchant must make is the sale of himself, or rather his personality, to those on whose patronage he depends. The value which this sale establishes is price-marked in plain figures. It becomes public property. It stamps him as either a progressive or a back number; an honest man or a crook; a community asset or a community liability. The results of this first sale make or mar his future.

Not only must a merchant sell himself to the public, but he must likewise sell himself to his employees. In this sale he barter kindness for love, fair dealing for loyalty, knowledge for confidence, intelligent understanding and wholesome discipline for respect and co-operation.

The value of a merchant in the estimation of his employees is never a fixed one. It rises or declines steadily from the basis of first impression and very rarely changes its course. As his value grows, service expands; as it declines, service diminishes.

But it is not sufficient for a merchant to sell himself to the public and to his employees. He

must go further and sell his store to his trade. Often his personal reputation is of high order, while the reputation of his store is far below par.

The sale of a store to a community includes the sale of every working unit in that store. It includes the employees and the system under which they work; the fixtures and the service; the atmosphere of welcome it carries; the comfort it extends and the actual help it furnishes. Even the smiles, the courteous words of thanks and the good-bys are factors in this sale.

Patronage depends more upon service than upon stock. The personnel of the sales force is of as much importance as the merchandise carried. The helpful knowledge displayed by the man behind the counter is the customer's criterion of store value.

Until these advance sales are successfully made there can be no heavy outgo of merchandise. They represent the successive steps which lead to profit. Not one of them is the result of luck or accident, yet each has a direct bearing on the merchant's success or failure.

Reputation can make or break the man of business. It puts him up as a target for love or hate, respect or contempt, prominence or passive indifference. Fight as he may, he must accept its rewards and pay its penalties.

Your business depends upon your reputation. Your reputation depends upon how well you sell yourself and your store to your community. The ground work of merchandising is self.

WORDEN GROCER COMPANY

Grand Rapids—Kalamazoo—Lansing

The Prompt Shippers

MOVEMENT OF MERCHANTS.

Laingsburg—Alvah West has opened a modern meat market.

Vermontville—Hammond & Lamb succeed E. H. Eckhart in the grocery business.

Lansing—The E. H. Hager Coal Co. has changed its name to the Lansing Fuel Co.

Corunna—Fire damaged the meat market of George Setzer, entailing a loss of about \$1,000.

Vestaburg—Mrs. Leon Erskin has leased the Favorite building and engaged in the restaurant and cigar business.

Parma—Peckham & Hunn have opened a grocery store, the Hub Grocer Co. of Jackson, furnishing the stock.

Laingsburg—John B. Wert has sold his grocery stock and store fixtures to Walter Wright, who has taken possession.

Homer—Fred W. LaDue has sold his hardware stock to Dwight Curtis, who will continue the business at the same location.

Sanford—Elmer Utter has sold his store building and hardware stock to Walter and Guy Rogers, who will take possession March 1.

Greenville—Langman & Stone, who conduct a chain of cloak and suit stores in Michigan, will open a similar store here early in February.

Union City—Wiley Hubbard has purchased the Riverside Hotel and will open it to the public as soon as it can be remodeled and refurnished.

Lansing—The W. & L. Baking Co., of Jackson, has opened a branch bakery here at 219 East Shiawassee street, under the management of G. W. Lutz.

Vermontville—The Lamb Hardware & Implement Co. has taken over the hardware and furniture stock of Hammond Bros. and will consolidate it with its own.

Hillsdale—Charles H. Swift has opened a meat market in connection with his grocery store. The meat market will be under the management of Paul Kopp.

Hillsdale—The Hillsdale Light & Fuel Co. has been incorporated with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in property.

Detroit—The Delta Fuel & Supply Co. has been incorporated with an authorized capital stock of \$10,000, \$6,000 of which has been subscribed and paid in in cash.

Howard City—F. B. Lawrence has purchased the interest of his partner, E. H. Cole in the Howard City Bakery and will continue the business under the style of the Daylight Bakery.

Detroit—The Electricold Co. has been organized to deal in electrical appliances, etc., with an authorized capital stock of \$1,000, \$250 of which has been subscribed and paid in in cash.

St. Johns—Allen B. Howard has purchased the interest of his partner, Fred Vail, in the meat market of Vail & Howard and will continue the business under the management of Arthur Doty.

Jackson—Charles K. Weatherby has purchased the interest of his partner, George W. Fifield, in the undertaking stock of Fifield & Weatherby and will

continue the business under his own name.

Harbor Springs—Alden J. Faunce has purchased the two-thirds interest of Smith & Lake in the Harbor Springs Grocery Co. and will continue the business under his own name.

Detroit—L. P. Laurandean, who had charge of the dress goods department for A. Krolik & Company for a number of years, has resigned, and has not as yet announced his plans for the future.

Holt—Alberts & Froedtert, dealers in general merchandise, have dissolved partnership and the business will be continued by Mr. Alberts, who has taken over the interest of his partner.

Kalamazoo—The Hotel Rickman will open its main dining room to the public about Feb. 1. For several years the Rickman has featured its coffee shop instead of its main dining room.

Bunker Hill—Altro Sweezy, who has conducted a general store here for the past forty years, has sold his store building and stock to William Rogers, recently of Morrice, who has taken possession.

Ishpeming—The Thomas Market Co., conducting a chain of twenty-one retail meat markets in different states, has opened a similar market here, in the Jenks block, under the management of George Rae.

Lansing—May Bros., dealers in hats, clothing and men's furnishings, 235 South Washington avenue, are remodeling their store building, installing a modern plate glass front, new furniture and fixtures and floor coverings.

Galesburg—The Southworth-Stuart Co. has been incorporated to deal in autos, motor trucks, accessories, supplies, gasoline and oils, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Detroit—The Bernard & Albert Co., 410 Woodward avenue, has been incorporated to conduct a men's furnishing goods store, with an authorized capital stock of \$4,000, all of which has been subscribed and paid in in cash.

Harbor Springs—The G. W. Nelson Co. have purchased a business block new housing several stores, also some land facing the street in the rear. The Nelson Co. will remove its grocery stock to one of the stores in the block.

Detroit—William A. Fixel, formerly sales manager for A. Krolik & Company, has resigned and is giving his entire attention to his office at 517 Hammond building, where he conducts a general insurance and real estate business.

Manistique—Jason Clement and two sons, Emmet and Charles, of Munising, have purchased the interest of the John Coffey estate in the Cloverland Garage & Machine Works, which is a controlling interest and will continue the business under the same style.

Grand Rapids—The Grand Rapids Safe Co. has sold the equipment for the new savings bank which will shortly be opened at the corner of Monroe and Ionia avenues by Charles

B. Kelsey and associates under the name of the Home State Bank for Savings.

Muskegon—Wm. D. Hardy & Co., Inc., has taken over the entire Elite theater building and the two upper floors of the Neumeister & Schultz Shoe Co. building, thus adding 50,000 square feet of floor space. The work of remodeling will be completed about June 1.

Port Huron—The Great Lakes Coal Co. has been incorporated to deal in fuel of all kinds and building material, etc., with an authorized capital stock of \$65,000 preferred and 35,000 shares at \$1 per share, 1,000 shares of which has been subscribed and \$1,000 paid in in cash.

Bay City—The Andrews Motor Sales Co. has been incorporated to conduct a wholesale and retail business in autos, accessories, repairs and supplies, with an authorized capital stock of \$20,000, \$10,000 of which has been subscribed and paid in, \$5,000 in cash and \$5,000 in property.

Grand Rapids—The annual round-up of the department heads and traveling forces of the three houses of the Worden Grocer Company will be held at the Chan Hoy restaurant Saturday noon of this week. President Rouse is preparing the programme and, as usual, will preside over the affair.

Detroit—Schram Bros. have merged their automobile tires, accessories, parts and supplies business into a stock company under the style of the Schram Bros. Tire Co., with an authorized capital stock of \$40,000, all of which has been subscribed, \$600 paid in in cash and \$14,000 in property.

Kalamazoo—D. L. Goodrich, who has covered Southwestern Michigan for A. E. Brooks & Co., Grand Rapids, for the past eighteen years, has opened a wholesale confectionery store at 217 Portage street. He will continue to cover his old territory and will feature the entire chocolate line of the A. E. Brooks Co.

Jackson—L. A. Miller has purchased the interest of his partner, Frank Pierce, in the Pierce-Miller Grocery Co. and is now sole owner of the three stores conducted by the company. Mr. Miller will consolidate the stock on West Main street with the one located in the Cook & Feldher building and will continue the store on North Mechanic street. The name of the company will not be changed.

Detroit—A. L. Brevitz, who has been the underwear buyer for Burnham Stoepel & Co., has resigned and accepted a similar position with the Baltimore Bargain House, Baltimore, Maryland. Mr. Brevitz is a former Kent City boy, and his selection by the Baltimore Bargain House is considered quite an honor by his friends, because his new employer scoured the country for the best man it could find.

Marshall—Charles Sprague, of Jackson, has begun suit in the Circuit Court against Albert Schevere, of Albion, for \$5,000 damages. According to the declaration, the plaintiff and Roy Sprague purchased a grocery store in Albion, Nov. 16. Recently he went to the store and was taken

as an intruder. Officer Schevere was called and took Sprague to jail, without reasonable cause and detained him three-quarters of an hour, plaintiff alleges. According to the declaration this caused him mental humiliation and disgrace, hence the suit.

Detroit—The Wholesale Merchants' Bureau have requested Michigan Senators to support Senator Watson's bill—S. 848—which provides for an interchangeable mileage book good on all roads to be issued in blocks of 2,000 and 5,000 miles. Telegrams have been sent to Senators Chas. E. Townsend and Truman H. Newberry, asking them to aid in the enactment of this bill, which provides for a 20 per cent. reduction in commercial travelers' rates and the re-issuance of scrip mileage books. The enactment of this bill, as claimed by the wholesalers, will stimulate buying and help to establish normal conditions, as the cost of traveling must be reduced in proportion to merchandise. At the present time many wholesalers have been compelled to take off a number of traveling men on account of the high cost of railroad rates, which, added to the high hotel rates, make it almost impossible to do business at a profit. The Bureau also sent resolutions to the United Commercial Travelers at Grand Rapids regarding high hotel rates, and the latter organization has been busy securing such resolutions from all businessmen's associations in the State of Michigan and intend to send copies of all resolutions to the various hotel men in the State of Michigan.

Manufacturing Matters.

Laingsburg—Bert Schnibelt is remodeling his bakery and equipping it with modern machinery and a lighting plant.

Grand Rapids—The plant and business offices of the Wolverine Soap Co. are being removed here from Portland.

Detroit—The Eureka Vacuum Cleaner Co., Greenwood and Denby avenues, has increased its capital stock from \$500,000 to \$2,000,000.

Milan—The Milan Machine & Tool Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$25,000, \$18,025 of which has been subscribed and paid in in cash.

Muskegon—The Tri-Mee Products Co. has been incorporated to manufacture and deal generally in laundry products, household necessities, toilet goods, etc., with an authorized capital stock of \$25,000, \$19,450 of which has been subscribed and paid in, \$520 in cash and \$18,930 in property.

Grand Rapids—Walter Ioor has made arrangements with the Chamber of Commerce of Lima, Ohio, to remove the National Piano Manufacturing Co. and the National Automatic Music Co. to that city. Lima people have agreed to sell \$150,000 stock in the concern, in consideration of which Ioor agrees to erect new buildings and transfer \$300,000 worth of equipment from Grand Rapids to Lima. Local tax rolls fail to disclose the existence of such valuable "equipment" anywhere in Grand Rapids.

Essential Features of the Grocery Staples.

Not long ago a retail grocer, member of a co-operative buying organization, sent in a complaint about some mackerel he said he had just bought, which had gone dry and become unsalable. The organization sent a man to examine it and he found the complaint apparently justified; the fish were certainly in bad shape, and there was a record of the grocer having had shipped to him very recently mackerel of that kind in a similar package. Accordingly the barrel was ordered shipped back to the warehouse and the organization prepared to allow a proper credit against the member's account.

But when the mackerel got back, a little more careful examination of it disclosed the fact that it had been shipped during August, 1921, as revealed by a secret mark adopted as a check in just such cases. It appeared that the grocer had deliberately worked this rotten little fraud upon his own organization, which means on himself, for of course he was a part of it, and if it had not been for the secret mark he would have gotten away with it.

The return for the lobster fishing and canning industry in Nova Scotia for 1920 was one of the greatest for some years. The total catch was 21,393,500 pounds. The total pack was 81,373 cases of 48 pounds, including 2,120 cases of tomalley. The marketed value in shell and canned was \$4,106,553. For 1921 the catch was much reduced, and as a result the pack was only 68,000 cases. Prices offered fishermen in districts remote from suitable ports, for shipments of live lobsters, were low, ranging from \$3.50 per cwt. at the beginning of the season to \$4.50. Many of the fishermen refused to operate, claiming that the prices were not sufficient to meet expenses. The canners, however, in view of the stocks on hand, and the heavy slump in the trade, were not in a position to meet the demands for better prices. Indeed, the markets were in such disorder in the early part of last year that canning operations were greatly curtailed. In Prince Edward Island, for instance, which is the greatest canning district, some thirty-one canneries were not operated. The markets for canned lobsters greatly revived during the last year, and the remaining portion of the 1920 pack, together with the regular pack of 1921 was placed at favorable prices. The season of 1922 promises to be a good one for both the fishing and canning industries.

Both sides of the canned food market are playing a waiting game. Canners are sitting tight on their reserves because they consider that potential values will be greater later on than at present and they are financed so that they can carry their stocks. Distributors are busy with their inventories and are more or less postponing buying until the canners' convention is over and the end of the month occurs. Also they are waiting for the retailer to extend his purchases. Last week they merely bought in a hand-to-mouth way and showed little or no

inclination to speculate in the way of advance purchases. Still, jobbing orders generally are more frequently placed than during December and for a wider assortment of stocks. This has resulted in a better feeling all around and more confidence.

Sugar—The raw sugar market continues firm to-day, with a slightly stronger and more confident tone. There is an absence of offerings at 2c and freight and a renewed buying interest at this figure. Of the sales reported yesterday of 150,000 bags of Cubas, for January, first half of February shipment, at 2c cost and freight, it is to-day reported that of this lot Federal purchased 60,000 bags and Warner the balance. Sales also were reported to operators of 3,200 tons new crop Cubas for March shipment, at 2½c cost and freight. The refined market remains unchanged, with Arbuckle, Federal and C. & H. quoting 4.80c basis. All other refiners are firm at the 4.90c basis. Howell and Warner are three weeks oversold. Pennsylvania can ship promptly and Arbuckle are accepting a limited business from their strictly regular trade, for shipment on or before Feb. 4, as they are at present close to two weeks oversold.

Tea—There has been a fairly active demand for teas during the past week. Undoubtedly tea is one of the firmest and most active lines of the food markets. Practically the whole line is steady to firm, particularly Formosas, all of this being due to expected short crops. Consumptive demand for tea is about the same.

Coffee—But little change has occurred in the market during the week and prices of all grades of Rio and Santos remain about as they were a week ago, with possibly a shade decline in Rio 7s.

Canned Fruits—While not active, California fruits are showing a larger enquiry than in December, but it is mostly for pick-ups on the spot. Peaches and apricots are taken to fill in broken lines. Coast markets are firmer as export buying continues and a fair demand exists from interior cities. Cherries are firm and are not offered in large blocks in the West. Northwestern huckleberries are selling at \$13@13.50 for No. 10s and are now enjoying a free sale because of the shortage of Eastern blueberries. Grated and crushed pineapple are being worked out to the distributing trade by limiting the sale of sliced so as to include a percentage of the first named packs. Apples remain steady and in fair jobbing demand.

Canned Vegetables—The only real change in canned goods during the week has been the advance in tomatoes of 5c on No. 3s. The tomato situation is undeniably strong and some business is doing, although not as much as one would think. Some packers are even offering futures at last year's opening prices and are getting a few orders. The demand for tomatoes is not very heavy just now, nor has it been for some time, therefore there are those who profess to believe that even the short pack will furnish enough to go around. Corn is dull at about unchanged prices.

There is some cheap Southern corn around, but, as a rule, it does not satisfy the buyer. Fancy corn is firm and fairly active. Cheap peas are wanted, but appear to be scarce. Other grades quiet and unchanged.

Canned Fish—The only price change of consequence occurred in Maine sardines which have been advanced 10c by the one low seller who put his price at \$2.65 f. o. b. Eastport, with the intimation that a subsequent advance would likely be made soon, presumably to the general basis of \$2.75 which is common among all other canners. All other Maine packs remain the same. The call for Maine sardines is limited. California packs are dull. There is not much interest in the old nor the new packs. Salmon is quiet. Consumption is light, which causes a moderate jobbing movement toward the consumer. Medium reds and chums are neglected. Tuna fish is held firm but not active. Shrimp is weak and not a free seller. Crab meat sells in a normal way for the season.

Dried Fruits—The first half of January is normally a dull period and this year has been no exception. Any tendency toward pronounced weakness, however, has been counteracted by the remarkable firmness on the Coast and the difficulty in duplicating supplies. From this standpoint the market is in better shape than at the turn of the year, as more confidence is shown in the market at the close of winter and during the spring months. All that is needed apparently to create a better situation is a heavier movement in the jobbing field. This is anticipated and the tendency is to hold stocks for advances. Prunes are quiet. The higher market in California and the Northwest has discouraged buying to some extent and caused jobbers to operate sparingly. All sizes are selling in a fair way on spot, but it is not big business. All stocks in the West are so firmly controlled that no underquoting occurs. Apricots are held in check to some extent by their relatively high prices and by the lack of free offerings of Blenheims and other desired packs. The Coast has little or nothing to offer and resales from jobbing markets are light, showing that there is no surplus. Some quotations are received on stocks abroad for return shipment, but the spot range of prices is not high enough to develop much trading. Peaches are in better demand in the fancy and extra fancy grades. A shortage in stocks is a strengthening factor. Pears remain quiet. There is no increase in demand for raisins, either on the spot or for forward shipment. Some cheaper foreign packs are taken in a moderate way. Cheap currants also outsell the other grades, as they can be bought at a lower range of prices than at primary points. Other dried fruits are not conspicuously different than a week ago.

Cheese—The market is steady, with a very light consumptive demand at unchanged prices. The make of cheese is very light at this season of the year, but the consumptive demand is also very light. We do not look for

much change from present conditions in the immediate future.

Provisions—Everything in the smoked meat line remains steady at unchanged prices, with a light consumptive demand. Both pure lard and lard substitutes are in very slow sale at prices ranging about the same as last week. Dried beef, canned meats and barreled pork are all unchanged.

Salt Fish—The demand for mackerel is only fair, but prices of the foreign grades are steady to firm. Holders seem to feel very confident in the strength of the market for the balance of the season. Codfish fairly active and unchanged in price.

Winter Meeting of the Michigan Bean Jobbers Association.

Lansing, Jan. 17—The mid-winter meeting will be held at the Bancroft Hotel Saginaw, Wednesday, Feb. 1. The closed meeting of elevator members will be held Tuesday evening. Members expecting to attend the convention should make hotel reservations promptly in order to be assured of accommodations.

As this is practically a one day convention, discussions will of necessity be limited. The formal program on Wednesday will consist of the following reports: Committee on Increased Production, Committee on Amendments to Constitution and By-Laws, Committee on Transportation.

There will be short talks on the subject of Elevator Financing, Management of Elevators and Marketing Problems. These topics will be presented and the discussion led by members of the Association.

The final Government report on the Michigan crop increased the acreage to 263,000 acres and production to 2,972,000 bushels. The movement of the crop during the four months ending Dec. 31, was unusually heavy, as evidenced by the number of cars inspected, which was as follows:

	1920	1921
September	104	165
October	209	336
November	245	356
December	184	241
	742	1098

The increased inspections for these four months in 1921 amounted to 356 cars.

We are still receiving reports from elevators. The total received to date covers elevators, located in twenty-nine counties whose acreage is approximately 75 per cent. of the total in the State. In one district having 40 per cent. of the total acreage we have reports from every county. This necessitates some delay in tabulating the returns, consequently the summary will not be mailed until our next bulletin is issued. We expect by that time to have final estimates for New York State and California.

Frank B. Drees, Sec'y.

Recent disclosures of dishonesty in the conduct of the Peninsular Fire Insurance Co. (Grand Rapids) and the United States Mutual Automobile Insurance Co. (Bay City) are such as to suggest the enquiry as to whether there was a single honest man connected with either organization in an official capacity. No worse cases of turpitude have ever been unearthed in this State, so far as the knowledge of the Tradesman goes. How the State Insurance Commissioner ever permitted such crimes against stockholders and policyholders to be committed without apprehending and prosecuting the guilty parties is beyond the comprehension of the average man.

Progress In the Business of Food Production.

A time of depression in any industry is always the best time in which to take a searching look over its past and throw the spotlight upon its progress—if it has made any. Agriculture in America is to-day deep in the dumps—in a period of sensationally low prices and an almost complete stoppage of export demand, with farm products pouring in from foreign countries and selling for less than the cost of production here.

In a word, the farmer's dollar will to-day buy less than any other person's dollar. Therefore, now is a good time to survey the progress made in the business of food production in its fundamental stages. If there is any cheer to be had from the facts developed by such a survey the farmers certainly need it now—and so do the bankers and the millions of "ultimate consumers" who are struggling to endure the purgatorial pains of the world's greatest deflation period without losing all heart. The statement that whatever ministers to the larger production of foodstuffs and to a lowering production cost without cutting the reward of the producer, is a matter for general cheer will scarcely be challenged. Let us see what we find along that line.

Take the matter of plowing with a stick, a man with a camel or two oxen could turn one-fourth of an acre a day.

With the walking plow of a generation ago, a man with two horses could turn two and one-half acres a day.

With a small tractor and two plow bottoms, one man can now turn seven acres a day.

With a medium size tractor and three plows, ten acres a day; with four plows, thirteen acres a day.

Harvesting is the next fundamental process in grain production. Here are the high-spots of progress in that laborious process:

With the sickle of the year 1800 A. D., one man could cut one-half an acre of wheat a day.

With the cradle of 1831, one man could harvest two and one-half acres a day. But it took a man of iron muscle to do it.

With the reaper of 1840, he could cut six acres a day.

With the binder of 1880, he could cut twenty acres a day.

With the tractor of 1921, and two binders, he can cut forty acres a day.

Threshing is the final process of cereal production.

One man with oxen and stone-boat could thresh two bushels of wheat per hour.

One man with a flail could thresh two bushels per hour.

A modern stationary thresher and crew threshes 150 bushels per hour.

A harvester-thresher cuts and threshes twenty acres of wheat a day, averaging thirty to forty bushels per hour—a total of about 700 bushels.

This showing—which is from sources as authentic as are available—certainly indicates that we have moved forward in the possibilities of crop production at an amazing pace.

The situation, sketched in the briefest terms possible, amounts to this: with the old methods of tillage the population of this country to-day could not be fed.

The United States has about 7 per cent. of the world's land and 6 per cent. of its people—but this country produces 21 per cent. of the world's wheat, 75 per cent. of its corn and 60 per cent. of its cotton. Our country is the paradise of the improved farm implement; it has the most marvelous farm machinery to be found in any country, and has these scientific tools in greater numbers than any other country. The fact affords more than a hint as to why it is possible for the farmers of the United States to produce so great a part of the world's cereal foods.

China, which is much in the world's eye at the moment, is distinctively a land of hand labor in farming. Even its irrigation pumps are operated by foot and hand power. About four-fifths of China's people are engaged in agriculture. In other words, it takes the toil of about 80 per cent. of China's people to produce food for themselves and for the 20 per cent. not working the land. And in quantity or in quality the food ration of the average Chinese person would rank below the contempt of the roughest laborer in America. India is second to China in its survival of primitive methods of farming, in the amount of labor required to produce food enough to sustain life and in its abysmal standard of living. Both China and India are repeatedly swept by widespread famines in which enough men die of starvation to feed all their people if thrown into agriculture, instead of into graves, and put to work with the best farming tools which inventive genius has thus far developed.

There is a rather general impression that a little less than one-half the population of the United States is engaged in farming. Many writers and speakers will plainly give this inference, and support it by saying that the report of the 1920 Census says so. It doesn't. It says that the rural population of this country is less than one-half of the total population. In arriving at this figure the Census Bureau classed as rural the inhabitants of all towns and villages of 2,500 people or less—which is quite a different matter! The actual farm work of the United States is done by about twelve million persons—a remarkably small number compared with our total population of 105,710,620.

This constantly changing relation between the number of folks on the farm job and those on other jobs in our country is a fascinating and fruitful one. The net of its revelations is this: In those periods in which there has been little progress in the development of farm machinery and methods the balance between those engaged in farming and those in other pursuits has remained about the same—while in the periods of great strides in the tools and methods of food production the proportion of those engaged in farming to those in other

pursuits has decreased greatly. This is only another way of saying that increasing the productive power of the farmer through mechanical devices and other improved methods has liberated to commerce, to manufacture, to transportation and to the professions a vast army of men who otherwise would have been required for the labor of growing foodstuffs.

In 1820, 95.1 per cent. of our population was classed as rural; in 1850, 87.5 per cent.. The decrease in this period, it will be noted, was small, due to the fact that farming operations and methods remained much the same. However, with 1850 began the great era of the reaper and the improved plow. By 1890, only 66.9 per cent. of our population belonged to the rural class. By the census of 1920 it is less than 50 per cent.

Already we have taken a swift glance at the productive results of turning the soil with a hand-plow, reaping with a cradle and threshing with a flail and doing these processes with modern machinery. But go deeper into this subject and what do we find?

Statistics furnished by the United States Department of Agriculture show that in 1849 the production of wheat per capita was 4.3 bushels; in 1919, 9.4 or more than double the amount. Corn increase in that period was from 27 to 30 bushels. From 1866 to 1918 our production of cotton increased from 25 pounds per capita to 60 pounds.

A study of primitive hand methods of agriculture, compared with modern—but not the very latest—machine methods reveals some startling figures. The barley crop of 1896 required 630,354 machine days work; by the hand methods of 1830, it would have required 14,711,514 days work,

a saving of 14,141,161 days, or 95.7 per cent.

The wheat crop of 1896 required 7,099,560 days work by machine; by the hand methods of 1830, it would have required 130,621,927, or a saving of 123,522,367 days labor, 94.5 per cent.

The corn crop of 1894 required 45,873,027 machine days work; it would have required 117,487,098 by hand, a saving of 71,614,071 days labor, or 60.9 per cent. So run the figures for cotton, hay, oats, potatoes, rice and rye.

Striking an average on these crops, the quantity of labor in 1896 required to produce them was only 21 per cent., or approximately one-fifth of what would have been required under the old hand methods.

In the study of costs for the year 1899, it has been found that the barley crop of 119,634,877 bushels, costing \$4,227,098 by machine methods to produce, would have cost \$15,472,777 by hand method; the corn crop of 2,666,440,279 bushels, costing \$220,647,933 by machinery would have cost \$335,304,865 by hand; the wheat crop of 658,534,252 bushels, costing \$66,841,226 by machinery would have cost \$126,109,309 by hand.

A study of farm workers and farm production for the thirty years from 1870 to 1900 reveals rapid agricultural progress. In 1870 the total number of persons engaged in actual farming operations was 5,948,561, producing 1,388,526,403 bushels of cereals. It was a short corn crop year, however. Assuming that it were a normal corn crop year, the production would have been 1,519,704,342 bushels—figures which we shall use for comparison. The average was 255.4 bushels per worker.

At that rate, the 10,381,765 persons

In the Wholesale Grocery

business, as in every other line of legitimate business, intelligent service is the basis of repeat orders.



JUDSON GROCER CO.

GRAND RAPIDS

MICHIGAN

engaged in cereal production in 1900 could have produced 2,651,502,781 bushels, but this was less than the actual production by 1,783,195,965, or an actual total of 4,434,698,746 bushels. On the 1870 basis, the 1900 crop would have required 6,981,973 additional workers. In other words, the progress in agriculture in those three decades was sufficient to liberate these 6,981,973 people for other pursuits.

Taking the different grains, one man with a modern planter and cultivator can do as much work and secure a greater yield than ten men could with the old tools and methods.

Improved machinery in wheat production, notably the self-binder, has made possible the reduction of time necessary to produce a bushel of wheat from two hours to ten minutes.

Even these facts fail to give a graphic view of the actualities of modern farming under the highest type of modern equipment. To see a tractor-driven harvester which reaps and binds the grain, and at the same time plows the land over which it passes is to experience a sensation not to be had from an automobile race.

On some of the great Western "Bonanza" grain farms it is said that a powerful tractor pulls a battery of plows which turn sixteen furrows at a time. Without bringing this statement into question, the tillage miracles wrought by the ordinary tractor and a battery of three or four plow bottoms, are quite sufficient to challenge the credulity of the city man—and they are far more representative of high-power farming as it is found throughout the West.

The main point of this kind of tillage is likely to be lost to all but those engaged in it. While the greater number of acres which a medium tractor pulling four plows can turn in a day is an important consideration, it is not the main or at least the overshadowing one—securing increased acre production through deeper plowing and quicker plowing is the advantage which appeals to the "Big Power" farmer.

Time and weather are the essence of the contract in crop production. Without the tractor and its trailing battery of deep-biting plows July plowing in the winter wheat belt of America would be virtually impossible. The main purpose of July plowing is to conserve moisture. The Kansas State Agricultural College made a number of tests which showed that July plowing made a difference of yield over September plowing of more than twenty bushels an acre. A large number of Kansas farmers went on record with the statement that the deeper plowing made possible by the tractor resulted in an average increase of 25 per cent. in yield.

Now for a glance at that modern marvel of mechanism known as the "Combine"—a harvester-thresher. This is in general use in those sections of the West and Southwest where climatic conditions permit the ripening of the grain on the stalk.

This should be sufficient to indicate to any man of fair and open mind the

commanding economic importance of modern machinery in food production.

This progress has been paralleled in the livestock end of the farming industry. The old type of meat animal—whether steer or hog—was comparable, as a machine for meat production, to the walking plow, the grain cradle and the flail in the cereal world. Scientific breeding and feeding have brought our meat animals alongside the tractor with its battery of plows and the combined harvester and thresher.

In the production of dairy products progress has been, perhaps, still more amazing. Breeding in dairy animals has given us a milk-making machine which puts the best cow of the forties into the hand-sickle class. The representative dairy cow of the present time gives a milk-pail performance which suggests comparison with the modern power thresher, while the typical steer of to-day is about as far removed from the lank and cadaverous Longhorn of the early Texas range as the modern power gang plow is from the ox-drawn plow of wood.

Farming is an industry of progress. If it had not been so to a marvelous degree in America most of those who are now in other occupations or are enjoying wealth made from the rise in land values would be on the farms trying to grow enough to eat.

Forest Crissey.

Concerning German Trade.

The news from Germany continues to upset all our preconceived ideas with regard to foreign exchange and international trade. The excess of German imports over exports has continued to increase as the mark has become cheaper, though according to the orthodox economic opinion this process should have been exactly the reverse. Germany is exporting goods, to be sure, and the "Made in Germany" sign is being seen more and more frequently in our stores. This is only to be expected after a four-year embargo, but the reports that Germany is dumping vast quantities of merchandise into this country are refuted by our foreign trade statistics. That she is not dumping goods into other countries is also indicated by her own trade statistics. The conspicuous failure of Germany as yet to come back as a great exporting nation has caused some sanguine American business men just returning from Europe to state that American goods can undersell the German even in Germany itself. In the case of specific articles this may be true. It appears to be virtually impossible, however, to construct a consistent picture of the German situation from the conflicting reports of returning travelers. The explanation for the confusion apparently lies in the fact that each visitor is interested mainly in some special phase of German business, and that the conditions there color his views in other fields.

You might conceivably develop too much system in connection with your business, but few merchants ever get that far.

Country Hides Are Selling Well.

In line with recent reports of renewed activity in the calfskin market, a sale is now reported of several cars of heavy average Chicago city skins at 18c. Operators believe that the demand for skins will carry the price up several cents, because skins that are now coming forward are of good quality and the demand for calf leathers is excellent. There is a small supply of skins and, since the farmers are unable to sell grains at more than the price of fuel, it is quite possible that they may want to keep the young animals to make beef out of the cheap feed that is now in danger of going to waste. There is good demand for kip, and higher prices are anticipated. Calfskins have advanced 1/4c since the first of the year, and the demand for kip is likely to force similar advances.

Packer hides are not selling well, partly because packers have few hides ready for shipment and are now anxious sellers, and partly because the quality of the hides is the poorest of the year and tanners are averse to paying the same price for winter hides as was paid for the good fall stock. However, the demand for leather is good, and it is likely that tanners will have to come to market and pay the old or even higher prices.

Country hides continue to sell free-

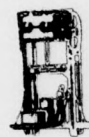
ly and competition is strong in the country. Best lots of Ohio and similar hides will sell at 9@10c, while offers are made of 8 3/4c for Northwestern stock that is not considered as fine in quality as hides from the middle states. There is not the demand for extremes that existed a few months ago, and tanners seem more interested in the buff weights. Extremes are selling well enough, but not at the premium that they were bringing a while ago.

Calfskins are now occupying the center of the stage and higher prices seem to be in order. Kip are also wanted.

Horsehides are in good demand at the low prices. Some good lots are held at \$5, but tanners return counter bids of \$4.25@4.50. A little more demand will drive the price up considerably.

Sheepskins are selling freely and the market is strong at recent advances.

About as much paper is being wasted in discussing the German marks as in printing the things.



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 you a saving price.

Sidney Elevator Mfg. Co.

Sidney, Ohio

Good People of Grand Rapids and Western Michigan Greetings:

We are glad to announce that we are placing the management of the McLachlan School in the hands of Mr. Malcolm F. Denise, who has been the Dean of the school since July, 1920.

Mr. Denise is a graduate of the University of Michigan, class of 1909, with a special certificate in accounting from the Business Administration Department.



M. F. DENISE, Manager

He has had six years of practical auditing and accounting with large corporations, in one of which, the Detroit City Gas Co., he had 39 bookkeepers under his supervision. He was also assistant manager of the Detroit store of the Kresge syndicate, which was then doing a business of over \$1,000,000 a year in this store.

He has had four years of teaching experience, three of which were spent in the State

Mr. Denise is a man of high ideals, progressive in spirit, and (as the 400 students now in attendance at the M. B. U. will testify) intensely interested in the mental, moral and economic betterment of every young person coming under his direction.

Mr. Howell's connection with the Business Institute of Detroit will be of material benefit to McLachlan students who may wish to locate in Detroit as the services of the Employment Bureau of the Institute will be free to every McLachlan graduate.

A new class in Salesmanship and Advertising will be formed in Evening School on Jan. 23, and in Day School on Jan. 30. Write, call or phone for information.

A. E. HOWELL, President

O. D. McLACHLAN, Secretary.

Normal at White-water, Wisconsin, in the preparation of commercial teachers, and one year in the Nichols School for Boys in Buffalo, N. Y.

As dean of the M. B. U. he has gathered and directed one of the best staffs of teachers to be found in any commercial school in the Middle West; and the McLachlan School is now presenting courses of college grade in Auditing, Accounting, Business Administration, Salesmanship, Advertising and Secretarial Training, as well as very thorough courses in Bookkeeping, Shorthand, Typewriting and Telegraphy.

Students may enter the Bookkeeping, Telegraphy or English Departments of the M. B. U. any school day of the year.

Beginning classes in Gregg Shorthand and Touch Typewriting will be formed on Jan. 16 and Jan. 30 in both day and evening school.

LOCATING THE BLAME.

In every period of readjustment the agricultural industry is the one most likely to be severely depressed. In every such period there is also a disposition on the part of the self-constituted leaders of the farmer folk to single out some agency and to shift to it the blame for all their woes. It is the "hard money crowd," as they used to call it before the Civil War, that always gets the blame. A century ago, in the readjustment following the close of the Napoleonic wars, the farmers in the United States were very bitter towards the Bank of the United States, because of its insistence that the heterogeneous state banks of that period should redeem their notes in specie. In the seventies, when deflation from war-time prices was again in progress, there was the clamor for flat money, or greenbacks, and opposition even to the payment of the war bonds in gold. In the nineties the farmers were deluded into the belief that the "gold bugs" of Wall Street were bent on bringing about their destruction by means of the gold standard. Now the damogues are persuading the farmers that their greatest enemy is the Federal Reserve Board. They have sought to make it appear that the policy of the board has been hostile to agriculture, that the reserve banks have earned excessive profits, and that the banks in some cases have been extravagant in the matter of salaries and buildings.

This criticism only shows that the former tendency to fix the blame on somebody for the woes of agriculture in a period of falling prices has reappeared. It is just another form of the outcry against the "hard money crowd." The fact that the farmer, at the peak of inflation, was getting approximately three times the pre-war prices for his products, while his living costs had not advanced in the same proportion as those of the city dwellers, seems to have been forgotten. At the peak of inflated prices the cost of living to the average worker was about double what it was at the outbreak of the war. As the farmers produced a good portion of their own food and escaped city rents, they appear to have enjoyed the war-time prosperity to an unusual degree while it lasted. At the same time, however, they were buying lands and incurring liabilities with merchants and bankers on the basis of inflated values. They were not the only group to do this but they have been more embarrassed by the consequences than almost any other group. The purchasing power of the farmers dropped from what was perhaps the highest point ever attained to what is probably the lowest. Farm products now sell at very nearly pre-war levels, but the finished goods the farmers must buy still remain far above that level.

The fact that many farmers, instead of getting out of debt when agriculture was most prosperous, only went in deeper and now find their fixed charges exceeding their current income, is sufficient to explain their clamor for more credit. At one time

their complaint was loudest concerning money rates. With the gradual easing of the money market during the year, however, this complaint no longer has point, and what is now called for is not cheaper credit but more of it. Their political leaders have sought to make it appear that the Reserve Board is the chief obstacle to their getting it. The farmer's condition is one that is of great concern to business men. They can sympathize with this condition, although they may not champion the suggested remedy. The plans now brewing among the politicians in Washington smack of class legislation and suggest the prospect that a dangerous precedent may be established if the so-called agricultural bloc is allowed to carry through its programme by default of real leadership in Congress. The conference on agricultural problems in which representatives of all interests will participate, and which has been called by the Secretary of Agriculture to meet in Washington this month, offers more hope of broad, constructive policies.

There is nothing mysterious about the relatively sharper decline in the prices of agricultural products than in those of many other commodities, and nobody in particular is to blame for it. A similar movement appeared in the case of metals and rubber. When prices begin to break the tendency to recede is always greatest in raw materials in which the item of labor costs is relatively small. Wholesale commodity prices always move downward more rapidly than wages, and consequently the greater the extent to which labor enters into the production of a given article the slower will be the rate of decline. For this reason prices of copper, rubber, hides and corn have fallen much more rapidly than those of house furnishings, chemicals, building materials, or clothing. On the other hand, since wages also advance more slowly than wholesale prices the producers of raw materials enjoy a corresponding advantage when the trend of prices is upward. These are rather rudimentary economic principles, but if they were better understood by the farming element of our population there would be less tendency on their part to place the blame for their difficulties on some particular group or agency.

PRODUCTION COSTS.

Whenever a new tariff bill is under discussion there is much talk of equalizing costs of production here and abroad, says an economist. As a way of stating that the purpose of the import duties is to overcome the advantage which the foreign producer enjoys from cheaper labor or raw materials, the expression "equalizing production costs" serves a useful purpose, but there has been as much loose talk about foreign and domestic costs of production as about any other subject in the purview of economics. As a matter of fact, it is quite possible for the customs duties themselves to determine the cost of production of a given commodity. Take, for example, the case of sugar. Con-

ceivably, the duty on that commodity might be made so high that sugar would sell in the domestic markets for 50 cents a pound. This would stimulate domestic production of beet and cane sugar, and presently there would be a few producers in the field whose costs of production would be 50 cents a pound. Indeed, for a short time there would probably be a few growers whose costs of production would even exceed 50 cents. These would belong to what the economists call the submarginal group. They are the ones who cannot make running expenses at the prevailing price level, and at a given time there are a few of them to be found in almost every line of production.

When the lawmakers talk about equalizing production costs here and abroad, do they mean the production costs of the most efficient producers, or of the least efficient, or average costs? And what are these costs in each separate case, and how do production costs abroad differ as between various countries? These are questions that have never been answered, and no satisfactory answers are possible, for the reason that the cost of production even in a single plant is subject to constant variation. Wages, interest rates, transportation charges, and prices of fuel and raw materials are constantly changing. Even the weather plays its part in determining production costs of staple things like food and clothing. It is evident, therefore, that the expression so frequently heard in tariff discussions is not to be taken in too literal a sense. In fact, if in the process of tariff-making this principle were applied rigorously in the case of every commodity produced in this country which might be subject to foreign competition, there would be no occasion for importing anything except goods that can be produced only in foreign lands. No one of course, would advocate any such extreme course.

Because the stock fire insurance companies are endeavoring to retain George W. Cleveland as general manager of the Michigan Inspection Bureau, in defiance of the demands of Governor Groesbeck and Insurance Commissioner Hands that he be relegated to the obscurity he deserves, they are likely to find themselves in a bad position in the very near future. Governor Groesbeck was in complete control of the last Legislature and will probably dominate the 1923 Legislature. If so, it will be an easy matter for him to induce the Legislature to establish a State Rating Bureau and force all companies doing business in Michigan to accept the rates thus established and promulgated. This is not an ideal arrangement, by any means, but it will be preferable to the arbitrary methods and unfair ratings put out by the arrogant individual who now masquerades as a paragon of authority as the general manager of the present Bureau. By upholding the wretched work of Cleveland, the stock companies are heading for the hardest blow they have ever received for denying Michigan policy holders the right of a square deal.

NEW PRICE LEVELS.

From all sections of the country come reports indicating that merchants are so adjusting their methods of doing business that they can make money under a regime of declining prices. The transition has not been easy. For nearly a quarter of a century prices had been rising. Consequently the great majority of dealers had never known what it meant to have the process reversed until the great deflation set in during 1920. Even the older merchants who were in business in the eighties and nineties when prices were steadily sagging were so far removed from their early experiences that they could profit little by them. Present conditions are in other respects quite different from those of the nineties anyway.

It had become so natural in the last twenty years for dealers to think of prices as always going up that it has taken some little time for them to set their thinking in reverse gear, but they are finding their way to do business under the new conditions. Since the holidays retail trade has kept up better than business in other lines; it has suffered less from the seasonal slump. This is because the retailers are pushing their business vigorously. There is still a buyer's market, but buyers have a great deal of latent purchasing power which always comes into play when they are convinced that they can get the worth of their money. The big department stores were the first fully to appreciate this fact, but the smaller establishments are also getting a better grip on the situation and learning the advantage of a quick turnover with a narrow margin of profit. It is the establishments serving strictly agricultural communities that are now having the most difficulty. Their clientele has little reserve buying power, and they are not likely to do better until another crop is harvested.

Since last spring the decline in the cost of living has been checked very perceptibly, according to the index of the National Industrial Conference Board. Living costs in December were about 20 per cent. below their peak, which was reached in July, 1920, but they still stood at 62.7 per cent. above the level in July, 1914. The decline was very pronounced between August, 1920, and March, 1921. Since the latter date the fluctuations have been within a very narrow range. Food prices last month stood at the same point as in the previous May; house rents have not changed since last July and are now only about 1 per cent. below the peak; the cost of fuel and lighting has remained virtually unchanged since April. The only item which has shown any persistent tendency towards cheapness in the last six months is clothing. And yet the Attorney General is at present engaged in a "probe" of clothing prices. The figures just given indicate that it is the landlords and the coal mine operators rather than clothiers and dry goods dealers who are doing the most to keep living costs at their present levels.

TWO THOUSAND WEEKS OLD.

Heretofore it has been customary for the Tradesman to celebrate its annual birthdays, starting with the fifth anniversary in 1888. This is the first time it has ever celebrated a weekly achievement, but it appeared to the Tradesman to be perfectly proper that the 2,000 mile post might be observed with the same degree of enthusiasm which has marked the yearly recurring anniversaries.

The writer feels that he has cause for congratulation over the fact that he has been permitted to have a hand in every one of the 2,000 editions except the thirty issues from Oct. 15, 1910, to May 15, 1911, when he was ill in the hospital and absent during convalescence in Bermuda. It has been a privilege no other man has ever enjoyed, because the Tradesman is the only trade journal in the world which has been published more than thirty-eight consecutive years without change of ownership, editorship or business management. As previously stated in these columns on anniversary occasions, the greatest ambition of the writer is that he be spared to round out fifty years with the readers of the Tradesman.

The editorial columns of the Tradesman have not been confined entirely to the discussion of technical commercial matters. A wide range of topics, bearing directly or indirectly on business and the news of the day, has been touched. Business has an important place in every active life. There is a business side to every human activity. Business has more dignity than royalty. It is the first necessity in government. Life itself is business. These truths we have sought to impress upon all business people that they might understand that their daily work is the chief support of all nations, all human institutions, all advances in civilization. There is business everywhere—in the home, the church and the state. Without it society could not exist. The business man is the peer of any man in usefulness and entitled to respect and honor. "Seest thou a man diligent in his business? He shall stand before kings," said the wisest of men, meaning that no diligent business man should stoop or cringe before any other man on earth, but stand erect as his equal. That has been our estimate of business and business men and women and has controlled our writing for them.

Hence, our advocacy of sound business principles, good morals, obedience to law. Hence our opposition to wild theories, dangerous ideas and crooked practices. Hence our frequent allusions to the wise maxims of industry, integrity, thrift, health and other qualities which build and support the highest business character. Hence our invitations to our readers to consider matters historical, sociological, scientific, philosophic and religious. They all belong in the mind of the business man because they are vital parts of the business of nations, states, communities and families; and the business man is the chief support of them all.

In an earlier day, a few trade journals concerned themselves almost solely with the relation of man to man in

large organized masses, of states and governments and parties with each other. The relation of men as individuals now gets some share of attention, a share that is reasonable or disproportionate according to the character of the paper and the class it seeks to attract. This means that a great deal of valuable information that our grandfathers would have considered trivial now finds its way into print. There is justification. In the first place, it is an undeniable truth that there is an essential interest in every human life; moreover, there is nothing in the world of keener and more immediate interest to men and women than the behavior of other men and women. In providing for its readers a certain volume of information about men and women the trade journal is within its legitimate field in this day and generation. News of this nature—human interest news in the better sense—naturally attracts a considerable number of readers who are not primarily wrapped up in the sterner business of the world, and it should be borne in mind that without a large circulation and advertising patronage, and the business revenue resulting therefrom, a trade journal would not be able to bear the cost of collecting and printing mercantile information for the seriously inclined from all the lands washed by the waters of the seven seas. More than that, even the reader of lighter taste may derive some information and casual benefit from the news reports of larger moment which he cannot altogether overlook in turning over the pages of his favorite trade journal—and so its educational value inures to the benefit of a larger circle.

Probably no feature of the Tradesman disturbed many of its readers so much as its attitude on the kaiser's war—before, during and subsequent to that gigantic upheaval. We are a self-governing people, but an ignorant democracy is an abomination. It is lamentable, it is humiliating, but it is true, that for two years after the outbreak of the Teutonic monster a large part of the American people were ignorant of the causes and meaning of the war and seemed to be indifferent to its course and outcome—due, of course very largely, to the mistaken policy of our then Chief Executive in enjoining neutrality of thought, speech and action on the part of the American people. They failed altogether to perceive what it meant for us. The two great political conventions of 1916, more notably the St. Louis convention, furnished appalling proof of the inability of large masses of the people to "understand the war." Perhaps the shock of their awakening was all the more salutary because of their previous apathy in the face of great and growing danger. The results of that awakening are everywhere visible at the present time. People are no longer indifferent about what is going on in the public affairs of this and other countries. It is certain, at any rate, that there never was a time in the history of the country when so many men and women, so large a part of the people, were interested in and informed about the large concerns of governments and peoples. In view of

the extension of the privilege of the vote to women, it is of happy augury that women now creditably bear their part with men in discussions of National policies and international concerns.

If the people, men and women, are to rule, judge and decide, it is imperative that they should know what they are doing. The decisions of massed ignorance would lead pretty certainly away from democracy to the rule of the few, perhaps no wiser but much better informed. In surveying the achievements of its career during and since the war—a record not wanting in service to the loyal portion of the American people—the Tradesman finds nowhere cause for higher satisfaction than in the belief that it has been a means of storing the minds of multitudes of Americans with a great deal of valuable information which has served them well in their efforts to determine their duty as citizens.

It will be recalled that the Tradesman was the first publication in the world to present to its readers the kaiser's prediction of the war by his relative, Admiral Von Goetzner, expressed to Admiral Dewey at the time of the Battle of Manila in 1898. Admiral Dewey transmitted the prediction to the Navy Department, where the writer was given the privilege of seeing it in 1911. It read substantially as follows:

"In about fifteen years my royal master (meaning the kaiser) will precipitate a war which will have for its object the destruction of France, the ruin of Russia, the humiliation of England and the subjugation of the United States."

When the bloodthirsty warlord invaded Belgium, the Tradesman gave place to this prediction, which was immediately denounced as spurious by Germans and German sympathizers in this country. A local German business man who had been a friend and patron of the Tradesman ever since it started in 1883 came to the office in great rage to denounce the publication as "false as hell" and to state that not a penny of his money should ever again be permitted to cross the threshold of the Tradesman. He has kept his word and his vigil, but he is no longer engaged in active business, his sympathy with the German cause during the war having forced his associates to eliminate him from the establishment of which he was one of the founders.

The unfortunate condition under which the world is now suffering is due, in the opinion of the Tradesman, to the premature armistice insisted upon by Mr. Wilson and the wild and idealistic ideas our then President undertook to exploit at Paris. If the men of the allied army had been permitted to chase the fleeing Germans to Berlin and had established themselves there as the Germans did in Paris in 1871 and refused to leave the German capital until the treaty of peace was signed and the cost of the war was ascertained and turned over to the allies in money and bonds, all the trouble and uncertainty which now exists would have been prevented. Germany might wriggle and writhe under her burden, but she could gain

nothing by whining and welching, as she is now doing. The manner in which the settlement was prolonged to gratify the ambition and insane imaginings of Mr. Wilson constitutes the greatest crime ever inflicted upon the world.

Of the party now in power, little can be said in its favor. It has done almost nothing to undo the wrongs committed during the eight years of Democratic misrule. It has been actuated by expediency and cowardice, instead of courage and statesmanship. The infamous Adamson law—the enactment of which constitutes the blackest page in American history—still remains on the statute books, due to the timidity and dastardly of the Republican leaders. Nefarious and infamous war legislation inaugurated and enacted by the Democratic bunglers during the war still continues to function, due to the utter incapacity of Republican leaders to face the situation in a sane and sensible manner. President Harding liberates the arch traitor, Debs, and men of his ilk to openly flaunt the banner of socialism, sedition and anarchy before the ink is dry on their pardon certificates, while a half dozen Republican senators join with the Democratic senators in attempting to subvert the will of the people in Michigan at the behest of the richest man in the world who was a traitor to his country during the war. When men bow down to Mammon in this manner, misuse their positions and violate their oaths to play politics for the sake of gaining temporary advantage at the polls, it is time the people rose en masse and swept the present method of Congressional procedure into the discard.

SEEING A RAINBOW.

While the low prices for grain and livestock have brought depression to farming communities and to many industries directly dependent on the farming population for their patronage, there are a few students of the business cycle who have succeeded in finding the silver lining even to this dark cloud. When prices of basic raw materials are below the average for all commodities they say, conditions are most favorable for the renewal of business activity. In 1916-20 the prices of raw materials for manufacturer were relatively high as compared with those of finished goods. To-day the situation is reversed, and there is consequently some inducement to make up cheaper goods that can be sold at a profit. With tin, zinc, lead, copper, hides, rubber, corn, oats, rice, hogs, sheep and beef selling at wholesale below the 1913 level, the situation may be depressing for the industries immediately concerned, but it is one that favors the resumption of industrial activity. High labor costs and interest rates, and unsettled conditions abroad, are at present counteracting influences, but they are not necessarily permanent. Money is becoming cheaper, wages are being gradually readjusted in accordance with new price levels, and the Washington Conference is expected eventually to contribute materially to the stabilization of conditions overseas.



Good Value and Fair Dealing.

"Building a Shoe Business on a Firm Foundation for the Future" was the title of an interesting address given at the January meeting of the St. Louis Shoe Retailers' Association by A. W. Lutz, of the Walk-Over store. He spoke as follows:

"Emerson said, 'Every business is but the lengthened shadow of a man.' So let us assume that man is the cornerstone in the foundation of every shoe business. The reputation your store bears in the community is its foundation. It is the one fundamental that cannot be substituted on which to build the future. So let us assume that as a cornerstone for our structure we have an honest, fair-minded and reputable citizen endowed with a sense of fairness and a desire to serve—one who recognizes that to do otherwise will eliminate the possibilities for greatness and dwarf the chances for even a moderate success, and possibly result in complete failure and financial loss or ruin.

"The fundamental policy of merchandising rests on good values and fair dealing and this should serve as the preamble to the constitution of your business. Until the end of all time you will find this policy unshakable—it has always been so—it will never be challenged. If the reputation and foundation of your store rest on the giving of good values, who is to be the judge? How is good value to be measured? The answer is, that the public always is and always will be the final judge and arbiter of the reputation of your store and merchandise. Your customers judge you by comparison. It is the supreme tribunal from whose verdict no recourse may be sought. Good values and fair dealing never lost a case in this court.

"That is all easy—looks like all you have to do to make a success in business is to believe in the Lord and have good intentions. But the rub is that it takes something more than three cheers to satisfy the customer. He wants and demands his money's worth but yields much to kind human treatment and seldom forgets the place that gave him a square deal.

"Let us analyze a good value in shoes. To give good values a store must be in economic balance. For instance a store that carries too much stock for the amount of business it is doing, impairs its values in both styles and price charged. When the overstock reaches a certain age it goes down in the basement and becomes part of the foundation of your business, you can't deny that.

"Specifically I should say that no store should carry more than a four months' supply of stock at present if

it wishes to compete in giving values among sharp competitors. Budget buying is the answer. If you keep your stock turning at this rate you will not be seriously hurt by depreciation in case of further declining values. Depreciation is hard on your foundation, too.

"How does your expense of doing business affect good values. I do not think that any store can consistently give good values if its operating expense exceeds 25 per cent. of the gross sales. It may sell good shoes but its price is bound to be a little long if it costs over 25 per cent. to do business. The man burdened by excessive rent, too much advertising or any laxness that unbalances his expense account, suffers in proportion to the magnitude of his sin.

"Summarizing my short message I believe that a secure and lasting foundation to any business rests first on the man who formulates the policy of the store and generates that policy through the department heads and sales people whom he chooses to represent him in direct contact with the customer."

It must be great to be so rich you don't have to pay your bills.



No. 425 Opera Last



No. 452 Opera Last



No. 700 Comfort Last

The Buying of Staples and Novelties.

Probably no branch of the shoe business has undergone any more radical changes than that of buying. It was not many years ago when the traveling man would come to your store twice a year and you would take off your sizes and then give him an order for those that were missing, specifying your low shoes to come in, say March first, and your high shoes about September first.

But my! Where would a fellow be nowadays if he bought but twice a year! Now, when styles are dead before the shoes are taken off the lasts and new creations are born like fools, one every minute, and a good many of them fool creations, too!

Buying in advance versus buying close to needs. There are many things which the average merchant is perfectly safe in going ahead and buying just as he did in former years, and I believe he owes it to the shoe manu-

facturer to place his business on some things as early as ever. For instance, the average store sells quite a lot of black and brown kid staple oxfords during the low shoe season, no matter what style is in vogue, and records will show the merchant just about how many he used in the previous season. There is no reason in the world why he should not be able to place his requirements for these now just as well as, say January or February for March or April delivery. The same thing holds good with men's misses' and children's and boys' staple lines of shoes and oxfords. Of course, in the past season or two the question of change in price may have made him feel like holding back his orders. But I believe that most manufacturers have been very fair with the retailer on this score, and if any change of price had taken effect prior to the time of delivery, the retailer was given the benefit of this change. I know this



HIRTH-KRAUSE

Tanners—Shoe Manufacturers

GRAND RAPIDS, MICHIGAN

At the suggestion of our customers we have prepared a large assortment of shoe cuts suitable for use in newspaper advertising. Sample sheet sent on application. This service is free to our customers.

Bigger Values for 1922

Standardized Staple Numbers
at New Prices.

BLACK KID SLIPPERS OF QUALITY
ALWAYS IN STOCK

No. 475 Im. Tip Bal	-----	\$3.00
No. 425 Im. Tip Oxford	-----	2.35
No. 452 Two Strap Sandal	-----	2.15
No. 450 One Strap Sandal	-----	1.90
No. 68 Pl. Toe Bal	-----	2.75
No. 150 Pl. Toe Oxford	-----	2.25
No. 700 Juliet	-----	2.20
No. 300 Gore Oxford	-----	2.15
No. 500 Sandal	-----	1.80
No. 501 Sandal	-----	1.90
No. 25 Comfort	-----	1.60

Goodyear Wingfoot Heels on all Numbers except 500 and 25. Flexible McKay Oak Soles. Sizes 3 to 8. Terms 3-10 Net 30 days.

ORDER TO-DAY

For At Once and Future Delivery

Mfg. by
Brandau
Shoe
Co.
Detroit



Office
1357
Sherman
St.
Mich.



No. 25 Comfort Last



No. 500 Comfort Last



No. 68 Comfort Last

has been true in our case.

In my opinion the novelty game should be a hand to mouth operation. Any buyer who can pick out the novelties now that are going to be good next April or May should have a place among the prophets of old, with a golden crown on his head. If you buy anything in the novelty line in my mind you should be able to see a place for it in your store at the time you place your order for at once delivery. Once it is in your store, you should do your best to get rid of it as quickly as possible, and in most cases once it is gone it is best to have it forgotten.

My conclusions on the subject of "Buying in Advance versus Buying Close to Needs" are therefore, that in a store of our kind, at least, where we have an established business and where we have years of experience behind us, it is perfectly safe for us to place our orders on a reasonable amount of what ordinarily would be termed staple styles—but when it comes to novelties, buy only when in your judgment you have a place in your stock for such a novelty and then have it come in at once and get it out just as quickly.

It is very easy to get it in; it is decidedly more difficult to get it out. However, it should not take long for a merchant to decide whether he has made an error in the selection of some model. Given advertising and window display a novelty will sell—if it is going to sell. If it drags, and the indications are that it will continue to drag, get it out!

It is a great deal better to lose your expected profit on a number by reducing the price than to hang on to it for ever and a day, with just so much money tied up and out of reach confidently expecting that some good fairy will come along and transfer it into a salable number.

Christian Ludebuehl.

The Woman Behind the Hosiery Counter.

Minneapolis, Jan. 16—Silk hose under plate glass and shown against a background of white, presided over by a saleswoman in a store filled with men clerks, has been one of the important factors in the growth of business of the Napier Booterie here.

Napier's catered to a good class of trade. It was a successful store. Four years ago A. L. Jackson came to the store as manager. He believed a shoe store should sell hosiery. So he stocked a line.

The most valuable space in the store, that just inside the entrance, was given to hosiery. It was fitted with large plate glass show cases, beautifully decorated and effectively lighted. Behind the cases were arranged glass-enclosed stock cabinets. Between these in an opening toward the top, a space was left for display of hosiery in front of a mirror.

The department showed a profit from the start. In four years the volume forced the store to double the size of the space devoted to hosiery. Traced directly to this department is a large increase in the number of women's shoes sold by the store.

"Any shoe merchant who does not maintain a well equipped hosiery department is missing an opportunity to increase his footwear sales and to realize a good profit on a relatively small investment in hosiery, in addition to completing his service to customers," said Mr. Jackson. "Three out of four women ask where they

can obtain hosiery to match the shoes they have just purchased. This is especially the case in fancy colors, but it also is true of the brown shades. It pays to buy hosiery to match the shoes carried in stock."

Many women attracted by the hosiery buy shoes before they leave the store. On the other hand any woman buying shoes is receptive to a suggestion in regard to hosiery. A suggestion usually results in a sale.

The shoe salesman does not sell hosiery. In the Napier Booterie a woman is in charge of this department and handles all sales. When a salesman finds his customer is interested in hosiery he takes her to the department and leaves her with the saleswoman in charge.

Very often the woman who would have bought but one pair from a man, will purchase a half dozen from the woman clerk.

"No shoe store can measure up to its possibilities in hosiery sales, where it deals in women's shoes exclusively, unless the hosiery department is in charge of a woman," said Mr. Jackson. "Women do not like to buy hosiery from men. They will patronize the store where they can be waited on by women clerks, even going out of their way to do so. A woman clerk in the hosiery department will increase sales."

Mr. Jackson emphasizes the necessity for a well balanced stock. The store must be in a position to meet all demands and to supply a complete service if it is to succeed in a big way. He says it is very important to give the hosiery department the best possible location. In the Napier Booterie a woman shopper cannot reach the shoe department without passing through the hosiery department and seeing the display.

Some hosiery customers buy their shoes elsewhere. They can enter this department and make their purchases without being in the shoe department where they would not wish to go.

"Experience has taught me," said Mr. Jackson, "that the sale of hosiery goes naturally and rightfully with the sale of shoes, and that shoe merchants who do not maintain hosiery departments are passing up a good chance to make money and increase their business."

Another service that has helped the Napier Booterie is its hosiery dyeing department. Hose are dyed to match gowns and shoes. Many women customers bring their new gowns to the store and buy hosiery dyed to match. This service has become quite a factor in the business. Recently the store got an order to dye 22 pair of slippers and 36 pair of silk hose for a wedding. This service has resulted in many extra sales and has made friends for the store among the women.

Mr. Jackson states that he knows of instance after instance where women have first patronized the store by purchasing hosiery who now buy all their shoes and hosiery there. That sort of thing means business permanence and a steadily increasing volume year after year.

The Toys of Youth.

Toys are the tools of youth that train
The boy to be the man
As nothing else of sterner stuff
Has ever done or can.
Toys occupy both hand and mind
And build the brawn and brain
That aid the growing youth to face
Man's years of stress and strain.

The man who, in his youthful days,
Has never learned to play—
Is not the man he might have been
Had toytime held its sway.
All work, no play—makes sluggish brains
That function slow, at best,
And in the red-blood game of life
Respond not—to the test.

Toys are the tools of youth that shape
The men of coming years.
A play-built heart—throbs dauntlessly,
A work-worn—folds and fears,
Nowhere is written in the Book
Of Life a greater truth
Than this—Toys shape to men our boys—
Toys are the tools of youth.
William Ludlum.

The man who tries to look important simply looks silly.



first—
for dress

then—
for work

Farmers and many other men wear the Herold-Bertsch Black Gun Metal shoe first for best and then later put it on for work. While of course it is not as serviceable as the H-B Hard Pan for outdoor fall and winter work, it does make a lighter, sturdy shoe for dry weather wear.

Some men with unusually sensitive feet can't stand a heavy work shoe at all. For them the Herold-Bertsch Black Gun Metal is just the thing.

HEROLD-BERTSCH SHOE CO.,
GRAND RAPIDS

Herold-Bertsch Black Gun Metal Line

DIRECTORS and OFFICERS

G. J. HAAN, President
HIRAM GEZON, Vice-President
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P. J. HAAN, Secretary
ERWIN L. HAAN, Treasurer

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GRAND RAPIDS, MICHIGAN

Sample and price of "Druggist Weather Chart" sent on application.



Why There Are Better Times Ahead.

Written for the Tradesman.

Every good American—provided he is also level-headed and fairly well informed—has just cause for looking forward confidently. This is no time for foregathering under the weeping willows and singing dolorous odes.

Of course, if one is temperamentally of poor courage and chock-full of morbid anticipations, it is easy enough to find disturbing social, economic and spiritual symptoms. And it is rather an unfortunate circumstance that so many screeds of this sort have found their way into print within the last year or two. They should be taken with more than the usual allowance of sodium chloride.

It is an easy—and generally, a profitless thing—to draw sombre pictures and consign the whole cosmic order to the bow-wows. There never was a golden age of general enlightenment when individual cases of illiteracy could not be found, never a period of universal prosperity when the poor and the unfit were not sticking around, never an epoch of widespread happiness when the faithful searcher could not locate a few malcontents who were fairly itching to bring in a minority report.

And so to-day there are people who, on the slightest pretext, wax eloquent on the perils, disillusionments and colossal inequalities of our times. But what's the use?

Confessedly, conditions are not ideal. There are conditions that ought to be remedied—conditions that must be remedied before we can get back to smooth sailing. But, sakes alive, man, give us time! High wages, high rents, and high taxes—all will come down. Relief will come not by legislative enactment, but chiefly by economic adjustment. But however it comes about, these inequalities will gradually be corrected; and business will more and more manifest a tendency to get on an even keel.

It would be nice, of course, if all these economic difficulties could be settled immediately by some drastic concerted activity whereby wages, costs, prices, rents, taxes and everything could be brought down simultaneously. But, unfortunately, that cannot be done. We have here an economic symptom complex, and the underlying causes of these economic disorders cannot be removed by some simple application. Difficulties of this kind have to be worked out gradually by the combined good sense and sweet reasonableness of the various groups and classes affected by these symptoms. Employes and employers must somehow get together on common

ground where they can see things straight, and in their entirety; they must come to realize that what hurts one injures the other, and that the general good of both large classes involves sympathetic co-operation and mutual confidence. And how can one expect rents to come down while the price of labor and building materials are still inflated? The reduction of Federal expenses and the lowering of excessive taxation must proceed pari passu. Manufacturers, jobbers and retail dealers must not imagine that they can long delay the inevitable process of deflation. In some lines liquidation has not gone as far as it might, in others some progressive dealers are finding business better than it has been for years.

The sooner we get over the pernicious habit of passing the buck, the better it will be for all concerned. No single class or group is responsible for the distress of the present time. In the last analysis, we are in the same boat. And what is more, we aren't going to sink. We are going to pull out.

This is no time for pessimism. The American Nation is brim-full of life and pep. Our resources are boundless. "There is no question about whether or not business is going to improve," says J. Ogden Armour, "It certainly is, and it is merely a question of when the improvement will be great enough to spell prosperity. I believe that we have come to the turn in the road and while I do not expect that good times will return as rapidly as bad times came on, still I think we can look forward with faith and confidence."

And here, it seems to the writer, Mr. Armour expresses the key-note of the whole proposition concerning the near future of American business. It is going to be better because the average red-blooded business man firmly believes it can, will and must, be better. After all mental attitude has a lot to do with business conditions. When men get nervous and panicky-minded, see what happens to business.

Twelve months ago the situation was far less encouraging than it is to-day. Look back over the year 1921 and see the progress we have made. I know merchants—and you do, too—who kidded themselves along, refusing to admit that the changed order of things demanded a change in merchandising policy; they tenaciously clung to the principles and policies of boom times—but they discovered their mistake before the year came to a close. On the other hand I know merchants—plenty of them—who took

Why Do You Delay Making a WILL?

IS it not enough that some day death may deprive your wife of your companionship and protection, without there being imposed upon her, in the hour of her sorrow, the intricate duties of estate settlement?

A sure way to avoid this and to protect your family's comfort and future welfare is to make a will, appointing this company as executor and trustee.

The settlement of an estate is almost always a formidable matter to a woman. To this company, qualified financially and by training and equipment, estate settlement is a matter of every-day business.

Ask for a copy of "Safeguarding Your Family's Future," a booklet explaining the services this company can render you and your family.

GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICH.

OTTAWA AT FOUNTAIN

BOTH PHONES 4391



JOIN THE
GRAND RAPIDS
SAVINGS BANK
FAMILY!

44,000

Satisfied Customers

know that we
specialize in

accommodation
and service.

BRANCH OFFICES

Madison Square and Hall Street
West Leonard and Alpine Avenue
Monroe Avenue, near Michigan
East Fulton Street and Diamond Avenue
Wealthy Street and Lake Drive
Grandville Avenue and B Street
Grandville Avenue and Cordelia Street
Bridge, Lexington and Stocking

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

INSURANCE IN FORCE \$85,000,000.00

WILLIAM A. WATTS
President



RANSOM E. OLDS
Chairman of Board

MERCHANTS LIFE INSURANCE COMPANY

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

their medicine like men, and cut prices down to replacement values, selling suits and hats and overcoats and sundry other commodities at cost, and even below cost. They liquidated; and now they are glad of it.

Right in this connection, Harvey S. Firestone hits the bull's eye centrally, when he says: "One of the greatest hindrances to the return of better conditions during the past year has been the failure of many to give real service and have a true appreciation of values. There is still too much waste and unearned profits in the cost of distribution."

Production and service, he goes on to say, are the only sources of prosperity. This being true, what we need in this country is to speed up production, and to grade up our service. Since everybody is either a producer or a servitor, this admonition hits us all.

Yes, there are many reasons for believing that we are going to have better times. Few, if any, are anticipating a boom; but business is gradually getting on an even keel.

The following keen observation from Francis H. Sisson, Vice-President of the Guaranty Trust Company, New York, is a good one with which to close this article: "For the most part current industrial production does not yet fully reflect the substantial improvement that has been effected in the fundamental business factors, such as the decline in interest rates, the liquidation of bank credit, the reductions in accumulated stocks of commodities and the comparative stabilization of prices at reduced levels."

Frank Fenwick.

Merchants Solve the School Publication Problem.

Argos, Ind., Jan. 17—Annually or oftener the publishing bee begins buzzing in the bonnet of the graduating or near-graduating class of the local educational institution—college or high school, either or both. The class wants to leave a literary monument and while doing so to lay up in its treasury exchequer which will prove convenient when meeting the cost of contemplated social functions of pre-commencement days.

And when the business manager for the publication sets himself to the task of raising the revenue anticipated from the publication he assigns the major quota of the contributions to the local merchants.

No, dear reader, you aren't asked to donate a cent; you're solicited to buy some of the alleged advertising space in the book.

Thus, throughout our country every year there is foisted upon retailers this species of fraud in the name of advertising. As an advertising medium school publications are about as near nil as it is possible to approach that point. Once in a while some trade paper tries to tell dealers how they might make some profitable use of such so-called advertising space. Only the other day I read such an article in a hardware trade paper. As usual, after floundering through several columns and adding so much more to the economic waste represented in the foolish printing of useless and impractical advice arrived at the end of its effort without having told anybody anything.

Why not face the facts and handle them as they deserve?

Retailers rarely recognize these propositions as being other than worthless but have tolerated them against their better judgment for lack of a

satisfactory method to turn them down. The solution seems now to have been found, however, where merchants have a Better Business Bureau or similar organization. It is a function of such bureaus to pass upon advertising propositions seeking support of members and school publications come within their purview.

A typical town where merchants had for years so paid the way of the school publication is Shelbyville, Ind. The high school publication is called The Squib—usually issued annually; sometimes made a monthly. When the management of the publication began activities this winter the Shelbyville Better Business Bureau told them this class of advertising had been discontinued.

The matter was taken up with the school board with the result that this body issued a ruling that the school should neither solicit nor accept advertising for the publication.

Following this decision and action a letter, over the signatures of the business manager and the advertising agent for The Squib, was sent to the business and professional men of the city. This letter read:

In harmony with the wishes of the business men of Shelbyville, expressed through the Better Business Bureau, the city school board has made a ruling forbidding the management of the high school annual to solicit or receive advertising for the Squib.

To help us in making good the loss in revenue entailed by complying with this rule, the management would greatly appreciate your support in the way of a subscription for the Squib.

This puts the matter up to the citizens in general—whether or not they will support the school publication—and removes from the shoulders of the city's retail businesses a burden that was never logically theirs but which was originally placed on them because it seemed easy to make them the goat and was continued because they stood for it.

The local newspaper, commenting on it, said "The city school board as well as the managers of the Squib caught the real interpretation of one of the objects of the Better Business Bureau. The Better Business Bureau is aiming to eradicate a large number of evils."

Glendon Hackney.

Only five more months before one-piece bathing suits.

INCOME TAXES



ESTABLISHED 1853

F. A. GORHAM, JR.

a recognized authority on

INCOME TAX MATTERS

is at this bank Tuesdays for the purpose of furnishing to our customers, without charge, information regarding the Income Tax.

Mr. Gorham also will assist in making out returns, if desired.

Do You Think It Well

To "let things slide" to the extent of refusing to make a Will? Neglect amounts to refusal. "No Will to go by" means that some one who is inexperienced will have to market your various kinds of property in a hurry. Expenses and claims will call for money. After that, what is left will have to be distributed.

This means either turning property into money or splitting each item in fractions.

Self-drawn Wills are a dangerous reliance, as they may not be perfect in details and a single defect can nullify your Will. The economy and advantage of Trust Company service should be known to you. It costs nothing to find out about it.

We are glad to consult as to the surest method of carrying out your wishes.

Call at our office for our new booklet
"What you should know about Wills
and the Conservation of Estates."

"Oldest Trust Company in Michigan"

**THE
MICHIGAN TRUST
COMPANY**

Grand Rapids, Michigan

Grand Rapids National City Bank CITY TRUST & SAVINGS BANK

ASSOCIATED

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

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

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

**GRAND RAPIDS NATIONAL CITY BANK
CITY TRUST & SAVINGS BANK**

ASSOCIATED

Grand Rapids Merchants Mutual Fire Insurance Company

Economical Management

Careful Underwriting, Selected Risks

Affiliated with the

Michigan Retail Dry Goods Association,

OFFICE 320 HOUSEMAN BLDG.

GRAND RAPIDS, MICH.

WE ARE SPECIALISTS

Writing only Automobile Insurance.

Live Agents Wanted.

MICHIGAN AUTOMOBILE INSURANCE CO.

Grand Rapids, Mich.

A Stock Company.

1921 Bad Year For Stock Fire Insurance.

The business of stock fire insurance has come through one of the worst years in its history. The underlying causes for such a showing appear to be an unprecedented falling off in premium income and a decided jump in losses and expenses.

However, many factors have contributed to bring about these conditions, not the least disturbing of which has been the great number of fires. Undoubtedly 1921 will go down in fire insurance history as the year of the greatest number of fires on record. Losses at certain times of the year were so heavy that adjusters were unable to give them their attention.

Another condition which has had to be contended with has been the injection of moral hazard into the scene. It presented itself in many forms but it was particularly noticeable in the automobile business. The question of automobile coverage was probably the biggest one which underwriters had to contend with in 1921. They found themselves with a large automobile income and with agents demanding that the liberal policy be continued in insuring automobiles. Heavy losses were sustained, and the profits which other lines brought in were practically wiped out by the automobile losses.

Many features were introduced, such as the three-fourths loss clause, and all automobile accessories and spare parts were omitted from coverage, in effort to get control of the situation and stop the heavy losses on individual risks. Some relief was obtained from these measures but the gap, from all appearances, has not yet been stopped.

The year 1920 brought to fire insurance, like practically all other businesses, an immense volume, which in many instances had an air of artificiality, and in fact was because it was the natural outcome of a boom time. When 1921 opened, it was forecast by many fire underwriters that the twelve months would witness underwriters passing through a period of drastic curtailment in industry and general business, which would tend to force them to adopt extreme measures to save their business. These forecasts have more or less come to be realities, and the year has been anything but encouraging.

It is predicted that companies

throughout the country will witness a decrease of about 17 per cent. in premium income for the year, while expenses will probably show an increase of several points. While expenses have been high, they show no tendency to want to come down, despite strenuous efforts to bring them back to normal.

Big reductions have been made in field forces of a number of the companies, as a means of lowering payrolls, and office forces have been carefully watched for incompetents.

Hope is held out by some underwriters that a relief from the gradually decreasing premium income will come some time early in the year 1922. They base their expressions of hope on the fact that the big decreases in 1921 came after the middle of the year and that the decrease has been progressive during the last six months of 1921. The first half of 1922 may see further reductions in premium income, it is predicted, with a gradual climb during the latter half of the year.

A cheering factor which has been of advantage to companies, has been the rise in security values since the middle of the year just past, which will tend to bring balances to a presentable basis. Edgar M. Ackerman.

Corporations Wound Up.

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

Battle Creek Sanitarium Co., Ltd., Battle Creek.
Rindge, Kalmbach, Logie Co., Grand Rapids.
Ideal Homes Co., Rochester.
Ellsworth Co., Detroit.
W. W. Barcus, Inc., Muskegon.
C. D. Hauger Co., Grand Rapids.
R. Hanson & Sons, Grayling.
Rich Steel Products Co., Battle Creek.
Hardy Bros. & Co., Lansing.
Johnston Chemical Co., Shepherd.
Kerosene Vapor Burner Stove Co., Detroit.
Eureka Land Co., Wyandotte.
Howard Realty Co., Detroit.
Buehler Farm Land Co., Detroit.
Axton-Cozine Mfg. Co., Detroit.
Metropolitan Commercial Corp., Detroit.
Peoples Real Estate & Development Co., Ltd., Lansing.
Campbell & Harding Realty Co., Detroit.
Hawken Nut and Screw Co., Detroit.
Oakley & Oldfield Co., Kalamazoo.
Kalamazoo Sanitary Package Co., Kalamazoo.

The man who writes the advertisements for the store will find it worth while to develop an acquaintance with the man in the newspaper composing room who puts them in type.

Sand Lime Brick

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

Brick is Everlasting

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

Signs of the Times Are Electric Signs

Progressive merchants and manufacturers now realize the value of Electric Advertising.

We furnish you with sketches, prices and operating cost for the asking.

THE POWER CO.

Bell M 797

Citizens 4261

8%

Cumulative-Participating
Preferred-Investment

OF THE

PALACE THEATRE CORPORATION AND OLIVER THEATRE

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

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

PALACE THEATRE
CORPORATION

Oliver Theatre Bldg.

South Bend

Indiana

Fourth National Bank

Grand Rapids, Mich.

United States Depository



Savings Deposits

Commercial Deposits

3

Per Cent Interest Paid on
Savings Deposits
Compounded Semi-Annually

3 1/2

Per Cent Interest Paid on
Certificates of Deposit
Left One Year

Capital Stock and Surplus

\$600,000

WM. H. ANDERSON, President

J. CLINTON BISHOP, Cashier

HARRY C. LUNDBERG, Ass't Cashier

LAVANT Z. CAUKIN, Vice President

ALVA T. EDISON, Ass't Cashier

WE OFFER FOR SALE

United States and Foreign Government Bonds

Present market conditions make possible exceptionally high yields in all Government Bonds. Write us for recommendations.

HOWE, SNOW, CORRIGAN & BERTLES

401-6 Grand Rapids Savings Bank Bldg., Grand Rapids, Mich.

Fenton Davis & Boyle

BONDS EXCLUSIVELY

MICHIGAN TRUST BUILDING

GRAND RAPIDS

Chicago

Detroit

First National Bank Bldg. Telephone Main 656

Citizens 4212

Congress Building

SAFETY

SAVING

SERVICE

Class Mutual Insurance Agency

"The Agency of Personal Service"

CLASS MUTUALS ARE LEADING MUTUALS, Because they limit their lines to PARTICULAR CLASSES, Resulting in WIDE DISTRIBUTION of risks, LOW LOSS RATIO, and MINIMUM EXPENSE.

WE REPRESENT CLASS MUTUALS THAT SAVE

Hardware, Implement and Sheet Metal Dealers 50% to 60%.
Garages, Blacksmith Shops, Harness and Furniture Stores 40%.

Drug Stores, Shoe Stores, General Stores, and Hotels 30% to 50%.

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

C. N. BRISTOL

A. T. MONSON

H. G. BUNDY

FREMONT,

MICHIGAN

Tenth Annual Meeting of Shoe Dealers Mutual.

Fremont, Jan. 17—The tenth annual meeting of the Michigan Shoe Dealers Mutual Fire Insurance Company was held here to-day. The annual report of Secretary Baker was as follows:

We are to-day celebrating the tenth anniversary of the organization of our company. We are holding our annual meeting for the last time at its birthplace and, in spite of the brighter future which seems assured in our new location at Lansing, we cannot escape a feeling of sadness not only on account of the farewell we are to-day saying to the many local friends who sponsored the company in its earlier days of struggle and uncertainty, but because of the absence of the company's founder and builder, Mr. George Bode. To him and to his associates the company owes its existence, its growth and its present standing.

Starting with nothing but a determination to reduce the cost of fire insurance to the shoe dealers by cutting out extravagant overhead charges and by carefully selecting risks, we have accumulated nearly \$70,000 of cash assets; we have paid more than \$100,000 of losses, promptly and fairly, and at the same time we have furnished sound insurance to our members for \$120,000 less than they would have had to pay stock companies for the same protection. We are proud of this record.

The year 1921 naturally divides itself, so far as the affairs of the company are concerned, into two periods: the nine months previous to my assuming active charge of its affairs and the three months following. I will not burden this report with statistical comparisons of these two periods. Suffice it to say, that during the latter period the collection situation materially improved. In the face of a shrinking premium income, which most other fire insurance companies have experienced during the year, our "hard cash" assets were on Dec. 31, 1921, \$13,800 greater than on Sept. 30, 1921. We now have \$54,152 in cash and bonds, as compared with \$35,507 a year ago—a gain of \$18,645 for the year, in spite of an \$8,500 increase in losses.

Our net insurance in force, after deducting reinsurance was a year ago \$4,160,000. To-day it is \$5,613,000—a gain of \$1,453,000. This is a remarkable showing in view of the general falling off in volume experienced by other companies and it is due, in a large measure, I believe, to our increased agency activities.

Our printed financial statement, an advance copy of which is in your hands, displays our affairs in strict harmony with the wishes of the State Insurance Department. Our last previous statement showed but two items under assets and no liabilities. The new assets shown are accrued interest, \$510.81, and premiums in course of collection, not over 60 days old, \$14,670.85. This item, from the standpoint of the Insurance Department, is very conservative, because the State permits companies to take credit for uncollected premiums not over 90 days old; but by-law No. 12, the basis of our collection system, makes policies over sixty days old void. Hence, 60 days is our limit.

The principal item among our liabilities is, of course, the reserve for unearned premiums—practically \$40,000. We have set this liability up at the request of the Insurance Department. All mutual insurance companies taking an advance premium, are expected to comply with this ruling. Our fund is already raised and set aside, a fact on which we are entitled to mutual congratulations.

Our other liabilities consist of reserves for losses in process, and for miscellaneous expenses incurred and not paid, and last, but not of least importance, our surplus—a bona fide surplus of nearly \$23,000.

You will be interested in knowing that our tenth financial statement compares favorably with that of many of the older and larger mutuals at the close of their tenth year in business. For example, the Michigan Millers Mutual Fire Insurance Co., of Lansing, forty-one years in business, with \$2,500,000 of cash assets and a million surplus to policy holders, was no bigger on its tenth anniversary than we are to-day, and it is my firm belief that the Michigan Shoe Dealers Mutual Fire Insurance Company has fully as bright a future before it if we but take advantage of the abundant opportunities for increasing our business, at the same time holding fast to the principle that an ample cash surplus spells not only increasing security, but increasing dividends to policy holders as well.

The following directors were re-elected for the ensuing year:

Albert Murray, Charlotte.
John Muffley, Kalamazoo.
Edward Stocker, Detroit.
H. P. Woodworth, Lansing.
A. V. Friedrich, Traverse City.
A. J. Schultz, Muskegon.
L. H. Baker, Lansing.

At a meeting of the directors, the following officers were re-elected:

President—Albert Murray, Charlotte.

Vice-President—John Muffley, Kalamazoo.

Secretary—L. H. Baker, Lansing.
Treasurer—L. H. Baker, Lansing.

In accordance with the vote of the stock holders the headquarters of the company will be transferred from Fremont to Lansing Thursday of this week.

Plans for a nation-wide prosperity drive to start on February 1 have been announced. In the tentative outline of objectives there is nothing of the "sunshine propaganda" that characterized so many of the earlier movements during the past year, and this is a hopeful sign. Instead of telling business men to be happy and they will be prosperous it is proposed to conduct an educational campaign which will emphasize the advantages of a quick turnover with small profit, point out the need for more economical business methods, and make the general public more familiar with the facts concerning wages, freight rates, taxes, and other matters affecting business in the present period of readjustment. Educational work of this character is needed.

De Valera, the Spanish renegade who has posed as president of the Irish "republic"—to the disgust of every decent man in the world—states that he will refuse to enter the Kingdom of God when he dies unless the Supreme Ruler consents to change the name of heaven to the Republic of God.

Not that we favor Ruth, but it looks like Landis knows "A good man is hard to fine."

A. W. EHRMAN & CO. Accountants and Auditors Federal Tax Service

MARTIN DOWD, C. P. A., Mgr.
305 Fourth National Bank Bldg.
GRAND RAPIDS, MICHIGAN

MICHIGAN SHOE DEALERS Mutual Fire Insurance Company

FREMONT, MICHIGAN

Maintains Its 30% Dividend Record

By careful selection of risks
By sound and conservative management
By thorough mutuality
Courteous and prompt attention to all enquiries.

ALBERT MURRAY, Pres.

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

OUR FIRE INS. POLICIES ARE CONCURRENT

with any standard stock policies
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The Net Cost is **30% Less**

Michigan Bankers and Merchants Mutual Fire Insurance Co.
of Fremont, Mich.

WM. N. SENF, Secretary-Treas.

Petoskey Transportation Company

PETOSKEY, MICHIGAN

We are pleased to announce to investors that both the Petoskey Portland Cement Company and the Petoskey Transportation Company paid respectively 3% and 4% on January 1, 1922.

Both of these Companies are firmly established in business, and any investor can purchase an interest in the PETOSKEY TRANSPORTATION COMPANY with the fullest confidence that he is buying an INVESTMENT, and not an experiment.

The fact that both of these Companies have regularly paid dividends from the beginning of their operations, is an evidence that they are business concerns upon which the investor can rely.

The Management of both Companies is exceptionally strong. They do not make broad promises. THEY PAY DIVIDENDS.

Write for full information.

F. A. Sawall Company

313-314-315 Murray Building

GRAND RAPIDS

MICHIGAN

THE KING OF TRADE.

John Wanamaker Believes There Is Sentiment in Business.

A few weeks ago 5,000 people could be seen of an evening in the Wanamaker store in Philadelphia. Buying goods? Oh, no. The army of five or six thousand clerks had gone home.

That big audience had gathered to hear an organ recital given by a famous French musician. All free as air, but you could travel over the world and not hear anything better than Dupre.

"Why," asks the cynic, "should John Wanamaker entertain Philadelphia at a free concert in the heart of that \$25,000,000 store?"

Why does a newspaper put news out upon a bulletin board when news is the thing it wishes to sell?

M. Wanamaker aims to fasten Philadelphia's attention and interest upon his immense store. A Western merchant was in the store a couple of weeks ago, and nearly dropped when strolling through the most central aisleway to hear the most beautiful Christmas carol he had ever heard. He told one of the store managers afterwards that it was the most impressive music he had ever listened to—a carol sung above the heads of tens of thousands of shoppers.

But John Wanamaker knows that a Christmas carol does not sell merchandise. It does the reverse because hundreds upon hundreds stop buying and even clerks stop working to listen to the music.

"But," says the veteran merchant himself, "when I stand and look at the lights and the store decorations for Christmas I am thinking most of the brain and soul of that young man who planned it."

There you have a glimpse of this king of trade—the human element in all those decorations that cost thousands outweighs with him all the other elements.

Legends have grown up around the name of John Wanamaker. People hear that he goes to his store every day. Indeed he goes there, and it must be an early bird who beats him to it.

He likes to walk around through the miles of aisleways. On such a store excursion he may be stopped 300 times by store visitors who recognize him and wish to shake hands.

"Why do I take back goods when once they are sold and delivered, if the customer so desires?"

He does it primarily to please you, but most of all he does it to hold in check his own buyers and force them to provide for the store goods of a quality and a price that will please you. If stuff from any buyer's department keeps coming back to the store from the customers, it is a good sign, so Mr. Wanamaker says, that the store buyer did not make a good bargain for the store.

Yes, Mr. Wanamaker personally writes those editorials up in the northwest corner of his daily advertisement. He has done it for more than 300 days every year for nine years.

Somebody in the store, without consulting the author, compiled hundreds of those business maxims into a neat

book. Mr. Wanamaker suppressed the entire edition.

As he wrote in one of those pithy editorials a fortnight or so ago:

"Instead of so much praising of ourselves let us look sharper to find in others something to praise. Self-praise is a counterfeit coin not fit to pass on."

But since Ben Franklin's "way to wealth" there has been nothing from the pen of any Pennsylvanian to compare with these short sermons on business and ethics by the world's foremost merchant.

A young man who had become head of an important property asked Mr. Wanamaker's advice on how it could be improved.

"I'd make it different from every other of its kind," was his instant answer.

By all odds the three most famous names in American dry goods merchandizing are A. T. Stewart, Marshall Field and John Wanamaker.

Stewart and Wanamaker enjoyed far wider public relations than did Field.

Wanamaker's business life has been much longer than those of the other two, and he has inaugurated more innovations into the business realm. He has been a persistent starter of things.

"If you want something done, get a busy man to do it," is the Wanamaker slogan. Always busy himself with his own enormous business, he still has time for a wide variety of things.

So he recently urged E. T. Stotesbury to take charge of the Sesqui-Centennial for Philadelphia in 1926. "I'll volunteer as your secretary," added the merchant who will be 84 on his next birthday.

When he was Postmaster General of the United States some one asked Mr. Wanamaker how he could manage to get through with all the work he performed.

"By never doing the same thing twice," was the reply.

It is his habit to take up a thing and finish it before he lays it aside, and then go to something else. He does not muddle around and turn over and over again the same problem.

His Bethany Sunday School is the most famous one in the world, but fewer know how he organized his younger store help into cadets and how he provides for them a beautiful resort by the sea for their summer vacations.

"Nobody saves as little as a cent," objected the old-time banker when Mr. Wanamaker said he was going to start a penny savings bank.

The banker was wrong and the merchant was right by some \$6,000,000—the deposits in that penny bank to-day.

During the past year when Rodman Wanamaker was in Europe, his father thought it advisable to be in the New York store two or three days each week.

A store assistant whimsically observed about this exploit: "The only luxury Mr. Wanamaker enjoyed on those many hot trips to New York was two chairs in the Pullman car. One chair held his papers on which he worked all the way on his ninety mile journey."

Henry Ward Beecher told an aspir-

ing young clergyman that he kept a sexton posted in Plymouth Church. If the sexton saw a member of the congregation taking a nap, he was to march up to the pulpit and wake up the preacher.

In like manner John Wanamaker has for sixty years been willing to set the pace for his store associates. A friend of his poorest employes and a confidant of Presidents of the United States, this extraordinary merchant fills a niche in the story of world store-keeping which no other living man can rival.

Canned Peas Have Taken Market Lead.

Canned peas seem to have taken the lead of the market away from canned tomatoes in the last two days. I have heard of some important transactions in canned peas, but the purchasing of canned tomatoes presents no important features, although some minor transactions are reported.

The recent demand for canned tomatoes seems to have been based upon temporary replenishing of depleted stocks, and to have been absolutely devoid of any speculative consideration.

An observant buyer of canned foods said that he could not understand the indifference of demand toward canned corn. He held that it was the best value at this time of any of the staple canned vegetables. The buyer predicted that as soon as the present stocks of canned corn in the hands of wholesale grocers began to move and was reduced a little that buying would

actively begin in that article in an important way.

Many of the buyers of wholesale grocery houses will probably withhold purchasing of additional supplies until after the National Canners' Association convention, January 16-20, at Louisville, Ky. Most of them are going, and some are of the opinion that the announcement of future 1922 prices, which is likely to be made there, will have an effect on the prices of spot goods.

The soda fountain supplies business in crushed fruits has grown tremendously in the United States in the last few years and the volume of consumption is enormous. A number of very large establishments are engaged in this line of manufacturing and have built up a business of surprising importance. The operation of the pure food laws, National and state, have confined this especial line of manufacture to pure fruit products and have eliminated concerns that adulterated such products or used chemicals in their products. This has narrowed competition down to pure and honest production, and has standardized prices. Many wholesale grocery houses conduct factories for the manufacture of pure fruit preserves and do something in crushed fruits for soda fountain supplies.

There has been an important decline in canned hominy and canned red kidney beans as well as in canned pork and beans, which are all attributable to lower prices of raw products on the market of which the canned articles are made. John A. Lee.

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



IT PAYS TO PUSH

Foley's Honey and Tar
Foley Kidney Pills
Foley Cathartic Tablets

- 1st. Because the goods are practically sold when you buy them.
- 2nd. They move off briskly and turn your money quickly.
- 3rd. Advertising and sampling never ceases—is always going on.
- 4th. Foley's goods are made right and priced right—always give satisfaction to your patrons, and they repeat.

FOLEY & CO., 2835 Sheffield Avenue, CHICAGO, ILL.

THE CITY MEAT MARKET

H. L. BRECKENMAKER, Prop.
Cumberland, Iowa, 1-28, 1919

BAKER ICE MACHINE CO.
Omaha, Nebr.

Dear Sirs:—

Allow me to say that I have been trying for two years to buy an Ice Machine and since buying the Baker Machine, can say there is but one machine for the butcher to buy, that is a Baker, last year my Ice bill was \$310.00 my machine this summer will run about \$110.00 only \$200.00 saved in one season, not so bad? I could have paid over twice as much for the machine, borrowed the money at Eight % and then be making a good investment, against buying Ice, no more ice for me so long as I can get a Baker Machine.

Thanking you for just favors I remain as ever, for Baker.

H. L. BRECKENMAKER

Baker Ice Machine Company, Inc.
Omaha, Neb.

Gentlemen:—
Please send me Bulletin 42-T without obligations.

Name _____
Town _____
State _____

"\$200 Saved One Season"

writes a Cumberland, Iowa, Grocer

Here's a brother merchant who paid ice bills until he got tired. Then he installed a Baker System—and saved \$200 one summer. He says he would have paid twice as much for the machine—and still been making a good investment against buying ice.

BAKER SYSTEM

Mechanical Refrigeration

Does more than save ice bills. It's your guarantee of an economical and dependable circulation of cold dry air that keeps meats and other perishables in perfect condition without spoilage loss—without labor or worry. No muss and dirt—your refrigerator is always clean and dry.

Baker Systems are designed in sizes to meet every need—large or small. Require little space and are simple and easy to operate.

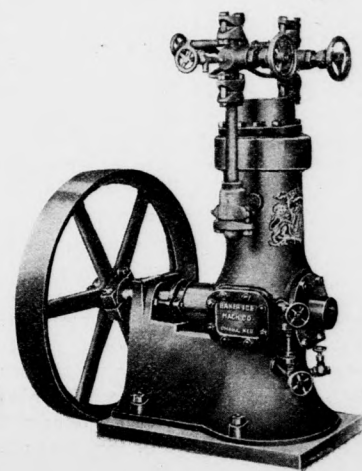
Now is the time to get busy—clip the coupon today. Prepare for next summer—you'll be better off without the ice man.

Baker Ice Machine Co., Inc.
OMAHA, NEB.

Sole Central Agents
BURGE MACHINE WORKS

218 NO. JEFFERSON ST.

CHICAGO, ILLS.



THE 2000 MARK.

How the Tradesman Looks To Our Hardware Contributor.

Written for the Tradesman.

Anything I might write on this occasion of the 2,000th issue of the Michigan Tradesman must, necessarily be personal in tone—personal to myself or personal to the Michigan Tradesman and to the man who through nearly forty years has guided its policies.

I have been writing for trade papers, of one sort and another, for nearly fifteen years. It was late in June or early in July of 1911 that the Michigan Tradesman published my first contribution. "The \$10 Man on the \$1 Job" was the title; and my argument, if I remember aright, was against the practice, then not uncommon in some mercantile establishments, of the head of the business spending his time on petty detail work that the veriest newcomer on his staff could handle.

In other words, a man, to achieve the best results for himself, his business and the community he serves should attend to the work for which he is best fitted.

It is a curious coincidence that, floundering rather in the dark in my search for a publication to give immortality to that little article, I should chance on the Michigan Tradesman. For Mr. E. A. Stowe's work on the Michigan Tradesman exemplifies the very thing I taught, or tried to teach—that a man should engage as a life-work in the one best service to humanity that he is fitted to perform.

That is the sort of service Mr. Stowe has been performing these nearly forty years. These 2,000 issues of the Michigan Tradesman represent his life work—a life-work singularly vital with enthusiasm and sincerity. I doubt if there is in the whole world another trade paper that has been published continuously for so long a period under the same editorial management.

When I hark back over the comparatively recent years in which I have been, more or less regularly, engaged in this class of writing, I am impressed by the long list of trade papers which have come and gone. Changes in ownership and management of papers still published have been yet more numerous. I doubt not that in Michigan conditions have been much the same as elsewhere.

Yet through it all the Michigan Tradesman goes on with no change in management and no slackening in vigorous and effective work for the business community it serves.

There is, of course, a reason for these frequent changes and these many mortalities in the trade paper field. There are, indeed, to my way of thinking, two reasons.

One of these is the quite common human tendency of regarding a business, a profession, a trade or a task of any kind as, primarily, a means of getting money. With some people the rendering of service is a very secondary consideration; with others the consideration of service does not enter into the scheme of things at all.

So if a man or a company finds a trade paper unprofitable, financially, the thing is dropped. There are other enterprises waiting the investment of capital and talent where more money is to be had. And if a man in an editorial chair sees a better chance with some other paper, he takes it.

I was not present at the beginning of things, so far as the Michigan Tradesman is concerned. Indeed, the paper and I were "launched" almost simultaneously. I cannot speak, therefore, with definite personal knowledge of Mr. Stowe's experience.

But I know enough of business of many kinds—and particularly of the trade paper business—to realize that the path of a new enterprise of any sort is beset with difficulties. Rarely does a new publication win favor at a single bound or find itself firmly established from the first. There are moments, and they recur again and again, when the man at the head of things finds the outlook black and, to say the least, uncertain; when every

circumstance seems to say, "What's the use of going on?" and when the highest degree of courage is required to meet that challenge. These are the moments when many a trade paper, launched amid great enthusiasm, drops quietly into the vast sea of oblivion. Such discouragement, coming again and again, is a heavy burden for even the strongest soul.

But to the man who believes in himself and in the work he has undertaken, there are no insurmountable obstacles. He cannot vision such a thing as quitting a task that in his estimation is worth doing. He carries on because he has to; and he wins because, in the face of all difficulties, unshaken by discouragement, he carries on.

I fancy it must have been that way in the early days of the Michigan Tradesman. Whatever the difficulties, whatever the discouragements, Mr. Stowe was not a man to let go an enterprise in which he believed. And I can appreciate, too, that no amount

of money could ever have tempted him to engage in an enterprise in which he did not believe.

And that brings me to the second reason why some trade papers thrive and others fail; and why money equipment has so little apparently to do with the success of the first class or the failure of the other. Personality spells all the difference. A trade paper, like a man, must stand for something, and that something must be worth while; and it must command the highest degree of human service. And the trade paper whose personality is a reflection, a mirror, a likeness of the personality of a strong man at the head of affairs becomes as vital to the wider business community in which it circulates as that man himself is in the more circumscribed field of his own personal acquaintance.

It takes no small degree of personal courage to deal as frankly with vital questions as Mr. Stowe has dealt with them in the ten years I have known the Michigan Tradesman. I have ex-

Retain Your Friends—

Cheer them in cheer time—Console them in tear time.

If there is only one—or if there are many—don't lose them through neglect.

Distance is no excuse—time nothing—cost is slight.

When You Use the Telephone

You can sit at your fireplace, and no matter what the weather, or the distance—your voice!—your spirit!—you!—can travel over the Long Distance Lines!

There are reduced Evening and Night Rates if you Call By Number.

Let Them Hear Your Voice

Michigan State Telephone Company

perienced personally, in business, municipal and social affairs, how difficult it is to speak out when outspokenness is necessary; and yet to refrain from harsh speaking and unjust criticism when there would be advantage in these. It is one of the hardest things in the world to find fault with a personal friend when we realize that, in his own estimation, he is doing the right thing. We feel the personal hurt as much as he does.

But a journalist, to fulfill his entire duty to his community, must of necessity, put these considerations aside; dealing frankly, unhesitatingly and fearlessly with issues as they arise. And in proportion as he does this, he is true to his profession; and in proportion as he is true to his profession is his task in the immediate moment a difficult one.

That honesty—outspoken honesty—is the best policy for the trade journalist is, however, clearly illustrated in the survival of the Michigan Tradesman. The years have come and the years have gone, but the Michigan Tradesman goes on telling the truth as its editor is given to see the truth.

Personally, I have been associated more or less intimately with the Michigan Tradesman over a period covered by approximately the last 500 of these 2,000 issues. I have been almost steadily associated with the paper through the last 350 of the 500 issues referred to. So that, while I was not present at the beginning of things, I have come to know the Michigan Tradesman pretty well; and in the foregoing paragraphs I have endeavored to explain its success through a period in which a myriad of other papers have fallen by the wayside.

Victor Lauriston.

Why Are Children?—Enquiry With a Local Application.

Grandville, Jan. 10—Why are children?

I am led to ask the question by reading of the adventures of a young couple who searched four months throughout Grand Rapids in a vain hunt for a home simply because they had a five months old baby. Now would not that jar you?

It is said the little tot's grandma became angry at the treatment little Elizabeth Jane received at the hands of landlords and landladies. Can you blame her? Not a flat or a house in a whole city the owners of which are willing to harbor a little five months old baby, but not saying a word at one or two dogs.

This is proof positive that pups are more kindly considered in Grand Rapids than are children. It is so enlightened, so comforting to see young married women hugging puppies to their hearts, with cooings, so long as there's no baby in sight. Well, now what are we coming to anyhow? Tell us, reader, how long this great American Nation can survive with such a spirit of enmity to babies dominating the renters of this country.

If everybody rented what would become of the Nation? Just one thing would happen. The American would die off and the country come into the possession of adult immigrants. How does that strike you, good American man or woman who have so often swelled with pride over your revolutionary ancestors? It seems like a stab beneath the fifth rib doesn't it?

And it would amount to exactly that, the complete extirpation of Americanism, the destroying of all homes, the downfall of the greatest, freest Re-

public the world has ever known. Are we coming to that? If the baby is to be banished from every rented home in the land, how long will it require to work the downfall of the United States?

The idea that so thrifty and intelligent a city as Grand Rapids should so completely ostracise the right of a baby to be born, is positively a shock to the sensibilities of good old fashioned Americans. Now that the Howes and Baby Elizabeth have advertised the town it does seem as if a bid for them would come from some sensible house owner who would rather take them in than give room to milady's cat and dog.

Since babies are considered a nuisance, why have them?

Here is something else to consider. What are we prepared to do with the proposition bulged into the limelight by this unfortunate couple who have sought to rent a home in vain because one wee baby miss has stood in the way. Dogs welcome galore, babies never!

Confounded unpleasant, isn't it?

The question of why is a baby is to the fore and must be answered.

The attitude of the landlords has certainly become scandalous. What with exorbitant rents to bar out a man's family is something ungenerous in the extreme. It seems that the best of references had no force with those who have houses or flats to rent. Baby is barred in any event.

Dogs and cats not barred! Why, to be sure not. They will not mar the walls and hangings. Babies of a few months old seemingly ought to be as generously treated since they will not do a particle of damage to the most immaculate rooms until beyond the creeping age. A spite against humanity it is and nothing less.

What punishment do you think, gentle reader, ought to be meted out to these over nice (more nice than wise) landlords for barring an innocent morsel of humanity still in the monthage from one of Grand Rapids' many homes built to rent to man and wife without children?

Just this and nothing less—a bare and tenantless dwelling or flat until the owners come off their high horse and get down on their knees and beg pardon for their harsh and inhuman treatment of their fellow men. Such would be none too severe a punishment. It is not necessary in this day and age of the world to offer a premium on childless couples; there are too many such already.

Again the query, why are children?

Of course, without the babies there would soon be a desolate and abandoned world. Even the kaiser's war would not be a circumstance to the general devastation wrought by following the demands of our city landlords. Who are these that they should fatten off the discontent and misery of their fellow beings who are blessed with little children such as those the Savior asked to be permitted to come unto Him and to whom these householders have denied the shelter of a home?

Even this enmity against the little ones has penetrated to the inner precincts of the church, and many very respectable members are anxious for the expected new pastor to come to his charge unincumbered with "a raft of young ones." Don't like to see fingerprints on the newly varnished walls of the parsonage you know. Why bless the good old souls, don't they realize that their own selves would not be here to criticize if babies two generations ago had been excluded from American homes?

Why are children?

Because, dear friends we need them. What would this bleak old world be without the babies—the dear little children coming up along side of papa and mamma in various stages of development? For my part set me down as most emphatically on the side of babies and children and against the landlords who seek to exclude them.

Old Timer.

Life Is an Echo.

An echo is like the sound which calls it out. The echo from a deed is exactly like the deed in character and quality. It cannot vary from that which produced it any more than our reflection in a mirror can be different from the image we present. Our life is merely the echo of the sum of our thoughts, of our words, of our motives of our efforts and the echo will be pleasant or disagreeable, joyous or sad, rich or poor just as is the life which inspired it!

COLEMAN (Brand)
Terpeneless
LEMON
and Pure High Grade
VANILLA EXTRACTS
Made only by
FOOTE & JENKS
Jackson, Mich.



RAISED BISCUITS

Scald 1 pt. milk, or milk and water. Add 2 tbsp. butter or lard, 2 tbsp. sugar and 1 tsp. salt. When luke warm add 1/2 yeast cake dissolved in 1/2 cup water. Add Lily White flour to make a soft batter. Mix well; add flour to make a dough. Knead. Let rise until it is double in size. Knead again and shape. Let rise 1 1/2 hours. Bake in a quick oven 20 minutes.

Hot Biscuits and Honey For Dinner

Can you imagine how wonderful these biscuits would be when generously covered with luscious honey? And remember these are not ordinary biscuits. They are deliciously flavored—they bring out the flavor of the honey—they are light, and tender—in fact, they seem to melt in your mouth. Such biscuits can only be made with

Lily White

"The Flour the Best Cooks Use"

because Lily White contains the best quality wheats in the country, milled to perfection. The flavor is in the flour. Lily White is unsurpassed for baking rolls, cakes, breads and pastries as well as biscuits, and it is guaranteed to please you better.

Supreme in Nutrition

Look for the
ROWENA
trade-mark
on the sack

Only the choicest portion of the wheat berry enters Lily White flour. The grain is cleaned, washed and scoured eight times and milled by a costly and extensive system. The result is a flour of incomparable granulation, body, color, flavor and nutrition.

Lily White has satisfied for three generations.

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.

CHECK PRICE MAINTENANCE.

Critical Analysis of the Beech-Nut Decision.

Washington, Jan. 16—There is a limit upon the extent to which manufacturers may develop systems for maintaining the resale prices of their products in connection with their refusal to deal with price cutters. This important principle is enunciated in a decision just handed down by the United States Supreme Court in the Beech-Nut Packing Co. case in which the court, with four justices dissenting, sustains the right of the Federal Trade Commission to enjoin the price-maintenance practices of the defendant company, but concedes the contention that the commission's order was too broad.

The decision of the court was concurred in by five justices and the opinion was delivered by Justice Day. The dissenters were Justices Holmes, McKenna, McReynolds and Brandeis. While to the man in the street five-to-four decision of the highest tribunal in the land may appear regrettable, it should be borne in mind that for every legal purpose it is quite as binding as if the court had unanimously sustained the commission's action.

Opponents of price protection are likely to jump to an erroneous conclusion from the Supreme Court's decision in this case. It in no way affects the decisions heretofore rendered in the Miles-Park, the Colgate, or the Schrader cases, and the court is at considerable pains to differentiate its decision in the Beech-Nut case from that rendered in the Colgate case and to reaffirm the latter in plain, unmistakable language.

In a nutshell, the court holds that a manufacturer cannot legally enter into agreements to maintain prices or by contract or combination, expressed or implied, unduly hinder or disturb the natural flow of commerce in the channels of interstate trade. His action cannot be questioned, however, if he simply refuses to sell or withhold his goods from those who will sell them at the prices which he fixes for their resale.

A careful analysis of the Beech-Nut decision indicates that the Supreme Court was impressed with the elaborate machinery of the defendant for preventing its goods from falling into the hands of mail-order houses, chain stores and other concerns pursuing price-cutting policies, and that the scope of this machinery and the extent to which the company's policy in this regard was carried, rather than its mere refusal to sell goods to parties who failed to maintain its resale prices, constitute the basis for the court's adverse ruling.

The Supreme Court's examination of the Beech-Nut case discloses the interesting fact that the record in the case contained a detailed description of the defendant company's method of maintaining its prices. No such description was to be found in the opinion of the court below; hence most laymen and many lawyers reached the conclusion that the case in no way differed from that of Colgate. But it appears from the Supreme Court's analysis of the Beech-Nut company's methods that there was a wide disparity in the practices of the two companies, and that because of the extreme policy pursued by the Beech-Nut company rather than by its refusal to sell price cutters, its course has been found to be illegal.

It will be recalled that upon appeal from the original order of the Federal Trade Commission, the Circuit Court of Appeals sustained the legality of the Beech-Nut company's position in a brief opinion based upon the decision of the Supreme Court in the Colgate case. The Supreme Court, however, in the decision just rendered, carefully differentiates the two cases.

Owing to the great interest which this case has aroused among manufacturers in all lines, I have procured a liberal excerpt from the court's opinion as handed down by Justice Day,

in part as follows:

"In the original complaint it was charged that in order to accomplish the illegal purpose intended, the Beech-Nut company required its purchasers to agree to maintain or resell products at standard selling prices, and that for the purpose of maintaining such standard resale prices and for the purpose of inducing and compelling its customers to maintain and keep such standard prices the company refused to sell its products to consumers and dealers who would not agree to maintain such specified standard resale prices, and who did not resell such products at the specified standard selling prices fixed and determined by the company.

"The Circuit Court of Appeals was of opinion that the only difference between the price-fixing policy condemned as unlawful in Miles Medical Co. vs. Park & Sons Co., 220 U. S. 373, and the price-cutting plan embodied in the Beech-Nut policy was that in the former case there was an agreement in writing, while in this case the success or failure of the plan depended upon a tacit understanding with purchasers and prospective purchasers. While it expressed its difficulty in seeing any difference between a written agreement and a tacit understanding in their effect upon the restraint of trade, it, nevertheless, regarded the case as governed by the decision of this court in United States vs. Colgate & Co., 250, U. S. 300, and, accordingly held that the commission had exceeded its power in making the order appealed from.

"The Colgate case was prosecuted under the Sherman Anti-Trust Act and came to this court under the Criminal Appeals Act. We therein held that this court must accept the construction of the indictment as made in the District Court; and, that upon such construction, the only act charged amounted to the exercise of the right of the trader, or manufacturer, engaged in private business to exercise his own discretion as to those with whom he would deal, and to announce the circumstances under which he would refuse to sell, and that thus interpreted no act was charged in the indictment which amounted to a violation of the Sherman Act prohibiting monopolies, contracts, combinations and conspiracies in restraint of interstate commerce.

"In the subsequent case of United States vs. Schrader's Sons, Inc., 252 U. S. 85, this court had occasion to deal with a case under the Criminal Appeals Act, wherein there was a charge that a manufacturer sold to dealers in several states under an agreement to observe certain resale prices fixed by the vendor, which we held to be a violation of the Sherman Anti-trust Act. In referring to the Colgate case we said:

"The court below misapprehended the meaning of the effect of the opinion and judgment in that case. We had no intention to overrule or modify the doctrine of Dr. Miles Medical Co. vs. Park & Sons Co., where the effort was to destroy the dealers' independent discretion through restrictive agreements. Under the interpretation adopted by the trial court and necessarily accepted by us, the indictment failed to charge that Colgate & Co. made agreements, either express or implied, which undertook to obligate vendees to observe specified resale prices and refuse to deal with anyone who failed to maintain the same."

"By these decisions it is settled that in prosecutions under the Sherman Act a trader is not guilty of violating its terms who simply refuses to sell to others, and he may withhold his goods from those who will not resell them at the prices which he fixes for their resale. He may not, consistently with the act, go beyond the exercise of this right, and by contracts, or combination, express or implied, unduly hinder or obstruct the free and natural flow of commerce in the channels of interstate trade.

"The Sherman Act is not involved here except in so far as it shows a

declaration of public policy to be considered in determining what are unfair methods of competition, which the Federal Trade Commission is empowered to condemn and suppress. The case now before us was begun under the Federal Trade Commission Act which was intended to supplement previous anti-trust legislation. This act declares unlawful 'unfair methods of competition' and gives the commission authority after hearing to make orders to compel the discontinuance of such methods. What shall constitute unfair methods of competition denominated by the act, is left without specific definition. Congress deemed it better to leave the subject without precise definition, and to have each case determined upon its own facts, owing to the multifarious means by which it is sought to effectuate such schemes.

"If the 'Beech-Nut System of Merchandising' is against public policy because of its dangerous tendency unduly to hinder competition or to create a monopoly it was within the power of the Commission to make an order forbidding its continuance. The facts found show that the Beech-Nut system goes far beyond the simple refusal to sell goods to persons who will not sell at stated prices, which in the Colgate case was held to be within the legal right of the producer.

"The system here disclosed necessarily constitutes a scheme which restrains the natural flow of commerce and freedom of competition in the channels of interstate trade which it has been the purpose of all anti-trust acts to maintain. In its practical operation it necessarily constrains the trader, if he would have the products of the Beech-Nut Company, to maintain the prices 'suggested' by it. If he fails so to do, he is subject to be reported to the company either by special agents, numerous and active in that behalf, or by dealers whose aid is enlisted in maintaining the system and the prices fixed by it. Furthermore he is enrolled upon a list known as 'undesirable price cutters' to whom goods are not to be sold, and who is only to be reinstated as one whose record is 'clear' and to whom sales may be made upon his giving satisfactory assurances that he will not resell the goods of the company except at the prices suggested by it, and will refuse to sell to distributors who do not maintain such prices.

"From this course of conduct a court may infer, indeed cannot escape the conclusion, that competition among retail distributors is practically suppressed for all who would deal in the company's products are constrained to sell at the suggested prices.

"Under the facts established we have no doubt of the authority and power of the Commission to order a discontinuance of practices in trading, such as are embodied in the system of the Beech-Nut Company.

"We are, however, of opinion that the order of the Commission is too broad. The order to cease and desist

from carrying into effect its so-called Beech-Nut policy by co-operative methods in which the respondent and its distributors, customers and agents undertake to prevent others from obtaining the company's products at less than the prices designated by it:

"1. By the practice of reporting the names of such dealers who do not observe such resale prices.

"2. By causing dealers to be enrolled upon lists of undesirable purchasers who are not to be supplied with the products of the company unless and until they have given satisfactory assurances of their purpose to maintain such designated prices in the future.

"3. By empowering salesmen or agents to assist in such a plan by reporting dealers who do not observe such resale prices, and giving orders of purchase only to such jobbers and wholesalers as sell at the suggested prices and refusing to give such order to dealers who sell at less than such prices; or who sell to others who sell at less than such prices.

"4. By utilizing numbers and symbols marked upon cases containing their products with a view to ascertaining the names of dealers who sell the company's products at less than the suggested prices, or sell to others who sell at less than such prices, in order to prevent such dealers from obtaining the products of the company.

"5. By utilizing any other equivalent co-operative means of accomplishing the maintenance of prices fixed by the company."

Notwithstanding the re-affirmation of the decision of the Supreme Court in the Colgate case, business men will find in the decision in the Beech-Nut case cause for considerable anxiety. If the Colgate plan is legal and the Beech-Nut plan illegal, every manufacturer will have to determine for himself just where the dead-line runs in order that he may keep on the safe side.

It would seem, therefore, that no hard-and-fast rule can be laid down at this time, and that further elucidation will have to wait Supreme Court rulings in other cases. In the meantime, it may be assumed that the activity of the Federal Trade Commission in connection with this class of cases will be renewed as it is unquestionable that in the Beech-Nut case it has won an important though only a partial victory.

The friends of price-maintenance legislation in Congress are making much of the decision in the Beech-Nut case as an argument in favor of the prompt passage of the Kelly-Stevens bill or some very similar measure legalizing the maintenance of resale prices. It is urged that without legislation manufacturers cannot avail themselves of what the Supreme Court has held to be their undeniable right to refuse to deal with price cutters with out rendering themselves liable to the same line of conduct that has resulted adversely to the Beech-Nut Company.

MENTHOL-HOREHOUND

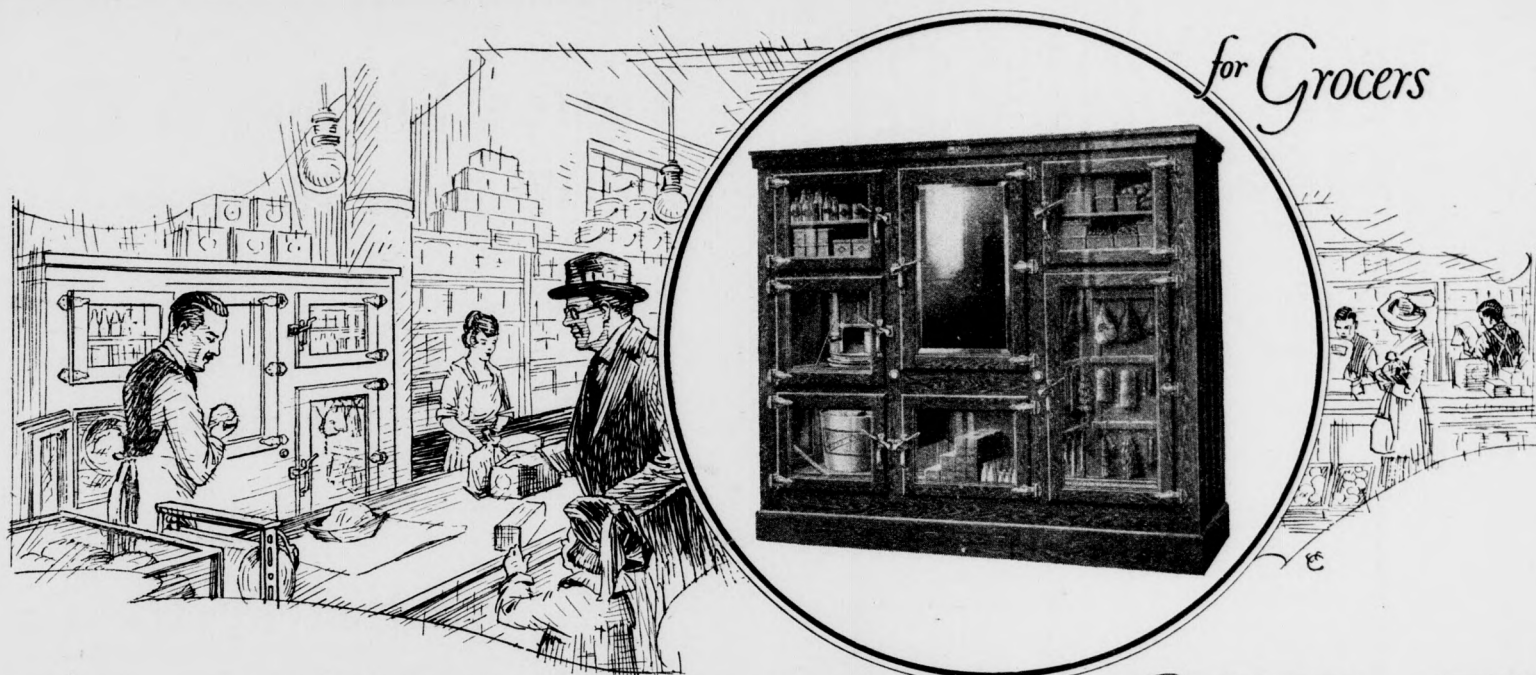
COUGH DROPS



A COUGH DROP
OF EXCEPTIONAL
MERIT

Order Direct of Us
or Your Jobber

Manufactured by NATIONAL CANDY CO., INC.
PUTNAM FACTORY
GRAND RAPIDS - - - MICHIGAN



MCCRAY

REFRIGERATORS *for* ALL PURPOSES

You can buy a McCray refrigerator with the money that it saves you. And, it will be a refrigerator that exactly meets *your* needs.

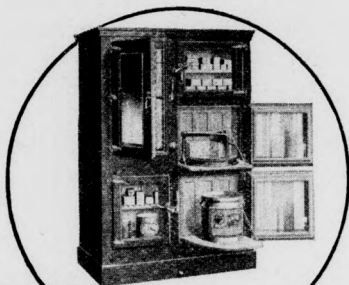
For more than 30 years the McCray has been supplying grocers and butchers with a two-fold service. It has *saved them money* by reducing to a minimum their loss from spoilage. And, it has *made them money* by increasing their sales. For in the McCray Refrigerator perishable foods are not only kept pure and wholesome, but are attractively displayed in all their appetizing freshness.

In well equipped stores and markets everywhere you will find this superior refrigerator. The McCray patent cooling system, which forces a constant circulation of cold, dry air through every compartment, assures efficient refrigeration, guarantees perfect preservation. McCray not only carries a large variety of refrigerators, coolers and display-case refrigerators, ready for prompt shipment, but builds them to order in any style and size to fit your particular need.

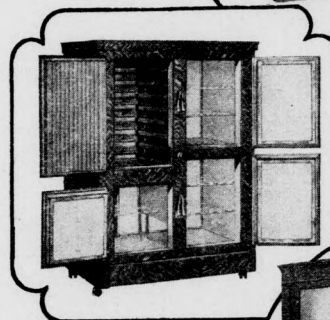
Easy Payments—Our convenient plan enables you to pay for the McCray as you use it. We'll be glad to tell you more about it.

Send To-day for Your Free Book. In it the grocer's refrigeration needs are thoroughly discussed, the complete McCray line is illustrated and described. There is no obligation; simply send the coupon.

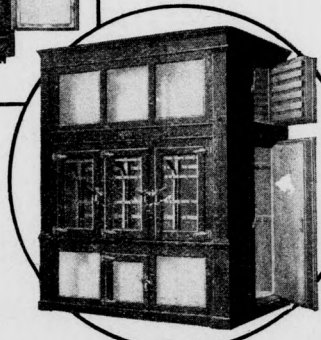
No. 405
for Grocers



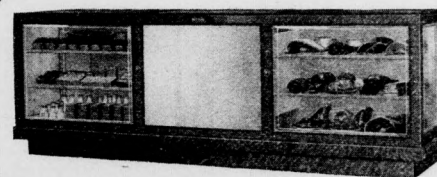
No. 460 for
Residences



No. 185 for
Meat Markets



No. 1042 for
Grocers and markets



McCray Refrigerator Co.

2244 Lake Street

Kendallville, Indiana

Salesrooms in all Principal Cities

McCray Refrigerator Company, 2244 Lake Street, Kendallville, Indiana.

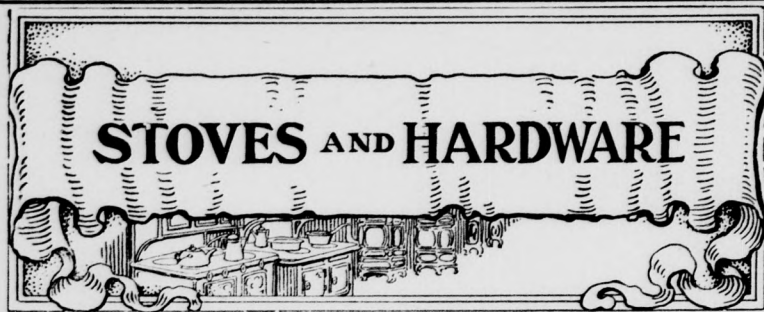
Gentlemen—Please send, without obligation to me, the book on refrigeration and refrigerators checked below:

- () No. 72, for Grocers and delicatessen stores.
() No. 64, for Meat Markets.
() No. 53, for Hotels and Restaurants.
() No. 95, for Residences.

Name.....

Address.....

City, State.....



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.

Suggestions Regarding the Sale of Ice Skates.

Written for the Tradesman.

Whether or not the winter sporting goods lines will sell freely depends in most cases on local conditions, and primarily upon local facilities for enjoying these sports. Given a good snow fall, a spell of cold weather, and good ice on the creeks or ponds, and it will pay the hardware dealer to feature his sleds, toboggans, snowshoes, hockey sticks, and, above all, ice skates.

Skating is probably the most popular of the winter sports with young and old alike. It is healthful exercise for anyone, and the hardware dealer need have no compunctions about encouraging it. The skater gets a good many times his money's worth in enjoyment and improved health.

Much depends, as I have said, on local facilities for skating. If your community has good ice, the sport is bound to be popular.

But if your town lacks natural facilities, you, as a citizen, can do something to make up the lack. For instance, it is comparatively inexpensive, if a level vacant lot is available, to have out the fire hose and flood it, providing a pretty fair sort of skating rink. Unless the ground is frozen to considerable depth, the results will not be entirely satisfactory if the flooding is done all at once. But select a cold day and lay on a little water late in the afternoon, repeat the process little by little at intervals of a few hours, and a very good rink can be built up, if only the cold weather remains steady. The flooding would need to be repeated from time to time, to renew the surface as it is cut up; but by this sort of process a pretty fair rink can be provided on solid ground, where there is absolutely no danger of drowning accidents. This, of course, if the weather is sufficiently cold and there are no thawing spells.

One of the best and most popular rinks I ever saw was built up through the flooding of a public park from a defective or broken fire hydrant in mid-winter.

The point is, that any community can well afford to provide artificial skating facilities if there is no ice available or no public skating rink. And it will be worth while for the hardware dealer to launch a campaign for a free open-air rink. The incidental advertising is worth something, and the effect will be to stimulate the skate business.

Of course in the larger communities there are generally indoor ice skating rinks maintained as a regular thing by public or private enterprise; but the small town lacks these facilities, and it is good business policy for the hardware dealer to initiate a movement to remedy the deficiency. Good ice is all the encouragement most skaters need to get into the game; and the more people are interested, the more ice skates the hardware dealer is going to sell.

With a few added accessories, it is comparatively easy to contrive a good skate display; and such a display is always a stimulus to business. One dealer keeps tab on the condition of the various open air skating spaces in his vicinity, and bulletins the latest news regarding them in his window, along with a display of common and hockey skates and accessories.

One good skate window was contrived by covering the floor with cotton wadding, in the center of which a mirror was set. On this "ice" were shown a half dozen pair of skates. At either side of the window were shown a series of shelves, hung with strips of cotton wadding representing icicles. On these shelves were shown hockey skates and hockey shoes, as well as skates attached to high laced and leather-reinforced skating shoes. In the rear of the display was set a large toboggan, while skis and hockey clubs were hung on the wall.

Accessories such as the cotton wadding and the mirror give a measure of realism to such a display. Lithographs or even newspaper clippings of champion skaters or outdoor sports make good accessories also for skate displays. The rotogravure sections of the Sunday papers are apt to carry a lot of good pictures of outdoor sports which will help out. These can be bulletined in the windows with stickers, or can be pasted on cardboard and worked into the display proper. Local photographs, particularly photographs of old-time outdoor sports, also make interesting accessories. The oldest pair of skates in continuous use in your town, with an explanatory card attached, would be a good thing to feature; or any quaint, old type of skate would add to the pulling power of your window.

Thus, one big city store some years ago put on a display illustrating the development of the skate. The display showed an antique Dutch skate with high curved iron front, used

Hardware Stock Wanted

Must be within 50 miles of Grand Rapids. Address Radix, care Michigan Tradesman.

Foster, Stevens & Co.

Wholesale Hardware



157-159 Monroe Ave. :: 151 to 161 Louis N. W.
 Grand Rapids, Mich.

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

Our travelers are out with the new things in robes, blankets, sheep lined coats and mackinaws. In the past our line of this merchandise has always been a strong and active one and for 1922 you will find many fine additions.

Kindly wait until our salesman calls on you and then look over the line. You will be glad you waited for this.

Brown & Sehler Co.
 Grand Rapids :: Michigan

Michigan Hardware Company

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

Exclusive Jobbers of Shelf Hardware,
 Sporting Goods and
FISHING TACKLE

about 1763; an old-fashioned American pattern with wooden sole and roughly fashioned iron runner, in vogue about 1845; the type of skate common in the 60's; and the light, keen skates of the present day, with high laced skating boots. Such a display will interest a lot of people; and will draw their attention to the actual showing of skates and accessories.

The skating season gives opportunity for all sorts of advertising stunts. Here, again, the wideawake hardware dealer takes advantage of local conditions. In one town where the municipal authorities paid no attention to skating facilities, a hardware dealer after a heavy snowfall hired a man with a wooden snow plow to clear the snow off the skating pond. Then he advertised the fact, coupled with the announcement that the skating was good, and that his stock of skates, straps and accessories was equal to all demands.

Another dealer after a visit to the local skating places decided that it was awkward and uncomfortable for ladies to sit on the ice in order to adjust their skates. So he had a carpenter put together a lot of cheap but substantial benches, painted his advertisement on each, and set up two or three of these benches at each skating place. They have now been in use for several successive skating seasons, the dealer storing them away when the season is over and bringing them out as soon as solid ice forms. The advertisement is a good one.

Another good advertising stunt is to hire the best fancy skater or hockey player available for a few hours each afternoon to teach the young people of the community. Advertise that you have engaged him. Make all reservations for his time at your store. Thus you will pull a lot of skating enthusiasts to your place of business.

None of these stunts involves much outlay. Indeed, a great many simple stunts can be devised, according to local conditions, that, without costing a great deal, will give the hardware dealer quite a bit of good advertising and help materially to boost business. Some of the simplest, most obvious and least expensive stunts are often the very best from an advertising point of view.

A sort of "catch your pal" stunt was adopted by one dealer, with good results. He put up a toboggan as a prize, displaying it continuously in his window in connection with his various displays. The young people were urged to talk up this dealer's skates among their friends; not to sell them, but merely to boost them, and get the friends to come in and see them. Cards were printed, with spaces for name and address of purchaser and also name and address of the individual who first suggested to the purchaser the idea of coming there. The "booster" securing the largest number of credits got the toboggan as a prize. The cards were kept, and formed the basis of a good mailing list for the merchant. During the time the contest was running, a bulletin in the window kept the public posted as to the standing of the ten highest contestants and the contest was freely advertised in other ways. Victor Lauriston,

The State Hardware Convention.

Marine City, Jan. 17—Never in the history of business has there been a greater need for the hardware dealers of Michigan to rub elbows, come together on common grounds, and discuss the many problems that confront them than at the beginning of the year 1922. We hardware men had some knotty problems in 1921, and with united efforts we have solved some of them. The one place where hardware dealers can meet with open frankness and exchange ideas is at our State convention.

The fore part of February is not a very busy time. Our inventories will be over, so every hardware dealer in our great State should arrange to come to this State convention. None of us are so successful or so keen or such perfect hardware men that we can not be benefited by contact with our friendly competitors and brother hardware dealers. We are broadened by this contact, and we see how other hardware dealers run their stores. We only have this opportunity at our State convention and as this comes only once a year, we should all arrange to attend.

Your officers have planned a most remarkable and instructive program. You will listen to talks from successful men on the present day business problems. You will see instructive exhibits of lines of hardware that are bound to interest you. Exhibit space is practically all taken and it will be worth your while to see the exhibit, which will be much larger than any of our former exhibitions.

The finest tonic in the world for new enthusiasm in your store is, to attend this State convention. You will always find that the live, wide awake dealers will be there. I say frankly that it will be a liberal education to every hardware dealer to attend the State convention this year, and I urge every member and every non-member (you are welcome) to attend.

A. J. Scott, Sec'y.

Central Michigan News and Business Changes.

Owosso, Jan. 17—W. H. Beardslee, who has for the last twenty years run the hotel and livery in Perrinton, is on the sick list this winter and unable to drive the old boys who have patronized him steadily for several years. Uncle Bill has always been on the job with good rigs and prices reasonable and his old patrons hope for his speedy recovery.

Ed. H. Meehling, of Burton, has purchased the old Vincent store building on Main street, near the G. T. R. R., remodeled and decorated the interior and has moved his general stock from the up-town store, which his rapidly increasing business has outgrown. He now has a large, commodious and well-arranged country store.

Grant McClure, son of Henry McClure, senior partner of the McClure Grocery Company, on Commerce avenue, has purchased the grocery stock and fixtures on West Youngs street of Charles Terry and taken possession. Mr. McClure is a young man of good habits. He understands the grocery game and is a hustler and that means win.

The sugar factory of the Owosso Sugar Co., Owosso, shut down Monday for the season, after a run of almost seventy days, forty days less than last year. Almost ninety thousand tons of beets were sliced this year.

The new 'bus line from Owosso to Flint started this week with the National Hotel as headquarters, leaving Owosso every two hours. It will in the near future run 'bus lines from Owosso to Lansing and Grand Rapids. We understand that new busses for these lines are now under construction.

Frank Prey, of Carson City, has sold his pool, billiard and lunch room to George Russell, who took possession Jan. 2. Honest Groceryman.

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.

TAKING INVENTORY

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

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

A. B. KNOWLSON CO.
Grand Rapids Michigan

How About Taking Inventory?

This is the time of the year all good merchants should prepare to take their annual inventory. You will need inventory blanks to facilitate and expedite this work.

We are prepared to furnish inventory blanks as follows:

100—8½ x 11, good stock	-----\$1.75
500—8½ x 11, good stock	----- 3.75
1000—8½ x 11, good stock	----- 5.50

Send your orders in NOW.

TRADESMAN COMPANY

Corner Ionia and Louis
GRAND RAPIDS, MICH.

Greatest Rainfall California Has Ever Experienced.

El Cajon, Calif., Jan. 4.—Well, we are pretty well started on the year that is going to be "normal," but won't. When I wrote you last, we were having one of those "unusual (?) spells"—this time a soaking rain. Instead of sunshine for Christmas, we were treated to a heavy rain, which, with the exception of a couple of days, continued and took in New Years also. Yesterday it cleared up. Fifteen days out of 17, is pretty good for Southern California. Latest reports give the rainfall for San Diego county as 11 inches. Los Angeles got nearly 30 inches to Jan. 1. Devil's Gate Dam near there was built several years ago to catch the surplus "run-off" in the immediate vicinity of the city. Up to this rain not a drop of run-off has ever moistened the bottom of that immense reservoir. Now it is chuck full and quite a stream pouring through its sluice ways.

Up at Barstow, which is on the Southern edge of the Death Valley, in the Mojave Desert, where the Santa Fe splits all its through trains, half going North to Firsco the remainder to Los Angeles, and on down to San Diego, they had a washout that hung trains up for five days. When they got the mails going again San Diego got twenty-seven carloads of delayed mail. Our P. O. hauled truck loads up here, in addition to what the one mail train per day could deliver. Not until yesterday did we begin to get on a normal mail basis—and even yet I have some second-class mail due. The Tradesman has not been delivered since the issue of Dec. 15. To-day I got Ford's paper of Dec. 17!

I understand that Death Valley at its lowest point (276 feet below sea level) is a young lake, but that moisture will not stay there long, once the sun gets going. About a square mile of that sink is the hottest and driest place on the earth, I never heard of any water falling in the Valley proper. But there is no such danger lurking in that sink hole as has been encountered in the Salton Sink, in Imperial Valley, when the Colorado, got away from the engineers and came near filling up the whole valley before they got the river water going back into the Gulf of Lower California. Salton Sink, at Indio, on the S. P. R. R. is 179 feet, I think, below sea level. If that Colorado River ever gets into that hole for keeps, there will be another Superior in the U. S., but it will be salt water.

I just received your letter with the proof sheet of Fred Kramer's paper—the Tradesman has not shown up yet—I enjoyed reading what Fred has to say from the viewpoint of a conscientious dealer. But I'd like to hear him sail into the methods of some of our wise (?) volume makers, like John Willys, for instance. John came very near breaking Fred when he handled Overlands and tried to service them to the satisfaction of owners. Then, when the Overland was improved to overcome its defects, Willys insisted on Fred's taking twice the cars his market could be expected to absorb, after the black eye it had received. Fred wisely turned it down, but he had lost all his pioneer work.

I'd like to know what Fred would say about the "trading in" evil. On what basis a dealer can be expected to take in cars of the make he handles? How much they should be discounted for each season's use or for each 10,000 they have been driven? I know makes vary in depreciation, both for time and mileage, but that is just what an owner wants to know. The greater the mileage, before replacements begin the greater economy, and greater the value when new. I think users as a whole know more about this than dealers. The owners won't tell if they know. Of course, as Kramer says, one driver will make a car run twice as long as another.

But it is very evident that owners know when to get rid of their old cars. They know about when they have received the "best wear" and when repair maintenance will begin, so they slip it over on the dealer at a much better price in exchange than it is worth. By the time the dealer has "put it into shape" to stand half as much mileage as it has had, he finds himself with a used "reconditioned" car at a cost as great as he, or any dealer, can buy a new one for. After he gets the old car and finds what it needs to make it a safe buy for the next user, he finds that most makers want seven or eight times the "bin cost" of the parts he needs to "recondition" it. This is the gratitude shown by many makers to their selling forces, for helping to unload a factory surplus or "get into big volume."

Of course, makers cannot be expected to make "bonus allowances" on all new cars traded for old ones. That is bad business, and is no remedy, as many have found. Nor can the maker establish a value on his own car, after it has had say eighteen months' use or a certain mileage, for reasons which must be obvious to all. Although every maker of many years' experience knows or should know about the mileage his car will stand in the hands of the average driver before "things begin to break," a good service man who is familiar with his car can quickly tell if the car is being misused, or has reached the limit of service in some parts.

Why should a buyer of a thousand dollar car we will say, be able to get say 60 per cent. of his purchase price, allowed on a new one, with improvements, after he has driven it say 10,000 miles with almost no tire or repair replacements, barring accidents of course? The man who buys that used car, even if he gets it at \$600, is stung, for he must have it "reconditioned" and have a new set of tires, when it is ready he has invested 75 to 80 per cent. in a car, which can hardly be expected to give him 10,000 of service, such as his predecessor had, at a cost to him of no more than \$400 at the end of such service, either as an allowance price or another "reconditioning" expense.

Is it any wonder owners trade in so often? They know they are getting cheap mileage, troubleless service, for almost nothing. When the dealer realizes that no used car is a safe buy at more than half what a new one can be bought for at retail, or any more than a maker can produce its like for new, less the cost of "reconditioning," "remanufacturing," "rebuilding," "renewing," or whatever name you may choose to term, the placing an old car in a condition to repeat the service already given, with no greater expense per mile, then he will be in a fair way to realize one profit on two sales.

Even if a dealer can get an eighteen months' old car, which has had the usual average of 10,000 miles the first at 50 per cent. of its current list price, he cannot expect to make a dollar on its resale, if he gives his next customer—its buyers—a square deal.

Anyway you look at it, the buyer of a new car, who keeps it just long enough to get the "first wear"—the troubleless service—and then disposes of it for 50 per cent. of its current list, either cash or in trade, gets the best of the bargain.

Think of an owner driving a Ford 8,000 or 9,000 miles with but little repair expenses for the first 6,000 miles, then selling it to a dealer for more than it cost to build! Getting a new one—for perhaps less than twice as much—and repeating.

When a car costs its second owner more per mile for replacements than it cost its first, there is no economy in buying it. It had better go to the boneyard, when it cannot keep away from the shop for 5,000 or 6,000 miles. The life of the cheaper cars is not

five years. I mean the economical life.

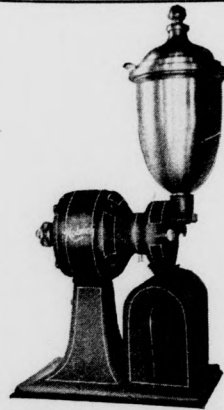
The day will come when a thousand dollars will buy twice the troubleless service it now buys, but that will not change the fundamental principal that no second hand article, on general principles, is worth more than 50 per cent. of its current list or retail price. Especially is this true of any kind of machinery, even if it is not changing in style every year or two.

I have driven a car 30,000 miles in twelve months with no shop service, only the care a chauffeur could give it, but it was not a \$500 job! I had that job in the shop for \$500 worth of rebuilding work and sold it for just

half price. It has been in constant service at the Grand Canyon for five years, the mileage there is but ten thousand a year. The job ought to be rebuilt again, at a probable cost of \$800. In this case the second buyer got all he paid for. The first buyer was the loser in that 30,000 miles cost him \$3,000, while its present owner will pay much less for 50,000.

J. Elmer Pratt, Sr.

It may be an effort to treat customers well and to give them services not absolutely necessary, but is there any way of getting a living without effort?



Have You Seen the New Holwick Features

If you liked the old model, the NEW and IMPROVED HOLWICK MILL will make you want to own one at once.

It wins the heart of appreciative grocers at once by its general appearance, machined steel burrs, ball bearings, and dial adjustment. But best of all you can buy one at the right price and on small monthly payments.

B. C. Holwick, (Maker) Canton, Ohio.

Boat & Co., Grand Rapids, Agents for Western Michigan.

quality



Carnation Milk has been the quality leader for more than twenty years. People ask for Carnation Milk because Carnation advertising is telling them about the purity, economy and convenience of Carnation Milk all the time. That means steady demand. That means quick turnover. Be the Carnation Milkman. It pays. For sale by all jobbers.

CARNATION MILK PRODUCTS COMPANY

133 Consumers Building, Chicago
233 Stuart Building, Seattle

Carnation Milk

"From Contented Cows"



The label is red and white

Editorial Opinion on Eight Favorite Securities.

Traverse City, Jan. 16—Noting your willingness to advise your readers regarding possible investments, I beg leave to enquire your opinion of the following stocks:

American Light & Traction.
Standard Oil of Indiana.
Libby, McNeill & Libby.
Swift International.
Packard Motor.
Reo Motor.
Paige Motor.
Chandler Motor.

I hope you can see your way clear to make reply in your issue of this week, because I wish to decide on the purchase of an addition to my present holdings before the end of the present week.

Editorial Reply.

In looking over your list of holdings there are two issues which attract me greatly. They are American Light & Traction and Standard Oil of Indiana. The former of these stocks and the stock of this company has and always should be considered an attractive investment, both from the standpoint of high security and substantial income.

Under ordinary conditions American Light & Traction Co. stock sells around \$160 to \$190 per share, but due to the general depression the market is now ranging around 105 to 110. Undoubtedly, this offers you an exceedingly attractive opportunity of taking on a few additional shares and I feel that you can ill afford to let this opportunity slip through your fingers.

The public utilities, such as American Light and Traction, are in more or less of a favored group, even in times of diminished production. The reason for this is found in the fact that they sell their product—current—on a sliding scale and as production is increased earnings increase naturally, but when production is being curtailed operating revenues are not diminished proportionately. This is a feature which few people realize in connection with public utility companies, but in my opinion this point is one of the most important ones.

Standard Oil of Indiana is one of the most enterprising of the moderate priced Standard Oil issues. Selling around \$85 it is attractive, both from the standpoint of income and potential possibilities. One point in favor of the oil issues, that is the better grade, which is not usually taken into consideration is the tremendous increase in demand which must materialize from the present stimulation in industrial activities.

Our industries are dependent for power on one of three things, coal, water or oil. Coal is bulky and hard to handle and it is not an efficient fuel. Users of coal are dependent upon railroads for delivery and you know in that case one is always confronted with the possibilities of labor disputes and shortage of necessary amount. Water is probably the most efficient power generator but, of course, we are not all in a position, geographically, to make use of it. Third and last on our list is oil and this seems to be the solution of all our problems. It is easily transported by means of pipe lines, takes little or no storage in comparison to its heating qualities and last but not least it is simple to handle and an efficient means of generating power. In other words, oil is the ultimate power generator for our industrial plants as well as our railroads and increased consumption is practically assured. Further than that, every piece of machinery in our industrial plants must be lubricated and, of course, that means that increased operations in these plants means an increased demand for oil products.

In view of the above and considering the fact that the finances of the Standard Oil of Indiana, while not published, have always been considered to be in a very fine position, you will undoubtedly agree that purchases at prevailing levels should, undoubtedly, mean handsome profits within the next six months.

Libby, McNeill & Libby and Swift International can probably be considered in the same paragraph. They are both operating in the same general line of business—packing and selling—and in the recent period of adjustment they were rather severely hit. You know such companies usually carry a very large stock on hand and this was the main cause of their decline.

Taking a constructive attitude and realizing that these two companies have a product which is an essential, it is but natural to expect them to be favored, proportionately, when the 1922 business improvement gets under way. Frankly, I feel that you will soon be able to liquidate on a more nearly even basis, yet as these two issues are more speculative than the other two which I mentioned I would not recommend taking on any additional stock at the moment.

The automobile stocks are undoubtedly at their low prices. 1921 was a rather unfavorable year from the standpoint of inventory write-offs but starting 1922 with a clean sheet the prospects look remarkably bright. We are all anticipating a return of normal conditions and a return of prosperity within the next few months and the automobile trade is, perhaps, one of the first to feel the effects of a prosperous era. However, as neither of your three holdings, Packard, Reo and Paige, are very actively traded in, I should say use the collateral value of your present holdings to purchase an issue like Chandler or Studebaker. Studebaker is now the largest producer of six cylinder cars in the United States. Their latest product is certainly attracting considerable attention and their sales are increasing out of all proportion with other companies. In 1921 this stock sold at 93 1/4, so in view of the current selling price, \$82, there are ample possibilities of taking ten points, if not more, out of this stock very shortly.

Chandler would not show up very well from a superficial glance due to the fact that in 1921 they only produced 5,000 cars. However, when we consider that they had a carry-over from 1920 of 6,000 cars and that they have sold the entire 11,000, the reports look far more attractive. In 1922 Chandler should be favored as well, if not more, than in the past year, and I believe stock purchased around \$50 would be liquidated by the early spring at between \$60 and \$65.

Both of the stocks I have named are dividend payers and rather substantial ones in comparison to their selling price. Studebaker, for example, pays \$7 per share which shows an income yield of about 8.5 per cent. on the current price. Chandler pays \$6 per share which is equivalent to 12 per cent. on the selling price, so that even if these stocks do not advance one penny they would prove exceedingly profitable investments from the standpoint of high yield.

E. A. Stowe.

A Strong Comeback.

The lady with a real grievance went to the manager and told him her grievance. She was a poor talker, and showed her indignation too much.

So the manager proceeded to show the lady her place. He was a glib talker, she had dropped several unfortunate remarks in the course of her complaint and he had a fine chance. He improved the opportunity. If ever a woman got a good talking to, a fine polite lacing, a complete rebuke at the hands of any complained-to manager, she was that woman.

Yes, he showed her her place.

Her place to trade is now in another shop. And she had a real grievance. And her trade was very valuable and influential—

Moral—It is perfectly possible for a manager to be too clever at repartee and too good a lawyer.

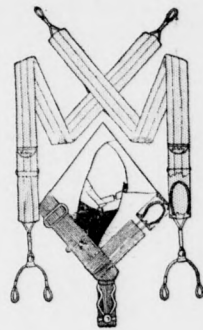
Ain't It the Truth?

J. M. Mitchell, Jr., Chapman, W. Va.

SAYS:—"My sales are increasing. Men send as far as ten to fifteen miles for Nu-Way goods."

34,000 other Dealers are having a similar experience with

Nu-Way
or
EXCELLO
RUBBERLESS



Suspenders, Garters, and Hose Supporters

AND THERE'S A REASON—No rubber, more stretch and loads of comfort. Being scientifically constructed makes them so easy that you are not conscious of wearing them. Besides, there is our iron-clad guarantee of "A Year's Wear in Every Pair."

Our National Advertising Campaign, now reaching seventy-five million farmers, business men, laborers and railroad workers, is creating a big demand for NU-WAY and EXCELLO Suspenders, Garters and Hose Supporters.

FREE DISPLAY STANDS

Attractive displays increase sales and profits. Write today for free display rack proposition and start selling a line with distinct merits.

NU-WAYS sold direct from Factory to you.
EXCELLOS from your jobber.

Nu-Way Stretch Suspender Co.
THE STRETCH IS IN THE SPRING
Adrian, Michigan, U. S. A.

A Real Food at Low Cost

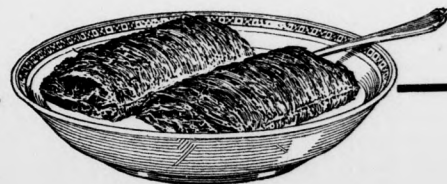
You have been a grocer long enough to know that the most expensive foods generally have the lowest food value. Considering its nutritive value the cheapest food in the world to-day is

Shredded Wheat Biscuit

The poorest customer you have can afford to eat Shredded Wheat for his breakfast. Two Biscuits with hot milk make a warm, nourishing meal at a cost of 5 or 6 cents. Shredded Wheat is ready-cooked and requires no sugar. It is usually eaten as a breakfast cereal, but is delicious for any meal. A continuous consumer-demand, created by extensive advertising, combined with a fair trade policy, entitles us to your prompt and hearty co-operation.

MADE ONLY BY

The Shredded Wheat Company, Niagara Falls, N. Y.



Personal Contact Factor In Sales.

The salesman with original methods of selling his merchandise and with the ability to find new channels of distribution is in great demand just now, when so many men of the selling profession who allowed themselves to get soft during the war and post-war period are failing to produce orders. The day of the swivel chair salesman is definitely at an end, from all accounts, and even the heads of big businesses are themselves venturing forth with sample cases to see what they can accomplish in the way of bringing in sales.

The close of the year, it is said, has witnessed more changes in selling personnel, as well as among high executives, than any similar period. In the manufacturing and wholesale lines there seems to be a firm determination to strengthen every unit necessary, to see that merchandising policies are right and that the greatest quantity of goods are sold. Instances are beginning to crop up which show that the old spirit of successful selling is once more alive.

One example of how a salesman found a lead that proved well worth while is related about the representative of a large import house, marketing a wide range of different articles. The very diversification of the line is probably one reason why the salesman in question has had to use originality in devising a means of sale. He may be offering a small boudoir article from Paris one day and heavy furniture or refrigerators the next. His ingenuity is, therefore, taxed in the constant effort to find outlets for the numerous different items of merchandise bought by his concern in foreign markets.

The episode which he now likes to tell concerns the sale of a large yardage of ribbon, of which his house was unable to dispose. The ribbon was of a very fine quality and of an unusual character of design. All the regular customers of the concern were offered the goods, but refused to buy. Finally the samples were sent on to the salesman, who was absent on another mission, and he was informed that the price was 50 cents per yard and was below cost at that figure. He was not informed of the unsuccessful attempts made to sell the goods, but it did not take him long to find out that the regular trade would have none of it.

It then occurred to him that a famous Fifth avenue florist might be interested, at least to the extent of a piece or two of the ribbon. There were, however, 200 pieces in stock. He called on the florist and put the merchandise before him, and it proved to be just what was wanted, but not in one or two piece lot. The florist bought 100 pieces outright and took an option on the remaining hundred. As he was leaving, the salesman recalled that he had not quoted the price, and he returned to his customer for that purpose. "By the way," he said, "I forgot to tell you the price on those goods. They are 75 cents a yard." The florist waved him away, "I don't buy prices," he answered; "the ribbon is just what I want." The salesman got a bonus for his work.

In another case revolving around

the work of the same gifted seller, a quantity of artificial flowers was moved out of stock in a unique way. They were sweet peas and violets put up in bunches and selling for 25 cents per gross. The millinery trade had no use for them at the time, and other sources of business also proved unavailing. Finally, the salesman in question decided to market the flowers to retail men's furnisiers, the bunches to be untied and the flowers sold separately at 5 cents apiece as boutonnières. His scheme moved the entire stock at a large profit.

Only here and there among the salesmen of lines which participated in the post-war boom are there to be found men who were as active when orders were easy as they are when business becomes dull and shoe leather begins to wear out at a brisker rate. One instance, however, deserves to be noted, because a young man broke into the business during that period and, after working hard while others were "resting up," now finds himself the star salesman of his concern.

"I was asked by my brother just after the war," he said, "to come into a 'regular' business with him. He was the agent of a mill, and I had been doing office work. His idea was to make a salesman of me. I first kept stock in the office and did odd jobs for the salesmen. Then I was given some city customers who were described as 'prospects' to me, but who were actually firms that the house had never been able to sell and never imagined could be sold.

"A few orders came into my hands now and then, and I was considerably disappointed with my progress, particularly as the other salesmen seemed to get business so easily. But, in spite of the small sales I was making, I kept on making my rounds religiously and seeing every man I hoped to do business with. There was not much satisfaction in that kind of work then, but there certainly have been good results since. When the crash in business came and it became necessary for every salesman to get out and dig for business, I was astonished at the amount of orders I was getting, compared with the other men. I am now leading the whole bunch in sales and there is a very simple reason

"Many of the established salesmen took a violent dislike to walking when orders were easy to get. They much preferred to tell a customer over the telephone how much merchandise he could have. This practice was kept up right to the time when it became so hard to sell anything, and the result was that a whole lot of salesmen did not personally know the men they claimed as customers. All the customers knew of them, furthermore, was the tone of their voices over the telephone. Changes in buyers occurred during the boom period, and many more after the slump. The telephone salesman might have known the buyer, but he had never met the assistant who was promoted when the buyer left.

"The one big thing I have taken out of my experience is that nothing counts like personal contact, and my rule for the future will be to get to the man I want to do business with, if it

is possible. Observing that rule got me up very fast."

Wool Supplies and Woolens.

A rise in practically all varieties of wool has been one of the outstanding facts during the last week. This was made particularly manifest at the auction sales in England, Australia and New Zealand. In all these the bidding has been quite spirited and the offerings have been taken up. British, French, Germans, Japanese and Americans have been among the buyers. There has also been a firming up of prices in the South American markets as well as in this country. The next auction sale of army wools in this country will be held in February, when, it is expected, the balance of the holdings will be disposed of and the Government get out of the wool business. The accumulations thus being disposed of are the result in great measure of the ignorance of the wool administrators during the war. A somewhat similar ignorance appears on the part of some of the legislators on the tariff. Thus, in the wool hearing, Senator Reed Smoot, who said he "had been in the wool business," insisted that the domestic clip was 425,000,000 pounds, which is about 100,000,000 pounds in excess of the greatest ever grown.

The goods market is rather quiescent, awaiting the American Woolen Company's openings for fall. No date has been set for them, but they will probably not be delayed much longer. Dress goods are expected to be submitted to the jobbing buyers of

these fabrics this week. The unadjusted strike in the garment trade is holding up production, and arrangements for future operation will depend in great measure on the outcome. In men's wear, the clearing sales at retail remain a feature.

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.

Wm. D. Batt
FURS
Hides
Wool and Tallow

Agent for the
Grand Rapids Steam
Ground Bone Fertilizer

28-30 Louis St.
Grand Rapids, Michigan

Ready to Wear

Come in and see our line of Curtain Scrims in a wide range of patterns and prices.

From 7½¢ to \$1.25 yard.

Men's Dress Shirts for Spring delivery. Percales, Madras Stripes and Silk Stripes.

Priced from \$9.00 to \$36.00 per doz.

Quality Merchandise — Right Prices — Prompt Service

PAUL STEKETEE & SONS

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

Principle
DEVOTED TO PRINCIPLE

D.T.P.

They are Devoted To Principle

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

Shirts bearing
this name
have back
of them

**A
Principle**

Cotton Supplies and Cotton Goods.

During the past week, as for some time previous, the cotton market was in the hands of the professionals, and the quotations reflected their operations. Judging by the trade as a whole, it would appear as though prices had become fairly well stabilized within a narrow range. Few facts were disclosed as to the statistical position of cotton beyond those in the report of the Ginners' Association. This showed a total of 7,884,272 bales ginned up to Dec. 31. Unless there is a better showing soon, the estimate of 8,340,000 bales made by the Department of Agriculture will have to be revised downward. More interest is displayed over the prospects for this year's crops, especially as they will be affected by the insect pests, but the chances are that it will not be long before perils from this source will be minimized. Meanwhile, it is no longer contended that there will be a scarcity of cotton until after the next crop comes. The goods market is showing few notable features. Prices for printcloths and sheetings have tended downward recently, with not any large volume of business being reported. The cut in denim prices has led to more sales of these fabrics. Cotton blankets, which were opened at the prices prevailing last year, have been going well. Further business in all kinds of fabrics is expected to be placed following this week's meetings of the jobbers. This is also true as to knit goods, most of which have been opened for fall, although the pricing of them is subject to revision. Hosiery is not moving to any extent.

Trimmings For Hats.

There seems to be no end of the off-shoots of the bead-tipped ostrich—later hackle—millinery trimmings that figured so much in the decoration of hats for the early winter season. Originally sponsored by Paris, according to the bulletin of the Retail Millinery Association of America, the use of bead tippings is still sanctioned by the smartest houses. Each imported model, however, seems to show a different treatment of the original idea.

"The galalith firecrackers that Maria Guy used a few weeks ago," the bulletin continues, "have turned into match sticks in the same formation. Silver or colored bead tips top the sticks, however, which are about an inch long. Then there is a straw turban of Talbot's that is entirely banded with bead-tipped, upstanding ends of Milan splits. These are used in about the same manner as the matchsticks, and they rattle when the wearer walks. They form a thick ruching about four inches wide, and the sticks are fastened quite close together.

"Loops of ribbon, and even flowers and leaves, are tipped with glistening beads of gold and silver. Narrow ribbons, used in the form of ruching, have the beads strung one on each loop."

A lengthy dispatch says the Prince of Wales walked a mile alone. He is only 27.

PRICES CURRENT ON STAPLE DRY GOODS.

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

Bleached Muslins.	17 1/2	Columbia, Darks	16	42x36 Meadowbrook	2 75
Auto	17 1/2	Columbia, Lt. Shorts	14	42x36 Lenox	3 00
Fruit of the Loom	17 1/2	Columbia, Dk. Shorts	15 1/2	42x36 Standard	3 15
Bravo	15	Am. Prints, Greys	10		
Cabot	16	Am. Prints, Indigo	10 1/2	Wool Goods.	
44 in. Indian Hd. S.F.	25	Manchester 80x80 Lt.	18 1/2	36 in. Hamilton, All	
Big Injun	14 1/2	Manchester 80x80 Dk.	19 1/2	Wool Storm Serge	57 1/2
Lonsdale	15	Scout, 64x60, Lights	14	No. 75, 50 in. Storm	
Hope	20	Scout, 64x60, Darks	15 1/2	Serge	87 1/2
36 in. Indian Head	18 1/2	Shirtings	09	No. 4040, 50 in. Storm	
33 in. Indian Head	18 1/2	Reds	11	Serge	1 10
54 in. Ind. Head L.F.	32 1/2			40 in. Julliards Pla.	1 50
				50 in. Julliards Pla.	2 00
Unbleached Muslins.		Outings and Cantons.		6120, 50 in. French	
Plaza	09 1/2	Cashmere Twill	14 1/2	Serge	1 50
96A 36 in.	12 1/2	27 in. Unble. Canton	14	K S, 36 in. Storm	
Black Hawk	13 1/2	100 Plannelette	12 1/2	Serge	37 1/2
Giant	13 1/2	1931 Outing Lights	12 1/2	22 1/2, 50 in. Storm	
40 in. Exposition	15	1921 Light Outings	12 1/2	Serge	1 22 1/2
40 in. 96A	13 1/2	Applefleece Shaker	14	56 in. Silvertone	
		Scotchdown Shaker	16	Coating	2 00
Wide Sheetings.		Appledown Shaker	16	D R N Tricotone	1 65
Pepperell Unblea.	Blea.	24 in. White Shaker	11 1/2	Carpet Warp.	
10-4	53	26 in. White Shaker	12 1/2	Peerless, White	46
9-4	49	Daisy Cloth	15	Peerless, Colors	50
8-4	44	1931 Dark Outings	15		
7-4	40			Diaper Cloth.	
Less 5 per cent.		Draperies and Cretonnes.		18 in.	1 15
Pequot Unblea.	Blea.	Hamilton Twill	16	20 in.	1 25
10-4	60	Dresden Fy. Drapery	20	22 in.	1 35
9-4	55	Rudor Fy. Drapery	20	24 in.	1 45
8-4	50	Nu Drape	35	27 in.	1 60
7-4	44	Westmoreland Creto.	16	30 in.	1 75
Less 5 per cent.		Fancy Silkoline	16 1/2		
Pillow Tubing.		Stratford Cretonne	16	Blankets.	
42 in. Seneca	32 1/2	3544 D. B. Scrim	12 1/2	Nashua Cotton Felted.	
45 in. Seneca	34 1/2	8177 Curtain Net	35	54x74, G. W. T.	1 50
42 in. Pepperell	32 1/2	8342 Curtain Net	35	60x76, G. W. T.	1 55
45 in. Pepperell	34 1/2	4039 Marquisette	20	64x76, G. W. T.	1 60
36 in. Edwards	26 1/2	Dragon Drapery	32 1/2	68x80, G. W. T.	2 00
42 in. Indian Head	30	36 in. Art Cretonne	25	72x80, G. W. T.	2 15
42 in. Cabot	32 1/2	36 in. Elco Tapestry	30	72x84, G. W. T.	2 30
45 in. Cabot	34 1/2			Catlin Cotton Felted.	
42 in. Pequot	33	Linings and Cambrics.		54x74, G. W. T.	1 32 1/2
45 in. Pequot	35	Tico D Satine	30	60x76, G. W. T.	1 42 1/2
40 in. Quinebaug	30	No. 40 Bk. Satine	20	60x80, G. W. T.	1 50
		No. 1 White Satine	17 1/2	64x76, G. W. T.	1 50
Denims, Drills and Ticks.		No. 50 Percaline	15	64x80, G. W. T.	1 60
220 Blue Denim	18 1/2	DD Black Satine	25	70x80, G. W. T.	1 90
240 Blue Denim	17	Satin Finished Satine	37 1/2		
260 Blue Denim	16	Raidant Bloomer Sat.	45	Notions.	
Steifels Drill	17 1/2	36 in. Printed Satine	60	1225-F Boston Garters	2 25
8 oz. Canvas	17 1/2	Windsor Cambric	09	Rubber Fly Swatters	90
Armour, ACA Tick	28 1/2	Parkwood Wash Sat.	57 1/2		
Cordis, ACA Tick	23 1/2			Roberts Needles	2 50
Warren Fancy Tick	40	Meritas Oil Cloth.		Stork Needles	1 00
Thorndyke Fy. Sat.	40	5-4 White	3 10		
Amoskeag, ACA	28 1/2	5-4 Mossals	2 95	Per Box	
Cambrics and Longcloths.		5-4 Blue Figure	3 10	Steel Pins, S. C.	300 42 1/2
Berkley, 60 Cambric	21 1/2	6-4 White	4 10	Steel Pins, M. C.	300 45
Berkley, 60 Nainsook	21 1/2	All oil cloth sold net cash,		Brass Pins, S. C.	300 75
Berkley 100 Nainsook	21 1/2	no discount.		Brass Pins, M. C.	300 85
Old Glory, 60 Camb.	16	Flags.		Doz.	
Old Glory, 60 Nain.	16 1/2	16x24 in. Spearheads	1 32 1/2	Coats Thread	59
Diamond Hill, Nain.	16 1/2	18x30 in. Spearheads	1 90	Clark's Mile-End Td.	59
Diamond Hill, Camb.	16 1/2	24x36 in. Spearheads	2 95	J. J. Clark's Thread	56
77 Longcloth	13 1/2			Gainsborough Hairnets	1 00
81 Longcloth	16			D. Mesh	80
84 Longcloth	17 1/2			Gainsborough Hairnets	80
7001 Longcloth	15			S. Mesh	Per Box
7002 Longcloth	16 1/2			R. M. C. Crochet Cot.	75
7003 Longcloth	19 1/2			B-4 Clark's Crochet C.	90
7004 Longcloth	24 1/2			Silkline Crochet Cotton	90
				Sansilk Crochet Cot.	55
Ginghams.				Dexters' Knitting	
A. F. C.	17			Cotton, White	1 50
Tolle du Nord	20			Dexters' Knitting	
Red Rose	16 1/2			Cotton, Bk., col'd.	1 75
Dan River	16 1/2			Allies' Yarn, bundle	6 50
Everett Classics	15				
Amoskeag Staples	13			Fleishers Knitted	
Haynes Staples	13			Worsted, skeins	2 00
Lowe Cheviots, 32 in.	15			Fleishers Spanish	2 25
Bates 32 in.	22 1/2			Fleishers Germantown	3 30
Treffan 32 in.	27 1/2			Fleishers Saxony, ba.	3 30
B. M. C. Seersucker	18 1/2			Fleishers Knitted	
Kalburnie 32 in.	22 1/2			Worsted, balls	2 25
Jacqueline, 32 in.	42 1/2			Fleishers Scotch &	
Gilbrae, 32 in.	47 1/2			Heather, balls	2 55
32 in. Tissue	47 1/2			Doz.	
Manville Chambray	16 1/2			Ironweave Handkfs.	90
Red Seal Zephyr	18 1/2			Rit Dye Soap	80
				Bixby Jet Oil Paste	1 35
Prints and Percalines.				Bixby Brown Paste	1 35
Columbia, Lights	14 1/2				
				Hosiery—Men's.	
Ladies' Underwear.				Men's 176 Needle Cotton Cut Toe	1 00
Vellastic Fleece union suits,				Men's 200 needle full combed yarn	2 15
HN-LS or DN-ES	Reg. sizes 14 50			hose	2 50
Ex. sizes	16 00			Men's 220 needle full merc. hose	2 50
Fleece vests and pants, Vests				Men's 240 needle fiber silk hose	4 50
HN-LS, DN-ES, LN-NS, Reg. Siz.	8 25			Men's pure silk hose	6 00
Ex. Sizes	9 00			Men's Rockford socks, bdis.	1 20
Pants, AL open or closed Reg. Sl.	8 25			Nelson's Rockford socks, bdis.	1 30
Ex. Sizes	9 00			Nelson's Rockford socks, bdis.	1 50
Union suits, 11 pound rib,					
DN-ES or LN-NS, Reg. Sizes	10 00			Infants Hosiery.	
Ex. Sizes	11 00			Cashmere, Silk Heel and Toe,	
				60 per cent. Wool	4 00
Men's Underwear.				Infants' Cotton Hose 1x1 Rib	1 00
Hanes shirts and drawers	7 50			Infants' Mercerized 1x1 Rib	2 00
Hanes union suits	14 00			Infants' Fibre and Wool Hose	6 50
Black Label High Rock shirts and				Boys', Misses and Ladies' Hosiery.	
drawers	8 50			Misses 1x1 Cotton Ribbed Hose	
Red Label High Rock shirts and				1.25 on 7 R. & F. 5c	
drawers	9 00			Boys' 2x1 Cotton Ribbed Hose	
Black Label High Rock union suits	15 00			2.25 on 8 R. 10c, F. 5c	
Red Label High Rock union suits	16 50				
14 pound collarette	15 00				
Cooper collarette	35 00				
Heavy all wool union suit	35 00				
13 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	2 25				
on 8 (R10F5)					

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, No. 01, Men's union suits 12 62 1/2
Seal Pax, No. 10, union suits 10 60
Men's 72x80 Nainsooks, may be had at 7 25 to 9 00
Men's Soisettes, highly mercerized at 12.50

Men's No. 150 "Hallmark" 72x80 Nainsook 9 75
Men's 64x60 Nainsooks 6 50
Men's 84 Square Nainsooks 9 00
Men's Fancy Nainsooks 8 75

Wide and Medium Stripes.

B. V. D. Shirts and Drawers, Shirts 6 87 1/2
Drawers 7 25
B. V. D. Athletic Style No. U-101 12 62 1/2
U-D Youth's B. V. D. 8 50
Boys' "Hanes" No. 756, 72x80, Nainsook Union Suits 7 25
Boys' "Hanes" No. 856, 72x80, Union Suits 6 25
Boys' 64x60 Union Suits 5 00
Boys' 72x80 Union Suits 6 25

Men's and Boys' Cotton Underwear for Spring.

Men's Egypt Balbriggan Shirts and Drawers 4 50
Men's Egypt Balbriggan Union Suits 7 50
Lawrence Balbriggan Shirts and Drawers 7 50
Men's Cotton Ribbed Union Suits 8 00
Men's Combed Yarn Cotton Union Suits, Egypt 12 00
Boys' Balbriggan Union Suits, Egypt 4 50

Men's Dress Furnishings.

Slidewell collars, linen or soft 1 60
Neckwear 2 10, 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 48 00
Laundried 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 kahlki 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 9 00 to 13 50
Cherry Valley flannel shirts 22 50
Buffalo flannel shirts 39 00
Domet flannel shirts 8 75
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

Boys' Furnishings.

Knickerbockers 9 50 to 15 00
Mackinaws 4 25 to 8 50
Overalls, Brownies, etc. 6 50 to 9 00
Youths' Wabash stripe overall 10 25
Coverall 16 50
Standard flannel shirts 16 50
68x72 dress shirts 8 50

Caps and Umbrellas.

Black sateen shop cap, doz. 1 00
Dress caps, men's, doz. 7 50 to 19 50
Dress caps, boys', doz. 7 25 to 10 25
Men's & Ladies' Umbrellas 10 50 to 48 00

Ladies' Furnishings.

Middy Blouses, red, green, or navy wool flannel, each 4 00
Serge middy blouses, each 3 50
Voile waists, doz. 9 00 to 15 00
Georgette waists, each 4 00
Creme De Chine waists, each 3 25
Tricollotte waists, each 3 25
Bungalow percale aprons, dz. 7 50 to 9 50
Bungalow Gingham aprons, doz. 13 50
Gingham house dresses, dz. 24 00 to 48 00
Best sateen petticoats, doz. 9 00 to 13 50
Pettibockers, doz. 9 00
Bandeaux, doz. 2 25 to 12 00
Brassiers, doz. 3 25 to 13 50
Silk and cot. Env. Chem, dz. 3 00 to 19 50
Outing gowns 8 50 to 13 50

THE SUGAR SITUATION.

Review by President American Sugar Refining Co.

Broadly speaking, the United States controls about one-half of the sugar of the world outside the former battle lines of Europe. Since the armistice little progress has been made in reviving the sugar industry within the war area, so there still is little exportable surplus. The world's supplies and demands remain in about the same proportion as during the war.

The United States sugar industry as a great world factor is an incident and accident of the Spanish War. We went to war to save Cuba and by accident got the Philippines. Porto Rico was an incident. Cuba was not so fortunate as either of these.

The signing of the Treaty of Paris, in 1898, at the close of the Spanish War marks the beginning of a noteworthy period in the sugar development of the United States and of Cuba. The Reciprocity Treaty with Cuba, as well as other organic law, distinctly recognizes a trade alliance. One billion of American capital was invested in Cuba, bringing about an increase in her sugar production. The Hawaiian Islands were annexed early in that year, while Porto Rico and the Philippines were ceded by the Treaty of Paris. Recently the United States has acquired the Virgin Islands and has established closer relations with Santo Domingo and Hayti.

The so-called United States field may be described, therefore, as comprising the beet and cane sugar of the United States, the cane sugar of Hawaii, Porto Rico, the Philippines, Santo Domingo, Hayti, the Virgin Islands, and, by reason of the Reciprocity Treaty and of our investments, the cane sugar of Cuba. The total production of the United States field in the year 1898 is set forth in the following table:

	Tons
United States Beet	41,000
Louisiana and Texas Cane ..	310,000
Hawaii	225,000
Porto Rico	54,000
Philippines	150,000
Santo Domingo and Hayti ..	48,000
Virgin Islands	13,000
Cuba	315,000

Total

At the outbreak of the European War, in 1914, there had been the large development shown by the following table of production for 1913:

	Tons
United States Beet	624,000
Louisiana and Texas Cane ..	153,000
Hawaii	488,000
Porto Rico	350,000
Philippines	155,000
Santo Domingo and Hayti ..	84,000
Virgin Islands	6,000
Cuba	2,428,000

Total

Europe Was Big Producer.

Before 1914 almost half of the world's sugar was produced in Europe. The Great War came and one-half of Europe's production was enclosed within the battle lines. What with devastation, neglect, and the substitution of other crops, the sugar output

of the war area is now 2,000,000 tons less than in pre-war days. The Old World's loss has been the New World's gain, however, for these 2,000,000 tons have been added to the productions of the United States and Cuba. At the present time, therefore, half of the world's production is in the Western Hemisphere, Europe and the Far East together constituting the other half.

The United States and Cuban fields were the only ones available to the allied countries when war was declared. Consequently, at the outbreak of hostilities Great Britain, France, Italy and other European countries immediately entered the United States and Cuban markets. Prices naturally rose under this forced draft, giving greater impetus to the already increased production of the United States field. In contrast with the foregoing tables, the one below gives the production for that field in the year 1921, which shows an increase since the outbreak of the war of over 2,000,000 long tons, most of which has been in Cuba:

	Tons
United States Beet	969,000
Louisiana and Texas Cane ...	157,000
Hawaii	508,000
Porto Rico	437,000
Philippines	252,000
Santo Domingo and Hayti ...	191,000
Virgin Islands	4,000
Cuba	3,936,000

Total

The United States and Cuban fields are sufficient to meet for some years all the needs of the United States and of Europe. It would have been a wise provision if some commitments, aside from informal assurances, had been secured by Washington before it inaugurated its war programme of stimulation of sugar production in the United States field. If, however, the industry of the United States and of Cuba has the continued support of the respective governments, there are many reasons to expect that it will be able to hold a large part of the business which came so unexpectedly during the war. This can be made of special advantage to the consumers of the United States, and that, too, without scrimping on domestic requirements.

High Prices Detrimental.

The recent inflation period has demonstrated once more that high prices are detrimental. A lower range of prices is beneficial, not only to the public, but to the industry. Less capital is involved and hazardous risks are eliminated from the business. A smaller manufacturing margin becomes possible and the consumer and industry benefit equally: the consumer by low prices, industry by increased sales.

During the war the producers and refiners of the United States and Cuba fitted their operations into a world programme, making possible a period of moderate world prices and an international division of supplies of boundless benefit to consumers, both domestic and foreign. The initiative of producers and refiners and the investment of hundreds of millions of American capital have made possible

M. J. DARK & SONS

GRAND RAPIDS, MICH.

Receivers and Shippers of All

Seasonable Fruits and Vegetables

MILLER MICHIGAN POTATO CO.

Wholesale Potatoes, Onions

Correspondence Solicited

Frank T. Miller, Sec'y and Treas.

Wm. Alden Smith Building
Grand Rapids, Michigan

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

Any to offer, communicate with us.

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

Moseley Brothers,
GRAND RAPIDS, MICH.

Keep Pace with the Advertising of the Goods You Sell

MERCHANDISING success, in any line, depends upon right goods and a thorough selling knowledge of those goods.

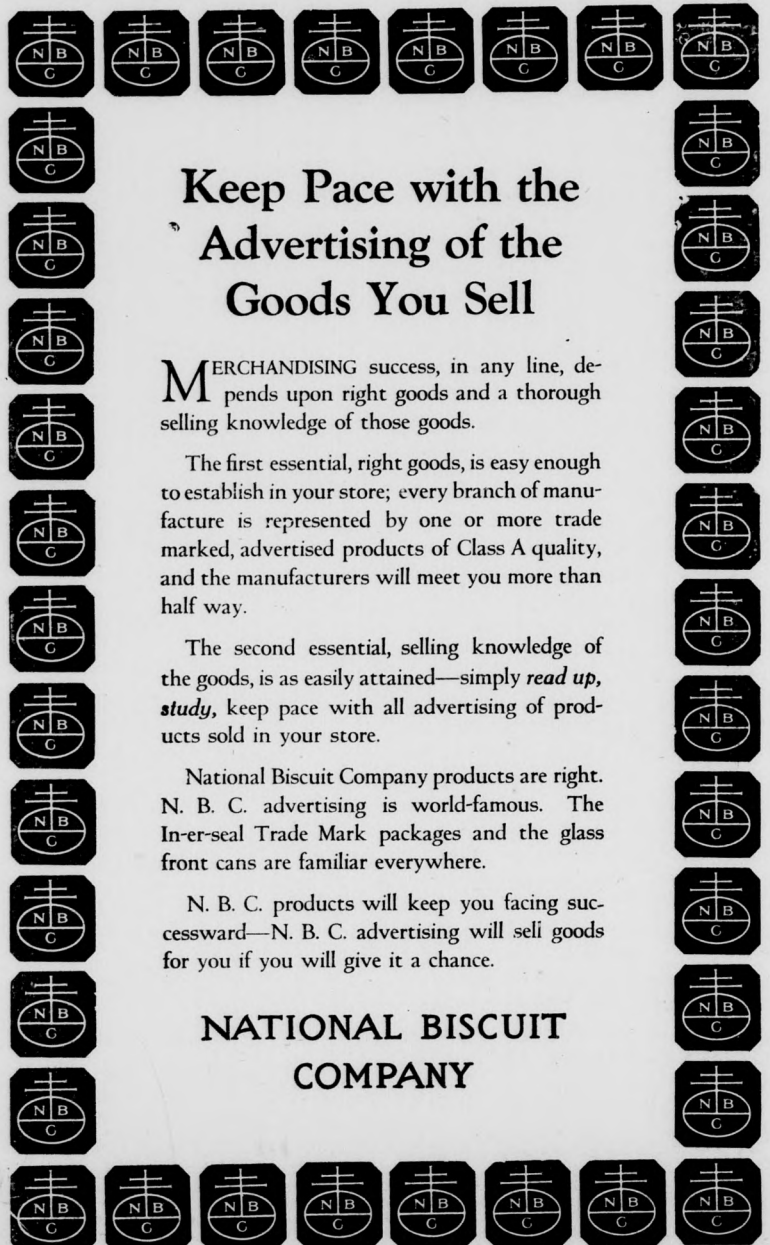
The first essential, right goods, is easy enough to establish in your store; every branch of manufacture is represented by one or more trade marked, advertised products of Class A quality, and the manufacturers will meet you more than half way.

The second essential, selling knowledge of the goods, is as easily attained—simply *read up, study*, keep pace with all advertising of products sold in your store.

National Biscuit Company products are right. N. B. C. advertising is world-famous. The In-er-seal Trade Mark packages and the glass front cans are familiar everywhere.

N. B. C. products will keep you facing successward—N. B. C. advertising will sell goods for you if you will give it a chance.

NATIONAL BISCUIT COMPANY



in Cuba and the United States a vast increase in the production of a food staple of pre-eminent world importance. The world needs this sugar. The United States has the excess capacity to refine a million tons for export. Not another brick need be laid.

There is bound to be a race for foreign markets. Will the ultimate prize go to Cuba and the United States, or will it go elsewhere? Washington can help by giving permission, as proposed, to refine in bond in the manner already accorded by law to other manufacturers, smelters and refiners. The ultimate answer, however, must be made by the industry itself. It had the pioneer courage to invest hundreds of millions in production. Without doubt it will have the courage and the vision to find and to hold foreign markets rather than cut production unnecessarily and so lead to a period of high prices.—Earl B. Babst in New York American.

Retailers Rejoice Over Sales of Canned Foods.

The market for canned foods in a wholesale way is by no means satisfactory to either canners or wholesalers.

Distribution has not yet gained its expected volume in any article of canned foods, and is apparently easing over to float a while. Retailers, however, report that distribution has been heavily promoted by the zero weather which has appeared, and which has driven all the open market vegetables into hiding or frost-proof warehouses.

Canned foods are not to any great extent afraid of cold weather, and are prepared to meet the housewife and her needs in either the hottest or coldest temperatures.

It is said that Col. Greeley, the Arctic explorer, cached canned foods on one of his visits to the coast of Greenland, and found them in good order a year afterward, although they had been stored in a temperature sixty degrees below zero. After being frozen solidly, canned foods lose nothing in flavor or edibility when thawed out and cooked, although unprotected fruit or vegetables would be ruined.

It is also reliably reported that explorers in equatorial districts, under conditions of continuous high weather temperature, have found canned foods to be their most wholesome and dependable food resource, keeping good and usable when food of all other descriptions would spoil.

It would seem that the canning industry is passing through a period of reorganization, and that there is an effort generally to put it upon a higher plane of financial strength.

There are unquestionably too many small canners and too few big, heavily

capitalized organizations.

There was a time when the proprietorship of a good shed or shanty, a small steam boiler and a processing kettle constituted a cannery and many canneries of limited facilities and capital are still struggling for survival. The passing of small canneries of primitive facilities is proceeding rapidly, however, and fine, new, modern, well equipped, sanitary establishments are taking their places—or taking their business, which means the same thing.

It is thought that after the National Canners' convention to be held this week at Louisville, Kentucky, when it is expected prices for the future or 1922 pack of canned foods will be announced, buying on the part of wholesalers will be more liberal.

The fixing of future prices on canned foods of the 1922 pack will take away from buyers the apprehension of heavily reduced prices, and reassure them as to the stability of spot prices on canned foods now in the cans.

John A. Lee.

Fear Too Much Steam.

Tomato prices are generally a barometer which indicates the trend of the market on other canned foods, and using this as a basis, the buying trade is already beginning to express alarm at the upward tendency of values on 1921 packs. Buyers do not so much object to the rapid advances of the past two weeks as they do to the effect of these higher values on the 1922 pack. Sales of future tomatoes have already been made and more interest in them is bound to develop as the market gains further strength during the balance of the season. A high spot market will naturally cause high futures, not only in tomatoes, but in other foods as well. Many jobbers are against any material advances in 1922 values for the reason that they regard them as unfavorable after the experiences of the past few years. What distributors would like to see is a fairly uniform level of prices which will lead to normal packs and a regular distribution of foods during 1922. Many operators are writing their canning connections along this line, but the canner is not receiving the suggestions with good grace in many instances. The canner, who has suffered losses on his 1921 pack, thinks it is about time to make up in profits what he has lost and he can see no reason why the market should not be allowed to advance in an unrestricted way, with futures to take care of themselves as circumstances dictate.

New devices are constantly being offered for making it easier to display and sell goods. Are you on the watch for such, or are you satisfied with what you have?

We invite you to look over our stock of New and Used Soda Fountains, Tables, Chairs, Glass Ware and Supplies.

We are jobbers for the "Schuster" Line of Fruits and Syrups and our prices defy competition as we have no expensive road men to maintain.

GRAND RAPIDS STORE FIXTURE CO.

7 Ionia Ave N. W.

Grand Rapids, Michigan

You Make Satisfied Customers when you sell "SUNSHINE" FLOUR

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

Genuine Buckwheat Flour
Graham and Corn Meal

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

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



Sunkist Oranges ARE BETTER AND CHEAPER

Sunkist Navel Oranges are now juicy and sweet and also very reasonable in price. Order a few boxes of our extra fancy fruit—have a special sale to acquaint the consumer of these facts and your sales will steadily increase.

The Vinkemulder Company
GRAND RAPIDS MICHIGAN

Blue Grass Butter Blue Grass Evaporated Milk

Full Line of PENICK CORN SYRUP
GOLDEN—CRYSTAL WHITE—MAPLE

KING'S DEHYDRATED PRODUCTS

PROCTOR and GAMBLE SOAPS, CHIPS, ETC.

JELKE GOOD LUCK OLEOMARGARINE

PREFEY BROILED SARDINES

KENT STORAGE CO.
DISTRIBUTORS

GRAND RAPIDS

MICHIGAN

SKINNER'S MACARONI PRODUCTS

are sold to legitimate wholesale grocers only and are not sold direct to chain stores, mail-order houses, buying associations, institutions, hotels, etc., in any territory. Guaranteed absolutely the highest possible quality, best known and advertised line. Our price of 90 cents per dozen protects every retail grocer's profit of 25% on the selling price of 10 cents per package. Goods offered at a lower price will be sold at three packages for a quarter by some price cutter and your profit killed. Send your name on a postal for our booklet "CO-OPERATION FOR PROFIT." Drop shipments made on 20 dozen or over—Freight Free.

SKINNER MANUFACTURING CO., Omaha, U. S. A.

PAY-UP WEEK.

Start the New Year With Speeded Collections.

Merchants everywhere are complaining that collections are slow and rather hard to make. Probably the majority of merchants doing a credit business have found after footing up the annual inventory sheets that they have an unusually large amount of capital tied up in accounts receivable, larger than ordinarily. One very successful merchant states that his accounts receivable total three times his stock inventory. True, money is rather tight and many customers who under normal conditions have always been found prompt pay, are now allowing their accounts to drag along, while on the other hand there are some who are not in position financially to pay as promptly as formerly. But the majority of customers are able to pay their accounts if it absolutely becomes necessary for them to do so or if some sort of influence is brought to bear upon them. Under such economic conditions as exist people are prone to be somewhat slower in the settlement of their obligations even though they may have the necessary money in the bank, keeping what available funds they have on hand as a reserve and leaving the merchant to "hold the bag."

Recently a prominent citizen in a large community remarked that he owed a number of accounts, and while he had the money on deposit in the bank with which to pay them should it become necessary, he was going to hold it in reserve until he saw how things broke after the first of the year. Scores of persons are doing likewise and, no doubt, under proper pressure, the merchant could collect a goodly number of accounts which may otherwise be of longer standing.

With the annual inventory over and the new year just getting a start, now is the time for the merchant to make a concentrated effort to collect his outstanding capital. One of the most effective means to this end is a "Pay-Up Week."

"Pay-Up Weeks," as conducted by various merchants' associations, have proven wonderfully successful, but for various reasons any number of merchants state that they are not in position to participate in such events and, therefore, derive no benefit therefrom. Merchants may find it to their special advantage and profit to stage an individual "Pay-Up Week." Properly handled, such an event would prove productive of splendid results and enable the merchant to collect a large amount of his outstanding capital.

In arranging for a "Pay-Up Week" a definite date should be determined for the inauguration of the event. Then as a means of announcing it to his trade, the merchant may prepare a special letter made ready for mailing to every customer owing the store an account no matter of what size. This letter should call attention to "Pay-Up Week" and be a direct appeal to the customer to make an effort to pay up his account during that week. Of course, there will appear upon the books of the merchant any number of customers to whom the merchant

may not, for various reasons, wish to appear too persistent in his demands for the settlement of their accounts. This letter, therefore, should be mild in tone, setting forth a logical appeal for the settlement of the account in a very courteous manner. Such a letter would not give offense to the recipient.

As a special inducement for all customers to settle their accounts during this week, the merchant might do well to arrange to have on hand a supply of some small inexpensive gift and then announce in connection with his letter that he will present a special gift to the first one hundred or so customers who settle their accounts in full during this week. He might also arrange for a somewhat less expensive gift which he may announce shall be presented to the first fifty customers who pay a reasonable payment upon their accounts. It will prove far more effective if the merchant will place a limit upon the number of customers who can receive the special gifts, even though it may be his intention to present all customers who settle their accounts with a gift. By having a limit announced it will induce prompt action upon the part of the customer to come in early during the week so that he or she may be among the limited number. Something for nothing usually makes a strong appeal, and many customers will respond to such an appeal who would otherwise ignore it.

No doubt, among his accounts the merchant will have a number to whom he does not desire to extend further credit until their accounts are settled in full, and for use in such cases the merchant might have a special letter prepared, to be mailed to these customers, stating that they shall be expected to make settlement of their account during this week, and that no extension of time will be allowed. This first letter may be accompanied with a statement showing the exact standing of their account. It may be followed by a second letter which may be mailed later in the week, calling attention to the fact that their account still remains unpaid, and that unless settlement is made by the close of the week the account shall be placed with the store's attorney for collection.

Properly handled, individual "Pay-Up Week" should prove a real stimulus to collections and be an effective means of releasing capital tied up in accounts receivable.

Apple Sauce Bricks.

Experts of the Government Chemistry Bureau have found out a means whereby apple sauce may be converted into bricks and stored by the housewife for many months without deterioration.

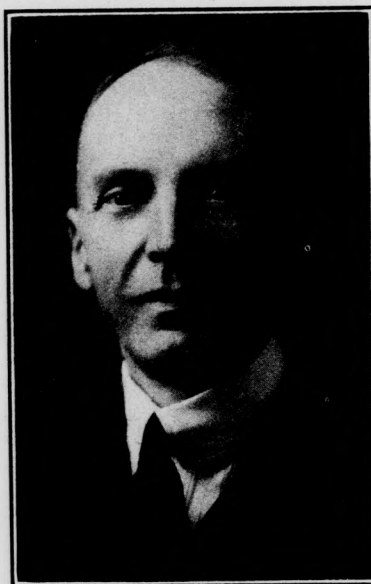
All she need to do is to dry her apple sauce slowly in an oven, at low temperature, with or without spice in it. But it should contain no sugar.

When it is wanted for use sugar and water may be added, and after boiling three or four minutes it will be found most palatable. Apple sauce "dehydrated" and preserved in this way has no dried apple flavor.

MEN OF MARK.

G. J. Brouwer, Secretary Grand Rapids Calendar Co.

Gerrit J. Brouwer was born near East Saugatuck, Mich., May 12, 1875, his antecedents being Holland on both sides. He worked on the farm and attended the district school until 16 years of age, when he went to work in the general store of Jacob Heeringa at East Saugatuck. Two years later he came to Grand Rapids and went to work in the delivery department of the Herpolsheimer Co. One year later he moved over to the wholesale department of the P. Steketee & Sons, occupying successively the positions of stock-keeper in the notion department, order clerk, house salesman, road salesman, buyer in the notions, hosiery and white goods departments and credit man. Ten years were devoted to the work of the last position,



G. J. Brouwer.

making twenty-eight years altogether he was in the employ of the Steketee house. Jan. 1 of this year he retired from that connection to take the position of Secretary and Treasurer of the Grand Rapids Calendar Co., where he expects to achieve a large measure of success.

Mr. Brouwer was married 23 years ago to Miss Josephine B. Thibout, of Grand Rapids. They have a son, 18 years old, who graduates from the South high school next year and a daughter, 12 years of age, who attends the Madison avenue public school. The family reside in their own home at 439 Thomas avenue.

Mr. Brouwer has been a member of the Christian Reformed church on La-Grave avenue thirty years and is an elder of that organization. He also teaches a class of girls in the Sunday School.

Mr. Brouwer has several outside investments, including a stock holding in the Paalman Furniture Co. He says his hobby is his automobile and that he attributes his success to keeping everlastingly at it. He will devote about a quarter of his time in the new connection, working the city trade of the house, and the other three-quarters of his time to his desk duties in the office.

Personally, Mr. Brouwer is a pleasant gentleman, who will prove to be a valuable accession to the Grand Rapids Calendar Co. He is cautious in business, reliable in statement and dependable in every walk of life.

Trade Journals I Have Known.

Written for the Tradesman.

For the two-thousandth issue of the Tradesman it would be fine to have a history of trade journal publications in Michigan. However, anything in that line may not be amiss, and the following may give an idea of the crude beginnings which led up to the excellence of present day publications.

In January, 1883, the writer began work as a compositor for the Western Newspaper Union in Detroit, previously known as the Michigan Ready Print, which inaugurated the business of furnishing patent insides for country newspapers. M. H. Redfield was manager, Alice Saunders editor and proof reader, Willard H. Hess foreman of composing room. Miss Saunders' father, deceased, had been a well-known newspaper man at Charlotte or Coldwater or Marshall and, if I mistake not, founded the ready print business. The daughter was one whom every one revered and admired.

It may have been in 1883 or later that I became aware of a trade journal being printed in that establishment, and Halford, the editor, a frequent visitor. He went forth to the towns of Michigan and obtained orders from merchants for a definite number of copies of his paper which contained write-ups of merchants of that and perhaps adjoining towns. The matter was put in type, other reading matter furnished, and the papers printed by the Western Newspaper Union.

Halford delivered his edition to his patrons, collected pay and then went to other towns to get the nucleus of the next issue, which was printed whenever everything was ready. I think there were no displayed advertisements or contracts with advertising agencies and there was no great void when that trade journal ceased publication, which came about when the proprietor went to prison for false representation of circulation or some other crookedness.

In 1893 I began keeping a general store and one of the favors of my wholesale grocers—Phelps, Brace & Co.—was to pay a year's subscription for me to the Detroit Trade Journal, which I renewed for five or six years. During that time I also obtained valuable suggestions from every Butler Brothers' catalogue.

In 1902, I think it was, I became a subscriber of the Tradesman, and never missed receiving more than two or three copies in all the years since.

The example of the wholesale grocery house in supplying a trade paper to a novice in merchandising might well be followed by wholesalers in general. It might even be one condition of credit terms that a merchant should be a regular reader of the best trade paper published in his state or section of the country, so that he should be warned of imposters, posted as to insurance as well as keeping in touch with conditions which so vitally affect his business. E. E. Whitney.



Fels-Naptha
is known
by its clean
naptha odor.



The Sanitary Soap

Fels-Naptha has the cleansing-value of real naptha and the cleansing-value of soap-and-water combined. This makes it different from all other soaps.

Its double cleansing makes clothes clean through and through—and healthful, too.

You can smell the real naptha in Fels-Naptha

Your customers know that *real* naptha in soap makes sweet clean clothes.

And the only way they can get real naptha combined with splendid soap is by using Fels-Naptha.

They can tell Fels-Naptha by its clean naptha odor—and the work it does.

So, of course, you want to be ready for them with genuine Fels-Naptha.

Every month our attractive and convincing advertising appeals to the housewives in your locality. It stimulates the demand, quickens your turnover, and makes Fels-Naptha more profitable for you to handle. Keep well-stocked with Fels-Naptha—the sanitary soap.

FELS & CO., PHILADELPHIA

FELS-NAPTHA

THE GOLDEN BAR WITH THE CLEAN NAPTHA ODOR



Verbeck's Opinion of Two Traverse City Hotels.

Traverse City, Jan. 17—Several years ago Joe Oberlin, of the Whiting hotel, this city, made his hostelry famous by blazing the way through with road signs all the way from Southern Michigan to the Straits, over the West Michigan Pike and Mackinaw Trail, advertising Traverse City and his establishment as headquarters for tourists.

The signs made a hit with tourists by directing them on their way and Mr. Oberlin followed this up by giving them service and their money's worth. He was fortunate in having with him as manager, that popular "glad hander," Billy Shouse, a veritable floating encyclopedia, coupled with the faculty of making folks believe he really meant to disperse real hospitality.

The Whiting has never been high priced and has never been accused of profiteering. It enjoys an enormous tourist patronage and stands ace high with the commercial fraternity. It is not too large to leaven its hospitality with sincerity, and yet contains fifty rooms, many of them with baths, and all supplied with all other conveniences.

The rates are on the American plan and are \$3.50 to \$4 per day and the meals are par excellence. Here are some of them:

Breakfast.
 Baked Apples
 Oranges Sliced Bananas
 Rolled Oats, Post Toasties, Grape Nuts
 Corn Flakes Maple Flakes
 Shredded Wheat Biscuits
 Home Made Sausage Breakfast Bacon
 Tenderloin Steak Broiled Steak
 Pork Chops Fried Ham
 Eggs as ordered
 Home Made Doughnuts
 Dry, Dipped or Buttered Toast
 American Fried Potatoes
 Wheat Cakes Buckwheat Cakes
 Milk, Cocoa, Tea, Postum, Coffee

Dinner
 Cream of Tomato Soup
 Relish Pickled Peaches
 Baked Lake Trout, Saratoga Chips
 Roast Chicken with Dressing
 Russian Cream Lobster Salad
 Mashed Potatoes Boiled Potatoes
 Mashed Turnips
 Cranberry Pie Mince Pie
 Steamed Suet Pudding, Pineapple Sundae
 American Cheese, Salted Crackers
 Milk, Cocoa, Tea, Postum, Coffee

Supper
 Ralston Wheat Food
 Corn Flakes, Grape Nuts, Maple Flakes
 Shredded Wheat Biscuit, Post Toasties
 Tenderloin Steak, Veal Cutlets
 Broiled Steak Creamed Codfish
 Spaghetti a la Italian
 Escalloped Corn
 American Fried Potatoes, Baked Potatoes
 Wheat Muffins Graham Bread
 Corn Cakes
 Raspberry Sauce Cake
 Milk, Cocoa, Tea, Postum, Coffee

The Park Place Hotel, which has been run for more than twenty years by its present manager, W. O. Holden, is wonderfully popular with tourists and resorters, and is also a prime favorite with traveling men, who keep it reasonably well filled during the winter season and are well taken care of during that period of the year when thronged with the aforesaid tourists.

In speaking of getting back to normal, Mr. Holden called the writer's attention to one single item of expense largely increased since 1913. It was that of supplying coal for heating purposes. In 1913 the Park Place people were paying \$3 to \$3.15 per ton for coal. It now costs \$8. The ex-

cess of heating expense for December, 1921, over the same month in 1913 was over \$500—nearly \$17 per day, or a difference of 180 per cent.

The Park Place is well provided with modern rooms, with and without baths, but all with modern conveniences, in excellent physical condition and the rates range from \$4 to \$4.50, American plan. The cooking is excellent, portions ample and the variety, as shown by the accompanying menus, commendable:

Breakfast
 Choice of
 Stewed Prunes, Sliced Bananas, Orange
 Grape Fruit
 Kellogg's Corn Flakes
 Rolled Oats with Cream
 Boiled or Broiled Salt Mackerel
 Fried Calf's Liver and Bacon
 Broiled Lamb Chops
 Fried or Broiled Sugar Cured Ham
 Fried Pork Sausages
 Broiled Sirloin Steak
 Broiled Tenderloin Steak
 Fried Corned Beef Hash
 Fried Corn Meal Mush, French Toast
 Codfish Cakes
 Eggs as Ordered
 Omelet, Plain, Ham, Cheese or Jelly
 Potatoes Baked French Fried
 Saratoga Chips
 Corn Bread, Waffles with Syrup or Honey
 Hot Rolls
 Coffee, Cocoa, Milk, Tea, Instant Postum

Luncheon
 Purée of Split Pea Soup
 Sliced Dill Pickles
 Baked Lake Trout, Duchess Potatoes
 Boiled Frankfort Sausage, Hot Slaw
 Breast of Veal, Green Peas
 Vanilla Fritters
 Roast Leg of Lamb, Currant Jelly
 Stewed Tomatoes, String Beans
 Baked Potatoes
 Cold Dishes
 Cold Roast Beef, Ham, Beef Tongue
 Potato Salad
 Lemon Sherbet, Cheese, Blackberry Pie
 Coffee, Tea, Milk

Dinner
 Navy Bean Soup, Sliced Sweet Potatoes
 Baked Lake Trout
 Long Branch Potatoes
 Veal Cutlets Breaded, Tomato Sauce
 Spaghetti Italian
 Corn Fritters with Syrup
 Roast Prime Ribs of Beef, Au Jus
 Roast Pig, Apple Sauce
 Asparagus Tips Salad
 Mashed Potatoes Boiled Potatoes
 Succotash, Stewed Tomatoes,
 Green Peas
 Apple Pie Mince Pie
 Cherry Ice Cream, Assorted Cakes
 American Cheese
 Milk Coffee Tea

Both hotels make a charge of 75 cents for single meals and have a very equitable regulation for checking off meals when guests desire to make adjoining towns and retain their rooms. Certainly no fault can be found with service or charges in either case.

The housewives of Traverse City have inaugurated a crusade against the city bakers for what seems to be unreasonable charges for bread and have organized for the purpose of doing bread baking at home.

This is all very well, so far as this single commodity is concerned, but they overlook the fact that the profiteering is really on pastry, rolls, etc. These articles were all advanced in price in the very first days of the war. The advance in these prices was never warranted at any time and the profit on some of the articles coming under the head of fancy goods is fully 300 per cent.

A local baker informed me that one of the reasons for keeping up the high prices was the cost of raisins. When questioned as to the difference in the price between a lemon pie, made with a cheap commercial filler and a raisin pie, I discovered they were the same.

The organization will be setting a good example for the country at large if they will continue their campaign and include in their home products the fancy goods on which the unusual profits are being made.

Traverse City barbers are also worrying about the cost of shaving soap and hot water and are charging war prices for shaves and hair cuts. It might be to their advantage to send an intelligent representative to Grand Rapids, where he would discover the war is over. Frank S. Verbeck.

Some folks brag of their health. But a mule is healthy.

The Newest Well Known for
 in Grand Rapids Comfort and Courtesy

HOTEL BROWNING

Three Short Blocks From Union Depot
 Grand Rapids, Mich.

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

OCCIDENTAL HOTEL

FIRE PROOF

CENTRALLY LOCATED
 Rates \$1.00 and up

EDWARD R. SWETT, Mgr.
 Muskegon :: Michigan

HOTEL RICKMAN

KALAMAZOO

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

Beach's Restaurant

Four doors from Tradesman office

QUALITY THE BEST



CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

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.



Chocolates

Package Goods of
 Paramount Quality
 and
 Artistic Design

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.



PARK-AMERICAN HOTEL

Near G. R. & I. Depot

Kalamazoo

European Plan \$1.50 and Up

ERNEST McLEAN, Manager

Western Hotel

BIG RAPIDS, MICH.

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

A good place to stop.

American plan. Rates reasonable.

WILL F. JENKINS, Manager.

"A MOTOR CAR
 is only as good
 as the house
 THAT SELLS IT."

We consider our Service
 organization second to none in
 Michigan.

Consider this when you buy your
 NEXT CAR.

WE SELL

Pierce-Arrow
 Franklin
 Oldsmobile

F. W. Kramer Motor Co.
 Grand Rapids, - Michigan

THE GRAY

The Price Sensation and Surprise of The New York Automobile Show

A modern motor car for less than \$500.00 built by Frank L. Klingensmith,
former Vice President and Treasurer of the Ford Motor Company.

"We are making material contracts to cover this year's requirements at
the lowest prices I have ever seen in my sixteen years' experience in the motor
car industry."
Frank L. Klingensmith.

60% of all the automobiles made in 1921 sold for less than \$500.00. These were made by one manufacturer, 160 manufacturers divided the other 40%.

When Frank L. Klingensmith resigned as Vice President and Treasurer of the Ford Motor Company, he had one thought in mind. That thought was to produce a really modern car in the less than \$500.00 price class. There is a demand for 1,500,000 low-priced cars each year. Statistics prove that this demand is increasing. There is existing today an exceptional demand for a car of low cost that combines refinement and up-to-date engineering details. The Gray car is being built to satisfy this demand and the Gray plan of production and distribution has made it possible to put such a car on the market at this price.

Frank F. Beall, who is associated with Mr. Klingensmith as Vice President and General Manager of the Gray Motor Corporation, has put into this new car over twenty years of experience. Mr. Beall was Vice President of the Packard Car Company in charge of production. Mr. Beall's name alone is a gold bond guarantee of the best engineering results obtainable.

The Management

The Officers and Directors of the Gray Motor Corporation are:

FRANK L. KLINGENSMITH, President.

Former Vice President and Treasurer of the Ford Motor Company.

FRANK F. BEALL, Vice President.

Former Vice President and Production Manager of the Packard Motor Car Company.

GEORGE A. KIRCHNER, Treasurer.

President First State Bank of Detroit, Michigan.

PAUL R. GRAY, Director.

Of the Gray Estate, Detroit, Michigan.

DAVID A. BROWN, Director.

President of General Necessities Corporation, Detroit, Michigan.

HOBERT B. HOYT, Director.

President, Detroit Pressed Steel Company, Detroit, Michigan.

O. J. MULFORD, Director.

President, Michigan Street Car Advertising Company, Detroit, Michigan.

COL. J. H. POOLE, Director.

Capitalist, Detroit, Michigan.

BENJAMIN S. HANCHETT, Director.

Former President and General Manager, Grand Rapids Street Railway Company, Grand Rapids, Michigan.

LUMAN W. GOODENOUGH, Director.

Corporation Attorney, Detroit, Michigan.

The Gray Car

The Gray car is being shown in the lobby of the Commodore Hotel at the New York automobile show where it is creating a decided sensation. Over seven thousand cars were sold the first day of the show. This car will be shown in the lobby of the Blackstone Hotel at the Chicago automobile show. The Company is being deluged with demands for dealer contracts from all quarters of the country and from several foreign countries.

The Gray Motor Corporation owns a fully equipped plant in which the first Gray cars are now being built. They have seventeen acres of land adjoining their present factory to amply provide for expansion.

They expect to turn out a minimum of twenty-five thousand cars this year. One of the largest automobile parts manufacturers in the country made the prediction a few days ago that within five years the Gray Motor Corporation will build its one-millionth car.

The Gray car has a one hundred inch wheel base—a modern four cylinder motor which delivers twenty-five miles per gallon—transmission is of sliding gear type—an improved spring suspension—ventilating wind shield—self-starter—demountable rims—new drum style head lights with dimmers—gasoline tank in cowl—hot spot manifold—double universal joint—Timkin axle and bearings and many other details of refinement and modern construction. It is built of alloy steel insuring strength and light weight.

The Gray car from a standpoint of appearance, desirability and performance is a sensational value at less than \$500.00.

The Financial Plan

Mr. Klingensmith's financial plan calls for a distribution of a portion of the stock of the Gray Motor Corporation. The Company is capitalized at \$4,000,000.00. This is the basis of a project of at least \$50,000,000.00, which will capitalize the assembly branches which are to be located in ten or twelve different cities of the country. Parts will be shipped directly to these cities thereby saving about two-thirds of the ordinary cost of freight.

A limited amount of 10% preferred stock which is both cumulative and participating is offered for public subscription. With each ten shares of preferred stock a bonus of two shares of common stock is issued. In addition to a preferred dividend of 10% upon the preferred stock it also participates equally with the common after 10% has been paid upon the common stock. There are several other features of this investment that are unusual in character and which we will be very glad to explain to those who are interested.

The representative for the underwriters of Gray Motor Corporation stock in Western Michigan is Gilbert E. Carter, 507 Grand Rapids Savings Bank Building, Grand Rapids, Michigan.

This announcement is being made so that you may have an opportunity to share in this great project—use the coupon below.

GRAY MOTOR CORPORATION

Detroit, Michigan

Address All Correspondence

—To—

GILBERT E. CARTER

507 G. R. Savings Bank Building

Grand Rapids, Michigan

Citizens 64826

Bell Main 46.

Opportunity

Gilbert E. Carter,
507 Grand Rapids Savings Bank Bldg.
Grand Rapids, Michigan.

I would be glad to assist in the distribution of Gray Motor Corporation stock. Will you kindly send me particulars.

Name _____

Street _____

Town _____

Information

Gilbert E. Carter,
507 Grand Rapids Savings Bank Bldg.
Grand Rapids, Michigan.

Kindly send me further information about the cumulative, participating preferred stock of the Gray Motor Corporation.

Name _____

Street _____

Town _____

NO EVIDENCES OF ACTIVITY.

Is the Conservation Department Dead or Sleeping?

Grand Rapids, Jan. 17—Dr. Joel C. Parker was a man of vision. For a generation or more he was a resident of Grand Rapids. His profession was dentistry. He was a good dentist and in his chosen occupation was an honor and a success. But this was an incident in his life. He was an unusual neighbor; he was worshipped by the children and he was never so happy as when entertaining boys with stories of his outings. He was a woods lover, a keen observer. In companionship with the boys I sat at his feet, drank in the wisdom that dropped from his lips and caught the inspiration of his prophetic vision. It was between fifty and sixty years ago that Dr. Parker in his summer vacations frequented that country about the headwaters of the Manistee, Muskegon, Big Thunder, Titabawasee and Au Sable rivers. Upon his return from these trips he told us of the game, the fish, the flowers, the forests, graphically describing the habits of the beavers, the porcupines and the wolverines. He described with sorrow the havoc made by the lumbermen with the forest wealth and vividly portrayed the devastation following in the wake of the lumber camps. He did not condemn the business of the lumberman, but deplored the wastefulness of his methods and his thoughtlessness concerning the lands denuded of the wonderful growth of pine and covered with food for devastating forest fires. It was his suggestion that these lumbermen rich from the harvest of this extraordinary crop could do nothing finer for succeeding generations than to protect these lands from fire, allow nature to rehabilitate them and with a fraction of their rapidly accumulated fortunes endow great forest areas, making them game preserves and creating a service of greater wealth than they had garnered. He said the lumbermen had only taken the cream and the elements of greater forests were there if only conserved and protected. I did not fully understand this prophecy, but later on when I had caught a glimpse of the obligation upon us all in the interest of wood working, industry, climatic influences and landscape beauty to protect our forest areas and adopt approved methods of reforestation, I visited this region of which I had heard so many attractive stories. I saw the abomination of desolation created by the forest conflagrations which had followed the career of the lumbermen and fed upon the debris left by the logging camps. But even then the elements of rehabilitation had not all been exterminated. There were seed trees in abundance and young growth in many places, rich in the promise of a new forest.

Again I sought Dr. Parker and with the information I had gathered that immense tracts of this country were still in the hands of the lumbermen who would gladly relinquish their titles to the State in order to be relieved of taxation upon property that was of no value to them, we mapped out a plan of making a forest preserve of sixteen townships of cut-over lands covering the headwaters of the streams above mentioned. Armed with a bill with carefully compiled regulations covering the management of this forest and game preserve and fortified by statistical information that proved to my own satisfaction the value of the investment, I confidently expected my colleagues in the Legislature would catch the vision and promptly enact a measure that would make Michigan a leader of all the states in a movement that would make her the envy of the sister commonwealths. I was incapable of passing my vision on. The project awakened no spirit of sympathy. The few thousand dollars in the initial investment was the only thing the lawmakers could see and the measure

never got beyond the pigeon hole of a committee. I had to be satisfied with the passage of a joint resolution providing for the annual celebration of Arbor day. This didn't cost anything and would afford an outlet for the expression of the hopes of visionaries in forestry. Each occupant of the Gubernatorial chair since that time has issued a proclamation on each succeeding spring, full of fine feeling for the woods and the wild denizens of the woods and urging everybody to plant trees.

In the meantime forest fires have continued their work of destruction. The great State of Michigan has failed to organize any adequate machinery to fight the greatest enemy to her forest growth. Every essay has been an abject failure. The feeble attempts, supported by inadequate appropriations administered by people having no equipment of knowledge or experience for the service has furnished pathetic illustrations of gross incompetency in State craft.

The State has shown no greater acumen in handling its lands than in extinguishing fires. The mismanagement of its domain has been a comedy of errors not unmixed with tragical elements.

In a story now running in current numbers of Everybody's Magazine under the caption of "Foraker's Folly" is graphically illustrated the absolute incompetency and dominant selfishness of public officials in the handling of the public domain.

Feeble attempts have been made to substitute something constructive in lieu of the reprehensible practices of the attaches of the Government. A State Forestry Commission was appointed and given little authority and less money. A Commission of Enquiry was instituted by the Legislature which in its findings arraigned the State in unstinted terms for the outrages committed under the shadow of illconceived legislation. A public domain commission was established which under more liberal appropriations began segregating State properties into reserves and protecting them from fires. But no adequate co-operative movement has been instituted to care for the properties of the State and individuals in a general protective system, properly officered and supported.

Now this Public Domain Commission has been merged in a Conservation Department of State. The combination was heralded as a wonderful exhibition of concentrating authority securing efficiency and practicing economy in the administration of all things attached to State lands and parks, reserves for forests and game, the production and protection of fish and the handling of the great acreage of State lands of all classes and conditions under business methods and having in mind the interests of all the people. That sounded good; the idea had some flavor to it. We have been a year using all our senses to discover some results worthy of notice and approbation. There may be some wonderful developments out of sight which will come to the surface with a great display of effulgence. There are a lot of us who have climbed the watch tower to see if we could observe some indications of activity and have been disappointed until a man by the name of Curwood, down Owosso way, becoming tired of waiting, started a small fire under the Department, hoping thereby, evidently, to warm up the machinery and, perhaps, see the "wheels go round." I have looked over the personnel of the Board of Management of the Department as indicated on the letterheads and find I am pretty well acquainted with most of them. They are men for whom I have profound respect in their equipment and public spirited citizenship. I would expect that group to outline a broad campaign and give all the time necessary to ensure wise and competent administration. I am anxious to know if they have all met together even once to materially con-

sider the tremendous problems of their department. I have not heard of the adoption of any comprehensive and well considered plan developed by this body. There must be something wrong with its publicity or we, the common kind of folks interested in State affairs, would have had some glint from the lighted lamp. There can be no reasonable excuse offered that the Department has not had time for action, for the "fields were ripe for the harvest" and the reapers had only to start the machinery. I am aware it is awfully easy to find fault with public officials and men accepting public trusts have great difficulties to overcome in shouldering their obligations, but in the grave matters entrusted to this group of citizens I am so deeply interested and so much of my life has been given to their solution that I am impatient and desire most earnestly to see real evidences of activity commensurate to the importance of the problems involved.

Charles W. Garfield.

Of What Use Are Skunks?

The importance of the skunk as a fur-bearing animal is made manifest by the Department of Agriculture, that its pelt brings to trappers in this country \$3,000,000 annually, the output a year being about 2,000,000 skins.

So highly esteemed is skunk fur that within the last few years the breeding of skunks on scientific principles has been undertaken. It was started in 1914 near Chicago by the Skunk Development Bureau, and two years later the stock was removed to the Illinois Agricultural Experiment Station, where the experiments are being continued.

The object sought by the breeders is to improve the wild skunk by selection and judicious mating, for size,

color, markings, texture of fur and length and density of pelage.

There are in the United States many species and sub-species of skunks. One of the most admired is the common Eastern skunk, which has a glossy, silky black coat of good texture. Unfortunately, it is rather small, and its white stripes are not desirable.

The market demands a black pelt or as near it as possible. White patches must be cut out, sewn together, dyed and sold for cheaper grades. This reduces the size of the black pelt and necessitates the fitting of smaller pieces together.

The Journal of Heredity in its forthcoming number discusses the problem most interestingly and expresses confidence that selective breeding will produce a race of skunks with only a small patch of white on the crown of the head. Specimens corresponding to that description are occasionally caught. It may even be possible to create an all-black race.

Skunks have a strong tendency to "mutations"—which means that they are apt to develop "sports" in the way of coloration. Such sports, with all kinds of animals, are easily perpetuated and fixed in a breed by proper mating through a series of generations. The silver fox, whose fur is so highly valued, is a mutation of the common red fox; the blue fox is a mutation of the white Arctic fox. Blue or silver skunk pelts would doubtless fetch big prices.

It is believed that they can be obtained. Albino skunks are not very uncommon, and from them can be

Something to Think About

Prices are now being made on merchandise for Fall 1922. Prices already made in some cases are the same as Fall 1921, including such items as Blankets, etc., but other items like Outing and some lines of heavy Underwear have advanced from 10 to 15 per cent., based—according to the Mills—on the cost of raw cotton and wool, both of which have advanced recently, also on the high cost of manufacturing based on present scale of wages. Many merchants have told us that with farmers getting less for farm produce and with the wage earners getting less wages, business and collection have not been good and they cannot see how such advances will hold.

It is a very difficult merchandising situation, but we are glad to say that if you buy your Spring merchandise now when it is available you can get it **from us now** on the basis of the low market last July with Spring dating of 2/10 May 1st which should enable every merchant to secure at least a part of his Spring needs.

There are many reasons why you should buy your Spring merchandise **now** and none for holding off. Think it over and then see us or our salesmen.

IN THESE DAYS WHEN EVERY MERCHANT IS ENDEAVORING TO HOLD HIS STOCK AT A MINIMUM, WE SOLICIT YOUR MAIL ORDERS. OUR STOCKS ARE QUITE COMPLETE AND WE SHIP THE DAY RECEIVED. TELEPHONE OR TELEGRAPH AT OUR EXPENSE.

GRAND RAPIDS DRY GOODS CO.
Wholesale Only.

derived a race of white skunks in the same way that white rabbits, white rats and white mice, descended from albino "sports," have been bred. White furs are always in demand for children's wear.

Skunks belong to the same zoological family as the marten, the sable, the otter and the ermine. They produce a pelage of the finest quality in cool latitudes, and hence the Northern parts of the United States offer the best conditions for breeding them for fur. To feed them is a simple problem, inasmuch as they will eat almost anything. At the Illinois Experiment Station they are fed on mice, sour milk, peanuts, dried prunes, stale bread and table scraps.

They may be deprived of offensiveness by removal of the scent-sac, the requisite surgical operation being a simple one. In performing it there should be caution to avoid wasting any of the valuable scent, for which there is a ready market. Trappers use it to cover up the human smell by smearing it on their traps and on their boots.

It is stated, however, that "by careful, intelligent and somewhat sympathetic treatment one can handle live adult unoperated skunks without misadventure or regret."

The Path of Common Sense.

As strangers, "in the good old days," prospective salespersons used to come in a store in a somewhat bewildered state of mind. When the salespeople arrived in their respective departments, they were given a salesbook and told to go ahead and sell. And the fear that took hold of those behind the counter was plainly noticeable in the writing out of a sale. If the blunders were made, the sales people were put down as stupid. To some extent those conditions prevail

in some stores at the present time. But compare those old methods with the plans in vogue now, such as that followed in the Jordan Marsh store. The new, regular salesperson is kept behind the scenes three days to be prepared for his or her entrance into the department. Three days he or she studies in the department of education. This training course covers all the different transactions of the salescheck. The newcomer learns the policies and standards of the store; he or she is taught the rules and regulations that must be followed. He becomes familiar with the store directory by means of several trips under the guidance of one of the instructors; he is brought in contact with his department secretary, who makes him feel at home and who introduces him to the fellow-workers and teaches him about the merchandise. At the end of the training he is given a written examination on all that he has been taught. If he passes, he is presented with a "Certificate of Instruction."

The Man Who Gets Credit.

Banks will extend credit to the man who has faith in himself and in his business. Sentiment is contagious. Talk panic and you foster panic. Talk optimism and you inspire optimism. Keep your head and you stand a good chance of keeping your business. Lose your head and you are in danger of losing your business. Last year saw us soaring farther and farther away from economic sanity. This year sees us moving steadily nearer and nearer economic sanity. The wise business man looks not only to the conditions of the moment but tries to foresee the probable conditions of the morrow.

Unless you run your store so that customers will want to come back, you cannot expect to build up a successful trade.

Soda Fountains and Drug Store Fixtures

We wish to remind you that we are fully equipped to serve you for the 1922 season along the line of Soda Fountains, Carbonators, Show Cases, Cigar Cases, and Complete Drug Store Outfits.

As in past years, we are State Agents for the

Guarantee Iceless Fountain Co., of Grand Haven, and the Wilmarth Show Case Co., of Grand Rapids.

Our Mr. Olds will be pleased to call on you at your convenience.

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	21 85
Boric (Xtal)	17 1/2 @ 25	Amber, crude	2 00 @ 2 25	Aloes	21 65
Carbolic	30 @ 35	Amber, rectified	2 25 @ 2 50	Arnica	21 50
Citric	65 @ 70	Anise	1 25 @ 1 50	Asafoetida	23 90
Muriatic	3 1/2 @ 8	Bergamont	8 00 @ 8 25	Belladonna	21 35
Nitric	3 1/2 @ 15	Cajapat	1 50 @ 1 75	Benzoin	22 40
Oxalic	25 @ 30	Cassia	2 25 @ 2 50	Benzoin Comp'd	23 15
Sulphuric	3 1/2 @ 8	Castor	1 32 @ 1 56	Buchu	23 15
Tartaric	42 @ 50	Cedar Leaf	1 50 @ 1 75	Cantharadial	23 00
Ammonia		Citronella	65 @ 1 00	Capsicum	23 50
Water, 26 deg.	10 @ 13	Cloves	3 25 @ 3 50	Catechu	23 10
Water, 18 deg.	8 1/2 @ 13	Cocanut	30 @ 40	Cinchona	23 10
Water, 14 deg.	6 1/2 @ 12	Cod Liver	85 @ 1 00	Colchicum	23 00
Carbonate	22 @ 26	Croton	2 25 @ 2 50	Cubeba	23 00
Chloride (Gran)	10 @ 20	Cotton Seed	1 10 @ 1 20	Digitalis	21 80
Balsams		Cubebs	9 00 @ 9 25	Gentian	21 40
Copaiba	60 @ 1 00	Eucalyptus	5 00 @ 5 25	Ginger, D. S.	21 80
Fir (Canada)	2 50 @ 2 75	Hemlock, pure	1 50 @ 1 75	Guaiaac	22 80
Fir (Oregon)	60 @ 80	Juniper Berries	3 25 @ 3 50	Guaiaac, Ammon.	22 50
Peru	2 50 @ 3 00	Juniper Wood	1 50 @ 1 75	Iodine	23 95
Tolu	1 00 @ 1 20	Lard, extra	1 25 @ 1 45	Iodine, Colorless	21 50
Barks		Lard, No. 1	1 10 @ 1 20	Kino	21 40
Cassia (ordinary)	25 @ 30	Lavendar Flow	6 00 @ 6 25	Myrrh	22 50
Cassia (Saigon)	50 @ 60	Lavendar Gar'n	1 75 @ 2 00	Nux Vomica	21 50
Sassafras (pw. 55c)	50 @ 50	Lemon	1 50 @ 1 75	Opium	23 50
Soap Cut (powd.)	15 @ 20	Linseed Boiled bbl	92 @ 1 00	Opium, Camp.	23 50
35c		Linseed bld less	92 @ 1 00	Opium, Deodora'd	23 50
Berries		Linseed, raw, bbl.	90 @ 98	Rhubarb	23 00
Cubeb	1 50 @ 1 75	Linseed, raw, less	90 @ 98	Paints	
Fish	25 @ 30	Mustard, true oz.	2 75 @ 3 00	Lead, red dry	12 1/2 @ 12 1/2
Juniper	7 @ 15	Mustard, artifi. oz.	1 50 @ 1 60	Lead, white dry	12 1/2 @ 12 1/2
Prickly Ash	30 @ 30	Neatsfoot	1 15 @ 1 30	Lead, white oil	12 1/2 @ 12 1/2
Extracts		Olive, pure	3 75 @ 4 75	Ochre, yellow bbl.	2 1/2 @ 2 1/2
Licorice	60 @ 65	Olive, Malaga,	2 75 @ 3 00	Ochre, yellow less	2 1/2 @ 2 1/2
Licorice powd.	70 @ 80	Olive, Malaga,	2 75 @ 3 00	Putty	5 @ 8
Flowers		green	2 75 @ 3 00	Red Venet'n Am.	3 1/2 @ 7
Arnica	75 @ 80	Orange, Sweet	5 00 @ 5 25	Red Venet'n Eng.	4 @ 8
Chamomile (Ger.)	50 @ 60	Origanum, pure	2 50 @ 2 75	Whiting, bbl.	4 @ 4 1/2
Chamomile Rom	75 @ 1 25	Origanum, com'l	1 00 @ 1 20	Whiting	5 1/2 @ 10
Gums		Pennyroyal	2 50 @ 2 75	L. H. P. Prep.	2 50 @ 2 75
Acacia, 1st	50 @ 55	Peppermint	3 75 @ 4 00	Rogers Prep.	2 50 @ 2 75
Acacia, 2nd	45 @ 50	Rose, pure	12 00 @ 16 00	Miscellaneous	
Acacia, Sorts	20 @ 25	Rosemary Flows	1 50 @ 1 75	Acetanald	55 @ 75
Acacia, powdered	30 @ 35	Sandalwood, E.	10 50 @ 10 75	Alum	10 @ 13
Aloes (Barb Pow)	25 @ 35	I.	10 50 @ 10 75	Alum, powd. and	11 @ 20
Aloes (Cape Pow)	30 @ 35	Sassafras, true	2 00 @ 2 25	ground	11 @ 20
Aloes (Soc. Pow.)	70 @ 75	Sassafras, artifi	1 00 @ 1 25	Bismuth, Subli-	2 43 @ 2 60
Asafoetida	75 @ 1 00	Spearment	4 00 @ 4 25	trate	
Row.	1 25 @ 1 50	Sperm	2 75 @ 3 00	Borax xtal or	
Camphor	1 17 @ 1 20	Tansy	10 50 @ 10 75	powdered	7 1/2 @ 13
Guaiaac	7 @ 75	Tar, USP	50 @ 65	Cantharadial, po	1 50 @ 4 00
Guaiaac, pow'd.	1 @ 1 00	Turpentine, bbl.	92 @ 92 1/2	Calomel	1 21 @ 1 35
Kino	7 @ 75	Turpentine, less	1 00 @ 1 05	Capsicum	40 @ 45
Kino, powdered	8 @ 85	Wintergreen,	8 00 @ 8 25	Carmine	6 00 @ 6 50
Myrrh	7 @ 75	Wintergreen, sweet	3 75 @ 4 00	Cassia Buds	30 @ 40
Myrrh, powdered	7 @ 75	birch	3 75 @ 4 00	Cloves	50 @ 55
Opium	9 00 @ 9 40	Wintergreen art	80 @ 1 10	Chalk Prepared	16 @ 18
Opium, powd.	10 25 @ 10 60	Wormseed	6 50 @ 6 75	Chloroform	66 @ 77
Opium, gran.	10 25 @ 10 60	Wormwood	18 00 @ 18 25	Chloral Hydrate	1 35 @ 1 85
Shellac	85 @ 1 00	Potassium		Cocaine	9 25 @ 10 25
Tragacanth	3 75 @ 4 25	Bicarbonate	35 @ 40	Cocoa Butter	50 @ 75
Tragacanth, pw.	3 00 @ 3 50	Bichromate	15 @ 25	Corks, list, less	40 @ 50
Turpentine	25 @ 30	Bromide	35 @ 45	Copperas	30 @ 10
Insecticides		Carbonate	30 @ 35	Copperas, Powd.	40 @ 10
Arsenic	09 @ 20	Chlorate, gran r	18 @ 25	Corrosive Sublim	1 17 @ 1 25
Blue Vitriol, bbl.	07 1/2 @ 15	Chlorate, powd.	13 @ 20	Cream Tartar	50 @ 55
Blue Vitriol, less	8 @ 15	Cyanide	35 @ 50	Cuttle bone	40 @ 50
Bordeaux Mix Dry	14 @ 29	Iodide	3 56 @ 3 72	Dextrine	04 @ 15
Benabore, White	25 @ 25	Permanganate	35 @ 55	Dover's Powder	3 50 @ 4 00
Insect Powder	40 @ 65	Prussate, yellow	45 @ 55	Emery, All Nos.	10 @ 15
Lead Arsenate Po.	16 @ 23	Prussate, red	65 @ 75	Emery, Powdered	8 @ 10
Lime and Sulphur	09 1/2 @ 23 1/2	Sulphate	40 @ 50	Epsom Salts, bbls.	3 @ 3 1/2
Dry		Roots		Epsom Salts, less	4 1/2 @ 09
Paris Green	81 @ 45	Alkanet	45 @ 50	Ergot, powdered	1 75 @ 2 00
Ice Cream		Blood, powdered	40 @ 50	Flake White	15 @ 20
Piper Ice Cream Co.		Calamus	35 @ 75	Formaldehyde, lb.	14 @ 20
Bulk, Vanilla	1 10	Elecampane, pwd	25 @ 30	Gelatin	1 40 @ 1 60
Bulk, Vanilla Special	1 20	Gentian, powd.	20 @ 30	Glassware, less 55%.	
Bulk, Chocolate	1 20	Ginger, African,	23 @ 30	Glassware, full case 60%.	
Bulk, Caramel	1 20	powdered	23 @ 30	Glauber Salts, bbl.	03 1/2 @ 10
Bulk, Grape-Nut	1 20	Ginger, Jamaica	52 @ 60	Glauber Salts less	04 @ 10
Bulk, Strawberry	1 25	powdered	42 @ 50	Glue, Brown	21 @ 30
Bulk, Tutti Frutti	1 25	Golden Seal, pow.	6 00 @ 6 40	Glue, Brown Grd	12 1/2 @ 20
Brick, Vanilla	1 40	Ipecac, powd.	2 75 @ 3 00	Glue, White	25 @ 35
Brick, Fancy	1 60	Licorice	40 @ 45	Glue, White Grd.	30 @ 35
Ices	1 10	Licorice, powd.	25 @ 30	Glycerine	23 1/2 @ 40
Sherbets	1 10	Orris, powdered	30 @ 40	Hops	50 @ 75
Leaves		Poke, powdered	40 @ 45	Iodine	5 30 @ 5 75
Buchu	1 75 @ 1 90	Rhubarb, powd.	75 @ 1 00	Iodoform	6 30 @ 6 75
Buchu, powdered	2 @ 00	Rhubarb, powd.	75 @ 1 00	Lead Acetate	18 @ 25
Sage, bulk	67 @ 70	Rosinwood, powd.	30 @ 35	Lycopodium	3 50 @ 4 00
Sage, 1/4 loose	72 @ 78	Sarsaparilla, Hond.	1 25 @ 1 40	Mace	75 @ 80
Sage, powdered	65 @ 60	ground	1 25 @ 1 40	Mace, powdered	95 @ 1 00
Senna, Alex.	1 40 @ 1 50	Sarsaparilla Mexican,	30 @ 40	Menthol	7 50 @ 8 00
Senna, Tinn.	30 @ 35	ground	30 @ 40	Morphine	7 75 @ 8 00
Senna, Tinn. pow	35 @ 40	Squills	35 @ 40	Nux Vomica	2 @ 30
Uva Ursi	20 @ 25	Squills, powdered	60 @ 70	Nux Vomica, pow.	23 @ 30
Oils		Tumeric, powd.	15 @ 20	Pepper black pow.	32 @ 35
Almonds, Bitter,	10 50 @ 10 75	Valerian, powd.	50 @ 60	Pepper, white	40 @ 45
Almonds, Bitter,	2 50 @ 2 75	Seeds		Pitch, Burgundy	10 @ 15
Artificial	2 50 @ 2 75	Anise	33 @ 35	Quassia	12 @ 15
Almonds, Sweet,	1 00 @ 1 25	Anise, powdered	33 @ 40	Quinine	86 @ 1 59
true		Bird, ls	13 @ 15	Rochelle Salts	35 @ 40
		Canary	8 @ 15	Saccharine	11 @ 22
		Caraway, Po.	13 @ 15	Salt Peter	30 @ 40
		Cardamon	1 50 @ 1 75	Selditz Mixture	30 @ 40
		Celery, powd.	35 @ 40	Soap, green	15 @ 30
		Coriander pow.	25 @ 30	Soap mott castle	22 1/2 @ 25
		Dill	10 @ 20	Soap, white castle	@ 17 50
		Fennell	35 @ 40	case	
		Flax	06 1/2 @ 12	Soap, white castle	
		Flax, ground	06 1/2 @ 12	less, per bar	1 85
		Foenugreek pow.	8 @ 15	Soda Ash	05 @ 10
		Henp	8 @ 15	Soda Bicarbonate	3 1/2 @ 10
		Lobelia, Powd.	1 @ 10	Soda, Sal	2 1/2 @ 5
		Mustard, yellow	10 @ 15	Spirits Camphor	1 @ 30
		Mustard, black	10 @ 15	Sulphur, roll	04 @ 10
		Poppy	30 @ 40	Sulphur, Subl.	4 1/2 @ 10
		Quince	1 75 @ 2 00	Tamarinds	25 @ 30
		Rape	15 @ 20	Tartar Emetic	70 @ 75
		Sabadilla	30 @ 40	Turpentine, Ven.	50 @ 2 25
		Sunflower	7 1/2 @ 15	Vanilla Ex. pure	1 50 @ 2 00
		Worm American	30 @ 40	Witch Hazel	1 47 @ 2 00
		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

Canned Apples
Sap Sago Cheese
Wool
Prunes

DECLINED

Beechnut Bacon
Roquefort Cheese
Wisconsin Cheese
Bakers Chocolates
Bakers Cocoa
Bunte Cocoa
Rochester Wicks

AMMONIA

Arctic Brand
16 oz., 2 doz. in carton,
per doz. 1.75
1 X L, 3 doz., 12 oz. 3.75
Parsons, 3 doz. small 6.30
Parsons, 2 doz. med. 5.00
Parsons, 2 doz., lge. 6.70

AXLE GREASE



48, 1 lb. 4.25
24, 3 lb. 5.50

BAKING POWDERS

Calumet, 4 oz., doz. 97 1/2
Calumet, 8 oz., doz. 1.95
Calumet, 16 oz., doz. 3.35
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. 7.00
Queen Flake, 6 oz. 1.35
Queen Flake, 50s, kegs 12
Queen Flake, 100s, kegs 95
Royal, 10c, doz. 2.70
Royal, 6 oz., doz. 5.20
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) 2.75

BREAKFAST FOODS

Cracked Wheat, 24-2 4.85
Cream of Wheat 7.50
Pillsbury's Best Cerl 2.70
Quaker Puffed Wheat 4.30
Quaker Brist Biscuit 1.90
Quaker Corn Flakes 2.80
Ralston Purina 4.00
Ralston Branzen 2.70
Ralston Food, large 3.60
Ralston Food, small 2.90
Saxon Wheat Food 4.80
Shred Wheat Biscuit 4.35

Post's Brands.

Grape-Nuts, 24s 3.80
Grape-Nuts, 100s 2.75
Postum Cereal, 12s 2.25
Post Toasties, 36s 2.85
Post Toasties, 24s 2.85

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 1.35

Stove

No. 1 1.10
No. 2 1.35

Shoe

No. 1 90
No. 2 1.25
No. 3 2.60

BUTTER COLOR

Dandelion, 25c size 2.85
Perfection, per doz. 1.75

CANDLES

Electric Light, 40 lbs. 12.1
Plumber, 40 lbs. 12.8
Paraffine, 6s 14.4
Paraffine, 12s 14.4
Wicking 40

CANNED FRUIT.

Apples, 3 lb. Standard 1.75
Apples, No. 10 6.25@6.50
Apple Sauce, No. 2 2.35
Apple Sauce, No. 10 9.00
Apricots, No. 1 1.90@2.00
Apricots, No. 2 2.25
Apricots, No. 2 1/2 2.25@3.50
Apricots, No. 10 9.00@13.50
Blueberries, No. 2 3.00
Cherries, 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
Pineapple, 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
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, Minced, No. 1 2.35
Finnish Haddie, 10 oz. 3.30
Clam Bouillon, 7 oz. 2.50
Chicken Haddie, No. 1 2.75
Fish Flakes, small 1.35
Cod Fish Cake, 10 oz. 1.85
Cove Oysters, 5 oz. 1.35
Lobsters, No. 1, Star 7.50
Lobsters, No. 1/2, Star 4.00
Lobsters, No. 1/4, Star 2.25
Shrimp, No. 1, wet 2.00
Shrimp, No. 1, dry 2.00
Shrimp, No. 1 1/2, dry 4.60
Sardines, 1/4 Oil, k. 4.25@4.75
Sardines, 1/4 Oil, k'less 3.75
Sardines, 1/4 Smoked 7.00
Sardines, 1/4 Mus. 3.75@4.75
Salmon, Warrens, 1/2 2.60
Salmon, Warrens, 1 lb 3.80
Salmon, Red Alaska 2.85
Salmon, Med. Alaska 2.00
Salmon, Pink Alaska 1.40
Sardines, Im. 1/2, ea. 10@28
Sardines, Cal. 1/2, ea. 25
Sardines, Im. 1/2, ea. 25
Tuna, 1/2, Albacore 90
Tuna, 1/2, Nekco 1.65
Tuna, 1/2, Regent 2.25

CANNED MEAT.

Bacon, Med. Beechnut 2.70
Bacon, Lge. Beechnut 4.50
Bacon, Large, Erie 3.00
Beef, No. 1, Corned 2.60
Beef, No. 1, Roast 2.60
Beef, No. 1/2 Eagle Sil. 1.30
Beef, No. 1/2 Qua. sil. 1.90
Beef, No. 1, Qua. sil. 3.25
Beef, No. 1, B'nut, sil. 5.70
Beef, No. 1/2, B'nut sil. 3.15
Beefsteak & Onions, 1s 3.35
Chili Con Ca., 1s 1.35@1.45
Deviled Ham, 1/2 2.20
Deviled Ham, 1/2 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. 1/2 2.15
Vienna Saus., No. 1/2 1.35
Veal Loaf, Medium 2.30

Derby Brands In Glass.

Ox Tongue, 2 lb. 19.50
Sliced Ox Tongue, 1/2 4.60
Calf Tongue, No. 1 6.45
Lamb Tongue, Wh. 6.00
Lamb Tongue, sm. sil. 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
Climate Gem, 1 Soz. 90
Fremont, No. 2 1.15
Snider, No. 1 1.10
Snider, No. 2 1.55
Van Camp, Small 1.04
Van Camp, Med. 1.30

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
Green Beans, No. 10 6.00
Green Beans, 2s 1.60@4.75
Green Beans, No. 2 Gr. 6.00
Lima Beans, 2s, Soaked 95
Red Kid, No. 2 1.60@1.55
Beets, No. 2, wh. 1.25@1.75
Beets, No. 3, cut 1.40@2.10
Beets, No. 2, St. 1.10@1.35
Corn, No. 2, Ex-Stan. 1.55
Corn, No. 2, Fan 1.60@2.25
Corn, No. 2, Fy. glass 3.25
Corn, No. 10 7.25
Hominy, No. 3 1.15@1.35
Okra, No. 2, whole 1.90
Okra, No. 2, cut 1.60
Dehydrated Veg Soup 90
Dehydrated Potatoes, lb 45
Mushrooms, Hotels 33
Mushrooms, Choice 45
Mushrooms, Sur Extra 62
Peas, No. 2, E.J. 1.25@1.90
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, 1/4, each 27
Swt Potatoes, No. 2 1.15
Sauerkraut, No. 3 1.60
Succotash, No. 21 60@2.35
Succotash, No. 2, glass 3.45
Spinach, No. 1 1.40
Spinach, No. 2 1.45@1.75
Spinach, No. 3 2.10@2.85
Spinach, No. 10 6.75
Tomatoes, No. 1 3.35@1.65
Tomatoes, No. 3 1.70@2.25
Tomatoes, No. 2, glass 2.85
Tomatoes, No. 10 6.00

CATSUP.

B-nut, Large 2.95
B-nut, Small 1.80
Fraziera, 14 oz. 2.85
Libby, 14 oz. 2.90
Libby, 8 oz. 1.90
Van Camp, 8 oz. 1.90
Van Camp, 16 oz. 3.15
Lilly Valley, pint 2.95
Lilly Valley, 1/2 Pint 1.80

CHILI SAUCE.

Snider, 16 oz. 3.50
Snider, 8 oz. 2.35
Lilly Valley, 1/2 Pint 2.40

OYSTER COCKTAIL.

Sniders, 16 oz. 3.50
Sniders, 8 oz. 2.35

CHEESE.

Roquefort 90
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 23
Wisconsin Flats 23
Wisconsin Daisy 23
Longhorn 24
New York 27
Michigan Full Cream 22
Sap Sago 60

CHEWING GUM

Adams Black Jack 65
Adams Bloodberry 65
Adams Calif. Fruit 65
Adams Chiclets 65
Adams Sen Sen 65
Adams Yucatan 65
Beeman's Pepsin 65
Beechnut 70
Doublemint 65
Juicy Fruit 65
Spearmint, Wrigleys 65
Zeno 65
Wrigley's P-K 65
Sapota Gum 1.25

CHOCOLATE.

Baker, Caracas, 1/2 35
Baker, Caracas, 1/4 33
Baker, Premium, 1/2 35
Baker, Premium, 1/4 32
Baker, Premium, 1/2 32
Hersheys, Premium, 1/2 35
Hersheys, Premium, 1/4 36
Runkle, Premium, 1/2 36
Runkle, Premium, 1/4 38
Vienna Sweet, 24s 1.75

COCOA

Baker's 1/2 40
Baker's 1/4 42
Bunte, 1/2 lb. 35
Bunte, 1 lb. 32
Droste's Dutch, 1 lb. 9.00
Droste's Dutch, 1/2 lb. 4.75
Droste's Dutch, 1/4 lb. 2.00
Hersheys, 1/2 33
Hersheys, 1/4 28
Huyler 36
Lowney, 1/2 48
Lowney, 1/4 47
Lowney, 1/2 44
Lowney, 5 lb. cans 31
Van Houten, 1/2 75
Van Houten, 1/4 75

COCOANUT

1/2, 5 lb. case Dunham 50
1/2, 5 lb. case 48
1/2 & 1/4, 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 1/2
Santos 18@23
Maracaibo 24
Mexican 25
Guatemala 39
Java and Mocha 26
Bogota 24
Peaberry 24

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. 3.50
Caroline, Baby 3.35

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 4.75
Goshen, Gallon 4.50



Oatman's, tall 5.00
Oatman's baby 4.75
Pet, Tall 5.00
Pet, Baby 3.65
Silver Cow, Tall 5.00
Silver Cow, Baby 4.80
Van Camp, Tall 5.00
Van Camp, Baby 3.70
White House, Tall 4.40
White House, Baby 4.15

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
Rosa, 50s 125.00
Victoria Tins 120.00
National, 50s 150.00
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 55.00
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.
Tissue Wrapped 58.00
R. B. Invincible, 50s.
Foil Wrapped 70.00

Union Made Brands

El Overture, 50s, foil 75.00
Ology, 50s 58.00

Manila 10c

La Yebana, 25s 63.00

Our Nickel Brands

New Currency, 100s 36.00
Lioba, 100s 33.00
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
Red Band, 20, Plain 6.00
Nebo, 20, Plain 7.00
Camels, 20, Plain 7.50
Relu, 20, Plain 7.80
Lucky Strike, 10 & 20 7.75
Sweet Caporal, 20, pl. 7.75
Windsor Castle Flag 20 8.00
Chesterfield, 10 & 20, Pl. 7.50
Piedmont, 10 & 20, Pl. 7.50
Spur, 20, Plain 7.50
Sweet Tips, 20, Plain 8.00
Idle Hour, 20, Plain 8.00
Omar, 20, Plain 10.00
Falks Havana, 20, Pl. 9.75
Rich'm'd S Cut, 20, pl. 10.00
Rich'm'd 1 Cut, 20 ck. 10.00
Fatima, 20, Plain 9.50
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 Str., 10 ck. 12.00
Murad, 20, Plain 15.50
Murad, 10, Plain 16.00
Murad, 10, cork or pl. 16.00
Murad, 20, cork or pl. 16.00
Luxury 10, cork 16.00
Melachino, No. 9, 10, cork or plain 16.00
Melachino, No. 9, 10, cork or plain 16.00
Melach'o, No. 9, 10, St. 16.00
Melach'o, No. 9, 20, St. 16.00
Natural, 10 and 20. 16.00
Markaroff, No. 15, 10, cork 16.00
Pall Mall Rd., 20, pl. 17.00
Benson & Hedges, 10 20.00
Rameses, 10, Plain 17.50
Milo Violet 10, Gold 20.00
Deities, 10 21.00
Condex, 10 22.00
Philips Morris, 10 20.00
Brening Own, 10, Pl. 23.00
Ambassador, 10 23.00
Old 76, 10 or 50 37.50
Benson & Hedges 37.50
Tuberettes 55.00

CIGARETTE PAPERS.

Riz La Croix, Wh., dz. 90
Riz La Wheat Br., 100 7.50
Riz Tam Tam, per 100 6.80
Zig Zag, per 100 7.25

TOBACCO—FINE CUT.

Liggett & Myers Brands
Hiawatha, 10c, doz. 96
Hiawatha, 16 oz., dz. 12.00
Red Bell, 10c, doz. 96
Red Bell, 35c, doz. 3.50
Red Bell, 75c Pails dz. 7.40
Sterling, 10c, doz. 96
Sweet Burley, 10c, dz. 96
Sweet Burley, 45c foil 4.25
Swt. Burley, 95c Dru. 9.45
Sweet Cuba, 10c, dz. 96
Sweet Cuba, 45c, doz. 4.25
Sweet Cuba, 95c Pail 9.45
Sweet Orange, 10c, dz. 96

Scotten Dillon & Co. Brand

Dan Patch, 10c, doz. 96
Dan Patch, 16 oz., dz. 7.70
Ojibwa, 10c, doz. 96
Ojibwa, 8 oz., doz. 4.25
Ojibwa, 95c, doz. 9.45
Ojibwa, 90c, doz. 9.00
Sweet Mist, 10c, doz. 96
Uncle Daniel, 10c, doz. 96
Uncle Daniel, 16 oz. 10.20

Liggett & Myers Brands.

Briar Pipe, doz. 96
Cuban Star, L. C., 10c 96
Cuban Star, Pails, dz. 6.80
Corn Cake, Gran. 5c 40
Corn Cake, Gran., 10c 96
Corn Cake, Gran., 25c 2.40
Corn Cake, Gran., 50c 4.80
Duke's Mixture, 10c 96
Glad Hand, L. C. 10c 96
Growler, L. C., 10c 96
Growler, L. C., 25c 3.50
Growler, L. C., 50c 5.00
La Turka, Plug C. 15c 1.44
Noon Hour, L. C., 10c 96
O. U., Gr. Cut P., 10c 96
O. U., C. P., 90c Pails 9.00
Pilot, Long Cut, 25c 2.50
Pilot, 10c, doz. 96
Pilot Boy, 70c Pails, 7.40
Summertime, 10c, doz. 96
Summertime, 30c, doz. 2.90

J. J. Bagley & Co. Brands.

Mayflower, 16 oz., dz. 15.00

P. Lorillard Brands.

Summertime, 65c Pails 6 50
Sweet Tip Top, 10c, dz 96
Velvet, Cut Plug, 10c 96
Velvet, Cut Plug, tins 1 53
Velvet, Cut Plug, 8 oz. 6 72
Velvet, C. Pl., 16 oz. 15 81
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, 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, doz. 96
Big 9, 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
Kleeko, 25c, doz. 2 40
Old Colony, Pl. C. 17c 1 62
Old Crop, 55c, doz. 5 40
Red Band, Scrap, 10c 96
Sweet Tips, 15c, doz. 1 44
Wild Fruit, 10c, doz. 96
Wild Fruit, 15c, doz. 1 44

Independent Snuff Co. Brands.

New Factory, 5c, doz. 48
New Factory Pails, dz 7 60

Schmidt Bros. Brands

Eight Bros., 10c, doz. 96
Eight Bros., Pails, dz. 8 40

R. J. Reynolds Tobacco Co. Brands.

George Washington, 96
10c, doz. 96
Old Rover, 10c, doz. 96
Our Advertiser, 10c, 96
Prince Albert, 10c, dz. 96
Prince Albert, 17c, dz. 1 53
Prince Albert, 8 oz. 6 72
Prince Albert, 8 oz. 8 88
Prince Albert, 16 oz. 12 96
Stud, Gran. 5c, doz. 48
Whale, 16 oz., doz. 4 80

Block Bros. Tobacco Co.

Mail Pouch, 10c, doz. 96

Falk Tobacco Co. Brands.

American Mixture, 35c 3 30
Arcadia Mixture, 25c 2 40
Champagne Sparklets, 30c, doz. 2 70
Champagne Sparklets, 90c, doz. 8 10
Personal Mixture 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 50
Vintage Blend, \$1.55 tins, doz. 14 70

Superba Tobacco Co. Brands.

Sammy Boy Scrap, dz 96
Cigar Clippings
Havana Blossom, 10c 96
Havana Blossom, 3c 95
Knickerbocker, 6 oz. 3 06
Liebman, 10c, doz. 96
W. O. W., 6 oz. doz. 3 00
Royal Major, 10c, doz. 96
Royal Major, 6 oz. dz. 3 00
Royal Major, 14 oz. dz. 7 20
Larus & Bro. Co.'s Brands.
Edgeworth Ready Rubbed, 17c Tins 1 62
Edgeworth Ready Rubbed, 8 oz. tins, doz. 7 00
Edgeworth Ready Rubbed, 16 oz. tins, dz. 14 50
Edgeworth Sliced Plug, 17c tins, doz. 1 62
Edgeworth Sliced Plug, 35c tins, doz. 3 55

Weyman Bruton Co.'s Brands.

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

Snuff.

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

CONFECTIONERY**Stick Candy**

Standard 14 1/2
Jumbo Wrapped 16
Pure Sugar Stick, 600's 3 75

Mixed Candy

Kindergarten 17
Leader 14
X. L. O. 14
French Creams 16
Cameo 18
Grocers 11

Fancy Chocolates.

5 lb. Boxes
Bittersweets, Ass'ted 1 75
Choc Marshmallow Dp 1 55
Milk Chocolate A A 1 90
Nibble Sticks 2 00
Purimose Choc. 1 30
No. 12 Choc. 1 60
Anise Chocolate Nut Rolls 1 80

Gum Drops.

Anise 17
Raspberry 17
Orange Gums 17
Butterscotch Jellies 18
Favorite 20

Lozenges.

A. A. Pen. Lozenges 15
A. A. Pink Lozenges 15
A. A. Choc. Lozenges 15
Motto Hearts 17
Malted Milk Lozenges 20

Hard Goods.

Lemon Drops 17
O. F. Horehound Dps 17
Fruit Squares 17
Peanut Squares 18
Horehound Tablets 18
Pop Corn Goods. 5 95
Cracker Jack, Prize 5 95
Checkers Prize 5 95

Cough Drops

Menthol Horehound 1 30
Smith Bros. 1 50

CRISCO

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

COUPON BOOKS

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

CREAM OF TARTAR

6 lb. boxes 46

DRIED FRUITS

Anoles
Evap'd Choice, blk. 18
Apricots
Evaporated, Choice 29
Evaporated, Fancy 34
Evaporated, Slab 25
Citron
10 lb. box 40
Currants
Package, 15 oz. 18
Boxes, Bulk, per lb. 18

Peaches

Evap. Choice, Unpeeled 16
Evap. Fancy, Unpeeled 18
Evap. Fancy, Peeled 20
Bakers' Special 15

Peel

Lemon, American 26
Orange, American 27

Raisins

Seeded, bulk 17
Seeded, 1 lb. pkg. 18 1/2
Seedless, bulk 20
Seedless, 1 lb. pkg. 24
Sultana Seedless, bulk 17

California Prunes

90-100 25 lb. boxes @10
80-90 25 lb. boxes @10 1/2
70-80 25 lb. boxes @11
60-70 25 lb. boxes @13
50-60 25 lb. boxes @14
40-50 25 lb. boxes @16
30-40 25 lb. boxes @18

FARINACEOUS GOODS

Beans
Med. Hand Picked 05 1/2
Cal. Limas 08
Brown Holland 06
Red Kidney 07 1/2
Farina
25 1 lb. packages 3 30
Bulk, per 100 lbs. 06 3/4

Hominy

Pearl, 100 lb. sack 5 25

Macaroni

Domestic, 10 lb. box 1 00
Domestic, brkn bbls. 08
Golden Age, 2 doz. 1 90
Fould's, 2 doz., 8 oz. 1 80

Pearl Barley

Chester 4 80

Peas

Scotch, lb. 06
Split, lb. 09

Sago

East India 07

Taploca

Pearl 100 lb. sacks 7
Minute, 8 oz., 3 doz. 4 05
Dromedary Instant 3 50

FISHING TACKLE**Cotton Lines**

No. 2, 15 feet 1 15
No. 3, 15 feet 1 60
No. 4, 15 feet 1 80
No. 5, 15 feet 1 95
No. 6, 15 feet 2 10

Linen Lines

Small, per 100 yards 6 65
Medium, per 100 yards 7 25
Large, per 100 yards 9 00

Floats

No. 1 1/2, per gross wd. 5 00
No. 2, per gross, wood 5 50
No. 2 1/2, per gro. wood 7 50

Hooks-Kirby

Size 1-12, per 1,000 1 05
Size 1-0, per 1,000 1 20
Size 2-0, per 1,000 1 45
Size 3-0, per 1,000 1 65
Size 4-0, per 1,000 2 10
Size 5-0, per 1,000 2 45

Sinkers

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

FLAVORING EXTRACTS

Jennings
Pure Vanilla
Turnerless
Pure Lemon

Per Doz.

7 Dram 1 25
14 Ounce 1 75
2 Ounce 2 75
2 1/2 Ounce 3 00
2 1/4 Ounce 3 25
4 Ounce 5 00
8 Ounce 8 50
7 Dram, Assorted 1 25
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 25
9 ounce 13 25
Pints 24 40
Quarts 48 40
Gallons, each 14 00

FLOUR AND FEED

Valley City Milling Co.
Lilly White, 1/2 Paper
sack 8 00
Harvest Queen, 2 1/2 8 20
Light Loaf Spring 8 60
Wheat, 2 1/2 8 60
Snow Flake, 2 1/2 7 20
Graham 25 lb per cwt 3 20
Golden Granulated Meal,
25 lbs., per cwt. N 2 30
Rowena Pancake Com-
pound, 5 lb. sack 4 20
Buckwheat Compound,
5 lb. sack 4 20

Watson Higgins Milling Co.

New Perfection, 1/8s. 7 40

Meal

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

Wheat

No. 1 Red 1 04
No. 1 White 1 02

Oats

Carlots 41
Less than Carlots 46

Corn

Carlots 56
Less than Carlots 60

Hay

Carlots 19 00
Less than Carlots 22 00

Feed

Street Car Feed 26 00
No. 1 Corn & Oat Fd 26 00
Cracked Corn 26 00
Coarse Corn Meal 26 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 90
Cox's 1 doz., small 1 25
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 1 75
Plymouth, White 1 40
Waukesha 1 35

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 11
Calfskin, green, No. 2 09 1/2
Calfskin, cured, No. 1 12 1/2
Calfskin, cured, No. 2 11
Horse, No. 1 2 50
Horse, No. 2 1 50

Pelts

Old Wool 25 50
Lamb 10 25
Shearlings 10 25

Tallow

Prime 4
No. 1 3 1/2
No. 2 3

Wool

Unwashed, medium 15 20
Unwashed, rejects 12
Fine 20

RAW FURS.

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

Mink.

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

Raccoon.

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

Muskrat.

Winter 2 00
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., 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 1c bxs 5 50
Red Stick, 144 bxs 5 75

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

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. 2 90
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 5 50
O. & L. Spec., 12, 5 lb. 5 20
Duffs, 24, 2 1/2 lb. 5 50
Duffs, 6, 10 lb. 5 35
Dove, 24, 2 lb. Wh. L. 6 60
Dove, 24, 2 1/2 lb. Wh. L. 6 30
Dove, 12, 5 lb. Blue L. 4 70
Dove, 6, 10 lb. Blue L. 4 45
Palmetto, 24, 2 1/2 lb. 4 50

NUTS.

Whole
Almonds, Terregona 22
I. X. L., s. s. 30
Fancy mixed 21
Filberts, Sicily 16
Filberts, Naples 16
Peanuts, Virginia raw 09 1/2
Peanuts, Vir. roasted 11
Peanuts, Jumbo, raw 11
Peanuts, Jumbo, rstd 13
Pecans, 3 star 22
Pecans, Jumbo 20
Walnuts, Manchurian 27
Walnuts, Sorento 35
Salted Peanuts
Fancy, No. 1 10
Jumbo 21

Shelled

Almonds, Spanish, 50
125 lb. bags 08 3/4
Filberts 82
Pecans 80
Walnuts 80

OLIVES.

Bulk, 2 gal. keg 2 80
Bulk, 3 gal. keg 4 00
Bulk, 5 gal. keg 6 50
Quart Jars, doz. 4 75
Pint Jars, doz. 4 75
4 1/2 oz. Jar, plain, dz. 1 35
5 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
8 oz. Jar. Stu., doz. 2 40
9 oz. Jar. Stuffed, doz. 3 50
12 oz. Jar. Stuffed, dz 4 50

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

Perfection Kerosine 12.4
Red Crown Gasoline 21.1
Tank Wagon 39.5
Gas Machine Gasoline 23.2
V. M. & P. Naphtha 45.2
Capitol Cylinder 25.2
Atlantic Red Engine 15.7
Winter Black 15.7



Polarine, Iron Bbls. 54.2
Finol, 4 oz. cans, doz. 1.65
Finol, 8 oz. cans, doz. 2.25
Parowax, 100, 1 lb. 8.2
Parowax, 40, 1 lb. 8.4
Parowax, 20, 1 lb. 8.6



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

PICKLES

Medium Sour
Barrel, 1,200 count 17 50
Half bbls., 1,300 count 2 00 @ 5 50
5 gallon kegs 2 00 @ 5 50

Sweet Small

Barrels 22 50 @ 32 00
Half barrels 11 25
5 gallon kegs 2 00 @ 5 50

DIET 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

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
Furche'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	5 75
Export, 120 box	4 95
Flake White, 100 box	4 90
Fels Napha, 100 box	5 60
Gridma White Na. 100s	5 70
Kirk White Nap. 100s	5 00
Rub No More White	
Napha, 100 box	5 50
Swift Classic, 100 box	4 90
20 Mule Borax, 100 bx	7 55
Wool, 100 box	6 50
Fairy, 100 box	5 60
Jap Rose, 100 box	7 85
Palm Olive, 144 box	11 00
Lava, 100 box	7 75
Pummo, 100 box	4 85
Sweetheart, 100 box	5 70
Grandpa Tar, 50 sm.	2 40
Grand Pa Tar, 50 Lge	4 10
Fairbank Tar	4 45
Trilby, 100, 12c	8 50
Williams Barber Bar, 9s	50
Williams Mug, per doz.	48

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

Box contains 72 cakes. It is a most remarkable dirt and grease remover, without injury to the skin.	
WASHING POWDERS.	
Bon Ami Pd, 3 dz. bx	3 75
Bon Ami Cake, 3 dz.	3 25
Climaine, 4 doz.	4 20
Grandma, 100, 5c	3 90
Grandma, 24 Large	4 00
Gold Dust, 100s	4 00
Gold Dust, 20 Large	4 30
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 40
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.	2 15
Soapine, 100, 12 oz.	6 40
Snowboy, 100, 10 oz.	3 90
Snowboy, 24 Large	5 60
Snowboy Large 1 free	5
Speedee, 3 doz.	7 20
Sunbrite, 72 doz.	4 00
Wyandotte, 48	5 50

CLEANSERS.

KITCHEN KLENZER



80 can cases, \$4.80 per case

SPICES.	
Whole Spices.	
Allspice, Jamaica	@12
Cloves, Zanzibar	@37
Cassia, Canton	@16
Cassia, 5c pkg., doz.	@40
Ginger, African	@15
Ginger, Cochin	@22
Mace, Penang	@70
Mixed, No. 1	@22
Mixed, 5c pkgs., doz.	@45
Nutmegs, 70-80	@38
Nutmegs, 105-110	@38
Pepper, Black	@15

Pure Ground in Bulk	
Allspice, Jamaica	@17
Cloves, Zanzibar	@48
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	
Kingsford, 40 lbs.	11 1/4
Powdered, bags	05
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, 48 1s	11 1/4
Elastic, 64 pkgs.	5 35
Tiger, 48-1	2 85
Tiger, 50 lbs.	05 1/2

SYRUPS	
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.	10 00
Sugar Bird, 8 oz., 4 doz.	12 00

Maple.	
Johnson Purity, Gal.	2 50
Johnson Purity, 4 doz., 18 oz.	13 50

Sugar Syrup.	
Domino, 40 10 lb. cans	3 00
Domino, 6 5 lb. cans	2 50
Bbls., bulk, per gal.	30

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

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

TEA.

Japan.	
Medium	32@35
Choice	37@43
Fancy	54@57
No. 1 Nibbs	58
1 lb. pkg. Siftings	14

Gunpowder	
Choice	28
Fancy	38@40

Ceylon	
Pekoe, medium	33
Melrose, fancy	56

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

Oolong	
Medium	36
Choice	45
Fancy	50

TWINE	
Cotton, 3 ply cone	35
Cotton, 3 ply balls	35
Wool, 6 ply	18

VINEGAR	
Cider, 40 Grain	28
White Wine, 40 grain	17
White Wine, 80 grain	23

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

WICKING	
No. 0, per gross	60
No. 1, per gross	85
No. 2, per gross	1 10
No. 3, per gross	1 85
Peerless Ros, 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
Marked, drop handle	75
Market, single handle	1 35
Market, extra	9 00
Splint, large	8 50
Splint, medium	7 00
Splint, small	7 00

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

Egg Cases	
No. 1, Star Carrier	5 00
No. 2, Star Carrier	10 00
No. 1, Star Egg Trays	4 50
No. 2, Star Egg Tray	9 00

Mop Sticks	
Trojan spring	2 00
Eclipse patent spring	2 00
No. 2, pat. brush hold	2 00
Ideal, No. 7	1 90
9 lb. Cot. Mop Heads	1 40
12 lb. Cot. Mop Heads	1 80

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 Dalry	5 00
12 qt. Tin Dalry	5 50

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

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

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

Window Cleaners	
12 in.	1 65
14 in.	1 85
16 in.	2 30

Wood Bowls	
13 in. Butter	5 00
15 in. Butter	9 00
17 in. Butter	13 00
19 in. Butter	25 00

WRAPPING PAPER	
Fibre, Manila, white	05 1/2
No. 1 Fibre	07 1/2
Butchers Manila	06
Kraft	09

YEAST CAKE	
Magic, 3 doz.	2 70
Sunlight, 3 doz.	2 70
Sunlight, 1 1/2 doz.	1 35
Yeast Foam, 3 doz.	2 70
Yeast Foam, 1 1/2 doz.	1 35

YEAST-COMPRESSED	
Fleischman, per doz.	28

Punctuality Has Its Source in Early Infancy.

Written for the Tradesman.

"How in the world can I teach my boy to be punctual?" a devoted father exclaimed to me. "He never does anything on time; he is always being late to school—he seems to have no idea of time. Am I beginning to think about this too soon? Is he too young to be taught to do things when he ought to do them?"

"If he is too young to be taught to do things when they ought to be done," I said, "he can't be late to school."

"What do you mean?"

"A child too young to be getting fundamental lessons in punctuality is barely getting his eyes open. There's no such thing, I might say, as a time too early to begin education of a child. In fact, I believe myself that a very important part of a child's education is done and over with for good and all—before he is born at all."

"Oh, yes—prenatal influences and all that; I understand," the father said. "But practically one can't teach punctuality to a new-born babe!"

"No, probably not; but you can begin a good deal earlier than most parents imagine."

"In real little babyhood? Surely a little baby can have no idea of time—don't talk nonsense; this is a serious matter, and I want some help."

Without using quotation marks, I will go on and tell here the substance of what I said to this father, who was ready to begin teaching his boy punctuality after nine years of hit-or-miss experience and example, during which habit had been fixing itself. Slovenliness about time is just as much a habit as slovenliness of any other kind. A child is the quite helpless victim of his early surroundings; a little phonograph record, so to speak on which grooves of personal custom are being carved by habit and experience. By and by the substance gets so hard that it is almost impossible to make new grooves deep enough to prevent the following of the old ones. By the time the average child is nine years old many of the life grooves are carved for good and all; or at least so deeply that their removal or material alteration is practically impossible.

I know the mother of this boy. I happen to know that when he was an infant and got his meals from a bottle—his mother discontinued the natural form of feeding him as quickly as possible in order to get back into the social life to which she devoted her greater energies—he got them more or less irregularly; if he is unpunctual now, one can justly say that he "came by it honestly."

I have seen that baby getting his morning bath anywhere from breakfast time to noon. I have seen him in his bed at 5 in the afternoon, and I have seen him awake and being exhibited to visitors at 9 in the evening. Nowhere in his life as a little child was there any suggestion of punctuality, or system about anything. Where in the world could he have learned punctuality?

The earliest influences of educational process come from physical experi-

ences. We all know how these experiences react upon character. A dog's mouth will water at sight of a bone. Make it a habit to ring a bell just before you give him the bone, and his mouth will water at the sound of the bell, even if there be no bone.

Give your baby his food at precise times and he will very quickly learn to be hungry at those times and no others. I know that it is possible at an amazingly early period in an infant's life to establish precise times for all physical manifestations. I know because I have done it with my own children and seen it done with others. There is hardly anything in the routine of life about which you cannot train a child to be punctual—if you want to do it enough to take the necessary trouble. Be slipshod in your management of the child's routine and as surely as day follows night he will be slipshod in his management of his own affairs.

I confess I do not know how to begin to teach punctuality to a child of mine who never has seen the phenomenon in his own home. Why should he consider it desirable when the grown people around him, whom he has learned to love and admire, seem to get along fairly comfortably without it? There is absolutely no use in handing out precepts to a child when you do not live up to them yourself. He knows that you do not believe a word you say—if you did, you would do what you say. You can not fool a child about a thing like that.

It might be possible, I suppose, to relate punctuality to the sense of chivalry which is awakening in the nine-year-old boy, to show him how his procrastination inconveniences and injures others, how it isn't "playing the game squarely," how he loses standing and leadership, how his fellows are writing him down as one who can't be depended upon for any important place on the team and in the school. Give him something to do at a precise moment—something that he sees to be important—and then when he isn't there let somebody else do it. Or let it go undone and spoil the whole game, so as to put him under fire of public opinion. When he is late to a meal let him go without it or eat in the kitchen. Shame (if not overemphasized—it is a dangerous weapon) is sometimes an effective medicine.

But all these things are "fishing behind the net." The real mischief is done in very early childhood. A stream does not rise higher than its source; not because it doesn't want to, but because it can't.

Prudence Bradish.

(Copyrighted, 1922.)

Niagara and the Sun.

It is estimated that the work done on this planet of ours by the radiant energy of the sun is equal to that which would be required to pump from the ocean enough water to supply a Niagara 75,000 miles wide. To equal the energy which the earth receives from the sun would call for a row of Niagaras encircling the earth three times, with every foot-pound of energy utilized in electric horsepower.

NATIONAL THRIFT WEEK.

Four Special Features Emphasized in the Program.

In observing National Thrift Week, which started yesterday, the committee in charge has announced four special features to be emphasized:

1. A movement to enroll a half million people in a National budget league; in other words, to actually induce 500,000 individuals to operate their personal and family finances on the budget plan. State Thrift Week Committees have assumed quotas which should insure the success of this part of the program, since they have been able in turn to get the cities in their respective states to join in this movement.

2. The patriotic observance of Benjamin Franklin's birthday in co-operation with public schools, patriotic societies and commercial organizations. In this connection there will be in New York City special exercises at the Franklin Statue in Park Row, and there will be Benjamin Franklin exhibits in the Governor's room in the City Hall and at the Metropolitan Museum of Art. The National Thrift Week Committee will honor Franklin as the man who helped to establish our Nation on a sound financial basis and who stood for the practice of a thrift which should be more general in our country.

3. Wise spending. Ex-President Roosevelt once defined thrift as "common sense applied to spending." There has been an idea on the part of many that for a person to be thrifty meant for them to stop spending. To overcome this conception special emphasis has been placed not upon the limitation of spending but upon the use of judgment in spending for the necessities and comforts of life.

4. Visits by school children to financial institutions. Last year in Detroit, during Thrift Week over 30,000 public school children under the leadership of their instructors made educational visits to 105 banks and trust companies after school and banking hours. This year in New York City the Board of Education and the savings bank officials have perfected arrangements whereby thousands of school children will be taught something of the service which a bank renders in a community by visits to various banks during the next week.

The National Thrift Week program is based on a ten-point financial creed, and millions of people throughout the country will be asked to adopt this creed either in whole or in part during National Thrift Week. A widespread adoption and practice of this creed would insure an almost inconceivable economic prosperity in this country.

The first one of these ten steps is "work and earn." An increase in production is a present day need. It will help to lower the cost of living and stabilize the economic situation. Every individual can help by putting maximum energy into the day's work.

Make a budget—careful-thinking people recognize the need of a budget for Government finances. It is of equal importance that the individual citizen of the Government plan ex-

penditures in advance by making a personal or family budget.

Record expenditures—having made a budget, it is essential that careful spending be followed by keeping a record of expenditures. This enables one to check all outgo with the budget estimates.

Have a bank account—it is simply good business judgment to deposit the income in a bank. Part of it may be put in a savings account where it will be safe and draw interest; the balance in a checking account for a safe and convenient method of paying bills.

Carry life insurance—the individual has a moral obligation to create an estate which will be available for the support of his loved ones in case of unexpected disaster. Life insurance offers a splendid medium to this end.

Own your home—the National shortage of houses makes it unusually desirable for the individual to own his own home. The increased happiness in family life which comes from home ownership can be readily secured through the co-operation of reliable builders, building and loan associations bankers and real estate dealers.

Make a will—the individual going on a long journey naturally arranges that his affairs be properly conducted in his absence. Making a will is simply having the foresight to arrange one's affairs in such a way that they will best serve the interests of loved ones in case death cuts off the regular financial support.

Pay your bills promptly—the curse of debt has put the goal of success beyond the reach of many men. It has destroyed self-respect and ruined credit. Such a disaster can be avoided by rigidly adhering to the policy of paying bills promptly.

Invest in reliable securities—among those securities which can be put down as safe are Liberty bonds and other Governmental securities. Reliable advice should be secured when investing in securities.

Share with others—the individual is under obligations to treat all material resources as a sacred trust and to share a definite and liberal proportion of them with others by giving to the church and to worthy individuals and causes.

People generally admit the logic of these ten points. They appreciate the importance of being thrifty. But there is always the tendency to start next week to express thrift by definite action. National Thrift Week provides a reason for doing it now.

Each day of National Thrift Week is set aside to emphasize a special phase of thrift. Tuesday is National Thrift Day or Bank Day; Wednesday, Budget Day; Thursday is National Life Insurance Day; Friday is Own Your Own Home Day; Saturday is Pay Bills Promptly Day; to emphasize the value of credit; Sunday, Jan. 22, Share With Others Day; Monday, Make a Will Day.

The purpose of National Thrift Week is to help the individual to think straight and act wisely about money matters in the realms of earning, spending, saving, investing and giving.

E. A. Hungerford.

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—Stock of groceries and fixtures, also delivery car. Michigan city of 12,000. Address No. 601, care Michigan Tradesman. 601

Want to hear from a party owning a good general merchandise business or other business for sale. State cash price and particulars. John J. Black, 130 St., Chippewa Falls, Wis. 608

Want FURNITURE or HARDWARE stock for tract of 3120 acres unimproved Central FLORIDA land. On HARD ROAD and RAILROAD. \$25 acre. Will consider store room or residence in connection with stock. Or half interest in land for half interest in business. Land will make fine investment if able to hold. Owner, W. A. Kieffer, 4615 Forest Ave., Kansas City, Mo. 622

Wanted—I have a good farm, well improved, near good town. Will exchange for established merchandise business. Box 252, Pierceton, Indiana. 623

FOR SALE—FACTORY, brick, two story and basement. In good condition. Switch track. 1 acre land. Near Grand Rapids. Suitable to any business. \$2,500. A. Muntzenberger, 1619 Ashland Block, Chicago. 624

Wanted—Reliable registered pharmacist. Madison Drug Co., Kalamazoo, Mich. 625

For Sale or Exchange—Large farm fully stocked, also implements and tools, to exchange for stock of dry goods or general merchandise, with or without building. Box 159, Evart, Mich. 626

For Sale—\$6,500 stock of dry goods, shoes, groceries, hardware and fixtures. Will rent or sell building. Bargain if taken at once. Box 103, Sidney, Mich. 627

Merchants—My low-cost, money-getting sales plan enables you to conduct your own sale successfully, at minimum cost. Why pay hundreds of dollars for personally conducted sale? Send for free illustrated folder. R. C. Walter, Post Office Box 13, Colorado Springs, Colorado. 628

Man with sales and executive ability would buy whole or half interest in well-established dry goods and gents' furnishing business. Have \$5,000 to invest, and must be in good, live town. Address No. 629, care Michigan Tradesman. 629

For Sale—On account of death of owner, the Ornee shoe stock and repair equipment at 841 West Leonard St. Established ten years. Rent reasonable. Inventory about \$3,000. David Ornee, Administrator, 1310 Alpine Ave., Grand Rapids. 621

Bell Phone 596 Citiz. Phone 61366
JOHN L. LYNCH SALES CO.
SPECIAL SALE EXPERTS
Expert Advertising
Expert Merchandising
209-210-211 Murray Bldg.
GRAND RAPIDS, MICHIGAN

Wanted—To hear of good business for sale. 500 Kasota Bldg., Minneapolis, Minn. 596

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

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—Good cash and carry grocery and meat market in hustling town of 3500. Will sell at invoice. Bargain if taken at once. Fred L. Henry, Eaton Rapids, Mich. 617

For Sale—The best suburban grocery store in Kalamazoo, including stock of groceries and fixtures. Modern living rooms. First-class business. Address No. 618, care Tradesman. 618

For Sale—Stock of dry goods and groceries in town of 700. Doing good business. Sales last year \$30,000. Stock will inventory about \$7,000. Address No. 619, care Michigan Tradesman. 619

FOR SALE OR EXCHANGE—One of the best located fruit and berry farms in South West Michigan, of twenty-eight acres. New modern buildings, electric lighted, with school, churches, stores, bank, post office, and central market place two blocks away. Interurban stops at door. Stone road connecting with Michigan Pike and Dixie Highway. Will exchange for stock of merchandise in prosperous farming section, or larger farm. What have you? Address F. M. Witbeck, Owner, Benton Harbor, Mich. R. 3. 620

WANTED to buy—Stock of general merchandise, clothing or shoes. R. D. Walker, Lancaster, Wisconsin. 604

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. Dickry Dick, Muskegon, Michigan. 520

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

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—Meat market and grocery in a Michigan city of 16,000. One of the best locations in city, in the heart of three factories. Only meat market in neighborhood. Corner property, 77x165. Address Box 88, Traverse City, Mich. 609

For Sale—Clean stock of hardware and fixtures, about \$7,000, in good live town of 1400 population, North of Grand Rapids. Best location in town, with reasonable rent and a good lease. Sales for 1921 were \$25,000, mostly cash. A real chance to secure a good paying business. Cash sale only considered. Health reason for selling. Address No. 610, care Michigan Tradesman. 610

For Sale—Two Toledo computing scales, one practically new; one Michigan cash register; Todd check writer, new; steel paper baler. A. N. Shook & Son, 405 Jefferson Ave., Grand Rapids. Telephones, Citizens 6568, Bell M. 668. 614

For Sale or Trade—Forty acres near school, church, and market; good seven-room house, barn, outbuildings, fruit. Will exchange for grocery or income property. Tell us what you have. GARN BROS. CO., PLYMOUTH, INDIANA. 615

SECOND-HAND SAFES

We are always in the market for second-hand safes.

Send us detailed description, including date of purchase, name of manufacturer, inside and outside measurements and general appearance and we will make you an offer.

GRAND RAPIDS SAFE CO.

GRAND RAPIDS, MICH.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Jan. 17—Excuse us please, for making an error in last week's issue in announcing a luncheon to be served in the Association of Commerce on Jan. 14 at 12 o'clock. This announcement should have said Saturday, Jan. 21, at 12 o'clock. This meeting is called for all members of Grand Rapids Council, No. 131, and will be a preliminary meeting and first step toward organizing a U. C. T. club to hold meetings and luncheons along the same lines as the Rotary and Kiwanis clubs. Arrangements have been made with the Association of Commerce dining room to serve the luncheon, but it is quite necessary to be able to notify the Association of Commerce by 9:30 Saturday morning, Jan. 21, the prospective number that may be able to attend, and in order to get this news to the Association of Commerce you are requested to notify by postal, W. S. Lawton, 1347 Sigsbee, or by phone, citizens 69128 John D. Martin, or citizens 61499 John D. Martin. Now fellows, don't forget this important meeting. Also do not fail to let either Mr. Martin or Mr. Lawton know, and meet at the Association of Commerce at 12 o'clock sharp. Arrangements have been made for some good talkers and there will also be music.

Two travelers met at Monticelli Junction recently and one was heard to ask the other: "What's wrong, old man; are you sick? What makes you shake so?" The other, somewhat wide of girth, was contemplating the loss of a couple of buttons from his vest as he replied: "Oh, guess I'm all right; just came in on that Allegan car." Being satisfied with the answer they went their respective ways.

Notwithstanding the indications of a large natural ice harvest Westerlin & Campbell Company, who have offices in the Murray Building, and are represented by G. L. Gardner, report orders coming in faster than this time a year ago when there was no natural ice. This also indicates that the country's business is getting back to pre-war basis.

Miss Bernice Randall has been selected for an important part in the M. A. C. opera which appears in Grand Rapids shortly. She is the daughter of R. H. Randall, salesman for the James Bayne Co.

J. J. Berg, local representative for Pitkin & Brooks, was called to Chicago last week to assist in selecting an entire new stock of chinaware for an Alpena merchant.

G. L. Gardner, of Westerlin & Company, tells this on a customer of his, a Russian Jew by birth and a butcher by occupation. A good butcher he is said to be and enjoys a large country trade. As has happened with other houses at times this man's bank account had been slightly overdrawn and the cashier was a little gruff, as cashiers are quite likely to be under such circumstances. Calling the butcher by telephone he snapped out: "Say, Louie, your account is overdrawn." It was Saturday and a busy day, so Louie answered in the same tone: "Vell, vat of it: I fix em." "But we want you to square up right away," said the banker, and wishing to impress his depositor with the importance of immediate action added: "Don't you know it is a penitentiary offense to overdraw a bank account?" To which the butcher replied: "Oh, say, Mr. Banker, don't kid wit me; you know they's more bankers in Leavenworth than there are Jew butchers."

Only a few salesmen were present at the Saturday meeting in the Association of Commerce rooms, due to a misunderstanding of dates. A nice luncheon was served by Mr. Baumann, consisting of beef broth, roast pork with baked apples, minute steak, browned and sweet potatoes, apple pie, ice cream and coffee. A temporary organization was formed for the purpose of boosting the idea of establishing a You-See-Tee club among the travelers at a big meeting to be

held Saturday, Jan. 21, at the same place. J. J. Berg, of Pitkin & Brooks, was appointed temporary Secretary, with instructions to appear at the next meeting. To provide entertainment for those present the temporary chairman requested Gilbert H. Moore, of the Michigan Stove Co., to make a sale from his line. A number of useful points in the art of selling were brought out by Mr. Moore and it was agreed that this was of greater value to salesmen than listening to flights of oratory by an outsider.

Perry F. Powers is a candidate for postmaster of Cadillac. One of the oldest veterans of the Michigan Republican organization, Mr. Powers still is on active duty. He is also one of the best known of the veterans. Born in Ohio he struck out for himself when 12 years old, working in a coal mine. Then he learned the printer's trade and published weekly papers at Cambridge, Ill., and at Ypsilanti prior to 1887 when he moved to Cadillac and upwards of a generation conducted a daily and weekly paper there. In 1889 he was elected a member of the State board of education on which he served 12 years. In 1900 he was elected auditor-general and was re-elected two years later. He has been president of the Michigan Republican State League, president of the Michigan Press Association, a member of the Republican State Central Committee, mayor of Cadillac, and a stump speaker in Republican state campaigns for many years.

Bert Swix, who has had charge of the dry goods and men's wear department of N. D. Gover's store, at Mt. Pleasant, for the past two years has taken the Flint territory for the Grand Rapids Dry Goods Co. and will start at once.

Mere living isn't so important. A skunk's pelt is worth more than the living skunk.

If you must be a crank, be a crank that turns things forward—not backward.

Ed. Knoop, who recently severed his connection with Hirth, Krause & Co. to take Saginaw Valley territory for the Grand Rapids Dry Goods Co., has returned to his first love.

Alfred J. Doherty, State Senator from 1901 to 1905, is one of Clare's citizens who have long been statewide political figures. The other two are Dennis E. Alward, secretary of the Republican State Central Committee, and A. R. Canfield, the Democratic State Central Committee's secretary. While in Lansing a few days ago, Mr. Doherty remarked that though his years are now 66 he is still helping to enlarge Clare's place on the map. During the last week he has let a contract for building a hotel at Clare that will cost him about \$110,000 when ready for the opening next October. Clare's population is but 1,462. However, two important trunk line highways intersect at the hotel corner, one the road between Lansing and Houghton Lake, the other between Saginaw and Traverse City. He explains that he is not building the hotel so much with the idea of it being a big moneymaker as to do something more for Clare.

L. M. Wolf, the Hudsonville banker and Poo Bah, left Monday night for Miami, Florida, where he will spend the remainder of the winter. He is accompanied by his wife and his daughter, Mrs. Kelly.

Cowan & Kern, whose drug store stock, including store building, were recently destroyed by fire at Muskegon, were in the city Monday completing the work of adjustment, which was entirely satisfactory to both parties. The firm will rebuild at once and re-engage in business at the earliest possible date. The fire occurred at midnight and caught from an overheated furnace pipe.

John J. Bos has sold his grocery and dry goods stock at 950 Baxter street to Ralph Monroe. The consideration was \$1,154.89.

The Bernhard & Plag hardware, furniture and house furnishings stock at Ludington was sold in the Grand

Rapids bankruptcy court Tuesday to K. L. Ashbacher, also of Ludington, for \$12,300. The assets of the estate were inventoried at \$18,148.98 and subsequently appraised at \$10,050. The sale included an auto truck, a Reo car, book accounts and office furniture and fixtures.

H. L. Harrsen has sold his island on the West coast of Florida to Wisconsin parties. He has owned the island about twenty years and regarded it highly as a rendezvous when he was tired and needed a change.

Review of the Produce Market.

Apples—Wagner, Greenings, Spys, Baldwins and Russets command \$9@10 per bbl.; cooking apples, \$8 per bbl. Box apples from the Coast command, \$3.50 for Jonathans and Spitzenbergs.

Bagas—Canadian, \$2 per 100 lbs.

Bananas—7½c per lb.

Beets—\$1 per bu.

Butter—The market is still lower and weaker than a week ago. Local jobbers hold extra creamery at 32c in 63 lb. tubs for fresh and 29c for cold storage; 33c for fresh in 40 lb. tubs. Prints 40c per lb. Jobbers pay 15c for packing stock.

Cabbage—\$4.50 per 100 lbs.

Carrots—\$1.40 per bu.

Celery—\$2.50 per box for home grown; Calif., \$11.50 per crate of 6 to 7 doz.

Cranberries—Late Howes command \$30 per bbl. and \$15 per ½ bbl.

Cucumbers—Illinois hot house command \$4.50 per doz., for extra fancy.

Eggs—Local dealers are paying 36c for fresh, but the market is weak and lower values are looked for. Cold storage are selling on the following basis:

Firsts	32c
Firsts in cartons	34c
Seconds	27c
Checks	25c

Grape Fruit—The demand for Florida stock is good. Present prices are as follows:

36	\$4.50
46-54	4.75
64-70-80	5.00
96	4.50

Grapes—California Emperors command \$7.75 per 30 lb. keg; 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, 25c per lb.; Iceberg from California, \$5@5.50 per crate.

Onions—California, \$7 per 100 lb. sack; home grown \$7 per 100 lb. sack; Spanish, \$3.25 per crate.

Oranges—Fancy California Navels now sell as follows:

90 and 100	\$6.00
150, 176 and 200	6.00
216	6.00
252	6.00
288	5.50
324	5.00

Parsley—60c per doz. bunches.

Peppers—Florida, \$1.25 per basket.

Pineapple—\$9@10 per crate for Florida.

Potatoes—The market is weak. Locally potatoes are selling at \$1.40 per bu.

Poultry—The market is stronger and higher. Local buyers pay as follows for live:

Light fowls	16c
Heavy fowls	24c
Light Chickens	16c
Heavy Chickens, no stags	24c

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.

Largest January Arrivals in History of Grand Rapids Market.

Grand Rapids, Jan. 17—At the close of the furniture market Tuesday night, Jan. 10, we gave you something of the market up to that time both in point of number of buyers registered and also the general feeling among the dealers in regard to placing orders. At that time we told you there was a lot of shopping being done and the dealers who were placing orders were doing so carefully and moderately. After the close of the National Retail Furniture Men's convention, the buying speeded up considerably and by the close of the week there was a very good feeling existing, both among the lines shown in the factories of Grand Rapids and in the furniture exhibition buildings. Monday, Jan. 16, brought a very large list of buyers and right off the bat they began placing orders and by the close of Tuesday Jan. 17, the list of arrivals had reached the round numbers of 2,000, representing every State in the Union and some buyers from Canada, this being the first Canadian buyers we have had for some time. Some of the orders placed so far this week have been record orders and it is the general belief that the market will run strong until the day it is advertised to close, Saturday, Jan. 21, and there is no question but that this January market will be a record one, both in point of the number of arrivals and the amount of merchandise purchased, because the largest January market in point of attendance was January, 1920, when the actual count was 1711 buyers and with four days yet to run it will not be at all surprising if this January market will even run larger than the largest July market that was in 1920 with a registration of something over 2,200. John D. Martin.

An Interesting Suggestion.

Big Rapids, Jan. 16—In a recent article in your paper a suggestion was made to the housekeepers to pick the good coal out of the ashes before they are carted away. It is fine, but the job is not finished with the suggestion. As I mostly noticed, the picking out of coal is mostly left for the old man and old woman to do, and they get tired of it, while the young gentleman, with his feet placed on the radiator, smokes a Havana, and the young lady not far off, etc.

One declares it is not a fit job for a white man and the other declares she is not allowed to soil her lily-white hands. It does not pay to hire some one to do it in the smaller households, and if the father has no time to do it, then the whole job is left to the mother. It is a sin and a shame the way coal is wasted, and it could be prevented if every one would do their bit. And I think a hint from you to the guilty ones would go a good way. R. L. T.

Montague—Clifford Smith has sold the Montague Broom Co. plant to Charles Whiting, recently of Manistee, who will continue the business.

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.

SALE RESULTS
are absolutely certain
with—

KELLY SERVICE

\$11,500.00	Luft-Ott Company, Monroe, Mich.
10,000.00	Schwarzkopf Bros., Bach, Mich.
7,000.00	Ishpeming Co-op Store, Ishpeming, Mich.
28,000.00	Carswell Company, Springfield, Ill.
16,000.00	J. F. Codling and Son, Royal Oak, Mich.

The T. K. Kelly Sales System

Minneapolis

U. S. A.

Minn.
