

THE WONDERFUL WORLD

Great, wide, beautiful, wonderful World.
With the wonderful water round you curled,
And the wonderful grass upon your breast,
World, you are beautifully drest.

The wonderful air is over me,
And the wonderful wind is shaking the tree—
It walks on the water, and whirls the mills,
And talks to itself on the top of the hills.

You friendly Earth, how far do you go,
With the wheat fields that nod and the rivers that flow,
With cities and gardens, and cliffs and isles,
And people upon you for thousands of miles!

Ah, you are so great, and I am so small,
I hardly can think of you, World, at all;
And yet when I said my prayers to-day,
My mother kissed me and said, quite gay,
"If the wonderful world is great to you,
And great to father and mother, too,
You are more than the Earth, though you are such a dot!
You can love and think, and the Earth cannot!"

One Kind of Grocer

He has a model store, immaculately clean. His attractive display of foods is a real sales-getter. He insists on selling only advertised brand goods of the highest quality—goods that are already half sold before he pushes them.

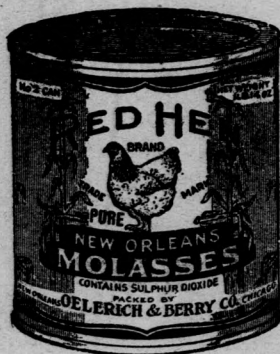
Needless to say, he is the grocer who pushes hardest on

Fleischmann's Yeast

OELERICH & BERRY CO.



O & L
Ginger Cake
and
Red Hen
Brands
are
Real Pure
New Orleans
Molasses



We pack our molasses in standard size cans, which contain from 4 to 6 ounces each more than other packers.



Old Manse Syrup

It always pays to
BUY THE BEST

Distributed by
ALL MICHIGAN JOBBERS

Packed by
OELERICH & BERRY CO. CHICAGO, ILL.

RICH & FRANCE

MANUFACTURERS OF

Guaranteed Brooms

The DANDY Line

ALSO

The BEST ON EARTH Line

OF PATENT BROOMS

SEE GROCERY LIST FOR CURRENT PRICES

CHICAGO 607-9 W. 12th Place ILLINOIS



New!—But Quick Sellers

FRANKLIN CINNAMON & SUGAR fills a long felt want, for hot cakes, fruit, cereals and baking. A case, well displayed in a store, has sold itself in a day. Almost the same thing can be said of

FRANKLIN GOLDEN SYRUP
FRANKLIN SUGAR HONEY
FRANKLIN TEA SUGAR

For a real profit on sugar:—

Franklin Sugar in Packages

The Franklin Sugar Refining Company

PHILADELPHIA, PA.

"A Franklin Cane Sugar for every use"

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

The Name on the Sack is a Guarantee of its Contents

When specifying cement insist that it be the kind with the name—

NEWAYGO PORTLAND CEMENT

on every sack.

You can then be assured that this important part of your construction work is being supplied with material that has proven its worth, one that will readily adapt itself to your job, no matter what problems or complications may arise.

Newaygo Portland Cement is not limited in use to the construction of buildings. It may be used above or under ground, in or out of water. Its many uses have brought about a universal demand for the cement with a guarantee of uniform quality.

Newaygo Portland Cement Co.

General Offices and Plant
Newaygo, Mich.

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

MICHIGAN TRADESMAN

Fortieth Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 8, 1922

Number 2042

MICHIGAN TRADESMAN

(Unlike any other paper.)

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

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly By

TRADESMAN COMPANY

Grand Rapids

E. A. STOWE, Editor.

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HEADING TOWARD NORMAL.

For the next six or seven weeks, the dominant influence in the mercantile business will be the volume of retail trading. The large and basic industries have come into good shape. Prices of the principal farm products have reached the point where a profit is shown to the producer. The metals are in a similar position and demand continues strong for the various fabrications of them all the way from steel rails and hardware to locomotives and motor cars. Fuel needs are being met in a fairly satisfactory way and construction is proceeding well. What wage disputes there are seem insignificant when compared with the recent strenuous ones. The industrial peace is a great factor in stimulating the buying impulse, especially as it provides a great number of persons with the wherewithal to purchase. In many instances, such persons have been forced to stint themselves, and they are now in the position of being in actual and immediate need of a number of things. Taking together all these circumstances, an especially favorable condition is shown for a more than usually large volume of selling. Already, there has been considerable of such business, the past week having been particularly marked in this respect. About three weeks more remain for this before the season of special holiday buying starts in to the practical exclusion of nearly everything else. From the preparations made for meeting that period, it is apparent that much is expected of it.

While retail business is, for the time being, going on at a good pace, the wholesalers and those in the primary markets are trying to plan ahead. Market values are rising for about every manufacturer commodity and there are already evidences of a desire on the part of speculators to take a hand in the game. That they have not been able to do much so far is due to the conservatism of the money lenders and the disinclination

of producers to help bring on a run-away market that can only end in disaster. The decks have not yet been swept clear of the wreckage from the last deflation period, as is indicated by the still high percentage of business embarrassments. Failures in October, for example, were larger in number than in the preceding month, despite the rising levels of value. In most instances, it is conceded that there is no prospect of present prices being maintained indefinitely, and decided resistance is shown toward pushing them up farther. The higher they go the greater will be the crash when the inevitable reaction comes. But no one can predict how long present conditions are to continue, except that the period is not likely to come to an end for several months to come unless something unforeseen should precipitate a crisis. Buying policies of the jobbers are based on a consideration of all these matters. The result is that they are watching carefully the demands of the retailers and taking into account the way collections are coming in. Their own purchases are influenced by these conditions, and this accounts in large measure, for what appears at times like fitful buying.

An Investment Worth While.

The Tradesman does not often go out of its way to commend any investment opportunity advertised in its columns, because its readers have come to understand that the appearance of any financial advertisement in the Tradesman is equivalent to a recommendation. No advertisement of this character is accepted until after it has been thoroughly investigated by the Tradesman and found to be worthy of confidence.

The announcement of the Worden Grocer Company regarding the sale of a block of 7 per cent. preferred stock should meet with a hearty response at the hands of retail dealers who happen to be in funds for investment, because such an opportunity to purchase so stable a security does not occur very often. The company has an enviable dividend record which no period of business stress is likely to impair. The stock is offered at par and accrued interest. As no stock salesmen are employed, it is necessary to communicate direct with the Grand Rapids office of the company to acquire this stock, which is sold in units of \$100. Interest is paid semi-annually, June 1 and Dec. 1.

The best tonic for a business that seems to have that tired feeling as a hang-over from the slump, is printer's ink in liberal and continuous doses.

The one who will not take advice from those who have experience pays for it when trouble overtakes him.

Buy Flour To Cover Trade Requirements.

Written for the Tradesman.

Futures are slightly higher than a week ago. Cash wheat is approximately 3c per bushel higher. Foreign news has been quite a factor in the latest upward trend, as the Turkish situation appears far from settled and the possibility of armed conflict still looms up. Of course, this is always a bullish factor, so far as the grain market is concerned.

Generally speaking, however, conditions are unchanged. The railroad situation has shown practically no improvement and, on the other hand, it is no worse than a week ago. Undoubtedly a great deal of difficulty will be experienced in obtaining empty cars for another thirty days.

The recent ruling of the Interstate Commerce Commission, already put in operation by the railroad companies, should provide terminal markets with a greater supply of wheat in the near future; in other words, all cars from West of the Mississippi must be returned immediately to the original owners.

The present market does not appear to afford any real good reason for buying heavily for future delivery, although prices are not unreasonable; in fact, are in line with conditions and on the average will be maintained.

Reactions from advances are natural and must be expected and flour undoubtedly would prove to be excellent property purchased on any material break, should it develop. It is advisable to buy both wheat and flour to amply cover trade requirements. It is better to be slightly long on stocks than short under present conditions.

Lloyd E. Smith.

To Re-open Michigan Mill.

Ewen, Nov. 7.—The Brunswick-Ewen Lumber Co. has notified its connections that its mill at this place, which has been shut down since June 1, 1921, will be re-opened within a few days. The mill, which formerly was owned by the Lake Independence Lumber Co., has been thoroughly overhauled under the direction of T. R. Ward, superintendent of the plant, and is in condition for a long run. The company owns about 65,000,000 feet of standing hardwood, white pine and hemlock timber in close proximity to the mill, which will furnish it with timber for about ten years. There is an abundance of other timber nearby, which the company expects to acquire as the present supply is reduced. Logging crews have already been set to work south of Bruce Crossing.

The Brunswick-Ewen Lumber Co. is a lately re-organized concern, having changed its name from the Lake Independence Lumber Co. subsequent to the sale of the Big Bay (Mich.) mill and the name to Jay B. Deutsch, formerly general manager of the organization. The Brunswick-Ewen Co. is officered by B. E. Bensing as president; Julius Balke and J. C. Shank as vice-presidents, and

John A. Defaut as general manager.

H. W. Reeves, of Detroit, who has charge of the company's sales in the Lower Peninsula of Michigan, and Mr. Defaut have recently returned following an inspection of the renovated Ewen plant and expressed the opinion that the mill would be ready to resume cutting early this month.

Accomplishing His Purpose By Political Influence.

Colfax Gibbs has devoted much time of late to cultivating the acquaintance of Governor Small, of Illinois, and Mayor Thompson, of Chicago. These men practically control the Securities Commission of Illinois through political influence; in fact, it is claimed that the Securities Commission is part and parcel of the infamous political machine which is now in complete possession of the Republican organization of Illinois. This means that, having allied himself with the "powers that be," Colfax Gibbs will probably secure a license from the Securities Commission of Illinois to sell the \$5,000,000 stock of his Gibbs Petroleum Corporation to farmers, widows and orphans of that State.

Electric Light Globes—Longer evenings and shorter days mean additional use of artificial light in the homes in city and small town alike. This is the grocer's opportunity to pick up some easy and profitable business. In days gone by when the kerosene lamp was the chief source of light supply the grocer was the one who carried lamps, chimneys, burners, wicks and other light producing accessories. Why should he not in these more modern days sell electric light globes? There's but one answer and that in the affirmative. If you have not realized this before, why wait longer to give to your trade the added service which stocking this article would permit and to yourself the increased profit which would result?

"I never reduce my regular goods, nor do I attempt to cut my neighbor's throat and at the same time my own by price cutting," said a retailer. "If a well known article is undersold in my neighborhood, I cease to buy it and acquaint the manufacturer with the fact, explaining my reason. This often puts a stop to price cutting, as I find that manufacturers prefer to have their goods sold at reasonable rates by a number of traders rather than slaughtered by one or two, although they may be large buyers."

Never try to make fun at the expense of your customer. He may seem to like it, but he does not. Usually he does not even seem to like it. Never argue with him. If he makes a proposition you do not like, evade it, and get to something else. If he combats your proposition, get away from that also. Keep on until you find a plane upon which you can agree.

MEN OF MARK.

Nelson C. Rice, the Well-Known St. Joseph Merchant.

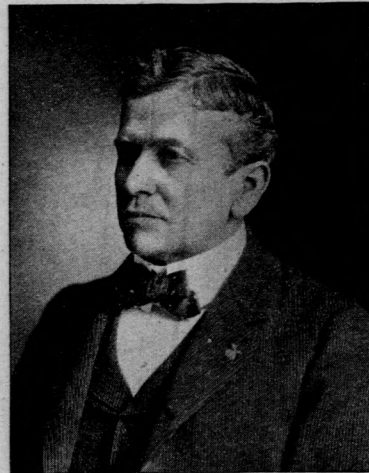
After fifty-two years in the grocery, produce, provision, crockery and glassware business, St. Joseph's oldest active merchant, Hon. Nelson C. Rice, last week closed out the grocery, provision and produce end of the business, which has been conducted under the name of Rice Bros., and, in connection with his nephew, John Rice, who has been connected with the store from a small boy, will open one of the finest glassware, crockery and house furnishing goods stores in Southwestern Michigan.

Nelson C. Rice came to St. Joseph with his parents from Fond du Lac, Wis., in 1865, and on Nov. 1, 1868, commenced business with his brother, R. Gates Rice, with a small stock of groceries, not to exceed in value \$600, under the name of Rice Brothers. Later Gates retired from the partnership, being succeeded by his father and the business for a number of years was conducted in the name of Rice & Son. Upon the death of the elder Rice, Dwight C. Rice, a brother, became interested and the firm resumed the old name of Rice Bros. Dwight C. Rice was connected with the business for forty-eight years. Upon his decease, in 1916, he was succeeded by his son, John Rice, the business still being run in the old name of Rice Bros.

Nelson C. Rice is an outstanding example of what an honest, hard-working country boy can accomplish by perseverance and a determination to do what is right. His only stock in trade when he started, more than a half a century ago, was a few hundred dollars, a genial smile and an honest heart. Trusted and respected by his neighbors, friends and patrons, now past the allowed span of three score and ten years, with the smile of a youth and the heart of a boy, he is still as determined to make a greater success of the new venture than when he started, fifty-seven years ago.

Political honors, as well as business successes, have come to Nelson C. Rice. He served several terms as City Treasurer of his home city, also alderman, and for four terms was elected Mayor and could have been elected another four terms had he not declined the honor. In 1906 he was elected to the State Legislature and at the opening session in January, 1907, although a new member, he was appointed to the chairmanship of the important Ways and Means Committee. He was re-elected to the Legislature in 1908, continuing as chairman of the Ways and Means Committee and in 1910 declined again to be a candidate, although he could have had the nomination and election for the asking. In the spring of 1911 former Governor Chase S. Osborn appointed him a member of the State Pardon Board—to fill the vacancy caused by the resignation of the late E. A. Blakeslee, of Galien, and in which office with great honor to the State of Michigan and credit to himself he continued for the remainder of the unexpired term. Mr. Rice is

a fine Christian gentleman and when only a small lad affiliated with the Congregational church. Not only has he been a consistent church member, but he has been a worker, having been president of the board of trustees at different times. At present he is treasurer of the church. For a number of years he taught a Sunday school class in the church and was a member of the church choir. At the present time he is treasurer of some twelve or fifteen lodges and church organizations. He was one of the early founders of the Michigan Children's Home Society and has been its treas-



Nelson C. Rice.

urer for a great many years and most active in its welfare. He is a member of the several Masonic bodies, a Knight Templar and Shriner, having filled all the chairs in the Blue Lodge and Chapter, as well as being a Past Commander of Malta Commandery of Benton Harbor. His friends, who are legion, wish him well and hope that he will live at least a hundred years and always prosper as he has in the past.

Something We Have Been Overlooking.

In all ages the child and the toy have been inseparably associated, the earliest toys which we have knowledge being those of the Egyptians, while Rome produced mechanical toys, worked with a string. But the principle of toys for thousands of years was merely to amuse the child. The development of educational toys dates back only fifteen years, yet toy-makers are already hard pressed to supply the demand for instructive toys. The most recent development is toys as a substitute or adjunct of school textbooks. In Chicago the new method is being used in a school of 1400 children; and instead of playing hookey they flock to the school. They are taught to write little stories about the toys. Doll-houses and furniture stimulate interest in domestic science, carpentry and architecture; and games are used as adjuncts to grammar and arithmetic. In the science room the hardest lessons are taught by marvelous semi-scientific toys. The plan is so far past the experimental stage that its success is already assured.

To make it hard for people to obtain credit at your store is to make it easy to get the money from those you trust.

Why Water Transportation Cannot Compete With Railroads.

Kalamazoo, Nov. 6—Apropos of all this talk about waterways which was injected into the campaign just closed, a congressional friend of mine has supplied me with information concerning some projects of past years in which the Government was interested, and I note particularly among them the improvement of the Mississippi and Ohio, as well as the Fox and Wisconsin rivers—the latter wholly in the State of that name.

In a period of thirty-seven years Uncle Sam invested a trifle over two billion of dollars in an attempt to make the Mississippi river navigable for ocean going vessels, the argument being used that grain would be loaded upon ships at St. Paul and delivered in Liverpool without breaking bulk. In fact, never so much as one bushel of grain was ever transported in that manner and the Mississippi river as a channel for transportation purposes is as useless to-day as it was prior to the enormous expenditure for improvement. Above St. Louis there is now a solitary river transportation company in existence, while in the Lower Mississippi such service is negligible. Along the river fronts in the various Southern cities you will find skeletons of river steamboats, rapidly going to ruin, but never a new and seldom a rebuilt craft.

The Ohio river represented a greater field for water transportation, owing to its close proximity to coal producing districts, but a newspaper account of the burning of small vessels at Cincinnati the other day is coupled with the statement that none of such would be rebuilt for the reason that river transportation lines have been operating at a loss for several years.

The Fox and Wisconsin rivers improvement from Green Bay to Prairie Du Chien, Wisconsin, represent an investment of about one and one-quarter billions and if a single vessel ever passed through between these two terminal cities, the fact was never made public and the streams to-day are hardly navigable for a canoe.

The Congressional "pork barrel" has been much in evidence ever since the Civil war and has probably served its purpose as a vote catcher, but with a few trifling exceptions the improvements made at enormous public expense have been of little benefit and the general Government has received no returns whatsoever.

On the Michigan shore of Lake Michigan vast sums have been expended for harbor improvements and it is reasonable to presume that a few transportation companies have been benefitted in the past, but commodities now handled are between local ports mostly, with the exception of Grand Haven, Ludington and Frankfort, where car ferries operate across the lake.

In the matter of fuel transportation not one solitary West Michigan port is benefitted in the slightest degree. Why this situation?

Simply because steamship traffic cannot be handled profitably in competition with railroads.

Coal, for instance, is naturally mined and loaded upon cars, and the matter of transfers and other rehandling costs make lake transportation charges prohibitive. Vessels operating between Superior ports and Cleveland, Buffalo and Gary are in evidence, but except between the remote terminals involved, little benefit is derived by anyone.

The LaFollette seaman's act has rendered it impossible to operate vessels at a profit, even were all other conditions favorable, and on the other hand the public does not and has not and has not for many years taken water transportation seriously.

No new lake boats are being constructed and very few rebuilt. Then

why all this talk about an "ocean to lakes waterway?"

Even were it looked upon favorably, the railroads would promptly eliminate any chance of competition by methods well known to themselves, and Uncle Sam would have just one more expensive souvenir to file away with the Erie canal, Mississippi and other projects.

Before this article goes to press Michigan electors will have passed upon the proposed amendment empowering the Legislature to enact a State income tax.

If it is approved it may serve the purpose, eventually, of eliminating all other forms of taxation, according to the theory of President Friday, of the Michigan Agricultural College.

Professor Friday believes that if this 4 per cent. tax were levied on all incomes in excess of \$1,000 or more, the result would be a revenue of approximately \$20,000,000, even in years of depression, and \$30,000,000 when industrial conditions were normal.

There are just two points made in the various criticism presented against the inauguration of such a method of taxation.

The general Government has had its trouble in enforcing the Federal tax laws, in that failure has been the result in many cases when disclosure of sources of income has been difficult. Hence many have escaped this burden which has been, as a consequence, borne by others who are already carrying a full load.

As a further objection the text of the amendment is not clear and there is no assurance that it will be supplied as a substitute for present more or less unsatisfactory forms of taxation.

The adoption of the amendment, however, simply authorizes further legislation, and undoubtedly some system will be carefully taken up, considered and finally adopted which will meet public approval and requirements.

A tax on gasoline and auto transportation concerns, to assist in the upkeep of State highways already constructed, seems desirable. This will place the burden of up-keep of these roads where it belongs—upon the users of such highways.

Then a law compelling all auto machinists to pass an examination as to their efficiency, before they are granted a license to operate a garage, with a severe penalty for operating without such a license.

Hundreds of these so-called repair shops are in operation in Michigan, whose owners could be prosecuted for obtaining money under false pretenses, and the State owes it to its own citizenship, as well as to the thousands of tourists who come here to see that they are protected against the infamous practices of this form of piracy.

Surprise has been expressed by many over the lack of excitement in the political campaign just closed.

Why they should continue to wonder over this seeming apathy on the part of the voters when spell binders have pointed to the grand old flag and the record of this and that political organization is hard to comprehend.

The average American ought to know that about the only difference between the two major political parties to-day is that one is inside and the other outside of the pie counter.

At each recurring election it becomes more evident that the character of the candidates is more carefully considered than any unimportant difference in party platforms, which is at least an encouraging sign of the times.

Frank S. Verbeck.

If you think it is worth while to lay aside the rule, first come first served, when waiting on customers. Don't do it without first getting the customers consent.

A Conservative Investment

On a number of occasions we have had enquiries from customers of ours, asking if they might buy some of the Preferred stock of this Company.

And on many such occasions there has been none of the stock to be had.

At the present time, the officers of our Company have set aside a certain amount of Preferred stock of this Company to be sold and the proceeds therefrom used in paying for the properties, which this Company has purchased in Battle Creek and to provide for the constant growth of our Company.

And the officers, in view of these enquiries, have decided to give the Company's customers this opportunity of acquiring some of this Preferred stock at this time.

The Company has paid its dividends on this stock regularly, semi-annually, ($3\frac{1}{2}\%$ on June 1st, and December 1st, of each year), for more than seventeen years.

This stock is Preferred as to assets and to its dividends of 7% per annum, before the Common stock can receive any dividend.

The Company's affairs are in the hands of a capable organization, which has been built with great care during more than twenty years, and the Company owns and controls, as you know, many very valuable brands and franchises.

The Company's customers are selected men and comprise the most aggressive merchants in the territory which we cover and are men of the highest credit standing.

The Company's policy of fair dealing is such that its constant increase in business has shown the approval of the retailers in the territory which it covers.

The Company has safeguarded its properties in every way possible and has followed the most conservative business methods by covering all of its possible losses with insurance so as to make its securities the highest type of investments.

This stock will be sold only so long as the present unsold block lasts and we shall feel obliged to fill applications for this stock in the order in which they are received.

GUY W. ROUSE, President.

WORDEN GROCER COMPANY

Grand Rapids

Kalamazoo—Lansing—Battle Creek

The Prompt Shippers.

MOVEMENT OF MERCHANTS.

Flushing—M. D. Phelps & Co. succeeds the Flushing Hardware Co.

Detroit—The J. L. Hudson Co. has increased its capital stock from \$500,000 to \$8,000,000.

Homer—The Calhoun State Bank has increased its capital stock from \$30,000 to \$60,000.

Lansing—The Michigan Supply Co. has increased its capital stock from \$65,000 to \$130,000.

Detroit—The Enterprise Hardware Co. has engaged in business at 10047 Grand River avenue.

Marshall—A. H. Schuller has sold the Albert hotel to Louis Mills, who has taken possession.

Benton Harbor—Lewis Andrews has closed out his tea, coffee and spice stock and retired from trade.

Detroit—Fried Brothers Steam Laundry Co., 698 Adelaide street, has changed its name to the New Era Hand Laundry Co.

Detroit—The Malloy-Pragg Co., toys and novelties, 145 West Larned street, has changed its name to William J. Malloy & Co.

Belleville—Ives & Hulett, Inc., dealer in automobiles, auto accessories, parts and supplies, has changed its name to Albert Ives, Inc.

Bendon—William N. Sweet, dealer in general merchandise, has purchased the general stock of A. Allen and will consolidate it with his own in the Allen building.

Otsego—J. H. Pardee has sold his interest in the C. & B. Co., undertaker, to Cook & Benson, of Allegan, who will continue the business under the style of Cook & Benson.

Warren—The Warren Co-Operative Co. has been incorporated with an authorized capital stock of \$50,000, \$10,000 of which has been subscribed and \$1,000 paid in in cash.

Detroit—The Clay Grocery Co., 1151 Clay avenue, has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Eaton Rapids—LaFever & Minnie have sold their undertaking business to LeRoy Slaton, recently of Flint, who will continue the business under the style of L. S. Slayton & Co.

Detroit—Bernard Weinberg & Co., 1022 East Canfield avenue, has added lines of automobile accessories, parts and supplies, builders' hardware, etc., to its plumbing and heating business.

Bear Lake—Fire completely destroyed the store building and stock of groceries, hardware and feed of August Schroder, entailing a loss of over \$5,000. No insurance was carried.

Jackson—The Central City Refining Co., Route 3, has been incorporated with an authorized capital stock of \$20,000, of which amount \$10,000 has been subscribed and \$2,500 paid in in cash.

Charlotte—Silas Kilmer and Daniel Blanchard have purchased the old drug store building of the O. P. Shuler estate and will remodel it into a sanitary meat market, modern in every detail which they will open for business as soon as completed. Mr. Kilmer is at present conducting a meat market in partnership with James Lewis.

Detroit—The Pursell-Crapentien Motor Co., 3081-83 East Grand boulevard, has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in property.

Kalamazoo—The Celery City Nurseries has been incorporated with an authorized capital stock of \$2,000, \$1,000 of which has been subscribed and paid in in cash.

Flint—The United Auto Parts Co., 1303 North Saginaw street, has been incorporated with an authorized capital stock of \$30,000, \$26,000 of which has been subscribed and paid in in cash.

Detroit—The Valley Steel & Iron Co., with business offices at 759 Book building, has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Stanton—John W. Braman has sold his grocery and meat stock to Frank P. Church, recently of Howard City, who has taken possession. Harold Church will be associated in the business with his father.

Charlotte—Rhinaldo Crofoot, retired clothier, has purchased the interest of Ira D. Smith in the boot and shoe stock of Van Auken & Smith and the business will be continued under the style of Van Auken & Crofoot.

Adrian—The Gregg hotel has been sold to the Lenawee Hotel Co. which plans to rebuild and newly furnish it at an estimated cost of \$150,000. The hotel will be under the management of Birney Bros., hotel men of Niles.

Owosso—The Owosso Iron & Metal Co., 409 South Cedar street, has merged its business into a stock company under the same style with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Detroit—The Advance Stamping Co., with business offices at 1012 First National Bank building, has been incorporated with an authorized capital stock of \$25,000, of which amount \$10,300 has been subscribed and \$4,000 paid in in cash.

Marshall—A building 40x100 feet is being erected on the property owned by Leo D. Barnard in South Mulberry street, just North of the Michigan Central tracks. Barnard represents the Advance-Rumely Threshing Co., of Battle Creek.

Kalamazoo—Mark O. Riddle, meat dealer, has sold his market on South Burdick street to Tittle Bros. Packing Co., which conducts a chain of meat markets. Mr. Riddle will devote his entire attention to his market at 210 West Main street.

Charlotte—Vincent Spaniola has sold his store building and fruit business to Bruno Spaniola, recently of Bryan, Ohio, who has taken possession. The former owner will devote his entire attention to his wholesale fruit business at Lansing.

Port Huron—The Port Huron Motor Sales Corporation, 1502 Military street, has been incorporated with an authorized capital stock of \$20,000 common and \$5,000 preferred, of which amount \$15,600 has been subscribed and \$10,000 paid in in cash.

Grand Rapids—The Miles-Lowell Co. has been incorporated to deal in

coal, wood, coke, etc., with an authorized capital stock of \$50,000 common and \$50,000 preferred of which amount \$75,000 has been subscribed and paid in, \$10,000 in cash and \$65,000 in property.

Waters—Frank Flanders and Floyd Flanders, of Fennville, have formed a co-partnership and purchased the B. L. Holliday stock of general merchandise at this place. The business will be conducted under the style of Flanders Bros. Frank Flanders was formerly with the Reed grocery, Hastings.

Jackson—The R. Tannenbaum Co., 317 East Main street, has sold its stock of women's ready-to-wear clothing, its lease and store fixtures to Samuel J. Rappaport, who conducts a similar business at Lansing. The Jackson store will be known as Rapp's and managed by Harry M. Rappaport, also of Lansing.

Kalamazoo—Charles R. Green, proprietor of the Mattison Drug Co., has purchased a lot at the corner of Southwest and Vine streets, on which he will erect a store building especially adapted to the requirements of a drug store. This location is regarded by merchants generally as the best one for a branch drug store now open in the city.

Flint—The George Metroff grocery store, at 1919 South Saginaw street, was wreck by fire Monday. Attempting to see how much gasoline he had in his auto tank when he drove up to the filling station. Edward Nelson held a lantern over the hole in the tank. He escaped injury when it exploded, demolishing the car. Firemen saved the filling station.

Jackson—C. W. Smith, who has conducted a grocery store here for the past twenty years, has sold his store building, stock and store fixtures to Fred Helfenstein, who commenced his business career as errand boy for Mr. Smith about seventeen years ago and has been connected with the business ever since with the exception of the nineteen months he spent over seas in the army during the kaiser's war. The store is located at 400 North Pleasant street.

Manufacturing Matters.

St. Louis—The Par-Kar Coach Co. has increased its capital stock from \$60,000 to \$120,000.

Wyandotte—The Regent Stove Co. has increased its capital stock from \$100,000 to \$700,000.

Greenville—The Gordon Hollow Blast Grate Co. has changed its name to The Paul Van Deine Co.

Detroit—The Wolverine Truck-Trailer Co. has decreased its capital stock from \$200,000 to \$12,000.

Holland—The Federal Stamping Co. will erect a modern plant on River avenue at an estimated cost of \$100,000.

Ovid—Charles A. Covert has sold his bakery to Edward Bell, formerly of Chesaning, who has taken possession.

Saginaw—Charles W. Henning & Son, sausage manufacturers, are building an addition to their plant, thus adding 5,000 square feet of floor space and enabling them to install much additional machinery.

Fenton—The Fenton Machine, Tool & Die Co. has greatly enlarged its plant and added fifty men to its working force.

Detroit—F. Vega & Co., 1361 Gratiot avenue, cigar manufacturer, has increased its capital stock from \$30,000 to \$90,000.

Pontiac—Petition for a receiver was filed Nov. 2 by the Ground Hog Tractor Co., of Holly, and Frank M. Haddon was named temporary receiver. The company sets up liabilities of \$100,000 and assets of \$25,000.

Ludington—R. Frank Monroe, president of the Monroe Body Co., announces the organization of the Mengel Body Co. with an authorized capital stock of \$1,000,000 preferred and \$100,000 common no par value stock.

Detroit—The Eagle Spring Bumper Co., 93 Adelaide street, has been incorporated with an authorized capital stock of \$50,000, of which amount \$30,000 has been subscribed and paid in, \$800 in cash and \$29,200 in property.

Monroe—The Republic Glass Co. has been incorporated with an authorized capital stock of \$150,000 preferred and 3,500 shares at \$1 per share, of which amount \$100,000 and 3,500 shares has been subscribed and \$100,000 paid in in cash.

Detroit—The Kelso Manufacturing Co., with business offices at 1208 Kresge building, has been incorporated to manufacture and sell tire guages, auto equipment, etc., with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in cash.

Sturgis—The National Carbon Coated Paper Co. has merged its business into a stock company under the same style, with an authorized capital stock \$500,000 common and \$150,000 preferred, of which amount \$473,700 has been subscribed and paid in in property.

Grand Rapids—The Kent Furniture Co., 700 Bond avenue, N. W., has merged its business into a stock company under the same style, with an authorized capital stock of \$10,000, of which amount \$6,000 has been subscribed and paid in, \$4,000 in cash and \$2,000 in property.

Grand Rapids—The Grand Rapids Grain & Milling Co., 49 Scribner street, has merged its business into a stock company under the same style with an authorized capital stock of \$15,000 common and \$10,000 preferred, of which amount \$13,200 has been subscribed and \$8,200 paid in in cash.

Grand Rapids—The European Upholstering Co., 86 Market street, has merged its business into a stock company under the same style with an authorized capital stock of \$30,000 common and \$3,000 preferred, of which amount \$32,900 has been subscribed and paid in, \$11,800 in cash and \$21,100 in property.

Fenton—The Fenton Machine, Tool and Die Co. has enlarged its plant by taking over the Coe plant, formerly occupied by the Fenton Auto Lock concern, which failed last year. The newly acquired building will be used for metal stamping, the company having received contracts calling for 2,500 auto parts a month. Fifty additional men will be employed.

Essential Features of the Grocery Staples.

Sugar—The market has ruled sluggish during the week, but fairly steady under all the circumstances. Refiners are not much interested in buying raws at the moment. Refined sugar is unchanged and in light demand. Local jobbers hold cane granulated at 7.55c and beet granulated at \$7.45c.

Tea—The demand during the past week has been fair, but not much more. Buyers are coming often into the market for their wants as they occur. This makes the buying look small if you consider only one day of it, but the aggregate for some such period as a week is pretty good. As to price, the whole line of teas is steady to firm. Nothing worthy can be called cheap at the present time.

Coffee—While there have been some slight changes in some of the Brazil grades during the week, green and in a large way, the jobbing market for roasted coffee remains unchanged. There has been no change in Rios, even when sold green and in a large way, but Santos grades show a small fractional advance due entirely to conditions in Brazil. Milds remain throughout about unchanged, with no particular feature. The general demand for roasted coffee is good.

Canned Fruits—California canned peaches are selling well and at full prices, but other California canned fruits are attracting no especial interest with the exception of canned Hawaiian pineapple which, like a parliamentary motion to adjourn, is always in order when one is talking about the demand for canned foods. The people do not seem able ever to get enough of the article and there is always an enquiry for it. Pears are short on the spot, but additional stocks are in transit. No. 10 apricots and cherries are scarce on the spot. Apples are lifeless and neglected.

Canned Vegetables—Buyers appear to have lost interest in canned tomatoes and so have the brokers. Buyers think they have gone past the dead line in the advance, and are now too high to retail rapidly the consumers, and the brokers are tired sending in orders and offers to canners and of having them refused or declined, and of wasting money on telegrams and long distance telephoning. Everybody seems to have lost interest in tomatoes and have concluded to let them sell themselves. The interest of buyers in canned corn continues, but many of them who have been bearing the canned corn market and claiming that they expected to buy at 75c or less f. o. b. cannery are now trying to verify their predictions but find themselves unable to do so and are industriously trying to shade the market price. This at least shows that there is an interest in the market and a disposition to buy. Canned peas are in fair request, the principal object of search being standards, either sweet or Alaska, at a price of from \$1.05@1.10 f. o. b. cannery. These goods are hard to find, in fact, none are to be found at the lower price mentioned and but few at the higher.

Canned Fish—No particular change has occurred during the week in salmon, except that Alaska chums, which

were the leader last week, are this week quiet, but most cheap lots have been cleaned up. Pink salmon is higher than a week ago. The demand is fairly active. Red Alaska salmon is the firmest grade in the line. Everybody feels firm about them and the demand is beginning to be good. Maine sardines are quiet, with buyers and sellers apart. Demand is light. Tuna is firm on practically all grades on account of scarcity. Crab meat and lobster remain firm.

Dried Fruits—Already buying for the Thanksgiving holiday trade has increased the demand for dried fruits and nuts. Dealers are stocking up, fearing that transportation delays will occur if they postpone their action until the last moment. This appears to be a wise policy, as stocks from primary points are slow in arriving from domestic points and from abroad. A short supply exists on the spot, increasing the jobbing demand and making for firmness. So far prune arrivals of the 1922 crop have been such that they are being absorbed without any accumulations. Small and large sizes are in a better position than the medium sizes, which constitute the main portion of the coming crop. To relieve the shortage of small prunes Serbian fruit is being imported, packed in American style. Oregon and California packers are firm in their views with comparatively few first hand offerings. The large factors are withdrawn at the moment. Most buying by the local trade is still for prompt shipment, but it is difficult to get stocks of that character as the movement from primary points is held up by the lack of cars and steamer space. Oregon prunes are active on the spot as they are at a favorable differential under California packs. Raisins are also short on the spot, in the package lines especially. The cleanup of old fruit a few weeks ago in the wholesale market has made jobbers dependent upon new goods, which are arriving with uncertainty. Apricots are in better demand, notably for the better grades. Peaches remain dull. There is a shortage of currants on the spot with light arrivals for the near future in time for the coming holiday.

Syrup and Molasses—The demand for sugar syrup is a routine one, but nevertheless there is considerable sugar syrup selling, consumptive demand for this grade being rather better than usual. The market is steady. Compound syrup is steady and the demand content, although not large. Molasses is quiet, but with a fair consumptive demand at unchanged prices.

Cheese—The market is steady at prices ranging about the same as a week ago. The production is about normal for the season and the consumptive demand fair. Prices are likely to remain unchanged for another week at least.

Provisions—Everything in the smoked meats line is steady at unchanged prices, with the consumptive demand only fair. Pure lard is in light demand at prices ranging about 1/2c per pound lower than a week ago. Lard substitutes are quiet, with a light demand at unchanged prices. Canned

meats, dried beef and barreled pork are unchanged, with a light demand.

Christmas Candles—Christmas candles this year are available in a wide variety of color combinations and shapes, the artistic having been injected into the candle in remarkable degree. Available also are long, heavy candles to aid the increasing number who on Christmas Eve place a lighted candle in the front window of the home to light the Christ child on His way. There's increased sales volume and a nice little profit for retailers who connect up with this interest in Christmas candles through displaying and selling the ornate designs of the present season.

Thanksgiving—Not far distant is this National feast day and foresighted grocers are already laying their plans for its arrival. Good things to eat in large number and array are ready sellers at that time as every grocer knows. In view of the transportation situation of this fall it behooves each one to cover his requirements early in order that there may be ample time for the goods to reach him for his Thanksgiving trade.

Rice—The firmness of the primary rice markets in the South affect the local situation and counterbalance the disposition to buy in a hand-to-mouth fashion. Enough domestic and export business is placed with the mills to give Southern operators confidence. On the spot there is little foreign enquiry at the moment as that outlet has been temporarily filled. In the domestic field there are no features to be noted. Foreign rice is easier, with a downward tendency. Saigon arrivals near at hand tend to curtail buying until they arrive.

Beans and Peas—There has been practically no change in beans and peas during the past week. Holders of all grades of white beans are not pressing them for sale and a really good stock of domestic goods is not available. The situation is rather firm than otherwise. California limas are unchanged. Green and Scotch peas are steady to firm, with a fair demand.

Salt Fish—The mackerel situation is strong on account of prospective scarcity. It will be remembered that last year's mackerel was cleaned up practically entirely, and this left a hole which has not been filled and which probably will not be by the current pack. All grades of mackerel are firm and the demand good. Codfish is steady.

Review of the Produce Market.

Apples—Tallman Sweets, Wolf River command 75c per bu.; Snows, Jonathans. Kings, Shiawassee Beauties, Spys and Baldwins fetch \$1@1.25 per bu.

Bananas—8 1/4c per lb.

Beets—\$1 per bu.

Butter—The market is firm at about 3c per pound advance over a week ago. The production of butter is the lightest of the season and the demand has been good. We do not look for much change in the production in the next two or three weeks and we are not likely to have much change in price. Local jobbers hold extra at 47c in 63 lb. tubs; fancy in 30 lb. tubs,

48c; prints, 49c. They pay 23c for packing stock.

Cabbage—60c per bu.; red 75c per bu.

Carrots—\$1 per bu.

Cauliflower—\$2.50 per dozen heads.

Celery—35c per bunch; extra jumbo, 50c.

Cocoanuts—\$7.50 per sack of 100.

Cranberries—Cape Cod Early Blacks command \$5.75 per 1/2 (Philadelphia) barrel box; Late Howes, \$825.

Cucumbers—Illinois hot house, \$3 per doz.

Eggs—Fresh are still scarce, but the high price prevailing has curtailed the consumption to a considerable extent. Storage eggs are unchanged, with stocks larger than they have ever been before, and the quality very good. We do look for fresh eggs to decline a little and do not look for much change in the price of storage eggs. Local jobbers pay 50c for candled, cases included. Cold storage operators are feeding out their supplies as follows:

Firsts	32c
Seconds	27c
Checks	26c

Egg Plant—\$1.50 per doz.

Grapes—Calif. emperors, \$3.

Green Onions—Chalotts, \$1 per doz. bunches.

Honey—32c for comb; 25c for strained.

Honey Dew Melons—\$2.25 per crate of 6 to 8.

Lemons—The market is without change, present quotations being as follows:

300 size, per box	\$12.00
360 size, per box	12.00
270 size, per box	12.00
240 size, per box	11.50

Lettuce—Hot house leaf, 16c per lb.; Iceberg from California, \$6 per case.

Onions—Home grown, \$1.65 per 100 lb. sack.

Oranges—Fancy Sunkist Valencias are now held on the following basis:

100	\$10.50
126	10.50
150, 176 and 200	10.50
216	10.50
252	8.50
288	7.00
324	4.00

Choice, 50c per box less.

Parsley—75c per doz. bunches.

Pears—\$1 for Kieifers.

Peppers—Florida, 65c for small basket containing about 18.

Potatoes—Home grown 50c per bu.

Poultry—The market is unchanged. Local buyers now pay as follows for live:

Light fowls	12c
Heavy fowls	17@18c
Roosters, 4 lbs. and up	18c
Cox and Stags	10c
Turkeys	28@30c
Ducks	18c

Pumpkins—20@25c apiece.

Quinces—\$2@2.50 per bu.

Radishes—75c per doz. bunches.

Squash—\$1 per bu. for Hubbard.

Sweet Potatoes—Virginia command 85c per hamper and \$2.50 per bbl.

Tomatoes—6 lb. basket of California \$1.

Turnips—75c per bu.

An unswerving enemy is preferable to a fool friend.

Verbeck Still Looking For the Model Hotel.

Detroit, Nov. 7.—The proper markings along State highways of Michigan seem as yet to be an unsolved problem. I have had a recent opportunity of noting the lack of uniformity observed in different sections of the State as, for example, compared with Wisconsin. For instance, you pass through village after village in our own State without knowing their identity unless you happen to note the modest sign displayed on the post-office building.

In Wisconsin, identification is much simpler for the reason that as you approach the town you will find uniform signs, indicating the name of the town and its distance.

Then, again, under orders from State authorities, all signs indicating distance have been eliminated, and your only guide is the route number painted on small markers and telephone poles, in many cases so indistinct that it is impossible to find them, especially when motoring at night.

The Wisconsin idea is to have distinct but uniform signs everywhere, located just where you would naturally look for them, more especially at intersections, and you may safely drive for hundreds of miles, even after dark, without a particle of doubt as to being on the right track.

A woeful lack of proper road or street markings in cities traversed by trunk lines is noticeable. In other words, one cannot pass through the larger towns and cities without a guide.

The city of Milwaukee—800,000 population—can be traversed at any time, day or night, without applying to an information bureau. All street extensions of trunk lines are clearly indicated by frequent signs. This applies to most Wisconsin cities.

Road advertising has, without doubt, been much overdone in Michigan and the intent of the law in regulating same was, doubtless, commendable, but the State highways should be marked plainly, with a view to contributing knowledge to such as use them.

Among hotels recently visited in Northern Michigan I found the Breitung, at Negaunee, worthy of special mention. It is conducted by LaVerne Seass, who was brought up in this self same institution, ably assisted by his estimable wife, also popular with travelers. Its rooms, all modern, are rated at \$1.50 to \$2, the latter with bath, and all meals, of which the following dinner is a sample, at 75 cents:

Grape Fruit	Tomato Soup	
Dill Pickles		Celery
Baked Lake Trout		
Roast Prime Ribs of Beef, Brown Gravy		
Roast Fresh Turkey, Stuffed		
Currant Fritters, Maple Syrup		
Rye Bread	White Bread	
Boiled Potatoes	Mashed Potatoes	
Baked Sweet Potatoes		
	Mashed Turnips	
	Pineapple Salad	
Apple Pie	Cocoanut Pie	
Lemon Ice Cream	Cake	
Tea	Milk	Coffee

The Breitung makes a special bid for commercial trade and gets it. Sample men particularly are attracted to it for the reason that the modest charge of \$1 for a well lighted, commodious sample room is made where samples are placed on display and then for one day only, no matter how long it is used—most assuredly an innovation.

The New Nelson, at Ishpeming is now conducted by H. W. Stegeman, for several years proprietor of the Elk Hotel, at Ontonagon. All rooms have running water, for which a charge of \$1 and \$1.50 (the latter with bath) is made. All meals at 75 cents.

Northern Peninsula hotels are in two classes—very good and very poor. The tendency of traveling men, however, is to congregate at the larger and better hotels, which accounts for cities of several thousand population having nothing better than those cheap boarding houses. The good hotels,

however, are so superior that the average is above normal and no great inconvenience is endured.

Responses to my request for information concerning ideal country hotels have been so spontaneous, that I shall have plenty of material to work upon for several months. Further suggestions, however, are solicited, and after my return from a Florida trip in November, I hope to visit many of these which are well spoken of by commercial men and give them the publicity they deserve.

The Hartford House, at Hartford, is being thoroughly remodeled and rehabilitated, and within a short time will be modern to the minute. Improvements already planned include running water in all rooms. A new double porch extending along the entire hotel front has been completed. The upper portion will be fitted with French windows and screens, and is artistically illuminated at night.

The dining room, I think I can safely say, is one of the most attractive in the State. It is most artistically decorated, the draperies are especially attractive, and a full complement of small tables, seating 2, 4 and 6, have replaced the older and larger ones. Rattan chairs are used exclusively.

Mr. and Mrs. Roy Hinckley, who own and conduct the Hartford House, are of that class who believe in returning to the traveling man the full measure of comfort he pays for. The hotel is conducted on the American plan at a flat charge of \$3 per day. The meals are appetizing and the selection sensible as will be seen by the accompanying dinner menu:

Tomato Soup		
Roast Beef with Brown Gravy		
Roast Pork with Apple Sauce		
Chicken Pie		
Mashed Potatoes	Steamed Potatoes	
Creamed June Peas	Steamed Squash	
White Bread	Boston Brown Bread	
Apple Pie, Mince Pie, Custard Pie		
American Cheese		
Tea	Coffee	Milk

It is related of the genial Billy Shultz, manager of the Benjamin Franklin Hotel, Saginaw, that at the recent hotel men's convention at Battle Creek, he became so interested in the Gideon bible with which his room was provided that he craved of Landlord Montgomery the privilege of carrying same home for further perusal. If Billy will make a little investigation he will find each room of his excellent hostelry provided with a neat, apparently new volume of the work alluded to, showing conclusively that Brother Schultz is not constantly snooping around to find out what his rooms contain.

Said a rural landlord to me the other day: "No, I have few patrons nowadays who criticize my methods of running a hotel, but I once in a great while have a visit from one of the old time kickers, though this does not occur once a year. Some time ago I had a visit from one who came in during the middle of the afternoon and asked me if he could get dinner. I informed him the dinner hour was over, but that I never allowed anyone to go away hungry if I knew it and would try to provide something for him."

In the kitchen, through the assistance of one of my waitresses, we assembled what we considered a sufficient meal, consisting of hot soup, coffee, cold meats, bread, butter and blueberry pie.

This was placed on the dining room table and the traveler was led to it. I happened to hear him say to the waitress that he wouldn't offer such a meal to a dog.

I said nothing at the time, but toward the completion of the meal I approached him with a smile and asked him if everything was satisfactory. His response was a grunt, coupled with the statement that the meal was cold and not to his liking, notwithstanding he had effectually disposed of it.

Call "any one" Long Distance== ==that costs less



"ANYONE" Long Distance service is an inexpensive way of using the telephone for out-of-town conversations.

For a business call or social or family call that does not demand speaking with a "Certain Person," tell the Long Distance operator you want to make an "Anyone" call. It will save you money.

Then there are reduced rates in the evening or night. From 8:30 until 12 o'clock in the evening "Anyone" calls cost approximately one-half what they do during the day. From midnight until 4:30 a. m. they cost about one-fourth the day rate.

"ANYONE" calls are quickly made, too, and will meet your needs in a majority of cases.

"CERTAIN PERSON" calls are used when you must talk with a particular person. Their cost is the same, day or night.

"APPOINTMENT" calls, in which connection is made at a specified time, and "Messenger Service," used to call a particular person to the telephone, are other convenient Long Distance facilities.

"Let Them Hear Your Voice—Use Long Distance"

MICHIGAN STATE



TELEPHONE CO.

When he came to settle I informed him that there would be no charge for the meal; that for a quarter of a century I had supposed his species was extinct, but now that I had discovered a rare specimen, it was well worth the price of the meal.

He lingered for some time with a bill in his hand, but I absolutely ignored him, and he eventually sneaked away.

Which reminds me that the old time hotel kicker is seldom to be found nowadays, but in my own estimation he is head and shoulders above the individual who stops at your hotel, puts up with some inconvenience without saying anything about it to the landlord, though he peddles the information near and far.

Any reasonable minded hotel man will thank a guest who will call his attention to any existing abuse, but it is manifestly unfair and unjust to leave his host in ignorance, and impart the information to outsiders. In my own establishment one will always find a notice conspicuously displayed: "We invite criticism, especially when accompanied by helpful suggestions," and we live up to it. Hotel employees are but human and petty abuses will occasionally crop out, but it is due to the landlord to impart the knowledge to him promptly and I will venture the assertion that he will be grateful to you for so doing and rectify the error promptly. As a prominent hotel man remarked to me the other day: "There is nothing criminal in the discovery of defects in hotel service, but their continuation is inexcusable."

Frank S. Verbeck.

"Illium" in Place of Gold and Platinum

A substitute for platinum is a metal, combination of nine different metals, which has been produced in the laboratories of the University of Illinois, and this important product has been named "illium" in honor of the great university where it has been developed by Prof. S. W. Parr, a member of the chemistry department. He first worked out the process of manufacturing the metal in the years before 1912. Illium has the same metallic qualities of platinum and gold and is the only metallic substitute for them.

At present it is being developed by a manufacturing company of East Moline, Illinois. This company uses it in the manufacture of many scientific instruments, and especially in the lining of the coal calorimeter, which is an instrument for determining the heat value of fuels. Platinum or an equivalent substitute is necessary for accurate results, protecting acid handling machinery against corrosion. It is therefore used in the lining of various kinds of calorimeters, including calorimeter bombs.

Another way in which illium is taking the place of platinum is in the lining of acid handling pumps and other machinery of a similar kind. Sulfuric must be pumped out of tank cars used for its transportation, and these cars and the pumps used must be lined with platinum or a substitute, resisting corrosion. Nitric acid is handled in the same way.

Its various uses are being experimented on constantly because of its value as a substitute, and its inexpensiveness. If it can be made to take the place of platinum in many of its scientific uses, it may become a less expensive material in the art industries. While platinum costs approximately \$3000 per pound, the new metal has a market value of \$3 per pound in its unfinished state.

Necessity of Adequate Maintenance of Railways.

One of the statements which has been repeated frequently of late in many discussions of the position of the farmers is that transportation difficulties have been a help rather than a hindrance. The line of argument followed is that difficulty in shipping farm products, due primarily to the car shortage, has prevented the farmers from marketing their grain and other crops as soon as they would otherwise have done and that the resulting spreading of their appearance in the primary markets has had a tendency to maintain prices at a higher level than would otherwise have been the case. This may be true to a certain extent, but it should not be forgotten that the average farm has only limited facilities for storing grain and other products, the farmer in general depending upon disposing of his crops to local elevator men as soon as harvest is completed. The car shortage has resulted in congestion at local elevators throughout the grain producing sections, which, as the Department of Agriculture points out, is a reminder that while freight rates are of great importance to farmers, a primary issue, after all, is adequate transportation. It is quite possible, however, that the extent of the car shortage itself has been somewhat magnified in the popular mind. The weekly total of cars loaded, as reported by the American Railway Association during recent weeks has been materially greater than last year and not much below the record figures of all time. With industry certainly operating considerably below the peak and crops not materially greater, on the whole, than in 1921, it is not quite clear why there should be a car shortage greater than is normally the case during the fall months of the year.

New Millinery Fabrics.

All-over effects, studded with tiny sequins and glass beads are some of the millinery fabrics coming into vogue for the season of formal social events, according to the current bulletin of the Retail Millinery Association of America, and surpass anything yet seen for evening hats. Even the slipper satin that is a feature of the entire millinery trade does not come up to the smart expectations of jeweled metal cloths and gold lace for theater and other dress wear.

However, satin is undoubtedly the biggest success since felt almost tore its way through the style market. Brown and navy satins are used, as are black and gray, but recently henna has entered the lists and is a new note that is welcome. All the satin hats in the world, however, and the profits from them cannot make up for the approaching departure of Lyons. While not yet actually on the wane, it is not nearly so well thought of by the masses as the novelty cloths. Satin came in early, and must be judiciously handled, or it will kill the real Winter materials.

Maline and satin are combined now in some quarters, but there is a question whether maline alone will stand a buying period. By rights it should follow satin, and is expected to, but

its vogue may be hurt by the unusually early appearance of satin. Duvelyn is becoming stronger and is having considerable success in combination with slipper satin. It brings high colors into play without too much brilliancy, because of its own softness.

Taking No Chances.

"Fifteen years ago I came to this town without a cent to my name."

"Yes, and now?"

"Oh, I still keep my property in my wife's name."

Written On Your Order Sheet

The success of Royal Baking Powder is inscribed on the order sheets of grocers the world over.

New baking powders come and go but Royal goes steadily on repeating and repeating, increasing the grocer's turnover and giving satisfaction to his customers.

ROYAL

Baking Powder

Absolutely Pure

The best known—the best liked—sells itself

Contains No Alum—Leaves No Bitter Taste

TELL US

Will you be absolutely frank and tell us—honest now—why we have failed to sell you RED STAR flour?

There are lots of good flours on the market, but we know it would be impossible for any mill anywhere to make better and more perfect flour than RED STAR and naturally there are hundreds of brands that cannot in any way be compared with it.

In every community there is an outstanding firm that dominates the flour trade. If you are in that position in your territory, we appreciate that it would be harder to interest you.

If, on the other hand, your competitor is doing the volume of flour business, you're justified in giving this Department of your business some extra consideration.

You wouldn't want to admit that your competitor has a better selling organization than you have. If you thought so, you'd improve it. If your organization isn't holding its own in the flour trade, which is the natural leader of all staple grocery commodities, it's probably not the fault of your organization, but that you need a change of flour.

Your flour may be giving satisfaction—no doubt it is, or you wouldn't handle it, but your competitor's flour may at the same time not only be giving satisfaction but making the trade enthusiastic.

The difference between satisfaction and enthusiasm on a flour account is the difference between the fellow who leads and the fellow who follows.

RED STAR will absolutely enthrall—and we have other brands, the same as other mills, that will give satisfaction.

Write us, please, immediately and let us go further into the proposition. It is worth your time and consideration.

Thank you.

JUDSON GROCER CO.
GRAND RAPIDS, MICHIGAN

SUIT VOGUE FOR SPRING.

Designers in the garment trade are now carefully looking for indications that will be of value in considering the probable vogue of the suit in the Spring. Many believe the popularity of this type will be widespread in the coming season. One reason advanced is that the way in which the short jacquette has been received is an indication of wider acceptance of the suit.

It is claimed that the style resistance of the consumer to the suit, apparently based on the objection to "broken" lines, is waning. For some time past the continuous lines of the one-piece dress and the long coat have predominated. But waning of the liking for these is now said to be shown by the use of the jacquette in both cloth and fur, and also by the coming into fashion of the long coat made to resemble the jacquette by the use of two colors or two fabrics, with "broken" lines below the waist.

The Fall season opened with much attention given to the knee-length coat in suit models, accompanied by the usual diversity in the standard types of both suits and coats. But the style trend during September and October complicated the production of manufacturers, as the short model was rapidly singled out for favor and is the only type that may now be described as successful. At the same time, the jacquette began to be the leader in separate coats. Now the only suits that are selling satisfactorily at retail are the short belted or peplum models. So-called "bread-and-butter" suits, including staples of both high-grade and popular lines, are moving very poorly.

But in the Spring the youthful styling inspired by the successful lines of the jacquette, according to the belief held in certain quarters indicates a revival of the sports and semi-sports suit, the sleeveless jacket and other separate versions.

NOT ALL PROFITEERING.

That consumers themselves are at least in part responsible for the wide spread between what the farmer gets for his products and what the consumers pay is the interesting theory advanced by Prof. T. N. Carver, Harvard economist, in a series of lectures recently delivered at the New York State Agricultural College at Ithaca. Prof. Carver states that he has not found a great deal of profiteering. In other words, if all abnormal profits were eliminated it would not make much difference in the spread between the price which the consumer pays and the farmer gets. The chief reason for that spread, Prof. Carver finds, is primarily the desire of the American people to save time, even though it costs money, and second, the increasing cost of handling products that are consumed at a wide distance from the point of production. Freight rates and middlemen's charges are distributed between consumers and producers in varying proportions. Where there are many substitutes for a given product the consumer has great power to resist any advance in price due to high freight or middlemen's charges. Where there are few substitutes he has little power of

resistance. On the other hand, where the producer has a number of different markets open to him, or can turn from the production of one product to the production of another, he has great power of resisting the tendency to force the freight and middlemen's charges upon him. In the balance between these two sets of forces Prof. Carver finds the answer to the question as to who pays the freight and middlemen's charge.

NO SECONDARY INFLATION.

Recent events in the business world and especially the action of the securities markets have made it fairly clear that those who were predicting a period of secondary inflation for the fall and winter months were somewhat off in their reckoning. The theory was predicated upon the belief that high labor costs, coupled with transportation difficulties were bound to result in higher commodity prices primarily for manufactured and semi-finished goods but also to some extent for raw materials and that this in turn would be followed by considerable increases in corporate profits with continued higher prices for that class of securities which are most affected by the current level of business. It was pointed out by some observers at the time these predictions were being made, that is to say last July or August that they overlooked a very important element in the situation. Inflation is necessarily based in part at least upon psychological conditions. If the truth were known, it might well be found that the enthusiasm engendered by war conditions, the Liberty loan campaigns, and other similar events of 1917-18, was at least as much responsible for the inflation which followed as the war itself or the fiscal policy of the Treasury. Under present conditions, the mental background, which favors inflation, is entirely absent. The consumer has made it only too clear that even slight price advances are bound to result in diminished consumption, and this lesson has gone through the entire machinery of production from retailer to jobber and from jobber to manufacturer.

UNCERTAIN YOUTH.

Just what kind of treaty we would have got at Versailles if the authors had been ardent young men instead of wicked old men we can only guess at. But there is a contribution to this fascinating problem in what has just happened in Italy. The new Premier-dictator Mussolini is said to be thirty-six years old, and the Fascisti movement is described by all the correspondents as emphatically a young men's movement. It is the young men who are now seeking the offices of the Socialist newspapers mobbing radical Deputies, and inaugurating a foreign policy that is expected to lead to a renewed crisis with Jugo-slavia. Youth in the role of war maker suggests that a familiar theory and phrase have to be seriously modified.

It is true that old men are timid and young men are ardent. But in the Italian tongue the ardent are the Arditi, and the Arditi were d'Annunzio's main reliance when Fiume kept

the continent on the edge of catastrophe, and the Arditi are now the Fascisti. The age element holds for other countries. In Germany the murderers of Rathenau were high school students, and the warmest advocates of monarchical restoration in Germany are the young men in the universities.

That young men are more open than old men to new visions and new forces is quite true. But youth is as susceptible to bad new visions as to good new visions and to evil new forces as to beneficent new forces. On the question of the relative docility of youth and old age the evidence is conflicting. Youth has been more generous in rebelling against injustice and tyranny. But the revolt against slaughter in the trenches a few years ago came when the young men had been sacrificed uncomplainingly and the old men were sent to the front.

The fact remains that radical Italian newspapers which probably stressed the work of the wicked old men at Paris are now being wrecked by the young men.

THE PRICE MOVEMENT.

While readjustment of wholesale prices in the United States to the levels of 1913 is yet far from complete, the index numbers calculated by the United States Bureau of Labor Statistics give evidence that the inequalities which were so marked at the peak of prices in 1921 and scarcely less so during the depression of the following year are gradually being eliminated. The September index number of the bureau reveals that with the exception of bituminous coal, prices of the principal basic commodities were nearer their pre-war relationship to each other than at any time during the past three years. Bituminous coal prices in September were, of course under the influence of the miners' strike and have fallen substantially during the past month so that the only important exception to the stabilizing tendency has thus been to some extent eliminated. In general, the level at which wholesale prices appear to tend is about 50 per cent. above the 1913 level. Of seventeen basic commodities, six were selling in September at about that level, four were still very much above it, while seven were below it. Only two, however, were below the 1913 base.

COMMERCIAL FAILURES.

The number of commercial failures has continued to fall since the peak reached just after the beginning of the present year and has now reached substantially the same point as in the corresponding period of 1915. In that year the greatest number of commercial failures also occurred in January following the slump in business brought about by the war. While the number of failures normally reach their high point in January of each year, it is somewhat surprising to note that the number of failures reported in January, 1915, was greater than the number during the first month of the current year, since the business reaction of the second half of 1914, while severe, was not so widespread as that of 1921. The process of elimination which has been applied

to the weaker concerns, and especially to those which had their unwarranted beginning either during the war or the boom of 1919 may now be regarded as substantially completed, although in the normal course of things we shall see a considerable increase in the number of failures during next month and in January, 1923.

RUTS ARE FOR TIMID SOULS.

Ruts are comfortable. When the rut into which we usually fall by accident affords us something just better than a living, we are prone to be content. The margin of safety between income and expenses is more for some and less for others, according to individual tastes, but once a reasonable balance is reached there we stick—the most of us.

Ruts do have a certain usefulness in our complex civilization. Staying in a rut cultivates work by habit rather than work by thought, and since so many of us are built light above and heavy below we prefer the comfort of familiar work to the irritations and uncertainties of new thought in unfamiliar fields. To such people ruts are anchors to peace and contentment.

But ruts keep most of us from advancement. Ruts are for timid souls who fear change. Ruts are comfortable as an old shoe, but who wants to wear old shoes forever? Ruts are barriers to ambition and obstacles to progress. Who wants to improve his condition must mount the barriers and start in the obstacle race of progress. It requires effort, persistence, and thought—mostly thought—to recognize the limitations and select the avenue of escape into a larger, freer and more remunerative world.

Getting out of a rut means accelerating our think-motors and speeding up our perceptive faculties toward new knowledge—not cold, unrelated information, but the live, interesting significant happenings in the field of our labors. Such knowledge is immediately useful and at once applicable to the solution of our own problems and the enhancement of our earning capacity.

TAX QUESTION ANSWERED.

A recent ruling of the Commissioner of Internal Revenue has cleared up the confusion heretofore existing with regard to the taxation of hunting, shooting, and riding garments which under the act are subject to a tax of 10 per cent. The International Association of Garment Manufacturers urged upon the Commissioner that many garments which might technically come within this category were really not articles of luxury, at all but were used as working garments and hence should not be taxed. The association further pointed out that the law was being differently interpreted by various collectors so that certain manufacturers of these garments enjoyed advantages not possessed by their competitors. The Commissioner has now ruled that garments of this description are taxable only when they are obviously specifically intended for sport use and for no other purpose and has published certain definite specifications to which the garments must conform to be included in the taxable category.

NEW ISSUE

\$6,000,000

The Standard Textile Products Company

First Mortgage 6½% Sinking Fund Twenty-Year Gold Bonds

Dated September 1, 1922. Due September 1, 1942. Interest payable March 1 and September 1. Coupon bonds in \$1,000, \$500 and \$100 denominations. Registerable as to principal only and interchangeable as to denomination. Redeemable at the option of the Company in whole or in part on any interest date up to and including September 1, 1932, at 110 and interest, this premium decreasing at the rate of 1% per year to maturity. Principal and interest payable at Bank of America, New York, Trustee, or at the option of the holders at The Merchants Loan and Trust Company, Chicago.

Authorized \$10,000,000.

Outstanding \$6,000,000.

Interest Payable Without Deduction for Normal Federal Income Tax Not to Exceed 2%

Pennsylvania Four Mill tax, Connecticut Four Mill tax, Massachusetts six percent Income Tax and the present Maryland Securities Tax refundable to holders resident in those States.

The following information is summarized by Mr. Alvin Hunsicker, 1st Vice-President, from his letter to us and from auditors' and appraisers' reports, and other reliable sources:

HISTORY: The Standard Textile Products Company, formerly Standard Oil Cloth Company, was incorporated under the laws of the State of Ohio in 1914.

PRODUCTS: The Standard Textile Products Company is the largest producer of light weight oilcloth in the world. Its products include SANITAS, a washable wall covering; MERITAS oilcloth and MERITAS Leather Cloth, commonly spoken of as "imitation leather."

SECURITY: These bonds are secured by a direct first mortgage upon all real estate, plants and equipment of the Company, including the plants at Montrose, New York; Youngstown and Akron, Ohio; Athenia, New Jersey; Rock Island, Illinois, and Columbus, Georgia.

ASSETS: The depreciated sound value as of September 30, 1922, of the properties covered directly by this mortgage or through the deposit of securities of subsidiary companies is \$14,239,299.

As of September 30, 1922, after giving effect to this

financing, the combined balance sheet of the Company and Mobile Cotton Mills shows net tangible assets of over \$3,218 for each \$1,000 Bond.

EARNINGS: For the period of four years and nine months ended September 30, 1922, the earnings of the Company, including those of the Mobile Cotton Mills, before depreciation, Federal taxes and inventory adjustments, but after allowing for interest upon the bonds of Mobile Cotton Mills now outstanding, show an average annual amount applicable to interest on this issue of bonds of \$1,757,671, or over 4½ times maximum interest requirements on this issue.

SINKING FUND: On October 1, 1925, a sinking fund payment of 1½% of the total amount of this issue outstanding will be made, and thereafter semi-annual sinking fund payments will be made at the annual rate of either 3% of the greatest amount of these bonds at any time outstanding or 20% of the net earnings for the year ending the preceding December 31, whichever amount shall be the greater.

Bonds are offered for delivery when, as and if issued and received by us and approved by our Counsel. It is expected that Temporary Bonds or Interim Receipts of Bank of America, New York, will be ready for delivery about December 1, 1922.

PRICE: 100 and Interest, to Yield 6 1-2%

Standard Textile Products Company 8% Sinking Fund Debenture Gold Bonds will be accepted by the undersigned in payment at their redemption price of 105 and accrued interest. Meritas Mills First Mortgage Gold 6% Bonds will be accepted in payment at their redemption price of 102 and accrued interest, except that the maturity due April 1st, 1923, will be accepted at 100 and accrued interest.

Howe, Snow & Bertles

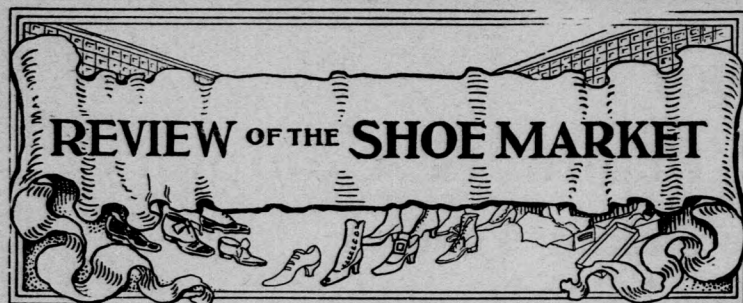
(INCORPORATED)
INVESTMENT SECURITIES

Grand Rapids Savings Bldg.
Grand Rapids, Mich.

120 Broadway
New York City

310 Ford Building
Detroit, Mich.

Statistics and information contained in this circular while not guaranteed are obtained from sources we believe to be reliable.



Requirements For Foundation Shoes.

Two years ago the National Board of the Y. W. C. A. in putting forth its education program for health undertook the endorsement of shoes conforming to certain specifications set up by their Bureau of Social Education. On Jan. 1, 1922, the association ceased approving shoes. Shortly afterwards the Women's Foundation for Health, a co-operative body of 15 leading women's organizations, in beginning their five year program based on the positive phase of health, realized that the division of that program putting forth the relation of feet to health and stating the type of shoes necessary to health and comfort, was creating a demand which would have to be met.

In consequence the Foundation's technical committee on shoes, after spending months in study and research, has selected four lasts, over which all of their shoes are to be made, and have set forth the following specifications requiring that the Foundation shoes shall:

I. Be adapted to the different type of feet and

1. Conform to the outline of the normal feet.

2. Be made with a low heel, providing a firm base from toe to heel.

4. Be made with a flexible shank.

II. Be manufactured.

1. Of the better grade materials throughout.

2. Under best working conditions.

3. Under contract providing lowest wholesale prices yielding normal profit.

4. In latest styles on correct lasts.

The shoe will bear the name of "Trail Blazer," significant of the new trail which the Foundation is starting for women in their program of individual responsibility for health, which the organization deems the first step in achieving physical and mental efficiency.

Wisconsin's Youngest Shoe Merchant.

Victor Hau, of St. Cloud, probably is the youngest shoe merchant in the State of Wisconsin, if not in the United States. He is 17 years old and has been operating a shoe store in Saint Cloud which was owned by his father until his death a month ago. Young Mr. Hau is determined to continue the operation of this successful store and the city regards him as an asset to the community, as well as to the shoe craft. Victor's mother died five years ago, leaving eight children, of whom the youngest was an infant and the oldest, a girl of fourteen.

After the funeral of the father, Victor returned to the store and pondered over the situation which was facing

him. It was a big problem, but knowing that he was the oldest boy in the family of eight children, he felt the responsibility very keenly. He had worked in the store with his father and had learned the business well, so he decided to follow in the footsteps of his father and become a shoe merchant.

See Your Customer First and Last.

You must meet people well or you can't win them. Never with a deceitful air, but always with a glad hand and an open heart. Be frank and courteous always, and under all circumstances.

If you want to be successful see your customer first. Receive him kindly, place him in good hands and assure him that he will be treated right.

See him last and get an expression from him as to how he has been treated. Invite him back again and be particularly careful that he goes away satisfied. And be careful again that you hold all your old customers for there is the foundation of your business and upon it you can build.

If you can't hold your old customers how can you expect to hold your new ones? You must remember also that your old customers will get "weak in the faith." If you never give them anything except the glad hand and an open heart they will consider it hardly enough. They sometimes expect a little something more, and a small gift occasionally is money well spent and usually appreciated. But don't stop at that. Educate your trade to buy good goods.

Do not handle goods to compete in price with catalogue houses. It is well enough to have a small assortment of cheap goods on hand to show your trade the difference between a first class article and a cheap one.

Push goods and stand by them. Educate your trade to know that when you recommend an article it means something.

It is not necessary to guarantee your goods but handle a line that you know will give satisfaction.

Double Stock Bins.

It occasionally happens that the shoe merchant is lucky enough to have ample space for his use at a nominal cost (truer of the small town merchant than the large). This is the case with the Marot Store, Indianapolis, as they have eight floors devoted to shoes only. Built a couple of feet from the wall on their main floor are stock-bins that give the appearance of partitions, and which do not separate one aisle from the other. In reality, these serve a double purpose, storing quantities of stock at the same time. Of course the stock they

hold is that which is carried in that section, and it is only a step to or behind this partition to obtain whatever shoe is necessary. The customer is left alone only a minute or two.

Growth of Phonograph Manufactures.

The growth of the phonograph industry is strikingly shown in the recently issued census report dealing with manufacturers of musical instruments. For 1919 the total value of the pianos, organs, piano and organ materials, metal and stringed instruments, and phonographs manufactured in the United States amounted to \$320,005,149, and of this total substantially half, or \$158,547,870, was made up of talking machines, records, and blanks. Even as late as 1914 the value of this class of products made up less

than one-fourth of the total manufactures of musical instruments, while in the census year of 1909 the proportion was only a little in excess of 10 per cent. Doubtless events since 1919 have somewhat reduced the output of phonographs and similar machines, but they still form, in all probability, the most important division of the group.

The best executive is the one who can develop the best that is in others.

Women's Kid Juliet



Home Ease

Black Kid., Flexible
McKay, Stock No. 700
Price \$2.20. Terms
3-10. Net 30 days.
Write for pamphlet.

BRANDAUE SHOE CO., Detroit, Mich.

Supply "H. B. HARD PAN" to your out door customer. He needs the best in service shoes. Reasonably priced—satisfaction giving shoes for the man who works. You can recommend and sell "H. B. Hard Pan" shoes to your trade as the best, because they are the best service giving shoes. Stock and push them. They will build for you an ever increasing business among the substantial people of your community.

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear

GRAND RAPIDS, MICH.

Michigan Shoe Merchants

Listen in on this

An Eleventh hour opportunity to Stock Satin Comfey's is yours. Don't delay. They come in Baby Blue, Black, Old Rose, American Beauty and Royal Blue. \$1.00 only.

Send in your sizes NOW on all other Felt Goods and avoid "Sorry I am out of your size."

HIRTH-KRAUSE CO.

Shoe Mnfg., Tanners

Grand Rapids, Mich.

Salesmen Should Not Be Too Forceful.

To be aggressive without being brusque; forceful, without being impolite; clever without being too smart—these are the cardinal points of good hardware salesmanship.

Aggressiveness is perhaps the quality around which most danger centers—it is the "thin ice" of salesmanship. The line that divided the "spineless" man from the bulldog type is not well defined. "Fools rush in where angels fear to tread." Likewise the over-aggressive plunge, when all the rules of salesmanship tell them to tread softly.

To impress your prospective customer with the fact that you possess force is a good thing, and helps greatly to land the sale, but to give the impression that you have a superabundance of "gall" makes it necessary for you to overcome the dislike you create and thus the task of selling goods becomes a double problem.

Gaining the Customers' Respect.

In order to gain the buyer's respect and to hold it the hardware salesman must quote one price, and that the lowest. Once let him establish this reputation and he will find that his sales will come easier, his customers will have more respect for him, and, of course, his trade will honor the man who does not have to give away profits to sell goods.

It is well to remember, "Life is full of golden opportunities for doing what we do not wish to do."

Forget the price argument. Play upon the goods and their merits and the matter of price will be seconding your ability and efforts.

Mix Brains With Selling.

You must mix brains with your work. A salesman is no bigger than the trade he can secure.

Service is just what its name implies. It is not possible to simplify the word with other definitions. It is merely the result of man's active desire to be of use to his customers and to all with whom he deals.

Service to the customer lies along the way of selling him the right goods. Show him that you are using wider knowledge of your line and of the general market to serve him, and then when he needs goods he will serve you by giving the order.

Some men have the mistaken idea if they cannot sell a prospect the next best thing to do is to quarrel with him. Others, after an unproductive display, leave a man with such a disgruntled air that they virtually shut the door of their own store upon the occasion of a later visit. By all means learn that if you cannot sell to-day, to-morrow you may. The writer recently addressed a meeting of newspaper salesmen, men who sold space in a leading daily, commonly known as "solicitors," but salesmen in the fullest sense of the word. Said one alert man, "I called on a certain prospect several times, each time was refused an order, until at last I conquered."

The moral of the story is, "What chance do you suppose the man would

have stood if he had lost patience on one of his calls?"

Ask yourself, "Am I making my display properly? Have I the grace to leave an unsold prospect with a feeling of good will, so that the return visit can be made at some future time and perhaps with more success?"

"Something for you?"

That is heard every day, and undoubtedly heads the list of foolish questions. Of course the customer wants "something" or why should he come into your store?

Close cousin to the above is the query, "What kin I do for you?" If customers wish to reply in the same strain they would say, "You can't do nothing for I." Why not say, "Good morning, can I be of service to you?" or, "What is your pleasure to-day?"

The expression (supposed to be a clinching argument) "I have that very same article in my home," is the height of poor salesmanship, for the customer is not buying to suit your taste, but his own. What may please you, may not appeal to him. Sure death to sales efforts is the air of assurance some hardware salesmen assume when a customer enters. Their very attitude seems to say: "Now get ready to buy and buy quickly, for I have not much time to waste on triflers."

Remember, you will find two sorts of customers—those who rely on their own knowledge of merchandise and those who depend on the salesperson. How are you to recognize them? Sometimes the customer tells you by asking a question. Sometimes you find out for yourself by volunteering information.

After the sale has been made and you have handed the customer the change, comes the momentary gap in the conversation, that lull in the bargaining sense that always reminds one of a ship whose engines have stopped and which is without a guiding hand. Watch the face as you wait upon a customer and notice the effect of your talk and the manner in which you display your goods. Put yourself in the customer's place and see if you would be satisfied with the way you have made the sale.—B. J. Munchweiler in Hardware Age.

Organized Christianity.

Detroit, Nov. 7—Men are beginning to understand that it is a good thing to try to understand one another and each other's position; to try to appreciate the spiritual values for which each religious body stands; and to reduce the relations of the numerous Christian bodies to order, so as to develop the co-operative spirit to spread and establish the Kingdom of God here on earth. This movement for church unity is related to the larger movement to secure orderly relations between capital and labor, and to substitute order for anarchy in the international relations of political States. It is a fallacy to suppose that what has been must be, or to suppose that human nature is incapable of advances in orderly association. The possibilities of progress in religion, in politics, in business, and in human society, generally, must be a matter of conjecture, depending upon advance in orderly human association.

Lewis Stockton.

Noise No Value As Power.

The general manager of a large selling organization called his salesmen into his office one morning to give them a speech.

Wondering what the old man was going to say, they filed in.

After an impressive silence he looked up and remarked:

"Remember the steam that goes through the whistle doesn't turn the wheels. That is all, good day, gentlemen."

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

A. B. KNOWLSON CO.
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High Grade
Men's Union Suits
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Popular Prices

Write or Wire
Grand Rapids Knitting Mills
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\$1,176,132.85

Covering Fire, Theft, Liability and Collision

AUTOMOBILE owners have been using greater care this year in selection of the company carrying their insurance. The Citizens' Mutual Automobile Insurance Company of Howell, has a state-wide organization of attorneys, agents and adjusters to assist the policy holder in trouble. The company has settled over ten thousand claims and has paid during the year over \$200,000.

When your car is damaged by fire, theft or collision, or when a damage suit of liability is brought against you, you will be glad that you have a policy in a substantial company. Automobile losses are complicated and it takes men of experience to assist in the adjustment or the settlement of the liability claims. You can obtain this service for a small cost. Do not take chances on a new or untried company but insure in a company strong enough to stand the test of heavy losses.

Total assets, October 1, - \$254,746.33
Gain over a year ago - - 88,339.68

The cost of insuring a Ford car covering fire, theft and liability in the country districts is only \$9.60, and other cars in proportion.

See local agent or write to

**The Citizens' Mutual
Automobile Insurance Co.**

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MICHIGAN

Conservative Investors Patronize Tradesman Advertisers



Germany's Present Position in Financial Disintegration.

At the moment the world's eyes are converged on Germany, and on what has come to be regarded as its financial disintegration. What a week, or a month, or a year hence holds for Germany is entirely beyond the realm of safe prediction. Its currency, progressively debased by prodigious issues of irredeemable paper notes, has followed the course of the French assignats and the continental currency of the 18th century, and the Austrian crown of the present era. Its purchasing power, having fallen far, is almost gone. Before the close of October 4,000 marks, which at one time was equivalent to \$1,000 in our funds, had a value equivalent to one American dollar.

The effect of the collapse of the mark has been told over and over, until it has come to be a familiar story. But now the story is coming to have a new variation, one that has a tremendous significance on the welfare of the German people, and, through them, on the welfare of all people on whom Germany's prosperity or adversity has any bearing. This variation is found in the growing refusal of the German people themselves to accept the mark, and in their resort to barter, wherever possible, rather than to remain any longer at the mercy of their tottering monetary system. Up to a very short time ago the German people on the whole could not, or would not, accept the outside world's judgment regarding the direction in which the mark was headed; the mark was for them the accepted standard of value and the familiar medium of exchange, and they readily bought and sold goods for marks accepted wages in marks, made contracts in marks—in short conducted their business in the terms of their own currency just as freely as Englishmen conducted their business in terms of pounds, Frenchmen in terms of francs, and Americans in terms of dollars.

This was in accordance with human nature and with the custom and necessities of the daily life of Germany's sixty million people, who for generations had used a single money token, until it became a part of their existence. Unstable as their money became, through inflation, it was still to the untutored minds of millions of people, the currency of their trade, and as such the only currency they knew. It is hard to break the custom and fath of generations, and so long as the confidence of the people in their currency continued it was to be expected that they would continue to produce, sell and trade in the terms of that currency, adjusting prices and

wages upward in inverse ratio to the debasement of the currency, and even entering upon future contracts in instances where they could determine for any given time what they would have to pay for labor, materials, transportation etc.

But now, with the mark valued in the exchanges at a thousandth part of its gold parity, with the printing presses continuing to turn out millions of new notes every day, until the total of outstanding circulating notes approaches 400,000,000,000 marks, and with the government openly confessing itself helpless to correct matters, the confidence in the mark within Germany is at last shaken—just as it long ago came to be shaken outside—and the next step is one that, to those who are watching developments, must be regarded with extreme interest.

For the moment, those inhabitants of Germany who cannot do otherwise continue to use marks; business within the country maintains its activity, and though hardship is being suffered, the rising course of mark prices gives a continuing semblance of prosperity. But wherever it can be done, the mark is shunned; the law has been invoked to compel its continued use, still the practice grows of calculating prices of domestic transactions in dollars, guineas, francs and pounds. Moreover, barter has taken the place of cash transactions wherever practicable; press dispatches give many instances of this, and the following examples of barter terms are indicative of the way in which matters are developing:

The Weimar board governing the agricultural schools at Triptis and Marksuhl has fixed the tuition for the winter term in rye instead of in money. Thuringians will pay one and one-half centners (hundred weights) for the semester, and non-residents of Thuringia two centners.

The Saxon Thuringian Power Co., at Auma has announced that it will receive, instead of cash, ten eggs, three pounds of wheat flour or a quarter of a centner of potatoes for each kilowatt hour of electricity consumed.

Naumberg and Braunschweig physicians state that henceforth all rural patients will be expected to pay for medical attention in produce at its pre-war cost. The pre-war price of bread was recently fixed by Magdeburg doctors as a basis of payment.

With its people unable to buy and sell freely, or to conduct any business on credit with assurance of profit, Germany is at a turning of the way, for foreign currency is scarce and barter can hardly be a substitute for cash transactions in a country so highly industrialized that a large percentage of its inhabitants are city workers who gain their livelihood by rendering services which are not immediately exchangeable for eggs, potatoes or bread. Germany's population is too

Have You a Financial Secretary?

ONE of the trust services of this institution is to act as financial secretary to men and women who wish to be relieved of worry and assured of the careful management of their property.

In this capacity we safeguard their securities; we collect dividends, rents and coupons; we attend to all tax and insurance matters; we invest and re-invest funds; we do everything that a financial secretary can do, but unlike the individual secretary, this institution is never ill and away for an extended absence.

We would be glad to discuss these matters further with you.

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Capital \$ 100,000.00
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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.

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West Leonard and Turner Avenue
Bridge Street and Mt. Vermont Avenue
Division Avenue and Franklin Street

great, and the distribution of urban and rural dwellers is too complex, for the people to go all the way back to the primitive conditions signified by pure barter, in which each family lives on the land and supplies its wants by its own production and by exchange with its neighbor.

A breakdown of confidence always has an ominous meaning, and though in Germany it may not mean an immediate industrial collapse or impoverishment of the people, it signifies hardship for the rank and file and a vast readjustment of business and trade relationships. Even those who have given only cursory thought to the causes underlying the sinking of the mark must see that there can be no hope of restoring it to its old value. With more paper notes added every day to the outstanding supply, and with the government confessing itself unable to stem the tide which it originally set loose, the substantial breakdown of the present system means that the mark is far beyond anything like full redemption and, just as occurred in this country after the Revolutionary War and in France after its revolution, values must ultimately come to be expressed wholly in new terms.

What these new terms will be, and how they will come about, are for the moment matters of mere guess work. As pointed out by those who have given thought to the problem, it is greatly complicated by the fact that the paper circulation of Germany consists not of government money but of notes issued by the Reichsbank, and in theory secured by the realizable assets of that institution. These assets consist in overwhelmingly large proportion of the German government's promises to pay; still the government, intent upon establishing a new currency, cannot cancel, outright, the notes of a banking institution.

To have a new form of unsecured currency run along side by side with the old would not help matters, nor is it to be expected that foreign currency, in the present extraordinary condition of affairs, can fill the void. In order to obtain the currency of other countries, Germany would have to offer something in return, and its export trade is woefully inadequate. It is easy enough for us, at this distance, to prescribe for Germany, saying that its export must increase, its finances must be reformed, its budget must be balanced, its currency must be stabilized and a loan must be floated to take care of current obligations. An off-hand prescription like that is one thing. Putting it into practical effect is something entirely different.

For the present the government in Germany is at the mercy of forces which at one time operated in its interest but which it no longer controls;

it fears for political reasons to resort to taxation drastic enough to balance the national budget and thus stop inflation, and even if it did dare, the power of the people to meet the imposts is under existing conditions too small to have the desired effect.

Notwithstanding this, it is from the point of view of the tax-paying power of the people that the question of Germany's future must be approached, and that is why the plan of reparations, which calls for a continuing export of wealth from Germany without compensating import of wealth, has so large a bearing in the case. German leaders profess that their country could go forward and overcome all its difficulties were a moratorium to relieve the pressure of its external obligations.

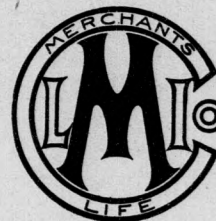
Hence the interest in the proposals made within Germany that the nation declare itself bankrupt and thus bring about a condition like that which would occur if a commercial enterprise were placed in the hands of a committee of creditors. Bankruptcy for Germany is a term open to a number of interpretations; if it were to mean that Germany desired to repudiate outright its currency, that, as the economic students have explained it, would be a wholly different matter than if it confessed inability to meet future reparation payments, and it would still be different than if it were to default paying the current interest on its internal indebtedness. Government insolvency has been known before; Turkey, China, Greece and Portugal, as well as certain of the Central American states, are recalled as having defaulted in interest payments on loans floated by them in foreign markets. Government insolvency for Germany, if it were formally acknowledged, would mean something more than it meant for those countries. Conceivably, however, it might mean a general combination of default on internal and external debts, and a repudiation of currency.

To work out a condition like that would impose a prodigious task upon those who might intervene to establish order, for apart from all social and political considerations, it would involve coincidentally a reorganization of internal debts, a revision of reparations, a supervision of public revenues and expenses, and last, but by no means least, an establishment of an entirely new and stable currency system. The task would be one surpassing any in national finance that has ever been attempted before.

If you give away the secrets of your employer's business to outsiders, you may expect them to take advantage of the knowledge when opportunity offers. That reduces the security of your own job.

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Influence of the Money Market.

Accumulation of idle funds, following such a severe period of adjustment as that through which the business world has passed, has lowered money rates, and undoubtedly the very fact that rates are low has had an important effect in encouraging borrowers to resort to credit. But with respect to the so-called "secondary inflation," it should be clear that mere availability of credit on cheap terms would not, in and of itself, stimulate industry if all other considerations were opposed to betterment. In conjunction with plentiful funds and easy money there has been a substantial improvement in basic conditions, else the trade betterment now under way would be feeble at best, and would soon thin out. We have been virtually free for some time from the restraint which the so-called frozen credits of 1920 and 1921 exercised, and we have gone beyond the stabilization point of commodity prices, reached early this year when the downward sweep was permanently arrested. In addition, there are evidences in various trades of an abandonment of the policy of hand-to-mouth purchases, and an adoption on the part of manufacturers and merchants alike of a more liberal buying attitude. These factors, combined with the completion of writing down of inventories, the abundant harvest of 1922, and the assurances given, even before election, of political sanity throughout the country, have all combined to make the situation what it is, and to stimulate confidence in the outlook.

Ever since the autumn of 1920, the country has been in a period of constantly increasing money supply. There are many indications that this period has practically run its course; if these indications are correct, it is logical to look for a slight turn in interest rates. There is still an abundance of available credit, but the opinion is nevertheless growing that money rates have passed their lowest point of the present movement and that the tendency will now be toward slightly higher levels. Conditions warrant no striking upward movement of rates.

Were we in a position to base conclusions on the shortage of real capital throughout the world, it would be reasonable at this time to say that the rate of interest for permanent investment would soon make its effect felt in advancing rates for permanent and temporary funds alike. With the outlet for investment in so many countries blocked, we cannot for the present consider the world as a unit in either an investment or money market sense, and, of course, with money market rates in the United States influenced by the tremendous accumulation of foreign gold, it must be acknowledged that the rate of interest for temporary employment of floating resources is not likely to be carried to any immediately high levels. In the long run, the rate of interest on investment funds must govern the money market rate, and if next year any semblance of order comes in the world's financial affairs, the relation-

ship of the two may begin to manifest itself in a new light.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Nov. 7.—The Green Manufacturing Co. was sold last week to H. J. Werle and Geo. M. Fuller, both of Bay City, and will now be conducted under the name of Werle & Fuller. The same staff and business methods will be maintained. It is one of the Soo's old reliable establishments. It was purchased a few years ago by J. P. Connolly, who later sold his interests to Fred Green. The store carries three large departments the harness business, canvas manufacturing branch and the tires and accessories department. Mr. Green has not yet made any plans for the future, but expects to remain in the city for some time.

Probably nobody is a "good loser," but a diplomat pretends to be.

That times are much better in the Upper Peninsula is noticeable by the fact that hundreds of jobs go begging. The camps are offering \$50 per month and the employment situation has not been so grave since 1919.

The Soo expects to celebrate armistice day November 11 in an elaborate manner. A heavy programme containing many attractions is scheduled and fireworks will be visible for many miles. It is expected that a large delegation from the surrounding country will be here on that day.

"Our ancestors lived in trees and the average man of to-day is up a tree most of the time."

Our mighty hunters are beginning to check up in order to be ready when the opening gun is fired. Many are leaving for camp to-day to do a little missionary work in the camps.

H. J. Anderson, the well-known lumberman of Drummond Island, was a business visitor this week, purchasing supplies for the winter.

"What you hear never seems as impressive as what you overhear."

Herb. Fletcher, the popular cashier at the Soo Savings Bank, chaperoned a party of hunters Sunday and got more game than the entire party. For a time it seemed as if there would be a surplus of rabbits. However, on the homeward trip they were distributed satisfactorily and there is no danger of a meat famine among the party.

Three of our distinguished citizens had a narrow escape while making a trip overland to Cheboygan to attend a Rotary meeting held there last week when the car in which they were riding struck a bump on the road near Pickford. H. C. Lawton, manager of the Soo Creamery & Produce Co., sustained a broken nose and other minor injuries, Postmaster William Snell was severely bruised and Mr. Lampman, agent of the Pittsburgh Steamship Co., received a scalp wound, but escaped other injuries. This, however, did not break up the party and the other cars continued the journey and report having had a very merry time at Cheboygan, where they were entertained by the Rotarians.

During the past week there has been more moonshine than sunshine in the Soo. Old Sol seems to have hidden from view, whereas moonshine is in evidence day and night.

The hotel at DeTour is making for progress, the latest good work being the installation of electric lights in the bed rooms and hot and cold water in the wash rooms. All the hotel now requires is rebuilding and refurbishing to put it in first class shape.

Art. Smith, representing the Liggett & Meyers Tobacco Co., of St. Louis, is in the city this week. His many friends are always pleased to see him. As the Soo is his home town, it is needless to say that he is also glad to renew acquaintances.

William G. Tapert.

At about the age of sixteen the average boy begins to fool around love as if he thought it wasn't loaded.

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3½% interest paid on Certificates of Deposit if left one year.



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Inspect Smoke and Furnace Pipes.

In the fall and early winter special attention should be paid to stove pipes, furnace pipes smoke vents and flues. Where these are of metal they frequently rust, come apart or deteriorate during the summer, and when fires are started up in the fall, or they are put to a severe test during the first very cold weather, a blaze is likely to result. Now that fire prevention and safety first have become National slogans, the importance of careful supervision of heating apparatus and flues should be recognized by every good citizen, and a thorough inspection should always precede the first use of heating apparatus.

There is special need of unusually careful attention to flues, smoke-pipes and heating apparatus generally this season, because of the abnormal fuel conditions. Millions of householders will be compelled to use soft coal who have heretofore used hard coal, and the change will necessarily introduce many serious fire hazards, unless great care is taken to see that flues and smoke-pipes are kept clear and that proper safeguards are provided for the other dangers which will develop.

Fires due to faulty furnace pipes and smoke pipes have been unusually numerous this season, especially where there was dampness. Where the surface was already corroded by the heat and fumes, the dampness soon rusted the metal so that a pipe which looked all right on the outside would collapse with the slightest strain. The danger of such pipes in basements, often near wooden partitions and ceilings, is evident, but only an inspection would reveal the interior weakness.

These warnings should be especially emphatic as to dwelling, for basement fires are apt to get under dangerous headway before they are discovered, and when they occur at night life as well as property is endangered. Special attention should also be paid to furnace pipes and smoke vents in churches and schools, because of the large numbers of people whose lives are at risk. School boards and church trustees, working on the theory of personal responsibility for preventable fires, should pay special attention to these danger points, and if necessary, the metal smoke pipes leading from the furnace to the chimney should be replaced each year to insure safety. An ounce of fire prevention is worth a pound of fire extinguishment.

The Song of a Lapse.

A farmer tells the story as follows: I kept my barn insured for years, for I had dreams of scorching steers, of peacocks blistered to the ears and pitchforks charred and burned. While other men were taking trips with bulging wallets on their hips, I paid up my insurance tips with surplus coins I earned. Rough hoboes when allowed to stay threw burning cigarettes away and dropped live ashes in my hay, yet never made a blaze. At last I argued to myself, "Why stack up troubles on the shelf? Why not hoard up this surplus pelf to spend in other ways?" So when the agent came around he nearly sank into the ground, for I made no uncertain sound when

I made known my plan. "All right," he said, "but some bright day you'll come around to me and say this risky business doesn't pay—you poor deluded man!" That night a hobo hove in sight, a weary man in sordid plight, and asked if he might spend the night in my good mow of hay. "You may if you don't smoke in bed," said I. He shook a solemn head, "I never smoke," was what he said, and so I let him stay. I woke up at three o'clock that night to see a weird and lurid light, while through the yard I marked the flight of that untidy man. He'd left my barn a seething fire, a mass of flames from stone to spire; next day I found his pipe—a briar—he'd dropped it as he ran. I lost no livestock, thank the Lord, but lost the building, hay and ford, ten tons of oats that I had stored and my good grubbing plow! I looked that agent up and said, "See here! Insure my house and shed, my woodpile, silo, stove and bed, as quick as you know how!"

Sparks From Fire Waste.

The fire waste of the country is excessive and is sapping its prosperity. Reduction of the fire waste is an important part of the campaign for the conservation of the National resources.

Fire losses in the United States and Canada in 1921 were \$332,654,950, most of them due to carelessness.

Fire losses and the cost of fire prevention in the United States amount annually to \$600,000,000, or more than the total American production of gold, silver, copper and petroleum in a year.

The cost of fires each year is one-half the cost of all the new buildings erected in a normal year.

The annual per capita fire waste in the United States is \$2.51, in Europe, 33c. Cause: The latter has better construction, less carelessness, increased responsibility.

If buildings in the United States were as fireproof as in Europe, the annual cost of fire losses and protection would be only \$90,000,000.

Over 15,000 are killed and 50,000 are seriously injured annually as a result of fire.

Defective flues are responsible for 13 per cent. of all the fires.

All fires are the same size at their start. Every second counts, so be prepared.

An ounce of fire prevention is worth a pound of fire extinguishment.

The way to get lower insurance rates is to have fewer fires.

Dangerous Form of Humor.

Responding to a false alarm turned in by some practical joker of Chicago, two pieces of fire apparatus collided, causing the death of three firemen and the injury of seven others. As an outcome of this accident a reward of \$1,000 has been offered for the apprehension of the person who turned in the false alarm, and in addition an effort will be made to make the penalty for turning in a false alarm more severe than it is at present. The existing statute in Chicago provides for a year in jail and a \$100 fine.

A doctor who cannot cure his own rheumatism is just as likely to cure yours.

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Conservative but enjoying a healthy growth.

Dividend to Policy Holders 30%.

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Minnesota Implement Mutual	50%	Ohio Underwriters Mutual	30%
National Implement Mutual	50%	Druggists' Indemnity Exchange	36%
Ohio Hardware Mutual	40%	Finnish Mutual Fire Ins. Co.	50%

SAVINGS TO POLICY HOLDERS.

Hardware and Implement Stores, 50% to 55%; Garages and Furniture Storers 40%; Drug Stores, 36% to 40%; Other Mercantile Risks, 30%; Dwellings, 50%.

These Companies have LARGER ASSETS and GREATER SURPLUS for each \$1,000.00 at risk than the Larger and Stronger Old Line or Stock Companies. A Policy in any one of these Companies gives you the Best Protection available. Why not save 30% to 55% on what you are now paying Stock Companies for no better Protection. If interested write, Class Mutual Agency, Fremont, Mich.

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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. SENE, Secretary-Treas.

BETTER BUSINESS BUREAU.

Creation of Standards For the Retail Grocer.

For the first time we have before us a complete description of the Better Business Bureau, by which the National Retail Grocers' Association hopes to raise the standards of the retail grocery business in the United States. The plan partakes somewhat of the English plan of producing "certified" grocers by a course of education and passing a series of examinations, but does not go so far.

The American plan, however, is quite elaborate. Text books, or educational courses are to be compiled; standards are to be established and grocers are to be classified. Ultimately it is hoped and contemplated, that the unfit, the incompetent and the inexperienced may be kept from getting into the business.

The Better Business Bureau is to be operated as a department of the National Association of Retail Grocers.

With this explanation, we will now present the plan itself, which consists of four essential elements.

First of these, finances and membership; next, management; then development and supervision; and finally, the departments and actual operation.

Membership in the Bureau is to be offered to and requested of those whose interest will be served through its operation; being certain retailers, wholesale food trade factors, and the salesmen of these factors.

Thus it will have three classes of membership, each of whom will be required to pay a certain schedule of dues, in order to be members of the Bureau.

It is figured that ample finances can be obtained from these sources to build up the work to its greatest possibilities. Of course, at the beginning, when it is developing, there will be but a few members, and the expense will be naturally regulated accordingly. As the work proceeds, there will be more membership to support it, and as a consequence it can expand to where it will render an almost unlimited service along the lines which are contemplated.

Each of the three classes of membership will be given an emblem of appropriate character and design, which is to be displayed or worn, as the case may be. This is for the purpose of giving publicity to the effort, and to give members an opportunity to get the benefit which will accrue to their business in many ways.

To this classification will be invited those already successful retail grocers who have the vision and the idealistic willingness to contribute to the work, so that the "other fellow" may be benefited. They will be known as "Certified Members."

He must, however, meet certain essential qualifications before being entitled to the distinction which this classification will give him—and he will be required to pay a schedule of dues based upon his volume of annual business.

It is figured that the value of this classification will be made so great

that many will strive to attain it. Through the educational and statistical work of the Bureau, any retail grocer will be able to build his efficiency up to the point where he can qualify for certified membership.

The suggested application and qualification blank form which a candidate for certified membership will be required to sign will read about as follows:

Application Blank.

Desiring the privilege of Certified Membership for the purpose of supporting the work of the Better Business Bureau, I declare upon my honor that I will qualify for this classification through possession of the following requirements:

1. I am an American citizen.
2. I pay all my obligations promptly.
3. I conduct a sanitary store.
4. I do not open for business on Sunday.
5. I do not resort to unfair business practices—("I run my store as I would like to see the other fellow run his.")
6. I keep practical records of my business.
7. I agree to furnish figures for statistical purposes.
8. I am a member of _____

Local or _____ State Association. In addition to the voluntary declaration made by the applicant, he will also agree to submit the names of wholesalers with whom he does business to substantiate his statements. The officers of his local association will endorse his other declarations.

It may be argued that a man should pass a certain examination to be designated a certified member. That may be quite true and entirely practical and feasible, after the eBtter Business Bureau has developed the educational work, and otherwise established governing fundamentals.

For the present it is believed these will answer quite satisfactorily; for if a retail grocer measures up squarely to the eight points, he can be depended upon to be a pretty reliable merchant and entirely worthy of a special mark of distinction.

Suggested Schedule of Dues. Certified Member.

Volume of Business	Yearly Dues
\$25,000 -----	\$5.00
50,000 -----	7.50
75,000 -----	10.00
100,000 -----	15.00
200,000 -----	20.00
300,000 -----	30.00
400,000 -----	40.00
500,000 -----	50.00
1,000,000 -----	75.00
2,000,000 -----	100.00

The firms of the wholesale factors will be invited to join this department. To be specific, the specialty manufacturers, wholesale grocers, canners, coffee roasters, etc. The organizations of these factors will not be asked to join—but the individual firms will. The National organization of these lines will be called upon in another way.

Membership will be upon the following suggested voluntary amounts, which will be determined altogether by the interest of the individual firms in the proposed work:

\$25	\$50	\$75	\$100	\$200
300	400	500	750	1,000

The Board, in due time, will employ a competent director for the work. He will have to be a high-grade economist

—an analyst—an educator. A trained man, who can work with practical men in the trade and collaborate their ideas and experiences into practical and interesting—as well as brief and gripping expositions of approved practices for operating a retail grocery business profitably.

The actual work which the Bureau will do will consist of Educational Research—Educational Publication and Dissemination—Special Courses—and Statistical; four big sub-divisions.

The Educational Research quite naturally is the major subject. Working from an already outlined foundation plan, it is intended to collaborate and publish a series of fundamental textbooks on "How to Operate a Retail Grocery Business Profitably." These textbooks are to be the basis of a more extensive treatment which will follow, branching out into just as many special subjects as there are angles to the business.

At the present time there are no simple, practical books treating the subject of present day retail grocery store operation in a way that even a man who wants to learn can use beneficially.

The fundamental subjects are as follows:

- Getting at Fundamentals.
- Starting Right.
- Adopting a policy.
- Store Arrangement and Management.
- Merchandising.
- Eliminating the Guess-Work.
- Correct Financing.
- Relationship with Others.

Supplemental Subjects.

Each of these are subject to many sub-divisions, and of course will be covered or treated in complete detail.

After this set of books is published, additional pamphlets will be issued on such matters as:

- Training the Clerk.
- Fresh Fruits and Vegetables.
- Fresh Meats.
- Cured Meats.
- A Bakery Department.
- Canned Goods.
- Coffee Department.
- Teas and Spices.
- Cereals.
- Meeting Competition.
- Delivery Department, etc.

Special courses will also be given.

The gathering of facts and figures of every description pertaining to the food business in all its branches—especially retail distribution—will be another subject which the Better Business Bureau will develop and maintain. For the present this branch of the work will be done by the Bureau of Business Research of Harvard University, with whom arrangements have already been consummated for a three-year study of operating costs.

If you object to working overtime when business is exceptionally brisk, you are not the kind to succeed in a store of your own. The boss always works overtime.

If your window is so arranged that clerks can stand back of it and look out, at least see that they are invisible to the people who stop to look in.

The Mill Mutuals

Comprising
Twenty of the Strongest American Mutual
Companies writing

Fire and Tornado Insurance

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Net Cash Surplus \$10,000,000.00

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*First Offering***50,000 SHARES**

—OF—

Pacific & Gulf Oil Company

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An Oil Producing Company with extensive leaseholds in proven fields and large present settled production.

CAPITALIZATION

600,000 Shares of No Par Value

295,000 Shares issued and outstanding

305,000 Shares in Treasury

All shares of like class and tenor, issued fully paid and non-assessable.

The Pacific & Gulf Oil Company was formed for the purpose of consolidating and operating under one management, valuable producing, proven and semi-proven oil properties, all located in the proven fields of north Texas and Oklahoma.

The Company has a complete field organization for economically and efficiently operating its properties, together with adequate field equipment.

Besides its producing, proven and semi-proven properties, the Company has leases on several thousand acres of at present unproven property, but all carefully selected, upon reports by eminent geologists and oil men, as being extremely promising territory for ultimate large production. Prominent oil companies are now proving up many of these leases by the drilling of test wells upon contiguous acreage.

PRESENT DEVELOPMENT OPERATIONS: In addition to thirty-eight (38) wells now producing, the Company is at the present time drilling thirteen (13) new wells in the well-known oil pools of Herron, Bunker, Dalton, Pioneer, South Bend, Eliasville, Electra and in Grady County, Oklahoma, near the Cement Pool. The Company confidently predicts that the present drilling wells will at least double its present income.

EARNINGS AND DIVIDENDS: The Directors have adopted a resolution setting aside Fifty Per Cent (50%) of the Company's net income into a Surplus and Dividend Fund.

The Company's stock has been put on a dividend basis of Twelve Per Cent (12%) per annum, payable quarterly, based on the present selling price, and this rate will be increased as earnings may permit.

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W. E. MOSS & COMPANY

710 Union Trust Building, Detroit.

Telephones: Main 4612—Cadillac 4141

THE HOTEL LOBBY.

It Is Generally Regarded As a Public Utility.

Some savant of the future will win immortality by an earnest study of hotel anatomy, and more specifically of the genesis and growth of the hotel lobby. He will trace the marvelous evolution of a rudimentary ante-room into what to-day constitutes a social organism of the first order, indispensable to the smooth running of our metropolitan civilization.

The lobby fills a transcendent need in social life, commerce, politics and art. It is the nerve center of the community. It is a mirror of contemporary life. It is the confluence of the well known streams of humanity. The closest classical analogy is the Roman Forum, the chief point of difference being that lounging is so much more comfortable in the modern lobby. Every age has produced a prototype.

The hotel lobby has become an institution. Whatever its original function or appointed destiny, time has shaped it into a thing of infinite usefulness. For here we rest after our peregrinations, lulled by the soothing strains of an orchestra. Here we transact our business and write our letters and wait for our friends. Here we quaff free ice water and demand information about trains, streets, theaters, bootleggers, everything. Here we regale ourselves with a deep draught of popular literature, deep in the embrace of a hotel armchair.

A time there was when young men leaned against chalk-marked walls or water hydrants, when they bit their finger nails in nervous anticipation in the shades of a church door. But now they merely settle down in the luxuriant ease provided by the hotel and keep the revolving door in their line of vision. The hotel lobby has made it possible for the flowering generation to meet its mistakes with a minimum of discomfort.

Strange indeed are the uses to which it has been put, and the growth of their number and variety has been too subtle for analysis. We may assume that the lobby is not a spontaneous growth, but the product of a logical evolution, fine'y attuning itself to the needs of an uncompromising environment. The gradual, unobserved transfer of control from the hotel management and paying guests to the general help-itself public attests once more to the genius of the American people.

How it has all come about the wisest of us cannot say. We must content ourselves with marveling through the haze of our ignorance. For no self-respecting lobby nowadays fails to provide its extensive public with all the instrumentalities and accoutrements of a combination club library, study, business office, clearing house and smoking parlor.

Especially is it careful to lay in a plentiful assortment and supply of writing materials. Not primarily for the use of its guests; they are transients at best. It is for the populace, the horde of door-to-door salesmen, the homeless metropolites, the casual unregistered visitors who must be kept contented; errand boys engaged in the tedious business of making a single

errand and a full workday coincide; stenographers using the margin of their lunch hours to epistolary advantage; a multitude of natives who affect a hotel address.

These, and legions more, demand heavy bond stationery, embellished and embossed. Nothing less will do. The lobby does not as yet provide postage stamps free of charge, but that is an extension of the service which must come sooner or later in the course of things.

Now that free lunches have been relegated to a past of only seventeen constitutional amendments, hotel managements cannot fail to grasp the opportunity thus afforded to enlarge the scope of the lobby's usefulness. Eventually they will install free lunch counters so that those who lack either the time or the inclination to patronize the regular hotel restaurant or grill—those waiting for the party of the second part to keep an appointment, for instance—may refresh themselves. In fact, there is really no telling what the lobby may grow to be. It is a subject for pleasant and stimulating speculation.

A hotel lobby represents the whole social scale. Below the confidence man comes the "gentlemanly thief" who lingers about, looking for a chance to ply his arts. House detectives have a way of knowing this sort that is uncanny. Perhaps it is because the "gentlemanly thief" never quite masters the easy confidence of the man who has no reason to fear anybody.

When the lobby as a public utility becomes apparent to conscientious sociologist and political economists we may expect a movement for government ownership. The question will then be raised, quite justly, as to whether or not it is in the truest sense of the term a public utility. The dispute doubtless will consume tons of hotel stationery. Even a casual appraisal of the facts reveals that the lobby is a baffling social hybrid, rather outside the pale of classification.

In at least two obvious respects it is not really a public utility. For one thing, it is somewhat responsive to public opinion and considerate of the public's comfort. For another, the legal owners bear the burden of responsibility for whatever mismanagement accrues, instead of being able to shift it graciously upon the Government, as every well-behaved conventional public utility should.

Nor can we call it a private institution. We do not normally step into another's home—or our own for that matter—or a bank or theater, with the same nonchalant abandon, the same gratuitous assumption of a welcome, with which we enter a hotel lobby. Not the faintest shadow of self-consciousness not the thinnest suspicion of possible transgression, has a part in the process.

It is ungrateful to saddle another function upon an already hard taxed lobby by distilling a moral out of it. But I venture to assert, in direct line with the thoughts heretofore set down, that man is a strangely contradictory arrangement. Take yourself. You visit John Ball Park once or less in a blue moon. At such time you avail

yourself of its seating and toilet facilities with discretion and becoming restraint. You do not, for example, order brass-buttoned custodians around, as if they were so many ackeys installed for your particular benefit. You are not mortally aggrieved if the accommodations are a peg below top-notch. And you go away convinced to the pith of your soul that the park is public property—yours, in fact, politically speaking.

But you persist in regarding the hotel lobby, which you visit with astounding frequency upon any or no instigation, where you adjust your personal and business affairs and put in long distance call and what not, as private territory. You order the bell-boys around and scold the clerks. You kick about the service. You bedew the carpet and the soft-cushioned seats with cigar ashes. But how would you react if you were asked to pay taxes for the upkeep of the place, the same as you pay for John Ball Park?

These comments are made in no critical spirit. As a normal American, we, too, are a habitue of the hotel lobby. If pressed hard we might even admit that the notes for this article were made on a superior grade of bonded paper, with an elaborate coat of arms in blue and gold at the mast-head, provided gratis to all comers by one of the lobbies in question.

The hotel lobby, whatever it may have been created for, exists at this stage of its development, we have found, primarily for the use of drummers (not necessarily stopping at the hotel) and other vagrants. Secondly, for the rest of the world.

If there is any room left, the paying guests are welcome to it.

Eugene Lyons.

Store of a Thousand Heads.

Turning their mammoth department store completely over to the sales force, so that a big special sale might be "put over," and then sitting back and watching how things went, was the recent novel and highly successful experiment of the executives of the Bon Marche, Seattle, one of the largest mercantile establishments west of the Mississippi with over 1000 employees.

Under ordinary procedure any Bon Marche sale might safely be figured in advance as a success. But some profound psychologist, high in the store councils, developed the idea of first "selling the sale" to the employees in order to win their whole-hearted support and co-operation. The first step was the appointment of a committee of eight consisting of four department managers and four members of the employees' organization called The Council. This committee worked right through the sale and developed many valuable ideas. Every day it went up and down the aisles, seeing that all goods fitted the advertisements in quantity, quality and price. The committee also made the rounds of Seattle's other department stores, and made sure that the Bon Marche was selling at the lowest figure.

On the Saturday night preceding the sale, the thousand employees were

guests at a dinner given by the board of managers. After dinner they listened to inspiring talks by the merchandise manager and advertising manager, who emphasized the fact that the employees were handling this sale without interference from the mere owners. Odd vaudeville, the oddest Seattle has ever seen, proved the hit of the evening. Each department put on a kit featuring the merchandise it had to offer. These clever thumb-nail sketches showed the splendid values that were to be offered by every department.

In compliance with the committee's recommendation, certain sections of the store were featured on certain days in the center of the advertisement. The other departments advertised were cleverly selected from different floors and corners, to induce the customers to circulate throughout the store, instead of congregating at one or two places.

The department attaining the greatest percentage of increased sales over the same day of the preceding year, received a gold star. The umbrella department won the first three stars because as it happened the first three days were rainy. The sale lasted three weeks, at the end of which time the board of managers told the world that it was the most successful sale the store had ever had.

J. W. Sayre.

Five Fundamental Features in Achieving Success.

Honesty.

Loyalty.

Work.

Knowledge of your business.

Belief in your business.

I place honesty first. If a man is honest with his employer, with the world, and—most important with himself, he is almost bound to succeed. If he is honest with himself he will give the very best in him. If he does that he is bound to go somewhere.

Loyalty is a by-product of honesty. If he is honest with himself and his employer the young man is loyal to his company. And unless he is devoted to his company he is not wholeheartedly in his work. He must realize that as his employers prosper so will he prosper and improve his position.

Work is necessary, but work alone will not do. System and efficiency are all right, but piling dollars just so or shoveling coal by so many tons will not suffice. There must be a higher objective than just getting by with the job at hand.

Know every angle of your business if you want to get to the top of it. If you are satisfied to be a book-keeper you will likely remain a book-keeper.

Believe in your business with all your heart. The charlatan doesn't get far in these days. You must have faith in the thing you are doing if you want to get somewhere.

Unless you prefer to blunder ahead, doing things wrong the first time and having to do them over again, read what others have done and find out the right way to do things at first.

HOW TO REDUCE YOUR HAULING COSTS

Whether you operate one truck or a fleet, you can reduce your hauling costs by using RED CROWN Gasoline.

A bold statement—but a true one.

Exhaustive tests, conducted by many large users of gasoline, have demonstrated it time and again.

Because RED CROWN is manufactured by us for one purpose only—to produce power in the modern internal combustion engine, it actually delivers "More miles per gallon."



RED CROWN is for sale at any of our Service Stations and at any garage where this symbol of power is displayed.

And RED CROWN will reduce not only your gasoline bills, but it will reduce your repair bills as well. It causes perfect combustion in the cylinders; consequently no unconsumed portion remains to drain into the crank case and dilute the lubricating oil or to carbonize on the spark plugs, two very prolific sources of trouble.

Instruct your drivers to use RED CROWN from now on and note the reduction in your hauling costs.

STANDARD OIL COMPANY (INDIANA)

910 S. Michigan Ave.

Michigan Branches at Detroit, Saginaw, Grand Rapids

Chicago, Illinois

Use the convenient Standard Oil Company (Indiana) Coupon Books

which enable large or small users of RED CROWN to keep a definite record of the oil and gasoline purchased by their employees. No detached coupons are accepted and if requested a receipt will be given showing the exact amount of products delivered. \$10.00 and \$25.00 books are for sale by any Standard Oil Company (Indiana) Service Station.



How Much Should a Retail Merchant Know?

This may seem to be a queer subject for an editorial in a shoe trade paper, but it is a timely one because there are still a few reactionaries in the trade who believe that the retail shoe merchant should act the part of "Simple Simon" and be content to order and take goods "as is."

There are a few—and they are very few—shoe manufacturers who, like the ostrich, have their heads buried in the sand and believe shoe merchants and buyers should leave the details of the selection of leathers and other material to them. They still believe in substitution, and these few are the ones who have the most to say about cancellations and returns as an evil in the trade.

It is gratifying, however, to know that the vast majority of manufacturers are not in this class. Nearly all successful makers of shoes to-day have become merchandisers of shoes as well as manufacturers. They know right well that the first cost of securing a retailer is the big cost, and only by holding his trade can they make money on the account.

These manufacturers, far from representing suggestions in regard to materials and details from the retailer, welcome them. And it is strictly within the truth to say that the greatest forward steps in the history of merchandising shoes have come to the manufacturer from the wide-awake retailer. Through the retailer, from his point of contact with the consumer, comes the authentic knowledge of the strong and weak points of materials and methods after they have had the actual test of wear.

Wise manufacturers are glad to do business with discriminating merchants because they have confidence in the "man who knows and knows that he knows." It is the man who does not know and buys carelessly who causes all the credit worry. So, if for no other reason, manufacturers welcome the opportunity to work with a merchant who is keen enough to study his business and learn how to have shoes built that will increase his trade and make the account grow, because he is a better credit risk than the easy going merchant.

Retail merchants are keen to-day to learn all they can about leather and other materials which go into shoes, and are eager to get "on the band wagon" the moment they see advertised a new color or finish of leather. They study the trade papers for news of materials as they do for shoe news because they know that materials and colors are the two most important items of detail.

Nearly every big merchandising success of recent years in creating a demand and vogue for a certain leather or color has come about through a tanner-to-merchant contact. It is no secret that the more progressive tanners consult leading retail merchants when they are working on new leathers or colors, and when they are sure they are right they then advertise the product and "put it over." Other retailers then learn of it, and demand it from their manufacturers and the de-

mand and sale spreads until the vogue is firmly established.

That this is true can be proven by the many successful vogues of the past and present. And it can be utterly proved if we will stop to remember one or two attempts to "put over" certain materials and colors which were not in accord with the times and mode of dress, and which the retail merchants refused to sponsor. The attempts failed because the retail merchant knew the idea was wrong at the moment. Without his co-operation the attempt could not succeed.

A retail merchant cannot know too much about his business and the more he knows the longer he will stay in business and grow and pay his bills. To believe otherwise is to go back to the dark ages of merchandising, when buying and selling was a trickster's game of beating the other fellow in each individual transaction with no thought of the future.

Thousands of retailers know and specify materials in their merchandise to-day when buying, who ten years ago did not know what the word "chrome" meant. Thousands of merchants who have forgotten their grandmother's first name can tell you very good reasons why they want certain standard and well known names of leathers and other materials in their shoes.

Merchandising a product to-day is a problem calling for co-operative effort between the producer of the raw material, the converter into the finished product, and the retailer who distributes the goods to the consumer and creates the demand for it. And the most important phase in the whole problem is to first obtain the approval of the retail merchant.

The more retail merchants know of materials the better business they will have because they can more intelligently select the kinds of materials best suited for their trade. This is why there is such keen interest at all retail conventions in the subject of materials, their use and abuse, colors and their salability. And it is why merchants scan their trade papers for the latest news of colors and materials as reflected in the advertising pages.—Shoe Retailer.

Memorial Day Belongs to Civil War Soldiers.

Grandville, Nov. 7—It seems that some feeling has been aroused with regard to soldiers of all our wars uniting in commemoration of Memorial Day. The Grand Army rightfully feels that the day belongs to them. It was originated by that sterling citizen soldier, General John A. Logan, the Black Eagle of Illinois, in the sixties and has been loyally observed by the G. A. R. for more than half a century.

Admitting that the ranks of the Civil War veterans are woefully thinned, becoming more and more depleted as time goes on, there are yet enough of the old boys left to carry a flag, to march, and to make of the day all that its originator meant that it should be, a solemn rite in memory of the fallen heroes of the greatest American war.

There has been an attempt on the part of some to carry the idea that as the last war was the world's greatest conflict, it was also Uncle Sam's biggest fight. This, of course, is a mistake. The rebellion of the Southern States brought on the greatest war in the history of the United States.

Whereas one in about twenty-five of

the population went to the world conflict, one in seven made up the armies of the Union. Almost every Northern family furnished a soldier. In many towns when the draft came there were none to be called, every able bodied man having already volunteered.

This is not in any manner decrying the magnificent patriotism of our later soldier sons, who entered the kaiser's war to save the country and the flag. The Civil War was, to this country at least, three times the magnitude of the overseas conflict, and it might be well enough to remember this when speaking of wars in general.

Around 2,700,000 men were summoned to the defense of the country in Civil War days. The population to draw this army from was about 20,000,000. The 4,000,000 soldiers called to the colors for the kaiser's war were drawn from a population of at least 100,000,000, so that it is an easy matter to see which, to America, was the greater war.

Then, again, the Civil War extended through four years, while the kaiser's war, so far as this country was concerned lasted less than half that time. It is easy to see that our war from '61 to '65 was by large odds the greatest war this Republic ever fought.

We have with us still many thousands of survivors of that titanic struggle of the sixties for the preservation of the Union. Those survivors are the gray heroes of our greatest war and should ever be held in reverent regard by every son of America.

Memorial day was a truly Civil War product and should never be otherwise designated nor should a division of honors for that day be permitted while a single old vet of '61 is able to either walk or ride in a Memorial Day parade.

There were hot battles in France. Our boys in khaki did themselves proud on every field where they were in evidence, and America's great heart goes out in devout recognition of all that they did over there.

Nowhere in the round world has there been more hotly contested fields than on the battlegrounds of the Civil War. Go count the dead at Lookout Mountain, Chickamauga and Stone River. Where under any flag, under any sky on the globe was hotter work for liberty and Union ever witnessed than at Gettysburg, the Wilderness and Cold Harbor? These were only a few of the many battles fought in our own land, and they will compare for hot fighting and casualties with any that took place on the more modern fields of the European conflict.

The American soldier takes a back seat for no man living. The boys in blue who composed the armies of the Potomac, of Tennessee, the Cumberland and the James were the peers of any soldiers on earth. They who survive have a right to carry their heads high, and to insist that a day set apart to honor their soldier dead should never be cluttered with other issues, nor be made a part and parcel of the exercises of the soldiers and sailors, who though perhaps equally brave and self sacrificing are not members of the G. A. R.

The whole American people will strive to keep the memory of their soldiers of all wars to decorate the graves of the dead, whether that soldier wore the blue of our earlier wars or the olive drab of the Spanish and kaiser wars.

One of our fallen heroes is as dear to the American heart as another, but while a single veteran of '61 survives, give him the sole control of Memorial day, which was instituted for him and means more to that veteran with grizzled locks than all the other days in the calendar.

Old Timer.

The Man Who Travels.

Unfailing good nature and patience, with a real—not assumed—desire to please the customer by selling him the goods you are confident will meet the

requirements of his trade; never urging a customer to buy beyond his prospective needs, but allowing him to determine as to quantities.

As to a man who is just beginning to travel. He should be courteous, patient, persevering. Sustain dignity and that of the house represented. Not spend money unnecessarily, but not go looking like a tramp. Said a traveler: "If you do not respect yourself, you cannot hope to gain the respect of the trade you visit; and you cannot respect yourself if you are careless as to dress and habits. Study your customers' interests, but never forget the interests of your employer. Keep brief notes of each customer's stock and requirements, so that when you call again you are posted on these points. This knowledge will often aid in getting orders—especially if the dealer is inclined to postpone buying because he 'has not looked over his stock,' etc. If possible make a personal friend of the buyer, but do not buy his friendship. If it can be bought, it is not worth the price, as some one else can buy it away from you. On reaching a town do not be in such a hurry to get away as to leave your business unfinished, or irritate your customer by seeming to crowd him. Do not attempt to save time by approaching your customer too early in the morning. Give him time to get his mail attended to, first. As far as possible, try to have your interview with him at his convenience, rather than yours. Make your reports to your employers daily, and quite fully, especially leave nothing out of your report concerning business transacted, or prices or terms given."

Even Gas Was Condemned.

Monroe, Oct. 31—A New England newspaper published in 1816 was recently unearthed by a prowler after the quaint and curious, in which appeared an editorial offering the following objections to the use of gas for illuminating purposes:

"Artificial illumination is an attempt to interfere with the divine scheme of things which ordains that it be dark at night. Emanations of illuminating gas are injurious. Lighted streets will induce people to remain late out of doors, leading to increase of ailments by colds. Fear of darkness will vanish and drunkenness will increase. Horses will be frightened and thieves emboldened. If streets are illuminated every night such constant illumination will rob festive occasions of their charm."

It is a fact that there is still among us a disposition to look upon a good many things that make for convenience or comfort or pleasure as contrary to the divine scheme of things. Indeed, this was urged against the airplane by those who said that had it been intended for man to fly he would have been provided with wings. The automobile is condemned even now as an aid to vice.

The bright side of the story is, of course, the fact that after we had our gas light and found something better we turned to that without any considerable amount of protest about the scheme of things.

The great hope in all this is that some day we may even get rid of our fear that any wide departure looking to better understanding among men or to a more rational civilization will upset the scheme of things.

George Boyd.

Compensation.

The days are getting shorter
Just as surely as can be,
But the skirts are getting longer
So there's not so much to see.

"A Sudden Loud Noise and then—dead silence"

From a magazine called "Marketing," May issue, we quote from an article on advertising:

"Too often a firm makes up its mind to spend \$5,000 on a big bang of an advertisement. It does so. There is a sudden loud noise and then—dead silence. Nothing much has happened."

Our object in quoting this statement to the grocers of America—a statement that might cause many a grocer to nod his head, look over certain slow-moving stocks and sigh—is merely to emphasize the Postum Company's Merchandising Policy.

Which is this:

Protection for every grocer who handles POST TOASTIES, GRAPE-NUTS, INSTANT POSTUM and POSTUM CEREAL by *absolutely guaranteeing* the sale of these products.

It is not a new policy.—Over 25 successful years stand back of it.

POST TOASTIES, GRAPE-NUTS, INSTANT POSTUM and POSTUM CEREAL advertising never "blows hot and cold." It's a year-round schedule, 12 months in each and every year, in the recognized media that reach *your* customers.

The slogan "There's A Reason" has as much significance to the alert grocer who specializes in and pushes the Postum Company's Line as it has to the millions of consumers who buy POST TOASTIES, GRAPE-NUTS, INSTANT POSTUM and POSTUM CEREAL.

Postum Cereal Company, Inc.
Battle Creek, Mich.





Michigan Retail Hardware Association.
President—Charles A. Sturmer, Port Huron.
Vice-President—J. Charles Ross, Kalamazoo.
Secretary—Arthur J. Scott, Marine City.
Treasurer—William Moore, Detroit.
Directors—R. G. Ferguson, Sault Ste. Marie; George W. Leedle, Marshall; Cassius L. Glasgow, Nashville; Lee E. Hardy, Detroit; George L. Gipton, Britton.

Suggestions in Regard To Handling Sporting Goods.

Written for the Tradesman.

The measure of success which attends the sporting goods department of the hardware store is determined principally by the intelligence and effort put into its management.

Hardware dealers located in small centers of population naturally cannot expect to do as large a business in sporting goods as those more favorably situated in this respect. But it is possible for a dealer located in a sparsely populated district or in a small village to do at least relatively as good a business in sporting goods as the man whose store is located in one of the larger centers. In fact, it is possible for him to do better, for he is not surrounded by the specialized sporting goods stores.

He has, of course, to meet the competition of the mail order house. But so has the retailer in the large city. And in this respect the latter experiences a keener competition for the department store is all the more inconveniently in his midst. Buyers who live in the country towns have necessarily to wait a few days before they can receive supplies of sporting goods, but those in the large cities have the department store at their doors, and can, in a few minutes, make their purchases in person.

As, in many instances, sporting goods are needed promptly, no purchaser in the country, under circumstances like this, would think of ordering from a mail order house if he could get just what he wanted from a local dealer.

Naturally, the dealer who makes no effort commensurate with the possibilities of the sporting goods trade in his community, cannot be expected to reap much benefit from it. In other words, if he doesn't put the goods in stock, he cannot get the business. And it is possible even for him to have the stock and yet get but a small part of the business.

Sporting goods, like all other lines of merchandise, make a poor success when they are left to sell themselves. They are more disposed to eat up profit than to earn it if left to themselves. They become profitable only when they have an intelligent and energetic selling force behind them. And the more they are pushed, the quicker do they turn over.

There is no necessity for a dealer taking too much risk in handling sporting goods. Let him, in conjunction with his salespeople carefully study and estimate the purchasing possibilities of his locality; and then lay in a moderately well-assorted stock. There is no need of laying in an unduly large stock. In all lines of merchandise, as well as in sporting goods, merchants are learning that to largely anticipate their wants is not, as a rule, good business. When transportation methods were slow it was a somewhat different matter. But now, with the many convenient appliances that exist in all except the very remotest places, it is only a matter of a day or so before the average dealer in the average community can replenish his stock in any line in which he has run, or is running, short.

There is no district in America which does not offer a large field for the development of sporting goods trade, in one direction or another. In most communities, and particularly in the smaller communities, this field is most frequently cultivated by the hardware dealer. The only question is, "How best can he cultivate it?" This question, in its full details, can be best answered by the individual hardware dealer himself; for the simple reason that in no two communities are basic conditions identical.

Reference has already been made to the matter of buying. But this further can be said; the dealer who, after carefully studying the possibilities of his locality, consults constantly the reading matter and advertisements of his trade journals and the commercial travelers who call upon him, will gather a great deal of valuable information. He should aim to secure a thorough and intimate knowledge, not merely of the lines he carries in stock, but of lines for which demands may unexpectedly arise; and to keep in constant touch with the nearest sources of supply, so as to be able to promptly fill any emergency orders. He must know his customers, he must know his goods, and he must know his sources of supply.

Once he has the stock in his store, the next thing is to reach out for customers. The first step in this direction is the getting in touch with those individuals who are prospective and probable customers. An illustrated catalogue or leaflet would, where possible, be an excellent piece of advertising literature to put into the hands of the members of the sporting clubs and associations in the neighborhood. Possibly two or more hardware dealers in adjacent towns who did not compete for the same territory could join hands in preparing such a cata-



VIKING TIRES do make good

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

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

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

BROWN & SEHLER CO.

State Distributors

Grand Rapids, Mich.

Michigan Hardware Company

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICH.

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

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

logue and sharing the cost, each dealer securing a certain number of copies bearing his own imprint solely. Those to whom the possibilities of business would not warrant a catalogue might, at least, get out a printed circular.

Such advertising matter does not need to be broadcasted; though there are few homes in any community where sporting goods of one sort or another will not be in some demand. It is good policy, however, to have a carefully compiled mailing list of good prospects; and to center your fire on these.

A series of advertisements in the local newspaper, featuring different lines as they become timely, and quoting prices, will reach the general public effectively.

When advertising sporting goods, confine your advertisement to that line. Scattered shot is not as effective as a well-aimed bullet. Do not group sporting goods and other hardware lines in the same advertisement; unless, indeed, it be an advertisement appealing to the Christmas gift trade. Even then it will usually pay to feature sporting goods by themselves.

If your store is located in a town which is a resort of tourists or summer campers, or is adjacent to one, it might be a good idea to make use of posters, a few hundred of which can be obtained at a round sum from a local printer.

Too much attention cannot be given to window displays. There is scarcely any display that will so readily attract men and boys as a good window trim of sporting goods. A few good sporting pictures appropriate to the line displayed, arranged at the sides or back of the window, will usually enhance its attractiveness and effectiveness. Some of these can be obtained from sporting goods manufacturers. Old prints connected with bygone athletic events always interest.

Try to make the window displays as unique and ingenious as forethought and care can make them. A wax figure dressed in attire in keeping with the display or season helps to attract the crowd. These figures can sometimes be borrowed from clothing or dry goods stores. If the hardware dealer does not carry sporting outfits, he can often borrow these also; a card at the foot of the figure giving credit to the merchant who has loaned the clothing.

The hardware dealer will, as a rule, find it advantageous to put the sporting goods department under the direct management of one of his salespeople. One who takes a direct interest in sports is, all other things being equal, the one to choose. Put the responsibility of its success up to him, and if he is the right sort he will make it go. A commission might be offered the "manager" as a stimulus to added effort. In some stores, other salespeople or even outsiders are offered a small commission on business they may bring in.

A judicious donation of prizes for local events, for the highest scores, or the largest fish, will help secure publicity for the sporting goods department.

Service is an all important matter. In the first place, the goods must be

exactly as represented. There is, undoubtedly, a demand for a great deal of cheap stuff in certain lines, but for obvious reasons it is better that an effort be made to persuade customers to pay a little more for a better article. In whatever literature is sent out, the importance of quality should be emphasized.

A suggestion or two for the care of sporting goods will be appreciated by the customer. This suggestion might be given orally, or by printed directions. In certain lines it might be best to have the suggestions printed on slips of paper with the dealer's name at the bottom, thus serving the purpose of an advertisement as well.

A good line for the hardware dealer to handle in connection with sporting goods is photographic supplies. On holiday trips of all kinds it is now a common practice to "hunt with a camera." The line is not a difficult one to handle, and yields a good profit.

Victor Lauriston.

Big Rewards For Brains.

Cheboygan, Oct. 31—Announcement is made that since an accounting was filed by the executors, Theodore Roosevelt's estate has been increased \$50,000 by the payment of book royalties accrued before his death but only recently paid. It is probable the Roosevelt heirs will receive income for many years from this source. Good books live and are in demand long after death claims their authors.

Mark Twain's estate received one recent year from the subscription publisher of his works more than \$80,000. One book of adventure first published almost fifty years ago "goes big" among the boys of to-day and must be a source of large profit to the author's heirs, if they have managed to retain an interest in it.

Book copyrights are valuable property provided the works have value. It is just that the author have what they earn and his heirs after him. But this is contrary to the theory of not a few of the most vociferous preachers on "human rights." These people would count the author out and give the rewards to the men who had a hand in manufacturing the material book. These are the "workers," they think. Production is the work of hands alone, according to them.

But no hand ever was useful for more than fighting and scratching unless it were directed by a brain; unless somebody thought out processes by which hands might transform raw materials into consumable products. Authors of books make work for thousands in the various branches of the publishing business, and they are entitled to the major profits arising from their work. The principle runs true in all creative activities. Aladdin.

An increase in the number of lines you carry means an increase in the number of customers, but it may not mean any increase in profits.

TAKING INVENTORY

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

Henry Smith
FLORIST
139-141 Monroe St.
Rush Phones
GRAND RAPIDS, MICH.



**listen,
fellows!**

Havana tobacco is like wine. The longer it "ages" the mellow it grows. At immense cost we store large quantities of Vuelta Havana for years, just to give *Mi Lola's* their rich mildness and fragrant sweetness. It pays, because the taste of the mellow old Havana holds the trade for our dealers. Learn to say "Mi Lola." Say it at the next cigar counter. Light, puff and smile!

All shapes: Prices, 10c,
2 for 25c, 15c and 20c

Made by
MI LOLA CIGAR CO.
Milwaukee

Mi LOLA

LEWELLYN & COMPANY, Distributors
535-537 Seventh St., N. W., Grand Rapids, Mich.

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

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

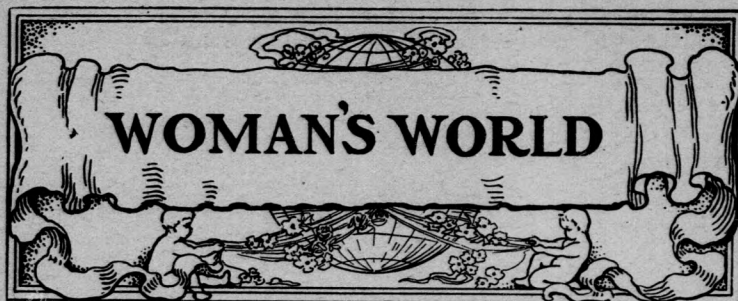
Grande Brick Co., Grand Rapids
Saginaw Brick Co., Saginaw
Jackson-Lansing Brick Co., Rives Junction



Wilmarth show cases and store fixtures in West Michigan's biggest store
In Show Cases and Store Fixtures Wilmarth is the best buy—bar none
Catalog—to merchants

WILMARTH SHOW CASE COMPANY
1542 Jefferson Avenue Grand Rapids, Michigan

Made In Grand Rapids



Will Be the Man His Parents Ordered.

Written for the Tradesman.

The mother of a little boy about five years old, of whom I happen to have seen a good deal lately, has gone away to recuperate after a "nervous breakdown." And the little boy is giving to those left in charge of him a good deal of trouble. His aunt has discovered that he uses very bad language; that he is full of malicious mischief, and generally unmanageable.

"It is too bad that he should be without a mother's care just now," one of the neighbors said to me. "He is at a critical age, and by the time she comes back I don't know what will have become of him."

"His mother is such an efficient woman; she is active in every sort of useful work in the community—president of the Woman's Club, chairman of a committee of the Board of Education, vice-president of the Civic League, and I don't know how many other activities. I don't know what we should do without her. She has just worn herself out in all these things. Where she gets the time to do so much I don't know. I have all I can do with my house and the care of my two children."

The little boy's teacher, overhearing this tribute to his mother, smiled oddly and after the other woman had passed out of hearing added her testimony:

"I found out to-day where Charley learns his bad words. He is all the time in the company of a colored nurse. I have no objection to her being colored—lots of colored women make good nurses, I suppose; though I imagine not many would have the best sort of training—but this one is an ignorant, careless, loose talking girl, with whom I never would intrust any child. I have been hearing her talk to the boy when she did not know I was listening and she showed herself the source of all his bad language."

"I don't know what to do. Charley's father seems to care nothing about the child; I tried to tell him about it but he said his wife took all the responsibility for the boy and he could not undertake to interfere, especially while she was away."

"Charley is a most lovable little fellow, but he is being spoiled now, and has been spoiled for a long time, by the example and influence of a person utterly unfit for him to associate with at all. With the right kind of companionship and guidance he could be rescued right now. By the time anybody wakes up to the situation I am afraid it will be too late."

Charley's mother will come back from her rest cure and resume her high-pressure life of incessant rushing

about in public activities. I don't suppose she will be at home any more than has been her custom ever since I have known her. She will resume her habit of getting up in the morning after breakfast in bed and after Charley has gone to school leaving her house in her automobile for some committee meeting or whatnot, rushing home for luncheon or having it down town reading a paper at the Woman's Club in the afternoon, rushing home for dinner or having that out of the house, attending a lecture or the theater or something else in the evening and "breaking down" again after the usual interval.

And Charley? He will go on as his ignorant nurse leads him, learning her vocabulary, interested in the things that interest her, getting her general view of life and the values of life.

Charley's parents are what we call "fine people." It will be inexplicable to the neighbors by and by that such a man and such a woman could have so disappointing a son. His father will not understand why the boy goes wrong at school or at college; his mother will feel that life has not repaid her for all she did in the way of hard work for the public welfare.

Those who have with discerning eyes seen the process of Charley's education since he was a baby will see no mystery in it. Charley will be—unless some miracle happens in his life—just what he has been trained to be. Never since I have known the family has he had one hour's intelligent, painstaking care; never has he had in any appreciable measure the thoughtful attention of either his father or his mother. Always he has had the society of servants, of an ignorant and totally incompetent nurse, whose only function has been to keep the child out of the way of a mother who was too busy to pay any attention to him.

Barring a miracle, of which I see no prospect, Charley will be just the sort of man that his parents from the beginning have arranged for him to be.

Prudence Bradish.

Copyrighted, 1922.)

The Investigator.

A small boy came hurriedly down the street, and halted breathlessly in front of a stranger who was walking in the same direction.

"Have you lost half a dollar?" he asked.

"Yes, yes, I believe I have!" said the stranger, feeling in his pockets. "Have you found one?"

"Oh, no," said the boy. "I just want to find out how many have been lost to-day. Yours makes fifty-five."

Don't Wait for Prosperity

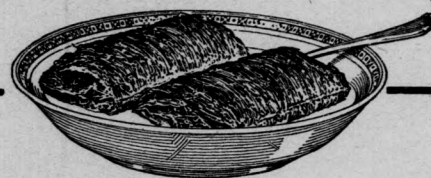
to come to you—go after it. You can make a lot of prosperity to yourself. It is largely a condition of mind. There are just as many people to be fed as before the war. You take no chances on

Shredded Wheat

You know there's a steady, constant demand for it created through years of advertising and sampling. A little co-operation on your part will easily increase that demand. Shredded Wheat is king of all breakfast cereals—a pure, clean, wholesome, whole wheat product. Always the same high quality. Sold in accordance with a fair trade policy that insures a good profit to our distributors.

MADE ONLY BY

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



DIAMOND MATCHES



THIS IS OUR TRADE MARK, and its use on a package assures quality and satisfaction to the user; a prompt sale and a fair profit to both the Retailer and the Wholesaler.



THE DIAMOND MATCH CO.

BOSTON

NEW YORK

CHICAGO

ST. LOUIS

SAN FRANCISCO

NEW ORLEANS

People Who Have Brought Fame To Kalamazoo.

Charles W. Carpenter, general manager of Gilmore Bros., is back at his desk, after a severe illness in the hospital, during which time his life was frequently in jeopardy. Mr. Carpenter has been at the head of Gilmore Bros. so long and has served the organization so well and faithfully that his absence from the post of duty is felt by every clerk in the store and noticed by every customer who crosses the threshold of the establishment. Even in his hours of physical weakness, Mr. Carpenter's personality is so strong that it permeates every heart and unconsciously influences every employe to do his level best to make up for the absence of the honored chief who has so long kept the store up to the front rank and enabled it to serve its growing constituency with such complete satisfaction and success.

In 1908 William L. Brownell, the well-known advertising writer, put out a monthly publication for a year under the name of Scrambled Eggs. The publication was hailed with delight because of its virile strength and unique originality, but for some reason it ceased to appear after its versatile editor had whetted the appetite of his readers, many of whom have never forgiven Mr. Brownell for the disappointment he gave them when he discontinued publication. Evidently as a peace offering or to stifle the accusations of a guilty conscience, he has recently issued another edition of Scrambled Eggs which is as full of solid meat as a milk fed lobster. On looking at the cover and noting the mossy bed on which the eggs are dropping, the casual observer might quickly conclude that the eggs were bad or they would not scramble so easily, but this delusion is quickly dispelled by perusing a few lines anywhere on the inside of the 32 page pamphlet which is written in the style peculiar to Mr. Brownell and which is so helpful and inspiring that it will quickly cure anything from a sore toe to a broken heart. Mr. Brownell is one of the few men in this world who has missed his calling. He is a cross between Chauncey Depew and Marshall P. Wilder and could assume the part either performed in the world without treading on their corns or encroaching on their well-earned reputations as raconteurs. As a philosophic writer, Mr. Brownell has few equals in this country. If he had devoted himself to serious writing, he could easily have taken rank with men who have attained world-wide distinction.

Kalamazoo possesses another unique character in the person of Elizabeth Porter, who is regarded in New York as the most discriminating buyer who visits the ladies ready-to-wear trade of that market. With a thorough knowledge of the requirements of every customer and with a prophetic insight which amounts to genius of a high order, she buys garments with especial reference to their adaptability to particular patrons and seldom fails to impress her customer with the discriminating judgment she exercises in each instance. When she recently

moved from her old location on Burdick street to a side street off the beaten path of business, many of her customers thought she had made a mistake; but they soon found they were the ones to be mistaken—that Miss Porter was so well grounded in the affections of her customers that she could move to Cooper or Kendall and the women who appreciate good values and the latest styles in the apparel line would make a beaten path to her door.

E. A. Stowe.

Buying Power of Farmers Improved.

The agricultural element forms so large a proportion of the country's buying power that the amount which the farmer's can spend in the last analysis really determines the measure of prosperity which we are likely to enjoy during the next twelve months. Just what the farmer's position in this respect may be at the present time is, of course, impossible of exact definition, but a consideration of the price levels of agricultural products and of other commodities appears to indicate that it is still substantially below the pre-war level. In fact, if the year 1913 be accepted as a normal one, it may be doubted if the present purchasing power of the farmers is in excess of 70 per cent. of normal, while some authorities are inclined to place it at a somewhat lower figure. Of course these estimates are for the country as a whole, ignoring the fact that there exist marked differences between different sections in which different crops predominate. For example, cotton growers with the price of their product not far from double a year ago and with cost of production probably very little higher, have unquestionably improved their position and are probably not much worse off than in 1913. Another factor which should not be lost sight of is the billion dollar increase in the value of this year's crops as compared with last year. No matter what the position of individual farmers may be, the fact remains that the agricultural community has a billion dollars more to spend than it had a year ago.

Man Wanted!

Wanted—A man for hard work and rapid promotion; a man who can find things to be done without the help of a manager and three assistants.

A man who gets to work on time in the morning and does not imperil the lives of others in an attempt to be first out of the office at night.

A man who is neat in appearance and does not sulk for an hour's overtime in emergencies.

A man who listens carefully when he is spoken to and asks only enough questions to insure the accurate carrying out of instructions.

A man who moves quickly and makes as little noise as possible about it.

A man who looks you straight in the eye and tells the truth every time.

A man who does not pity himself for having to work.

A man who is cheerful, courteous to every one and determined to "make good."

A man who, when he does not know, says, "I don't know, and when he is asked to do anything says, "I'll try."

Profit Insurance

is what you invest in when you place your order for

K C Baking Powder

The price is plainly marked on the label. Your customers accept K C at that price without question. It is never necessary for you to reduce the selling price and take a loss on K C.

Your customers get full value for their money when you offer them

K C Baking Powder

Same price for over 30 years

25 ounces for 25¢

and you can always get your

Full Margin of Profit

Millions of Pounds bought by the government.

Write us. Let us show you the greater profit in selling K C than you can get on other advertised brands.

JAQUES MFG. CO. - Chicago



Statistical Position of Cotton.

During last month the price of cotton went up about 4c per pound or \$20 per bale. The rise was apparently based on the statistical position of the commodity, production and probable consumption being taken into account. The latest official guess on the subject was issued on Thursday by the Census Bureau. It makes out a preliminary estimate of a yield of 16,750,000 bales in the whole world this year. This, added to a supposed carry-over of 9,536,000 bales, makes a total of 26,286,000 bales "of 478 pounds each," instead of the usual 500 pound bale, it being estimated that the former amount of lint is practically equivalent to a 500-pound gross weight bale. Consumption is figured on the basis of last year, some countries being expected to use more and others less this year. The total of this year's consumption is placed at 20,047,000 bales. It is evident, however, that much of the compilation is dependent on chance. Only one-quarter of the cotton year has elapsed. There may yet be a marked change in output, and everything seems to indicate such a change in consumption. The rise in the price of the raw material tends to restrict its use. In Great Britain, for instance, the Spinners' Federation stops its mill work two days a week and will, this month, take up the matter of a more drastic curtailment of output. The question has even been mooted of closing down the spinning of American cotton altogether for a month or so in order to bring down its price. The same consideration will appeal to other foreign countries where American cotton is used, and it may yet have an effect here. Meanwhile, the rise in quotations is being more than reflected in the advance on cotton goods of every description. During the past week, although the sales of fabrics were not so large and many were from second hands, prices were strongly maintained at the high levels recently set. The mills have enough to keep them busy until after the turn of the year on the orders now in hand, and could take forward orders beyond that period if they were so inclined. Knit goods and hosiery are sharing in activity.

Wool Sales and Woolen Goods.

Wool markets maintained their strong position during the past week. Auction sales abroad were notably successful from the sellers' standpoint, prices ruling high, especially for the finer wools. The pooling of Australian wools is kept up, with rigid limits as to quantities to be offered and as to upset prices, the latter being based on the "values ruling for the last three months of the 1921-22 season." Do-

mestic wool prices are up, and a fair quantity is being taken by dealers and the mills. Consumption figures in domestic mills for September, exclusive of that by the American Woolen Company and a number of other concerns, were made public by the Census Bureau on Friday. They showed the use of 57,339,994 pounds grease equivalent. This is about 7,500,000 more than in September, 1921, but a drop below those of August, 1922. About three-quarters of the wool used was combing as distinguished from clothing wool. In the goods market there is a cleaning up of odds and ends for the season, with a little more vogue for worsteds. It is curious to note that in Great Britain the demand has been especially strong for worsteds, while woolens were neglected. This has been the reverse of what was the case here until very recently. The opening of dress goods by the Pacific Mills during the last week attracted some attention, though no surprise was shown at the advance made in the price of fabrics. Sales of both men's and women's wear continue fairly good.

The Hickory Tree.

Huntington, W. Va., Nov. 7.—It is proposed to have a Hall of Fame for trees, and why not? Trees have striven in the race for supremacy just as mightily as men have striven for renown. Many entries have been suggested by the various States, the oak, pine, poplar, sugar maple and many others; if selection has not been made for West Virginia, there is one tree whose worth and renown should be preserved for all time—the hickory nut tree. It is native in this State and grows to splendid proportions in our mountains and valleys. It was the war magazine of the Indians, the first inhabitants of this land; from its sturdy fiber were made bows and arrows, spears and handles for their tomahawks, while the squaws and the squirrels vied with each other in gathering its sweet nuts for Winter food. To the pioneer white settlers it was invaluable, furnishing axles for their wagons and bows for the covered caravans; its fiber made brooms to sweep the puncheon floors, bottoms for the split-bottom chairs and splits for the most durable baskets ever made.

Who does not remember the hurry of the schoolboy to get to the big shellbark, and how proud he was when he beat the other fellow, and who has not heard of hickory nuts and hard cider on cold Winter nights around a big fire with a hickory back log? And now, even in this day when steel has taken the place of almost all wood, hickory still furnishes the spokes for wagons and automobiles and handles for the implements of man. Its name should be entered in the Hall of Fame as one of the greatest trees that ever lived.

Edmund Schon.

It is remarkable what foolish notions other people have and how they stick to them.

DuroBelle

HUMAN HAIR NETS

Have you our new three gross Metal Cabinet? It's a beauty and real salesman, working for you every day. Get one through your jobber, and display it prominently. Sales and profits will then take care of themselves.

NATIONAL TRADING COMPANY

630 SO. WABASH AVE.

CHICAGO, ILL.

November Special

28 in. BATH ROBE FLANNELS, a good assortment of patterns. Reversible, so trimming may be used from reverse side. Extra Special ----- 45c
Samples on request.

36 in. OUTING FLANNELS, in Lights only, @ ---- 16 1/2c

27 in. OUTING FLANNEL, Bcls. 10/20, about 125 yards to bundle @ ----- 13 1/2c

Quality Merchandise — Right Prices — Prompt Service

PAUL STEKETEE & SONS

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

SWEATERS
MACKINAW
HEAVY MITTENS
HOCKEY CAPS
INBAND CAPS
HIGH ROCK and
WOOL UNDERWEAR
WOOL SOX

LOOK OUT FOR WINTER!!

Daniel T. Patton & Company

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

The Men's Furnishing Goods House of Michigan

For Your November Sales

27 in. Light Outings, a heavy weight, new snappy patterns in stripes and checks, full pieces or 125 yard bcls. of 10-20 yd. shorts. An extra special @ per yard ----- 13 1/2c
32 in. Romper Cloth Shorts, 150 yd. bcls. of 10-20 yd. pieces. A nice assortment, per yard ----- 20 1/2c
42 in. Cabot Pillow Tubing ----- 30c
45 in. Cabot Pillow Tubing ----- 31 1/2c
32 in. Gingham Shorts 2-10 yd. pcs. 200 yd. bcls. All snappy Checks and small Plaids. A good sale item ----- 16 1/2c
Wash Cloths to sell for 5c—No. 1000 All Turkish size 11x11 ----- 45c
No. 1 Lace Knit size 11x11 ----- 45c
Bleached Towelings: No. CC 15 in. Twill ----- 6 1/4c
No. DD 15 in. Twill ----- 6 3/4c
Excellent numbers to retail at 10c per yard.

Our stock of Christmas Towels is large and is sure to cover your needs. Get in your order while we have the assortment.

We have IN STOCK a complete line of Hosiery, Underwear, Sweaters, Dress Shirts, Collars, Ties, Outing Pajamas and Night Shirts, Pants, Mackinaws, Flannel and Work Shirts, Boys' Furnishings, Caps, Serge and Wool Middies, Shirt Waists, Gingham Dresses, Sateen Petticoats, Ladies Outing Gowns, Etc.

GRAND RAPIDS DRY GOODS CO. WHOLESALE ONLY

PRICES CURRENT ON STAPLE DRY GOODS.

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

Dress Goods.

32 in. Wool Mixed Storm Serge	42 1/2
36 in. All Wool Storm Serge	77 1/2
44 in. All Wool Storm Serge	97 1/2
50 in. All Wool Storm Serge	1 20
French Serges proportionately,	
Danish Poplar Cloth	42 1/2
Juilliards Novelty Checks & Plaids	1 35
54 in. All Wool Coating	1 50@2 00

Linings.

30 in. Black Satine	13 1/2
36 in. Satine, black & colors	25@35
36 in. Radiant Bloomer Satin	47 1/2
36 in. Percaline	16 1/2
Windsor Cambric	11
36 in. Radiant Charmeuse	47 1/2

White Goods.

33 in. Soft Finish	20
36 in. Soft Finish	22 1/2
44 in. Soft Finish	28
54 in. Soft Finish	35
All Linen Finish 1/2 c yard more.	

Ginghams and Wash Goods.

27 in. Plain Colors	15@17 1/2
27 in. Checks & Plaids	17 1/2
32 in. Checks & Plaids	21 1/2
32 in. Checks & Plaids, better quality from	23 1/2@32 1/2
32 in. Tissues	35
39/40 in. Voiles	37 1/2
40 in. Organdies, all colors	42 1/2
32 in. Romper Cloth	22 1/2
27 in. Apron Ginghams	12 1/2@14 1/2
27 in. Cheviots	16 1/2
Plisse & Serp. Crepe, from	25
36 in. Challies	13 1/2
36 in. Madras	25
32 in. Suitings, from	22 1/2@35
27 in. Chiffon, from	32 1/2@42 1/2
27 in. Poplins	30
36 in. Poplins, from	25 @42 1/2

Percalines.

36 in. 64x60	Lights 14, Darks 15
36 in. 68x72	Lights 15 1/2, Darks 16 1/2
36 in. 80x80	Lights 19, Darks 20

Crashes.

18 in. P. Bleached	22
18 in. P. Brown	21
Other grades accordingly and less	
10% for quantities.	
16 in. Irish Imp. Br. Linen Crash	16 1/2
15 in. Bleached Toweling	06 1/2
17 in. Glass Toweling, Red Stripe	12 1/2
18 in. Absorbent Toweling	15 1/2
16 in. Blea. Linen Crash, from 18 1/2 to 20	

Diaper Cloth.

18 in. Red Star	1 15
20 in. Red Star	1 25
22 in. Red Star	1 35
24 in. Red Star	1 45
27 in. Red Star	1 70
Less 10 per cent.	

Damask.

64 in. Mercerized	67 1/2
72 in. Mercerized	82 1/2
78 in. Mercerized	45
58 in. Bates or Imp. Hol. Red Dmk.	75

Pattern Cloth.

58x72 Mercerized	1 25
Larger sizes, good qual. from 2 50@3 00	

Towels & Wash Cloths.

Turkish Towels from \$2.25@9.00 depending on size and quality, and whether plain or fancy.	
Huck Towels from 62 1/2 c@\$.60 per doz. depending on size and quality and whether part linen, hemstitched, etc.	
Wash Cloths from 45c per doz. to \$1.50 depending on size and quality and whether plain or fancy.	
Bath Sets from 75c@1.30 each.	

Draperies.

32 in. Cretonne	16 1/2
Harmony Art Cretonne	25
Normandy Silkline	19 1/2
36 in. Better Grades Cretonnes from 25c @62c, depending on quality.	
Scrim & Etamines, from	10 1/2@19 1/2
36 in. Plain & Fancy Marquisettes from 16 1/2 c@32 1/2 c, depending on quality.	
Curtain Nets from 25c@62 1/2 c, depending on width and quality.	

Blankets.

45x72 Cotton Felted Blankets	1 07 1/2
50x72 Cotton Felted Blankets	1 20
64x74 Cotton Felted Blankets	1 30
60x76 Cotton Felted Blankets	1 50
64x76 Cotton Felted Blankets	1 65
64x80 Cotton Felted Blankets	1 70
68x80 Cotton Felted Blankets	2 00
72x80 Cotton Felted Blankets	2 15
Seconds about 5 to 10% less.	
Singles and Single 2nds proportionately.	
64x76 Barlan Heather Plaid	2 00
72x80 Barlan Heather Plaid	2 20
Seconds about 5 to 10% less.	
Singles and Single 2nds proportionately.	
60x76 Plain Woolnaps	2 30
64x76 Plain Woolnaps	2 55
68x80 Plain Woolnaps	2 65
72x84 Plain Woolnaps	3 15
Seconds about 5 to 10% less.	
Singles and Single 2nds proportionately.	
60x76 Woolnap Plaids	2 50
60x80 Woolnap Plaids	2 65
68x80 Woolnap Plaids	3 25
72x84 Woolnap Plaids	3 65
Seconds about 5 to 10% less.	
Singles and Single 2nds proportionately.	

Comfortables, Indian Blankets & Bath

64x78 Blanket Comfortables	2 50
68x80 Comfortables	3 10
72x80 Comfortables	3 25
64x78 Comfortables	3 00
66x80 Comfortables	3 50
66x84 Two in one	3 50@3 75
72x90 Bath Robe Blankets with Cords, Tassels & Frogs	4 00

Crib Blankets.

30x40 Stitched	70
30x40 Scalloped	75
36x50 Stitched	1 00
36x50 Scalloped	1 10
36x50 Bound	1 37 1/2

Camp Blankets.

Camp Blankets	2 50
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Auto Robes.

Auto Robes	2 50
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Wool Blankets.

66x80 Wool Mixed	5 75@6 25
66x80 All Wool	7 50@8 50
70x80 Wool Mixed	6 50@7 50
70x80 All Wool	8 50@12 00

Comforts.

Small sizes cheap Grades	22 50
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Larger sizes, better grades

from	24 00@48 00
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Sheets.

63x90 Pequot	13 75
63x99 Pequot	15 04
72x90 Pequot	15 25
72x99 Pequot	16 69
81x90 Pequot	16 75
81x99 Pequot	18 34
63x90 Pepperell	12 25
63x99 Pepperell	13 39
72x90 Pepperell	13 45
72x99 Pepperell	14 71
81x90 Pepperell	14 35
81x99 Pepperell	15 70
72x90 Lockwood	15 25
72x99 Lockwood	16 69
81x90 Lockwood	16 75
81x99 Lockwood	18 34
Cheap Seamless Sheets	13 50
Cheap Seamed Sheets	9 00

Pillow Cases.

42x36 Pequot	3 96
45x36 Pequot	4 20
42x36 Pepperell	3 48
45x36 Pepperell	3 72
42x36 Lockwood	3 96
45x36 Lockwood	4 20
Cheap Pillow Cases	2 25

Bedspreads.

72x84 Bedspreads	1 50
Better qualities and larger sizes up to	5 00

Carpet Warp.

White	45
Colors	50

Oilcloth.

5-4 White	2 85
5-4 Meritas White	3 35
5-4 Meritas Fancy	3 25
6-4 Meritas White	4 50
6-4 Meritas Fancy	4 35

Batts.

3 lb. Quilted Cot. Batts	80 per batt
3 lb. Plain Cotton Batt	75 per batt
8 oz. Small Cotton Batt	10 1/2 per batt
10 oz. Small Cotton Batt	12 per batt
12 oz. Small Cotton Batt	16 per batt
1 lb. Wool Batts	1 45 per batt
2 lb. Wool Batts	2 50 per batt

Wide Sheetings.

7-4 Pequot Bleached	43
8-4 Pequot Bleached	48
9-4 Pequot Bleached	53
10-4 Pequot Bleached	58
7-4 Pequot Brown	38
8-4 Pequot Brown	43
9-4 Pequot Brown	48
10-4 Pequot Brown	53
7-4 Pepperell Bleached	38
8-4 Pepperell Bleached	43
9-4 Pepperell Bleached	48
10-4 Pepperell Bleached	53
7-4 Pepperell Brown	38
8-4 Pepperell Brown	43
9-4 Pepperell Brown	48
10-4 Pepperell Brown	53
7-4 Lockwood Bleached	43
8-4 Lockwood Bleached	48
9-4 Lockwood Bleached	53
10-4 Lockwood Bleached	58
7-4 Lockwood Brown	43
8-4 Lockwood Brown	48
9-4 Lockwood Brown	53
10-4 Lockwood Brown	58

Tubings.

42 in. Pepperell	30
45 in. Pepperell	31 1/2
42 in. Pequot	34
45 in. Pequot	36
42 in. Cabot	30
45 in. Cabot	31 1/2
36 in. Tubing	25

4-4 Bleached Cottons.

Lonsdale	18
Hape	17 1/2
Cabot	19
Fruit of the Loom	16 1/2
Auto	13 1/2
Big Injun	13 1/2

4-4 Brown Cottons.

Black Rock	14 1/2
Velvet	13 1/2
Giant	13 1/2
Cheaper Cottons	10 1/2@11

Cambrics & Nainsooks.

Knights	21
Berkley, 60	21
Old Glory, 60	19 1/2
Diamond Hill	15 1/2

Ticking.

Straw Ticking	15 1/2
Feather Tickings from	27 1/2@30
Fancy Satine Tickings from	29 1/2@35
36 in. Imp. Hol. Ticking	42 1/2

Denim.

220	21 1/2
240	20
260	18 1/2

Prints.

In Various colors	10 1/2
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Cheese Cloth.

36 in. Bleached Curly Gauze	06 1/2
Better Grades	07 1/2@08 1/2@10

Flags.

Small Spearheads, doz.	1 90
Larger sizes from 4x6 ft. to 10x15 ft. ranging from, each	\$2.00@3.00

Napped Goods.

25 in. White Shaker	11
27 in. White & Twill. Shaker	12 1/2@14 1/2
Cashmere Twill	16 1/2
27 in. Light Outings	13 1/2@14 1/2
27 in. Dark Outings	14 1/2@15 1/2
36 in. Light Outings	16 1/2@17 1/2
36 in. Dark Outings	17 1/2@18 1/2

Notions.

Star Snaps, gro.	60
Kohinoor Snaps, gro.	60
Willsnaps, gro.	75
Satin Pad S G Garters, doz.	2 00
Sampson fly swatters, doz.	75
Roberts needles, per M.	2 50
Stork needles, per M.	1 00
Self Threading Needles, paper	06 1/2
Steel Pins S. C., 300, per box	43
Steel Pins M. C., 300, per box	45
Brass Pins S. S., 160, per box	43
Brass Pins S. C., 300, per box	75
Brass Pins M. C., 300, per box	80
Coats Thread, doz.	59
Clarks M. E. Thread, doz.	59
J. J. Clarks Thread, doz.	56
Belding Silk, 50 yd., doz.	90
Cobro Silk net with elastic, gro.	4 50
Gainsborough Hair Nets	
Single Strand	80
Double Strand	1 00
Wolverine nets, gro.	9 00
R. M. C. Crochet Cotton, per box	75
B-4 O. N. T. Cro. Cotton, per box	90
Silkene Crochet Cotton, per box	90
Sansilk Crochet Cotton, per box	55
M & K or Dexters Knit. Cot., white, per box	1 50
Black and colors	1 75
Allies Yarn, bundle	7 50
Fleishers Knitting Worsted Skeins	2 30
Fleishers Spanish worsted balls	2 60
Fleishers Germant'n Zepher Balls	3 70
Fleishers Saxony Balls	3 70
Fleishers Knitting Worsted Balls	2 60
Fleishers Scotch & Heather Balls	2 90
Excello Suspenders, doz.	4 50
President Suspenders, doz.	4 50
President Suspenders, Ex. Heavy	6 00

Infants' Hosiery.

Cotton 1x1 Rib Hose	1 00
Combed Yarn 1x1 Rib Hose	1 85
Mercedized Lisle Hose, Cashmere	
Silk Hl. & toe, 60% Wool Hose	4 12 1/2
Silk & Wool Hose	6 12 1/2

Children's Hosiery.

B.S. No. 1 Cotton Hose	2 22 1/2
R. & F. 07 1/2	
2 Thread 200 Needle, 3 lbs. on 9 2 25/8	
R. 10 F. 05	
Misses Mercerized 300 Needle	
Combed Yarn Hose	2 25/7
R. 10 F. 05	
Misses Cot. 28 oz. Dou. card. Hose	1 25/7
R. & F. 05	
Misses Merc. 344 Needle Hose	3 35/7
R. 10 F. 05	

Ladies' Cotton & Silk Hosiery.

176 Needle Cotton Hose	1 15
220 Needle Cotton Hose	1 35
220 Nee. Co. Yarn, seam back Hose	2 50
232 "Burson" rib top	4 25
232 "Burson" rib top, out size Hose	4 50
520 "Burson" split sole Hose	4 25
220 Needle Mercerized	4 00
Pmt. 110, lisle, hem top	4 00
440 Needle full Mercerized	5 25
Fibre Silk Hose	4 62 1/2
12 Strand Pure Silk Hose	12 00
Pmt. 110 Silk & Fibre	8 50
260 N'dle 18 in fibre boot mock sm.	6 75
10 Strand 18 in. Boot Silk	9 00
Ladies' Full Fash. all silk Hose	19 50

Ladies' Fleece & Wool.

220 needle, 2 lb. combed yarn	2 25
200 needle, 2 1/2 lb. comb. yarn hose	2 50
200 n'dle, 2 1/2 lb. O.S. comb. yn. hose	3 25
176 needle out size Hose	2 50

Men's Hose.

E. & F. Hose Cotton	1 50
Record, med. weight Cotton	1 80
R. & D. Heavy Cotton Hose	1 80
176 needle Cotton Hose	1 25
200 needle combed yarn Hose	2 00
200 needle full mercedized Hose	2 85
240 needle fibre plated Hose	4 50
Pure Thread Silk Hose	6 00
Nelson's Rockford socks, bdl.	1 30
Nelson's Rockford socks, bdl.	1 45
Nelson's Rockford socks, bdl.	1 55
2 1/2 lb. Wool Sox	2 25
3 lb. Wool Sox	3 50@3 75

Childs Waists.

"Cub" Knit Waist	2 50
"Bear" Knit Waist	3 75
Muslin Waist	2 25@3 50@4 50

Boys' Underwear.

Fleece Union Suits	7 00/2
Rise	.75
Egypt Ribbed Union Suits	4 25/20
Rise	.62 1/2
"Hanes" No. 958 Ribbed U. S.	6 00/20
Rise	.62 1/2
Part Wool Union Suits, all sizes	



Egg Improvement in Missouri.

The Missouri State Marketing Bureau has a corps of twenty persons in the field holding egg candling and grading demonstrations throughout the State. Fifty towns are visited each week. It is planned that each of the four hundred towns on the exhaustive itinerary will have been reached by the end of the campaign October 1. Approximately one hundred co-operative exchanges in Northwest Missouri have already been visited by the demonstrators.

Missouri egg producers are being taught to-day as never before that competition in the egg industry is becoming so keen that they must at once co-operate in the State-wide drive for better handling and marketing of eggs. According to the State Marketing Bureau most of the loss in handling can be eliminated if all concerned will co-operate to secure better production and marketing methods.

The July issue of the Marketing Bulletin, a weekly publication which is free of cost to all Missouri farmers, is "Dedicated to Missouri Egg Producers and Buyers who are endeavoring to make Missouri Eggs Better." Eight pages of marketing and standardization information are included in the Bulletin, of which fifty thousand have been mailed out to Missouri egg producers.

Quoting from one of the leading articles in the Bulletin the Missouri State Marketing Bureau hold that "those producers whose eggs fall into the Extra and No. 1 grades should receive a higher price per dozen than the producer whose eggs fall in the lower grades." Further reference is made to buying on a graded basis by the statement that "if No. 1 wheat is worth more than No. 3 wheat, so are Extra grade eggs worth more than No. 2 grade eggs."

Quality Buying of Eggs.

It is interesting to consider what would be the effect upon the egg industry if those who purchase eggs from general farm producers at this season would be able to make a difference in paying prices equal to the difference that prevails in final consuming markets. Many of the fresh gathered eggs that arrive in New York during the fall contain a mixture of qualities ranging from full, strong bodied, fresh production down to shrunken watery eggs, some showing still more serious defects. If these inferior qualities are not deliberately mixed in by shippers they must consist of eggs held back by farmers and when country buyers pay uniform average prices the actual loss often occasioned by such holding is not ap-

parent. When the various qualities are candled out on the New York market there is a range in their value at the present time of something like 40c a dozen to say nothing of those that may be worthless.

There are practical difficulties in the way of so close a grading at interior points as would permit carrying back to the producer this full range of difference in value, but shippers who can buy under the candle could make at least three grades, of merchantable eggs, confining the first grade to full, strong bodied fresh eggs such as are wanted by high class carton trade and free from mixture with lower qualities. On this basis of grading they could make a difference in paying prices of perhaps 25@30c a dozen and producers would learn that it pays to market eggs while fresh even during a season when the price of really fresh eggs is normally advancing.

Some shippers say they cannot buy eggs on a strict quality basis because competitors refuse to do so. We believe this is a fallacy. If an appropriate grading is made the price that could be paid at this season for candled fancy fresh eggs would be so much above the average that producers could hardly afford to neglect the opportunity to sell on that basis, and the buyer who continued to pay an average value would be likely to get the undergrades only.—New York Produce Review.

Early Sale of Cull Hens Advocated.

The following advice is issued by the College of Agriculture, Cornell University:

Keeping the cull hens for the Thanksgiving market may be all right, say the poultry experts at the State College at Ithaca, but for their own good and for the good of the pullets who have to wait for room in the laying houses, it is better to get rid of the cull ones earlier.

The market around Thanksgiving usually drops, because so many wait until then to unload their old hens.

In addition, say the experts, if the pullets are expected to lay this winter when egg prices are high, they should be established in their winter quarters before winter sets in, so that they won't be disturbed as they approach maturity and egg production. On too many farms the pullets which are expected to help out the family income by laying through the winter are kept out in the cold waiting for the old hens who have served their usefulness, to be sold.

Pullets just beginning to lay are more sensitive to disturbance than old hens, and if kept out too long, may lay "off" instead of "on" when egg

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Order a bunch of **GOLDEN KING BANANAS** of

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Grand Rapids and Detroit

prices are soaring. Immature birds will profit, too, by being well housed, since good care, comfortable quarters, and plenty of food will hasten their development and their production.

God-Given Right of Birds To Live.

Grandville, Nov. 7—The dreary days of November bring thoughts of winter.

In fact, November in times past has sometimes been a winter month. Forty years ago this month snow began falling on the 7th day and continued to fall until we had good sleighing by the middle of the month and no more mild weather until the middle of the next April.

That was, indeed, a long winter, with an abundance of snow. History is said to repeat itself and we have no means of knowing how soon it may bring another such winter. The sparrows are making themselves friendly again, with the chill nights and signs of winter in the air. We are glad to welcome them, even though this small fellow is not in the good graces of the people of Michigan. Why this is so is beyond explaining, but it seems the Legislature, wishing to make a record for passing new laws against somebody or something, beheld in the sparrow an object unable to strike back and made of him an outlaw. A lady said to the writer that she supposed we had no right to feed sparrows since by so doing we were breaking the laws of the State.

This led to the thought, Ought the citizen to ever feel justified in disobeying law? Thinking back a few years we call to mind a law, a National enunciation known as the fugitive slave law, which made of the people of the North slave hunters for the South. That law was variously interpreted by the people. That it was an infamous production very few could deny. In fact there was an indignant protest went up against obeying such a prostitution of justice, leading to the celebrated underground railway which guided the fleeing slave to Canada and freedom.

In my boyhood days I often felt the blush of shame rise when I heard the Star Spangled Banner sung and realized that in this land of the free and home of the brave there existed human slavery such as no other Christian country on earth permitted. The fact that my country permitted men, women and children to be bought and sold into slavery rather discouraged my belief in the goodness of the land of Washington, a land which had fought nearly eight years for independence from what was considered the tyranny of the mother country, a tyranny which seemed to me but a drop in the bucket compared with that slavery which consigned a whole race to the vilest servitude.

The colonists, with one hand fighting for freedom for themselves against unjust taxation, with the other held hundreds of thousands of fellow beings under the lash of servitude more despicable than the dungeons of the Inquisition.

For many winters it has been the writer's privilege and good pleasure to feed the sparrows. They have responded to his call and are on most friendly terms with their benefactor. How dreary would the winter months be without the natty little sparrow to brighten the solitude. We should feel snowbound, indeed, with the sparrows left out of the deal. Fact is, the sparrow, as well as all other birds, not excluding the crow or owl, is man's friend and should be conserved and not slaughtered.

I was a farmer long enough to learn how necessary it is to the best success of farming that the birds should not be molested. The appearance of destructive grasshoppers led to the scattering of various poisons that destroys myriads of birds, so that robins died by wholesale in parts of our good commonwealth.

The right of birds to live is God-given. When we take that right away we fly in the face of the Almighty and lay up for ourselves wrath against a day of wrath.

Because of our unrighteousness where human beings were concerned the boasted free republic of America met with disaster such as had never befallen a nation before—the Civil War with its attendant slaughter and destruction of property.

The sight of the Stars and Stripes floating in mid air was an inspiration and yet in the fifties it floated over a Nation which held three million human beings in bondage.

At one time the slave trade was permitted. One instance of our own littleness has never been obliterated from the mind of the writer. A slave ship (an American ship) loaded with stolen negroes from Africa intended for our own slave markets down South, passed not far from a British man of war in midocean.

By some lucky chance three negroes escaped in a small boat and rowed toward the foreign ship. The American captain set out in pursuit, but the colored men made their way over the side of the man of war in advance of pursuers.

"I demand those men!" exclaimed the Yankee captain the moment he confronted the British commander.

"Are they American citizens?" asked the Briton.

"They belong to me. I am an American. They are my property and are valuable," vociferated the irate American officer.

"You intend to sell them into slavery, eh?" The Briton pointed to the bit of bunting flying aloft and said cuttingly: "There are no slaves under the English jack—that is my answer."

It was sufficient. A representative of a monarchy rebuking a citizen of the Great Republic where the rights of common humanity were concerned.

While such unrighteous laws as the bird enactments of Michigan exist our farmers are bound to suffer in their crops and pocketbooks.

Old Timer.

Package Freight in Containers.

Handling of package freight in containers which are locked by the shipper at his place of business and unlocked by the consignee at final destination has been begun by the New York Central between New York and Buffalo, and if the experiment proves successful will be extended to other centers. The principal advantage to the shipper lies in the insurance of such shipments against pilfering, since not only are the containers locked, but in addition they are loaded on the cars in such a position that they cannot be opened without unloading. The railroad secures the advantage of handling this class of freight with something of the same measure of economy possible in the case of bulk freight. This makes possible somewhat more favorable rates. The agitation for the use of containers for package freight has been increasing ever since the motor truck became a practical commercial vehicle, and it is to be hoped that the New York Central's experiment will prove that the advantages so often urged for the system are really to be found in practical operation.

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KEEP RECORD OF CUSTOMERS.

As Necessary To Retain Old As Make New Friends.

Without question, the strongest and most valuable of all assets any business house can claim is its "regular" and "old" patrons—patrons who are frequent visitors to the store, who come back again and again year in and year out and stand by the store through stress and strain. Such patrons afford the merchant an ever increasing flow of business and upon them the merchant can depend for a fixed volume of sales. They give to the store considerable prestige and add greatly to its good will. And yet, how few merchants give to the "old" patrons the attention they rightfully deserve, while fewer yet are putting forth any systematic effort to cultivate and build up for their store a substantial following of "faithful" patrons.

Frequently the merchant becomes so engrossed in the task of winning new trade that he seemingly forgets his "old" patrons or at least he does not accord them any special attention. Then, too, most merchants depend upon the high quality of their merchandise and the efficient and courteous treatment to hold the customer once he has been induced to patronize the store. However, these factors do not always prove sufficiently strong against all comers and the merchant finds his patrons constantly shifting. Of course, many and various reasons may be attributed to this constant shifting of patronage. Frequently "old" patrons move to another location and it becomes necessary for them to shift their patronage elsewhere, or perhaps they are lured to another store by some special offering, or perchance they have become offended, some little mistake has occurred, or some piece of merchandise has not given satisfaction but, then, no matter the "why," the point is the merchant loses a valuable patron who quite frequently withdraws his patronage and becomes well established at another store before the merchant wakes up to the fact that the customer has shifted his patronage.

During these days of keen competition, the merchant would be greatly benefited if he would inaugurate into the store's management a system whereby he could keep a constant tab upon its customers with a further feature that will enable him to more closely cement his customers to the store. It is not enough for the merchant to win patronage for his store. This, of course, is an essential and necessary part of his business activities, but once he has induced the new customer to his store he should immediately set his system to work to cement the new customer to his store and to weave a tie of friendship and good will so strong that it will not be broken upon the least provocation or pretense. Such a system, properly handled will prove exceedingly profitable, cementing both "old" and "new" customers more closely to the store, furthering good will and enabling the merchant to make more rapid strides toward business success.

Of course, this is much easier said

than done and naturally brings up the question, "how can it be done?"

In the first place, the merchant should have a complete list of the store's customers, whether they be "regulars" or just occasional customers. A record should be provided for each customer whether they are credit or cash customers. This record may be kept either upon record cards provided for that purpose or upon sheets in a loose leaf ledger. In either case, cash customers should be kept separate from credit customers. In case the loose leaf ledger system is used a separate ledger may be provided for cash customers and one for credit customers, while in the case of the card system two separate filing drawers may be provided. Whenever a new customer is added a new card or a new ledger sheet may be added for them. The form used, whether card or ledger, should be so printed as to provide for the record of the customer's purchases, showing the date upon which the purchase is made. It is not necessary that an itemized account be kept of the customer's purchases in case of the cash customer if that does not seem advisable, nor is it necessary that the salesperson make out a sales-slip in the case of the cash sale, although it is advisable. The main thing is for the management to know that the customer made a purchase, and the date, and if the present system of sales records employed by the store does not provide for a sales-slip for each sale, the merchant may provide each salesperson with small printed slips upon which may be entered the date and the name of customer waited upon, these slips being turned in to the bookkeeper for making entry upon the customer's record. The purpose of this system is to provide the merchant with such information as will enable him to know when a new customer has been added, how often each customer visited the store, and also enabling him to note when a customer may be slighting the store which, of course, would naturally arouse a suspicion that the customer has shifted his patronage elsewhere.

For inaugurating this system, the merchant would do well to set aside a definite proportion of the store's advertising allotment to be utilized exclusively for keeping in touch with patrons, for this will, indeed, be good advertising.

Whenever a new customer is added the merchant should immediately dictate a personal letter to this new customer, expressing appreciation of the business and extending an invitation to the customer to avail himself of the store's service.

At the close of each month, it would be well for the merchant to mail a message to each of the store's customers. In the case of credit customers, some note of appreciation for the month's favors may be enclosed with the monthly statement. To all cash customers whom the records show have purchased merchandise during the month, a special note of appreciation for this business may be mailed them, and then to all the customers whose names appear upon the store's records, but who have not

made a purchase during the month may be mailed a special letter, expressing disappointment in not having been able to serve them during the month, but expressing a hope that they shall visit the store during the coming month.

These records should be watched closely and when an unusually long time elapses between purchases the merchant can feel certain that the customer is drifting away and a special effort should be put forth to bring him back. A special letter may be mailed, stating to the customer that the merchant is sorry to note that the store has not been favored with the customer's trade during the past few weeks and expressing a desire to continue to be favored with the customer's trade. In these cases, a record of letters mailed to these customers should be kept. One merchant who employs a similar system, employs a series of five letters which are mailed to customers who have apparently withdrawn their trade and in keeping a record of letters as they are mailed, has provided five different colored celluloid tabs which he uses in denoting letters mailed. For example, when the first letter is sent he slips a green tab on the card and then when the second letter is mailed a red tab is placed upon the card, etc., thus showing him at a glance what letter to mail next.

This merchant removes all such records from the regular files and then when the letters bring the customer back and a sales-slip comes through showing that the customer has resumed trading with the store, the bookkeeper replaces the card in the regular files and the merchant sends the customer a letter thanking him for his business. The plan has proven wonderfully effective in holding "old" customers.

Occasionally throughout the year it may prove profitable for the merchant to mail each customer a little token of his appreciation for their trade in the form of some small gift accompanied with a personal letter of appreciation.

This plan consistently and persistently followed and properly handled will prove wonderfully effective in cementing the customer closer to the store and in weaving a tie of friendship and good will that will result in much good for the merchant. The customer appreciates knowing that his trade is appreciated and this plan should make the customer a real live booster for the store and as a result much "new" business will be derived from "old" sources.

Allow a note of warning. Don't let the system fall into a rut. That is, don't have a lot of printed letters and notes and use the same old thing over and over. If you do it, it is sure to ruin the effect of the system. See to it that each month's message is different, worded different, printed different; present it in some different manner each month, and its effect will be many fold greater.

Have you ever walked out of a store disgruntled because no one paid attention to you or seemed to know you were waiting? Did you go back there again gladly and joyfully?

Atlantic States Lose Supremacy in Manufacturing.

The manufacturing industry of the United States is slowly moving from the place of its beginning, the Atlantic frontage, toward the great interior, which produces the bulk of the manufacturing material and the fuel with which it is assembled and transformed into the finished form. The area occupying the Atlantic coast from Maine to Florida—New England, the Middle Atlantic States, the District of Columbia, Maryland, Virginia, North and South Carolina, Georgia and Florida—produced in 1919, the latest census year, slightly less than one-half of the manufacturers of the country, as against more than two-thirds a half century earlier.

This Westward movement of the manufacturing industry is chiefly into the Mississippi Valley, which produces most of the cotton and wool and iron and copper and lead and timber of the country, and also a bulk of the fuel with which it is moved to the great manufacturing centers and there transformed into manufactures. In population, that other factor in manufacturing, the Atlantic States show an increase of 137 per cent. in the last fifty years, and the other districts of the country an increase of 205 per cent. in the same period.

Most of this increase in outturn of manufactures occurs in the Mississippi Valley and especially in the States adjacent to the Great Lakes. Illinois, with its great iron and steel manufacturing establishments and plentiful coal supplies, increases its output of manufactures from \$1,120,000,000 in the census of 1900 to \$5,425,000,000 in the census of 1920; Michigan, with its great automobile manufacturing industry, advances from \$320,000,000 in the 1900 census to \$3,466,000,000 or ten times as much in 1920 as in 1900; Indiana, with the aid of its natural gas fuel, increases its outturn of manufactures from \$337,000,000 in 1900 to \$1,899,000,000 in the 1920 record; Ohio, which combines the copper and iron of Michigan and Minnesota with its own coal and labor, advances from \$749,000,000 in the 1900 census to \$5,100,000,000 in that of 1920; New York, which still shows a bigger total of manufactures than any other state, advances from \$1,872,000,000 in the 1920 record to \$8,867,000,000 in the 1920 census; Pennsylvania advanced from \$1,650,000,000 in the 1900 census to \$7,317,000,000 in 1920, and Massachusetts from \$908,000,000 in the 1900 census to \$4,001,000,000 in that of 1920. The Southern States, now transforming their cotton and iron and timber into finished form with the use of their own fuel, also show big gains, while California, with its sugar, and fruits transformed from the natural condition to manufactured form, pushes its 1920 census figure up to nearly \$2,000,000,000 against a quarter of a billion twenty years earlier.

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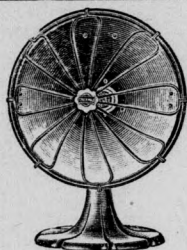
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WE offer a wide variety of our best sellers that are just the thing to brighten up your Gift Department. Compare your costs with the prices you can get for these items and you will see that they can be sold at popular prices.

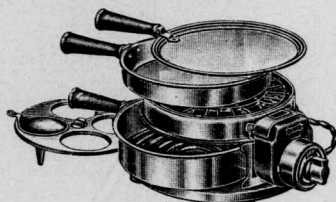
Here we show a few out of hundreds of items in our stock. Prepare for the Christmas sale, the one sure sales period of the year.



E-3952



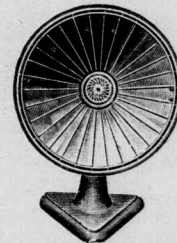
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E-9894



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86-89



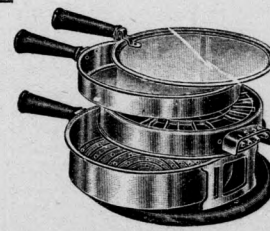
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69-99



E-9091



E-9189

The Story of the "UNIVERSAL" ELECTRIC HOME NEEDS

Goods bearing the "UNIVERSAL" Trade Mark are the greatest advertised—with the most perfect guarantee and therefore are the best for the merchant to buy because they are the easiest to sell.

All electric appliances shown are 110 volts operating on 106 to 114 volt circuit. If other voltages are required it should be so stated on each order.

	Sells For
1 only E9176—6 Cup Coffee Urn Electric	\$16.00
1 only E9179—9 Cup Coffee Urn Electric	17.50
1 only E9189—9 Cup Coffee Urn Electric	22.50
1 only E9166—6 Cup Coffee Urn Electric	22.50
1 only E9169—9 Cup Coffee Urn Electric	25.00
1 only 800—Nickel Tray 13x18 in.	10.00
1 only 800—Nickel Sugar and Creamer	11.00
1 only E947—Reversible Toaster Electric	8.00
1 only E9894—Round Grill Electric	13.50
1 only E9952—Radiator Electric	9.50
1 only E909—Sad Iron Electric	6.75
1 only E9091—Sad Iron with Switch Plug	7.50
1 only E3984—Round Grill Electric	6.00
1 only E3952—Radiator Electric	6.00
1 only 86—6 Cup Percolator Aluminum	3.50
1 only 89—9 Cup Percolator Aluminum	4.00
1 only 66—6 Cup Percolator Aluminum	4.50
1 only 69—9 Cup Percolator Aluminum	5.25
1 only 76—6 Cup Percolator Aluminum	5.00
1 only 79—9 Cup Percolator Aluminum	5.75
1 only 476—6 Cup Percolator Aluminum	5.75
1 only 479—9 Cup Percolator Aluminum	6.50
1 only 179—9 Cup Percolator Aluminum	6.25

Manufacturers established retail prices \$228.00
Manufacturers Price to Dealers 153.00

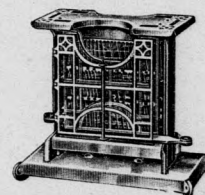
Assortment may be changed to suit your requirements or ordered in any quantity desired at same proportionate price.



E-909



E-9166



E-947

Correspondence invited but come in person if possible and see our wonderful line.



Gabby Gleanings From Grand Rapids.

Grand Rapids, Nov. 7.—A sales expert with European as well as American experience in the business of selling things insists that, in order to capture her share of South American trade, the United States must change her methods.

"In the first place," he said, "we must pay salesmen we send to South America a flat salary instead of commission. We must not expect him to produce results right away. No, and not for five or ten years. That's how England and Germany got the trade. They sent over young men in their teens to grow up in the various South American countries, to learn the language, the customs, the viewpoints, the ideas—to learn the country.

"These young men were not working on commissions, nor on large salaries either. The young Frenchman or the young Englishman often had a little private income, and was highly satisfied and pleased with the opportunity thus afforded him.

"But would a live, hustling Yankee salesman do that? Would he go to South America as a youth, with the understanding that he would remain there all his life? No, he is too ambitious. He would know he had to return to the United States to make real money. Few American firms would finance him long enough without seeing direct returns.

"The South American will not buy goods because he needs them. He must be approached properly by the salesman. He must be entertained and he must entertain. He must invite the salesman to his home and present him to his wife. They must know one another socially."

That last paragraph contains some excellent suggestions for the salesman, no matter in what country or to whom he is trying to sell goods. "The South American will not buy goods because he needs them." He must be entertained. "They must know one another socially."

While the North American and the South American, being members of different races, differ radically one from another, there are those of the North as well as of the South who will not buy goods, even though they need them, from a salesman who is not personally agreeable to them; who does not know how to approach them in the right way.

On the other hand, the salesman who makes a favorable impression on his prospective customer will often sell to him when the man had no intention of buying at the time. Not that the salesman hypnotizes or over persuades him, but his pleasing personality and genial manner induce him to buy earlier, perhaps, than he otherwise would.

W. N. Burgess, the china man, lost a light weight overcoat, some valuable papers and a \$2 bill one day last week. Some miscreant visited his car during the driver's absence.

E. E. Meyer, of Milwaukee, attended U. C. T. meeting Saturday evening. Mr. Meyer sells traveling bags for a Chicago concern and has visited Grand Rapids regularly for the past twenty-one years.

The second dance given by the U. C. T. will be held at the usual place, Knights of Columbus ball room on Saturday, Nov. 11. This being armis-

tice day, the committee in charge promises something unusual in the way of entertainment.

Joe Van Dermere lost the rear end of his car while at Greenville last week. It is suspected that a big truck smashed into it. There were no witnesses. Joe came home on the bus.

Art Borden, former chef for Paul Bunyon, will have charge of kitchen at next U. C. T. meeting. Behrman and Downey will supply the makin's and there'll be a big smoke. The Heinzelman quartet will howl, while Otis thumps the keys. Walter Burgess will relate some of his experiences in foreign countries and Walter Lypps will spring some funny stuff. Three huskies have already been selected to escort the financial secretary to the outer door if he opens up on money matters during the "feed." All things considered, a good time seems certain.

Rupert Cain, in a letter to Grand Rapids friends, speaks thusly of California where he has been visiting the past two months: "It's a wonderful country. They'll all tell you that. Every stream is a river, every tree a forest, all towns are cities and most every man you meet is a liar."

Accustomed as travelers are to many fancy dishes, broiled shad with drawn butter and potato chips was quite a surprise to members of the You-See-Tea club at the Pantlind last Saturday afternoon.

All summer long there have been complaints because the drinking fountain at the Michigan Railway depot is out of commission. Drinking water on many cars is not always as fresh as it should be.

Art Borden spent last week in Toledo.

Mr. and Mrs. Olney visited relatives in Illinois over the week end.

An excitable old gentleman boarded the interurban at Kalamazoo on Tuesday evening, bound for Grand Rapids, where he expected to take the bus for Ionia. He had miscalculated the time, as many people do, and learned to his dismay that the car arrived a few moments too late for the last bus out. The conductor was a good fellow, as are all those on the Michigan Railway. At Plainwell he left a message for the railway's agent at Grand Rapids to be telephoned to the bus line. A reply reached him at Montith Junction stating the bus for Ionia would wait for his passenger and the old man settled down quite content for the remainder of the trip. The motorman did his part by nosing into the depot a minute or two before schedule. The incident apparently was unnoticed by the three commercial travelers aboard until they go off at Grand Rapids. One of them put his arm around the conductor and told him he was a good o'd scout. The second added a compliment, while the third said, "It beats the devil; we've had cigars all day until just now when we need them most."

A well-known writer says, "I here and now confess that nine-tenths of what induces me to buy, is the ability of the seller to jolly me along. Cheerfulness and signs that you feel good, enjoy life, and are full of glee inside, are better than a letter of introduction from Mr. Rockefeller."

We are all similarly influenced by a cheerful fellow with an entertaining manner. He creates a bond of sym-

pathy between himself and his prospective customer the moment he introduces himself. A book agent of this sort calls on me occasionally, and I always buy from him whether I want what he has for sale or not. He enters my office with such an air of modest assurance, such confidence and expectancy in his bearing; he is so cheerful and interesting, that I positively cannot turn him down. He wins at the very outset by making a good impression upon me, getting my confidence, and winning my favor.

While the technique of salesmanship is important, yet it is the man behind the salesman that does the business. It

NEW MERTENS FIRE PROOF
One half block East of the Union Station
GRAND RAPIDS MICH

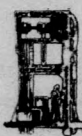
Western Hotel BIG RAPIDS, MICH.

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

A good place to stop.

American plan. Rates reasonable.

WILL F. JENKINS, Manager.



SIDNEY ELEVATORS

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

Sidney Elevator Mfg. Co., Sidney, Ohio

HOTEL WHITCOMB

St. Joseph, Mich.
European Plan

Headquarters for Commercial Men making the Twin Cities of

ST. JOSEPH AND BENTON HARBOR

Remodeled, refurnished and redecored 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.

3 Short Blocks from Union Depot and Business Center

HOTEL BROWNING

MOST MODERN AND NEWEST IN GRAND RAPIDS

ROOMS with Duplex Bath \$2.00; With Private Bath \$2.50 or \$3.00

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.

OCCIDENTAL HOTEL

**FIRE PROOF
CENTRALLY LOCATED**

Rates \$1.50 and up

EDWARD R. SWETT, Mgr.

Muskegon Michigan

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

Learn More—Earn More!

You want to start into a good position which will lead you steadily up the ladder of success.

FALL TERM SEPTEMBER 5



Michigan's most successful Business School for over a quarter century.

Why not get out of the rut? Write for our beautiful new catalog. It is free.

HANNAFORDS NEW CAFETERIA

9-11 Commerce Ave., or
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For The Past 10 Years

Prop. of Cody Hotel Cafeteria

Citizens Long Distance Service



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

20,450 telephones in Grand Rapids.

Connection with 150,000 telephones in Detroit.

USE CITIZENS SERVICE

CITIZENS TELEPHONE COMPANY

is the human power back of the mere technique that makes the sale. It is of little use to have all the qualities which make a good salesman if these qualities are not backed up by that abounding vitality that makes a man master of himself and his ability on all occasions. Yet there are a great many salesmen who do not take time enough to care for themselves properly, to keep their wonderful body machine in fine trim, in superb physical and mental condition. Good health is the secret of the clear eye and buoyant spirit; it quickens the intellect and sharpens all the wits. Many a sale has been clinched by the salesman's bright, sparkling eye, clean skin, firm step, well knit frame and manly bearing. If you would be a master salesman, look to your health.

Rapid progress is being made on the double tracking through Muskegon Heights on lines of the interurban railway.

"Grand Rapids traffic men are a mighty decent lot," says a resident of Greenville. "We of the country towns are often confused in a city like Grand Rapids and occasionally we attempt things with cars that are forbidden, all unintentionally to be sure. I have never heard of a stranger being bawled out by a Grand Rapids traffic cop if he was trying to comply with the rules. Quite different from a smart clek in Toledo recently. I was strictly in the right, but in order to save himself from his own error he gave me a line of talk that—well, we drove to another town for our night's lodging and when the family mentions Toledo I can only think of the big burley 'brute that had me at his mercy."

Some of the fellows ask why baked apples on the bill of fare at the Whitcomb Hotel are 25 cents each, when raw fruit is rotting on the ground thereabouts. With tomatoes at 75 cents per bushel the Dwan Hotel charged a quarter for a portion plain sliced. With some hotels prices never drop until some one complains.

James Bolen was fortunate last week in securing a Canadian wild goose while out hunting. Probably no other hunter from Grand Rapids has had such luck this season, as these birds are quite rare and equally cunning in evading the gunners.

Sixty per cent. of all printed matter is for the purpose of selling goods, yet printers themselves are the poorest of advertisers. Like doctors they use their own prescriptions sparingly. W. E. Guilford, of the Merchants Printing Company, Kalamazoo, in a recent address before the printers' organization of that city said: "Herein is one of the strange paradoxes of the age, an industry that is the very foundation of advertising, possessing all the facilities of the advertising profession, almost daily seeing magnificent fortunes built from their own labor, and yet, you are content to gather a few crumbs which are doled out to you from a bountiful repast of your own making. You send your devil to distribute a few blotters, with a casual remark about printing and your own precious full name in bold type, and fondly believe you are advertising. Why not let a few business principles into your advertising? That is what advertising men are doing. But you printers, you men who butter their bread, refuse to learn the lesson that is constantly before you."

Three years ago a certain large jobbing house in New York changed its method of paying salesmen. For years the basis of compensation had been straight salary. This plan was discontinued and all salesmen were placed upon a straight commission basis. Under the salary plan, the salesman did not have to worry about orders that were not placed on the day of the salesman's visit, but followed him via the mail. However, under the commission plan, these mail orders were of vital importance. This jobbing house adopted the plan of giving the

salesmen half credit on all mail orders and crediting the other half to its mail order department. It proved to be a happy solution. Salesmen found in the operation of it just the proper incentive to increase their efforts for larger personal sales, while it held their interest in business that came to the house direct. The company, on the other hand, found a way to make a better organized campaign to increase mail orders without antagonizing the salesmen. The half commission credit given to the mail-order department on mail sales from salesmen's territories more than paid the expense of maintaining the department.

In a talk before an association of sales managers recently, a noted speaker declared that in his estimation one of the most harmful individuals to-day is the preacher from the mountain top, who, when his sermon is over, goes down the other side of the hill, and proceeds to break every rule he has just voiced. It was not enough, he said, for a sales manager to think high ideals and create excellent policies, if he himself failed to live up to them. The best way to teach men is to practice every lesson in person. Allow the men to study the working out of any business procedure by assimilating it from observation. The moment a big individual in organization breaks training, the smaller ones follow like so many sheep. And the great trouble is that they do it under cover all the while assuming virtues they do not respect or possess. In the sales staff of a certain house where turnover of individuals was almost seventy per cent. every year, it was a hard and fast rule that deliveries should never be promised, unless the one who made the promise knew for a certainty that the agreement could be lived up to. It was a common practice for the executives of this house to get their men into conference and harangue them on the subject. Any salesman caught making a time promise was severely trounced in a verbal volley that could be heard all over the office. Yet there was not a junior salesman in the company who did not laugh behind his hand every time the subject was broached. They had heard with their own ears, hundreds of picturesque violations of this rule. The echo of a lecture was caught up by some executive telephoning his personal time promise.

Ed. C. Groesbeck, who represented J. S. Stearns (Ludington) on the road for twenty-two years, but who retired ten years ago to take up his residence in New York, has been in Grand Rapids for a week, visiting old friends and calling on former acquaintances. He is holding his own remarkably well for a man of his years.

Bill Pohlman (Piowaty & Sons), who has been going to Seney every fall for the past thirty-three years on a hunting trip, left last Saturday night for two weeks' respite from business cares. He took with him Emery Smith, the building contractor, and D. F. Helmer, manager of the coffee department of the Worden Grocer Company. This is Mr. Helmer's first experience in Upper Peninsula hunting and he left the city greatly elated over the opportunity thus afforded him to make an intimate acquaintance with the wilderness.

The United Motor Truck Co. has designed two new vehicles, both of which are selling faster than they can be manufactured. One is a speed wagon which sells for \$1125. The other is a taxicab which carries two passengers and a driver. One order for 1,000 taxis has been received from the Diamond Taxicab Co., of New York. The company is turning out speed wagons at the rate of one per day and taxis at the rate of four per day.

For the first time in several months Grand Rapids Council last Saturday evening gave a demonstration of the old style of concentrated pep for which they have been so famous in

years past. A fairly large number was present and participated in the debates and argued parliamentary rules in the good old Gladstonian way. The resolution to petition the Supreme Council to amend the constitution so as to include as eligible stock and bond salesmen and life insurance men was defeated on the ground that it would take away the exclusiveness of the order. Four candidates were admitted to the order, three by initiation and one by transfer from Indianapolis Council, No. 4. Those initiated were Robert P. Dalsen, representing the Phillips Co., Akron, Ohio, manufacturer of paper flour sacks; Harry T. Aldrich, representing Llewellyn & Co., Grand Rapids, wholesale grocers, and George J. Bolens representing the Welch Manufacturing Co., Grand Rapids, store fixtures. The December meeting will be called at 2:30 p. m. and end up in the evening with a smoker and stag lunch.

Russell Gish, who is a senior at the University of Michigan, spent Sunday with his parents, Mr. and Mrs. Harvey Gish, on Gladstone avenue.

H. G. McWilliams left Monday morning for an extended business trip through Illinois and Iowa.

Traveling men who make Otsego were shocked at the news of the death of Thomas Bowman, the well-known hotel keeper of that place. Mr. Bowman left on a motor trip to his mother in Canada, taking his small son with him. Some time ago he was operated on for appendicitis and compound hernia and as he stepped from the car the hernia returned. He would not permit medical assistance there, but took the train for home, telegraphing his wife to meet him in Kalamazoo with an ambulance. On his arrival he was taken at once to a hospital, but his condition was such that nothing could be done to save his life. The funeral was held from the Congregational church of Otsego and his body taken to Canada. Mr. Bowman was held in great esteem by the citizens of Otsego and the traveling public and was prominent in local lodge circles. His hotel was not only excellently managed, but both Mr. and Mrs. Bowman were cordial and attentive and will be kindly remembered by all who have been their guests.

Lee M. Bierce, Secretary of the Grand Rapids Association of Commerce, was in Harbor Springs Nov. 1, where he attended the annual meeting of the Harbor Springs Chamber of Commerce and addressed the members present at a luncheon.

Fred Hanfin (National Biscuit Co.) has removed his family from Owosso to Grand Rapids, locating at 441 South Lafayette avenue.

John B. Olney.

Proceedings of St. Joseph Bankruptcy Court.

St. Joseph, Oct. 34—In the matter of Earl Marcy, bankrupt, of Kalamazoo, an order was made by the referee calling a final meeting of creditors at his office on Nov. 10 for the purpose of passing upon the trustee's final report and account, the payment of administration expenses and the declaration and payment of a final dividend. Creditors were directed to show cause why a certificate should not be made by the referee recommending the bankrupt's discharge.

Oct. 31—In the matter of John H. Riley, bankrupt, of Niles, the first meeting of creditors was held at the referee's office. No creditors were present or represented and no claims were proved and allowed. The bankrupt was sworn and examined by the referee without a reporter, after which an order was made by the referee allowing the bankrupt's exemptions as claimed and that no trustee be appointed, whereupon the meeting was adjourned without day. Unless cause to the contrary is shown the estate will be closed at once.

Nov. 1. Based upon the petition of the Central Electric Co. and Tele-

phone Maintenance Co., of Chicago, and Lion Electric Manufacturing Co., of New York, against the Earl Electric Co., of Benton Harbor, formerly Earl & Miller, to adjudge the company bankrupt and the petition of the alleged bankrupt requesting that a receiver be appointed to continue the business pending the bankruptcy proceedings, District Judge Clarence W. Sessions appointed Willard J. Banyon, referee in bankruptcy, receiver of the alleged bankrupt with directions to continue the business. It is understood that an adjudication will take place when the time limit has expired.

Nov. 2. In the matter of Louie J. Bressin, individually and Bressin & Schad, a co-partnership, composed of Louie J. Bressin and Rocoe D. Schad, bankrupt, of Allegan, an order was entered by the referee calling the final meeting of creditors at his office, on Nov. 18 for the purpose of passing upon the trustee's final report and account, showing total receipts of \$6,251.26 and disbursements of \$295.44, and balance on hand of \$5,955.82, the payment of administration expenses, also for taking action upon contested and other claims proved and the declaration and payment of a first and final dividend. Creditors were directed to show cause why the estate should not be closed upon the payment of a first and final dividend and why a certificate should not be made by the referee recommending the bankrupt's discharge.

Nov. 3—In the matter of William Renger, Gehargus B. Renger, John Renger and Henry Renger, individually, and William Renger & Sons, co-partners, of Kalamazoo, the first meeting of creditors was held at the latter place, and Roscoe G. Goemmel of the same place was appointed trustee, his bond being fixed at \$200,000. Ralph Wagner, John Wagner and Clyde Walker, of Kalamazoo, were appointed appraisers. The bankrupts were sworn and examined by the referee and certain creditors without a reporter. Following the examination the trustee was authorized and directed to sell the entire assets of the bankrupt estate consisting of four horses, wagons and harnesses at once and without further notice to creditors. The meeting was adjourned for four weeks.

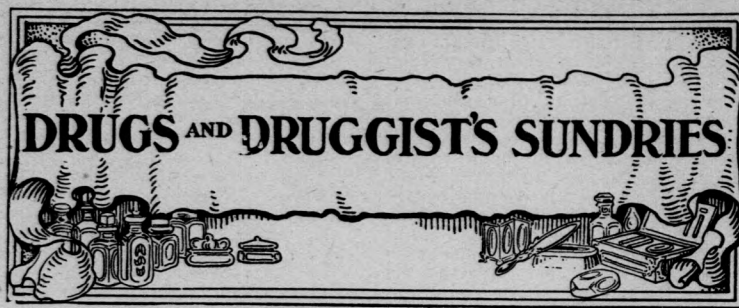
Nov. 4. In the matter of John H. Riley, bankrupt, of Niles, no cause to the contrary being shown, and no creditors requesting the appointment of a trustee an order was made closing the estate and recommending the bankrupt's discharge. The record book and files were returned to the clerk's office.

In the matter of Lewis P. Walker, bankrupt, of Hartford, an order was made by the referee directing the trustee to file his final report and account for the purpose of paying a final dividend and closing the estate.

In the matter of Cornelius Brown Co., a corporation, bankrupt, of Hopkins, the inventory and report of appraisers was filed, showing assets of the appraised value of \$1,043, whereupon an order was made by the referee directing William Watkins the trustee to sell the same at public auction at Hopkins on Nov. 20.

Detroit—The Barnes-Gibson-Raymond Inc., 6400 Miller avenue, has been incorporated to manufacture and sell springs, metal products, etc., with an authorized capital stock of \$500,000, \$150,000 of which has been subscribed and paid in cash.

Wilson Hutchins (Hazeltime & Perkins Drug Co.) is still in Manistee, superintending the inventory of the Lyman stock and arranging it in the new location of Branch 1.



Mich. State Pharmaceutical Ass'n.
 President—George H. Grommet, Detroit.
 Secretary—L. V. Middleton, Grand Rapids.
 Treasurer—E. E. Faulkner, Middleville.
 Executive Committee—J. A. Skinner, D. D. Alton and A. J. Miller.

Michigan Board of Pharmacy.
 Members—James E. Way, Jackson; Chas. S. Koon, Muskegon; H. H. Hoffman, Sandusky; Oscar W. Gorenflo, Detroit; Jacob C. Dykema, Grand Rapids; J. A. Skinner, Cedar Springs.
 President—James E. Way, Jackson.
 Secy and Treas.—Charles S. Koon, Muskegon.
 Director of Drugs and Drug Stores—H. H. Hoffman, Sandusky.
 November Meeting—Grand Rapids, Nov. 21, 22 and 23.

Serving Yeast at the Soda Fountain.

Food beverages have had much to do with the development of the soda water business. I refer especially to those that are of marked food value—for example, the egg drink. While the fact that food could be secured in liquid form has helped the fountain business to grow, it is also true that the soda fountain has had much to do with the development of certain food beverages, such as malted milk. This beverage might have gained some popularity as a beverage in the home, but it is doubtful if consumption would have reached any great volume if the dispensers of soda water had not recognized its possibilities and added the weight of their influence to that of the manufacturer of this product.

Now another food that can be served in liquid form at the soda fountain is being Nationally advertised. I refer to compressed yeast, the merits of which were exploited in the newspapers during the latter part of the past year. In the past few months many of the nutrition experts of this country have published reports of their experiments with yeast, from which we have learned that yeast is the richest known source of vitamins, which are totally lacking in many of our ordinary foods. At the same time these experts have informed us that, without this vitamin, perfect health and full vigor are impossible.

This deficiency in our normal diet can be atoned for in part by the use of yeast and many persons who are not quite physically fit for the duties of life have found it a very valuable food. Like malted milk, it is used in many of our leading hospitals where, I understand, its medicinal properties as well as its food value are appreciated.

The most convenient way of taking yeast as a food is in the form of a beverage and like egg and malted milk, it can be added to many of the fountain drinks, and produce a palatable beverage supplying one of the food elements most required by the human system. Indeed, it was only a few years ago that the food experts

discovered that the modern diet of man is deficient in vitamins. The search for a source from which this could be supplied began, and to their astonishment it was discovered that it was most abundant in yeast.

The discovery was followed with a series of actual tests which revealed the value of yeast as a food in the building up of persons who were in a run-down condition, or who, in possession of apparent health, seemed to lack "pep." Besides containing an element of food so many are in need of, yeast has proved to be easily digested, and, contrary to the prevalent idea, it does not ferment when eaten, but is digested in the same manner as all other foods—more readily than many of them.

It is now safe to say that yeast has passed its experimental stage, so far as its sale at the fountain is concerned, so that I do not longer hesitate to say that it is salable at the fountain, and more than that, it can be served to great advantage. Perhaps we are now witnessing the advent of a new food that is destined to occupy a prominent place on the fountain menu.

If you have never served yeast no doubt you have had some calls for it, and even if you have not, the demand will be easily created if you purchase a few cakes and place some signs about the fountain telling your patrons that you are serving this food in a variety of ways.

The vast majority of your customers will want live yeast, but a person who is troubled with fermentation, I am informed, should take the precaution of first dissolving the yeast in boiling water. This is termed dead yeast, while yeast that is dissolved in a cold or lukewarm solution is live yeast. You can be prepared to serve either live or dead yeast by simply having on hand a small supply of yeast that has been dissolved in boiling water. If I were making a start with yeast, I should confine myself to serving live yeast. If you have not begun to serve yeast it may prove of advantage to start at once, in a conservative way.

Most of us have had times when we realized that the lack of surplus energy left us with a tired-out feeling, forcing upon us the fact that we were lacking in pep sufficient to start out on our day's duties; plainly we knew that we were not 100 per cent. efficient. The reason of this, whether we realize it or not, is largely that the food we are eating does not supply the vitality we need. It is under such conditions that the use of yeast has produced some surprising results. Yeast seems to be Nature's source of "pep" and that explains why it is becoming so popular as a food, and also why I believe that

it is destined to develop into one of the big selling food beverages at the soda fountain. Yeast is certainly a great help to those who do not feel "quite fit" and desire something to build them up.

By means of advertising campaigns the public are being educated to the real value of yeast as a food; this in turn has created an increased demand for yeast as a food, and with the increased demand opportunity is offered to the dispenser to profit by furnishing the public with a convenient place where it can secure yeast in a convenient form at any time they desire it. As an example, here is a man who takes yeast three times a day before meals, but at the lunch hour he eats out instead of going home; therefore he must find a convenient place to secure his regular portion or go without. If this man's place of business is situated near your store and he discovers that you are prepared to serve him he is sure to become a regular customer.

One of the points in considering the advisability of serving yeast that the dispenser must take into consideration is that those who take yeast as a food are likely to take it regularly; therefore, if their patronage can be secured it means steady customers. The advertising undoubtedly will create the desire to take yeast as a food in the minds of many persons who are not situated so that they can prepare it conveniently. There are many persons traveling and constantly visiting strange cities who would, no doubt, be glad to discover a fountain where they could secure their portion. I have seen a man go to a fountain with a yeast cake that he had bought in a grocery and ask to have it put into a beverage. How much better, if he could have asked for the drink he wanted, knowing that the dispenser was prepared to serve it.

All this means opportunity for the dispensers of soda water. The demand may not seem to exist; that is, people may not come to your fountain and ask for yeast beverages; yet if you were, by the means of signs, to advise the public that you were prepared to serve yeast the results might prove surprising. Certainly there is no harm in giving yeast a trial, and the fact that you do not have a rush of orders the first day you display the signs is by no means an indication

that it does not pay to keep it. Be persistent in telling the public that you are prepared to serve the new food beverages containing yeast. Link yourself to the advertising campaign of the manufacturers and see if you cannot help create a demand and also bring the demand created by the manufacturers your way.

Yeast is eaten just as it comes, or it may be spread on either bread or crackers and served in the form of a sandwich; or it may be served dissolved in some liquid. At the fountain the most popular way of serving yeast will be to dissolve it in some fruit juice, milk or other beverage, or to put it in a beef tea or malted milk, where a warm drink is desired.

The juice of the orange makes a



VAN DAM

MANUFACTURED BY
 TUNIS JOHNSON CIGAR CO.
 GRAND RAPIDS, MICHIGAN

**If You Have Not Already Placed
 Your Order For**

Putnam's **LOWNEY'S** *Paris*

Fancy Holiday Package Chocolates

Do so AT ONCE before the best sellers are sold out.

Putnam Factory, Distributors

GRAND RAPIDS

MICHIGAN

fine solvent for yeast, while both loganberry and grape juice are very popular. Yeast will most likely be preferred in the form of a short drink. The quantity will either be a half or a whole cake. People begin with a half but soon take a whole cake at a time.

Remove the yellow label and break the cake in halves along the crease in the tin-foil wrapper and shake the yeast from the wrapper into the glass, breaking into smaller pieces with a spoon. Fill the glass about one-fourth full of liquid (syrup, milk, fruit juice, etc.) and put under the mixer. You will find that yeast dissolves readily and that no more time is consumed in its preparation than in any other food drink you serve.

Being easily dissolved, there is no difficulty in preparing each drink as it is called for, but where there is a volume of business dispensers will find it to their advantage to have the day's supply dissolved and ready to serve.

One of the favorite ways is to dissolve it in a glass of orange juice or an orange-ade. This is as long a drink as people are likely to desire. If either loganberry or grape juice is used, a three or four-ounce drink will be about right, but a longer drink can be served if the customer desires it. The charge will be based on the cost of the drink used as a base, plus the cost of the yeast, plus a reasonable profit.

A combination that is truly rich in food value, and which is quite a favorite, is secured by dissolving the yeast in milk. This may be flavored with some syrup if the customer prefers.

During the winter, when the hot urn is in operation yeast can be served in hot chocolate or in one of the bouillons, if care is taken not to have the drink too hot. Thus you see that there is a variety of ways in which

this nutritious food can be served at the fountain.

I offer a few recipes as suggestions to show the possibilities of yeast. The dispenser should be able to think of many other good combinations with these as a guide:

Malted Milk With Yeast.

There are several ways of preparing cold malted milk and yeast can be added to any of them. Break the yeast into the glass, add the other ingredients in the usual way and then mix with the electric mixer and finish in the usual way.

Health Special.

Into the mixer break an egg; into this break a cake of yeast; add a portion of ice cream; flavor with chocolate (any flavor preferred by the customer can be used); add sufficient milk to fill the glass in which the drink is to be served and mix thoroughly. Pour into a glass and sprinkle with cinnamon or spice.

Yeast Frosted Chocolate or Coffee.

These are two favorites. Break a cake of yeast into the mixer; add the desired syrup to taste; three-fourths of a glass of milk and a portion of ice cream and mix thoroughly.

Orange Yeastade.

Squeeze the juice of an orange into a glass; into this break the cake of yeast; add fine ice and whip light and creamy.

Yeast Cocktail.

Break a cake of yeast into a glass; add a quarter glass of grape juice; half a glass of ginger ale; a little ice if necessary, and then mix through with the electric mixer.

Yeast Nog.

This may be served plain or with ice cream. Break a cake of yeast into a glass; add a glass of milk, also portion of vanilla ice cream if desired, sprinkling with nutmeg or other spice.

E. F. White.

FREEZABLES

MAY WE REMIND OUR FRIENDS AND CUSTOMERS THAT THIS IS THE OPPORTUNE TIME TO ORDER FREEZABLE GOODS IN QUANTITIES SUFFICIENT TO CARRY THEM THROUGH THE WINTER MONTHS.

THE RAILROADS WILL NOT TAKE ANY FINANCIAL RESPONSIBILITY FOR LOSSES IN TRANSIT, DUE TO FREEZING OF MERCHANDISE.

THIS PUTS IT SQUARELY UP TO THE RETAIL TRADE. WE HAVE THE READY SELLERS IN STOCK, AWAITING YOUR EARLY ORDERS.

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.)	17½@ 25	Imitation	60@1 00	Aconite	@1 80
Borix (Xtal)	17½@ 25	Amber, crude	2 00@2 25	Aloes	@1 45
Carbolic	53@ 58	Amber, rectified	2 25@2 50	Arnica	@1 10
Citric	62@ 70	Anise	1 25@1 50	Asafoetida	@2 40
Muriatic	3½@ 8	Bergamont	6 00@6 25	Belladonna	@1 35
Nitric	9@ 15	Cajuput	1 50@1 75	Benzoin	@2 10
Oxalic	20½@ 30	Cassia	3 00@3 25	Benzoin Comp'd	@2 65
Sulphuric	3½@ 8	Castor	1 40@1 70	Buchu	@2 55
Tartaric	40@ 50	Cedar Leaf	1 50@1 75	Cantharides	@2 85
Ammonia		Cintronella	1 00@1 20	Capsicum	@2 20
Water, 28 deg.	10@ 18	Cocoonut	2 50@3 25	Catechu	@1 75
Water, 18 deg.	8½@ 13	Cod Liver	1 30@1 40	Cinchona	@2 10
Water, 14 deg.	6½@ 12	Croton	2 25@2 50	Colchicum	@1 80
Carbonate	20@ 25	Cotton Seed	1 25@1 35	Cubeb	@3 00
Chloride (Gran.)	10@ 20	Cubeb	8 50@8 75	Digitalis	@1 80
Balsams		Eligeron	4 00@4 25	Gentian	@1 35
Copaiba	60@1 00	Eucalyptus	90@1 20	Ginger, D. S.	@1 80
Fir (Canada)	2 50@2 75	Hemlock, pure	1 50@1 75	Guaiac	@2 20
Fir (Oregon)	60@ 80	Juniper Berries	2 00@2 25	Guaiac, Ammon.	@2 00
Peru	3 00@3 25	Juniper Wood	1 50@1 75	Iodine	@ 95
Tolu	1 10@1 40	Lard, extra	1 25@1 45	Iodine, Colorless	@1 50
Barks		Lard, No. 1	1 00@1 20	Iron, clo.	@1 35
Cassia (ordinary)	25@ 30	Lavender Flow	5 00@5 25	Kino	@1 40
Cassia (Saigon)	50@ 60	Lavender Gar'n	1 75@2 00	Myrrh	@2 50
Sassafras (pw. 45c)	@ 40	Lemon	1 75@2 00	Nux Vomica	@1 55
Soap Cut (powd.)	15@ 20	Linseed Boiled bbl.	@ 95	Opium	@3 50
Berries		Linseed bld less	1 02@1 10	Opium, Camp.	@ 85
Cubeb	1 75@1 85	Linseed, raw, bbl.	@ 93	Opium, Deodoriz'd	@3 50
Fish	25@ 30	Linseed, ra. less	1 00@1 08	Rhubarb	@1 70
Juniper	7@ 15	Mustard, artifi. oz.	@ 50	Paints.	
Pricky Ash	@ 30	Neatsfoot	1 15@1 30	Lead, red dry	13¼@13¼
Extracts		Olive, pure	3 75@4 50	Lead, white dry	13¼@13¼
Licorice	60@ 65	Olive, Malaga,	2 75@3 00	Lead, white oil	13¼@13¼
Licorice powd.	70@ 80	green	2 75@3 00	Ochre, yellow bbl.	@ 2
Flowers		Orange, Sweet	4 50@4 75	Ochre, yellow less	2½@ 6
Arnica	25@ 30	Origanum, pure	@ 250	Putty	5@ 8
Chamomile (Ger.)	50@ 60	Origanum, com'l	1 00@1 20	Red Venet'n Am.	3½@ 7
Chamomile Rom	75@1 25	Pennyroyal	2 50@2 75	Red Venet'n Eng.	4@ 8
Gums		Peppermint	4 50@4 75	Whiting, bbl.	@ 4½
Acacia, 1st	50@ 55	Rose, pure	12 00@16 00	Whiting	5½@ 10
Acacia, 2nd	45@ 50	Rosemary Flows	1 25@1 50	L. H. P. Prep.	2 60@2 75
Acacia, Sorts	25@ 30	Sandalwood, E.	10 00@10 25	Rogers Prep.	2 60@2 75
Acacia, powdered	30@ 35	Sassafras, true	1 50@1 80	Miscellaneous	
Aloes (Barb Pow)	25@ 35	Sassafras, art'l	1 00@1 25	Acetanolid	45@ 55
Aloes (Cape Pow)	25@ 35	Spearment	4 50@4 75	Alum	98@ 12
Aloes (Soc. Pow.)	70@ 75	Sperm	2 40@2 60	Alum, powd. and	09@ 15
Asafoetida	65@ 75	Tansy	16 50@16 75	ground	09@ 15
Pow.	1 00@1 25	Tar, USP	50@ 65	Bismuth, Subni-	3 55@3 75
Camphor	1 12@1 15	Turpentine, bbl.	@ 1 76½	trate	
Guaiac	@1 10	Turpentine, less	1 83@1 92	Borax xtal or	07@ 13
Guaiac, pow'd	@1 25	Wintergreen,	6 75@7 00	powdered	07@ 13
Kino	@ 75	leaf	6 75@7 00	Cantharades, po	1 75@2 00
Kino, powdered	@ 85	Wintergreen, sweet	3 25@3 60	Calomel	1 60@1 77
Myrrh	@ 80	Wintergreen, art	5 00@5 25	Capsicum	55@ 65
Myrrh, powdered	@ 85	Wormseed	5 00@5 25	Carmine	6 00@6 60
Opium	9 50@9 80	Wormwood	13 50@13 75	Cassia Buds	25@ 30
Opium, powd.	11 00@11 20	Potassium		Cloves	50@ 55
Opium, gran.	11 00@11 20	Bicarbonate	35@ 40	Chalk Prepared	14@ 16
Shellac	1 00@1 15	Bichromate	15@ 25	Chloroform	57@ 67
Shellac Bleached	1 05@1 20	Bromide	45@ 50	Chloral Hydrate	1 35@1 85
Tragacanth, pw.	2 25@2 50	Carbonate	30@ 35	Cocaine	11 60@12 25
Tragacanth	2 50@3 00	Chlorate, gran'r	23@ 30	Cocoa Butter	55@ 75
Turpentine	25@ 30	Chlorate, powd.	16@ 25	Corks, list, less	40@50%
Insecticides		or xtal	16@ 25	Copperas	2½@ 10
Arsenic	12@ 20	Cyanide	35@ 50	Copperas, Powd.	4@ 10
Blue Vitriol, bbl.	@ 7½	Iodide	4 25@4 50	Corrosive Sublim	1 54@1 71
Blue Vitriol, less	8½@ 15	Permanganate	25@ 40	Cream Tartar	35@ 45
Bordeaux Mix Dry	14@ 29	Prussate, yellow	45@ 55	Cuttle bone	55@ 75
Hellobore, White	20@ 30	Prussate, red	65@ 75	Dextrine	4½@ 15
powdered	20@ 30	Sulphate	35@ 40	Dover's Powder	3 50@4 00
Insect Powder	45@ 75	Roots		Emery, All Nos.	10@ 15
Lead Arsenate Po.	29@ 31	Alkanet	@ 40	Emery, Powdered	8@ 10
Lime and Sulphur	09½@23½	Blood, powdered	30@ 40	Epsom Ealts, bbls.	@ 3½
Dry	09½@23½	Calamus	35@ 75	Epsom Salts, less	4¼@ 09
Paris Green	30@ 43	Elecampane, powd	25@ 30	Ergot, powdered	@1 50
Leaves		Gentian, powd.	20@ 30	Flake, White	15@ 20
Buchu	1 75@1 90	Ginger, African,	55@ 60	Formaldehyde, lb.	16@ 25
Buchu, powdered	@ 2 00	powdered	60@ 65	Gelatine	1 30@1 50
Sage, Bulk	25@ 30	Ginger, Jamaica	60@ 65	Glassware, less 55%.	
Sage, ¼ loose	72@ 78	Ginger, Jamaica,	42@ 50	Glassware, full case	60%.
Sage, powdered	55@ 60	powdered	50@ 60	Glauber Salts, bbl.	@3½
Senna, Alex.	75@ 80	Goldenseal, pow.	5 50@6 00	Glauber Salts, less	04@ 10
Senna, Tinn.	30@ 35	Ipecac, powd.	@ 3 00	Glue, Brown	21@ 30
Senna, Tinn. pow.	25@ 35	Licorice	40@ 45	Glue, Brown Grd	12¼@ 20
Uva Ursi	20@ 25	Licorice, powd.	20@ 30	Glue, White	25@ 35
Oils		Oris, powdered	30@ 40	Glue, White Grd.	30@ 35
Almonds, Bitter,		Poke, powdered	30@ 35	Glycerine	24@ 32
true	10 50@10 75	Rhubarb, powd.	1 00@1 10	Hops	65@ 75
Almonds, Bitter,		Rosinwood, powd.	30@ 35	Iodine	6 06@6 51
artificial	2 50@2 75	Sarsaparilla, Hond.	1 25@1 40	Iodoform	6 75@7 20
Almonds, Sweet,		Sarsaparilla Mexican,	@ 65	Lead Acetate	18@ 25
true	1 00@1 25	ground	@ 65	Lycopodium	1 50@1 75
Seeds		Squills	35@ 40	Mace	75@ 80
Anise	33@ 35	Squills, powdered	60@ 70	Mace, powdered	95@1 00
Anise, powdered	38@ 40	Tumeric, powd.	15@ 20	Menthol	9 00@9 50
Bird, Is	13@ 15	Valeran, powd.	40@ 50	Morphine	8 70@9 60
Canary	9@ 15	Leaves		Nux Vomica	@ 30
Caraway, Po.	40 28@ 35	Buchu	1 75@1 90	Nux Vomica, pow.	15@ 25
Cardamon	1 50@1 75	Buchu, powdered	@ 2 00	Pepper black pow.	32@ 35
Celery, powd.	45 35@ 40	Sage, Bulk	25@ 30	Pepper, White	40@ 45
Coriander pow.	35 25@ 30	Sage, ¼ loose	72@ 78	Pitch, Burgundy	10@ 15
Dill	10@ 20	Sage, powdered	55@ 60	Quassia	12@ 15
Fennell	25@ 35	Senna, Alex.	75@ 80	Quinine	72@1 33
Flax	08¼@ 13	Senna, Tinn.	30@ 35	Rochelle Salts	30@ 40
Flax, ground	08¼@ 13	Senna, Tinn. pow.	25@ 35	Saccharine	@ 30
Foenugreek pow.	10½@ 15	Uva Ursi	20@ 25	Salt Peter	11@ 22
Hemp	8@ 15	Oils		Seidlitz Mixture	30@ 40
Lobelia, powd.	@ 1 25	Almonds, Bitter,		Soap, green	15@ 30
Mustard, yellow	12¼@ 20	true	10 50@10 75	Soap mott cast.	22¼@ 25
Mustard, black	15@ 20	Almonds, Bitter,		Soap, white castile	@11 50
Poppy	30@ 40	artificial	2 50@2 75	case	
Quince	2 25@2 50	Almonds, Sweet,		Soap, white castile	
Rape	15@ 20	true	1 00@1 25	less, per bar	@ 1 25
Sabadilla	20@ 30	Seeds		Soda Ash	04@ 10
Sunflower	11¼@ 15	Anise	33@ 35	Soda Bicarbonate	3½@ 10
Worm, American	30@ 40	Anise, powdered	38@ 40	Soda, Sal	03@ 08
Worm Levant	@ 4 50	Bird, Is	13@ 15	Spirits Camphor	@1 35

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 Tomatoes
Cut Lunch Herring
Boned Herring
Twine
Tallow
Olives
Peas
Pails—Tubs

AMMONIA

Arctic Brand
16 oz., 2 doz. in carton, 1.75
I X L, 3 doz., 12 oz. 3.75
Parsons, 3 doz. small 5.00
Parsons, 2 doz. med. 4.20
Parsons, 1 doz., lge. 2.85
Silver Cloud, 3 dz. sm. 4.80
Silver Cloud, 2 dz. lge. 4.00
Silver Cloud, 2 dz. lge. 6.70
One case free with five.

AXLE GREASE



48, 1 lb. 4.25
24, 3 lb. 5.50
10 lb. pails, per doz. 8.20
15 lb. pails, per doz. 11.20
25 lb. pails, per doz. 17.70

BAKING POWDERS

Calumet, 4 oz., doz. 97 1/2
Calumet, 8 oz., doz. 1.95
Calumet, 16 oz., doz. 3.85
Calumet, 5 lb., doz. 12.75
Calumet, 10 lb., doz. 19.00
K. C., 10c doz. 92 1/2
K. C., 15c doz. 1.37 1/2
K. C., 20c doz. 1.80
K. C., 25c doz. 2.30
K. C., 50c doz. 4.40
K. C., 80c doz. 6.85
K. C., 10 lb. doz. 13.50
Queen Flake, 6 oz., 1.35
Queen Flake, 50s, kegs 11
Royal, 10c doz. 95
Royal, 6 oz., doz. 2.70
Royal, 12 oz., doz. 5.20
Royal, 5 lb., 31.20
Rumford, 10c doz. 95
Rumford, 8 oz., doz. 1.85
Rumford, 12 oz., doz. 2.40
Rumford, 5 lb., doz. 12.50
Rumford, 10 lb., doz. 13.50
Rumford, 8 oz., doz. 2.25
Rumford, 16 oz., doz. 4.05
Rumford, 5 lb., 13.00
Rocket, 16 oz., doz. 1.25

BLUING

Jennings Condensed Pearl
C-P-B "Seal Cap"
3 doz. Case (15c) 3.75
Silver Cloud, 3 dz. sm. 3.80
Silver Cloud, 2 dz. lge. 3.80
with perforated crowns.
One case free with five.

BREAKFAST FOODS

Cracked Wheat, 24-2 4.85
Cream of Wheat 7.50
Pillsbury's Best Cer'l 2.20
Quaker Puffed Rice 5.45
Quaker Puffed Wheat 4.30
Quaker Brst Biscuit 1.90
Ralston Purina 4.00
Ralston Bran 2.70
Ralston Food, large 3.60
Ralston Food, small 2.90
Saxon Wheat Food 3.90
Shred. Wheat Biscuit 3.85
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
Post's Bran, 24s 2.70

BROOMS

Leader, 4 String 4.50
Standard Parlor, 23 lb. 6.50
Fancy Parlor, 23 lb. 8.00
Ex. Fancy Parlor 25 lb. 9.00
Ex. Fcy. Parlor 26 lb. 10.00
Toy 2.00
Whisk, No. 3 2.25
Whisk, No. 1 3.00
Rich & France Brands
Special 7.25
No. 24 Good Value 7.75
No. 25 Velvet 8.00
No. 27 Quality 10.25
No. 22 Miss Dandy 10.25
No. B-2 Best on Earth 9.50

BRUSHES

Scrub
Solid Back, 8 in. 1.50
Solid Back, 11 in. 1.75
Pointed Ends 1.25

DECLINED

Peanut Butter

Stove

No. 1 1.10
No. 2 1.35
No. 1 Shoe 90
No. 2 1.25
No. 3 2.00

BUTTER COLOR

Dandelion, 25c size 2.85
Nedrow, 3 oz., doz. 2.50

CANDLES

Electric Light, 40 lbs. 12.1
Plumber, 40 lbs. 12.8
Paraffine, 6s 14 1/2
Paraffine, 12s 14 1/2
Wicking 40
Tudor, 6s, per box 30

CANNED FRUIT.

Apples, 3 lb. Standard 1.75
Apples, No. 10 4.25
Apple Sauce, No. 2 2.35
Apricots, No. 1 1.90
Apricots, No. 2 2.25
Apricots, No. 10 9.00
Blackberries, No. 10 9.00
Blueberries, No. 2 2.50
Blueberries, No. 10 11.50
Cherries, No. 2 3.00
Cherries, No. 10 4.95
Cherry's, No. 10 11.50
Loganberries, No. 2 3.00
Peaches, No. 1 1.85
Peaches, No. 2 2.75
Peaches, No. 2 1/2 2.60
Peaches, 2 1/2 Cal. 3.00
Peaches, No. 10, Mich 7.75
Peaches, No. 10, Cal. 10.50
Pineapple, 1, sli. 1.85
Pineapple, 2, sli. 2.90
Pineapple, 2, Brk. sli. 2.35
Pineapple, 2 1/2, sli. 3.90
Pineapple, No. 2, crus. 2.25
Pineapp., 10, cru. 7.50
Pears, No. 2 2.25
Pears, No. 2 1/2 4.25
Plums, No. 2 2.25
Plums, No. 2 1/2 3.00
Raspberries, No. 2, blk. 3.25
Raspb's, Red, No. 10 9.75
Raspb's, Black No. 10 11.00
Rhubarb, No. 10 5.25

CANNED FISH.

Clam Ch'der, 10 1/2 oz. 1.35
Clam Ch., No. 3 3.00
Clams, Steamed, No. 1 1.75
Clams, Minced, No. 1 2.50
Finnan Haddie, 10 oz. 3.30
Clam Bouillon, 7 oz. 2.50
Chicken Haddie, No. 1 2.75
Fish Flakes, small 1.85
Cod Fish Cake, 10 oz. 1.85
Cove Oysters, 5 oz. 1.45
Lobster, No. 1 1/2, Star 5.00
Lobster, No. 1 1/2, Star 2.90
Shrimp, No. 1, wet 1.80
Shrimp, No. 1, dry 1.80
Sardines, 1/4 Oil, k. 25 4.75
Sardines, 1/4 Oil, k'less 3.85
Sardines, 1/4 Mus. 3.85
Salmon, Warrens, 1 1/2 2.75
Salmon, Warrens 1 lb. 3.90
Salmon, Red Alaska 2.75
Salmon, Med. Alaska 1.65
Salmon, Pink Alaska 1.40
Sardines, Im. 1/2, ea. 10 2.28
Sardines, Cal. 1 1/2 2.10
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 2.25
Beef, No. 1, Corned 2.65
Beef, No. 1, Roast 2.65
Beef, No. 1 1/2, Rose Sli. 1.75
Beef, No. 1 1/2, Qua. sli. 2.25
Beef, No. 1, Qua. sli. 2.35
Beef, No. 1, B'nut sli. 5.70
Beef, No. 1 1/2, B'nut sli. 3.15
Beefsteak & Onions, s 3.35
Chili Con Ca., 1s 1.35
Deviled Ham, 1/4s 2.20
Deviled Ham, 1/8s 3.60
Hamburg Steak & 3.15
Onions, No. 1 1.40
Potted Beef, 4 oz. 1.40
Potted Meat, 1/4 Libby 50
Potted Meat, 1/2 Libby 90
Potted Meat, 1/2 Rose 80
Potted Ham, Gen. 1/4 2.15
Vienna Saus., No. 1 1.35
Veal Loaf, Medium 2.30
Derby Brands in Glass.
Ox Tongue, 2 lb. 13.00
Sliced Ox Tongue, 1/4 4.30
Calf Tongue, No. 1 5.50
Lamb Tongue, Wh. 1s 60
Lamb Tongue, sm. sli. 1.60

Lunch Tongue, No. 1 5 50

Lunch Tongue, No. 1 5 50
Deviled Ham, 1/2 3.00
Vienna Sausage, sm. 1.90
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 2.00

Baked Beans

Beechnut, 16 oz. 1.30
Campbells 1.15
Climatic Gem, 13 oz. 95
Fremont, No. 2 1.15
Snider, No. 1 90
Snider, No. 2 1.30
Van Camp, Small 1.10
Van Camp, Med. 1.65

CANNED VEGETABLES.

Asparagus.
No. 1, Green tips 3.90
No. 2 1/2, Lge. Gr. 3.75
Wax Beans, 2s 1.35
Wax Beans, No. 10 6.00
Green Beans, 2s 1.60
Green Beans, No. 10 8.25
Lima Beans, No. 2 Gr. 2.00
Lima Beans, 2s, Soaked 95
Red Kid, No. 2 1.30
Beets, No. 2, wh. 1.60
Beets, No. 2, cut 1.25
Beets, No. 3, cut 1.40
Corn, No. 2, St. 1.00
Corn, No. 2, Ex-Stan. 1.55
Corn, No. 2, Fan 1.60
Corn, No. 2, Fy. glass 3.25
Corn, No. 10 7.25
Hominy, No. 3 1.15
Okra, No. 2, whole 1.90
Okra, No. 2, cut 1.60
Dehydrated Veg Soup 90
Dehydrated Potatoes, lb 45
Mushrooms, Hotels 38
Mushrooms, Choice 48
Mushrooms, Sur Extra 65
Peas, No. 2, E.J. 1.25
Peas, No. 2, Sift. 1.60
Peas, No. 2, Ex. Sift. 2.10
Peas, E. J. 1.90
Peas, Ex. Fine, French 32
Pumpkin, No. 3 1.45
Pumpkin, No. 10 3.75
Pimentos, 1/4, each 15
Pimentos, 1/2, each 27
Sw't Potatoes, No. 2 2.15
Sauerkraut, No. 3 1.85
Succotash, No. 2 1.60
Succotash, No. 2, glass 3.45
Spinach, No. 1 1.35
Spinach, No. 2 1.35
Spinach, No. 3 2.15
Spinach, No. 10 6.00
Tomatoes, No. 2 1.30
Tomatoes, No. 3 1.90
Tomatoes, No. 2 glass 2.25
Tomatoes, No. 0 5.25

CATSUP.

B-nut, Large 2.95
B-nut, Small 1.80
Libby, 14 oz. 2.90
Libby, 8 oz. 1.90
Van Camp, 8 oz. 1.75
Van Camp, 16 oz. 2.75
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 35
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 30
Wisconsin Flats 29
Wisconsin Daisy 29
Longhorn 29
Michigan Full Cream 29
New York full cream 30
Sag Sago 35

CHEWING GUM

Adams Black Jack 65
Adams Bloodberry 65
Adams Calif. Fruit 65
Adams Sen Sen 65
Beeman's Pepsin 65
Beechnut 70
Doublemint 65
Juicy Fruit 65
Peppermint, Wrigleys 65
Spearmint, Wrigleys 65
Spic-Spanns Mxd Flavors 65
Wrigley's P-K 65
Zeno 65

CHOCOLATE.

Baker, Caracas, 1/4s 35
Baker, Caracas, 1/4s 33
Baker, Premium, 1/4s 35
Baker, Premium, 1/4s 32
Baker, Premium, 1/4s 32
Hersheys, Premium, 1/4s 35
Hersheys, Premium, 1/4s 36
Runkle, Premium, 1/4s 34
Runkle, Premium, 1/4s 37
Vienna Sweet, 24s 1.75

COCOA.

Baker's 1/4s 40
Baker's 1/4s 42
Bunte, 1/4s 43
Bunte, 1/4s 35
Bunte, 1/4s 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, 1/4s 33
Hersheys, 1/4s 28
Huyler 36
Lowney, 1/4s 40
Lowney, 1/4s 40
Lowney, 1/4s 38
Lowney, 5 lb. cans 31
Van Houten, 1/4s 75
Van Houten, 1/4s 75

COCOANUT.

1/4s, 5 lb. case Dunham 50
1/4s, 5 lb. case 48
1/4s & 1/2s, 15 lb. case 49
Bulk, barrels Shredded 22
96 2 oz. pkgs., per case 8.00
48 4 oz. pkgs., per case 7.00

CLOTHES LINE.

Hemp, 50 ft. 1.50
Twisted Cotton, 50 ft. 1.75
Braided, 50 ft. 2.75
Sash Cord 3.75

COFFEE ROASTED

Bulk
Rio 16 1/2
Santos 23 1/2
Maracaibo 26
Guatemala 26
Java and Mocha 39
Bogota 27
Peaberry 26
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 50 pkgs. 4.25
Hummel's 50 1 lb. 09 1/2

CONDENSED MILK

Eagle, 4 doz. 9.00
Leader, 4 doz. 5.60

MILK COMPOUND

Hebe, Tall, 4 doz. 3.70
Hebe, Baby, 8 doz. 3.60
Caroline, Tall, 4 doz. 3.35
Caroline, Baby 3.25

EVAPORATED MILK

Carnation, Tall, 4 doz. 5.25
Carnation, Baby, 8 doz. 5.15
Every Day, Tall 5.25
Every Day, Baby 3.95
Goshen, Tall 5.00
Goshen, Gallon 4.75
Oatman's Dun, 4 doz. 5.25
Oatman's Dun, 8 doz. 5.15
Pet, Tall 5.15
Pet, Baby, 8 doz. 5.15
Silver Cow, Tall 5.25
Silver Cow, Baby 5.15
Van Camp, Tall 5.25
Van Camp, Baby 3.95
White House, Tall 4.85
White House, Baby 4.75

CIGARS

Lewellyn & Co. Brands
Mi Lola
Capitol, 50s 125.00
Favorite, 50s 115.00
Victory, 50s 95.00
Buckeye, 50s 75.00
Panetela, 50s 75.00
LaSoreta (smokers) 70.00
Red-O, 100s 37.50
Swift 95.00
Perfecto, 50s 95.00
Biunts, 50s 75.00

Worden Grocer Co. Brands

Harvester Line.
Kiddies, 100s 37.50
Record Breakers, 50s 75.00
Delmonico, 50s 75.00
Epicure Panetela, 50s 75.00
Perfecto, 50s 95.00

The La Azora Line.

Agreement, 50s 58.00
Washington, 50s 75.00
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
Orig Favorita, 50 135.00
Original Queens, 50s 150.00
Worden Special, 25s 185.00
A. S. Valentine Brands.
Little Valentines, 100 37.50
Victory, 50, Wood 75.00
De Lux Inv., 50, Wd. 95.00
Royal, 25, Wood 112.00
Abram Clark, 50 wd 58.00
Alvas, 1-40, Wood 125.00

Webster Cigar Co.

Plaza, 50s, Wood 95.00
Belmont, 50s, Wood 110.00
St. Reges, 50s, Wood 125.00
Vanderbilt, 25s, Wd. 140.00

Ignacia Haya

Extra Fancy Clear Havana
Made in Tampa, Fla.
Delicades, 50s 115.00
Manhattan Club, 50 135.00
Bonita, 50 150.00
Corono, 25s 240.00

Starlight Bros.

La Rose De Paris Line
Caballeros, 50s 70.00
Rouse, 50s 115.00
Peninsular Club, 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

Our Nickel Brands

Tiona, 100 31.00
New Currency, 50s 35.00
New Pantella, 100 37.50

Cheroots

Old Virginia, 100s 20.00

Stogies

Home Run, 50, Tin 18.50
Dry Slits, 100s 26.50

CIGARETTES.

One Eleven, 15 in pkg 96
Beechnut, 20, Plain 5.65
Home Run, 20, Plain 6.00
Yankee Girl, 20, Plain 6.00
Sunshine, 20, Plain 6.00
Red Band, 20, Plain 6.00
Stroller, 15 in pkg. 96
Nebos, 20, Plain 7.00
Camels, 20, Plain 6.40
Relu, 20, Plain 7.80
Lucky Strike, 20s 6.40
Sweet Caporal, 20, pl. 6.90
Windsor Castle, 20 8.00
Chesterfield, 10 & 20, Pl. 6.30
Piedmont, 10 & 20, Pl. 6.30
Spur, 20, Plain 6.00
Sweet Tips, 20, Plain 7.50
Idle Hour, 20, Plain 7.50
Omar, 20, Plain 3.00
Falks Havana, 20, Pl. 9.75
Rich'd S Cut, 20, pl. 10.00
Rich'd S Cut, 20, ck. 10.00
Fatima, 20, Plain 8.30
Helmur, 20, Plain 10.50
English Ovals, 20, Pl. 10.50
Turkish Trop., 10 ck 11.50
London Life, 10, cork 11.50
Helmur, 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
Melachrin, No. 9, 10, cork or plain 16.00
Melachrin, No. 9, 20, cork or plain 16.00
Melach'o, No. 9, 10, St. 16.50
Melach'o, No. 9, 20, St. 16.50
Natural, 10 and 20, 16.00
Markoff, No. 15, 10, cork 16.00
Pall Mall Rd., 20, pl. 21.00
Benson & Hedges, 10 20.00
Rameses, 10, Plain 17.50
Milo Violet 10, Gold 20.00
Detties, 10 21.00
Condex, 10 22.00
Phillips Morris, 10 21.00
Brenning, 10, Pl. 28.00
Penhasador, 10 30.00
Benson & Hedges
Tuberettes 55.00

CIGARETTE PAPERS.

Riz La Croix, Wh., dz. 48
Riz La Wheat Br., dz. 48
Riz Tam, Tam, pr doz. 42
Zig Zag, per 100 7.25

TOBACCO—FINE CUT.

Liggett & Myers Brands
Hiawatha, 10c, doz. 96
Hiawatha, 16 oz., dz. 11.00
Red Bell, 10c, doz. 96
Red Bell, 35c, doz. 2.95
Red Bell, 75c Pails dz. 7.40
Sterling, 10c, doz. 96
Sweet Burley, 10c, dz. 96
Sweet Burley, 40c, foil 3.85
Swt. Burley, 95c Dun. 8.50
Sweet Cuba, 10c, dz. 96
Sweet Cuba, 40c, doz. 3.85
Sweet Cuba, 95c Pail 8.50
Sweet Orange, 10c, dz. 96

Scotten Dillon & Co. Brand

Dan Patch, 10c, doz. 90
Dan Patch, 16 oz., dz. 7.50
Ojibwa, 10c, doz. 96
Ojibwa, 35c, doz. 96
Ojibwa, 35c, doz. 8.50
Ojibwa, 90c, doz. 96
Sweet Mist, 10c, doz. 96
Uncle Daniel, 10c, doz. 96
Uncle Daniel, 16 oz. 10.20

J. J. Bagley & Co. Brands.

Mayflower, 16 oz., dz. 15.00

P. Lorillard Brands

Pioneer, 10c, doz. 96
Tiger, 10c, doz. 96
Tiger, 50c, doz. 4.80

Weyman Bruton Co. Brand

Right Cut, 10c, doz. 95
W-B Cut, 10c, doz. 95

PLUG TOBACCO.

American Tobacco Co. Brands.

Amer. Navy, 10c doz. 1.00
Amer. Navy, per plug 64
Jolly Tar, 24, per plug 16
Gold Rope, 10c, doz. 1.00
Boot Jack, 15c, doz. 1.44
Piper Heidsieck, 10c 99
Piper Heidsieck, 20c 1.92
Spear Head, 10c cuts 1.00
Spear Head, per plug 68
Square Deal, per plug 64
Standard Navy, 8 pig 61
Town Talk, per plug 56

Liggett & Meyers Brands.

Summertime, 65c Pails 6 50
Sweet Tip Top, 10c, doz. 96
Velvet, Cut Plug, 10c 96
Velvet, Cut Plug, 10c 96
Velvet, Cut Plug, 10c 96
Velvet, C. Pl., 16 oz. 84
Yum Yum, 10c, doz. 96
Yum Yum, 10c, doz. 96

P. Lorillard's Brands.
Beechnut Scrap, doz. 96
Buzz, L. C., 10c, doz. 96
Buzz, L. C., 35c, doz. 3 30
Buss, L. C., 80c, doz. 7 90
Chips, P. C., 10c, doz. 96
Honest Scrap, doz. 96
Open Book Scrap, doz. 96
Vag, Cut L., 10c, doz. 96
Union Leader, 10c tin 96
Union Leader, 50c tin 4 80
Union Leader, 1 tin 9 60
Union Leader, 10c, doz. 96
Union Leader, 15c, doz. 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 00
G. O. P., 10c, doz. 96
Loredo, 10c, doz. 96
Peachy, Do. Cut, 10c 96
Peachy Scrap, 10c tin 96
Peninsular, 10c, doz. 96
Peninsular, 8 oz., doz. 3 00
Reel Cut Plug, 10c, doz. 96
Union Workman Scrap, 10c, doz. 96
Way Up, 10c, doz. 96
Way Up, 8 oz., doz. 3 25
Way Up, 16 oz., doz. 7 10
Way Up, 16 oz. pails 7 10
Yankee Girl Scrap, 10c 96

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

J. J. Bagley & Co. Brands.
Broadleaf, 10c 96
Buckingham, 10c, doz. 96
Buckingham, 15c tin 1 44
Gold Shore, 15c, doz. 1 44
Hazel Nut, 10c, doz. 96
Kleko, 25c, doz. 2 40
Old Colony, Pl. C. 17c 1 53
Old Crop, 50c, doz. 4 80
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, 10c, doz. 96
New Factory Pails, doz 7 60

Schmidt Bros. Brands
Eight Bros., 10c, doz. 96
Eight Bros., Pails, doz. 8 40

R. J. Reynolds Tobacco Co. Brands.

George Washington, 10c, doz. 96
Old Rover, 10c, doz. 96
Our Advertiser, 10c, 96
Prince Albert, 10c, doz. 96
Prince Albert, 17c, doz. 1 53
Prince Albert, 8 oz. 6 72
Prince Albert, 8 oz. 8 88
Prince Albert, 16 oz. 12 96
Stud, Gran. 4c, doz. 4 80
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, 60c 6 60

Perique, 25c, per doz. 2 25

Serene Mixture, 16c 1 60

Serene Mixture, 8 oz. 7 60

Serene Mixture, 16 oz. 14 70

Tareyton London Mixture, 50c, doz. 4 00

Vintage Blend, 16c 2 30

Vintage Blend, 80 tins 7 50

Vintage Blend, \$1.55 tins, doz. 14 70

Superba Tobacco Co. Brands.

Sammy Boy Scrap, dz 96

Cigar Clippings

Havana Blossom, 10c 96

Havana Blossom, 40c 3 95

Knickerbocker, 6 oz. 3 00

Lieberman, 10c, doz. 96

W. O. W., 6 oz., doz. 3 00

Royal Major, 10c, doz. 96

Royal Major, 6 oz., doz. 3 00

Royal Major, 14 oz. dz 7 20

United States Tobacco Co. 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 52

Dill's Best, 16c, doz. 1 52

Dill's Best, 17c Tins 1 52

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 Pails

Standard 16

Jumbo Wrapped 18

Pure Sugar Stick, 600's 4 20

Big Stick, 20 Lb. case 18

Mixed Candy Pails

Kindergarten 18

Leader 16

X. L. O. 13

French Creams 18

Cameo 19

Grocers 11

Fancy Chocolates

Bittersweets, Ass'ted 1 75

Choc. Marshmallow Dp 1 60

Milk Chocolate A. A. 1 95

Nibble Sticks 2 00

Primrose Choc. 1 25

No. 12 Choc. 1 60

Chocolate Nut Rolls 1 90

Gum Drops Pails

Anise 17

Orange Gums 17

Challenge Gums 14

Favorite 20

Superior 19

Lozenges. Pails

A. A. Pep. Lozenges 16

A. A. Pink Lozenges 16

A. A. Choc. Lozenges 17

Motto Hearts 19

Malted Milk Lozenges 21

Hard Goods. Pails

Lemon Drops 18

O. F. Horehound Dps. 18

Anise Squares 18

Peanut Squares 20

Horehound Tablets 20

Pop Corn Goods.

Cracker Jack, Prize 3 75

Checkers, Prize 3 75

Cough Drops

Putnam's 1 30

Smith Bros. 1 50

Package Goods

Creamery Marshmallows

4 oz. pkg. 12s, cart. 95

4 oz. pkg. 48s, case 3 75

Specialties.

Arcadian Bon Bons 19

Walnut Fudge 23

Pineapple Fudge 21

Italian Bon Bons 18

National Cream Mints 25

Silver King M. Mallows 30

CRISCO.

36s, 24s and 12s.

Less than 5 cases 21

Five cases 20 1/2

Ten cases 20

Twenty-five cases 19 1/2

Less than 5 cases 20 1/2

Five cases 19 1/2

Ten cases 19 1/2

Twenty-five cases 19

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 print front cover is furnished without charge.

CREAM OF TARTAR

6 lb. boxes 38

DRIED FRUITS

Apples

Evap'd. Choice, blk. 13

Apricots

Evaporated, Choice 32

Evaporated, Fancy 36

Citron

10 lb. box 46

Currants

Package, 15 oz. 25

Boxes, Bulk, per lb. 25

Peaches

Evap. Fancy, Unpeeled 21

Peel

Lemon, American 26

Orange, American 28

Raisins

Seeded, bulk 16

Seeded, 15 oz. pkg. 16

Seedless, Thompson 16

Seedless, 1 lb. pkg. 16

California Prunes

90-100 25 lb. boxes @12

80-90 25 lb. boxes @12 1/2

70-80 25 lb. boxes @13 1/2

60-70 25 lb. boxes @15

50-60 25 lb. boxes @16

40-50 25 lb. boxes @18

30-40 25 lb. boxes @21

FARINACEOUS GOODS

Beans

Med. Hand Picked 07 1/2

Cal. Limas 10

Brown, Swedish 08

Red Kidney 10

Farina

24 packages 2 10

Bulk, per 100 lbs. 06 3/4

Hominy

Pearl, 100 lb. sack 2 50

Macaroni

Domestic, 20 lb. box 07 1/2

Domestic, broken bbls. 06 1/2

Armours, 2 doz. 1 60

Fould's, 2 doz., 8 oz. 1 80

Quaker, 2 doz. 1 85

Pearl Barley

Chester 4 75

Peas

Scotch, lb. 07 1/2

Split, lb. 07 1/2

Sago

East India 08

Tapioca

Pearl, 00 lb. sacks 07 1/2

Minute, 8 oz., 3 doz. 4 50

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 gross, wood 7 50

Hooks—Kirby

Size 1-12, per 1,000 1 05

Size 1-10, per 1,000 1 20

Size 2-10, per 1,000 1 45

Size 3-10, per 1,000 2 10

Size 4-10, per 1,000 2 10

Size 5-10, 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

Turpeneless

Pure Lemon

Per Doz.

7 Dram 1 35

14 Ounce 1 75

2 Ounce 2 75

2 1/2 Ounce 3 00

2 1/2 Ounce 3 25

4 Ounce 5 00

8 Ounce 8 50

7 Dram, Assorted 1 35

1 1/2 Ounce, Assorted 1 75

FLOUR AND FEED

Valley City Milling Co.

Lily White, 1/2 Paper sack

Harvest Queen, 2 1/2 Light Loaf Springs

Wheat, 2 1/2s

Roller Champion 2 1/2s

Snow

SALT

Colonial 24, 2 lb.	90
Med. No. 1, Bbls.	2 70
Med. No. 1, 100 lb. bag	90
Farmer Spec., 70 lb.	90
Packers Meat, 56 lb.	56
Packers for ice cream	95
100 lb. each	95
Blocks, 50 lb.	47
Butter Salt, 280 lb. bbl.	4 50
Baker Salt, 280 lb. bbl.	4 25
100, 3 lb. Table	6 07
60, 5 lb. Table	5 57
30, 10 lb. Table	5 30
28 lb. bags, butter	48



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

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 80
Flake White, 100 box	5 00
Fels Naptha, 100 box	5 60
Grdama White Na. 100s	4 90
Rub No More White	
Naptha, 100 box	5 00
Swift Classic, 100 box	4 90
20 Mule Borax, 100 bx	7 55
Wool, 100 box	6 50
Fairy, 100 box	5 50
Jap Rose, 100 box	7 85
Palm Olive, 144 box	11 00
Lava, 100 box	4 75
Pummo, 100 box	4 85
Sweetheart, 100 box	5 70
Grandpa Tar, 50 sm.	2 00
Grandpa Tar, 50 Lge	3 35
Fairbank Tar, 100 bx	4 00
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.	6 50
Ivory Soap Flks., 100s	8 00
Ivory Soap Flks., 50s	4 10
Lenox, 120 cakes	4 50
P. & G. White Naptha	5 00
Star, 100 No. 11 cakes	5 25
Star Nap. Pow. 60-16s	3 65
Star Nap. Pw., 100-10s	3 85
Star Nap. Pw., 24-60s	4 85

CLEANSERS.

KITCHEN KLENZER



80 can cases, \$4.80 per case

WASHING POWDERS.

Bon Ami Pd, 3 dz. bx	3 75
Bon Ami Cake, 3 dz.	3 25
Climaline, 4 doz.	4 20
Grandma, 100, 5c	3 90
Grandma, 24 Large	3 80
Gold Dust, 100s	4 00
Gold Dust, 12 Large	3 20
Golden Rod, 24	4 25

Jinx, 3 doz.	4 50
La France Laun, 4 dz.	3 70
Luster Box, 54	3 75
Miracle Cm., 4 oz. 3 dz.	4 00
Miracle C., 16 oz., 1 dz.	4 00
Old Dutch Clean, 4 dz.	4 00
Queen Ann, 60 oz.	2 40
Rinso, 100 oz.	6 40
Rub No More, 100, 10 oz.	3 85
Spotless Cleanser, 48, 20 oz.	3 85
Sanl Flush, 1 doz.	2 25
Sapolio, 3 doz.	3 15
Soapine, 100, 12 oz.	6 40
Snowboy, 100, 10 oz.	4 00
Snowboy, 24 Large	4 70
Speedee, 3 doz.	7 20
Sunbrite, 72 doz.	4 00
Wyandotte, 48	4 75

SPICES.

Whole Spices.	
Allspice, Jamaica	@13
Cloves, Zanzibar	@45
Cassia, Canton	@16
Cassia, 5c pkg., doz.	@40
Ginger, African	@15
Ginger, Cochin	@20
Ginger, Penang	@70
Mixed, No. 1	@22
Mixed, 5c pkgs., doz.	@45
Nutmegs, 70-80	@35
Nutmegs, 105-110	@30
Pepper, Black	@15

Pure Ground In Bulk	
Allspice, Jamaica	@16
Cloves, Zanzibar	@50
Cassia, Canton	@22
Ginger, African	@22
Mustard	@28
Mace, Penang	@32
Nutmegs	@32
Pepper, Black	@18
Pepper, White	@32
Pepper, Cayenne	@32
Paprika, Spanish	@32

Seasoning	
Chilli Powder, 15c	1 35
Celery Salt, 3 oz.	95
Sage, 2 oz.	90
Onion Salt	1 35
Garlic	1 35
Ponelly, 3 1/2 oz.	3 25
Kitchen Bouquet	3 25
Laurel Leaves	20
Marjoram, 1 oz.	90
Savory, 1 oz.	90
Thyme, 1 oz.	90
Tumeric, 2 1/2 oz.	90

STARCH

Corn	
Kingsford, 40 lbs.	11 1/4
Powdered, bags	03
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, 48 pkgs.	5 35
Tiger, 48-1	2 85
Tiger, 50 lbs.	05 1/4

SYRUPS

Corn	
Blue Karo, No. 1 1/2.	1 94
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 24
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.	9 00
Sugar Bird, 8 oz., 4 doz.	12 00

Maple.	
Johnson Purity, Gal.	2 50
Johnson Purity, 4 doz., 18 oz.	18 50
Sugar Syrup.	
Domino, 6 5 lb. cans	2 50

Old Manse.	
6, 10 lb. cans	10 40
12, 5 lb. cans	11 40
24, 2 1/2 lb. cans	12 40
24, 1 1/4 lb. cans	7 00
5 gal. jacket cans, ea.	8 15
36, 8 oz. bottles	5 75
24, pint bottles	7 25
24, 18 oz. bottles	7 50
12, quart bottles	6 50

Silver Kettle.	
6, 10 lb. cans	8 40
12, 5 lb. cans	9 15
24, 2 1/2 lb. cans	10 15
48, 1 1/4 lb. cans	12 00
5 gal. jacket cans, ea.	6 90
36, 8 oz. bottles	5 00
24, pint bottles	6 25
24, 18 oz. bottles	6 50
12, quart bottle	5 50

Ko-Ka-Ma.	
6, 10 lb. cans	5 40
12, 5 lb. cans	5 90
24, 2 1/2 lb. cans	6 65
5 gal. jacket cans, ea.	4 25
24, pint bottles	4 50
24, 18 oz. bottles	4 75

TABLE SAUCES.

Lea & Perrin, large	6 00
Lea & Perrin, small	3 85
Pepper	1 60
Royal Mint	2 40
Tobasco	2 75
Sho You, 9 oz., doz.	2 75
A-1, large	5 75
A-1, small	3 60
Capers	1 90

TEA.

Japan.	
Medium	34@38
Choice	45@56
Fancy	58@60
No. 1 kibbs	62
1 lb. pkg. Siftings	18
Gunpowder	
Choice	28
Fancy	35@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	40
Cotton, 3 ply balls	40
Wool, 6 ply	20

VINEGAR

Cider, 40 Grain	26
White Wine, 40 grain 17	
White Wine, 80 grain 22	
Oakland Vinegar & Pickle	
Co.'s Brands.	
Oakland Apple Cider	35
Blue Ribbon Corn	22
Oakland White Pickling	20
Packages no charge.	

WICKING

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

WOODENWARE

Baskets	
Bushels, narrow band, wire handles	1 90
Bushels, narrow band, wood handles	2 00
Bushels, wide band	2 10
Marked, drop handle	75
Market, single handle	90
Market, extra	1 25
Splint, large	8 50
Splint, medium	7 50
Splint, small	7 00

Churns.

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

Egg Cases.

No. 1, Star Carrier	5 00
No. 2, Star Carrier	10 00
No. 1, Star Egg Trays	4 50
No. 2, Star Egg Tray	9 00

Mop Sticks

Trojan spring	2 00
Eclipse patent spring	2 00
No. 2, nat. brush hold	2 00
Ideal, No. 7	1 40
12 oz. Cot. Mop Heads	1 80
16 oz. Cot. Mop Heads	2 40

Pails

10 qt. Galvanized	2 35
12 qt. Galvanized	2 60
14 qt. Galvanized	2 90
12 qt. Flaring Gal. Ir.	6 75
10 qt. Tin Dairy	4 25
12 qt. Tin Dairy	4 75

Traps

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

Tubs

Large Galvanized	8 50
Medium Galvanized	7 50
Small Galvanized	6 60

Washboards

Banner Globe	5 75
Brass, Single	6 75
Glass, Single	6 75
Double Peerless	8 25
Single Peerless	7 50
Northern Queen	5 75
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 1/4
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

Proceedings of Grand Rapids Bankruptcy Court.

Grand Rapids, Nov. 1.—On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Edward Smezcak and Leo Smezcak individually and as co-partners, Bankrupt No. 2172. The matter has been referred to Bann M. Corwin as referee in bankruptcy. The bankrupts are residents of the city of Grand Rapids and have conducted a painting and wall paper business in such city. The schedules of the bankrupt as a co-partnership reveal assets in the sum of \$150, all of which are claimed as exempt to the bankrupts, and liabilities in the sum of \$537.13. A list of the creditors of the partnership is as follows:

City and school taxes	\$ 4.00
H. J. Heystek, Grand Rapids	225.10
John Seven Co., Grand Rapids	172.03
Johnson Varnish Co., Racine	16.00
George Hendershot, Muskegon	18.00
J. B. Pearce, Cleveland	102.05

From the fact that all of the assets of the partnership or of the individuals are claimed as exempt, the court has written for funds for indemnity for the first meeting of creditors, upon the arrival of which the first meeting of creditors will be called and note of the same made here.

Nov. 3. On this day were received the order of reference and adjudication in bankruptcy in the matter of Michigan Logging Co., Bankrupt No. 2152. The matter is an involuntary case and therefore the information as to creditors and financial status cannot be given until the filing of the schedules in bankruptcy. The court has ordered the schedules filed and upon their arrival the date of first meeting, financial condition and list of creditors will be given here.

In the matter of Delbert Shreve, Bankrupt No. 2152, the funds for the first meeting have been forwarded to the Court and the first meeting of creditors will be held at the office of the referee Nov. 17.

In the matter of Morton D. Hartley, Bankrupt No. 2170, the funds for indemnity of the first meeting have been furnished and such meeting will be held at the referee's office Nov. 17.

Nov. 6. On this day was held the first meeting of creditors in the matter of Milton D. Westfall, Bankrupt No. 2163. The bankrupt was present in person and by A. J. Butler, attorney. Claims were allowed. A. V. Young, of Big Rapids, was elected trustee and the amount of his bond fixed by the referee at \$200. The bankrupt was then sworn and examined without a reporter. Appraisers were appointed. The first meeting of creditors was then adjourned no date.

In the matter of Joseph G. Kirchoff, Bankrupt No. 2009, the year for filing claims having elapsed and the trustee having filed his final report and account, the final meeting of creditors has been called to be held at the office of the referee Nov. 20. The purpose of this meeting is to pass upon the final report and account of the trustee, pass upon additional claims filed in the estate and pay the balance of the expenses of administration and for the declaration and payment of a first and final dividend to creditors herein.

Hosiery Too Cheap, All Sellers Agree.

A year and a half ago, when cotton was fluctuating from 11@13c a pound, 176-needle half hose for men sold at 95c a dozen. It is now being quoted around \$1.05 per dozen. That this is not a special instance may be seen from the following figures.

Two-pound 84-needle brought 87 1/2c and now sells for \$1.02 1/2. The 220 combed yarn hosiery sold for \$1.60 per dozen and now brings \$1.65; full mercerized and combed brought \$2.15 and now brings \$2.25 per dozen.

On ladies' goods, the price of one-pound-four 176-needle goods was 95c in March, 1921, and \$1.02 1/2 per dozen on Saturday; mock seam 220 brought \$1.77 1/2 against \$1.65; ladies' mercerized hosiery brought \$2.70, against \$2.40; children's 28-ounce goods brought \$1 per dozen Saturday and 95c a year and a half ago when cotton was 14c per pound cheaper, while one of the standard three-pound boys' stockings brought \$1.55 in March, 1921 and only \$1.70 now.

These figures are cited to show that the cheapest merchandise in the markets going into regular daily use is the common cotton hosiery. It does not take much of a prophet to say with accuracy that staple cotton

hosiery prices will be very much higher if 25c cotton instead of 11c and 12c cotton will prevail.

Many reasons are given why the finest grades of hosiery made in the world should be selling without profit or at a loss, as is now the case. One is that there was an overproduction, followed by a violent price resistance in consuming circles.

To some extent the extravagance that blossomed out in silk stockings worn by scrub women and others accounted for the passing of such serviceable merchandise as a well-made full mercerized 220-needle ladies' hose.

The Michigan Trust Company Issues Federal Tax Letter.

The November tax letter of the Michigan Trust Company illustrates some new rulings of the Internal Revenue Department.

It makes

Women's Medium Weight Union Suits Selling.

Mills report a steady demand for women's medium weight union suits for fall on a basis of \$3.87½ a dozen. Vests in a range from \$1.75 to \$2.25 per dozen are also in good demand particularly at the lower prices. All orders are for immediate delivery, and buyers are evidently in urgent need of merchandise to fill orders from retailers whose stocks are depleted.

There is a tail end demand for spring vests, in the cheapest construction, selling at an average price of 85¢ @ 87½¢ per dozen. Some sellers are offering these garments as low as 82½¢ per dozen, and they are getting more business now than the higher sellers. This business does not amount to much now, however. Most buyers have already completed all of their initial purchasing and they are not yet ready to do any appreciable reordering, although one or two duplicate orders for substantial quantities are reported where buyers expect advances.

Finesse in Getting Cars.

When the railroads have no cars and the California grape shipper has fruit

ready to be loaded what is he going to do? Sit down and do nothing? Not so. You would notice it. He uses finesse. This requires outside assistance and virtually has developed a new business on the Coast. The process by which this new business is operated, so the story goes, is approximately as follows: "Some business firm obtains a box car, loads it with a small shipment of some material, and dispatches it to some small nearby town or siding. The grape man loads it with grapes, offers it loaded for shipment and the railroad is forced to accept it. Whatever the first shipper and the second shipper agree upon as the price for such operation is a matter for themselves and not for the railroad company. This practice has been resorted to, it is said, to a considerable extent recently by speculators desirous of getting their grapes East in time to participate in the high prices obtained there.

The fact that you are actually doing no wrong will not prevent the appearance of evil from injuring your reputation, possibly even costing you your position.

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.

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

BIG SKY SCRAPER LOCATION.

PARTNER WANTED—To match my conservative \$14,000 with \$14,000 cash in business \$6,000 annual rent incomes, business firms and excellent possibilities doubling. Already own included 180-foot brick building and 173x240 grounds, all located inside three blocks to center four corners Lansing, Federal Government considering for new Lansing post office. Ten-fold profit on your money. Reason alone and two farms on hands. Or will sell out entirely for \$14,000 cash. Best investment in Michigan. Bradford Arnold, Box 64, Lansing, Mich. Postscript—Or will lease together or separately to suit, modern offices and big shops, parts above said and two 90-ft. sheds additional railway sidings included, \$40 up monthly and from one to 99-year lease. 950.

For Sale—The grocery stock and fixtures of H. H. Colby, of St. Johns. Henry F. Parr, trustee, St. Johns, Mich. 952

For Rent—Modern hardware store building. In continuous use for years. J. R. Baggerly, Leslie, Mich. 955

Good Stock and grain farm in Southern Michigan to trade for hardware or general store. Address No. 946, care Michigan Tradesman. 946

Bell Phone 596 City Phone 61366
JOHN L. LYNCH SALES CO.
SPECIAL SALE EXPERTS
Expert Advertising
Expert Merchandising
209-210-211 Murray Bldg.
GRAND RAPIDS, MICHIGAN

For Sale—Cash registers and store fixtures. Agency for Standard computing scales. Dickry Dick, Muskegon, Mich. 643

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

Wanted—Stock general merchandise ten to twenty thousand in exchange for 200-acre stock and grain farm; in Lapeer county. Address No. 956, c-o Tradesman. 956

Want to hear from party owning good merchandise business or other business for sale. State cash price and particulars. John J. Black, 130 St., Chippewa Falls, Wisconsin. 957

For Sale—General stock in country town. Store doing good business. Buyer should have \$2,500. For further particulars address National Grocer Co., Cadillac, Mich. 958

DICKRY DICK THE SCALE EXPERT. MUSKEGON, MICH. 939

KWIT YOUR KICKIN

About business. Have an Arrow Sale by

THE ARROW SERVICE
Cor. Wealthy St. & Division Ave.
Citz. 62374 Grand Rapids, Mich.

CASH For Your Merchandise!

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

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

ATTENTION MERCHANTS—When in need of duplicating books, coupon books, or counter pads, drop us a card. We can supply either blank or printed. Prices on application. Tradesman Company, Grand Rapids.

Lily White

"The Flour the Best Cooks Use"



A GOOD RECIPE FOR EGG ROLLS

Into a pint of Lily White flour sift two teaspoons baking powder and sift again. Rub into the flour one teaspoon butter. To one cup of sweet milk add a pinch of salt and one beaten egg, then the flour. Make a soft dough, even if it requires a little more flour. Roll very thin, use a large round cutter, butter the top, fold over, brush again with butter, and bake in hot oven.

Our Guarantee

We Guarantee you will like Lily White Flour, "the flour the best cooks use" better than any flour you ever used for every requirement of home baking.

If for any reason whatsoever you do not, your dealer will refund the purchase price. He's so instructed.

It is a Supreme Milling Achievement

Every good cook knows that better baking results are obtained when the flour used possesses a uniform granulation.

Every good cook knows, also, that a clean flour will not only produce a better looking loaf of bread, but a better tasting bread.

Such a flour is Lily White—milled of the finest wheat and perfect as to color, volume, flavor and uniformity of granulation.

Why You Should Use Lily White

REASON No. 11

Milled by the most extensive and complete process known to modern millers

No pains are spared in the milling of Lily White flour. The grain is absolutely clean before it is milled, and the flour is kept clean. Tastes vary, but everyone likes the clean, wholesome taste that is developed as the result of yeast action upon clean, well milled, high grade flour.

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.

GRAND RAPIDS SAFE CO.

Dealer in

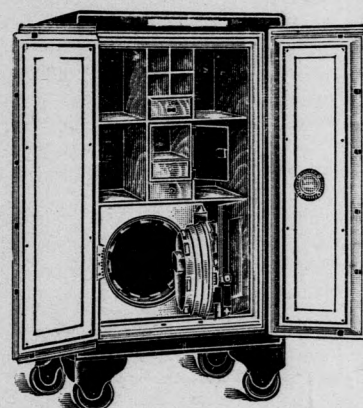
Fire and Burglar Proof Safes

Vault Doors and Time Locks

Largest Stock in the State.

Grand Rapids Safe Co.

Grand Rapids, Mich.



Yearly Invoice Record

The contract you enter into when you purchase fire insurance requires you to retain all invoices or keep a record of all purchases during the current year. Merchants who have small safes sometimes find it inconvenient to preserve all invoices intact. To meet this requirement, we have devised an Invoice Record which enables the merchant to record his purchases, as set forth in his invoices, so as to have a complete record in compact form for use in effecting a settlement in the event of a loss by fire. This Record is invaluable to the merchant, because it enables him to ascertain in a moment what he paid for and where he purchased any article in stock. Price \$2.

Tradesman Company

Grand Rapids

IN THE REAL OF RASCALITY.

Cheats and Swindles Merchants Should Carefully Avoid.

The bad-check evil is one which is rapidly growing to alarming proportions. The public has been educated by the banks, express companies and the postal department that they positively must be identified before they can cash a check. Just how and why they expect and demand the retail merchant to take their checks without proper identification is a puzzling mystery. There is no valid reason why they should expect this difference. The fault lies entirely with ourselves. We have been entirely too easy.

First. We must see to it that our State has proper laws to protect us and punish offenders. We cannot get these laws by merely wishing we had them. Neither can we get them by individual effort. We must get together and demand them as our right. Then after we get them our job is just as big to see that they are enforced. It is said by many that we have too many laws now—possibly this is true—but how many of them have been enacted for the benefit of the retail merchant?

Second. We must educate the public to expect to reasonably identify themselves.

Third. We must educate those in whom we place the responsibility of O. K'ing checks and know that the man or woman who has this responsibility is competent to do it. It cannot be intelligently done by just any one. It takes years of training to develop a good paying teller for a bank, yet many merchants entrust this work O. K'ing checks which is of like nature to just any one and then wonder why they are the victims of so many frauds. If those entrusted with this work have had no training along this line they cannot be expected to detect a fraud when it has all the earmarks stamped all over it.

In our business organizations we select the most competent men and women possible for this responsibility. Then we get them together at intervals for introduction. We have sample checks and discuss especially the common earmarks of bad ones and teach our people not to look at a check just as a check but to analyze it at a glance. When one of our number has been the victim of a new scheme we unfold the plan to all the rest so that it may not happen again. A scrap album of the bad checks you have taken makes a wonderful text book. It has often enabled us to detect a former bad check giver sailing under a new name; for they could not or failed to disguise their handwriting.

Those who O. K. checks in our establishment are not allowed to O. K. a check for more than \$50 unless they know the customer or they are satisfactorily identified. Up to this amount they can use their own judgment.

Look Out For This Fraud.

Isadore S. Schweitzer, vice-president of Nathan Schweitzer Co., Inc., of New York, has sent a letter to the National Poultry, Butter and Egg As-

sociation from which we quote as follows:

"About ten days ago, we received a letter from J. H. White & Co., of Chicago, confirming a contract for the purchase of Guineas, alleged to have been made with them by one I. J. Schweitzer, who represented himself as being a brother of our Mr. Nathan Schweitzer. In view of the fact that no member of this firm had made any such contract, we wrote J. H. White & Co., and so informed them. In answer thereto, they advised us that this individual attempted to have them cash a check for \$100 but did not succeed.

"This morning, we are in receipt of a letter from Peters & Co., of Cincinnati, advising us that they heard of this incident and stated they believed this was the same individual who swindled a poultry firm in Cincinnati out of \$300, representing himself to be Mr. Silz.

"It is evident that this person is going around in the poultry trade, and in view of the fact that the Bulletin is the official publication of your association, we believe a statement of the facts should be published, and a warning issued to dealers to watch out for this party."

Shoplifter Captured.

Mrs. Wanda Lehr, giving her address as Detroit, age 32, height 5 feet 4 inches, weight 140 pounds, attempted to walk out of Arbaugh's department store, Lansing, with a Hudson seal coat. She claims to be a housekeeper. She has been bound over to the Circuit Court of Ingham county and the case fixed for trial Nov. 14.

Virginia Wainwright.

The six months' sentence of Virginia Wainwright, given by Judge Colingwood, of the Ingham County Circuit Court, has expired and Mrs. Wainwright, who has about twenty-five other names, is now at liberty. It is to be hoped that she will not attempt to operate in Michigan. She has had enough advertising in this State so that our merchants should not be defrauded by her again. It is well to keep an eye out for her, however.

Corporations Wound Up.

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

Dowagiac Drill Co., Dowagiac.
Randolph Land Co., Detroit.
Jackson Munition Corporation, Jackson.
Griggs, Tuttle & Griggs, Inc., Pontiac.
Union Truck Co., Ltd., Detroit.
Consolidated Construction Co., Detroit.
Bialy Bros. Co., Bay City.
Union Clothing Co., Ltd., Marquette.
Gordon American Laundry Co., Flint.
Paul Manufacturing Co., Detroit.
Opera House Co. of Croswell, Croswell.
Sligh Realty Co., Grand Rapids.
Brooklyn & Wampers Lake Telephone Co., Wampers Lake.
Life's Hi-Spots, Inc., Grand Rapids.
Steel Mill Packing Co., Detroit.
Bradford Lumber & Planing Mill Co., Alpena.

If you think you have nothing to learn about how to manage your store, you are in training to become a grandfather man.

Don't send a customer to any part of the store for goods called for unless you are sure they will be found in the place as directed.



COATS

For Immediate Delivery At New York Prices

LAST week buyers from over all Michigan and even from Ohio and Indiana inspected our vast stocks of smart new Winter Cloth Coats, Plush Coats, Fur Coats and Dresses. They were amazed at the superb styles, the low prices and our convenient arrangements for immediate shipment.

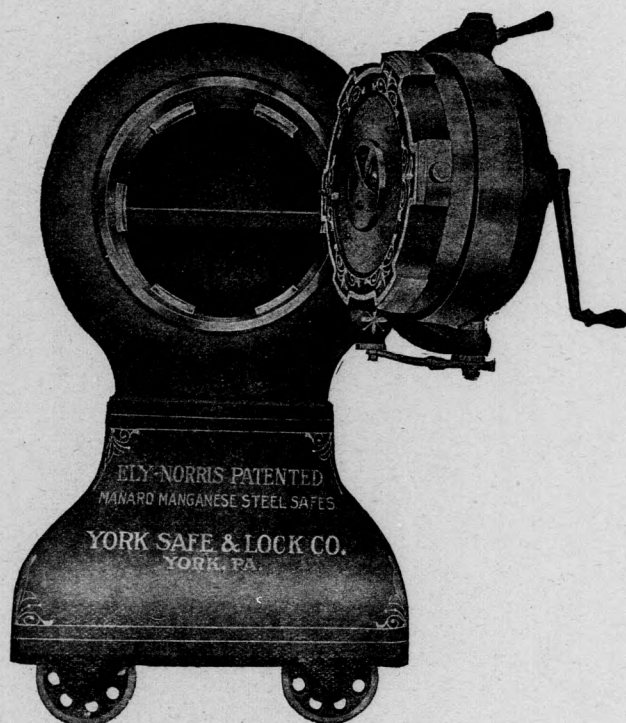
New arrivals fresh from New York, unpacked this week are well worthy of your careful consideration.

E. J. HARTMAN & CO.
156 West Jefferson Avenue
DETROIT, MICH.

**THE STRONGEST
SAFE IN THE WORLD**

**Manufactured
Exclusively by**

**YORK SAFE
AND LOCK CO.**



Sale in Western Michigan controlled exclusively by

GRAND RAPIDS SAFE CO.

**Tradesman Building
GRAND RAPIDS**

THIS IS KELLY SERVICE



YOU'LL have our fullest co-operation, you'll find the people here have absolute confidence in us."

¶ With this statement Mr. Robert Seward, senior partner in The Seward Clothing Company, Columbus, Indiana, entrusted Kelly Service with his greatest selling campaign.

¶ The Seward Clothing Company carries a \$35,000 stock and the \$25,403.26 secured in fifteen days proves both the Seward Clothing Company's enviable standing, and that Kelly Service made good in a big way.

¶ The picture of women thronging the Seward Clothing Company Store shows the public's enthusiasm. Columbus women were determined no opportunity of the sale would be lost through the inability of their men folks to attend it.



ROBT. A. SEWARD



JOSEPH L. SCHWARTZKOPF

EFFORTS were intensified as the sale continued, to make the last day, which was the 17th birthday of the Seward Clothing Company, the sale's great day.

¶ With unstinted co-operation from Mr. Seward and his junior partner, Mr. Schwartzkopf, Kelly Service produced a tremendous final day far exceeding any other.

¶ Following the sale, Messrs. Seward & Schwartzkopf arranged a picnic for the members of the store organization and their families. The picture to the right shows them enjoying the company's hospitality—celebrating the greatest merchandising event in the history of Columbus.



THE T. K. KELLY SALES SYSTEM
MINNEAPOLIS