

# MICHIGAN TRADESMAN

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Fortieth Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 15, 1922

Number 2043



## NEW ERA ASSOCIATION

Home Office: GRAND RAPIDS, MICH.

### Our Business

Combining Life Insurance business and ethics.

### Our Ethics

Preaching, Practicing, Promulgating Democracy.

### Our Slogan

Selling Two Life Insurance contracts Containing the Best Features of Legal Reserve Companies, Fraternal Beneficiary Associations and Assessment Mutual Companies without their Objectionable Features.

The New Era was chartered in 1897, has \$40,000,000 contracts in force 330 local branches, 36,000 members.

**\$3,500,000 Paid to Beneficiaries**

Without a "Widow's Contest" where local members ever appeared in court against the New Era.

### We Do Laugh

**First** Because our competitors have another guess coming. They missed the truth by a mile! Read the preliminary insurance commissioner's report.

**Second** Because business and professional men and some labor men buy so-called investment life insurance, agreeing if unfortunate enough to die within twenty years, that the Company keeps their savings account.

The New Era gives the savings to the beneficiary plus four per cent, together with the face of the certificate.

### We Don't Laugh

—it makes us sick to find a labor unionite patronizing or buying so-called old line life insurance at two to five times the actual cost, and having their money going to finance the big trusts that are fighting the union.

**Never Failed Having a Quorum in Twenty-four Years**

**Never But Two Division on Roll Call**

**Never a Division Between Executive, Legislative and Lay Members**

We challenge any social, religious, political or fraternal association to equal this record. There is a reason. It's a secret which we are telling at every opportunity. Every feature will make a book.

**Read Our "Five-Feature" Card**

Democracy applied.

Group current-cost life insurance, no freeze outs.

A whole life contract paid up in twenty years and savings added to face of policy plus four per cent in the event of death previous to expiration of 20-year period. The successful union of home, church and the lodge.

Co-operation secured by furnishing the co-operators with the vaudeville and making it profitable. This, too, is a secret, but 36,000 members have it and more are getting it every day.

Finally we teach you how to find truth—any truth—but more particularly the truth about the New Era in life insurance.

Managers and members wanted.

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Bell Phone Main 46

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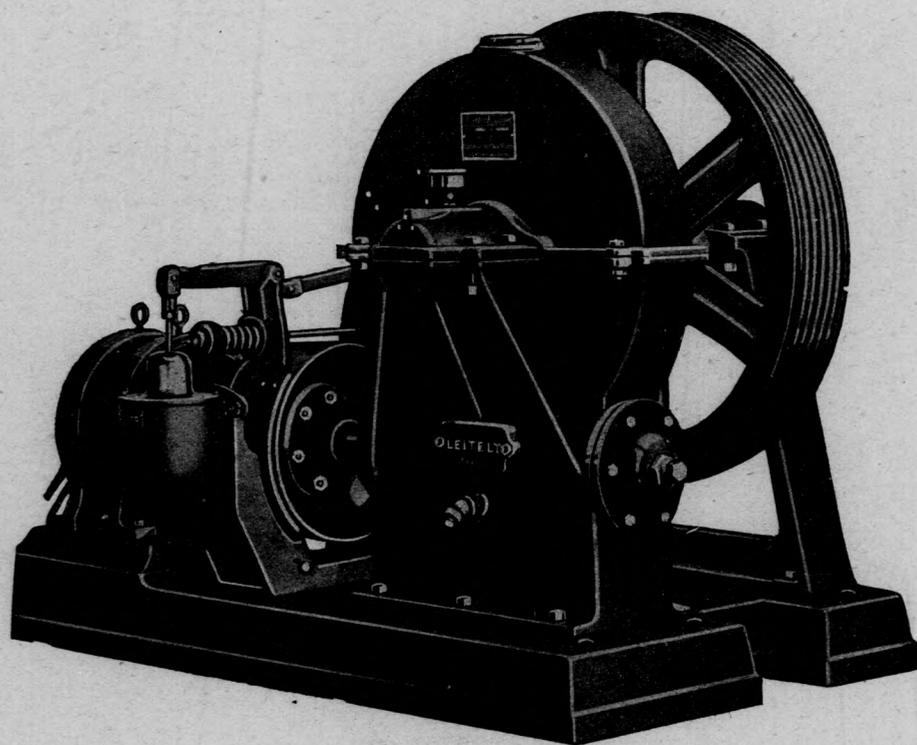
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## LEITELT IRON WORKS

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Grand Rapids, Michigan

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Fortieth Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 15, 1922

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## MICHIGAN TRADESMAN

(Unlike any other paper.)

Frank, Free and Fearless for the Good  
That We Can Do.

Each Issue Complete in Itself.

DEVOTED TO THE BEST INTERESTS  
OF BUSINESS MEN.

Published Weekly By

TRADESMAN COMPANY

Grand Rapids

E. A. STOWE, Editor.

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Entered Sept. 23, 1883, at the Postoffice  
of Grand Rapids as second class matter  
under Act of March 3, 1879.

## NO ORDINARY COTTON YEAR.

If this were an ordinary year, the fact that 8,139,839 bales of cotton, exclusive of linters, had been ginned up to Oct. 31 would have been regarded as presaging a very large yield for the season—at least 12,000,000 bales. But it is conceded that this is no ordinary year for cotton. Maturity was early and picking was prompt. In certain sections practically all the crop has already passed through the gins, while the amount ginned in the last fortnight in October lends color to the assertion that the percentage remaining is very small. Already the belief is expressed, though mainly by those who wish it so, that the season's crop will not exceed 9,500,000 bales. This appears to be the basis on which the advancing quotations of the past week were predicated. Spot cotton made new records, approaching the 27 cent line. It is already a question as to what point will cause a very positive restriction in the use of the article here and its export to foreign countries. In Great Britain it is stated that no spinner of ordinary medium count yarns made of American cotton can sell without loss. Production has been curtailed because customers cannot be found to pay for fabrics whose cost is based on the prevailing price of the raw material. This must affect the cotton exports to that country. As it was even before the recent extraordinary rise, Lancashire was restricting in the use of cotton from this country. Forty years ago, English spinners took nearly 43 per cent. of the American crop. This fell, in the 1905-10 period, to 25 per cent., while in the last two seasons the amount was less than 15 per cent. The world's cotton consumption, moreover, has latterly been decreasing rather than increasing, and this is a fact that has to be taken into account.

The goods market, responsive to the higher cost of raw cotton, has shown great firmness as to prices, with a tendency toward advances all along

the line, from fabrics in the gray to finished goods. The only check is the fear that retailers will not take readily to the new prices. Some goods are sold far ahead, but there is always the possibility of cancellations, if a setback should come. In knit goods, those who delayed too much in filling their Fall requirements have had rather hard sledding in obtaining what they need and have had to pay more for the merchandise than they would have, had they put in their orders in time. Hosiery is moving better than it did.

## WOOLENS IN GOOD DEMAND.

Wool markets abroad and here show prices well maintained. At the auctions in Adelaide, South Australia, merino prices went up and other varieties held their own. The next British sale of Colonial wools begins on Nov. 21 and will be the last of the year. The same policy will prevail as hitherto with regard to the proportion of pooled wool to be offered and as to upset prices. The government will not be wholly divorced from wool ownership until the Spring of 1924. Meanwhile, as far as it can be accomplished, the prices of Australian and New Zealand wools will be "pegged." The stocks of wool in this country seem to be large. The Census Bureau reports, as of Sept. 30, stocks here and afloat to the United States, including tops and noils, 525,173,618 pounds, grease equivalent. This is more than 46,000,000 pounds above the quantity on June 30. Of the increase held by manufacturers, 22,536,700 pounds consists of foreign wool, no addition being of domestic. Dealers, however, added 8,156,369 pounds of domestic and 15,167,335 pounds of foreign wool. Domestic mills, in general continue to be busy filling orders. Overcoatings are called for as well as suitings for Spring. Re-orders have come in, indicating that the clothiers are meeting with a better response from retailers. Tropicals appear to have done unusually well. Retail clothiers report a good season. In many localities a special drive is made on suits with extra trousers. The garment trade has improved materially, and dress goods sales have been gratifyingly large.

## LEIF ERICSSON DAY.

Many people still cling to the erroneous idea, through insidious propaganda and through lack of proper education, that Columbus discovered America, though he never placed foot on our America. As the truth that Leif Ericsson, who discovered America in the year 1000 A. D., placing his standard on the spot now known as New Bedford, Mass., is gaining universal recognition, it becomes important that this truth shall be memorialized by a National holiday. But under

our constitutional form of Government, the authority to legislate upon the subject of holidays for the several states was never delegated to Congress, but is reserved for the states. It is necessary, therefore to realize that the proposed "Leif Ericsson Day" cannot be enacted by an act of Congress, but must be established by the legislatures of the several states. Congress, however, has the exclusive right to legislate for the District of Columbia and the Territories, and therefore the advocates of the Leif Ericsson Day" are within their rights to urge Congressional action to this extent.

Washington's birthday is a real National holiday, not by virtue of any National legislation but by reason of its universal recognition by the states and for the further reason of its divine origin. The same may be said of Independence Day, July 4. It is indeed to be regretted that the New York Legislature has seen fit to enact a law at the instigation of Tammany to establish October 12 as a legal holiday under the title of "Columbus Day," since this is based upon a lie, and has caused the further mischief of inducing the ignorant to believe it is a National American holiday. Nothing that "defileth or maketh a lie" shall come into our National Constitution.

This Nation is born of God and is governed by God through His representatives. The hour approaches when the insistent demand of enlightened Americans shall call for the acknowledgement and manifestation of the truth of America's discovery by the young Norseman (Icelander) Leif Ericsson. The Vintage Festival shall be rightly dedicated to God's ambassador, Leif Ericsson, who in the grape gathering time discovered America and called it Vineland the Good.

## FLEXIBLE TARIFF RATES.

It is reported from Washington that there are now seventy-two applications before the Tariff Commission for changes of one sort or another in the new tariff law under its flexible rate provisions. A portion of these are for changes in classification, while requests for rate adjustments are about equally divided between applications for increases and decreases. It appears now that the so-called flexible provisions of the tariff law are not so flexible as they at first appeared to be. In readjusting the rates the Tariff Commission is restricted to the principle of equalizing production costs here and abroad. There are a number of important commodities not produced in this country that are subject to high duties under the new act. In some cases duties of this nature mean higher costs of raw materials to American manufacturers and may thus place them at a disadvantage in meeting foreign competition. This is ob-

viously a case in which a flexible duty, applied by the Tariff Commission, would correct an injury to the American manufacturer, but since no comparable commodities are produced in this country the commission is debarred from intervening. There are no foreign and domestic production costs that it can equalize, and consequently its hands are tied. This defect could be easily remedied by broadening the scope of the Tariff Commission's jurisdiction and allowing it to take into account conditions of world competition as well as of costs of production.

## BOOTH'S PAPER A KEYNOTE.

The Tradesman commends a careful perusal of the eloquent plea of Edmund W. Booth for the elimination of the disgusting details of divorce trials from the columns of the daily papers, published elsewhere in this week's paper. In his treatment of the subject Mr. Booth takes advanced ground and ardently advocates a higher plane of journalism. His argument in behalf of cleanliness and decency, presented with such force and clearness that he who runs may read, ought to set the pace for all honorable and high minded newspaper publishers and result in an agitation which will ultimately culminate in the suppression of all filthy matter which now finds too hearty a welcome in the average daily newspaper.

Unless the Tradesman is very much mistaken, Mr. Booth's remarkable keynote will reverberate from one end of the country to another until its finds expression in a crusade which will be world wide.

Said on Ohio dealer in an Ohio convention: "Put your whole soul into your business; ming'e with your customers, load a keg of nails or a sack of flour into their wagon and learn all you can about their wants, and by suggestions that are always appreciated, fit their wants to your stock. Do not get above your perch; keep yourself down to their level, or, still better, help them up to your own. Set good examples for others to follow, teach them the art of keeping stock alive by keeping it moving. Show them the advantage of holding the trade by honesty in each transaction and grade their merit by continued sales to the same customer instead of by the profit of a single sale that drives him to your competitor."

When your store and your line have nothing about them over which you can wax enthusiastic, there is something wrong with you or with the business. Spot the difficulty.

Why not more and better service when working for a member of the family, instead of less or poorer service?

## PROPOSED CODE OF ETHICS

### Governing Sale of Goods By Specialty Salesmen.\*

When our good President, Fred Mason, asked me to accept the chairmanship of the Merchandising Committee, I rather expected that it was one of those committees to which was attached some honor, but no work. My thoughts, however, were most quickly shattered; as time went on it seemed as though the work of the entire Association was heaped on the heads of this Committee.

The main object of this Committee has been to bring about—by and with the co-operation of our distributors—plans for the betterment of conditions affecting the work of our members.

Your chairman kindly asked the co-operation of the Presidents of our Distributors' Association—by and through the appointment of Committees of each—to work with us. This request was readily complied with.

The first official meeting of this Committee was held during the convention of the Southern Wholesale Grocers' Association in May at St. Louis. All our members attending the convention were asked to participate and this meeting proved to be most successful.

The next day a joint meeting of our Committee and members of the Committee appointed by the President of the Southern Wholesale Grocers' Association was held. Preliminary plans for future work were discussed and outlined.

A similar joint meeting was held with the Committee of the National Wholesale Grocers' Association during the convention of that Association at Chicago in June. Here again ways and means to bring about the object of the Committee were discussed.

A similar meeting was held with the Committee of Retail Grocers during their annual convention at Cleveland in June.

On account of the variety of interests involved in our Association, there were many subjects brought to our attention with which our Committee could not consistently deal. There were also a number of problems presented to our Committee which for legal reasons we could not deal with as a Committee of this Association. It was deemed advisable by your Committee that we first concentrate our efforts on the two major subjects:

1. The specialty order.
2. The proper care of stocks.

We have not as yet been able to prepare a code on the proper care and storage of stocks, but we trust that our successors on this Committee will complete that work.

I trust that I may be permitted to make special mention of a few outstanding complaints that from time to time reach our office, and offer the following suggestions:

1. That specialty orders be turned over to jobbers as quickly as possible.
2. That the jobber be placed in position, with reference to stock, to make reasonably prompt delivery.

\*Report of the F. D. Bristley, chairman Merchandising Committee, at annual convention American Specialty Manufacturers' Association at Atlantic City, Nov. 15.

3. That the retailer's signature be secured on all specialty orders.

4. That the party giving a specialty order in the retailer's absence also sign his or her name.

Of all the reasons given by the retailer for the refusal of specialty orders, slow delivery heads the list. The retailers could not wait and supplied his wants in the meantime.

The next in line is of the same nature, namely, double delivery made by the jobber and the jobber's excuse is that the specialty order was held up too long by the manufacturer.

The third and fourth suggestions affect the work of another Committee the chairman of that Committee will, I am sure, deal with them in his report.

Your Committee is most pleased to bring to your attention what we regard the crowning work and the greatest achievement of our Association, a work that has taken a great deal of time and thought; namely, the code of ethics affecting the business conduct of the manufacturer, wholesaler and retailer. This code of ethics has the endorsement of the following:

National Wholesale Grocers' Association,  
American Wholesale Grocers' Association,  
National Association of Retail Grocers.

In this code of ethics are outlined ethical business rules to be observed by each of the trinity in trade. Manufacturer—Wholesaler—Retailer.

It is the obligation of each and every manufacturer, wholesaler and retailer:

1. Ever be mindful of and guided by the fundamental principle that they are engaged in a business affected by a great public interest and serving a paramount public purpose, wherefore they should constantly and earnestly strive, at all times, to elevate it to the highest plane of efficiency, integrity and usefulness;

2. Always to deal each with the other in a true spirit of justice, amity, courtesy and tolerance, and in pursuance of the elementary conception of right and honorable business conduct which should and must prevail in a society built upon the sure foundation of a democracy, organized in harmony with the most enlightened civilization in history, and finally directed to preserve individual opportunity and free and fair competition in the enhancement of the general welfare.

Manufacturer.

It is the particular obligation of the manufacturer:

1. To produce and merchandise only products which are pure and wholesome in composition, true to representation, properly put up, packed and shipped, and comply in all respects, with all applicable laws.

2. To aid the wholesaler and retailer, insofar as it lies within his power to do so, in preventing loss to them due to improper or excessive storage of his products.

3. To protect the wholesaler and retailer against liability or loss arising out of their purchase and sale of his products, if and where such loss is duly established to result from his fault.

4. To solicit no order upon the basis of a promise he cannot fulfill, and to fulfill, completely and exactly each and every obligation assumed by him in taking an order.

5. To accept no order for a quantity of his products which is reasonably apparent to be beyond the retailer's ability to buy and duly sell.

6. To accept no order unless and until it contains (a) a complete and correct printed or written statement of all the terms of the purchase, which terms are plainly explained to the retailer when the order is given; (b) the name of the salesman who secured it; (c) the signature of the retailer, written by him or for him by his duly authorized agent, in which latter event the personal signature of the agent shall also appear, together with the address of the retailer; and (d) the name of the wholesaler for whose account the order is taken.

7. To deliver to the retailer, at the time the order is given, a true and identical copy of his order.

Wholesaler.

It is the particular obligation of the wholesaler:

1. Promptly to accept or reject an order submitted to him for acceptance.

2. Promptly to return to the manufacturer (or, at his option, to the American Specialty Manufacturers' Association, where the order bears the stamp of that Association) an order declined by him.

3. Promptly to offer the delivery of an order accepted by him in pursuance of its terms and to use every reasonable effort to secure the acceptance of its delivery by the retailer.

4. Promptly to notify the manufacturer (or, at his option, the American Specialty Manufacturers' Association, where the order bears the stamp of that Association) of the refusal by a retailer to accept the due delivery of an order given by him, returning it, stating the circumstances of the refusal.

5. To refer no order accepted by him to either his salesman or the retailer for approval or confirmation.

6. To treat a retail order secured and presented by the manufacturer with the same consideration, care and dispatch as an order secured by his own salesmen.

7. To store his products in a proper manner and to sell older stock first.

8. Not to divert the demand of the

retailer for and from a particular specialty product in filling specialty orders.

Retailer.

1. To consider and treat each and every order he gives as a solemn and binding contract imposing upon him as unescapable legal and moral obligation to accept delivery in pursuance of its terms;

2. To give no order unless and until he truly desires to purchase and unquestionably intends to accept delivery in pursuance of its terms;

3. To give no order unless and until it contains a complete and correct printed or written statement of all the terms of the purchase, and he fully understands such terms;

4. To give no order unless and until he receives a true and identical copy;

5. To purchase prudently and within the limitations of his measured ability to buy and duly sell;

6. To store his products in a proper manner and to sell his older stock first;

7. Not to divert the demand of the consumer for and from a particular specialty product in his stock.

### Michigan Association To Meet.

Cadillac, Nov. 14—Announcement has been made by J. C. Knox, Secretary of the Michigan Hardwood Manufacturers' Association, that an important special meeting of the organization will be held on Wednesday, Nov. 22, at 10 o'clock, at the Statler Hotel, Detroit. In addition to the presentation and discussion of the usual committee reports, the present market and labor conditions surrounding the lumber industry will be made a feature of the meeting. It is desired that a full representation of the members be present in order to discuss further the proposed consolidation of the Michigan Association with that of the Northern Hemlock and Hardwood Manufacturers' Association. Luncheon will be served at noon in order that members who wish to do so may leave on the afternoon trains for home.

### This Day.

Finish every day and be done with it. You have done what you could. Some blunders and absurdities no doubt crept in; forget them as soon as you can. To-morrow is a new day; begin it well and serenely and with too high a spirit to be cumbered with your old nonsense. This day is all that is good and fair. It is too dear, with its hopes and invitations, to waste a moment on the yesterdays.—Emerson.

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**F. A. Sawall Company**

**313-314-315 Murray Building  
Grand Rapids, Michigan**

**Citizens 62-209**

**Bell Main 3596**

# FOR OR AGAINST

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A prominent student of conditions said a few nights ago that the recent election was remarkable because it was the result of everybody voting against what they did not want, rather than the majority voting for what they did want.

This, to our mind, is a splendid analysis of what is the matter with the world today.

And this must be overcome and readjusted before we get back to normalcy.

Are we all doing our part to get back to better conditions?

Are we knockers or boosters?

Are we constructive or destructive in our criticisms?

Are you, as a merchant, following lines that will build your business on the best basis or are you falling in line with the bad practices that have come into business during the period through which we have passed?

Are you buying your goods and selling your goods on the basis of price only or on the basis of quality?

Are you becoming a closer student of quality or are you permitting yourself to get to the point where you are entirely swayed by the dollar and cent argument rather than quality?

We are endeavoring to do our part to continue our course along constructive lines.

We are endeavoring to select the best goods the market affords and to sell them to you for a fair price and on a basis that will permit you a reasonable profit for the service you are rendering your community.

## WORDEN GROCER COMPANY

Grand Rapids

Kalamazoo—Lansing—Battle Creek

The Prompt Shippers.

**MOVEMENT OF MERCHANTS.**

Ludington—H. G. Price succeeds W. A. Peck & Son in the grocery business.

Bay City—The Bay City Bank has increased its capital stock from \$250,000 to \$350,000.

Stanton—Frank P. Church succeeds John W. Braman in the meat and grocery business.

Jackson—The Marquedant Lumber Co. has been incorporated with an authorized capital stock of \$30,000.

Rives Junction—The Marquedant Lumber Co. succeeds Fred Marquedant in the lumber and fuel business.

Benton Harbor—Dan T. Bash succeeds Bash & Wright in the lumber and builders' supplies and materials business.

Fowlerville—C. A. Dorrance has sold his dry goods and grocery stock and store building to Weston Bros., recently of Brighton, who have taken possession.

New Baltimore—Receivers of the private banking house of W. F. Sandall & Co. announce a dividend of 25 per cent. payable to depositors November 15.

Cheboygan—The doors of the new First National Bank building have been opened to the public. The new structure replaces one destroyed by fire some time ago.

Lowell—Staal & Raimer, meat dealers, have dissolved partnership and the business will be continued by Claude Staal, who has taken over the interest of his partner.

Lansing—Mrs. James Mahoney has opened a women's ready-to-wear store at 214 South Washington street. Millinery, shoes, hosiery, neckwear, etc. has been added to the stock.

Eaton Rapids—C. J. Moore is erecting a brick store building on Hall street, which he will occupy, when completed, with his stock of agricultural implements, vehicles, etc.

Ann Arbor—J. Fred Staebler has sold the grocery stock of Staebler & Co., 120 West Washington street, to Jacob F. Wurster, who will continue the business at the same location.

Lansing—The Hankins-Peters Coal Co., 229 North Hosmer street, has been incorporated with an authorized capital stock of \$10,000, \$6,000 of which has been subscribed and paid in in cash.

Detroit—The Star Sales Co., 1504 Broadway, has been incorporated to deal in general merchandise, with an authorized capital stock of \$5,000, all of which has been subscribed and \$1,500 paid in in cash.

Byron Center—The Edward Davis Co., of Chicago, will erect a celery packing plant here. This will enable the celery growers to dispose of their product and secure better prices as it can be shipped great distances.

Jackson—The Jackson Enameled Product Co. has engaged in business at 518 North Mechanic street. It will make a specialty of re-enameled automobile sheet metal accessories and work in connection with auto paint shops.

Ypsilanti—J. W. Just, of Chicago, has leased the store building at 17 North Huron street and will occupy it with a five, ten and twenty-five cent store as soon as the building has been

remodeled and modern fixtures installed.

New Era—James DeKruyter, dealer in general merchandise for the past twelve years, has closed out his stock and sold the store building to J. M. Vander Veen, who will occupy it with a new stock of general merchandise about Nov. 25.

Detroit—Louis Blair has merged his tailoring business into a stock company under the style of the Blair Tailoring Co., 306 Grand River avenue, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in, \$500 in cash and \$2,500 in property.

Howard City—For the second time in two months, the Larry hardware store was burglarized. The robbers loaded their auto with eight cases of smokeless shells, three guns, several flashlights and some money, the total loot amounting to more than \$400. The thieves broke into the store from the rear.

Detroit—The Blackstone Auto Sales Co., 5521 Woodward avenue, has merged its business into a stock company under the same style, with an authorized capital stock of \$500 preferred and 1,250 shares at \$10 per share, all of which has been subscribed and paid in, \$500 in cash and \$12,500 in property.

Elsie—Four Elsie merchants were recently fleeced out of \$140 by an unidentified forger. The paper was drawn upon the Banister bank, and the author had been paying for purchases for several days with the same checks, but there had been money at the Banister bank to cover them. Suddenly the balance disappeared, and the forger had secured considerable cash by buying small amounts of goods and paying with large checks receiving change.

Adrian—Seventy-three retail hardware dealers of Lenawee, Monroe and Hillsdale counties gathered in this city Monday night at the Adrian club, where the district tradesmen of the Michigan Retail Hardware Dealers' Association held their annual meeting. Among the guests were Charles F. Nelson, Michigan Field Secretary of the Association, and Herbert P. Sheets, Secretary of the National body of hardware men. Both men spoke.

**Manufacturing Matters.**

Shelby—The Harrison Basket Co. has purchased the Powers & Critchett lumber yard.

Dowagiac—The Beckwith Co. has increased its capital stock from \$2,000,000 to \$4,000,000.

Marshall—The Lambert Machine Co. has increased its capital stock from \$100,000 to \$500,000.

Detroit—The Mazer Cigar Manufacturing Co. has increased its capital stock from \$400,000 to \$1,100,000.

Niles—The Kawneer Co., manufacturer of store fronts, steel mouldings, etc., is erecting a large addition to its plant.

Detroit—The Oakland Knitting Co., 403 West Jefferson avenue, has increased its capital stock from \$15,000 to \$30,000.

Detroit—The Ross Valve & Manufacturing Co., 4610 Woodward avenue, has changed its name to the Ross Operating Valve Co.

Detroit—The Parker Rust-Proof Co. has changed its capital stock from \$1,300,000 to \$243,000 preferred and 62,500 shares at \$2 per share.

Bay City—The Wearplus Co. has been incorporated to manufacture and sell hosiery, knit goods, underwear, etc., with an authorized capital stock of \$25,000, \$1,000 of which has been subscribed and paid in in cash.

Detroit—The Wolverine Tanning Co., 2147 Smith avenue, has been incorporated with an authorized capital stock of \$12,000, of which amount \$6,000 has been subscribed and paid in, \$3,850 in cash and \$2,150 in property.

Flint—The Industrial Clothes Shop, 2919 Industrial avenue, 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 property.

Detroit—The Stout Metal Airplane Co., 6282 Beaubien street, has been incorporated with an authorized capital stock of \$300,000 preferred and 150,000 shares at \$1 per share, of which amount \$1,000 has been subscribed and paid in in cash.

Detroit—The Supreme Oil Co., with business offices at 816-17 Free Press building, has been incorporated with an authorized capital stock of \$100,000 common and \$50,000 preferred, of which amount \$3,000 has been subscribed and \$1,000 paid in in cash.

Detroit—The Broadbent-Spencer Co., with business offices at 1225 Dime Bank building, has been incorporated to deal in coal, coke and by-products, with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and paid in in cash.

Detroit—Waderlow Bros., 1513 Catharine street, have merged their auto curtains, cushions, etc., manufacturing business into a stock company under the same style, with an authorized capital stock of \$30,000, \$16,000 of which has been subscribed and paid in in property.

Fremont—The Fremont Canning Co. is making plans for erection of a cold storage plant for commercial purposes. It will not only handle its own products, but all the produce for this community. The company handled 394 cars of incoming freight and 528 cars of its products were shipped out the past year, 461 of which were straight carloads or 44 per cent. of the total outbound freight originating at this city.

**Shall the Clock Be Silenced?**

Toledo, Nov. 14—Is the tickless clock exhibited by a German engineer at Berlin a "boon to humanity," as described by the correspondent who forwards the news to America? Shall the boys and girls of 1950 wonder what is meant by phrases which tell of life's seconds being ticked off, or any of the countless allusions to the ticking of the clock in literature, poetry or prose, where the silence is broken only by the sound mentioned? In what words will the "sob reporter" of the period tell of the passing of the last hours of the condemned criminal if he is not permitted to tick them off? Will baby be comforted when grandpa distracts his attention by holding a soundless watch to his ear?

What about the uneasy sleeper who lulls himself to slumber by trying to fit words to the monotonous "tick, tick" that records the passage of the

wear hours, of the impatient school-boy who notes the slow drag of the last five minutes by the same steady note? Man records only the flight of time, for he has no command of even one tick of the clock in advance, but the pendulum records for him his progress to the day when time shall end, so far as he is concerned. The tick is monotonous, merciless, inevitable, in this sense. Yet it is also an inspiration, for it urges us on by reminding us that

Art is long, and time is fleeting,  
And our hearts, though stout and brave,  
Still like muffled drums are beating  
Funeral marches to the grave.

From the measured candle, the clepsydra and all the primitive list of time-recording machines and devices man has clung with fondness to the clock that ticks. It was the German who gave us the cuckoo clock. Now he is going to destroy one of our institutions by eliminating the cheeriest sound that breaks the stillness of a quiet night at home. Think how you will miss the clock's tick when you awaken in the blackness of the "wee, sma' hours ayont the twal," and thank your stars for the Yankee clockmaker, whose pendulum swings with a noise like the crack of doom.

James B. Longwell.

**The Eighteenth Amendment.**

Flint, Nov. 14—Many overzealous prohibitionists clung to the delusion that the majority of people are in favor of the Volstead law. They discredit the Literary Digest poll, which showed a substantial majority of both men and women in favor either of a repeal of the Eighteenth Amendment or a liberalization of the enforcement act to permit the sale of light wines and beer, and it is doubtful whether even the elections of last Tuesday, showing a decided trend against prohibition, served to alter their fanatical opinion.

When the members of most of the State Legislatures which voted on the Eighteenth Amendment were elected the prohibition issue was not before the people, and the citizens at large, therefore, had no opportunity to express themselves on that question.

Our forefathers founded a representative form of government, to which we have all subscribed. But they also, realizing the probability of occasional misrepresentation, instituted certain safeguards to prevent such misrepresentation from ever nullifying fundamental rights. These safeguards are the original constitutional guarantees, which have been violated by our representatives in the passage of the Eighteenth Amendment and its enforcement act, and it is this violation which we resent.

Suppose a constitutional amendment were passed by Congress and the various States establishing a National religion and requiring all citizens to conform to its tenets; suppose the Supreme Court of the United States declared it constitutional; suppose 95 per cent. of the people of the country were in favor of the law—the law would still be unconstitutional. That is the way we feel about the Eighteenth Amendment. James B. Suffolk.

**No Need of Firearms.**

Detroit, Nov. 14—There seems to be no reason why the law-abiding citizen need possess pistol or revolver for protection of life and property if the police prosecutors and judges will do their duty. What the country needs is the absolute prohibition of the sale of pistols and revolvers and the calling in of such as are now in private possession. Crime prevention is at least as important as disease prevention. The pistol problem is in the same class as the narcotic problem, and in the classification of the criminal it is well to remember that the youth with flask on one hip and pistol on the other is a potential criminal. Eliminate the revolver from National life and you will reduce murders, not 90 per cent., but very materially. C. Cunner.

**Essential Features of the Grocery Staples.**

**Sugar**—The market is unchanged. Some predict a higher range of values and others insist that lower prices are in store. Local jobbers hold cane granulated at 7.55c and beet granulated at 7.45c.

**Tea**—The market still continues firm. Formosas, which have been holding back, have joined the upward trend during the week and at this writing are quite bullish. The primary markets are very firm on Formosa teas, reporting in some cases as much as from 2@3c advance. The demand for tea has not been anything extraordinary, although there is a fair run of orders every day. There is some speculation in Congous and other similar grades, but nothing very heavy.

**Coffee**—The market for Rio and Santos coffee has been rather firm during the week and all grades of Rios show a slight fractional advance. Santos grades are also slightly higher, but not a great deal. Milds remain about unchanged, with a fair demand. The jobbing market for roasted coffees remains about on last week's basis, with a fair demand.

**Canned Fruits**—Hawaiian pineapple is the best seller in fruits. Sliced No. 2 1/2s and No. 2s are hard to find on the spot, at other jobbing points or on the Coast. Most business is in odd lots, as larger blocks are few and far between. Grated and crushed are doing better. Peaches sell best in the top grades, as the only surplus is in the lower offerings, which naturally are passed up in preference to standards, choice and fancy. Top grade apricots are also the firmest of the line. There is a good demand for pears from all sections. Export blocks of State Bartletts are closely sold up. Apples are quiet. There is no real interest in them.

**Canned Vegetables**—Tomatoes are firm but not overly active. Cheap lines in the Maryland belt are not being confirmed, as the usual minimum quotation is 90c for No. 2s f. o. b. factory, \$1.40 for No. 3s and \$5 for No. 10s. The lull which occurs generally at the end of the year has not yet developed. California packs are equally firm. Corn is seldom quoted down to 80c for genuine standard. Such lines are out of the road. The usual asking prices are 82 1/2@85c. A fair volume of business is being done. Peas are in favor of the holder in Wisconsin and New York, with cheap stocks not frequent-zil nuts are firmer in medium large, is very satisfactory. Asparagus tips are scarce. Pumpkin is in good demand.

**Dried Fruits**—Spot California and Oregon prunes are firm. There is a tendency in the Northwest to advance the markets there to even up the differential between California and Oregon prunes. Raisins have not been in the class with prunes, as there has been less activity, even though the spot market has been undersupplied. Late arrivals, however, have tended to relieve the shortage and it has caused a larger volume of offerings of all grades. The carryover, which was absent in prunes, made

the market less anxious to get new crop raisins. The market all week was steady in tone. Fancy apricots are hard to find in all quarters. Standards are merely in routine demand. Currants are short for immediate delivery and nearby stocks are being sold to arrive. The market at primary points remains firm. Peaches are dull.

**Canned Fish**—Chinook salmon in halves and pounds is one of the scarcest items on the list; as those dealers who have goods are not offering them on the open market. They need the fish and prefer not to sell. Resale blocks are few and far between. Red Alaska and pinks are steadier in tone on the spot and are firm in the West. Main sardines are held on more of a uniform price basis in the country than at any time this season. The packing season is about over, and as the surplus stocks are not large canners look to a higher market during the remainder of the season. Jobbing interest has not picked up to any extent, but there is a fair demand. California sardines are selling in a routine way. Lobster is firm in all packs and sparingly offered. There is no surplus of crab meat. Tuna fish is like chinook salmon, hard to find.

**Nuts**—Foreign nuts on the spot and to arrive in time for Thanksgiving are selling in moderate volume. Brazil nuts are firmer in medium large more so than on large washed. Pecans are being sparingly offered from shelling centers and from primary points. Filberts are in fair demand. Walnuts and almonds are favored, as they usually are at Thanksgiving time.

**Condensed Milk**—Distributors are sitting with their hands tied. They have orders for condensed and evaporated milk and are unable to fill them because of the bare spot market and the inability to get fresh made milk from primary points. Little relief is expected before the turn of the year. Milk has been diverted to other channels and the make of canned is not enough to soon bridge over the present shortage. Considerable firmness is shown in evaporated and condensed, with the trend of prices upward on both advertised and the less known brands.

**Syrup and Molasses**—Sugar syrup is in fair demand, not only for domestic trade but for export. Prices are about unchanged for the week. Compound syrup is about unchanged on last week's basis, with the market fairly active. Molasses firm and in fair demand.

**Cheese**—The market is steady at unchanged prices with a light consumptive demand. Stocks in storage are about the same as they were a year ago and the quality is average good. We do not look for much change in the immediate future.

**Provisions**—The market on smoked meats is barely steady at prices ranging about the same as a week ago, with a light consumptive demand. Pure lard is weak at about 1/4c decline from a week ago. Lard substitutes are quiet at unchanged prices. Canned meats, dried beef and barreled pork are slightly easier, with a light consumptive demand.

**Beans and Peas**—The market for all grades of white beans is firm on account of limited supplies. This applies to marrows, pea beans and limas, all of which are ruling at stiff prices. Green and Scotch peas are also firm on account of scarcity. Demand is very fair.

**Salt Fish**—Mackerel continues firm and comparatively higher. Trade are not buying quite as actively, as they are working on stocks previously bought. Cod is steady and unchanged.

**Review of the Produce Market.**

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

Bananas—8 1/2c per lb.  
Beets—\$1 per bu.

**Butter**—The market is steady on the present basis of quotations, with a normal consumptive demand. Storage stocks are being reduced satisfactorily. The market is in a healthy condition on the present basis of quotations at the moment, but the slightest increase in the production would cause a slight decline. We do not look for much increase in the production for about a month. Local jobbers hold extra at 49c in 63 lb. tubs; fancy in 30 lb. tubs, 51c; prints, 51c. 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 \$6 per 1/2 (Philadelphia) barrel box; Late Howes, \$8.25.

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

**Eggs**—The market is steady, with a light demand at prices ranging about the same as a week ago. Receipts of fresh eggs are reported to be increasing to some extent, but not enough to affect the price at the moment. We, however, look for an increase in the near future, with possibly a slight decline in the market. Storage eggs are in excess supply and being sold at considerable under the original cost in many markets. Local jobbers pay 50c for fresh candled, cases included. Cold storage operators are feeding out their supplies as follows:

Firsts ----- 31c  
Seconds ----- 27c  
Checks ----- 25c

Egg Plant—\$1.50 per doz.  
Grapes—Calif. Emperors, \$3.  
Green Onions—Chalotts, 90c 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@7 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 Kiefers.  
Peppers—Florida, 90c for small basket containing about 18.

**Potatoes**—Home grown 50c per bu.  
**Poultry**—The market is stronger and higher on turkeys. Local buyers now pay as follows for live:

Light fowls ----- 12c  
Heavy fowls ----- 18@19c  
Heavy springs ----- 18c  
Cox and Stags ----- 10c  
Turkeys ----- 32@35c  
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.

**Michigan Canners Pack 150,000 Cases of Apples.**

Grand Rapids, Nov. 14—The following is the latest information which I have been able to collect on apples: The Arkansas and Missouri pack was very light, estimated at 10 per cent. The Maine pack has been estimated at 25 per cent. The New York pack is normal for a five year average; in other words, it will be around a million cases, six cans to the case.

On Nov. 5 we sent out a blank to the Michigan canners who pack apples. All of these blanks have been returned except three. In compiling the returns we find a total of 139,728 cases and as there are three canners yet to hear from, the Michigan apple pack for 1922 will probably be around 150,000 cases.

Evidently the blanks were not altogether clear, as most of the canners failed to show the comparison with last year's pack, so we are, in turn, unable to give you any figures.

People who ought to know tell me that canned apples will bring more money about the first of the year, if not before.

A. R. Todd,  
Sec'y Michigan Canners Association.

**Armour Grain Buys Macaroni Concern.**

The Armour Grain Company, through Andrew Ross, manager of its cereal department, announces that it has, at the solicitation of the receiver of the Cleveland Macaroni Co., which went to the wall some time ago, purchased the rights of the Golden Age brand of macaroni, with other brands and the plant, and hereafter will maintain them in their well established place in the market.

In the circular Mr. Ross plainly states what happened to the Cleveland company and why; he also announces policies for the future conduct of the business, involving not only the old Cleveland brands but the whole Armour list that are likely to prove popular to the grocery trade.

The lines for a clerk to push are the lines the boss wants pushed, regardless of personal preferences.

**Louis Campau Not Highly Regarded By Pioneers.**

More than forty years ago I was news editor of the Grand Rapids Daily Eagle. Shortly after the last forms went to the press (3:30 p. m.) the editorial room of the Eagle would be invaded nearly every day by a coterie of old residents, among whom I recall Prof. Franklin Everett, Thomas D. Gilbert, R. C. Luce, N. L. Avery, Thomas B. Church and Julius Houseman. When A. B. Turner was in town he usually joined the circle. These men were attracted to the Eagle office by Albert Baxter, who served the Eagle thirty-five years as managing editor and who was very generally regarded as the oracle and prophet of the gathering. These men discussed everything from Louis Campau and Rev. Leonard Slater up to the assassination of Lincoln. Nine-tenths of their conversation was about the early days of Grand Rapids and the sturdy pioneers who took part in the early settlement and development of the town. I was so interested in their recitals that I seldom left my desk in the corner until they had gone for the day, which was usually about 5 o'clock. I made many notes of these conversations which I have utilized from time to time in the Tradesman during the past forty years.

None of the men above named had any respect for Louis Campau, who was always referred to as a hard drinker and a man who was not overly careful in making claim to any property he thought he could appropriate to his own use. These men frequently referred to his action in claiming to own the North half of Fulton street park as having no foundation in law or equity. His fencing in a portion of the park was in keeping with his entire career, which was replete with instances of baseless claims and selfish and inordinate seizures of goods and lands belonging to others. He was so hard up at times that he would have had to throw himself on the charity of friends but for concerted action on the part of his fellow townsmen in anticipating his needs. The voting of \$600 to him in exchange for a quit claim deed of the North half of Fulton street park was always referred to as a joke, because he never had any title to the property. The action was taken to furnish funds to pay importunate creditors, including several who had furnished him liquor for years and who were very energetic in insisting on their bills being paid. All of the gentlemen above named insisted that the park was the absolute gift of Samuel Dexter and they frequently stated that it should bear the name of the donor, instead of the name of the street on which it was located. I am sorry to refer to this matter so frankly, but since some one was so unfortunate as to state that the park was presented to the city by Louis Campau and the daily papers have given expression to this untruth, I feel it my duty to make the statement I have in plain unmistakable language, so that our pioneer convivialist may no longer masquerade as a philanthropist.

E. A. Stowe.

**Two Passenger Car Now on the Way.**  
El Cajon, Calif., Nov. 8—I under-

stand Duryea is now building a light two passenger car which almost any man can own and support. Duryea has the invention. It is not new and it has been tried out for years. It is patented and is a basic principle. If he can get into a decent production, it will, in my opinion, solve the low cost of operation and up-keep which now prevents a million or two would-be motorists from owning a motor vehicle. I am told that Henry Ford has a similar idea in his nut, but he proposes to keep cutting down the price of his regular (unequipped) car and thus scare off other makers, while he adds the desirable equipment as extras and thus sells 98 per cent. of

his product at the old profitable prices. When he has the regular car down to below cost, and his sales of it are nil, then he will spring this little two passenger fully equipped machine at the lowest price he has had on the regular, which will supply the market he can't reach with his present type, and he can still continue to make it hot for the competitors who are after his scalp. For a long time I have been convinced that some one would design a car that would carry two people with no waste of fuel or up-keep, which would have all the power and speed necessary for comfort and business use.

A car of 500 pounds weight, with a

two cylinder air cooled engine, could be made to carry two persons anywhere at a speed as great as the average car has. A ten horse power motor in a 500 pound car would do the same work that a 2,000 pound car does with a forty horse power motor. The cost of operating and up-keep would be a mere nothing in comparison. All any one needs to do is to study the motor cycle and its wonderful action to become convinced. Duryea has proved what can be done along these lines. Until very recently the conditions were not right for the public to accept this type of car, but I believe the time is now ripe for it.

J. Elmer Pratt.



"Michigan Senior Regenerative Receiver Licensed Under Armstrong U. S. Patent No. 1,113,149 and Pending Letters of Patent No. 807,388."

# Public Interest in Radio Is Greater Than Ever

There seems to be no diminution whatever of the public interest in Radio. It is developing all over the country. The best evidence of this is the volume of inquiries and orders we are receiving from every point in the country. Present indications are that cooler weather will bring even a greater amount of business. We cannot augment our manufacturing facilities rapidly enough to keep pace with the demand.

## We Are Leading Manufacturers of Radio Equipment

This corporation is recognized among the leading manufacturers in the entire Radio field and our goods are considered the very first in Quality. We make complete Radio Receivers and component parts, including the wonderful "Wolverine" Vacuum Tube Receiver (patent pending) which connects with the electric light circuit direct (D. C. current) eliminating storage and dry batteries. The demand for this type of receiver is tremendous, especially from cities having local broadcasting stations, for use in offices, apartments, hospitals and hotels. It enables hotels and institutions to furnish radiophone service in every room without expensive equipment and special wiring.

## A Limited Amount of Our Stock Now Offered

The Michigan Radio Corporation's Authorized Capitalization is 4,000 shares of Preferred Stock and 4,000 shares of Common Stock, par value \$100 per share. Increased capital is required to put us in a position to place our manufacturing facilities in condition to meet the ever-increasing demands for the Radio equipment we produce. Subscriptions will be accepted with a minimum of 50 per cent cash, balance covered by note, not to exceed three months, with interest.

## Show Your Faith in Grand Rapids Industry

Invest your money in industrial enterprises at home. When you invest in local manufacturing enterprises you know just where you stand; you can keep track of your investment; and you will have the satisfaction of not only fostering the advancement of your own town, but will protect your principle and earn handsome dividends for every dollar invested.

## Our Officers and Directors are Men You Know

The best guarantee of any business is the men who are in charge as officers and directors. Read the names of our officers and directors:

President, GUY W. ROUSE  
Secretary-Treasurer, W. G. FARNSWORTH

### DIRECTORS

W. G. FARNSWORTH  
GUY W. ROUSE  
DOUGLAS M. RAY  
CHAS. J. KINDEL  
FRANK G. ROW  
H. C. CORNELIUS  
H. K. BREARLEY  
C. H. STALKER

## MICHIGAN RADIO CORPORATION

Grand Rapids, Michigan

### COUPON

Michigan Radio Corporation,  
21-23 Ottawa Ave., N. W., Grand Rapids Mich.

Gentlemen:—  
I am interested in your limited issue of stock. Please send me full information regarding your offer to investors without any obligation on my part.

Name \_\_\_\_\_

Address \_\_\_\_\_

# THOMAS-DAGGETT CANNING COMPANY, INC.

PACKERS OF

## PURE FOOD PRODUCTS

Grand Rapids, Michigan

We have served the trade with great fidelity for twenty-three years.

We expect to continue the same policy in the future as we have in the past, devoting especial attention to quality and to the production of goods adapted to the needs of the trade and the requirements of the most discriminating customer.

This combination will furnish packing capacity greater than combined capacities of any other five canneries in Michigan.

In addition we are sales agents for practically all canneries in Michigan and seventy-five other leading canneries in other states and can offer wider varieties and greater assortments for pool or assorted cars than any other canned goods producer or distributor in the entire world.

**STARTING FORTIETH YEAR.**

Ever since the Tradesman was established, forty years ago next fall, it has been customary to celebrate the annual birthday by the publication of an anniversary edition.

This week the Tradesman is able to present its readers with the thirty-ninth effort along that line. Thanks to the generosity of its advertising patrons it is able to make the edition 80 pages and cover, thus presenting in compact form a fairly comprehensive outline of mercantile and manufacturing conditions in Michigan at the present time. Because some of the generous friends of the Tradesman expressed a wish to use increased space in an issue just before the close of the year, it has been decided to publish a Christmas edition Dec. 13 to accommodate those who prefer to exploit their lines and undertakings about a month later than the date of the anniversary edition.

The Tradesman predicted a year ago that 1922 would be a season replete with cheats, frauds and swindlers who would attempt to prey on the credulity of unsuspecting merchants. This prediction has come true, which means that the Tradesman has had to be constantly on the alert to warn its readers against the slick gentry who undertake to live by their wits and reap a rich harvest by cajolery, fraud and deceit. Dozens of crooked schemes have been run down, investigated and found to be unworthy of consideration. In some cases the parties to these frauds have been forced to leave the State; in some cases they have been indicted by grand juries; in several cases they have been forced to pay the penalty of committing criminal acts by fines and prison sentences. In order that the Tradesman's exposures might not be overlooked by any reader, they have been grouped under an appropriate heading, entitled *The Realm of Rascality*. As the result of these exposures, the Tradesman is confronted with several threats of prosecution for libel, but no attention is paid to such warnings. The Tradesman has always proceeded on the theory that "the barking dog never bites" and has governed itself accordingly. Anyone who thinks he has a grievance against the Tradesman is always accorded a respectful hearing, providing he comes to the editor personally, but the man who employs a cheap lawyer whose weapons are confined to abuse, misrepresentation and threats of prosecution receives scanty attention unless he actually resorts to court proceedings, in which case he finds he has a license to go to the court of last resort and that the Tradesman is prepared to meet him at every stage of the game. Two or three months ago a man who thought he was a hotel landlord in a Northern Michigan town wrote a leading legal firm in this city to start proceedings against the Tradesman on a charge of libel. The attorneys carefully considered the situation, and wrote their would-be client as follows:

We do not care to take your case against the Tradesman for three reasons:

1. Mr. Stowe has made it the rule of a lifetime to satisfy any man who thinks he has a grievance—whether he

has or not—providing he takes it up with the editor personally.

2. Judging by your rating by the mercantile agencies, we do not think you have money to spare to follow such a case to the court of last resort; and when Mr. Stowe believes he is in the right, no lawyer in Grand Rapids can induce him to settle until he has taken his opponent clear around the ring.

3. The article you complain of is, in our opinion, not libelous. You should realize that Mr. Stowe has been in the publishing business fifty years—nearly forty years as managing head of the Tradesman—and that he is fully as conversant with the law of libel, the nice distinctions involved in libel cases and also where the consideration of privilege comes in, as any attorney in the city. The fact that he has been victorious in thirteen libel suits and has never lost a case in the Supreme Court ought to influence any man who thinks he has a grievance against Mr. Stowe to proceed cautiously, to say the least.

The man who received the above letter brought it to the Tradesman, left it with the editor and went over the original charge of which he complained. On being shown unmistakable evidence in the archives of the Tradesman of his personal unfitness for the occupation of landlord he admitted the truth of the Tradesman's charges, expressed himself as satisfied that the Tradesman's conclusions were just and justifiable, returned home, disposed of his interest in the hotel he was unfitted to conduct because of his unfortunate temperament and espoused another occupation more in keeping with his ability.

Acting on the advice and detailed reports of trustworthy traveling salesmen, the Tradesman has published many criticisms of Michigan, Ohio and Indiana hotels during the past year. In all cases the landlords have been furnished advance copies of the criticism and been given an opportunity to make reply, if they cared to do so. In most cases the persons complained of have taken the publications philosophically, conceded that they were made from the best of motives and immediately set about the work of reforming the abuses which were obnoxious to the traveling public.

The Tradesman naturally feels very much elated over the manner in which it has been able to assist its mercantile friends in buying at the right time and in the right quantities during the past years. Its predictions of advances and declines have made its readers much money, which many of them freely acknowledge in letters of gratitude.

The Tradesman has thrown the weight of its influence against the purchase of stocks of unknown value and illegitimate origin and dealings with absolute strangers who are long on promises and short on fulfillment. The Tradesman holds itself in readiness to give its regular patrons dependable advice on these matters at any time. The Tradesman candidly believes it has saved its readers at least \$100,000 during the past year by advising them against the purchase of stocks which are not worth the paper on which they are printed.

Many plans are under consideration for the further improvement of the Tradesman during 1923. If any reader can suggest an idea which could be

played up in the Tradesman to the advantage of any considerable number of subscribers, he is cordially invited to commit it to paper and send it on. The Tradesman's success for nearly two decades has been due largely to the fact that it uses language the average merchant can understand and deals with topics concerned with the everyday life of the dealer. In other words, it has aimed not to shoot over the heads of the great mercantile classes the Tradesman undertakes to serve in an acceptable manner.

**CANNED FOODS MARKET.**

The canned food market is approaching the turn of the year in far better shape than was expected before packing was started. For one thing, old goods were gotten rid of before new packs were on the market, and for another, canners kept down their production too close to their contract orders. If any error in judgment occurred it was on the score of underproduction rather than a surplus over visible outlets. It is quite a common thing in many commodities to find the market much barer than usual at this season of the year, for the simple reason that the packer put up only enough to take care of his customers who had the foresight to contract ahead of their needs. The canner tried the experiment of packing beyond his needs and of being whipsawed when he came to market his surplus. This year he followed a different policy. Even where record crops were produced, notably in peaches, the output of canned products was curtailed by other considerations. From the standpoint of supplies, both old goods and new, the market is in a strong statistical position, which is further increased by the underbuying of the past season. The outlook indicates steady buying all through the coming season, and while speculative interest is not now a factor it may easily develop as the result of a shortage of stocks and a prospect of advances in prices. That phase of the market is not prominent at the moment. Distributors are getting in their contract stocks and they have neither the funds nor the warehouse room to take advantage of items which look promising. The main point is that dealers are buying steadily and are reselling to their customers in a healthy volume.

The sardine canners of the Atlantic coast have made a very short pack this season, principally for the reasons that wholesalers refused to buy futures or delivery when packed to any important extent, and then the fish this season ran large and the canners were reluctant to pack up a large surplus under the circumstances. Since the packing closed, which was earlier than usual, there has been a sharp advance in prices, and many buying orders through the brokers, and some of the canners who have but little reserve stock regret not having continued their pack until the close of the season. It is now too late, however, to begin further packing as the weather conditions are unfavorable.

Don't say of goods asked for and not in stock that same are not made; you might be mistaken.

**EFFECT OF RISING PRICES.**

Prices in the primary markets continue in their upward course. In some instances, they appear to be justified by the increase in the cost of raw material and in that of the labor required for producing the finished articles. In other cases, advantage has been taken of the opportunity to do a little profiteering, made possible by an exceptional demand. Not so much advantage of the situation appears to have been taken by retailers who are, in the main, selling at lower than replacement cost. They are apprehensive of the effect which will be produced when the higher prices to consumers will become necessary and so are showing resistance to meeting the figures which jobbers are placing on goods for future delivery. A moderate advance, they believe, they will be able to explain satisfactorily to their customers, but a big one, they feel, will put a crimp in buying. Conditions in this respect appear to be the same in the populous centers as they are in the many areas where the acres are many, the crossroads few and the population sparse. And this brings to mind the circumstance, recently marked strongly, of the greater recognition which is now given to the trade of the big cities as distinguished from that of the country districts. It is being more and more realized that buying, other things being equal, is dependent on the number of people there are to buy and that each year shows an increase in the urban population as distinguished from the rural. This accounts for the added attention being paid to the wants of city customers. A noteworthy fact, in connection with this at the present is that the greatest reluctance to buying at advancing prices is from the retailers who supply such customers.

**HENRY FORD FOR PRESIDENT.**

The cards are now stacked for the nomination of Henry Ford as the candidate of the Democratic party for President in 1924. Mr. Ford possesses many qualifications for the exalted position to which he aspires, among which may be mentioned the following:

1. He is one of the richest men in the world.
2. He is one of the most selfish men the world has ever produced.
3. He is one of the most vindictive men in the United States.
4. He solemnly stated during the war that the word "murderer" should be embroidered on the breast of every soldier and naval sailor.
5. He stated during the war that as soon as the conflict was ended the American flag would come down from his factory and the flag of internationalism would take its place.
6. He testified in court that Benedict Arnold was a writer of books and that the American revolution was fought in 1812.

The American people would certainly be very proud to see one of the richest, most selfish, most vindictive, most ignorant and most unpatriotic men the country has ever produced elevated to the office held by men like Washington, Lincoln and Roosevelt.

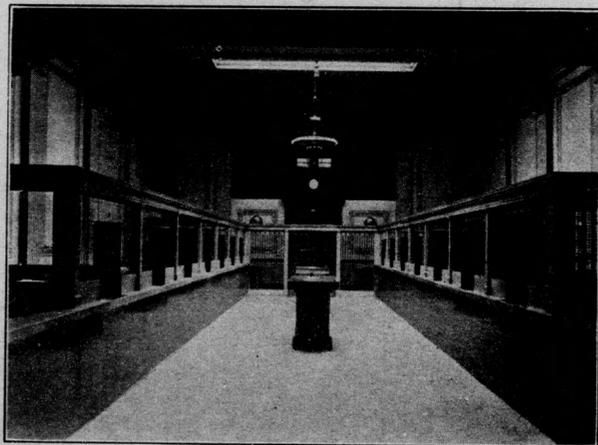
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### The American Red Cross Roll Call.

On account of the campaign for funds for the new Butterworth Hospital, the local fall campaign or roll call of the American Red Cross has been postponed by the Grand Rapids Chapter until December; the roll call extending from the first to the sixteenth of December, inclusive. While the annual roll call of the American Red Cross is formally set from armistice day to Thanksgiving day each year, Captain Harry C. Rindge, in charge of the campaign for the local chapter, felt that even though the American Red Cross is a Nation-wide movement, it well could step aside for the Butterworth Hospital undertaking and would not suffer through the delay.

In the Red Cross roll call of November, 1921 \$21,369.17 was subscribed in Grand Rapids, but during the year from November, 1921, to November, 1922, the Grand Rapids Red Cross Chapter expended \$32,703 in giving aid and assistance to over 700 disabled ex-service men and their families here at home. During the same period, the welfare department of the local American Legion Post was financed by the local chapter of the Red Cross in its work of assisting ex-service men to the amount of \$4,765.56.

Thus Grand Rapids, which subscribed \$21,369.17 to the American Red Cross, received back again in money alone for the benefit of its ex-service men, \$37,469.29; \$16,100.12 more than it gave in money alone, to say nothing of 1,734 calls by the local Red Cross Chapter to the homes of those whom it was helping and 2,547 office calls, in which the advice and influence of the Red Cross were extended to those needing its ministrations. The smallest number of local families served in Grand Rapids by the Red Cross in any one month during the past year was 153, running up to 252, the highest mark, which was made in March, 1922.

Entirely aside from the heart appeal which the Red Cross in its unselfish and effective work makes to every normal man and woman, there is presented to Grand Rapids in the coming annual roll call of the American Red Cross the financial responsibility and privilege of helping the local chapter of the American Red Cross to pay its own way and to contribute something toward the Nation-wide service of the American Red Cross which is too well known to require extended mention. Many who had not been familiar with the American Red Cross until the kaiser's war think of it as a war organization. Yet for many years it has been the one organization which could mobilize and be on the ground caring for the injured and destitute following any great catastrophe before the official organization of city, state or Nation could begin to function. And Grand Rapids, with its well known generosity to the sick and the maimed, the suffering and the needy, wherever they may be, certainly may be depended upon in the coming Red Cross drive, not only to pay its own way in the magnificent work which the American Red Cross is doing for the Grand Rapids ex-service men and their families, but also can be

depended upon to do its share towards furnishing the munitions of mercy which the Red Cross extends to every community throughout the country, particularly when local means of relieving suffering finds itself unorganized and unable to help immediately.

There are three types of memberships in the American Red Cross. The annual membership is \$1 per year; the sustaining membership is \$5 per year and the contributing membership is \$10 per year. Considering the well known efficiency of the American Red Cross, which includes the most economical expenditure of its funds possible upon the varying conditions under which it operates, Grand Rapids unquestionably not only will finance the local chapter of the Red Cross up to its fullest needs during the coming year, but will pay back the overdraft which local needs made on the Red Cross during the past year.

### Leitelt Iron Works Sixty Years Old.

Adolph Leitelt engaged in business under the style of the Valley City Iron Works in 1862. Six men were employed at the start, the working room comprising only about 6,000 feet. The business expanded rapidly, the principal output for some years being steam engines. In 1868 Mr. Leitelt opened a boiler shop, the first establishment of much size to be started in the city, and afterwards he added the manufacture of steam hoisting apparatus, building and machinery castings and veneer cutting machinery.

Since the original owners of the establishment relinquished control of

the business, several changes in ownership have taken place. The institution is now owned by a corporation with \$250,000 capital stock known as the Leitelt Iron Works. The directors are Charles B. Kelsey, B. O. Fink, A. L. Murray, D. C. McKay, F. J. Zylman, F. H. Meyer and G. W. Sackett. The officers of the corporation are as follows:

President—David C. McKay.

Vice-President—Frederick J. Zylman.

Secretary and General Manager—Frederick H. Meyer.

Treasurer—Glenn W. Sackett.

The plant has a frontage of 160 feet on Mill street and a depth of 160 feet, besides the large building on Erie street. The factory has an area of over 100,000 square feet and employs more than 100 men. The company has a number of men who have been connected with the establishment more than forty years. The corporation manufactures foundry and general castings, heavy machinery and lumber and veneer dryers.

Of recent years the Works has specialized on passenger and freight elevators, electrically driven, and has developed a most remarkable mechanism. Seven elevators are now in process of construction for the Vegetable Parchment Paper Co., Kalamazoo; three for the Rowe Hotel; two for the new vocational school; four for the new T. B. hospital; one for the new warehouse of Morley Bros., Saginaw; one for the new model flooring plant Mitchell Brothers are erecting at Cadillac. The latter order

includes lumber lifts, all motor driven and thoroughly up to date.

### Placing the Blame.

Rach—Why are you late?  
New Employee—Store opened before I got here.

## Bankruptcy Sale

In the District Court of the United States for the Western District of Michigan, Southern Division

In the Matter of  
RILEY W. SCHAEFFER,  
Bankrupt.

In Bankruptcy, 2098.  
To the Creditors of said Bankrupt.  
Please Take Notice:

That pursuant to the order of the Court heretofore made in this matter, and by agreement of the parties in interest, I will offer for sale at public auction to the highest bidder all of certain described assets of said bankrupt estate, consisting of the stock of hardware and supplies, furniture, and store fixtures, etc., which are inventoried and appraised at the sum of \$8,243.06.

Said sale will be held at 10:00 o'clock, A. M. in the forenoon, on Thursday, the 23rd day of November, A. D. 1922, at the store formerly occupied by the Bankrupt, at No. 125 East Columbia Street, in the city of Fort Wayne, Allen County, Indiana. Said sale will be for cash subject to the approval of the Court, and notice is hereby given that said sale will be confirmed within five days after the filing of the Trustee's report of sale with the Referee. The Trustee reserves the right to reject any and all bids deemed by him insufficient.

Dated this 8th day of  
November, 1922.

HEBER C. STURGIS,  
Trustee.  
Sturgis, Michigan.

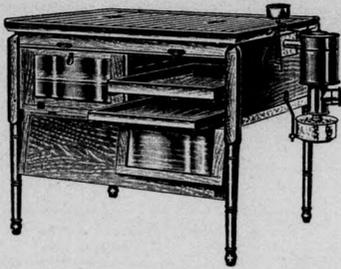
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Be prepared to meet the demand by having on hand a complete stock of

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which are conceded to be the most efficient equipment made. They afford the dealer a satisfactory profit and invariably meet the requirements of the hatcheries.

We Carry a complete stock and can make immediate shipment on receipt of order.

Illustrated catalogue and prices sent on application.

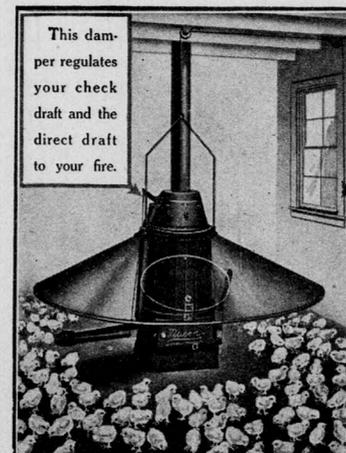
In addition to above, we carry a complete line of poultry supplies.



**Michigan Hardware Co.**

Exclusively Wholesale

Grand Rapids



This damper regulates your check draft and the direct draft to your fire.

### Some Facts About Our Field Marshal of Figures.

After fumbling around for more than a hundred years in a feeble effort positively to locate guilt for the unnecessary outlay of public money, the baffled American finger now can place itself vigorously and accusingly on the censurable man or institution. Hereafter, governmental waste of funds will be the fault of either Congress or the White House; or, contingently, of both, acting in collusion.

But, it may be said, that always has been so. Yes, theoretically. The culprit, if it were Congress, jerked its exculpatory thumb toward the White House; and the White House, busy with small politics and large policies, answered by quoting the Constitution, which reads (Art. 1, Sec. 9): "No money shall be drawn from the Treasury but in consequence of appropriations made by law."

As a matter of fact, then Congress alone was (and still is) answerable for every dollar expended. But (and this particular "but" is an important word) the President, as general manager of the business departments of the Government sent (and continues to send) his requirements in dollars and cents to Congress.

"Next year," he would say (and still says), "we should have so much for the Army, so much for the Navy, so much for the Postoffice," and so on. And Congress, scrutinizing his statements, would make changes in his figures, up and down, but (and the fact may surprise the country) mostly down.

"From 1890 to 1922," says Gen. Herbert Mayhew Lord, Director of the Budget, "the estimates submitted to Congress by the various spending agencies of the Government were twenty-three billion dollars in excess of the amounts appropriated. In all these years," General Lord adds, "Congress has been the only barrier between the Treasury and Trouble."

At last, after prolonged agitation by editors, business men, bankers and Presidents (Taft, Wilson and Harding) came the law creating the Bureau of the Budget. General Lord now directs it. Subordinate to him are forty experts, stenographers and clerks. The bureau would still be in the anteroom of legislation, however, its run-down heels on the rung of a chair, its shabby back against the wall and a rusty hat over its eyes, dozing and waiting its turn on the floor of Congress, had the world gone to war in 1914. So long as a little more money was paid into the Treasury than was paid out, the bureau had slim chance of being established and ordered to take off its coat and buckle down to work.

A dull issue was the budget. Mainly it was composed of figures. No demagogue can excite a crowd with a procession of numerals; and orators, notoriously, are inaccurate, often ridiculous, when dealing with columns and tables. Besides, frugality in the spending of public funds had been cast into limbo, with such antique ornaments and necessities as chin-whiskers, horseshoes and buggies, pulse-warmers, rag carpets and candles.

In the prime old days, still farther back, when women could not vote and

statesmen could pickle themselves consecutively and be indulged by their constituents, economy took high rank among such standard virtues as honesty, truthfulness, diligence and kindness to man and beast. Then one could live a whole night and a day at a hotel for what a lean breakfast now costs him.

Until about thirty years ago, in every Congress, both branches, professional skinflints sharply and constantly eyed the pennies of the people. They were either thin and sallow, or corpulent, perspiring and untidy. "I object," was about all that any of them ever had to say. If the case were particularly reprehensible, as they saw it, they might add: "in behalf of the toiling masses." Their favorite picture was of a hairy farmer, with a scythe over his bent back, or an aproned blacksmith, a fierce look on his face and a sledge in his terrible grasp.

They were known, the skinflints were, as "Watch-dogs of the Treasury." And were sneered at. Demagogues, some persons called them. Occasionally, indeed habitually, if there were appropriations in the bill to be disbursed in their own districts, they hunted with the pack and sneaked home in the morning with wool between their teeth. Whereupon they were jeered at—by their colleagues but never by the voters at home. One Watch-dog of the Treasury, a withered, tobacco-chewing and sour little man, might have been President of the United States. At all events, he was "mentioned."

As the inhabitants of the country, East and west, built better houses, put down sidewalks, paved their streets, sold bonds for sewers and waterworks, painted their barns, bought self-binders, erected silos and so forth, they grew more liberal-minded Nationally. Moreover, taxes for the Government at Washington were paid indirectly—on foreign goods coming into the American market, on whisky, brandy, wine, beer and tobacco. There was plenty of money in the vaults of Brother Jonathan. Watch-dogs almost became an extinct species in the woods and fields of politics. Every village demanded a government building—of stone, if possible—in which to warehouse its postoffice. Scum-covered ponds were dug into harbors. Rivulets were dredged and made navigable for mud-scows during spring freshets. All with funds of the Washington Treasury.

Bang! and there was war . . . . "This is a billion-dollar country," declared Thomas B. Reed, Speaker of Congress, not a great while ago. He said, in palliation of the appropriations just voted by his party, that the Government then actually required \$500,000,000 a year for necessary expenses carefully expended. Two years, the life of a Congress, therefore, meant a thousand millions in appropriations. Not too much, Reed insisted, for a wildly expanding and immensely wealthy nation. Came the day, as Jeffery Farnol and his copyists would say, when the five hundred millions were doubled. Yearly. The sum was a billion, nor very difficult to obtain, when this country entered the war against Germany.

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Came also the day when interest alone on the debt of the United States was twice \$500,000,000. Likewise yearly. Citizens were now paying taxes directly right out of their own pockets. On incomes and on such personal articles as shirts, gloves and hats. Nothing remained, visible or invisible, tangible or intangible, on which to raise more money for the Government.

When a man's income is \$10 per day and his living expenses are \$12 per day, he goes home, if he is any man at all, and holds a conference (as every meeting between two or more individuals is called nowadays) with his wife. They put their affairs on a sensible basis by cutting out luxuries and trifles. If there had been any more pools to tap, Congress would have tapped them, joyously and by a unanimous vote. The limits of taxation appear to be reached when the hat on one's head and the socks on one's feet are levied against. Nothing remained that Congress could do but to reduce expense. President Harding urged it vigorously and incessantly. Followed the laggard act creating the Bureau of the Budget.

Now a weak man would have made a fizzle of the budget. A politician would have disgraced it. He would have jockeyed with classes and sections, yielding here, denying there and computing, so far as he could party primaries and general elections. So the President, shrewd and seasoned, much in earnest, thinking of the public and probably not at all of another term, chose Charles Gates Dawes, financier and soldier, son of a Civil War general and a World War general himself, to organize and administer the budget. Out of the whole Nation, yea, out of the whole earth, the President picked the one person fitted by training, character, courage and temperament to set up and galvanize the budget and start it going.

Once having agreed to re-enlist in the public service for a limited period, Dawes took the fastest train out of Chicago for Washington. He landed at the National capital with a loud noise. Immediately, one explosion followed another. "Go away," he said to the clutter of reporters. "Let me alone until I get things moving. I have no time to talk." He meant every word of it. I tried to interview him years ago in Chicago and failed—one of my rare failures in almost two decades of itinerant dialogues with eminent and lively characters. "I want no publicity," he then said.

When Dawes blows up, it is according to schedule and plan. It is seldom, if ever, spontaneous; never emotional. The duller places in America, until Dawes began fabricating the budget and later let steam into the engine, were the departments in Washington. (And Dawes knew it.) Dull, with

roots buried in the cement of inertia and tradition. Only dynamite could stir the earth and let in air and sunshine.

Therefore Dawes got all of the bureau and division chiefs into a meeting. He might have told them in dignity and decorum about the debts of the nation and of the nation's insufficient revenues; told them in a frock coat, his silk hat on a table, in plain sight, and his cane at its side. He might have spoken mildly of one's duty to one's country and of the honor that one gains in the public service.

"Come, gentlemen," Dawes could have said, "let us—ah—strive to lessen expenses. Really, gentlemen, it has become quite necessary to do so." All of which would have been strictly conventional. And about as ferocious and effective as dish-water.

But he did no such thing—uttered no such harmless rubbish. He crouched, he leaped, he glared, he bellowed. He flailed his arms and pounded his fists. More alarming, however, than his flying legs and clenched hands were his forks of vocal lightning and his blasts of oral thunder. "You cut," he cried, his substance, "and cut to the bone, or out you go."

Instead of observing: "Well, Dawes is an amusing man and we'll go on as before," the chiefs, returning with long, quick strides to their offices by twos, threes and groupes, said: "We'll obey orders, but the Government will stop and Dawes will be to blame."

"And Dawes will be to blame!" That's another point. The Government did not stop, but if it had stopped, the President and not Dawes should have been and would have been the person condemned. Under the law, the Director of the Budget has no power to originate a policy. He gets his policies from the White House. Never is he anything more than the President's personal agent. Hereafter, then, if the expense of running the executive branches of the Government—the Treasury, the Army, the Navy, the Agricultural Department, the postoffice and so on—are more than they ought to be, the President himself, and no one else, will be responsible, and the wavering American finger should be placed on him and kept on him and no excuse tolerated.

Following the gymnastics and outbursts of Dawes, the outlays of the money-spending agencies of the Government were substantially, perhaps sensationally, lessened. How much, no man at this juncture can say. Estimates range from a billion downward. Important as the reduction was, whatever it may have been, the change of mind that occurred on the part of chiefs of bureaus, divisions and commissions was much more so. Between sundown and sunrise almost, they ceased to be gay prodigals and became

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serious-faced economists. They are thinking to-day of saving and not of spending—of the taxpayers and not of themselves. That's the groove they are running in at present, and they will remain in that groove forever if Mr. Harding and his successors, cat-o'-nine-tails in hand, keep them there.

His work done, Dawes, desiring a man who would fit his shoes and not be a weakling under pressure, asked the President to place General Lord in command of the budget. The appointment was made. A hurricane, it was feared on the outside, had been followed by a zephyr. Which was not the case at all. Lord doesn't carry houses and barns out of the valleys into the hills, but he can knock things over as thoroughly as can any man in Washington. He is proficient, heartlessly so, because he understands his business inside out and bottomsides up.

Besides, Lord is a Maine Yankee and belongs to a race which has battled with Indians, hunted wild animals, felled forests, quarried stone, fished in the Atlantic, built ships and performed variously and valiantly on land and water. Also shrewdly, in such endeavors as burning lime, selling lumber, canning corn and voting out whisky at a time when that liquid was largely consumed and much respected.

There was a saying long ago that Nelson Dingley, Jr., thin of body, black-whiskered, slender-voiced, a cheerful but steady pack-horse in the matter of the tariff, invariably went to the bottom of things. Dingley it was who brought Lord to Washington and made him clerk of the Ways and Means Committee in the House of Representatives. Lord, whose father had been a carpenter and builder in Rockland, paid his way through Colby College, by teaching school and writing for newspapers. Dingley taught him the science of fiscal figuring; how at any rate, to raise money for the support of the Government. At the outbreak of the Spanish War, Lord went into the army as a paymaster. That was in May, 1898. He would be back, he told Dingley, in six months or so. But he did not come back until June, 1922, and then Dingley had been in his grave for twenty-three years.

In the Army, Lord advanced until he was a notable man, winning during the World War the D. S. M. "for exceptionally meritorious and conspicuous service," while assistant to the quartermaster general and director of finance. He was retired as a brigadier that he might become Director of the Bureau of the Budget.

"I am selling the budget to the American people," Lord says to-day. He is explaining it and trying to popularize the idea. Samuel Johnson once remarked: "My friend, the late Earl of Cork, was so generally civil that nobody thanked him for it." Naturally, Lord, brown-eyed, spectacled, slender, shaved and of medium stature, is a friendly man, but exasperating perplexities over income and outgo, over the enigmas of working sycamore logs into long, straight timbers, have tended to dry up his springs of speech (except about the budget) and give his countenance a grave, if

not a skeptical expression. But he is trying to be as generally agreeable as was the Earl of Cork, in behalf, altogether, of the budget.

He also has summoned the money-spenders into his presence that they might view his hickory club and hear his warnings. "The entire personnel of the Government," he told them, "must learn, if it has not already taken the lesson to heart, that economy is the approved policy and that extravagance of any sort is dangerous business. Dangerous to themselves as well as to the Treasury.

There are to be no more demands for a million when a hundred thousand is plenty. Congress may even slash into the hundred thousand. "If it does," Lord in essence has said, "smile and make what is left go as far as you can."

"The first estimate I submitted (he is being quoted exactly) was an honest, minimum estimate, without a penny of padding. I was new at the business (it was last year) and went before the House Appropriations Committee as innocently and guilelessly as a dove. I shudder now when I recall what they did to that carefully drawn, unpadded estimate. I can illustrate it perhaps by the experience of the man who was accustomed to arrive home from his club in a highly inebriated condition. The first night he went home sober his dog bit him. And that is what Congress did to me. In submitting honest estimates you may get bitten, but it is worth it if the executive bureaus succeed by such a policy in rehabilitating themselves in the estimation of congressional committees."

This bit of sugar with which General Lord capsuled his dose brings to mind the story of another of Maine's famous personages. Having made a great change in his looks, Artemus Ward appeared before his wife.

"Maria," he says he asked her, "do you know me?"

"You old fool, of course I do," Maria answered crisply.

"I perceived at once," Artemus records, "that she did."

Helped by his staff of experts, General Lord—acting for the President, bear in mind—is now engaged in scrutinizing the estimates of every executive department of the Government. As the President has stated to the members of his Cabinet and their bureau chiefs that "I will not send to Congress estimates exceeding the probable receipts of the Government," and as the probable receipts will be about \$700,000,000 less during the fiscal year, beginning June 30, 1923, than the expenses are now totaled, Lord and his experts have a task that might have stalled old Euclid, Archimedes and Apollonius, the three Greeks who made mathematics odious to nearly all the men and women in the universe.

James B. Morrow.

#### Unable To Reduce His Overdraft.

The following is an exact copy of a communication received by an English bank from one of its customers:

Dear Sir—For the following reasons I regret being unable to reduce my overdraft. I have been held up, held down, sandbagged, walked on, sat upon, flattened out and squeezed by our

income tax, the super tax, the excess profits tax, war loans, war bonds, war savings certificates, the automobile tax and by every society and organization that the inventive mind of man can invent to extract what I may or may not have in my possession.

By the Red Cross, Blue Cross, St. Dunstan's, the Children's Home, the Y. M. C. A., the Y. W. C. A., the Salvation Army, the Belgian Relief, the Austrian Relief, the Black Cross, the Double Cross and every hospital in the town or country.

The government has governed my business so that I do not know who

owns it. I am inspected, suspected, examined and re-examined, informed, required and commanded, so that I don't know who I am or why I am here at all. All I know is that I am supposed to be an inexhaustible supply of money for every known need, desire or hope of the human race, and because I will not sell all I have and go out and beg, borrow or steal money to give away, I am cussed, discussed, boycotted, talked to, talked about, lied about, and held up, hung up, robbed and damn near ruined, and the only reason why I am clinging to life now is to see what will happen next.

## Fourth National Bank GRAND RAPIDS MICHIGAN

United States Depository

Capital \$300,000  
Surplus \$300,000

3% interest paid on Savings Deposits, payable semi-annually.

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



#### OFFICERS.

Wm. H. Anderson, President; Lavant Z. Caukin, Vice-President; J. Clinton Bishop, Cashier.  
Alva T. Edison, Ass't Cashier; Harry C. Lundberg, Ass't Cashier.

#### DIRECTORS.

Wm. H. Anderson Lavant Z. Caukin  
Christian Bertsch Sidney F. Stevens  
David H. Brown Robert D. Graham  
Marshall M. Uhl Samuel G. Braudy  
Samuel D. Young  
James L. Hamilton

## Unquestioned Safety

is the most important consideration when selecting a bank with which to do business.

The Peoples Savings Bank offers unquestioned security, having served the people of Western Michigan for more than three decades.

Accounts of city and country merchants, manufacturers and bankers are solicited.

**The Peoples Savings Bank**  
Grand Rapids, Michigan

TAX EXEMPT IN MICHIGAN

LEGAL FOR MICHIGAN SAVINGS BANKS

**\$1,000,000****Lake Independence Lumber Company****First (Closed) Mortgage 7% 15-Year Sinking Fund Gold Bonds****Dated October 2, 1922****Due October 1, 1937**

Interest payable April 1st and October 1st, at the office of The Michigan Trust Company, Trustee, Grand Rapids, Michigan, or at the office of Illinois Trust & Savings Bank, Chicago, without deduction for any normal Federal Income Tax now or hereafter deductible at the source not in excess of 2%. Coupon bonds in denominations of \$1,000, \$500 and \$100 registerable as to principal only.

**Attention is called to the following summary of a letter from Mr. J. B. Deutsch, President:**

**BUSINESS** Lake Independence Lumber Company is the successor to a company of the same name, formerly a subsidiary of The Brunswick-Balke-Collender Company. In addition to the manufacture of lumber the Company continues to produce over three-fourths of the bowling or ten pins used in this country under a guaranteed profit contract with The Brunswick-Balke-Collender Company. The minimum profit on this contract is estimated at \$100,000 annually. The Company is a complete lumbering operation, having its own railroad, equipment and manufacturing plants, backed by a supply of high grade raw material strategically located. It has a distinct advantage over competing hardwood operations in that a considerable portion of the output is manufactured into a finished product at a guaranteed profit.

**SECURITY** These bonds are to be secured, in opinion of counsel, by a direct, closed first mortgage on lands, standing timber, plant and equipment, in Marquette County, Michigan, having a value as appraised by James D. Lacey & Co. of over \$3,000,000, or more than three times the amount of the entire issue. The balance sheet, as prepared by Messrs. Price, Waterhouse & Co., as of September 30, 1922, and after giving effect to the present financing discloses net tangible assets after deducting all liabilities except these bonds of \$3,504,366.45, or over \$3,500 for each \$1,000 bond.

**EARNINGS** Price, Waterhouse & Co. report that for the 5½ years ending June 30, 1922, net earnings available for depreciation, bond principal, interest and Federal taxes, after giving effect to revision in the sale price of bowling pins to accord with the terms of the above mentioned contract, average over \$385,000 per year.

**SINKING FUND** The mortgage securing these bonds provides that the Company shall pay into the Sinking Fund in advance of cutting the sum of \$6.00 per thousand feet of timber. The proceeds of the Sinking Fund are to be used only for the retirement of these bonds.

**MANAGEMENT** The affairs of the Company will continue under the same management that has successfully conducted the business for the past twelve years, with a strong Board of Directors composed of the following: B. E. Bensinger, President, and P. L. Deutsch, Assistant Secretary-Treasurer. The Brunswick-Balke-Collender Company; S. W. Murphy, President, Riverside Fibre & Paper Company, Appleton, Wisconsin; Wood Beal, Vice-president and Treasurer, and J. W. McCurdy, Secretary, Lacey Securities Corporation; J. E. Orr, Treasurer, Lake Independent Lumber Company; and Jay B. Deutsch, President and General Manager.

Bonds are offered for delivery when, as and if issued and received by us, subject to approval of Counsel. It is expected that delivery of Definitive Bonds will be made on or about November 20, 1922.

**Price 100 and Interest—Yielding 7%**

**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.

### Daugherty Outlines Policy of Department of Justice.

In view of the fact that the Sherman anti-trust law is the particular statute which the Government so frequently invokes, whether in pursuit of little or big business men who have gone too far over the line of proper conduct, Mr. Daugherty's recent statement concerning the attitude of the Department of Justice with respect to the enforcement of this law is of special interest. He says in part:

"It can be said that it has been the policy of the Department of Justice since I became Attorney General to try to settle and clear up the law in regard to violations of the Sherman anti-trust law, in order that American business may know as accurately as possible what they can and what they cannot do that might or might not be considered a violation of the law.

"The most desirable thing in the world for business is a settled condition.

"The Government does not want to be a muckraker, nor does it desire to interfere with legitimate business. On the contrary, it desires to help legitimate business in every legitimate way.

"The Government should not be used, nor is it being used, to favor one or another. All should understand what the law is, and all should have the protection the law affords and all should feel the responsibility of complying with the law.

"The Government could institute many more cases against business concerns and associations in order to test the question as to whether or not they are strictly complying with the Sherman Anti-Trust Law, but it would require such a force of men and take so much of the time of the courts that it would be impossible. The desirable thing to do is to bring such cases as cannot in good conscience be avoided and dispose of them as promptly as the clogged conditions of the courts will permit, so that the law can be made plain, and those who violate the law, thus made as plain as possible, will be compelled to take the consequences of their acts.

"Ninety per cent. of the business men of the country are men of good conscience and desire to observe the law. The trouble is that many professional organizers conceive schemes and plans that cut corners quickly. Their business is to get around the law, if they can, and they frequently advise business to take chances and to do things that the law does not permit.

"The Government is exactly as an individual who has judgment, wants to keep out of litigation, wants to go forward in a straightforward way, which is better for the citizen, better for the Government, better for business. I think a way will be worked out, and sincerely hope so, and I shall be glad to help work it out, whereby there will be stability, the minimum of misunderstanding and some assurance that certain things are not a violation of the law and certain things being done improperly are in violation of law, and litigation will be reduced to the minimum."

The Attorney General believes that the number of violations of the law

by business men can be reduced to a minimum if the Government will provide a means of assisting them to keep within the law. By setting up the necessary machinery to pass on the plans of business organizations, Mr. Daugherty thinks that American producers will be enabled legitimately to strengthen their hands in search of markets and at the same time the Government will avoid much expensive investigation and litigation. Here is Mr. Daugherty's new slogan:

"Business has a conscience; business as a whole is inherently honest; and so long as I am Attorney General I am not going unnecessarily to harrass men who unwittingly run counter to the statutes."

A great many thousand business men will hail that slogan with unbounded enthusiasm.

### Banks Should make No Collection Charge.

The Chamber of Commerce of the United States is committed to the proposition that remittance of checks

at par should be a universal banking practice in this country as the result of a referendum vote of its member organizations, completion of which has just been announced.

In the opinion of the Chamber, the practice of certain banks in making a service charge, usually 1-8 to 1-10 of 1 per cent. in remitting in payment of checks drawn upon them by their depositors should be discontinued.

The latest figures, for August, 1922, show 9919 member banks in the Reserve System, which remit at par, and 17,865 non-member banks which likewise remit at par. The number of banks not remitting at par in August stood at 2281.

If charges were actually made by all banks remitting to reserve banks, their aggregate would be very large and a burden upon commerce; and the Chamber concludes that, if only the interest of the banks which now wish to make charges were considered, it is obvious they would not profit through a system under which all banks made charges for remittance; for the cost

of collecting checks deposited by their customers would then be as great as the amount they would receive from remitting against checks drawn by their customers.

### Fifty-Fifty.

Capital is simply accumulated labor in a negotiable form, and labor is nothing but negotiable capital in an accumulated form. In a way, both are the same and you can't hurt one without hurting the other. When a man goes out and labors a day for one dollar or five dollars, he is a laborer. After supper he dolls up and goes out and spends that dollar or five dollars—and then he is either a capitalist or a damn fool, depending on what he spends it for. Equality between labor and capital is and always must be based on the fundamental principle of good wages for good work and good work for good wages. It's a fifty-fifty proposition.

At least 100 000 fish are lost every year by jerking too soon.

## Meeting Your LONG DISTANCE Needs—



Often it is necessary that you call some particular person in another city—no other person will do.

To reach a particular person by Long Distance, give the Long Distance operator your name and telephone number and the name, address and telephone number, if possible, of the person you are calling. Every effort will be made to quickly locate the individual for you.

You can arrange to talk with your party at a definite time, if you desire. At your request, the Long Distance operator will make the connection at the hour you specify, after notifying the called party of the appointment.

Or, if the person you call by Long Distance has no telephone, you usually can arrange with the Long Distance operator to have him called to a telephone by messenger, a small charge being made for the additional service.

If it is impossible to complete your Long Distance call but you are given definite information concerning the called person, a report charge is made to cover the cost of operating and circuit time involved.

### "ANYONE" CALLS

If you can transact your Long Distance business with anyone who answers the telephone, making it unnecessary for the operator to locate a particular person, a lower rate will apply. Tell the Long Distance operator "Anyone who answers will do." "Anyone" calls are the cheapest, quickest Long Distance service, and offer reduced evening and night rates.

MICHIGAN STATE



TELEPHONE CO.



**Speaking of Incomes:**

Will your wife's income stop entirely when you die, or, have you provided her with one which will begin at that time? For the widow, there is nothing quite so important as relief from the dread of poverty.

**What would make her a good income, for life?**

One method which we suggest is to create an "Insurance Trust Fund." The income from such a fund can be used to buy and keep in force insurance on the giver's life, payable to the beneficiary. For instance:

A man of the age of forty has a "Trust Fund" in our care amounting to .....	\$15,000
Its annual income, say \$750, would pay for "straight life" policies aggregating an additional .....	24,000
Total "Trust Fund" in the event of death .....	<u>39,000</u>

Your widow's probable annual income from this would be **---- \$1,950**

The Michigan Trust Company takes entire responsibility of investing the Fund and producing an income. You direct by **TRUST AGREEMENT HOW THIS IS TO BE PAYABLE**, for what period, and the ultimate use to be made of the principal. Discretionary power can be left with the Trustee to use part of the principal for her benefit.

Our Trust Officers are ready to discuss this absorbingly interesting subject with you. We will welcome your inquiry.

Ask for our Booklets:

"What You Should Know About Wills and the Conservation of Estates"

"Executor, Administrator, Trustee, Guardian"

"Descent and Distribution of Property"

**Oldest Trust Company in Michigan**

**THE MICHIGAN TRUST COMPANY**

### Necessity of Better Salesmanship in Shoe Store.

Some one has said, "The man who is wise enough to recognize good advice and profit by it, is wise enough to do his own advising."

That is to say: All advice is useless, because, some of those to whom it is addressed are not wise enough to recognize and profit by it and those who are wise enough, do not need it.

If this is true there has been a vast waste of effort on the part of a multitude of conscientious men and women who have endeavored to make easier the path of the rising generation by wholesome advice based on their own hard experience. But you and I know that the statement is not true. It has been contradicted in our own experience daily and hourly from our earliest childhood.

It is true that there are many who are not wise enough to distinguish between good and bad advice. There are also those who, although they can readily distinguish good advice, fail to profit by it, either through indifference or laziness, which two words, by the way, mean about the same thing.

But there are people who not only recognize good advice but are ready and willing to act upon it and profit by it, and it is to that particular class of people that these words are addressed.

So, I would transpose the quotation with which I began in this way, "He who is wise enough to do his own advising, is wise enough to recognize, and profit by, the good advice of others."

We began to take advice from others as soon as we were able to understand speech and will continue to do so to a greater or less extent as long as we live. Our ability to distinguish between good and bad advice and our skill in applying the experience of others to our own needs will to a great extent be the measure of our success in whatever life work we may undertake. That statement is just as true of salesmanship as of any other calling.

I do not for one moment suppose that anything that I or any other might write would ever make a salesman of the man or woman who reads but I do believe that we who have traveled over the road have discovered many things that would be of value to you if you knew them and that you may with profit to yourself, borrow from the experience of others.

Now, all of this is preliminary to the statement that I do not believe the often repeated statement that salesmen are born, not made. We might just as well say that bricklayers, plasterers, shoemakers, lawyers, doctors and the whole list of trades and professions, are born, not made. Why imply such gifts to salesmen alone?

Of course we recognize the fact that some naturally incline to mechanics, some to professional pursuits and some are happiest when they are trading something, but a temperamental inclination does not imply proficiency without the necessary training.

The old fashioned way of making a salesman was to take a boy into a store, put a dust cloth and broom into

his hands, give him some perfunctory instructions about keeping the stock clean and turn him loose to learn the business as best he could. That he so often turned out to be a fairly good salesman in spite of the haphazard manner of his training was due to the fact that the man whose dollars were at stake, was, to use a popular phrase, always on the job. And while there was no systematic training of the boy, he did have the advantage of intimate association with the boss, and, at odd times, the benefit of his advice.

Strange to say, in spite of the great changes in methods of doing business and the larger requirements of the modern salesman, that old method is rather the rule than the exception today. I venture to say that the majority of you have never had any systematic training.

Here and there schools have been established and are doing good work in a limited way, but for you who are already in the ranks of salesmanship and who want to improve, I am convinced that the solution of your problem lies largely, if not altogether, in your own hands.

The conditions of modern business place the merchant almost at the mercy of the you people who sell the goods and on every hand there is an insistent demand for good salesmen and saleswomen. Merchants everywhere are searching for people who are competent, who can talk intelligently of their merchandise and who will properly represent their employer in their contact with that force that

makes the wheels of business go around—the customer.

The solution of the problem of better salesmanship lies largely in your own hands. You have drifted into business, no particular effort has been made to train you for your work, and if you are to rise above the average you must work out your own salvation.

Some of you would, no doubt, without any suggestion from me or anyone else, work out the problem for yourself just as others have done before you, but most of us need prompting. I knew two young men, brothers, who bought a dollar and a half printing press and some second hand type and began a printing business after school hours. From that small beginning they grew to be one of the largest printing firms in a large city. They never served a day of apprenticeship but by their own efforts and study became expert printers. I think you will agree with me, however, that if we waited for all printers to develop in that way, there would be a dearth of skill in the printing industry in a short time.

Selling goods is not only a trade, it is rapidly becoming a science. With free libraries, free lectures, art galleries and the educational work being done by the magazines and news-

Women's Kid Juliet



**Home Case**

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

BRANDAU SHOE CO., Detroit, Mich.

## This Is Our Birthday

To continue in a growing and helpful service to an increasing number of satisfied customers is the finest Birthday remembrance of all.

Michigan Shoe Merchants, this is our Birthday remembrance from you and we thank you.

To have rendered a lasting service is the highest tribute possible and to continue to merit this honor, will be our constant endeavor this coming year.

Sincerely yours,

**Hirth-Krause**  
Shoemakers for three Generations  
**Shoes**

GRAND RAPIDS, MICHIGAN

SHOE MANUFACTURERS AND TANNERS

1883

1922

papers, the people are buying with a finer discrimination and a surer idea of the fitness of things than ever before. The salesman who would, excell must recognize these changed conditions and take the proper steps to meet them.

And let me say to you, that while the work being done by some of the larger business houses and by the schools, is admirable and should be utilized to the full by those so fortunate as to get the benefit of it, there is no knowledge so valuable as that which you have by hard work gotten for yourself.

You cannot strengthen your back by another man's wood chopping. If you want to reap the benefit you must wield the axe yourself.

I am going to assume that you have chosen salesmanship as your life work and that you did so because the idea of selling things had a greater appeal than any other calling. Don't be satisfied to be just a machine. A slot machine may be all right for selling chewing gum and peanuts, but when

I buy a suit of clothes or a hat I want something more than a machine to take my money. Like all the rest of the world of buyers I want to do business with a human being and I like best and will remember longest the one who shows an interest in my wants, who knows what he is talking about and who can advise me in a way that my judgment tells me is good.

Shakespeare has said, "If to do were as easy as to know what to do, chapels had been churches and poor men's cottages princes' palaces—I can easier teach twenty what were right to be done, than be one of the twenty to do it." Knowing what is good to be done is not enough. It is only by practice that we give our knowledge a value.

Knowing what is right to be done, you must do it and the harder it is to do, the more important that it should be done, because the many will do the easy things—but the richest reward is for the few who do the hard things.

Now what I am trying to impress

upon you is that there is no reason why you should not be in the premium class if you are willing to make the effort to get there.

There is no trade or profession to my knowledge, in which the rewards come so quickly or with such assured permanence as that of intelligent salesmanship. I am told that most of the professions are overcrowded. The trades unions arbitrarily limit the number of apprentices, but the demand for good salespeople is far beyond the supply.

Remember that it is the largest ear in his corn field that the farmer boasts about, it is the horse that can cover the mile in the shortest time that has the most value, it is the man who towers above the crowd that you notice most quickly. Get above the crowd, be the biggest ear in your particular corn field. You can do it. You have just as many brain cells as the smartest salesman you ever saw. All you need is to catch the inspiration to—but that is too big a subject to go into now.

H. T. Dougherty.

#### The Greatest Things.

The Greatest sin—fear.

The best day—to-day.

The biggest fool—the girl or boy who will not go to school.

The Greatest deceiver—one who deceives himself.

The most beautiful woman—the one you love.

The greatest mistake—giving up.

The most expensive indulgence—hate.

The cheapest, stupidest and easiest thing to do—finding fault.

The greatest trouble maker—talking too much.

The worst bankrupt—the soul that has lost its enthusiasm.

The cleverest man—one who always does what he thinks is right.

The best teacher—one who makes you want to learn.

The best part of anyone's religion—gentleness and cheerfulness.

The meanest feeling—jealousy.

The greatest need—common sense.

The best gift—forgiveness.

For the hard work of the World—

## H-B Hard Pan Shoes



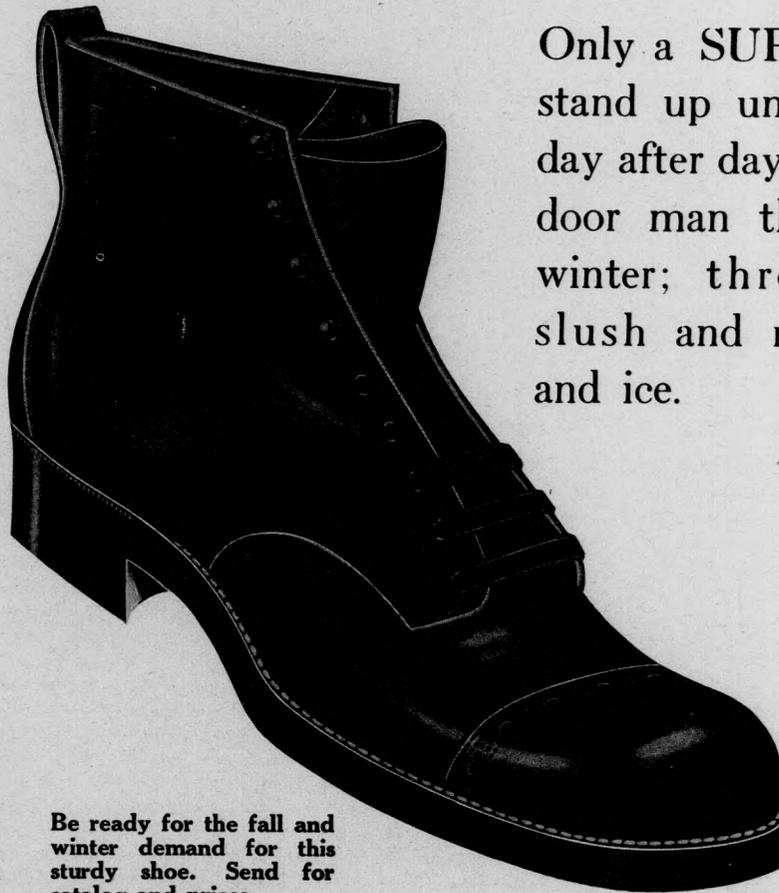
### Gives the farmer the longest service

When the farmer gets hold of an exceptional value, he sticks to it. Year after year dealers are able to figure on the regular number of repeat sales of H-B Hard Pan shoes to satisfied farmers who will accept no others.



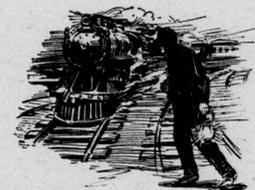
### For all heavy outdoor work

Thousands of dealers gladly acknowledge that H-B Hard Pan shoes have helped them build up a profitable business of satisfied customers by giving exceptionally good service to the man hardest to please—the outdoor worker.



Be ready for the fall and winter demand for this sturdy shoe. Send for catalog and prices.

Only a SUPER SHOE can stand up under the rigorous day after day wear of the outdoor man through fall and winter; through mud and slush and rain and snow and ice.



### Withstands the tough usage of the railroad man

Untold thousands of railroad men have been wearing the H-B Hard Pan for years. . . . Dealers tell us they insist on this shoe. Out in all kinds of weather, the railroader must . . . have a dry, comfortable shoe that will give the severest knock-about service.

**HEROLD-BERTSCH SHOE CO.**  
GRAND RAPIDS, MICHIGAN

## SIXTY YEARS OF GROWTH.

### Origin and Development of P. Steketee & Sons.

In the early days of the Nineteenth Century, when the Netherlands were under the control of France, Napoleon issued an edict that not more than nineteen people should assemble together at any one time in any building in any of the provinces constituting the Netherlands. Forty years later, when the country was no longer under the control of France, King William II, who was the head and front of the National Church of Holland, construed this edict to apply to meetings of the adherents of the Dutch Reformed church, who constituted the dissenters from the doctrine of the established church. A series of petty persecutions was instituted in all parts of the kingdom, in consequence of which the seceders from the established church were obliged to adopt all sorts of subterfuges to avoid detention and arrest. It was not uncommon for the dissenters to seat the old people who were too feeble to stand in a room and raise a window or open a door so that the preacher who conducted the services could be heard and seen by the old people seated inside and the assembled multitude standing outside.

In such an atmosphere and amid such surroundings was Paul Steketee born, at Borsele, Province of Zeeland, Feb. 24, 1834.

Among the men who seceded from the established church and confessed allegiance to the Dutch Reformed church was John Steketee—father of Paul Steketee—who, like his father and grandfather before him, had been employed on the dykes—the public works of the kingdom. In common with others holding the same faith, Mr. Steketee was frequently hauled before the King's tribunal and compelled to pay fines for attending meetings forbidden by the Napoleonic edict. The persecutions became so frequent and the fines so irksome that, in 1847, he joined the band of devoted pilgrims who left Holland in April of that year in three ships to found new homes where they might worship God in accordance with the dictates of their own conscience. The three shiploads contained a preacher, a school teacher, a wagon-maker, a carpenter and other men skilled in the various arts and trades, so that the colony established at Zeeland might have within itself all the element which entered into the successful prosecution of its work. Each head of a family was provided with a certificate, issued by the Dutch Reformed church, recommending the holder and his family to the new religious organizations to be formed in the New World.

John Steketee was accompanied by his wife and nine children—six sons and three daughters—the third son being Paul Steketee, the subject of this biography.

Mr. Steketee and family went direct to Zeeland township, Ottawa county, being the first family to locate in that township. One year after the family arrived in Zeeland, Paul, who was then 14 years of age, started out to

earn a few dollars to lighten the burden of the family at home. His first employment was in the grocery store of Pliny P. Roberts, at Grandville, where he remained a few months. Hearing flattering reports from the then village of Grand Rapids, he came to this city and secured employment as a teamster, which occupation he followed for several months. In 1850, W. S. H. Welton, who was then engaged in the clothing business on Canal street, concluded that he ought to have a Holland clerk and, on making enquiries as to who would serve him well and faithfully in that capacity, was recommended to Paul Steketee. On enquiring where he was to be found, he learned that he was digging limestone in the river, and a

Mr. Welton referred to Mr. Steketee as follows:

"Mr. Kendall held about the same relative position among the dry goods dealers at that time that Henry Spring, Paul Steketee and William B. Herpolsheimer now enjoy. Mr. Steketee was in the employ of the writer two years and was then employed by Mr. Kendall, under whose tuition he graduated a competent business man, as his successful mercantile career has proved. Long live Paul! I can say for him that, in my long business experience, I have never found a more faithful employe than he was."

In 1862, Mr. Steketee formed a co-partnership with John H. Doornink under the style of Doornink & Steketee and engaged in the dry goods

walk in front of the store. Especially was this true of the cottonade purchase, which looked somewhat pretentious, but before the store was open and the goods were on the shelves their market value had nearly doubled, and the cottonades which Mr. Steketee had purchased for 30 cents per yard sold over the counter for \$2 a yard before the last bolt was gone. From that time on the success of the house was little less than phenomenal, due to some degree, of course, to the remarkable advance which all kinds of goods sustained during the war. Two years after the firm of Doornink & Steketee was organized a branch store was established at Holland City under the management of George G. Steketee, the firm name being Doornink, Steketee & Bro. In 1868 George sold out his interest in the business and the Holland store was conducted by Andries Steketee. In 1871, the big fire wiped out the business at Holland, but Paul re-established it, with Andries as partner. The latter became sole proprietor of the Holland branch in 1886 and conducted the store there under the style of A. Steketee & Sons, until the death of the senior partner. It is now conducted as A. Steketee & Sons. The co-partnership of Doornink & Steketee was discontinued in 1872 and the business was continued by Mr. Steketee alone until 1875, when he retired from trade a couple of years and devoted his attention to his real estate interests. Some of his sons in the meantime having grown to manhood, and feeling the necessity of educating them to pursue a mercantile career, he re-engaged in business at the corner of Monroe and Ionia avenues, where the Home State Bank for Savings is now located. Some years later he purchased one of the several frontages the house now occupies on Monroe avenue, at which time the firm name was changed to P. Steketee & Sons, including John, Peter, Daniel and a son-in-law, Cornelius Dosker. The business naturally grew under the watchful care of Mr. Steketee, supplemented by the attention to details on the part of the sons, until it has become one of the largest and most profitable in the State. Additional frontages on Monroe avenue, a double frontage on Fountain street and the lot at the corner of Ionia avenue and Fountain street have since been acquired and improved by the construction of buildings adapted to the needs and requirements of the house and in keeping with the progressive spirit of the city.

Mr. Steketee was married in 1856 to Miss Pieterella Meeuwse, of Zeeland, and had four sons—John, Peter, Paul and Daniel—and one daughter, Mrs. Cornelius Dosker. All are still living except Peter, who died in 1910. The ownership of the vast business is now vested in Daniel C. Steketee, Paul J. Steketee and Cornelius Dosker, members of the original family partnership; Paul F. and Harold Steketee, sons of Peter; Eugene Steketee, son of Daniel C. Dan C. Steketee is manager of the wholesale department and Paul F. Steketee is manager of the retail department.



Paul Steketee, Founder of P. Steketee & Sons

day or two afterward he went down to the bank of the river and, seeing a boy up to his waist in the water, motioned him to come ashore. The boy proved to be the person wanted; a bargain was struck on the spot and the next morning Paul Steketee began his mercantile career in Grand Rapids, although a part of the time he drove team and worked on the 10 acre farm owned by Mr. Welton, comprising what is now known as Welton's addition, bounded by Cherry and Prospects streets and Wealthy and Madison avenues. Mr. Steketee remained with Mr. Welton as long as the latter continued in business, and the relationship was so pleasant that, on Mr. Welton's retirement, he used his influence with John & George Kendall to secure for him a position in the dry goods store they were then conducting on Monroe avenue, on what is now Campau Square. In referring to this matter in his "History of Grand Rapids in 1850," published in the Tradesman twenty-six years ago,

business in the store building now occupied by the Walk-Over Shoe Co. The partners had a combined capital of \$1,650, constituting the savings of years, and Mr. Steketee went to New York to purchase the initial stock. He found the agents of the cotton mills very much disheartened over the war and a general opinion prevalent that the country was going to the bad and that prices were naturally going to pieces. This was not the case with H. B. Claffin, who had great faith in the stability and integrity of the country, and advised Mr. Steketee to buy all the domestics and staples in the cotton goods line he could get hold of. This advice he followed to the letter; and until the death of Mr. Claffin Mr. Steketee was on confidential relations with that eminent gentleman. He invested practically all the capital of the firm in cotton goods and cottonades, and in future years delighted to tell of the panic which seized his partner when the goods were unloaded on the side-

FIRE

WINDSTORM

TORNADO

# The Mill Mutuals

## Agency

LANSING, MICHIGAN

Representing One of the

## Strongest Mutual Fire Ins. Groups In United States

With

\$22,610,000.00 Cash Assets

\$10,157,000.00 Cash Surplus to Policyholders

\$5,800,000.00 Cash Dividends

Paid in 1921

We also furnish to our clients, without cost, the best insurance and engineering service obtainable and in case of loss our own adjusters will serve you.

### Strength, Service, Savings

---

ROBERT HENKEL, President  
Detroit

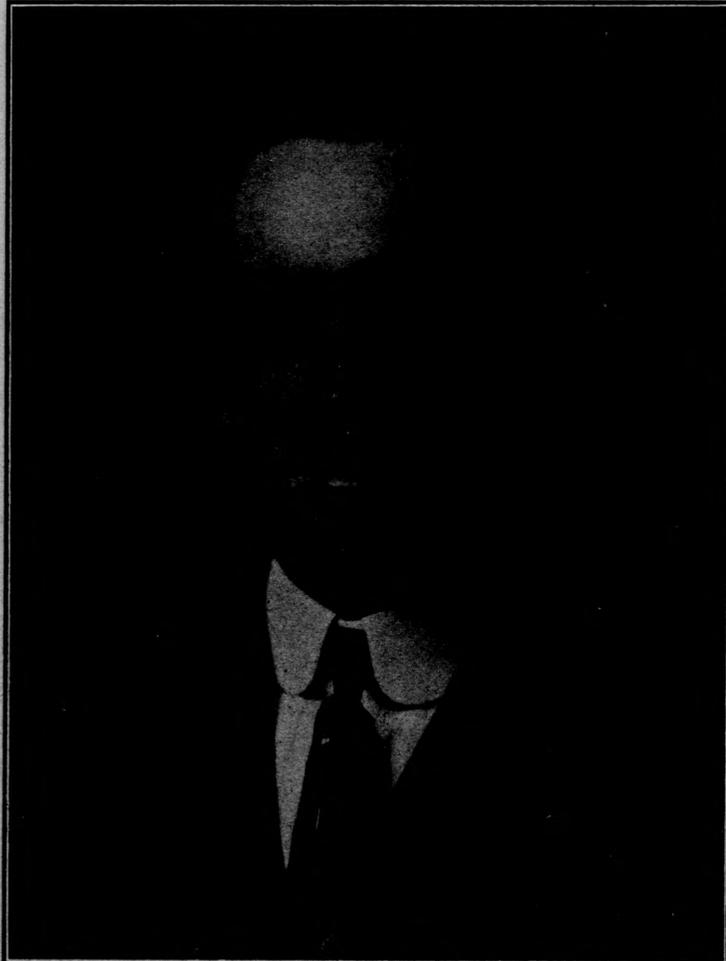
A. D. BAKER, Sec'y-Treas.

GEO. A. MINSKEY, Manager

120 Ottawa St., Lansing, Mich.



Dan. C. Steketee, Manager Wholesale Department



Paul F. Steketee, Manager Retail Department

# Christmas Gifts

Many useful articles, in our lines, good supplies on hand.

Sensible Gifts, which are sure to please.

## Large Assortment In Our NOTION DEPT.

- No. 33—Cabinet of 72 Spools of Tinsel Cord, Tinsel Ribbon, and Ribbonzene. Fills all your wants in Tying Cords. Cab. ----- **\$4.50**
- No. 914—Men's, Initial Jap Handkerchief, packed two dozen in box, assorted initials, dozen ----- **75c**
- Ladies Handkerchiefs, packed two and three to the fancy box at, dozen boxes ----- **\$2.25 to \$8.50**
- Ladies Silk Crepe Handkerchiefs at ----- **\$2.25 and \$4.25**
- No. 1002—Carton of twelve dozen assorted white and colored embroidered Handkerchiefs, excellent quality, Cabinet ----- **\$15.00**
- Toy Watches with Chain, packed one dozen on a card, assorted, dozen ----- **75c**
- Dolls Dressed and Undressed. Prices range from, per dozen ----- **\$2.15 to \$16.50**
- Spencers, that quality Perfume, at from, doz. **75c to \$8.50**  
A good many numbers in individual boxes for Xmas trade.
- No. 2142—Boston Garter and Arm Band Combination, assorted colors to the dozen, dozen ----- **\$4.25**
- President Suspenders in fancy individual boxes, dozen **\$4.50**
- Cross Back Suspenders, in the dress weight, with best leather ends, each pair in fancy box, doz. **\$4.50 and \$6.25**

## MEN'S NECKWEAR.

- Knit at, per dozen ----- **\$2.25, \$4.25, \$8.00 and \$12.00**
- Silk at, per dozen ----- **\$4.50 and \$8.50**
- Silk in individual boxes at, per dozen ----- **\$8.50**

## MEN'S FURNISHINGS.

Dress Shirts—A splendid Holiday Gift. All Men Like Good Dress Shirts. Keep a Good Stock on Hand.

Hallmark Shirts, are **Guaranteed Fast Colors**, and Perfect Fitting Garments.

Stripes and Checks, in Percale, Madras and Silk Stripes, Price range from ----- **\$13.50 to \$33.00**

## HOSIERY FOR HOLIDAY GIFTS.

Very Useful Presents for Both Women & Men in Colors or Black.

- Parasilk—Men's Fibre Plated Half Hose, sizes 10 to 11½, colors Black, Brown & Navy, ½ dozen boxes, per doz. ----- **\$4.10**
- Dearborn—Men's Pure Thread Silk Half Hose, sizes 10 to 11½, colors Black & Brown, ½ doz. boxes @ **\$6.00**
- 912—Men's Full Fashioned Pure Thread Silk Half Hose, sizes 10 to 11½, Black only, ½ doz. boxes @ **\$8.50**
- 601—Men's Brown Heather Cashmere Half Hose, fine quality, size 10 to 11½, ½ doz. boxes @ ----- **\$5.25**
- 271—Men's Brown Cashmere Half Hose Drop Stitch, asst. clocking, sizes 10 to 11½, ½ doz. boxes @ **\$9.00**
- 1660—Ladies' Pure Thread Silk Hose, heavy quality, purple top, size 8½ to 10, ¼ doz. boxes @ -- **\$16.50**
- 1760—Ladies' Black Full Fashioned Pure Thread Silk, extra heavy quality, 8½ to 10, ¼ doz. boxes @ **\$27.00**
- 500—Ladies Silk & Wool Hose, gold and black mixed, sizes 8½ to 10, ¼ doz. boxes @ ----- **\$13.50**

Quality Merchandise — Right Prices — Prompt Service

## PAUL STEKETEE & SONS

Wholesale Dry Goods

Grand Rapids,

Michigan

Mr. Steketee was Treasurer of the city in 1860, but, further than that, never held any public office. He was a director of the Grand Rapids National Bank from its organization until his death and was interested in manufacturing and real estate enterprises to a limited extent. All his life was devoted to the extension and up-building of his dry goods business, and so faithfully did he follow his text that he came to be regarded as one of the best posted men in the business. As a buyer in the New York market he never accepted any courtesies from a seller. He insisted on having all the discounts possible, but never went out to dinner nor accepted any social attentions at the hands of the men from whom he was buying goods. This quality, which was seldom met with in the New York market in those days, gave Mr. Steketee a noteworthy reputation, and, wherever he went, he came to be known as a cash buyer, who was influenced only by quality and price and could not be swerved from his determination by invitations which owed their origin to ulterior motives.

Personally, Mr. Steketee was one of the most agreeable of men. Deeply religious, and carrying his religion, without ostentation, into his every day life, he came to be known as the soul of honor, a man whose word was as good as his bond and whose conduct was never swerved from the pathway of right and rectitude. Quick to recognize a situation, it seldom took him many minutes to formulate his opinion of any plan which was pre-

sented to him for consideration, and whether his answer was in the affirmative or in the negative, it was always given in a kindly manner, so that the persons with whom he was negotiating could not take offense. His judgment on matters pertaining to merchandising was invariably sound; in fact, it was a common remark that no one could sell Paul Steketee an article which did not possess genuine merit, no matter what price was offered. The woman who sought something flashy or gaudy never thought of going to his store; but when she wished something that would wear, she knew where it could be obtained.

Genial in disposition, courteous in manner, loyal to his family, faithful to his friends, steadfast in the faith of his fathers, without any enemy in the world, Paul Steketee went to his reward in 1899, leaving behind him a memory fragrant with noble deeds, generous impulses, worthy ambitions and a well-earned success.

The retail store has made rapid strides in recent years and has all the essential features of a metropolitan establishment. The third generation of Steketees appear to take naturally to the dry goods business and they have given the store a reputation and standing in keeping with the sturdy character of the founder of the business.

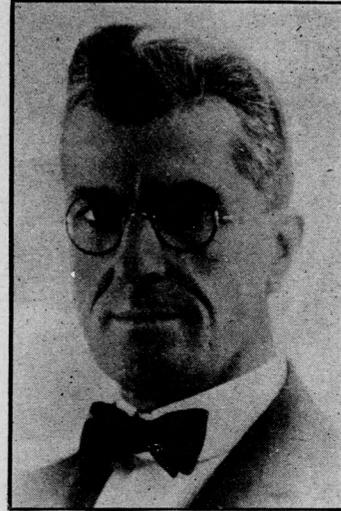
#### We'll Say So.

Riding through a hog farm on a hot day, with the windows of the train raised, is almost enough to make a vegetarian out of anybody.

#### MEN OF MARK.

##### S. R. Ketchum of the Michigan Mutual Automobile Insurance Co.

Sidney R. Ketchum was born in Kalamazoo in 1880. He graduated from the public schools of that city



Sidney R. Ketchum.

and entered the employ of the Kalamazoo National Bank as clerk. He remained seven years with this institution, when he removed to Oakland, California, and took a similar position with the Central Bank of that city. He remained in Oakland five years, when he returned to Michigan, locating in Battle Creek, where he secured

a clerkship in the Old National Bank. He remained in this position four years, subsequently acting as City Auditor of Kalamazoo for two years. In 1915 he joined forces with the Citizens Mutual Automobile Insurance Company and now occupies the position of Vice-President and District Manager, with headquarters in Kalamazoo. Mr. Ketchum was largely instrumental in putting the company on its feet in Western Michigan and feels sufficient satisfaction in the knowledge that the company now has over 50,000 members. The company originated in the fertile mind of Wm. E. Robb, of Howell, but he has surrounded himself with a number of bright men who have been of great assistance to him in putting the company in the proud position it now occupies.

Mr. Ketchum is married and has five children. He lives on a country estate a few miles out of Kalamazoo, where he has thirty acres of land very largely devoted to the production of tree fruit and grapes. His only hobby is horticulture. He is not a member of any secret order, but is an active member of the Methodist church. He expects to spend considerable time in Grand Rapids and has surrounded himself with three capable associates and assistants. J. Thurlow will act as Adjuster and Special Agent; Mrs. Sara Igelman, who was eight years with the Voigt Milling Co., will act as local representative; Miss Elizabeth D. Boeye, who has devoted some years to the work of the Red Cross, will act as Office Manager.

JOHN PIKAART, President

E. KEMP, Vice-President

## Michigan Bankers and Merchants Mutual Fire Insurance Company

FREMONT, MICH.

Fire Insurance is a fixed overhead expense, 80% of value of property is correct amount to cover by Insurance; to carry less is to cheat yourself.

No merchant has ever reached his maximum trade merchandising his goods in a dingy, dirty or poorly decorated salesroom.

A well kept place has a pleasing appearance, and radiates a spirit of prosperity that attracts buyers.

**Invest the 30 to 50% profit or saving**

we make you on the expense of your Fire Insurance in the decorating and upkeep of your salesroom and watch your business grow.

THOS. HOWELL, hired-man

WM. N. SENE, Sec'y & Treas.

### Severe Setback For the Republican Party.

Grandville, Nov. 14—The result of the election is a surprise.

Two years ago Michigan voted Republican by a plurality of over half a million. This year the State has elected a Democrat senator. The wonderful landslide of two years ago has developed into a tremendous backslide this year. What is the cause? Is it far to seek? Not far to some people. One will tell you that "Newberryism" did it, another that the Congress and President elected two years ago have failed to meet public expectation and, per consequence, comes the reaction.

One man's guess is as good as another's. Michigan is not alone in meeting condemnation at the hands of the electorate. It was done by the Republicans themselves since the nominee for Governor goes in with a substantial majority.

Changing parties every two years seems to the eyes of wisdom a rather silly performance. Two years is a very short time in which to revolutionize governmental affairs, to bring order out of chaos, and get good, sound legislation to operating on any given line, be it ever so progressive and beneficial.

The people being the arbiters there is no call to get warm over the outcome. Mr. Ferris is pledged to reopen the Newberry case; he is also believed to be favorable to a league of nations such as Wilson fathered. Then, again, the tariff will come in for a complete ripping up if there are enough Democrats elected to carry out the plans of the free traders.

To attempt to change the policies of government every two years is plainly a foolish, not to say ridiculous proposition. To vote back into power the same party which was so badly snowed under only two years ago seems about the wildest bit of political buncombe ever enacted.

There would be less surprise over the result of Tuesday's balloting had the country been in the throes of unemployment and general business prostration. With everybody desiring work employed, with good prospects of a favorable year for all, it seems a bit uncanny to note the slashing that rent the party in power.

Perhaps there was deserved rebuke intended for many shortcomings, but the general turnover seems hardly accountable.

At least two presidential possibilities were snuffed out by the ballot-casters—Beveridge of Indiana and Miller of New York. The signal defeat of the latter is subject for wonder. As for Beveridge, he has been a dead duck in the political pit for many years. Although a man of brilliant parts he fell down badly when he betrayed his party in the expectancy of gaining a mess of potage at the time the Bull Moose party was projected into the political arena.

Some people have long memories. It

never pays to be dishonest, either in politics or business. Had Beveridge remained steadfast to lifelong principles, he would undoubtedly stand today, instead of a defeated, disgruntled political outcast, one almost sure of securing the Presidency.

The State of New York, which this year piles up a big Democratic majority for governor, two years ago gave the head of the Republican ticket a plurality of a million and a half of votes. Isn't that a backslide of some importance?

Plainly party ties have become weakened since the kaiser's war.

Since it had to be, it seems a pity the Democrats did not make a clean sweep in every state, thus giving them control of the next Congress. With President and Congress at odds there would be some hot scrapping during the next two years.

Undoubtedly the Newberry case will be again forced to the front, as also the league of nations infamy and many discarded and supposed to be dead and gone issues.

Mr. Ferris belongs to the past. He will be found pulling chestnuts out of the fire, stirring up all the old isms of a past that was rendered obnoxious by an administration once snowed under by more than seven million majority votes.

Why the snowstorm of Tuesday?

In some respects it is laughable. Off again, on again Finnigan is no comparison to the humor of the late overturn of the popular vote. That any great results were garnered by the backslide of Tuesday is not imaginable.

The extravagance of the State administration did not come in for rebuke at the polls. Had Groesbeck gone down in defeat there would have been little to wonder at. The craze for throwing money to the birds, instilled into our people during the war, has, it seems, not been eradicated. While they approve of the extravagance and mismanagement of State finances, other things of minor importance are made subjects for the public wrath.

If Mr. Ferris were a younger man his present victory might land him in the Democratic Presidential nomination two years hence.

Al. Smith, of New York, seems, however, to be the logical candidate, since he has succeeded in turning a Republican majority of a million and a half in that State into several hundred thousand for the Democrats.

Most of the available Republican presidential candidates have been eliminated by the late backslide, and it may be that Harding will find himself the only available candidate for the Republicans two years hence.

But why speculate?

The deed is done and the country may well await with patience the results coming into being because the great American electorate (men and women, has spoken, and in no uncertain terms. Old Timer.

## FINNISH MUTUAL FIRE INSURANCE CO. ORGANIZED IN 1889.

Assets.		Liabilities.	
Cash, Bonds & Mortgages	\$261,267.87	Reserve for Losses and	
Uncollected Premium and		Unearned Premiums	\$ 52,788.67
Interest	7,432.58	Surplus Over Liabilities	215,911.70

### FACTS TO BE CONSIDERED.

THIS COMPANY HAS HAD THIRTY-TWO YEARS OF SUCCESSFUL UNDERWRITING EXPERIENCE.  
THIS COMPANY HAS THE LARGEST SURPLUS IN PROPORTION TO INSURANCE CARRIED OF ANY COMPANY IN THE STATE.  
THIS COMPANY HAS RETURNED NEARLY TWICE AS MUCH IN DIVIDENDS SINCE ORGANIZATION AS IT HAS PAID IN LOSSES.  
THIS COMPANY HAS RETURNED A DIVIDEND OF NOT LESS THAN 50% FOR THE PAST 27 YEARS.  
THIS COMPANY WRITES ON APPROVED MERCANTILE, DWELLING AND CHURCH RISKS.

## DIVIDENDS 50%

If you want to cut your insurance costs in half, write

I. W. FRIMODIG, Gen'l. Mgr., CALUMET, MICH. C. N. BRISTOL, State Agent, FREMONT, MICH.

SAFETY

SAVING

SERVICE

## CLASS MUTUAL AGENCY

"The Agency of Personal Service"

COMPANIES REPRESENTED AND DIVIDENDS ALLOWED.

Minnesota Hardware Mutual	55%	Shoe Dealers Mutual	30%
Wisconsin Hardware Mutual	50%	Central Manufacturers' Mutual	30%
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 Stores 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.

## Michigan Shoe Dealers Mutual Fire Insurance Co.

Lansing, Michigan

SAVING 30% ON

## GENERAL MERCANTILE RISKS

Write

L. H. BAKER, Secy-Treas.

LANSING, MICH.

P. O. Box 549

## Calendars! Calendars!

LEST YOU FORGET.

If you have neglected to place your order

### DO IT NOW!

We are still in a position to supply your wants.

Get in touch with us.

The Calendar Publishing Co.

G. J. HAAN, President and Manager.

1229 Madison Ave.

Grand Rapids, Mich.

WE ARE LOCATED ON THE SQUARE

## Grand Rapids Merchants Mutual Fire Insurance Company

Economical Management

Careful Underwriting

Selected Risks

Conservative but enjoying a healthy growth.

Dividend to Policy Holders 30%.

Affiliated with the

Michigan Retail Dry Goods Association

OFFICE 319-320 HOUSEMAN BLDG.

GRAND RAPIDS, MICH.

# Exclusive Distributors

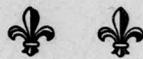
*of*

Danish Pride Milk

Del Monte Fruits

Glenn Rock Beverages

Hart Canned Foods



## JUDSON GROCER CO.

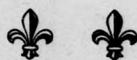
Grand Rapids, Mich.

Purity Rolled Oats

Diamond Crystal Salt

White House Coffee

B. B. B. Coffee



## FLOUR

Ceresota

Fanchon

Red Star

### CONTINUOUS TRAINING.

#### Only Way To Keep Salesmen Happy and Successful.

Salesmen sometimes rise in a revolt at being left alone by their home office. One entire session of a sales convention, held a few years ago, was stampeded by the salesmen, most of whom had been in the company's employ for years, demanding that they be kept in closer touch with what was going on.

A traveling salesman is subjected to wear very much as is an abrasive wheel. The wheel cuts into the substance that is held against it. It is harder than the substance cut, but, despite that fact, it is subject to wear. Small particles are constantly flying off the wheel, and it needs to be "dressed" in order to continue to do its work efficiently.

The salesman, by virtue of his more complete and superior knowledge of his line conforms to the abrasive wheel and, in that sense, is harder than the substance he is required to cut. But he is off on the road, alone by himself, and, day by day, he grows dull, out of shape, and less and less efficient—unless, like the wheel, he is "dressed" for his job and renewed.

Some few salesmen have the power of self-renewal but such men promote themselves rapidly to even better positions. And that's a story and a subject all by itself—the consideration of self-starters!

Management is inclined to be lax in its sense of obligation to a sales force. A large percentage of executive departments shower down inspiration copiously: but a sales force, liking balanced rations resents cloying and exclusive doses of inspiration. Disparaging remarks attend the opening of these "chestnut burs" when they appear in the mail box at the hotel.

Each year, the selection and original training of salesmen is done better. A large number of manufacturers now give either intensive or extensive factory training to the men before they go out to work on the road. It is good that this is so for the "trade" is ill satisfied with generalities or superficial knowledge.

If, however, you wash your hands of your salesman after you have once selected him carefully and given him good solid first training, you have only yourself to blame if you don't know what to do to bring him "out of a slump" five years later!

One trouble is that sales managers have not thought of themselves and their jobs, in the past, in quite the light that modern experience is revealing these things. Once upon a time, a sales manager had to be a mighty good salesman himself, a pretty good judge of human nature and a good fellow. He ought, still, to be all those things; but, to-day, he has got to be a market analyst, an educator, an advertising man, and a public speaker. And yet salaries haven't gone up to any great extent! If he has the instincts of an educator, he will feel the need for frequent, if not continuous, re-instruction of his salesmen. If he really is an educator,

he will plan and execute a program of continuous training for his men.

This doesn't mean that once we have mastered up to 12x12, we should be required to intone it over and over again; a monotonous repetition of well-worn facts does not constitute a continuous training. It means that the ramifications of any business, no matter how simple on the surface, are so great that no one life-time can compass more than the smallest fraction of the possible extent of that business.

Some discoveries are small in themselves and create no stir. Others are spectacular in their nature and make an immense change in the business. Some discoveries are stumbled over—too many. They practically discover themselves. The trade forces others. How many are the product of research?

Think what Seldon's discovery of the application of gasoline did to the automotive field! Foremost among those industrial corporations that have careful research staffs, forever seeking new applications and ramifications of the field, are General Electric, Western Electric, and Westinghouse Electric, the du Pont properties, and, in another field, National Cash Register and the Todd Protograph Co.

Certain discoveries are purely of manufacturing value. A great many are of sales value, either in the sense that they cover new uses for the goods, new ways of handling them, or new potentialities in the old uses. New ways of selling the goods are constantly in development—or should be—as well as new demonstration methods.

Under those five classifications, will be found sufficient fruit for a program of continuous training of salesmen to run for years and years. Add to that the necessary freshening up on old ways, the intensifications of original thin impressions, and no sales department can be excused itself from activity on the ground of nothing to teach.

First in importance is the review of past material. No salesman holds a clear impression of all the matters he learned while he was in training. In some cases, he got an absolutely false slant on what he learned. To correct and deepen this knowledge is a task for tact.

The sureness with which a salesman will make a misstatement is a tribute to his histrionic ability but not to the educational methods of his house. "I wish I were as sure of anything as Macauley is of everything" applies to a good many of our business ambassadors. It isn't because salesmen are liars. They aren't. But they have believed a thing which is not so. Their chagrin, on exposure, is great, and it is charged up to "dear firm."

It is a tactful task to dress up the old facts in a new way; so that while they are recognized it is with a new understanding rather than a passing nod. Some misconceptions of salesmen are merely laughable—others are terribly expensive.

The best way to plan on this form of training is to take the catalog or list of products and lay out a 52 week series of presentations of fact along technical lines and present these facts

## Recommend with Confidence

### The Reliable Foley Line



**Foley's Honey and Tar**  
Largest Selling Cough Medicine In The World

**Foley Kidney Pills**  
For Kidney and Bladder Trouble

**Foley Cathartic Tablets**  
A Wholesome Physic

**Millions of Satisfied Customers**

**FOLEY & CO.**

2835-45 Sheffield Ave.

Chicago, Illinois

ESTABLISHED 1875

## Sherwood Hall Co.

LIMITED

Grand Rapids

## Wholesale Automobile Accessories

Sixty years service  
and satisfaction in  
Western Michigan

through the medium of a sales bulletin or in a special letter.

After a sales department gets completely waked up to its opportunities, it will be clear that letters to the sales force covering many of the subjects in hand are a waste of paper, stenographic work, dictator's time, and salesman's time. The temptation is to write too much at length in a letter. A large number of communications apply to all the salesmen. Such should be boiled down to their real values. Expansion is an invitation to skip!

If the sales department will combine the general notes they will find that a sales bulletin will result. It need not be elaborate; in fact, expensiveness is rarely justified nor is it liked by the salesmen. A mimeographed form will do if the organization is not too large. Its regularity is of real value. The men expect it and, if the editors keep faith, read it carefully. But beware of bunk!

The advertising department is a frequent source of inspiration in the way of new uses of the goods. The advertising manager has to be a sort of research department and it may be profitable to put use development work under him. He has a nose for news and his calling makes him cry out for novelty. That tendency might just as well be allowed its fullest scope.

The salesmen should be encouraged to discover new uses for goods. They are in the field, and pressure from the home office that makes them realize that such detective work is appreciated will spur them on to greater efforts to get closer to the trade, a good thing in itself, apart from its value in developing uses.

The pin manufacturer never thought of making black as well as white pins until it was called to his attention.

Women are forever trying to do new things with old articles, and the advertising department can cash in on this instinct. The needs of industry are squeezing new uses out of old goods all the time. The tractor is an adaptation of the automobile. So is the industrial truck. Drop forge hammers are used in other ways, notably in making the compressed core of baseballs. These examples indicate what a wonderful and unexplored field there is for almost every product. Whose business is it to discover these if not that of the manufacturer?

Possibly it will not be easy to program new uses, new methods, new demonstrations, so that they can be published with the same regularity as market quotations. They should not be published at all until they have been tested and found good. Rushing into print is dangerous.

But the salesman gets stale. His old story may be new to the listener but to the ear and tongue of the traveling man it has no savor. He is in danger of mechanical repetition. That will kill business by starvation.

A common trick of salesmen is to fall in love with a certain idea and get into a rut. His presentation is controlled by that idea. Probably it is a good one and he has adopted it because of its success. He needs many kinds of ammunition in his equipment and an activity of continuous training

through broadcasting from the home office will help to supply him.

So far, the salesman could take or leave the information given him, and the home office would have no way of knowing which, except through the orders—and not always then. Some means must be found to check up the sales force to see how it is reacting to the information. Certain types of contests will do this. As, for instance, a contest on the sale of goods to specialized classes of customers where the new information only will make the sale.

Some firms require a written communication, such as an essay or article from each man on a different subject each month. At least two manufacturers have what they call "Nut Contests" which require the salesmen to crack technical or sales nuts.

It is strange how rarely one comes across any effort on the part of the sales department to get the salesmen to do any outside reading, when you consider what a tremendous amount of helpful information can be gained thereby.

The bibliography of an industry or some specialized side of that industry is enormous. Why not give the salesmen the benefit of it? Books have been written on practically every subject under the sun, and publishers are rarely so unwise as to invest their money in worthless books.

One sales manager buys a book and reads it himself marking excellent passages. He then sends the book around to the salesmen, requiring each man to read and mark and to sign his name on the fly leaf. These books are well worn on their return to the home office library.

There are literally dozens of magazines that carry wonderful articles on selling in all of its many branches and there are pamphlets of specialized value to certain lines. These should be circulated among the salesmen and they should be made to read them by mandate or seduction.

The older a man grows in an organization, the greater is the need to keep his training up to scratch for, sad to say, as we grow older, unless we look out, we get "set" in a rut.

Continuous training is the only way to keep salesmen happy, on their toes and successful.—Raph Barstow in Forbes Magazine.

## Wm. D. Batt FURS Hides Wool and Tallow

Agents for the  
Grand Rapids By-Products Co.'s  
Fertilizers and Poultry Foods.

28-30 Louis St.  
Grand Rapids, Michigan

**DOUBLE  
VALUE**

**DOUBLE KNEE  
DOUBLE SEAT  
DOUBLE STITCH**

**Every Double Saves Mother Trouble**

MANUFACTURED BY  
**THE IDEAL CLOTHING CO.**  
GRAND RAPIDS, MICH.

### A BIG SELLER.

Salesmen wanted to represent us with the garment in States of Minnesota, Wisconsin, Illinois, Indiana and Ohio. Field already prepared. See us at once.



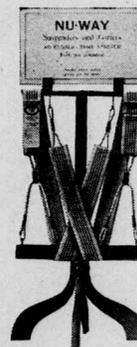
## "It's All in the Nu-Way Spring"

The wonderful lasting stretch of NU-WAY STRETCH SUSPENDERS and GARTERS is due to our own make of Phosphor Bronze Springs. No rubber to rot. Plenty of stretch with absolute comfort. Our Guarantee of a year's wear attached to every pair is why Nu-Way sales are climbing.

Benefit from Our National Advertising  
telling millions of people about NU-WAY merits.

Join  
Our Family of Over 40,000  
Dealers

Enjoy more profits from RAPID  
TURN-OVER. Satisfied wearers  
pay you good profits. Free display  
stands, counter and newspaper aids,  
etc.



Write today for Special Dealer Proposition.  
Nu-Ways sold direct, Excello Brand thru the  
Jobber.

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



## PUBLISHING DIVORCE NEWS.

### Valid Reasons Why the Practice Should Be Discontinued.

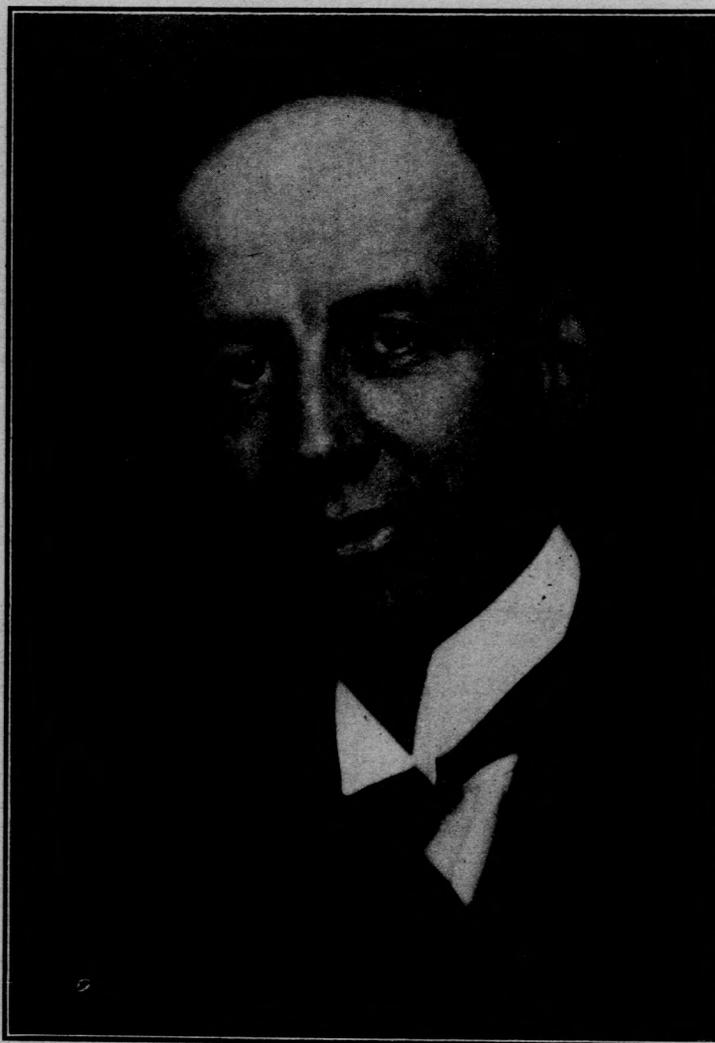
About a month ago a conference of Michigan newspaper men was held at Ann Arbor under the auspices of the University of Michigan. Among the papers presented on that occasion was one by Edmund W. Booth, manager of the Grand Rapids Press, which appears to be so suggestive of better things and so replete with human interest that the Tradesman solicited the privilege of presenting it to its readers. Mr. Booth very graciously granted the Tradesman's request, with the result that his paper appears herewith.

One feature of the situation was either overlooked or ignored by Mr. Booth in his excellent treatise on the subject. The Tradesman alludes to the sorrow, pain and damage which is frequently caused by the publication of untruthful charges made by unscrupulous attorneys starting divorce proceedings against a worthy man or woman. No honorable lawyer cultivates divorce litigation. As a rule, the lawyer who starts divorce cases is actuated solely by mercenary motives. The lawyer who undertakes their defense generally acts from a sense of duty to his client. In nine cases out of ten the original charges in divorce cases are "frame ups," which is only another name for the concoction of lies skillfully arranged by an unscrupulous lawyer in order to "throw a scare" into the person accused to induce him to settle with the complainant's lawyer out of court, in order to avoid further publicity. If the defendant demurs to the importunities of the unscrupulous lawyer, portions of the "frame up" are fed out to the daily papers and copies of the complaint are placed in the hands of newspaper reporters, information to that effect being furnished the defendant as a further inducement to make him disgorge. If the defendant still stands pat and refuses to be a party to the legalized blackmail levied by the unscrupulous attorney, the untruthful charges are withdrawn or modified to conform to the facts, but the original charges still remain in the minds of the newspaper readers, to the dismay and detriment of the accused as long as he lives. The newspaper which contributes to the perpetration of this crime against the defendant and acts as an accessory to the blackmailing attorney in his attempt to extort "hush money" from the defendant escapes liability by pleading newspaper privilege.

The Tradesman believes that the publication of Mr. Booth's paper will result in much good and that the argument he has presented with such force and zeal will ultimately bring about a reform that will be for the best interest of clean journalism and the people who appreciate clean and wholesome things in all the walks of life. Mr. Booth's action in the Trotter case was worthy of all praise. The same is to be said of the action of the editors of the other Grand Rapids daily papers who took the same stand Mr. Booth did. If the daily papers in other cities had been actuated by the same

high minded motives, Mr. Trotter would have been spared much humiliation and damage.

As you are aware, the newspaper business is my business. As a rule, when newspapers are criticized I am their defender. Again and again I have defended newspapers—newspapers in general, as well as those with which I am connected—but to-day I am going to be the newspaper critic. In fact, I believe that if we, as newspaper makers, would more often stand off from our business, turn the critical eye upon it and frankly observe the weaknesses and the faults in newspaper making, our product would be helped thereby and our business improved.



Edmund W. Booth.

The publication most generally read by all sorts of people in this country of ours is the daily newspaper, and it is a fact for serious consideration that there are thousands of American homes where the only printed page that has regular daily reading is the newspaper page. The young, the middle aged and the old are all newspaper readers.

These facts about newspaper reading being what they are, then the quality of reading matter that is found in the family newspaper is a subject of grave public importance. It is chiefly from the standpoint of the effect upon the public mind and morals that I ask you to consider with me the subject of divorce news and newspapers.

The general subject, "What news is fit to print?" is so broad and so complicated that to lay down rules for guidance is most difficult. To get at the subject helpfully, departments of news should be considered separately, and so the subject of news having to do with the divorce courts may well be considered by itself. In fact, there are so many questions involved in this one phase of news that a whole program might profitably be given to it.

In general, the news of the courts is legitimate material for newspapers, but at the outset it should be recognized that exceedingly little of what transpires in the courts is reported by the newspapers. It is only those cases that newspapers regard as hav-

ing interest when the wire services furnish reports. This was notably the instance in the notorious Stillman divorce suit.

Not infrequently a grave error is committed by certain newspapers that specialize in divorce news in that they play up charges in divorce bills prior to suits being taken up in open court. Newspaper privilege to print court matters does not begin until law cases become matters of court procedure in open court and when the court is in session and witnesses are put under oath. Many times bills have been filed making charges and the cases have gone no further, settlements being reached out of court, and yet newspapers have committed the grave injustice of publishing broadcast the charges made in bills so filed.

Why do newspapers hunt divorce news and print it? For two reasons—reasons, I fear, which are mainly excuses.

First, there is the excuse of public duty. "Courts are public institutions and in a democracy," it is said, "the people should know what transpires in the courts. The reporters are eyes for the public and they should tell through the newspapers about the charges made and the conduct of divorce cases." I agree that reporters should be on hand in the courts, regularly watching what transpires. The divorce courts, as well as others, should be watched, and there may possibly be certain aspects of certain divorce cases which should be reported to the public, but, as already stated, no newspaper prints all the news of the courts, and if newspapers are to act on the theory that the public should be informed of all court practices, then the newspapers should report all the details of all the testimony, giving full reports of the pleadings, which thing, of course, owing to the limitations of space, is impossible. The well known Trotter divorce case consumed twenty-six days of the court's time and the court stenographer's report required nearly 3,000 sheets of legal cap to transcribe which report, if printed in full in a newspaper, would require about 700 columns of average newspaper space.

The mere printing of the high spots and the sensational elements of such cases gives to the public only a distorted view of a given case and leads to unfair judgments on the part of the public.

Considering the newspaper as a semi-public institution, the newspaper duty will be performed by printing in court note form the names of the contestants in a divorce suit. This at the opening of the trial and then at the close of the trial by printing a statement of the findings of the court. If a divorce is granted, the public should be informed, and the public should be informed of the grounds on which the divorce was granted.

The other reason and the main reason why newspapers print divorce stuff is the reason of enterprise. "The people want it, therefore give it to them!" The business of a newspaper is to sell papers. Circulation builds advertising values, therefore put into your newspaper the kind of reading matter that will make people want

# Edson, Moore & Company

## Wholesale Dry Goods

### DETROIT

Dependable, wanted merchandise  
at correct prices always



Grand Rapids Office, No. 212 Lindquist Building  
Mr. M. W. Whims Mr. Louis J. Pylman

# Citizens Telephone Company

## GRAND RAPIDS EXCHANGE

### Growth during the Year unprecedented

From Nov. 1, 1921 to Nov. 1, 1922 there was a gain of 1,822 telephones in the Grand Rapids Exchange.

New two wire Automatic Equipment has been installed in the South Exchange at an increased Central Office Investment of \$120,000.00.

New two wire Automatic Equipment has been installed in the North Exchange at an increased Central Office Investment of \$67,000.00.

Additional Underground and Aerial Cable installed in the South Exchange District to take care of the territory South of Franklin Street from Division Avenue to the city limits on the East.

On Nov. 1, 1922 there were 20,579 telephones in the Grand Rapids Exchange.

**CITIZENS TELEPHONE COMPANY.**

your paper. There is an amount of the prurient in all humans and humans like to pry into divorce scandals, therefore be on the watch for first class scandals and when you find one having to do with a preacher or other prominent person, play it up."

The fact that a certain class of newspapers specialize in divorce scandals is explained solely by these reasons of enterprise. Such newspapers prosper in the large cities—in the places where the jazz in modern life abounds—and the influence of such journalism extends to newspapers which aim at higher and more honorable standards; newspapers in the same large cities, and, too, newspapers in smaller cities that come within the sphere of the big city influence. These newspapers which strive for the higher standards of journalism believe that in self-protection, for reasons of competition, they, also, must give some space to divorce scandal news. This explains, I think, why a certain great newspaper which advertises as its slogan, "All the News That's Fit To Print," publishes quantities of stuff having to do with divorces and scandals in high life, much of said stuff being **not fit to print**, said otherwise great newspaper, however, being careful not to indulge in big headlines with such stories and not printing illustrative pictures with them.

It should be added that the great wire services, though differing in degree, are all sinners in this particular, the good old Associated Press, however, always handling such stories in condensed and restrained form, while the United Press gives liberal treatment to such stories and the International News Service lards it on thickly. It is rare, indeed, that a newspaper taking one or more of these services excludes from its columns stories of the character being considered. Some newspapers, however, play them down, while others play them up.

For some time I have made this subject one of careful thought. I have talked on the subject with many people—editors, reporters, social workers and clergymen—and have talked with and corresponded with a number of prominent judges and am now prepared to put down as my personal belief that the present method by newspapers generally in handling divorce matters is wrong; that the loose handling of this type of news, which is the practice of many newspapers, is a serious evil and that the newspapers which spread on such news are doing harm of incalculable magnitude. The power of suggestion is real and great. The promiscuous reading of divorce scandals, the stories of matrimonial infidelities and the going into matters of sex sins and perversions all powerfully suggest evil to curious and sensitive minds. Such reading plays the devil with the imagination and starts trains of evil thought which lead to evil acts. There is a place for plain talk of the right kind about sex matters and there is likely a place for it in the daily newspaper, but the stories of scandals, as told in many newspapers, are only a few steps removed from the prettily told but sensuous Boccaccio tales, which tales

have largely to do with sex infidelities, many of them telling of the naughty acts of clergymen.

Again, by the same power of suggestion, women and men who may not be living in perfect domestic peace and bliss are led to think of divorce for themselves. Easy divorces are suggested and easy marriages which result in easy divorces are also suggested. Much of the serious growth in divorce cases in our country might be traced to the bad influence of the great number of stories of divorces told in newspapers.

Newspaper men should reflect on the amount of injustice done by publicity to innocent people who, through no fault of their own, are made parties to divorce suits. A fine man, a man of influence, may be unjustly dragged into the divorce court, for reasons that we need not go into now, and then his own name and the name of relatives may be emblazoned in newspapers, irreparable harm being done to their feelings and to their reputation. The shame and sorrow caused to such people by publicity is punishment as terrible as it is undeserved. A short time ago I spent half a day in the Court of Domestic Relations, Chicago, having the privilege of sitting by the side of the judge, listening to the various cases that came up. I could scan the faces of all those who appeared at the bar of the court. It was a pathetic and moving spectacle. Here was a daughter standing between her parents, doing the best with her influence to keep the family together. Here again, were small children made witnesses, the whole brood, father and mother and children, appealing to the court for help. Publicity of these family affairs tends to aggravate the situation rather than the reverse; publicity takes the roof off the family house and exposes the unfortunate family situation which has arisen to the gaping public; it furnishes sweet morsels for the wags and the gossips, and it brings added shame to children and relatives affected by the family dissensions. The newspaper has been alluded to as the modern public forum, and newspaper publicity of these unfortunate family affairs forces unhappy families to wash their dirty linen out in the public square.

Some say in defense that the fear of publicity is a restraining influence, that fear saves many from the evil step and that fear serves to keep families out of the divorce courts. I admit there is something to this, but I believe that an honest facing of all the facts must lead to the conclusion that the other considerations which I name far outweigh the consideration of restraining fear. On the other hand, every newspaper man knows of principals in divorce cases who have become so embittered toward each other that they deliberately sought to ruin the other's standing or reputation in the community and have sought the wide publicity of the newspapers to that end.

Let me by way of illustration give you the outstanding points of the recent Trotter case. The Reverend Mel Trotter is a mission worker of National reputation and influence. For twenty years he has stood at the head

of a large mission in our city, his influence extending beyond church and religious circles. In Grand Rapids Trotter has been very much a public institution. Domestic troubles came upon him, his name was linked up with the birth of a child to a young woman who was connected with the City Mission. The woman asserted that another man was the guilty party and to the last denied ever having had illicit relations with Trotter. A majority of the Mission board believed Trotter entirely innocent and claimed that Trotter was the victim of a conspiracy to ruin him. Two members of the board aggressively contended for Trotter's guilt and long before the case was brought to court these members of the board sought to damage Trotter by publicity, the local papers, refusing to print the libelous material, being told by these men that newspapers in Chicago and Detroit were eager for the story.

Mrs. Trotter sided with the views of these men and finally commenced suit for separate maintenance. On the advice of his attorney, Trotter countered with suit for divorce. The case was fully aired in the court, the charges against Trotter were not proved and Trotter was given a complete divorce from Mrs. Trotter. Publicity, however, did Trotter's reputation deadly damage. Though the Grand Rapids dailies, respecting the mission work, contented themselves with printing at the opening of the trial a brief court note and at the termination of the trial by printing in full the findings of the trial judge, the Chicago

and Detroit papers, particularly the Hearst papers, sent special correspondents and photographers to report the trial and with streamers for headlines daily played up the sensational and scandalous elements of the case. If a verbatim report of the trial had been given to the public, the public might have fairly judged of the merits of the case, but, following the rule, the charges against Trotter were played up and his defense played down. Though adjudged innocent by the court, at the bar of public opinion Trotter's reputation was so damaged that I personally question whether his work will ever be the same, not only in this city, but in other cities where the unfair news was carried.

At the time of the exploitation by these outside newspapers, the city and surrounding territory being placarded by the Hearst papers to promote circulation, the Grand Rapids Press, with which I am connected, and the other city papers each published editorials urging the public to withhold judgment until the case was closed and the decision rendered. The Press based its editorial on this text, "A lie can run around the earth while truth is putting on its shoes," and if ever there was proof of the adage, it was in the way that yellow publicity got in its damaging work in connection with this unfortunate divorce case.

I am satisfied myself that though there is unquestionably a demand for divorce news the demand is on the part of but a small margin of the great body of newspaper readers. The majority of newspaper readers prefer



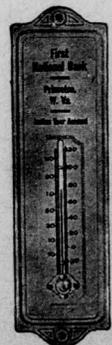
## Grand Rapids Calendar Co.

CALENDAR PUBLISHERS

Advertising Specialties

572-584 DIVISION AVE., South  
GRAND RAPIDS, MICH.

Let us know your requirements.  
We can make immediate shipment.

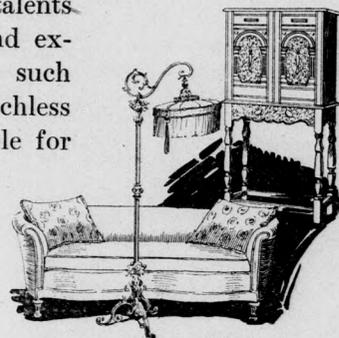




A GLIMPSE OF THE LIVING ROOM COLLECTIONS

## *Klingman Furniture Gives a Lifetime of Happiness*

THOSE who take pride in fine possessions find in Klingman Furniture unending satisfaction. Grand Rapids designers, the ablest of the modern school, and Grand Rapids craftsmen, unexcelled in carving and cabinet-making, blend their talents in creations of rare beauty and exquisite workmanship. From such rich sources come the matchless Klingman Collections, available for the enrichment of your home.



LOVELY CREATIONS FOR THE LIVING ROOM

### *A Visit to America's Greatest Furniture Store Promises Many Delights*

THE beauty and culture of all the ages is found in Klingman furniture. Just to have a single household article from these collections is to possess a source of constant pride and joy. A superb Renaissance living room table, a stately Old English carved chair, a dainty Sheraton sofa—such pieces excite the admiration of your friends, and pay tribute to your good taste.

### *Tempting Vistas of Mahogany Creations on Every Hand*

FLOOR after floor of this great store lures the visitor on to new delights. Wherever the eye roams there is something charming to engage the interest. Here is an ornate Renaissance table whose counterpart still reposes in some ancient Italian palazzo. And over there an old-fashioned Queen Anne secretary with fretted glass doors, for all the world like the one in grandfather's house forty years ago.



FOR THE QUIET RESTFULNESS OF THE LIBRARY

### *Visitors Are Warmly Welcomed*

YOU will find a cordial welcome awaiting you, any time you visit Klingman's, and you need not feel the slightest obligation to purchase. You will certainly be surprised at the moderate prices you find plainly marked

on all pieces. This is because Klingman's is permitted to buy, after the semi-annual exposition of the furniture manufacturers, the cream of these exhibition pieces at notable reductions not available to other stores.



UPHOLSTERED GROUPS THAT INVITE REPOSE

**KLINGMAN FURNITURE COMPANY**  
GRAND RAPIDS

other and more wholesome newspaper reading and many of these are affronted when stories of divorce scandals are thrust at them through the columns of their daily paper. As a publisher of some experience, I am inclined to believe that an all-round family newspaper may be promoted and divorce news have no further regular attention than in the official formal method already indicated.

One weakness with many newspapers is that in gathering the news they are all too prone to proceed along lines of least resistance; they follow the stereotyped paths, the cut and dried beats. News by the way of the divorce courts is easy to get and easy to play up. All too often editors fail to look about for new news, to look for new avenues of intelligence and a new character of happenings where things readable and things instructive may be discovered for the intelligence and the entertainment of newspaper readers.

In Detroit recently an eight-day conference of the National Prison Association was held. The meetings were replete with matters of human interest and National importance, and yet the Detroit newspaper which spread the most on the Trotter case—some days whole pages being given in said paper to the Trotter story—when it came to this mine of news at its door, it gave, by the count of a clerk who checked that paper daily, but four or five inches of newspaper space during the entire eight days to recount to its readers the doings of that conference.

I happen to know of a newspaper published in a city 150 miles from Detroit that sent a star writer to that prison conference and got from it a half dozen live readable stories, each of them from a column to two columns in length.

The freedom of the press is a great right and privilege, but if newspapers abuse the freedom of the press, the American public will arise and pass laws restraining that freedom. By no means am I an advocate of laws to govern newspapers. Better than laws, which at the best are negative instruments, are ethics and standards from within that affirmatively guide newspaper making. When the honor of American baseball was in the balance, the leaders of the great game, seeing the handwriting on the wall, made a bold ethical move by inviting the courageous Judge Landis to be the mentor for the great professional National game. Likewise in the movies, when the public cried out for censorship and the men at the top became concerned because of the epidemic of demand for censorship laws, they called Will H. Hays to become judge and mentor of that great business, aiming to clean up the movies from within. May we not, as newspaper makers, take a leaf out of the baseball and movie books and before public opinion asserts itself, demand a censorship of newspapers, clean up our own business, being determined to make newspapers which are wholesome and fair and just, as well as enterprising. If we do so, we will find deeper satisfaction by promoting a finer journalism and, I think, will dis-

cover that we are building the surer foundation for our newspaper business.

Edmund W. Booth.

#### The Business View of It.

Sturgis, Nov. 7—The average citizen, when he finds his expenses running in excess of his income or otherwise feels the necessity for retrenchment, immediately decides to omit every expense that is not imperatively necessary.

He may, for example, earnestly desire to build a new garage or to improve the appearance of his front lawn.

But he decides that he can get along without these improvements until the disparity between income and outgo is lessened.

President Harding entertains the same sensible idea relative to Government expenditures. He has made it clear before and he emphasizes it in his letter to Secretary Weeks relative to the appropriation for the army.

In this letter the President made two points. One was the necessity for the closest paring of appropriations. The second that false notions of economy must not be permitted to reduce the army appropriations to a point which will threaten the excellent foundations already laid.

Building up the army and bringing it to the point of efficiency contemplated by the National Defense Act is, of course, a desirable thing. But active progress in that direction can be postponed for a time, provided the basis already established is not impaired.

The United States would like to do many things right now. There are a multitude of improvements in various lines which might be brought about. But this is not the period for such improvements. The necessary expenses of the Government, of course, must be met. Deterioration must be avoided.

But until conditions alter so that Government income is more nearly commensurate with Government needs large plans for improvement and development must necessarily remain in abeyance.

Our people are not likely to quarrel with either of the President's points. They want the army efficient and they want to preserve what has already been accomplished toward that end. But they will share his opinion that increases can wait, without injury to the National defense, until National finances become more stabilized.

B. F. Hastings.

#### Good Roads in War and Peace.

Pontiac, Nov. 14—In a letter addressed to the second conference on education for highway engineering and highway transport at the opening session in Washington last Thursday President Harding gave assurance of his sympathy with good road building, and, what is more to the point, he emphasized the importance of getting a full equivalent for the money expended. The President very properly called attention to the heavy expense of road construction and to the need of the best advice in financing and engineering. "The country needs good roads and more of them," said Mr. Harding.

The conference was important, in that it covered National defense as well as the exchange of commodities between different parts of the country. There is no doubt that a system of good roads is a factor not to be overlooked when the subject of safety is under discussion. Fortunately, the roads designed for the hauling of merchandise in times of peace require no changing in the event of a National emergency if the layouts are made by trained engineers who are accustomed to taking a broad view of the situation and who plan for the future as well as for the present.

William M. Morris.

#### Corn the King of the Crops.

Kalamazoo, Nov. 7—A popular impression that wheat is the main food supply of the country is contradicted in the year book for 1921 just issued by the Department of Agriculture. The first place is given to corn, which, either directly or in the form of meat and other animal products, is the principal foodstuff grown in America. The statistics of corn are of exceptional interest, in that they show that general prosperity is largely dependent upon the yield of this cereal.

Of the six and one-half million farms in the United States corn is raised on nearly five million. A hundred million acres of land are reserved for the planting of corn; in recent years the crop has exceeded three billion bushels; the 1920 crop, the largest on record, had a value of \$2,150,000,000, and the crop of 1921 was worth \$1,303,000,000. Of the corn crop only 10 per cent. is used directly for food; 40 per cent. is fed to pigs on farms, 20 per cent. to horses and mules and 15 per cent. to cattle. Thus corn is the basis of the livestock industry in America.

That the farmers are capable of meeting almost any demand for the cereal is indicated by the fact that less than half the land in the corn belt has been allotted to it in any season covered by the survey of the Department of Agriculture.

Fluctuations in prices of corn concern the farmer less than in the case of other crops, the reason being that the growing of corn calls for less borrowed capital. Competition from abroad is not a large factor in his calculations, as this country produces three-fourths of the world's supply. The acreage accordingly is determined to a considerable degree by the for-

eign market for American meat products; a revival of the export trade will call for an increased production of corn, as at present the crop is not sufficient for the home demand if Europe places bulky orders for American meat.

There is reason for country-wide satisfaction in the knowledge that the American farmer has plenty of corn land in reserve. W. L. Henderson.

#### Chairs For the Customers.

When customers have crossed the threshold of your door see that chairs are ready for their use. A person seated will look around and take stock. A person standing, as a rule simply waits; and often impatiently for the article required and when he has it he soon clears out. Then let your customers see that you are doing your best to accommodate them.

"If out of article required get it quickly in the same town if ordering by post will not suit. A good plan if you have to keep a customer waiting is to place an attractive list in his hands. A variety of these lists can be sent to the trade gratis, from a sewing machine list to a traction engine list. Use discretion, of course, and do not hand a lady a reaping machine list or a gentleman a list of sewing machines.

#### Stimulating Business.

Sometimes a something-for-nothing scheme to stimulate business may seem expensive, but if it brings in new trade, the expense may be justified.

Victory  
2 for 25c



do this,  
**men!**

Always ask for cigars made of old crop Havana, mellowed by age, like wine. They're richly mild and fragrantly sweet smokes. *Mi Lolas* are that. 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

Learn to say  
**MI LOLA**

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

# **FOSTER, STEVENS & CO.**

**157-159 Monroe Ave. N. W.**

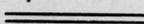
**151-161 Louis St. N. W.**

**Grand Rapids, Michigan**



## **Oldest Hardware House in Michigan**

**84 Years on Monroe Avenue**



We gladly avail ourselves of this opportunity to express our appreciation to the trade for the generous patronage accorded us and to express the hope that it may be continued in unrestricted measure so long as we are worthy of same. . . . .



**Square Dealing—Honest Values—Good Service**

### THE LEADING CITIZEN.

#### When And Where We Usually Find Him.

We all agree that we need leading citizens. They are necessary not only for placing on the platform at Fourth of July celebrations, but also for carrying on the civic work and advancement in which the average man will not lead but for which he will become a follower for the right leaders. But our conception of the "leading citizen" has changed very materially in the last few years. Many of us recall the pudgy little banker with the thin side-whiskers who, when we were lads, always sat on the platform when the great man came to the city, or the loud voiced attorney who plucked the tail feathers from the American eagle every Fourth of July and scattered them broadcast over the adjoining townships.

But we are changing our viewpoint somewhat and the fact that a man runs the bank or the factory or the flour mill or the post-office or that he has his sign out as an attorney, doctor or what-not, doesn't carry with it any special claims to the title, "Leading Citizen," unless he really is leading something. And the mere matter of leading isn't enough, for now there comes to us very naturally the query: "Well, who and what is he leading and where?" The circle of leaders is widening day by day, although some of the familiar figures of a few years back are missing from among the leaders, for we learned, much to our surprise and their chagrin that they were merely blockers up in the front row who were holding up the procession and not the leaders which they had recommended themselves to be and which we carelessly had supposed them to be.

As a matter of leading is becoming more and more diversified, we have learned that a man doesn't have to be in the spotlight to be a leader. One can go into every room in a factory and into every neighborhood and there he will find leaders, real leaders of men and of public opinion, though perhaps little in the public eye. For instance; if you were to choose a leader, would you pick the leather-lunged chap whose "Amens" would jar the snow off the roof at the revival meeting while the kids were wading through three feet of it on the sidewalk in front of his house? Or when some other chap who is trying to convince you of your "duty to your fellow man" talks to you from a yard that is covered with a tangled mat of grass with a few tin cans and stones scattered around in it to break the monotony of it all, would he impress you as heavily as would the quiet, neighborly chap whose lawn always is a model of perfection in summer and whose sidewalk in winter always is in condition and fit to be walked upon by his neighbors?

The singular thing about this leading business is that real leaders, not the self appointed buttinskies who consider themselves leaders, but the real leaders in neighborhood and civic activities don't realize themselves that they are leaders. But they are dynamos of purpose and energy for the

things which they believe should be done and their unconscious allegiance to what they think is right makes them leaders. Many of them, in fact, most of them, would laugh at the idea that they are leaders, but they are leaders and quite unostentatiously, but none the less effectively are doing their bit for the good of all of us. They may not reach the ideals which they have pictured for their home or community life, but from men and women of this type (or of the opposite type) will come the children who later will be our leaders and as such are to mold the destiny of this Nation.

So let us look well to our "leading citizens." Before we accord to anyone this enviable title let us ask ourselves if it is because he has more money than some other man or because his family moved into the village first and never had enough energy to move out again, or is it because his father ran the newspaper or that because of some particular itch for prominence he cannot keep out of the lime-light. And let us, in looking for our real leaders, pay particular attention to the quiet unobtrusive chap who may not have much to say as we are working by him day after day, but who at his job in his neighborhood and in his social or church life, goes along quietly doing the best he can for himself and especially for others and doing it intelligently, who works willingly, who reads, and who loves his fellows. And there we will find a leading citizen. And whoever he leads will be well led and wherever he leads them they will be safe and it is no discredit to be led by an intelligent, rational thinking, useful citizen of the community. Geo. D. Murphy.

#### The Virtue of Tolerance.

Cargyle once wrote, "The greatest of faults, I should say, is to be conscious of none."

There are few of us, indeed, who are not entirely too prone to criticize the shortcomings and weaknesses of others, to roast the other fellow for his mistakes and tell him how to run his business. We like to dictate as to how our fellow man shall eat, work, sleep and spend his leisure hours.

It doesn't require a very big or brainy man to find fault with others, but it does require a big man to discover the virtues of his fellow-beings.

Who profits when we find fault with some one? How much suffering is our fault-finding responsible for?

The greatest fault is to find fault with one another.

We each of us are placed on earth to perform our share in the infinite order of things. We should each of us strive to improve the lot of one another, thus improving ourselves.

Fault-finding engenders a sour disposition, the loss of friendships and a bitterness toward all mankind.

How much greater may our happiness be if we will discover and rectify our own faults, pick out and exalt our friends' virtues and ignore their shortcomings, thus by our own lives setting an example which may profitably be emulated by our friends and fellowmankind.

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## HOW WHITE LAKE GOT NAME.

### Final Vision Which Came to Father Marquette.

For many, many years before the early explorers with their Indian guides had paddled their canoes along the Eastern shore of Lake Michigan, White Lake lay hidden behind a screen of pines and birches. Its surface, like that of all the Great Lakes, was a little higher than at present and a low rounded sand dune covered the spot where now the Governmet channel enters. The river forming the outlet wound its way beneath a canopy of vines and trees following the course of what is now called the "old channel" and emptied into Lake Michigan at its present mouth.

The lake lay undisturbed in its solitude except for an occasional Indian hunter or a prowling war party of Iroquois. It was wondrously beautiful in those days: a crystal sea, lying in a setting of white birch trees backed by the dark green of the sombre pines. On the bright spring afternoons its surface was like a mirror and reflected perfectly the glistening sentinel sand dune at the end and the white-clad birches along its banks.

On just such an afternoon three birch bark canoes came up from the South along the shore of Lake Michigan. As they came to land one was seen to be manned by Frenchmen and the other two by Indians. As the two Frenchmen beached their canoe, a third man was visible resting on a roll of skins in the bottom. As his companions stepped out he half rose and asked, "How far is it to St. Ignace, Pierre?" "It is yet many leagues, father, but let us camp here to-night and rest." "I pray to the Holy Virgin that I may see my mission at St. Ignace before I die, yet I would gladly stop for I am weary with the journey," replied the elder. As he rose slowly to step from the canoe one recognized at once the long black robe and crucifix of the Jesuit. It was Father Marquette, with his two companions, Pierre and Jacques, returning from his second journey to the country of the Illinois, weakened by hardships and privations, struggling with all his remaining strength to reach his little mission at St. Ignace before he died. Gently his two companions helped him up the beach and seated him on a bear skin robe spread upon the sand.

Jacques busied himself making camp, but Pierre, ever eager to explore, paddled the canoe into the mouth of the river and up the channel beneath the overhanging trees and vines. Reaching the point where the river broadened into the lake he turned back to the camp. The sun was still an hour high. Father Marquette lay stretched upon the ground in his favorite posture beneath a little shelter of green boughs erected by the faithful Jacques. Not a word of complaint escaped his lips. On the contrary, he consoled and comforted his companions assuring them that God would watch over and protect them to the journey's end.

As Pierre came down the little stream and landed, Father roused himself from a half slumber and murmured "Maria mater gratiae dei, memento mei," Pierre stepped to his

side, "Do you feel stronger, father, this bright spring day?" "I do, my son, and yet I know my end is not far distant. I find comfort in thinking that the waters of this mighty lake are held in the hollow of His hand. This shore, though strange and new to us, has been His from everlasting to everlasting. But the vastness of this lake of the Illinois oppresses and wearies me. I love the little lakes and rivers better. Pray, where does this little river lead? Did you follow it any distance?" "I did father, and it broadens into a lake of wondrous beauty just beyond the sand hills there, the shores of which no white man has ever trod. Would it rest you to see it?" "My son, I am weary of the leagues on leagues of water and I fain would see this little lake and river if 'tis not too far." "But a bow-shot, father, just behind the trees."

With Father Marquette half reclining and half sitting in the bow of the canoe, Pierre paddled back the little stream into the lake. They reached it just as the rays of the setting sun came over the rounded dune and fell glittering upon the surface of the lake. The dune itself shone with a dazzling whiteness. Father Marquette gazed long upon the scene. "Pierre," said he, "it reminds me of the words of the Blessed St. John, 'And he showed me a pure river of the water of life clear as crystal.' Surely this must be like to the river he saw in his vision." Again he gazed through half closed eyes. The sun sank lower and its level rays illumined the white birches across the lake. Suddenly he leaned forward. "They beckon me" he said. Pierre started. "Who beckon father?" "There on the farther shore, those in white, do you not see them?" Pierre shaded his eyes and looked. "I see nothing but the birches and pines, there is no one there."

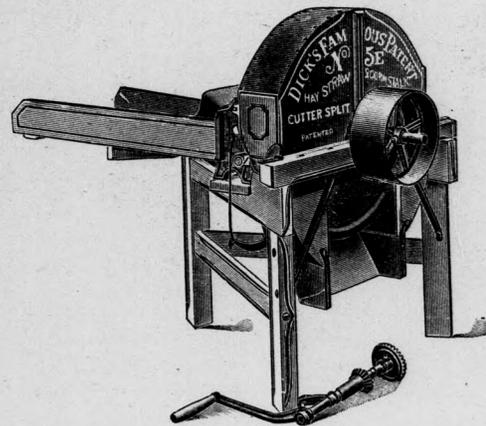
Father Marquette settled back upon his couch. "It was a vision, my son. Methought I stood upon the shore of the crystal sea that lies before God's throne surrounded by the white-clad throng. They beckoned me to come and I fain would have followed. It was only a vision, Pierre, only a vision, Pierre, only a vision. Let us return." Silently Pierre drove the canoe down the little river to the mouth. Jacques and his companions were eating their evening meal. Father Marquette could eat nothing and lay beneath his shelter in silence.

After the sun had disappeared in the surface of the lake he called Pierre to his side. "What is the little river called, my son?" "Jacques and I were just talking of its name, father. The Indians call it Waubishisibi the White River, because of the white clay at its mouth." "Waubish-sibi, La Riviere B'anche," said Father Marquette slowly, "it is well named, my son. To me it is La Riviere Blanche, 'the river of the water of life,' for here the Holy Virgin sent me a vision of the white-robed throng I soon must join. Pierre, I shall not reach St. Ignace. To me has come that clearer sight vouchsafed to those whose end is near. I have glimpsed the farther shore. Credo quod redemptor meus vivit. Good night." Kenneth G. Smith.

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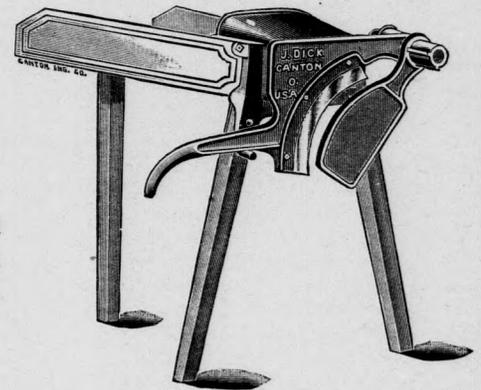
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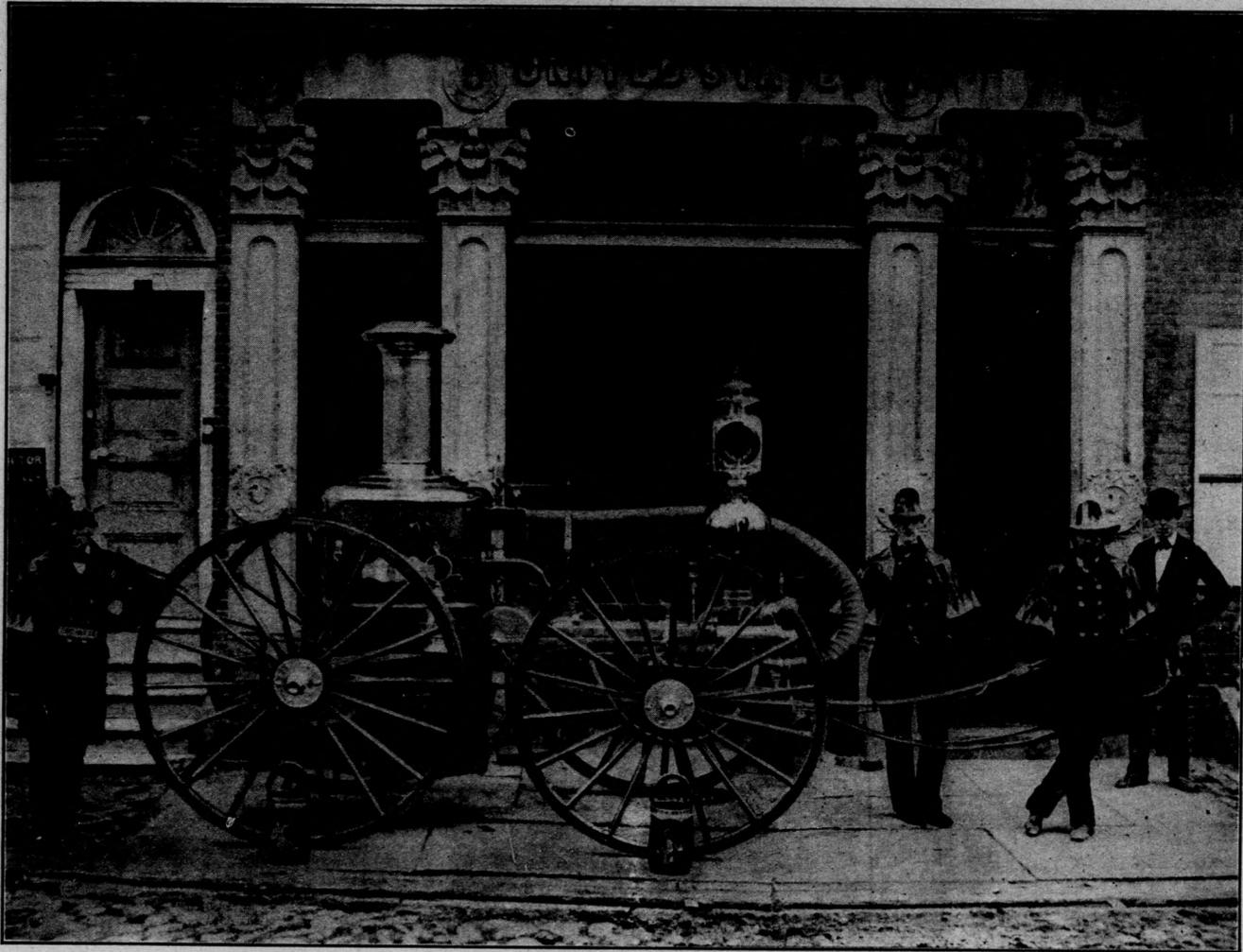
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MICHIGAN



A STEAM FIRE ENGINE OF THE SIXTIES

To the present generation, accustomed to watching high-powered gasoline pumping engines in action, this piece of apparatus that answered calls in Philadelphia during Civil War days may appear to be rather ineffectual—until it is compared, in turn, with the appliances for fire extinguishment of a much earlier day, shown on the succeeding pages.

### THE PAST AND THE PRESENT.

#### Wonderful Progress Made in Fire Fighting Machinery.

[Of all the complex institutions that go to make up twentieth century civilization, none possesses a history which embodies more of the truly epic quality than do those of Fire Insurance and Organized Fire Fighting. Born of a common need, following the Great Fire of London, they have grown up side by side until they stand to-day as a man's chief bulwark against the great scourge—hostile fire. Lately, their relationship has come to have an added significance, for from both has evolved a new and powerful force working for public betterment—Fire Prevention. Something of this development is told in the accompanying sketch which recently appeared in *Safeguarding America Against Fire*, to which publication the *Tradesman* is indebted for the privilege of reproducing the article and the use of the illustrations.]

Any list of the world's famous thoroughfares, pretending to completeness, would be almost certain to contain many familiar names ranging in time and place from the Roman Appian Way to New York's storied Fifth Avenue; and it would be almost equally certain to omit all mention of a quaint little by-street, tucked away in the center of London, bearing the commonplace name of Pudding Lane,

Yet Pudding Lane, despite its unassuming appellation, deserves a permanent place in the world's remembrance, for it was in a frame house fronting on that street, and sharing with its neighbors a state of advanced decrepitude, that the twin institutions of Fire Insurance and Organized Fire Fighting may be said to have been born.



Method of Carrying Buckets

Fire broke out in that tumbledown structure on September 2, 1666, and, before it was subdued, devastated 436 thickly settled acres during four days of steady burning. This was the memorable Fire of London.

When the smoke had cleared and rebuilding commenced, certain long heads began to do some solid thinking. They had seen this awful thing happen once. What, they asked themselves, was to prevent its recurrence? Was there no way to mitigate in the future suffering such as they had but lately witnessed? These and many other questions they studied. Finally

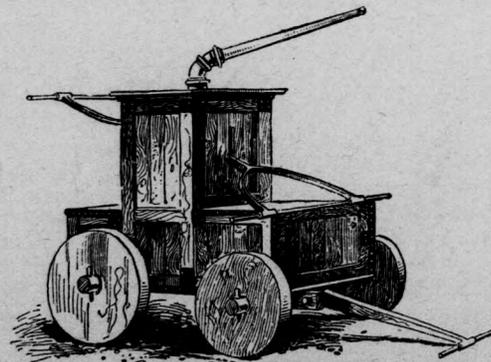
one of the number—a certain Nicholas Barbon—hit upon what was then the entirely new idea of applying the principle of insurance to real property; in short, of fire insurance.

Twelve months after the catastrophe a company was formed to insure such property; others followed, and in order to protect their interests, they set about organizing really efficient (for those days) fire-fighting establishments. These establishments they called Fire Brigades. Contrasted with the highly developed fire departments of modern cities—with their fire prevention bureaus, and with their powerful gasoline engines, water towers, aerials and chemicals, all brought into play, when needed, by the pulling of a hook in a fire alarm telegraph box—these old brigades were indeed

poor, ineffectual organizations. Nevertheless, they constituted the best fire defenses that had so far been known.

#### In the Beginning.

If the testimony of one Pliny—an observant Roman with a strong bent for jotting down bits of contemporary information—may be relied upon, organized fire fighting of a kind existed in Rome during the first century of the Christian era. In fact, on the day that Nero chose to give his celebrated violin recital, over a burning Rome, certain of his subjects, styled *matricularii*, who were especially versed in the use of the fire bucket and the operation of a crude hand-pump, were doing their utmost to quench the flames which so inspired their Emperor. These *matricularii*, who doubt-



Brooklyn's First Fire Engine, Built in 1785

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## WHOLESALE ELECTRIC SUPPLIES

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less performed divers other tasks when not engaged in attacking fires, had been organized by Caesar Augustus into seven cohorts of a thousand men each—for even then the population of Rome stood at two millions.

On down through the middle ages, a few European cities here and there knew the schooled fire-fighter. In London, before the conflagration, firemen of a sort did exist. But it was the great fire itself, through its development of fire insurance and the brigades, which made the subject of fire fighting a serious study and its practice a separate vocation.

#### The London Fire Brigades.

These fire brigades, formed then by the insurance companies, flourished throughout the eighteenth and the first quarter of the nineteenth centuries, and during all that time remained the only organized system of fire defense in the city of London. Before many years had passed, five important insurance companies were maintaining private fire brigades, whose members were called "Water Men."

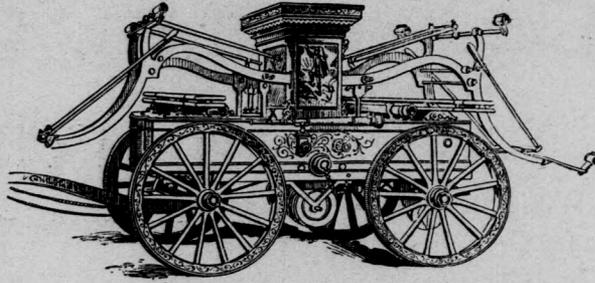
"Starting," as a poet of the period has recorded, "from short and broken snooze, each sought his pond'rous, hobnail'd shoes," on the sounding of the alarm by the town-crier, and proceeded post-haste to the scene of the fire. It was the custom for each brigade to fight only those fires originating in or spreading to property insured by the company employing them. To prevent time being "wasted," therefore, in combating flames that did not concern them, the insurance companies designed and caused to be hung above the doorways of structures in which they were individually interested, fire-marks or house-plates. By these house-plates the several brigades responding to an alarm were enabled quickly to identify "company property," and to set about the task of extinguishing the flames. Indeed, so firmly rooted did this policy of laissez-faire become that the men of "disinterested brigades, if perchance they arrived first upon the scene, usually stepped back to await the coming of the proper brigade, meanwhile allowing the property to burn without hindrance—doubtless to the dismay of the property owner.

These brigades, in time, grew to be extraordinarily skilful in extinguishing fires, considering the limited equipment at their command. This equipment consisted, in the main, of little more than a few lengths of stout hempen rope and a varied assortment of iron hooks, leather bags and axes. Rude hand-pumps and an awkward mammoth syringe, with which to spray the flames, made their appearance before long—the forerunners of the modern pumping engine and connected hose. After 1750, the flexible hose—invented by the brothers Van de Heyde, of Amsterdam, Holland—came into use; but it was made of leather, not, as today, of fabric and rubber. Scarcely less interesting than the way they worked is the manner in which these doughty "smoke-eaters" of two centuries ago were uniformed. The members of each brigade possessed a distinctive company livery for both dress and service wear. As might be expected, the dress uni-

form was the more resplendent of the two and, typically, included a brilliant blue or flaming scarlet jacket, and a pair of ample plush breeches. It is recorded that, thus splendidly arrayed, they made a showing at public func-

While in the early Colonial days some of the American fire insurance companies, patterned upon their English prototypes, adopted and made use of house-plates to identify property upon which they had assumed

from 1659, in which year the thriving Dutch colony of New Amsterdam, under Governor Peter Stuyvesant, purchased and distributed 250 leather buckets and a supply of ladders and hooks. Public documents on that remote day speak also of a tax of one guilder for every chimney in the town being imposed, to provide for the maintenance of this elaborate equipment. Watchmen were appointed, who made their nightly rounds in groups of three or four, charged with the responsibility of guarding the slumbering community against such disturbers of the peace as groggy Dutch sailormen, foraging pigs and incipient fires. By some, these patrols were known as "Prowlers," by others, as the "Rattle-Watch," from their habit of sounding the alarm by means of a rattle such as later generations adopted for celebration on election day. (It is interesting to note, in passing, that the route taken by these early Manhattan firemen-police led down the cowpath—then known as



Ornamental Hand-Pump of 1859

tions no less brave than at their daily routine.

Proposals were made from time to time that these independently operated brigades be merged and placed under the direction of one head, in the interests of economy and effec-

the risk, there appears to have existed no organization comparable with the London brigades. Records show that some of the early companies employed men who attended fires in property bearing their marker, but these men were merely salvagers of



THE GREAT FIRE OF LONDON, IN 1666

Although two-thirds of the city was totally destroyed, with an estimated loss of \$53,000,000—an overpowering sum in those days—to modern eyes the real wonder is that, in view of the frail wooden construction, anything at all remained standing when rain helped to extinguish the flames at the end of the fourth day

iciency—a suggestion to which most of the property owners of that day were probably not unalterably opposed—but the individual companies, jealous of the distinction their firemen had earned, were loath to relinquish it. Finally, however, in 1825, three leading companies, the Sun, the Union and the Royal, did unite their fire brigades, placing them under a single superintendent; and shortly thereafter two others, the Atlas and the Phoenix, entered the alliance.

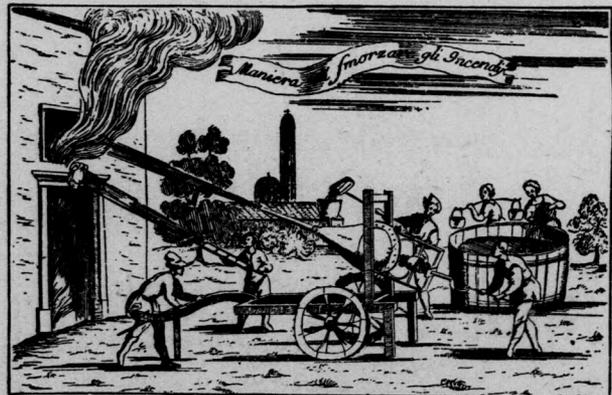
The movement had taken hold. Seven years later, most of the London brigades united to form the London Fire Engine Establishment, which continued to be the city's sole dependence until 1865 when, with the passage of the Metropolitan Fire Brigade Act, the staff, stations and equipment were taken over by the municipal authorities. The burning of the Houses of Parliament in 1834 was without doubt a strong contributing factor in promoting the legislative enquiry which culminated in municipal control of fire-fighting.

Early American Fire-Fighting.

property, working independently of the volunteer firemen, and did not concern themselves with fire extinguishment.

One of the first records of municipal action in America in regard either to fire fighting or fire prevention dates

Horse and Cart Lane—past the present site of 76 William street—the home of The National Board of Fire Underwriters.) The post of fire chief seems to have originated, at least in this country, with the appointment, in 1689, of a "Brent-Master" to super-



FIRE-FIGHTING IN THE SEVENTEENTH CENTURY

The syringe-like instrument, pictured above, probably constituted the intermediate step in the progression from bucket to hand-pump. The figure in the central background appears to be concentrating his efforts entirely on the insurance company house-plate.

## When everybody thinks of good, delicious foods—

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Granulated, Tablet, Powdered, Confectioners, Brown;  
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wise the fighting of fires in the little town that was to become New York. The Fire Societies.

However, the earliest public fire fighting organizations, of any account, seem to have been the so-called "Fire Societies" — volunteer associations composed of friends and neighbors who combined preparedness for combating fires with social diversion, in about equal proportions. The prospectus of one of these volunteer organizations, known as the Phoenix Fire Society, founded in Boston in the year 1788, is an interesting old document, and probably typical. Some of the articles to which its exclusive membership was required to subscribe are quaintly naive when read in this essentially mechanical age.

Among the charter provisions of the Phoenix Fire Society were the fixing of membership at thirty; arrangement for quarterly meetings, at which strict adherence to formal parliamentary procedure was demanded of all members, and the payment of a fine of one shilling for avoidable absence from regular meetings. Under penalty of three shillings' fine for each deficiency, every member was required to keep constantly by him, in good order, two buckets—painted with the colors of the society—a brace of capacious leather bags, and an iron bed-key with which to loosen and make available for use the rope that, in the days of our Spartan forefathers, served not too comfortably as a bed spring. A visiting committee of three, appointed by the moderator of the society, made frequent inspections of this equipment.

In time of fire, the society, like the London brigades, confined its ministrations to the property of members only. When the alarm was cried, each member, seizing his accoutrement, was supposed to repair forthwith to the dwelling, shop or other property of that one of the thirty whose possessions were being incinerated. Upon arrival, each placed himself under the immediate command of this member. Lest members experience difficulty in identifying each other in the confusion of fire fighting and salvaging, a pass-word or countersign, changed at stated intervals, was provided. Admission to the society was by ballot, and membership was looked upon as a warrant of social prominence in the community.

A great number of these societies grew up prior to, and right after, the Revolutionary War, and each had its own charter requirements; but as these differed in detail rather than in spirit, those of the Boston society mentioned, may be regarded as characteristic. Many societies maintained a pension fund for the benefit of widows of members killed in the performance of duty.

#### Origin of the Volunteer System.

Towards the close of the eighteenth century, population and property values began to mount sharply; so did the amount of insurance in force, and so also did the number of fires. About this time, too, the use of hand-drawn engines, pumped manually, became more extensive, and the exclusive fire societies, which had served their pur-

pose, gradually gave place to the unsalaried volunteer system, with its companies of engine, hose and bucket men. It is worthy of mention that George Washington was a regularly enrolled volunteer fireman of Alexandria, Virginia, and that even during

inating in the matter of property ownership—something the societies which preceded them had not done. This, however, was not the unmixed blessing it would appear to be at first blush, for as the number of organizations grew, rivalry between them became so

Incessant bickerings between companies, even when they did not lead to open hostility, were hardly conducive to the speedy extinguishment of fires which, after all, was the real purpose in creating and maintaining these volunteer companies. Nor, again, was

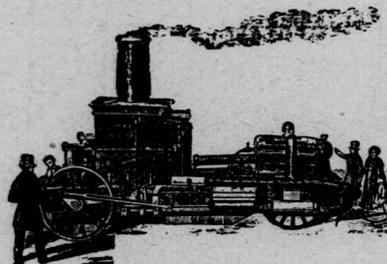


FIREMEN AT WORK IN 1733  
This was probably one of the first of the manually operated pumps to make its debut in America.

the period of his active command of the Revolutionary War, he demonstrated his abiding interest in the business of fire-fighting by purchasing, out of his own pocket, and presenting to a volunteer company of Philadel-

bitter as sometimes seriously to interfere with the proper discharge of their duties. They raced each other to fires, the first company on the scene not infrequently taking up a strategic position about the source of

their attitude towards mechanical progress and improvement calculated to advance those desirable ends. When, early in the nineteenth century, rubber fire hose in threaded lengths was introduced, making it possible to stretch a line to a fire from a distance of a block or more away, its use was violently opposed by the volunteers, on the ground that it tended to put distance between the men and the fire. Their proper place, so they asserted, was at all times close to the flames. Urging the use of threaded hose cost more than one volunteer fireman his company membership.



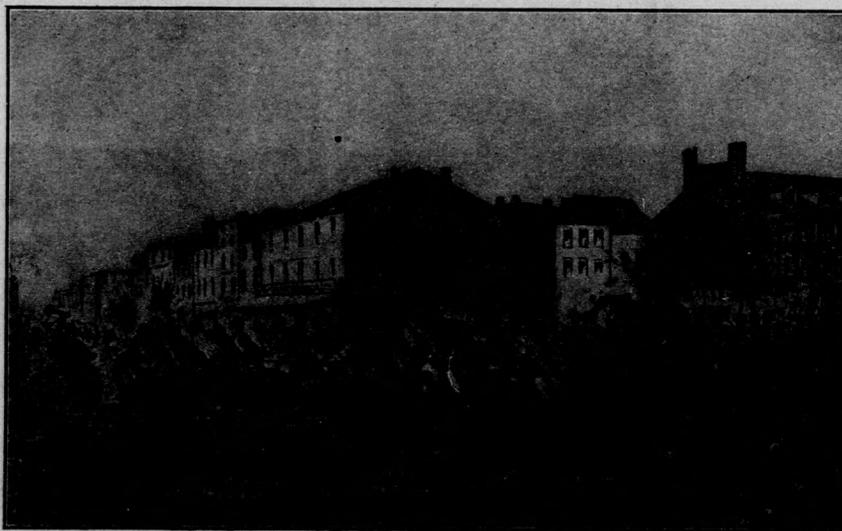
The World's First Practical Steam Fire Engine.

phia what, for those days, was a sizable hand-pumper.

Under the direction of firewardens, appointed one for each ward in the larger cities, these companies were organized to fight fire wherever and whenever it occurred, without discrim-

water supply and defending it well but not too wisely against its rivals. Pitched, and sometimes sanguinary, battles were not at all unusual, in which the fire—the reason for the visit—was completely forgotten in the melee.

A few years later, when the volunteers had become somewhat reconciled to the employment of connected hose, a new target for their opposition was raised by the efforts to perfect and introduce a steam fire engine to take the place of the clumsy hand-operated type. In New York especially, following the severe fire of 1835, the need of better fire extinguishing



RACING TO A FIRE IN 1852  
Many an American city witnessed the enactment of just such exciting scenes as this during the middle of the nineteenth century. The first company to reach the fire often received a cash reward.

**The House of Quality**



**Rademaker-Dooge Grocer Co.**  
**Wholesale Grocers**  
**Grand Rapids**



**The House of Service**

facilities became apparent to the public.

Some of the larger cities already possessed liberal supplies of water under a fair amount of pressure, and this, combined with the use of the jointed hose, led to the hope that by connecting the hose directly to the hydrants sufficient force might be obtained effectually to throw water as high as the roofs of buildings of the type then prevalent. This hope, failing of realization, resulting in directing attention once more to a means of generating pumping pressure.

The Mechanics' Institute of New York came forward in the late 30's with an offer of a gold medal, its highest award, for the best practical method of applying steam power to fire engines. Captain John Ericson, afterwards the designer of the victorious "Monitor," secured the medal by presenting plans for a steam fire engine possessing power equivalent to that of 108 men.

Introduction of the Steam Pumper.

Although a certain John Braithwaite, of London, had devised a steam pumping engine as early as 1829, it was not until a dozen years later that the first engine operated by steam appeared in America. Called, not without a certain piquancy, "The Exterminator," it was tested in New York in 1841. It developed 20 horse-power, and, according to contemporary claim, could do the work of approximately six hand-engines, requiring a crew of only three men to operate it. However, it appears that "The Exterminator" was abortive. In subsequent use it failed to live up to the high expectations the test had aroused, so that it was soon abandoned. Not until another dozen years had elapsed did a really successful steam fire engine come upon the scene, and the honor of fathering it belongs to the city of Cincinnati, Ohio. There, early in 1853, through the pioneer efforts of A. B. Latta, an engine known as the "Joe Ross" was tested. It triumphed in an especially arranged competition with the hand-pumpers, and continued thereafter to perform satisfactorily. "Old Joe Ross," as the engine came affectionately to be called, marked the opening of a new epoch.

Along with the honor of producing the first continuously practical steam fire engine, to Cincinnati goes also the credit of adopting the first paid fire department, in the same year. For, with the introduction of the steam-pumper, it became necessary to install a permanent force to keep up steam. Also, the volunteers had conceived a strong prejudice against the steam engine, a dislike which persisted for many years.

Apart, however, from the reactionary attitude towards improvements, and the inefficiency due to the absence of co-operation between units, two other weaknesses in the volunteer system soon developed, which finally contributed to its abolition. One of these weaknesses was the social activity, over-indulgence in which undoubtedly tended to laxness of discipline. Houses maintained for the purpose of sheltering engines and equipment became club-rooms where volunteers and their friends were wont

to foregather for an evening of jollity and sometimes, it must be confessed, immoderate conviviality. Not unknown, in fact, in some fire houses, were completely stocked bars boasting all of the elaborate, pre-Volsteadian fittings. One station was known to have converted a grand piano into an ice box, so that thirst, in addition to fire, might be expeditiously quenched. Such merry-making was certain to react unfavorably upon the control of a body of men always subject to call for active service. Social activities—parades, chowder parties, balls, picnics and prize-fights—while harmless enough in themselves, claimed more and more of the time of men in whose hands lay the fire-safety of great and growing cities.

Moreover, interference in local politics by concerted attempts to sway their course, further diverted attention from the business in hand. More than one political scheme was evolved—and carried through—in these fire houses of a by-gone day. In this connection, it is of interest to note—as,

indeed many old-timers will recall—that the late Richard Croker, for many years grand sachem of Tammany Hall, gained his start politically through his membership in a New York volunteer fire company—old "America 6," as it was called—of which William Tweed, of "Tweed Ring" notoriety, was organizer and foreman.

Notwithstanding the manifest weaknesses inherent in the volunteer system, it was not until the middle of the nineteenth century that the idea of the paid fire department obtained a hearing. As late as 1833, a volunteer firemen's association went on record as asking those who have preferred "hiring" men, "if such service has been or ever will be for sale, or to let," and also, "to consider the amount of taxation that would be necessary for such an object."

Evolution of the paid department was, none the less, inevitable, commencing with the more important municipalities, even if the volunteer system had not carried within itself

the seeds of its own dissolution. The average business man could not longer devote his time to the work of fire extinguishment. Then, too, in the dark days of reconstruction following the Civil War, the country's fire loss doubled and even trebled. Alarm spread. Fires grew in number and seriousness. Insurance rates had to be adjusted to conform to the unfavorable experience. The volunteers were totally unequal to the task that was speedily looming before them. The day of the paid fire department was at hand.

If, from the foregoing, the impression be gained that the defects in the volunteer system enumerated were common to all, a grave injustice would be done. Many fine old organizations did, and still do, exist, with their traditions of conscientious and brave service rendered often at great personal sacrifice of time and money. Such a one is the Relief Ladder Company, of Alexandria, Virginia, still serving faithfully, and with a history that runs into generations. And there

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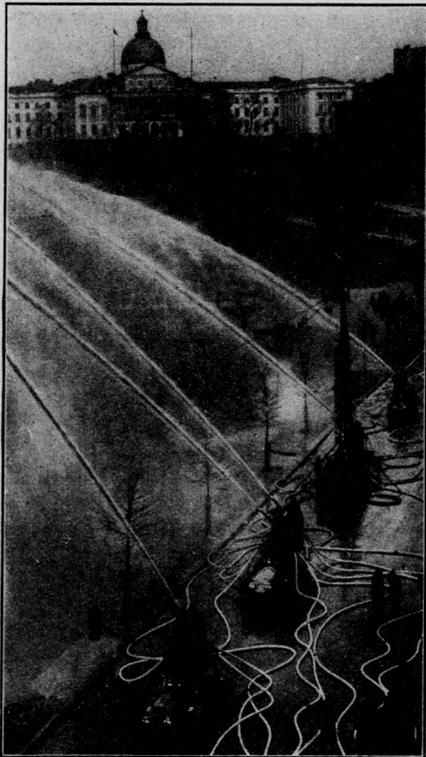
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are a host of others. But even those of the highest type continue to labor under limitations that surround the system as a whole and make it totally unsuited for large centers of population.

In some sections of the country, the adoption of the paid system was slow. It is only within the last two years that the prominent city of Wilmington, Delaware, has made the change. A few Eastern towns, notably in Pennsylvania—Harrisburg, Reading, York, Chester, Allentown—still cling to the volunteer system. Mid-western and Pacific Coast communities, almost without exception have paid departments, for their growth was largely coeval with that of the paid fire department idea. Here and there a

sense of the calmness that characterizes the business-like work of the paid department exists, as a class, in the volunteer organization. Excessive water damage, resulting from the untrained efforts of volunteers, must often be laid at their door. Moreover, they do not keep the detailed records of fires that are invaluable both to the professional fire fighting organizations and to insurance experience.

In New England, but probably not elsewhere to any great extent, the transition from volunteer to paid departments was gradual rather than abrupt. In the process of evolution, members of volunteer organizations, chosen as a rule because of their proximity to the fire houses, came to be paid small retainer fees (rarely more



**FIRE DEFENSE IN 1922**  
These powerful pumps are capable of delivering effective streams to a distance of more than one hundred feet.

combination of paid and volunteer departments exists, as in New Castle, Pennsylvania. But the time is not far off when the last volunteer department, in important cities, will have passed into history. In the year 1922, it is, for such cities, an anachronism.

Probably the most serious indictment brought against the volunteer system, as it remains to-day in cities of consequence, is the lack of coordinated effort apparent in so many cases. Delay in getting water on the fire is always disastrous. Confusion in laying lines, waiting for someone to bring a nozzle or holder, forgetting to turn on the hydrant, neglecting to open the gate on the engine, and altercations between members as to who shall stoke and run the engine, are of almost daily occurrence. There is a case of comparatively recent record in which a volunteer department, through its lack of experience, actually caused a fire to spread through an entire city block, although it might easily have been confined to its place of origin. In short, a complete ab-

sence of the calmness that characterizes the business-like work of the paid department exists, as a class, in the volunteer organization. Excessive water damage, resulting from the untrained efforts of volunteers, must often be laid at their door. Moreover, they do not keep the detailed records of fires that are invaluable both to the professional fire fighting organizations and to insurance experience.

Any chronicle, however brief, of the growth of fire fighting and fire insurance in America that failed to refer to the founding of The National Board of Fire Underwriters would be guilty of ignoring a primary motivating force in their joint upbuilding. There may or may not be significance in the fact that the National Board came into being in 1866—exactly two hundred years after London burned. But it cannot be denied that, now well along toward three-score years of existence, it has quietly and unobtrusively done more to promote American fire-safety, from every angle, than any other single agency.

Inauguration of the Paid Department. Commencing with Cincinnati, in 1853, the paid fire department began to secure a foot-hold. A number of cities soon fell into line, including



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| Prepared Spaghetti | Chewing Gum              |
| Pork and Beans     |                          |
| Tomato Catsup      | Beverages                |
| Chili Sauce        | Ginger Ale               |
| Prepared Mustard   | Birch Beer               |
| Jams and Jellies   | Sarsaparilla             |

Memphis, Tennessee, where the change dates from the occupation of that metropolis by Federal troops in 1862.

In 1865, New York's volunteer system, by that time numbering 3,521 men operating in 163 companies, was superseded by a smaller but paid department. Chicago had some salaried firemen in 1858, but not until after the fire of 1871 could its department truly be termed paid. Similarly, Boston's paid department really dates from the conflagration of 1872, although it was partly on that basis prior to that time.

Progress after 1872 was rapid. Improvements in personnel, in equipment, in water supply, followed one another in quick succession; and they have not ceased yet. The steam fire engine, in its turn, is now almost everywhere giving place to motor pumping equipment.

The Latest Chapter—Fire Prevention.

There remains, though, another chapter in the story of the development of fire fighting in America. As with the practice of medicine, so with the business of fire fighting, the broad field of the future lies in prevention quite as much as in cure. Therefore, this latest chapter of the story deals with Fire Prevention, the fighting not alone of fires, but fire. It has to do with the establishment of fire-limits, with improved, fire resistive construction, with the scotching of the crime of arson, and, perhaps most vital of all, with the implanting of habits of carefulness in this and the coming generation, and their education in the true nature and function of fire insurance. And this chapter is being written to-day by the same two institutions—fire insurance and the fire fighting organizations, brought into harmony with modern conditions—that sprang together from the ashes of the fire of London more than two and a half centuries ago.

#### A Man's Job.

A man's job is his best friend. It clothes and feeds his wife and children, pays the rent and supplies them with the wherewithal to develop and become cultivated. The least a man can do in return is to love his job. A man's job is grateful. It is like a little garden that thrives on love. It will one day flower into fruit worth while, for him and his to enjoy. If you ask any successful man the reason for his making good, he will tell you that, first and foremost, it is because he likes his work; indeed, he loves it. His whole heart and soul are wrapped up in it. His physical and mental energies are focused on it. He walks his work, he talks his work; he is entirely inseparable from his work, and that is the way every man worth his salt ought to be if he wants to make of his work what it should be, and make of himself what he wants to be.

Arthur Capper.

Don't try to appear an important and confidential member of the concern. It fools nobody. If you are important and confidential in your position, you won't need to try to look that way. If you are not, you cannot look so.

### RIX ROBINSON, FUR TRADER.

#### History of His Early Life on Grand River.

Rix Robinson was born in Mass., Aug. 28, 1792. His father's name was Edward Robinson, and his mother's was Eunice Rix, hence he bore his mother's maiden name. He was tall, had a dignified manner, and was well educated and agreeable. In 1814, then a young man of 21, he left his home where refinement and education had smoothed a way to a life free from toil and privation, for a trial of frontier life. He was in school at the time, and was within three months of graduating from the law department which would have admitted him to practice at the bar. At this time something happened, which was of an entirely personal nature; he determined to abandon the brilliant prospect as a lawyer, and launch out upon the uncertainties of what might be developed in the West.

He was twenty-six days en route from Buffalo to Detroit, where he entered into partnership with a Mr. Phelps. They were to do business as sutlers to the United States troops stationed there, supplying the troops with provisions as they went from post to post along the frontier; they also traded with the Indians.

His father had given him \$1,000 in specie, which he exchanged for bank bills at an advance of \$80, with which amount he went to New York and made his purchases as his investment in the company's business.

After two years of varied experiences in profit and loss (mostly loss), he closed this partnership venture, by taking old notes amounting to \$2,500, only one of which was any value at all, against a well known operator at Mackinac, Michael Dousman, in addition he took \$100 in specie as his share of the company's assets. With this and what he received on the Dousman note, he went to St. Louis and invested in tobacco, from which he realized enough capital to enable him to make a small beginning in trading with the Indians. This enterprise was quite a success, so he established a trading post at the Calumet in Illinois, near the head of Lake Michigan, among the Potawatomis and Kickapoos in 1817, on the Illinois River twenty-five miles above its mouth in 1819, at Milwaukee in 1820, and at the junction of the Grand and Thornapple rivers in 1821.

During these years the yearly journey was made to and from St. Louis by canoe and barge, following water courses and across the land as was the manner of the Indians in their travels, a slow and tedious process, to obtain his supplies of merchandise and to carry back the results in furs and peltries.

When Mackinac became the central depot of the American Fur Company for the Great Lakes, he found it much more convenient to patronize that market, as it could be reached by coasting along the shores of Lake Michigan, with what were called bateaux. This style of craft soon went out of service. The voyages of these bateaux along the lake to and from Mackinac, carrying the heavy freight-

age of this commerce of the Lakes, was the great event of each year, not only to the trader, but to the many tribes of Indians that then peopled the entire Northwest.

These boats were light and long in proportion to the breadth and wider in the middle than at the ends. They were rigged with wide-spreading sails to catch favoring winds. Sometimes the oar had to be used for propulsion and each boat would be manned by a crew of from eight to twelve voyageurs, generally French Canadians, and one principal who acted as steersman, captain and general supervisor of his craft and men. We can imagine from ten to thirty of these bateaux starting out some bright morning on their return to those distant posts in what are now Illinois, Wisconsin, Iowa and Minnesota, up the Mississippi and Missouri to the hunting grounds of the Indians, the Stars and Stripes streaming out from each flag staff on the stern, oars manned by stalwart men who kept even strokes to the song sung by a leader, and all joining in the answering chorus. All this was not soon forgotten by those who witnessed the sight.

During all this time Rix Robinson seldom had a companion other than the Indians, except a trader or a prospector. Neighbors, we might almost say, they had none; to the North none nearer than Mackinac, to the West the lonely Lake, to the East two families in Kent county, to the South thirty miles off, one family.

The arrival and departure of Rix Robinson's fleet of bateaux to and from Grand River, once a year, was the grand event to break the monotony of frontier life along the valley, from 1821 to 1834.

In 1821 Rix Robinson was the first known white man to locate in Western Michigan. One of his most important posts was at the junction of the Grand and Thornapple rivers, where the village of Ada now stands. At that time there was not even a spot marked in the wilderness where Grand Rapids now stands; and where Ada is, was a favorite place for the Indians to hold their annual corn feasts and powwows. Lowell was another place.

In Ada he built his little cabin home among the Indians and established friendly relations which were never broken. In September, 1821, on one of his Northern trips, he married an Indian woman, the daughter of an Ottawa chieftain. This marriage was not for life, but for a number of moons (I think one hundred or more) according to the custom among the tribe. A son was born to them Mar. 5, 1825, at a point between Muskegon and White River, known then as Duck Lake. He was named John Rix Robinson, after his father and his Uncle John.

When he was six or seven years old, his father and mother were divorced in accordance with the Indian law. He was then placed in the family of the Lasleys, at Mackinac, where he remained until 10 or 12 years old, when his father brought him to Ada. Before this he had attended the mission school and had made good progress. He was kept in school until he had obtained a fair common school education. He

became what you may call a fast young man. The dollars that his father had saved he spent with as much ease as the young man of the present time. His father helped him into business, as he certainly possessed business qualifications. He conducted the experiment so long that it cost him many thousand dollars and he gave it up. It seemed as if with him, life was a failure.

In 1848, the community was surprised with the news that John R. Robinson had eloped with Lucy A. Withey daughter of Gen. Solomon Withey. They were married at Grandville, and lived together happily until her death which occurred April 8, 1884. One daughter and four sons were born to them; only two, James B. and Eva lived to grow up.

In 1869 while living in the Northern part of the Lower Peninsula, he attended revival meetings and soon professed himself converted. Those who knew his former life had very little faith in its lasting; but a still greater surprise followed, when he announced that he was about to enter the ministry. His father made this remark: "I will give him three years to lose it all, and become worse than ever." But not so. Instead of being worse, his faith grew stronger and he was instrumental in converting his dear father in his old age. For more than twenty-five years he led an exemplary Christian life. His life was an example of what Christian faith can do.

His remains lie in a little cemetery at Shepherd, in Isabella county, away from his kin. He died poor. He loved his father and it was his wish that when his remains were committed to earth, they should be by the side of his father.

Rix Robinson's second marriage was more romantic. He was making a trip among the Saginaw Indians and in some manner he offended one of the chiefs. They made him prisoner and, after abusing him shamefully and having all kinds of fun with him, they threw him into the river, where he would have perished had it not been for another chief's daughter, who rescued him and took him to her wigwam where he was nursed back to life again. He rewarded her kindly acts by marrying her. He took her to his little cabin home in Ada, where she lived until her death. Her picture shows that she was a good looking woman, dressed very well; she was also an industrious and model house-keeper.

In 1825 Rix Robinson was located as Indian trader with his principal station at Ada, Kent county, and he had several other stations, among which was that at Grand Haven, at the mouth of Grand River.

Rev. Wm. Ferry, who had been a missionary among the Indians at Mackinac, together with his family and all his interests, came to Grand Haven to make it his permanent home. We might say he was the first white settler who came with his family to stay. They landed Sunday, Nov. 23, 1834. As it was Sunday, none of their goods were landed, but in Rix Robinson's log store, like the pilgrims 214 years earlier, they united in solemn worship, Mr. Ferry took for his text,

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Zachariah, 4-10, "For who hath despised the day of small things?"

The first act was an act of prayer and praise, thus consecrating the future city of God. They stopped with Rix Robinson during the winter, and twenty-five persons lodged in the log store, which was 16 x 22 feet, part sleeping in the loft and others in a vessel that wintered in the harbor. He and Rix Robinson were the founders of Grand Haven.

In 1835 seven brothers of Rix Robinson, together with their families, forty-four in number, emigrated from Cayuga, New York, by way of Detroit, Mackinac and Grand Haven. One brother, Dennis Robinson, remained in New York.

When they arrived in Detroit, there was no boat in readiness for them, so they had to be patient and wait two weeks for one which was building to be finished. The sailing vessel was St. Joseph. This was the first sailing vessel to enter the harbor at Grand Haven. It certainly must have been a grand sight to the Indians who watched it as it sailed into the harbor. While the crowd of half nude Indians were admiring the grandeur of this sailing boat, the women passengers were wondering how they could ever live with such uncivilized human beings as these Indians appeared to be.

This colony of Robinson, of which my father, Hiram Robinson, was a member, but only two years old at that time, stopped but a short time at Grand Haven. They secured from Detroit a scow boat, or poleboat as they were sometimes called, not quite so grand and convenient as the sailing vessel, but they were very glad and thankful to get it, and when their families and goods were loaded, they poled up Grand River in search of a desirable place to locate. Some stopped off near Grand Haven, others ten miles from the village. When the township where they located was organized it was named Robinson, in honor of them, as they were among the first settlers.

My grandfather, who was Rodney Robinson, and his brother Lucas, brother of Rix Robinson, poled farther up the river, and landed at what is now Bass River, in the township of Robinson. Here they found a little log cabin which had been used for a trading post, and in this small hut the two families lived until they could secure their land and build a double log house.

My father's sister, Mrs. Clarinda Stocking, who was a little girl seven years old at that time, remembered well the two years spent on the bank of Grand River, then a dense forest of heavy pine timber, inhabited by Indians and wild beasts. She told me a few incidents of their pioneer life while there which I will try to relate. The land on the South side of the river had just come into market and the land office was located at Kalamazoo. Grandfather and his brother were determined to buy some land, so providing their families with plenty of food and enough for themselves, they each secured an Indian pony and set off for Kalamazoo. It required two weeks to make this journey on horseback. There were no railroads then,

not even wagon roads, nothing but Indian trails. There were no farms or villages along the Indian's highway; nothing but wigwams and howling wolves, which were the only marks of civilization. They had fresh venison steak, for the deer were numerous, and as they had their guns they could kill one very easily and broil their steak before a fire, not lighted with a match, but with the spark from the flint, or by firing off their flintlock guns.

I imagine they must have enjoyed their trip quite as much if not more than they would have done if they had ridden in a palace car.

However, they were having a more enjoyable time than the families left behind in the little hut. The first night after they left, grandmother and her sister-in-law before retiring for the night were very particular to see that the door and window of the cabin were securely fastened, as they were afraid of the Indians and wild beasts. They retired for the night with a feeling that all was safe and slept soundly until morning. When they awoke they discovered that they had a lodger. Some wayfaring Indian, who had been in the habit of lodging in the hut, did not know it was inhabited by palefaces, and had found an entrance. Although they were sure that all the openings were closed and fastened, there must have been one that they did not find, and the Indian found it without any trouble and without awakening them. He rolled up in his blanket and lay down on the floor (or ground I should say, as the cabin had no floor) and had a good night's rest. When he awoke, to his surprise palefaces had possession of his hut, and Mr. Indian put on his blanket and went away peacefully. He realized that the women and children were frightened, but he could not apologize, as he could not speak the paleface language.

Grandfather and his brother secured their land and returned to the cabin where they had left their families. They found them all there and well. I know these two weeks were very long and lonely ones for grandmother and her sister-in-law. Grandfather and Uncle Lucas built their double log house and moved in before cold weather came. My father's brother Lucas was born in this log cabin (Little Luke he was called). The country did not please them, as they were looking for land suitable for a farm. They did not care to invest in the pine forest, as the value of lumber was almost nothing at that time. I often heard my father, Hiram Robinson, tell about a lumbering job his Uncle Ira Robinson, who lived in Robinson, did one winter. He cut and put in the river, 996 pine logs for the Grand Haven Company, at 50 cents per log. The company failed to buy, and the logs lay for several years in the river, and were finally sold for one barrel of flour and two barrels of pork; 996 pine logs would buy a good many barrels of flour and pork now!

After the treaty with the Indians at Grand Rapids, a land office was established at Ionia and the lands on the North side of Grand River came into market. The two brothers de-

cidated to push farther up the river, so they chartered another scow boat, and loaded their families and goods and poled up the river to what is now the village of Lowell, a distance of fifty miles, where they secured land on the West side of Flat River. On the East side of the river was quite a large Indian village. They got away from the pine forests, but not the Indians. Here they built log cabins and began pioneer life again. This was in 1837.

Uncle Rix Robinson could speak several of the Indian dialects very well, and the Indians said that he could talk Indian better than the Indians themselves.

Through a long life he held a front rank in the history of this State. He was a man of great integrity, with a wonderful control over those with whom he moved. He was an honorable and esteemed representative of that class of men who so many years ago dared to open the way to civilization in the Northwest.

The welcome the savage tribes gave the early settlers was due to his control over them. His name stands as one of the foremost of those who have held positions of trust and honor in our State. With truth and honor as a ground work of his character, he fulfilled every demand upon his manhood.

In 1873, at the age of 81, at his home in Ada, his eventful life ended, as it had been lived, without fear and without reproach.

Mary F. Robinson.

#### Strong Language Not a Mark of Strength.

Those correspondents of the Tradesman who argue a priori that Roosevelt must have been profane because otherwise he would have been a mollycoddle seem to belong to that type who imagine that their own language is the normal language of mankind and that all foreign languages are perverse; like Herodotus, who says that all Persian names end in "s"—"the Persians themselves don't notice this, but I do"—because to his Greek ears it seemed self-evident that the Persians were inaccurate in asserting that the name was really Artakshatza rather than Artaxerxes.

It is regrettable that niminy-piminy people who abhor profanity so much that they cannot bear even to mention it by its name have adopted the phrase "strong language" as a euphemism for it, since thereby they encourage the profane in the notion that profanity really is strong language and that its use is a mark of strength.

Were those early New England colonists who so ruthlessly smashed the Pequots and King Philip mollycoddles? Or did they swear? Were those Ironsides who, according to the Britannica article "Cavalry," succeeded in putting down King Charles because "their will power dominated all human instincts" mollycoddles? Or did they swear? Just now Gen. Feng, the Christian general of China, is reputed to be a man of much energy and efficiency, whose most grievous fault is an excessive readiness to take a quarrelsome and overbearing attitude towards English travellers, who

cannot think it right that a Chinaman should browbeat Englishmen in that fashion. But the Chinese do not have profanity in their language and I do not suppose that Gen. Feng's Christianization has caused him to adopt this habit.

I know there are people who hold that reverence for God is essentially milksopery, and that when such reverence is professed by a man who cannot be deemed a milksop, such as Columbus or Knox or Cromwell or Stonewall Jackson, he must be set down as a hypocrite masking his ambition or greed behind a pretence of religion, and that when the record does not permit this assumption either, as in the case of Francis of Assisi or George Fox, we have to do with a lunatic. But I think the presumption is always against a theory which requires the upsetting of a great part of the records of mankind.

But even if we grant that religion is effeminacy, literary men have another indictment to bring against profanity. They object to it as utterly lacking meaning. A profane man uses profanity indiscriminately to express the utmost variety of emotions and does not express any one of the lot in a way that conveys any significance. That is the reason why profanity fails to communicate to another the emotion felt by its user, so that one who hears an outburst of profanity is (if not shocked) amused rather than sympathetic. If a man's strong feelings run into the channel of profanity, therefore, this is as much as to say that under such provocation he drops into bestial inarticulateness; if a man makes a rule of expressing his strong feelings in some other form, we judge that even when he feels most strongly his mind is sufficiently in control to keep him using language that expresses some idea. Is the latter the weaker type?

As to Roosevelt's saying that he swore in battle, I was brought up in the best-New England tradition to the belief that oaths which substitute for the name of God some paraphrase or obvious parody of that name are still profane. Hence I do not quite acquit anybody whose habitual exclamations all begin with the sounds of G. J. D. and Cr. Perhaps Roosevelt had enough of the same training so that, although his own taste permitted him to say "By George" or "By Godfrey" and did not permit him to say "By God," he still felt that the word "swearing" was rightly applied to all three.

Steven T. Byington.

#### Wanted No License.

The defendant, held in an Ohio court on the charge of keeping a dog without a license, repeatedly tried to interrupt the evidence, but was hushed each time by the court. Finally the clerk turned to him and said:

"Do you wish the court to understand that you refuse to renew your dog license?"

"Yes, but—"

"We want no 'buts.' You must renew your license or be fined. You know it expired on January 1."

"Yes," said the defendant, "and so did the dog."

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**SMASHING AND LOAFING.****Paying Big Price For Indulging a Foolish Idea.**

Some years ago a prominent man said:

"Any bottle brought into my house does not go back. I cannot smash a beer bottle, because I drink ginger ale, but the bottle never goes out alive. That is a small thing; but if ninety thousand men who get bottles were to destroy them, it would make a big hole."

So it would, a very big hole. But in whose pocket?

It is a strange notion some folks have that the more they smash the more work they make for other people and the more we all have.

If I ought to smash to make work, you ought to smash. We all ought to smash. If bottles, why not window-panes, and mirrors and dishes? If glass, why not wooden chairs, beds and tables? If wood, why not fabrics, clothes, carpets, rugs, curtains?

But when we get all through, where are we to get the money to buy all new again. We have been a long time saving and buying. Our household goods represent the work of years. If we smash them, we will go back to where we started.

Then there is the idea that new machinery by saving labor throws men out of work. Because of this idea men have fought nearly every great labor-saving device. Just now they want to stop spraying paint over steel beams and paint them by hand.

What is back of these notions. Another idea. It is this:

If there is only a limited amount of work, if we smash, or keep out labor saving devices, or do less work, we will make jobs for other people.

A limited amount of work? There never was a limited amount of work. Even in hard times when men walk the streets there is lots of work that needs to be done but a panic has come, business has got disarranged, so we have to stop for a while. But as our needs don't stop we all have less to eat and to wear, less to spend until the hard times are over.

There never was and never will be a limited amount of work. New needs are always arising. New jobs always coming on. Temporarily, by new machinery, a few may be thrown out of work. A few may suffer. The many are benefited.

Are there more or less street car employes, since we scrap-heaped the horses and hitched to the wires overhead or underground.

Are there more or less transportation workers since we junked the stagecoach and got the railroad cars?

Are there more or less news carriers since we sacked the horse and its rider and used the telegraph, the postal service and the telephones?

Are there more or less vehicle makers since we gave up the cart and the buggy for the motor truck and the automobile?

Are there more or less makers of lights since we dropped candles and lamps for gas and electricity?

Everywhere you turn, on farms, in mines, in factories, machinery has

cheaped products and made more, not less work.

Just as we think we have reached the limit, a new industry is born.

The old-fashioned printing press meant fewer papers and fewer workers. Greater production in old industries and the birth of new industries, more than absorb the workers displaced by new methods and new machinery.

So, my friend, the advice to smash and to shirk and to fight new things, may sound good but it is bad advice. They may tell you it is for the benefit of the workers but it is not true. It hurts the workers. It hurts all of us.

Never in the history of labor did men earn a living more easily than now. The work is lighter, the hours

good. I don't mean you, then. But I do want to convince the worker who has false ideas or who is shiftless that he is on the wrong road.

It is to the interest of every worker to oppose wrong ideas. No one thing is the matter with this world and no one remedy will right all the wrong. But whenever and wherever output is needlessly limited it is folly. That is what I want to make clear.

And I know every sensible worker admits this is true.

A. W. Wishart.

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**The Wickedness of the Price Cutter.**

Not everyone will agree with the merits of the Kelley-Stephens bill, now pending in Congress, because many merchants object to its supervision

partment store or mail order house by the tactics of the green goods man and advertising faker and the deceived public foots the bill. His success, built on unfair methods, means higher price and lower quality on all goods. In the beginning he robs the consumer by fraud and in the end devours him by extortion.

"The profiteering price cutter ruins the reputation of high grade goods and destroys the good will of the makers, thus stealing both purse and good name in one operation. He advertises standard goods at a loss and then seeks to persuade the public to accept substitutes on which he makes money. He demoralizes the price and the product. He forces other dealers to follow his lead or refuse to handle the article. He restricts sales and lessens distribution. His unfair practices leave the manufacturer helpless to protect his business, into which he has put his name, his labor and his money.

"The profiteering price cutter drives the small distributor to the wall by the worst form of illegitimate competition. He destroys competition by the very practices that anti-trust laws were intended to prevent. He is the cut-throat competitor who is everywhere and always the forerunner of monopoly. He is a restrainer of trade and a lessener of competition. He robs the neighborhoods of their corner stores, which can give best service under fair competition. He shouts for a free market, where, in a jungle war, his unscrupulous tactics may give him a stranglehold on business.

"The profiteering price cutter helps to weaken the honesty and morality of American business. He seizes any straw, however flimsy, to free himself from moral and legal obligations to fulfill contracts and obligations. He breaks down the one-price-to-all system, which is an inseparable companion of business honesty. He is the author of many degrading tendencies in business. His spirit of disregard of fair play is encouragement to every cheat in business. He helps rot the fabric of American commerce. He breeds the tax dodger and the canceller of honest contracts and the men who cheat but keep within the law. He encourages 'gentlemen's agreements.' He is an enemy of the public good and he must go.

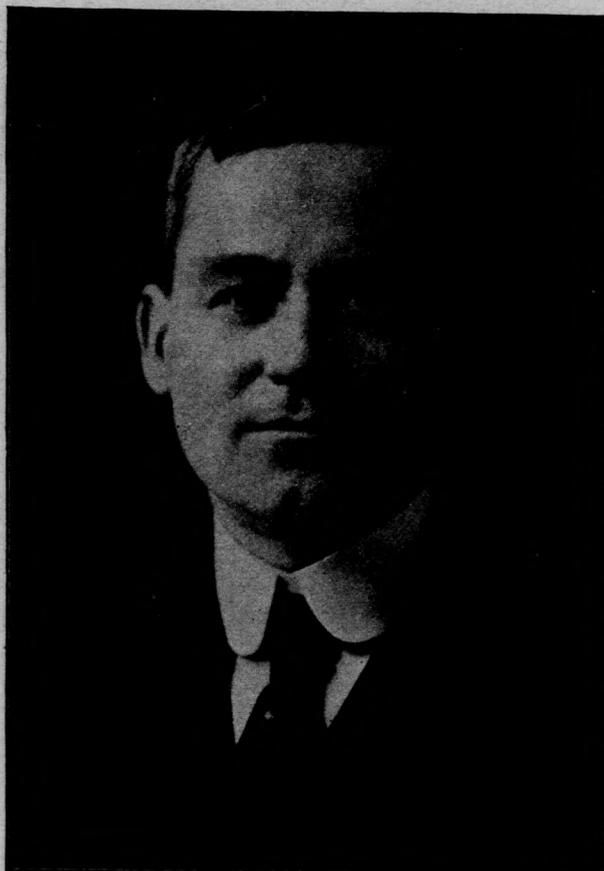
"Give the independent manufacturer of identified, guaranteed goods the right to maintain a one-price-to-all policy and protect his reputation and good will, which depends upon public approval of the price and quality of his product. That will assure a square deal for business and the public."

**A Captain of Industry.**

A hale and hearty looking Missouri citizen sat on a dry-goods box, whittling a stick but he made room for the sociologist from the East and they readily engaged in conversation.

"What is your business?" the Easterner asked after a while.

"Well, stranger," replied the hospitable Missouri person, "I've retired from business. I don't have to do nothing for a living these days. I've got five gals a-working in the factory over there."



Alfred W. Wishart.

shorter and the conditions better. There may be some exceptions, but I'm talking about the mass. Most of this progress, this betterment of conditions for the workers, is due to machinery, invention, science, organization—all parts of one great process of production.

That's how we get on—not by smashing, doing less work, fighting new ideas. Smashing and loafing make a big hole, but it is a big hole in the pocket of the worker. The wage-earner always pays a big price for a foolish idea that hurts industry. So stick to good, old common sense! Stick to old-fashioned principles of work, thrift and progress through invention of new machinery and better organization.

You say all this talk does not apply to me, or to other men I know. Good! I don't know you but I know there are thousands of faithful workers, and if you are one of them again I say

features and its paternalistic drift, but in so far as it legalizes price maintenance, most grocers will sympathize with the views of Congressman Kelley of Pennsylvania, who is now acting as sponsor for the measure, when he discourses on the price cutter in the following manner:

"The profiteering price cutter who takes a standard, identified, widely wanted article and reduces the standard price in order to deceive the unwary customer, is a trade pirate. He is a spider luring the puzzled customer into his web. He is not a public benefactor, he is a public malefactor. His predatory plan is to fool the purchaser by giving him a few cents on one transaction so that he may rob him of dollars on others. He is a price cutter in order to be a profiteer. He gives twenty-five buyers a bargain on known goods so that he may overcharge 500 customers on unknown goods. He piles up profits for his de-

# OWEN-AMES-KIMBALL COMPANY

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For more than a quarter of a century we have left our imprint upon the building of Western Michigan. We have built the humblest of social and industrial shelters and we have erected the largest and most enduring structures. And it has been our experience, through the years, that those who build when there is a lull in the industrial tempest, build wisely and well. They are prepared for the steady growth, the natural development which is sure to follow.

All signs point not to a boom but to a steady forward movement. The tremendous responsibilities, social and economic, which will fall upon the American people in the next few years, must include a consequent industrial expansion. This expansion will require room, housing. It will require better factories, better schools, better churches, better institutional quarters. It will require better homes, better roads, bridges and terminal facilities. Inventory your own relation to this development and let us discuss with you your building needs, no matter how large or how small they may be.

## 20th CENTURY BUSINESS MAN.

## Who Is He? What Is He? What Must He Be?

Written for the Tradesman.

It would be impossible to treat this subject in paragraphs as indicated above or in what is usually termed in sermons or speech making as; firstly, secondly and thirdly.

The 20th century business man, as defined above, is a complex proposition and the questions as asked above cannot be treated entirely separate. We all know that memory holds the history of the past and that the history of the past makes to-day what it is, and to-day is really the only guarantor which we have of the future. We are told that we ought not to be reminiscent but if we should abide by that injunction, we would be deprived of a great portion of the pleasures of life and would contradict what is generally known to be a fact that a good historian is regarded as the best educated among men.

The 20th century business man so far as America is concerned, holds the center of the stage, so to speak, and he can be said to be a product of the 19th century. Previous to 1880 business was largely controlled by individuals or at the most partnerships. Many of us can recall the fact that business men of those days were slow in their movements, conservative in everything which they did, and extremely selfish as regards the methods of their business and their competitors as well. At about the year indicated America had assumed proportions in the pursuits of industrial and mercantile life which were far beyond the capacity of individuals. To state the case in another way, individual effort could not handle our commerce when we came to dig into the earth and cut our timber and to harvest our crops, and over and beyond all this, to exercise our growing power in the industrial life. All these assumed a magnitude that required combinations of men and capital.

At that time the corporation came into existence and we can remember that many firms and individuals feared that they would be either annihilated or entirely consumed in one way or another by the corporations. In a very few years we recall that combinations of capital under state and Federal laws became numerous, powerful and corrupt. The employer and the employee were at first close together in their associations and their work, and were well acquainted with their work. Rapidly the conditions arose and became prevalent that the employee did not know his employer. The personal equation was entirely lost and unrest became serious. Business had become enormous and more and more complex. It was realized that business was more than shop-keeping and there fast developed a very distinct line as between the corporation and its practices and the small dealers in the conditions and operations of merchandising and industrial life.

At about that time, the then President, Theodore Roosevelt, swung "the big stick," and a conformation and a reformation took place, and the legislative halls of not only the states but

the Nation took adequate measures to define and control corporate life. This was necessary to prevent extreme corruption and also necessary to preserve the corporation in order to handle business of sufficient magnitude.

These matters as cited above occurred in the finish of the 19th century and as business men of that century stepped over into the 20th century, which is now in its early years, they faced serious questions in business life. The first was finance and its proper turnover. The larger industries and strong mercantile institutions realized then and do now that an institution organized without a definite idea as to its financial strength is a mistake and a failure from the beginning. Then came the question which is now uppermost of labor and its turnover; in

for the wrong management. And lastly, but not least, there is a turnover of real estate and buildings, as occupied by industrial institutions and mercantile houses, and the man who thinks that because his plant is paid for that he has no rent is decidedly mistaken and some day will be very much surprised.

Previous to the present century these matters of turnover were not very much considered, but as industrial life increased and merchandising became greater in its volume and keener in its competition, every one of the above turnovers as referred to were entitled to very close scrutiny and careful study.

What shall we say in regard to the man to-day who is competent and who cannot only occupy, but make good in

to manipulate and in a way to bring either profit or loss to the capital invested. We surely have princes among merchants and we certainly have captains in industry.

We naturally raise the question as to how many men are students to-day of the economics of industrial and mercantile life. How many men stop to think that out of the profits in these pursuits are the great things of the world done from a financial standpoint? Who builds the hospitals and the schools and the churches and the art galleries and a great number more that might be mentioned? Who supports the charitable and philanthropic endeavors of our country? There is but one answer. They must be supported out of the profits of industrial and mercantile pursuits. In the great contest between labor and capital, we must say something that is in honor of the princes among merchants and the captains of industry. All the way through our country in these institutions within the last few years have the co-operative and profit sharing plans been inaugurated and carried out to successful fruition. Right now the personal equation in life is being considered by our leading men and considered very seriously. They realize in enterprise that co-operation and achievement must go hand in hand. They go so far as to inaugurate profit sharing plans, insure against accident, insure against death and many other systems that are for the benefit of the man who labors.

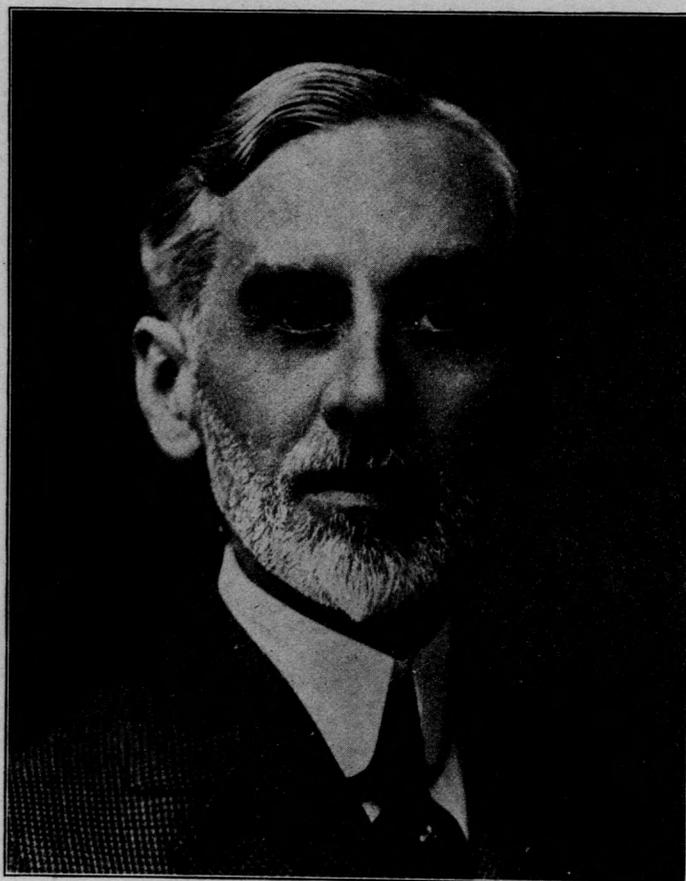
There is no desire to enter into an argument, but we ask what is the other man doing for the princes among merchants and the captains of industry. Has he sought every day to give value received for the wages paid? Has he studied the economics of labor and the relation they bear to the product? Has he taken into consideration that if he who labors, he who guides and he who controls should work together in bringing harmony, that they would all be successful?

The 20th century business man is endowed with all of this accumulation, and the question naturally arises at the present time, is he equal to the emergency. We sometimes become pessimistic, but we must remember that we are a democracy within a republic and if the majority of our people seek to do right that in every emergency some man or number of men will be produced in some way to lead the public finally in the right direction and to the proper conclusions. The 20th century business man, as America knows him, is the best educated, the most competent, the most charitable and most thorough going citizen the world has ever known.

Lee M. Hutchins.

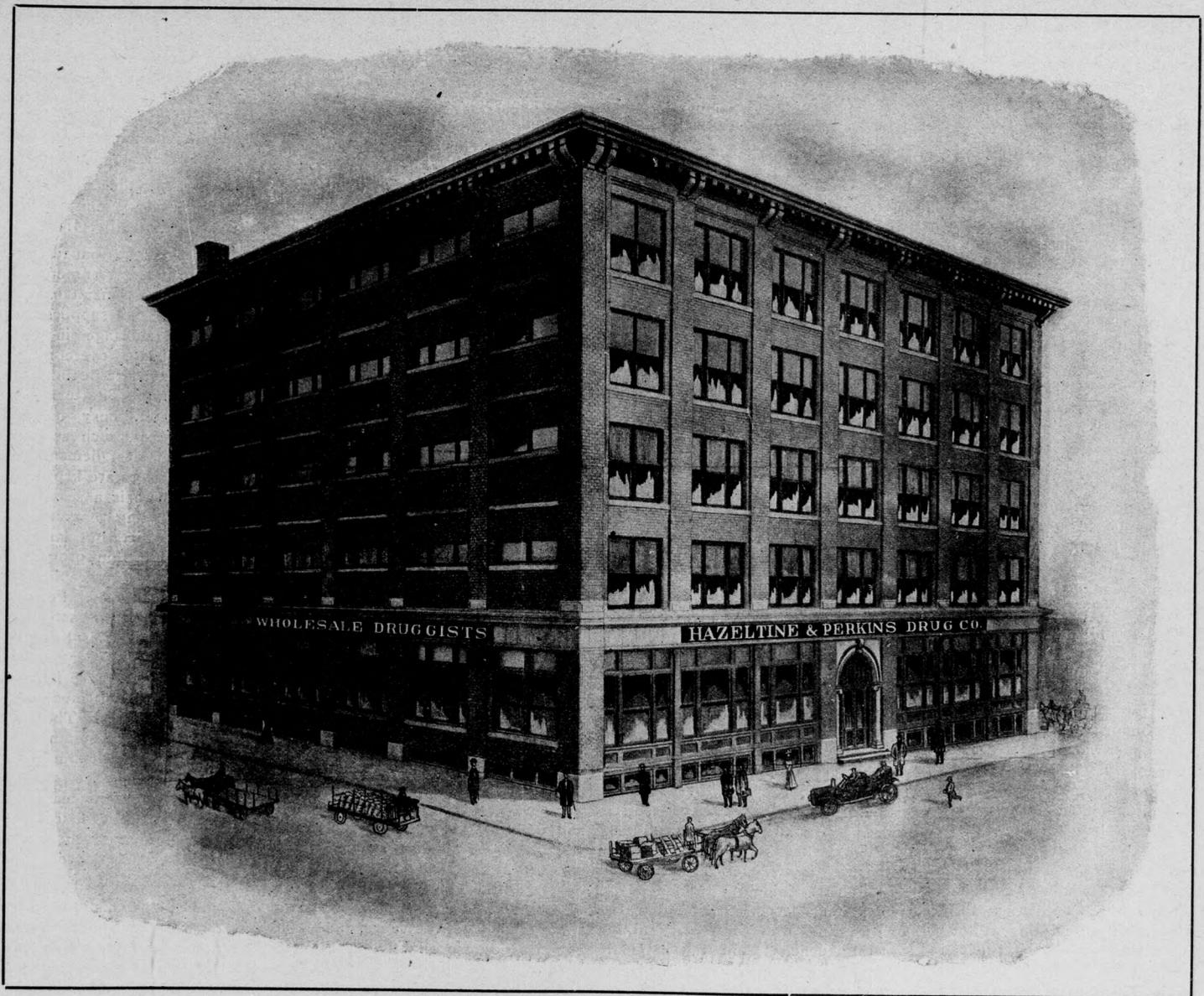
other words, the relation of labor to the manufactured article or to a day's work in any pursuit which brings financial returns. Then, again, men have learned in the present era that a stock of merchandise, if treated correctly by its owner, must be considered from the standpoint of its turnover during its fiscal year. Men have learned to know that merchandise turned once a year is a loss in any institution. We are also called upon to consider the fact that the manager of an institution must have a turnover and unless he can show it in his management, he is not a manager. And one of the most important turnovers is that of the work of the salesman. If upon the territory which he works and among a number of people upon whom he calls he cannot dispose, under the direction of his company, of a certain amount of merchandise, then he is either the wrong salesman or working

the places of responsibility which are developing and will develop in the future? The matters which have been referred to above all indicate or treat the high grade man. To-day there are master minds and great managers in mercantile pursuits. Our universities have waiting lists for young men who graduate and who have promise and the doors of large institutions are open to them. The plea is for trained minds possessed by high grade men, and by that we mean in short, men who can think and think right and then act. When we consider the courage and the faith of great merchants, and when we consider the amount of investment in merchandising and the capital that is at the mercy of the public, so to speak we just wonder whether the average man has any idea what this means to the man who makes the investment and employs hundreds of people in mercantile pursuits or industrial life,



Lee M. Hutchins.





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Grand Rapids Manistee

## CONDITIONS IN CANADA.

### Gradual and Steady Return To Healthy Prosperity.

Written for the Tradesman.

The fact that the United States finds in Canada not merely her nearest customer, but her best customer, renders the mercantile conditions in the Dominion of more than ordinary interest to Americans generally and in particular to American exporters. Canadian purchasers have in the past shown a distinct preference for goods of American manufacture; their own industrial development has very largely followed American lines; and a great many established Canadian industries are backed by American capital investment there.

In the war, Canada was—in proportion to population—harder hit than the United States. She was in the war considerably longer, her proportionate sacrifices of man power were heavier—numerically, indeed, they were practically as heavy. She emerged from the war with proportionately heavier burden of war debt. Canada suffered, as did the United States, from a post-war boom and the like subsequent slump. And Canada, after going through a year or two of rather difficult times, is now turning to the upgrade.

Here, as in the United States, there were merchants and manufacturers who looked for an indefinite continuance of the boom and could not realize that the post-war prosperity was merely temporary. It is these same optimists who are to-day most surprised and disappointed that recovery from the slump has not been more rapid, and that a full return to post-war prices and profits is nowhere in sight. But the great bulk of Canadian business men were cautious in their time of prosperity; and this attitude of caution a few years ago has helped them in the recent difficult times to readjust themselves to new conditions and to put Canadian business on a sounder and more substantial basis.

For almost two years Canadian business has been in process of readjustment. It has not yet reached the stage where returning prosperity has made itself definitely or surely perceptible to the average retailer. For the latter, care and caution will still be necessary for some months. But basic conditions are unquestionably better than they were a year ago; and there are many general conditions that indicate an upturn of business.

There were a number of National factors that, following the war, contributed to provide an atmosphere of doubt and uncertainty in business. The war government at Ottawa, representing in its inception a coalition of the two political parties, was, to all appearances out of touch with popular sentiment. It had achieved a great work in the war; but the uncertainty as to its own future resulted in a measure of timidity in the handling of post-war problems. These included the gigantic task of making the National income keep pace with the National expenditure, or of reducing the latter within the limits of the available income.

The government had, in the course

of the war, been compelled to take over practically all the railroads of the Dominion, except the prosperous and well-managed Canadian Pacific. This government system, including the Grand Trunk, the Grand Trunk Pacific, the Canadian Northern, the National Transcontinental and the old Intercolonial Railway, had still to be co-ordinated into a unified National system, if it was to continue under government ownership; with the alternative of handing back the system to private ownership.

The Federal elections last December resulted in a change of government, the Liberal party coming into power with a nominal majority over the Farmer Progressive and Conservative groups. This left the political situation still in a measure uncertain; but it at least liquidated the post-war political conditions to a very great extent, and provided a parliament and a government fresh from the electorate.

Since then, new measures of taxation have been enacted which, while by no means popular and, in some minor respects, tending to harass business, are at least contributing to remove the disparity between the National income and the National expenditure. Revenue has shown a tendency to decline, but the National outgo has also been reduced. The government loan maturing on Dec. 1, 1922, has been successfully refunded, the new issue which replaces it being, unlike its predecessor, subject to income tax. In regard to the national railways, the government has definitely determined to give public ownership a fair trial; and to this end a new board of directors, headed by an experienced railroad man, Sir Henry W. Thornton—who, by the way, is of American Birth and secured his training on the Pennsylvania system—has been appointed. In the meantime the recurrent monthly operating deficits from the national system have been reduced and, in some months, eliminated; and the huge national system, the greatest of its kind in the world, is being shaken down to a business basis.

All these developments have contributed to a feeling of greater optimism than pertained even a year ago. Canadian business is not yet out of the woods; but it sees daylight through the branches not so far ahead. A striking symptom of improved conditions has been the return of Canadian funds to par on the New York market. Early in 1919, a few months after the armistice, Canadian funds dropped to about 81. Since then there has been gradual improvement; and in the first six months of 1922 the disparity between the American and Canadian dollar has been practically wiped out. Indeed, Canadian funds have been quoted on one or two occasions at a nominal premium; and Canadian banks have charged a nominal discount on Canadian currency. The general outlook is, however, for a resumption of the parity which prevailed before the war. The exchange conditions of recent years militated considerably against American export trade to Canada; and this should be encouraged by the improvement of the exchange situation.

At the same time, this improvement

is one of the most striking indications of an improvement in the basic business conditions throughout the Dominion. It indicates a return of business confidence; and at the same time it stimulates renewed confidence on the part of business interests which still find trade somewhat discouraging.

Canadian farm crops, and particularly of the crops of the prairie West. This year the wheat crop has, in the aggregate, been an exceptional one. The great problem is one of marketing and every effort is being put forth to facilitate the handling of the huge crop. In the prairie West, however, the crop conditions of recent years have been rather reversed. The Southern farmers, who have experienced a number of discouragingly lean years, have as a rule harvested good crops, which will help put them on their feet; while the Northern farmers, who were in comparatively good shape as a result of successive good crops, are the ones this year to experience shortage, where there is any. At the time of writing exports from North America to Europe are not as heavy as for the corresponding period last year; but this is taken as an indication that European exports in the near future should be increased, while the shortage of the European crop indicates that Europe's imports will, in the aggregate, be considerably increased, provided Europe can pay the price.

A good crop with prices fairly maintained will help the prairie farmers; which will in turn have its beneficial effect on Canadian industry and business. Ontario grains have shared in the general firmness of the market; and dealers state that they are daily receiving good bids for Ontario wheat and rye at the seaboard, but are unable to fill these owing to the shortage of cars. The flour markets have shown some tendency to advance and other commodities are slightly on the upgrade.

Another development calculated to materially assist the Western farmers, and consequently to stimulate business generally throughout the Dominion, is the agreement just reached, for the removal of the British embargo against Canadian live stock. This embargo, imposed in 1892 on the pretext that Canadian herds were suffering from pleuro-pneumonia, has been maintained ever since—according to the Canadian viewpoint at least—for the protection of British cattle, not from disease, but from the competition of Canadian herds; and has compelled the slaughter of Canadian export cattle before landing on the other side, with consequent depreciation in the returns to the Canadian producer. Under the new arrangement, the embargo is lifted; and Canadian store cattle, subject to a rigid inspection at the point of embarkation, will be free to enter the British Isles. The Western cattle raisers look for distinct and substantial benefits; and these must, in turn, be reflected in improved conditions in the industrial East, as well as in the retail trade.

On the other hand, the hostile tariff legislation of the United States has, apparently, failed to do as much harm to Canadian agriculture as had been anticipated. The average thinking

Canadian accepts the situation philosophically, recognizing that Uncle Sam has a perfect right to impose what tariff he pleases against Canadian farm products. At the same time, the Fordney tariff has been used with considerable effect to stimulate enthusiasm for "Made in Canada" products in a "buy at home" campaign. Meanwhile, Canadian production is regretfully seeking and finding new markets.

Regarding industrial conditions, a summary just published gives the situation as of Nov. 4:

"In respect to Canadian industry, the improvement noted in earlier weeks has been maintained. Scarcity of iron and steel supplies, occasioned by the car shortage in the United States, is being overcome and the plants affected are beginning to speed up production. The textile producers are moderately busy, on the whole. Women's wear, such as blouses and suits, are in least demand. The knit goods producers are kept busy on re-orders. There is a seasonal slackening in building operations in the Toronto district, but large construction works still in progress are important factors in keeping the building trades employed. Pulp and paper mills are operating actively. Automobile production is below the peak activity reached earlier this year. Railway car builders have important new business on hand involving several millions of dollars. The rail mill at Sydney is working on a new order that will warrant production for several weeks at least. The supply of unskilled labor on the market is somewhat more plentiful than earlier in the season. Comparatively few unskilled artisans are unemployed."

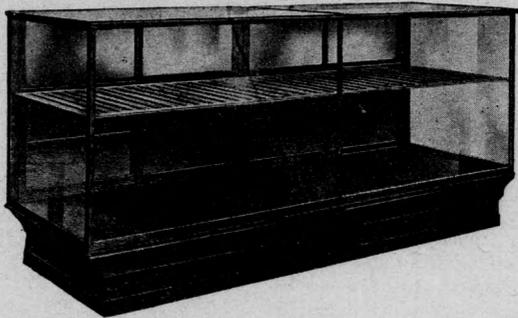
The employment situation shows, to all indications distinct improvement over a year ago; and the measures of unemployment assistance required in the winters of 1920-21 and of 1921-22 are not expected to be duplicated this coming-winter. Even in the Canadian West, the cities generally contemplate only the most limited measures of assistance; and unemployment, if any, will it is expected be largely confined to the "I won't work" class. There may be some deserving unemployed; but not so many as in the two previous winters. Which is another indication of improvement in basic business conditions.

This basic improvement has not made itself fully felt as yet in the retail trade. There is, however, a general feeling of growing optimism, not merely on the part of retailers, but on the part of the buying public; and retail buying is perceptibly freer than it was a year ago. There is hardly likely to be any large boom; but there should be a gradual and steady return to a healthy prosperity where good goods at reasonable prices, backed by aggressive selling methods, will secure a ready sale.

The increasingly rapid development of Canada's immense natural resources will be an important factor in inducing the return of a substantial prosperity; but even apart from this a reasonable recovery is already definitely under way.

Victor Lauriston.

## You Owe Us a Visit



Scores of people who visit our salesrooms after they have outfitted their store or office regret they did not come before buying.

We sell Scales, Cash Registers, Coffee Mills, Show Cases, Soda Fountains and Supplies, Counters, Account Systems, Safes, Desks, Files, etc., for the merchant and for the office.

Both new and used.

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### OLD TIMER'S ESTIMATE.

#### How He Regards the Success of the Tradesman.

Written for the Tradesman.

Nearly two generations ago there was launched the Michigan Tradesman, a sturdy little craft which has sailed the ocean of life with untiring energy, seeking the business homes of a great clientele, until to-day it is the most complete and comprehensive trade journal of its class in the United States.

The Michigan Tradesman is not a business man's magazine alone. It is as well a publication for the home and fireside, where it is welcomed with delight by the busy housewife and the younger members of the household.

When the first number was launched, we may well imagine with what trepidation the young journalist sent out his infant production to the world.

He has, however, lived to see the infant grow to the full stature of magazinehood, a sterling advocate of honesty and strict business principles among the mercantile fraternity.

In an early day the question was often asked: "What will the Tribune say?" Greeley's New York Tribune was a power in the land way back before the Civil War. It championed the rights of free labor and scored the wrong of slavery. Throughout all the bitter struggle in Kansas, between the proslavery and free-state men, the Tribune stood on the side of freedom and rejoiced when any state was admitted into the Union free from the binding curse of human slavery.

As the Tribune and its illustrious editor Greeley were a power for good in this land so long ago, the Michigan Tradesman and Stowe have been a power for good in the business world. No one thinks of the Tradesman without visualizing Stowe. The two have been synonymous during the last forty years in the State of Michigan.

It has become a rare thing for a publication to express the real sentiments of its editor. This has become more and more a fact as time passes. Politics makes cowards of most public men, but no such imputation applies to the publisher of the Michigan Tradesman. Nobody speculates as to the stand Stowe will take on any political or moral question. Like one of old he stands four square to all the winds that blow. One knows where to find the man and that is saying a good deal these days.

Stowe has made good and is respected by those who do not agree with him, because they know the man is wholly sincere and never a dodger.

It is something to be never a dodger. It requires courage of the highest character, such as President Harding displayed when he vetoed the bonus bill; such as our own E. A. Stowe exhibits when he refuses to knuckle in the dust to the Newberryism Bolsheviks.

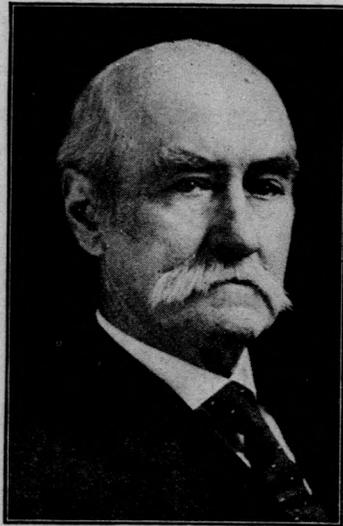
Dare to do right has been the leading trait in Stowe's management of the Michigan Tradesman. The many bogus business concerns which have been brought to grief through the efforts of the Michigan Tradesman speak louder than words, and endear the management to thousands of hon-

est business men throughout the country.

It means something to square away before every adverse gale that blows and not tack hither and yon in order to save one's bacon.

The good old Michigan Tradesman is based on a foundation more solid than the rock of ages, and we all know that while the present management holds the helm there will be no milk and water policies advocated, nor any sham business enterprises winked at.

Be sure you are right, then go ahead has been the motto of this publication since its first issue thirty-nine years ago. It is a good motto, and the country would be better off if more men in public places adopted and lived up to its teaching.



James M. Merrill.

The Michigan Tradesman in its second generation is more vigorous and self supporting than at any time in its history. It has passed its teething and whooping cough stage, has rounded out nearly forty years of vigorous and healthy manhood. It is an up-to-date, first class magazine in every respect.

A full generation ago copies of the magazine found their way into the Northern fastnesses of Michigan. At that time were backwoods stores, crude conditions generally, yet the Michigan Tradesman had penetrated here, and was considered by these pioneer merchants as wholly indispensable.

Nearly every little settlement on the G. R. & I. and on the what is now the Pere Marquette, had its stores, and at these the Michigan Tradesman was in evidence as was no other publication.

From long companionship the magazine has become a household necessity. Stowe and his Michigan Tradesman are known throughout our State and a large part of the Northwest. His circle of friends is second to no other man in the State.

Throughout the kaiser's war no more stalwart supporter of that war existed than the Michigan Tradesman. In this respect it was unlike the Tribune of Greeley's day, since that paper when the pinch came, faltered and became at times an embarrassment to the Lincoln administration.

The writer knows Mr. Stowe, knows the Michigan Tradesman, has known them for nearly forty years, and thoroughly believes in them as advocates of true Americanism, strict honesty in business and general all round good fellowship.

James M. Merrill.

#### Check Makes For Better Service.

The manager of a large store in Central Michigan found on a number of occasions when it was necessary to get in touch with some members of the salesforce for information concerning a sale or other matter, that the salesman had stepped out of the store for a few minutes upon some mission and left no word where he could be found if wanted. Oftentimes the affair was a matter that needed immediate attention and in this case, it was, of course, very annoying not to be able to get in touch with the salesman.

In order to eliminate this, a small printed form was provided and all employees were instructed to fill out this form when leaving the store for any reason whatsoever, excepting at their regular noon hour, and leave the slip with the cashier. Upon this slip the salesman was instructed to enter the date, the time he left the store, the time he expected to return, where he was going and the nature of his absence, whether on store business, or upon some personal matter. If an occasion would arise in which it was necessary to get in touch with the salesman while he was away from the store during business hours, this slip provided the means of knowing where he could be reached. The slip not

only filled the purpose for which it was provided, but it also had a tendency to keep the employes from leaving the store on any but important business.

Where? When? Why?

Notice—When leaving the store for any reason whatsoever, salesmen must fill out this slip and deposit with cashier without fail.

Date \_\_\_\_\_ Time \_\_\_\_\_

Will return about \_\_\_\_\_

Should an occasion arise that I am wanted, I may be reached at \_\_\_\_\_

Nature of absence \_\_\_\_\_

Signed \_\_\_\_\_

#### Will Have To Eat Golf Balls.

Grand Rapids, Nov. 14—When all the old farmers are dead and their sons are all gone to town to join the gang of base ball fans, foot ball fans, prize fight fans and automobile fans, who in h— is going to raise the crops to keep all these fans from starving to death?

I am awfully afraid some of them will have to eat golf balls and drink gasoline for their regular diet.

No work to do, but the poor boobs suffering for exercise. Poor humans. Hundreds of pages in newspapers devoted to sports and sport fans and not an inch of space devoted to the farming industry; not so much as a \$5 prize offered for the best line of food produced. What is this great country coming to in the years to come—say about 1947 or 1950? I am glad I won't be here.

B. H. Hannaford.

A salesman with a perfectly empty head can keep on talking until the customer leaves. The man who has something in his head knows when to stop talking.

**WHITE HOUSE**  
DWINELL-WRIGHT CO.  
BOSTON—Principal Office Eastern—CHICAGO.  
**COFFEE**

Incomparable, Unapproachable, Splendid  
Delights Every User



Its quality is always the same—doesn't "peter out" after one learns to like it. Its flavor cannot be matched. You can depend upon "White House" to the utmost limit.

**NONE BETTER AT ANY PRICE**

IDENTIFYING CUT OF THE WHITE HOUSE, AT WASHINGTON, ON ALL CONTAINERS. IN 1, 3 AND 5 LBS., ONLY. NEVER IN BULK.

Distributed at Wholesale by  
**JUDSON GROCER CO.**  
GRAND RAPIDS, MICH.

# LEWELLYN & CO.

## WHOLESALE GROCERS



Grand Rapids and Detroit

### A. E. Brooks & Co.

GRAND RAPIDS, MICHIGAN

Manufacturers of

Pure Candies and High  
Grade Confectionery

**Brooks'**  
**CHOCOLATES**

Our Valeur Bitter Sweet Chocolates  
are all that the name implies—value—  
and good value at that.

Wholesale

### Flour—Feed—Bags—Twine

**BAKER'S SUPPLIES  
AND MACHINERY**

WAXED PAPER, BREAD WRAPPERS  
DRY MILK, POWDERED EGG  
COOKING OIL

Everything for Bakers  
Flour and Feed Dealers

### ROY BAKER

Wm. Alden Smith Bldg.

GRAND RAPIDS

MICHIGAN

## DOROTHY DIX.

## Highest Paid Woman Writer in United States.

[Dorothy Dix wrote the Woman's World department of the Tradesman every week for over twenty years, relinquishing her connection with the publication to conform to an exclusive contract she entered into with a New York publication.]

## The Woman Who Laughs.

The announcement, recently made in a society journal, that a class had been formed in New York for the purpose of studying the art of laughing, will suggest to many people of refined sensibilities that a long-felt want is about to be filled, and they will cherish a lively hope that it will find many imitators throughout the length and breadth of the country. We are often told that God's crowning gift to mankind was the ability to laugh, but when we hear the shrill, mirthless cackle or the boorish guffaw that is so often made to do duty for laughter, we can but wonder if we shouldn't have been as well off, and a deal more peaceful if mankind had been left on the same plane with the other animals in this respect.

Yet how we should miss it if we had no laughter? It is the music to which the world dances and above all, in man or woman, is the one undistinguishable, betraying characteristic touch of nature they can never hide. If a man may "smile and smile and be a villain still," a woman's smile is even more deceptive. No sensible person would ever attempt to judge a woman by her smile. It may mean anything or nothing. It may be her quick appreciation of an amusing incident or the bright herald of a joyous thought or merely a mask she holds up between herself and the world and behind which she sits impenetrably concealed. Many a woman has smiled to hide a broken heart, but she has never laughed. Laughter does not lend itself to deceit. It must bubble up from a spring of mirth or else it is a fraud so palpable that even a child can tell it.

In the expressive slang of the day our laughter is "a dead give away," and this is even more true of women than men. No doubt one reason of this is because women, as a rule, laugh far less than men. When men get together they tell good stories and jokes. Women sit solemnly around and discuss their clothes and ailments. Men's love of a laugh even goes to the extent of playing idiotic practical jokes on each other; but no woman would expect to find any comedy in a practical joke of which another woman was the victim. Instead, she knows well enough it would be nothing but tragedy from start to finish and that she would have made an enemy for life.

Any one who is rash enough to try to tell the average woman a funny story knows it is one of the most discouraging things in life. One-half of the time she doesn't see the point and the other half she looks at you with a weary expression that seems to say, "Oh, I see what you are driving at, and it makes me very, very tired." Mark Twain used to say that he tried all his new jokes on his wife, and that

when one of them made her smile he knew it was funny enough to convulse the rest of the world; and it will be generally found, I think, that anything that makes a woman laugh is genuinely, unroariously amusing.

Perhaps this is why women's laughter is apt to be so characteristic. Personally, I have a theory that there is no other thing that is quite so good a key to a woman's real nature as her laugh. Just take, for instance, the woman who laughs merrily and easily and heartily. You may depend on her every time for being a satisfactory friend—true, loyal, honest and considerate—such a one as it is a comfort to know and a pleasure to live with. She always sees the funny side of things, and you couldn't put her in such adverse circumstances that she

cooking school. I should simply listen to her laugh, and if she could do that honestly, heartily, infectiously, I should embrace the opportunity and take the chances on her other faults. I should know that she had too keen a sense of humor to run off with cranks and fads and too much perception of the ridiculous to expect a plain business man to go about posing in stained glass attitudes like absurd heroes in novels. I should also know that she would be capable, upon occasion, of looking at life from a man's point of view and sympathizing with it, and that she was a feminine philosopher who would make the best of everything, me included. All the schools in the world cannot teach that kind of woman anything about the art of laughing; but if they can teach

not be catalogued in the dictionary, but every woman knows it. It is a little flicker of sound and it generally belongs to a woman with steely-looking eyes and thin lips and a general ability to "get there." She never laughs outright. She never laughs with people, but always at them. The things that strike her as amusing are always the little peculiarities of others and her laugh stings like a blow in the face. We all know her and fear her. The sweet young matron with no pretensions to be literary, but who is doing her honest best to make her club a success, looks up from the paper she is reading and, catching the winty gleam of that "snicker," falters and grows miserable with dread. The young girl who has only a fresh, untrained voice, but who is singing some homely ballad with all her heart, hears the ghost of that laugh and stops suddenly, her pleasure all spoiled and her innocent enjoyment gone. At a crowded reception the hostess has only to hear one note of that malicious, hateful sound to know that her refreshments are being dissected and her decorations shredded. Beware of making friends with a woman whose laugh is a snicker. The day will surely come when she will turn upon you and rend you.

The woman whose laugh is cold and mirthless is generally insincere. It is a shallow little sound with no brightening of the eyes to bear it company. She laughs because she thinks it is the proper thing to do, and by the same token she chooses her friends in the same way, and with an eye single to what they can do to advance her interests. When she courts you, reflect on what she expects of you by way of return. You can count on her belonging to the fashionable thing in the way of societies, that she will patronize the most fashionable church and that her theories will do credit to an angel. But you will seldom find her giving alms to the beggar at her back door or helping the poor creature who, all unworthy as she may be, is still hungry and cold and of one clay with us all. You can count on that part of the role being filled by some woman whose laughter and tears lie so close together she finds no difficulty in rejoicing and weeping with all who are happy or oppressed.

It is often said that a woman's greatest weapon is her tears. I don't believe it. In a little while we grow everlastingly weary of complaints and mourning, and the person who continually weeps is, as Mr. Mantalini used to say "such a demd damp, moist, unpleasant body" that we flee from her; but we never grow tired of brightness, of a brave, cheerful spirit that, however the world goes, still turns a gay face up to the sunshine and finds something to laugh about. No other charm equals that; no other spell can be laid upon us so potent; and in all sober earnestness, there is nothing better worth a woman's studying than the art of learning how to laugh.

Dorothy Dix.

By over-urging a customer to make a purchase, on credit, of an article for which he has no immediate use, you are preparing a bad debt.



Dorothy Dix.

couldn't extract a gleam of amusement out of it and a ray of sunshine for herself and others. Go on a journey with her and she doesn't leave a trail of lamentations as long as the railroad schedule behind her because the porter didn't devote his time exclusively to her or she couldn't regulate the hotels where she stopped. Get caught in a rain with her and she doesn't scowl at you like you were personally responsible for ruining her best skirt. Instead, she finds amusement in watching people crossing the street or her own bedraggled condition appeals to her mirth and her infectious good humor is like a rift in the storm. A bad cook or an incompetent servant doesn't reduce her to pessimism and tears. On the other hand, her amusing anecdotes of their short comings almost atone for overdone steak and underdone bread.

As a wife, she is incomparable. If I were a man contemplating matrimony I shouldn't ask to see a girl's church letter or her diploma from the

others that accomplishment the world will have reason to rise up and call them blessed.

This kind of laughing is not to be confounded with giggling. The woman who giggles is the greatest bore in the world. She is silly and shallow, and is the kind of friend who wears your affection out by her unreasonable demands, and who, when she finally gets married, leaves off giggling and goes to whining about everything that goes wrong. There is neither mirth nor intelligence in a giggle. Tell a woman afflicted with this malady something funny and she giggles. Tell her something sad and she giggles again. It is all the same to her. She only does it because somebody has been crazy enough to say she had pretty teeth or she has an idea that it seems fascinating and vivacious when in reality it is a ghastly travesty of mirth that makes the most hardened shudder.

The woman who "snickers" is of another type. This kind of laughter may

## This Girl Is Helping You

Here is one of the neat, prim, happy "Heinz girls" who work in the Heinz spotless kitchens making the 57 Varieties of good things which your customers like so well.

She is working for you every day in the Heinz Plant. Her skill and her pride in accomplishment are a part of the delicious goodness and the appetizing appearance of Heinz Products—qualities which make them easier for you to sell.

This picture of her is working for you, too, this month. Magazines circulating in every part of the country are carrying the message of her part in the making of Heinz Foods into the homes of those who deal with you and that is making the 57 Varieties more acceptable to them.

**H.J. HEINZ COMPANY**

*57 Varieties*



### Building Better Boys at Camp Roosevelt.

Chicago, Nov. 14—A few years ago the art of building better boys was practically unknown, but each day now brings to light new admirers of this splendid undertaking which is rapidly assuming its rightful place in present day progressive appreciation. The project of better-boy-building is still in its infancy, but far greater things may confidently be expected under the added stimulus of popular appreciation.

Major F. L. Beals, U. S. A., may rightly be placed at the head of the list of workers in this new movement. Realizing the country's great need for such training, he interested and succeeded in securing the support of such National organizations as the War Department of the United States Government, the Chicago public school system, the American Red Cross, the Y. M. C. A. and others in founding a great outdoor playground where boys could congregate during the summer vacation period, off the crowded city streets, away from objectionable pursuits and companionships, and where, amid wholesome, healthy surroundings they could receive thorough training in health-building, in education, and in respect for constituted authority and love of American institutions. This playground he named Camp Roosevelt, and to-day, after four years of successful effort, more than 5,000 happy boys who are better for the training testify to the good results of the Camp Roosevelt plan for building better boys. Twenty states were last year represented at the camp and the camp map is constantly growing.

Camp Roosevelt is located seventy-five miles from Chicago, near LaPorte, on Silver Lake, Indiana, conveniently located near the great railroad metropolis. The site was formerly occupied by a boys' school and the numerous school buildings, mess hall, club house, canteen, gymnasium and other buildings of log and frame construction provide comfortable quarters for the boys. The larger boys sleep in regulation army tents, while the junior campers live in their club house on the lake shores.

The camp is divided into three divisions, the better to handle the vari-

ous types and characteristics and needs of the boys. The summer schools division, which includes seventh and eighth grade and all high school subjects, is recognized throughout the country by educators as a school of high standing. The camp schools are on the accredited list of public schools of Illinois and Indiana. The R. O. T. C. division is primarily for boys fourteen years of age and over, who prefer the health building activities, while the junior campers find a life of romance and joy in the junior division.

It is felt that this program of supervised work and play is one of the best mediums of bringing out through right activity the directed energies of the boys. A staff of over 100 officers, instructors, Y. M. C. A. secretaries, scoutmasters, physical training experts, etc., are on duty at the camp during the entire summer to assist Major Beals in the training for "Better Boyhood." This makes an average of seven boys to an instructor. From this it will be seen that boys receive almost individual attention, a thing impossible of accomplishment in any other type of camp throughout the country.

Many new and advanced ideas will be included in plans for the summer of 1923. The schools will open on July 2 and close on August 18, while the R. O. T. C. division and the junior camp will begin on July 9, one week later, and close on the same date as the summer schools division.

Although in the nature of a public institution, and boys from all parts of the country are eligible, because of limited facilities the enrollment must necessarily be somewhat limited. Major Beals is receiving applications in his office at the Board of Education, 460 South State street, Chicago, which are promptly passed upon, until the maximum enrollment will have been completed.

Parents and others interested in this vast problem of "building better boys" should interest themselves in Camp Roosevelt. It is progress' latest move in the right direction for a better future American citizenship.

Peter A. Mortenson.

Eggs make 4 per cent. of our total imports from China.

### WORRY'S TRIUMPH.

Worry and Pain walked hand in hand

At the close of a busy day.

"How many hairs have you turned to white?"

Cried pain in his savage way.

"Not so many as you, my friend.

Now listen and I will relate

The way that I paint the black hair white—

It will work as sure as fate.

I darted through the heart of a man

And he trembled with fear and dread

For he thought that his time had come to go

And lie with the silent dead.

And as the days dragged slowly by

I sprinkled his hair with the white

And he wearily tossed on his bed,

And turned his face from the light."

Your method is crude and savage,

Said Worry, with troubled air;

"Now listen closely and I will tell

Of a widow young and fair

Left with scarcely enough to live on

In a house that was not her own

With three hungry little boys to feed

And clothe until they were grown.

She could not live without worry

So I stayed, with her every day—

Cheating her out of her hours of rest

When the children went to play;

Then I painted the strands of white

When she did not know I was there

And slowly covered her head with snow

Where the brown had been so fair.

And so I often do the trick:

It's no trouble at all you see.

Now, don't you think my savage friend

You must give the palm to me?"

Essie Cochran.

### Related Selling Increases Sales.

Among the most puzzling problems faced by many retail merchants at the present time is how to increase the volume of their business. Two general methods will do it, the first being to get more customers into the store and make them regular patrons. The second is to increase the average amount of merchandise sold to each of them.

The first method, of course, is the one tried by most merchants. It is the most productive and the easiest, for all that is needed is to sell the right goods at the right prices and advertise them effectively. The second method, however, is worthy of the thoughtful consideration of every retailer, for all increases of business by that method can be accomplished with no expenditures other than those of time and trouble. Furthermore, it develops the salesmanship of the merchant and of his employes, and so is of very distinct benefit to the store in getting more patronage out of new customers.

In increasing the volume of business by selling greater quantities of goods, on the average, to the store's individual patrons, the best plan to use is that of selling related articles. By "related selling" is meant the selling, for instance, of lotions and face powders to men who buy shaving creams and razor blades, the selling of hair nets to women who buy rouge or cosmetics, the selling of sport shirts to men who buy sport hats, and so on.

In some localities the retailers have developed the science of related selling

to a very high degree of efficiency, and by doing so have in some cases doubled and even trebled the average amount of goods sold to individual patrons of their establishments. In a middle Western city, for instance, a clothier who is an analyst of his business found that the average individual sales made to customers at his collar and neckwear counter were less than 30 cents each. This meant that the great majority of the patrons of this counter were buying only a single collar, a single collar button, a single cheap tie, or something like that, and were not spending nearly as much money as the merchant felt he had a right to expect from them.

Accordingly, this merchant felt that he must supply some stimulant to buying at this counter. He did so by installing a line of cigarette holders retailing for 50 cents to \$1 each, and by also installing safety razors and silver and gold plated pencils. After installing these new lines of goods the merchant had a heart-to-heart talk with the salesman in charge of the counter. He told the latter that he now had the equipment for increasing the average sale and said that it was up to him to do so or try some other kind of a job. The salesman saw the point of his employer's remark, with the result that in a very short time the average sale at his counter increased to \$1. It has been increasing ever since.

It is usually better to seek a strange job than to take a position with a relative who is disposed to let you take it easy. You can't get ahead much on a take-it-easy basis.

## A Reliable Flour—

ONE that permanently pleases your customers—is an exceedingly valuable asset to any Grocer.

Flour sales mean grocery sales as well; for Folks buy groceries where they buy Flour.

If you sell



Your customers never are tempted to go elsewhere for Flour— and groceries.

In other words, the year-in-and-year-out quality of CRESCENT safe-guards your grocery trade.

It's the rock upon which you may safely build the good will of your business.

Why not commence pushing CRESCENT now?

"It's the Meat of Michigan Wheat"

Milled only by  
**Voigt Milling Company**  
Grand Rapids, Michigan

We also supply Spring or Kansas Hard Wheat Flour if desired.



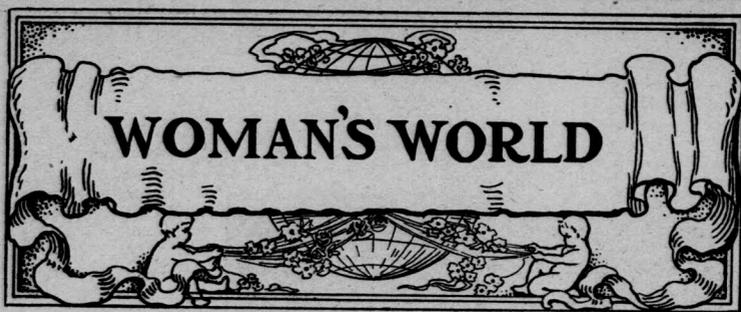
Staple as Gold



**R**oyal Baking Powder is made from pure cream of tartar, which is derived from grapes. It perfectly leavens the food, making it appetizing, delicious and healthful, and its superiority in all the qualities that make the perfect baking powder is never questioned.

*Royal Contains No Alum —  
Leaves No Bitter Taste*

Royal Baking Powder Company, New York



### Walks and Talks in Good French.

Written for the Tradesman.

They could not have a French governess for their child; they were people of very slender means, but they wanted him to have French. He was only seven years old—just the right age to learn to speak a language in addition to his own.

So, with very considerable financial sacrifice, and helped by the interest Mademoiselle took in the scheme they got the French teacher at the young women's boarding school around the corner to take their little boy for a walk two or three afternoons a week.

She was not to be a school-teacher; there was to be no grammar, no exercises—just interesting conversations about the fascinating things they saw on the street and in the shop windows; conversation between a little boy who could speak only English and a French woman who was to pretend she knew only French. Just interesting talk, about whatever they might wish to talk about.

It was only a little while before the little boy was chattering in French—very good French, too, of perfect accent, and steadily increasing vocabulary. He was quite disgusted with his father because he could not understand the things he said to him—in French. And Mademoiselle was so interested, and got so fond of the little boy that she kept on when the parents could not afford to pay for the walks any more.

That was good; it gave the child a start in French that he never lost. Long afterward he was corresponding with Mademoiselle in French—spontaneous letters between two good "fals" about live things that interested both. And he took his perfect French accent to school and college with him, and talked that human language with facility, even while he got small joy out of the grammar with which the professors compelled him to struggle.

That was good, I say, but along with it his mother was giving him background. He wanted to know everything about the people who talked that language in the streets and homes of France. So there was searching of maps to find out where these people lived; working out of itineraries to learn how you would travel to get to that country; looking at pictures of the people and things you would see in that country. Noticing of words that came into English from that language.

At supper, when she always read to him about things that interested him, she read from a big illustrated history of France; what these people had done

in the years gone by; what happened in and around the city in France where Mademoiselle said she was born and about which she told him most fascinating things that she did when she was a little girl.

About the Normans, and about Julius Caesar. How the Normans came to England and brought the French language into English. There was a chance there to acquaint him with "Ivanhoe" and other stories of the interweaving of French and English history.

When he came to read Caesar in Latin he understood that it was in his France, the France where Mademoiselle long afterward was a little girl, that these things happened that Caesar told about. And still later, when he went to France with his parents, he looked for the places where Caesar used to be, and all the other interesting folks whose doings his mother had read to him about.

Two years after that came the Great War, and he went back to France with the American Army to fight over the same ground where Caesar marched and fought. He stood among the ruins of the city where Mademoiselle was born, and where, serving as a nurse, among her own people, she had been killed in the war.

It has always seemed to me that this mother was doing the finest kind of educational work; backing up the direct work of the teacher with the intelligent creation of that background which means so much in making effective the work of school and college.

I know that it was not easy; I have seen that mother reading to her children when she was ready to drop with weariness. I have seen her leave social gatherings in order to get home for their early supper to do that reading.

She kept always ahead of their school work; looking up books with which to supplement their studies; broadening the field of their interest, getting out stories, long and short, from literature to illuminate what they got at school. All of those children showed the results in all their work and in their contact with the world at every point. They were a delight to their teachers.

And now, in these later years, they are passing on to their own children in a thousand ways what they got at home.

Prudence Bradish.

(Copyrighted, 1922.)

When I hear an employe say, "I'm not paid to do that work," I know I am listening to a cheap man who will spend his days doing just as little as will enable him to draw his pay.

### Some of the Compensations of Old Age.

The Old Man is the titular head of the shop, sometimes called the Chief. In this instance his actual age with its concomitant of gray hair befits the title, but he would still be the Old Man were he twenty years younger. It must have been almost as long ago that I first heard myself thus referred to. I had arrived at the office unusually early and had gone quietly to my desk. Some time later one of the employes arrived, and I heard him sing out to another in a loud and cheerful tone, "Is the Old Man down yet?"

I did not at first realize that he was referring to myself, and when I did it gave me something of a shock. I was the Old Man! It seemed but yesterday that I had been under another Old Man, but, scarcely heeded, the busy years had flown by and here was I myself in the position of the Old Man.

I brooded awhile, half resentful over the title, and then, like the city dog which found the tin pan tied to his tail and, instead of rushing madly away with it clattering behind him, calmly took it between his teeth and trotted off with it undisturbed, I made up my mind to accept the situation and thenceforth be the Old Man and make the most of it.

As the years have continued to pass, I have grown not only resigned to being the Old Man, but rather glad and proud of it. The position and the title have their perquisites and emoluments which are most desirable. The Old man can come and go as he pleases and no one can check him up or call him down. It is his privilege to hire and fire; he may be unreasonable and inconsistent with impunity. He does not have to be amiable if he does not feel like it, and when he speaks let no dog bark! Decidedly, the place has its advantages.

As I said before, there is an obvious distinction between the Old Man and an old man, but there is no good reason why one should shy at being both, as happens in this case. Age ought to bring wisdom, although it is said that there is no fool like an old fool, but if it fails to do so, it is not in the least difficult, given the outward appearance of age, to simulate its wisdom and get away with it.

When one reaches the point where, instead of being asked to become an active pallbearer, he is considerably invited to be an honorary one, he may well take stock of himself in regard to his remaining assets of probable years but this need be no melancholy or lachrymose undertaking. There is a tremendous amount of satisfaction in considering the credit side of such a situation.

If this world be, as often alleged, a vale of tears at best, he has at least gone through the most and the worst of it, and the remainder need have no terrors for him. If, on the other hand, he conceives existence to be a joyous and happy thing, he may rejoice in having had a goodly share of it, and may count on more before he is done, and, after that, he may with reasonable confidence look forward to a future life in which the handicaps of the physical body inseparable from

life on this mundane sphere are eliminated and the spiritual rises supreme and triumphant.

George Urban, of Buffalo, once enunciated a sound philosophy of life to the writer. An old friend had just died and Mr. Urban was going to his funeral. "Poor Henry," he said, "he did not get much out of life. He would go from his home to the factory and from the factory to the bank, and from the bank to his home. And so it was day after day and year after year." Often I have urged him to vary his routine to come with me for a drive into the country, or go to the club, but he wouldn't. And now he is dead. Poor Henry, he saved up his grapefruit for Christmas, and died on Thanksgiving Day."

Items on the credit side of the man who has become old are too numerous to enumerate; for one thing, his endowment policies are gradually falling due, and instead of paying out insurance premiums, he from time to time has the agreeable sensation of receiving checks from the companies; no longer is he subject to jury duty, and if a war comes along no one expects him to go to the fighting; in fact, he will have much difficulty in getting himself placed where he can perform active service, so infernally considerate have the Red Cross and the Y. M. C. A. become of the men whom the young fellows erroneously imagine are no longer capable of the necessary physical endurance, and who, in many instances, are far more fit than the flabby flat-feet who are permitted to serve. Age affords magnificent opportunity for loafing and inviting one's soul without fear of criticism or reproach, and if one's conscience has been properly trained, he may do most anything with impunity and escape censure on account of his age and previous record for probity.

It is really a good thing, this getting old, and if the young only knew its actual advantages and privileges they would look forward to it with pleasure rather than dread. As to earning capacity, the theory that after 60 it decreases is sheer rot and nonsense. Old men who can put up a front and play the part with spirit, easily command far more money than they are actually worth, and many of them, by reason of their appearance and their assumption of superior wisdom, based, of course, on their supposed experience, are obtaining incomes far in excess of the value of their services.

It is not getting old that worries old men, it is the nerve and cheek of the young in trying to brand and label them prematurely. Particularly exasperating is the habit of the callow reporter, probably aged sixteen, who insists upon putting the stamp of senility upon any one over 40. "Aged man run down by auto," says the headline. On reading the text the age of this person is found to be 61. Aged man, indeed! The Old Man.

**TAKING INVENTORY**

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

# NATIONAL GROCER COMPANY

F. C. LETTS, President  
Chicago, Ill.  
C. ELLIOTT, Vice President  
Detroit, Mich.  
E. A. KRUISENGA, Gen. Mgr.  
Detroit, Mich.  
W. I. COLWELL, Sec.-Treas.  
Detroit, Mich.

GENERAL OFFICES AND MILLS  
29-35 LARNED STREET WEST  
DETROIT

## WHOLESALE GROCERS

### OPERATING JOBBING HOUSES AND BRANCHES

Detroit, Mich.  
Saginaw, Mich.  
Bay City, Mich.  
Jackson, Mich.  
Lansing, Mich.  
Cadillac, Mich.  
Grand Rapids, Mich.  
Sault Ste. Marie, Mich.  
Traverse City, Mich.  
South Bend, Ind.  
Port Huron, Mich.  
Ludington, Mich.  
Manistique, Mich.  
Escanaba, Mich.  
Owosso, Mich.  
Decatur, Ill.  
Alpena, Mich.



### *Be Neighborly—It Pays*

Keep your community prosperous—have better schools—better roads—and pay less taxes—by keeping your money at home. Patronize your neighborhood grocer.

He evidences his regard for your taste by selling Lighthouse Coffee. Buy from him and ask him to include a round, tin can of Lighthouse in your next order—in the whole bean or steel cut.

# LIGHTHOUSE COFFEE



**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. Ledle, Marshall; Cassius L. Glasgow, Nashville; Lee E. Hardy, Detroit; George L. Gipton, Britton.

#### Time To Feature Goods For the Holiday Trade.

Written for the Tradesman.

While the Thanksgiving holiday is still in the future, it is not too early for the merchant to be laying his plans for Christmas trade. Indeed, a good many merchants give their stores something of the holiday touch a week or two before Thanksgiving, as a sort of prelude to the Christmas selling campaign which should be aggressively launched immediately afterward.

Now is the time for merchants to see that the stock of Christmas goods is complete, and that any lines which may have been delayed in shipment are either sent on, or the orders cancelled and placed with some other house. It is imperative that the whole stock, as figured by the merchant, should be in the store when the selling campaign starts, so that there will be no delay in showing the lines.

If a competitor for the Christmas trade happens to advertise a particular line of goods before you do, and thus secures an attention that you cannot because the goods are not in the store, then the shipment when it does come has lost a lot of selling power. See that the goods are in stock, therefore; and do all you can to hurry them up if they are delayed.

With the whole stock in, the merchant can go over every line carefully and consider how best to display it, and to that extent he should advertise each class of goods individually. If he has something he thinks will prove a big bringer-in of business, he can arrange for a little extra advertising attention.

The Christmas campaign is not to be attempted in a happy-go-lucky sort of way. The probable selling worth of each line should be carefully weighed; the amount of advertising, the window displays and their designs, the various ways to excite the curiosity of the public and to bring them into the store, should all be gone over carefully.

The clerks should be consulted. One or two pleasant evenings could be spent by the merchant and his staff discussing ways and means. It would be time well spent, for it all depends upon the handling of the stock how the Christmas trade is going to swing.

It must not be forgotten that the Christmas demand can be stimulated much more easily than a from-day-to-day demand for an ordinary article.

The demand is there, and the merchant has not so much to create it as to swing it in his direction.

The custom of giving useful presents is developing of itself every year. What the hardware dealer has to do is to prove that he is the best medium for the buying of presents. This can be done only by a strong campaign of publicity.

Excite the curiosity and interest of the public, show what you have in the line of useful gifts, display novelties that will set the people talking, and the battle is half won.

All this, however, means hard work and careful preliminary planning. Therefore the merchant who has his whole extra Christmas stock in his store, who has carefully picked out from his staple lines such articles as will make useful presents (and it is surprising how many of these there are) and arranged them in his mind's eye already for the fight, is in the best of shape to secure business.

In connection with the Christmas trade, the merchant must remember that it is necessary to do a little extra advertising and to devote some extra attention to window display. Not only must the windows be decorated, but the interior must have a Christmassy appearance. The store must radiate the spirit of the times; a feeling of good cheer must predominate in all directions. Then, again, as a large percentage of the Christmas trade pertains to children, children must be specially catered to. Therefore the hardware dealer should see that, whatever decorations or displays he puts on, are calculated to some extent at least to attract the attention of the youngsters.

The series of holiday advertisements should commence probably the last week in November. Thus, on November 20, the dealer can remind his customers that there are "only 28 more shopping days until Christmas." Enumerate a list of suitable articles for gifts to the various members of

## 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

## Michigan Hardware Company

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

Exclusive Jobbers of Shelf Hardware,  
 Sporting Goods and  
 FISHING TACKLE

## 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

### Sand Lime Brick

Nothing as Durable  
 Nothing as Fireproof  
 Makes Structures Beautiful  
 No Peeling  
 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

the family—for father and mother and for the boys and girls. This will start the planning of gifts, and buying will follow in due course.

Window displays of holiday gifts should commence the first of December, price tickets being freely used in the displays just as prices are quoted in the most result-bringing advertisements.

Keep the window trims changing twice a week if possible until about December 15, when the real Christmas window should be put in. After that, there will be little time to do anything except sell and deliver goods. Hence it is essential that the window trims and the advertising copy be planned well ahead of time, and in such shape that the results can be put before the public with the minimum of effort when the real rush sets in.

Put Santa Claus to work early in the game. One hardware dealer used a real live Santa Claus in his store window from Dec. 4 to Dec. 24. Santa's arrival on Dec. 4 was announced in advance, and he was greeted by all the young and most of the old people on his way from the depot to the store.

The display was made up of a large old-fashioned mantel-piece over which three deer heads were mounted, while in the background an artist painted a representation of Santa Claus coming down from the clouds in his sleigh.

The window and the live Santa Claus were great drawing cards. There were several occasions when Santa Claus took his sleigh and went to the neighboring schools and brought the children to the store and took them back home without charge. This was a great event for the little tots, many of whom had never been away from home, and all trusted implicitly in Santa Claus. Santa also brought the youngsters from the local Children's Shelter to the store for a visit. On Christmas Eve he visited the hospital with a toy for each nurse and each patient. They had a great time with him and as the matron put it, they "Just cut loose and had a regular frolic." The resulting holiday trade was exceptionally good.

Good use can be made of direct-by-mail advertising in the way of bringing out early buyers. Almost every hardware dealer has his mailing list of regular customers and good prospects; and many of them circularize these lists from month to month. Toward the end of November it is a good policy to go over this list, making such additions as may seem desirable, and send out a circular letter discussing Christmas buying—with emphasis on the desirability of buying early and avoiding the rush.

This letter should be accompanied by a list of suggested gifts. Many hardware dealers now have lists of this sort printed or mimeographed for distribution to customers. The articles can be listed, either according to price, or according to recipient—that is, for father, for mother, for sister, for brother, for boys, for girls, for baby. Anything that helps the puzzled gift-seeker to make an intelligent selection will be appreciated.

Two things are important to the hardware dealer in his efforts to se-

cure his share of the Christmas trade. One is an early start—start advertising the last week in November at the latest get out any direct-by-mail advertising about the same time, and put on the first display by December 1. The other important thing is, before the campaign actually starts, to make the fullest possible preparations for every detail. Victor Lauriston.

**Congress and Unemployment.**

In no spirit of partisanship, it may be said that the last Congress did not distinguish itself in the eyes of the country's business men. This applies to the membership of both houses and to both parties. One is loath, therefore, to take from that body the least bit of credit to which it is justly entitled, but when the claim is made that its constructive measures have resulted in 5,000,000 idle workers finding employment during the last year it is time for some one to call a halt on such buncombe. In the first place, as shown before in the Tradesman there never were as many as 5,000,000 idle workers in this country; perhaps half that number would be a liberal estimate when unemployment was at the peak. The Department of Labor did publish figures showing that there were over 4,000,000 fewer workers at the height of the industrial depression last year than there were when war-time activities were at high tide. But it was also shown that many of the war workers were married women and young people, who later had returned to domestic duties or to school or college, and that the decline in the number of gainfully employed did not mean a corresponding increase in the number of idle workers. Unemployment was bad a year ago, and it has now ceased to be a problem. But this change has taken place through orderly adjustments by the country's business leaders, and not one iota of credit therefor belongs to a Congress which, but for the President's intervention, would have foisted an added burden of some \$4,000,000,000 on the country's taxpayers and set the wheels of industry in reverse gear.

The article on page 34 entitled The Leading Citizen, written by George A. Murphy, should have been credited to the Shop Mark, for which publication it was written and in which it originally appeared. Mr. Murphy has been identified with various local publications for many years and has done much creditable work along many lines.

**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

**Michigan's Largest  
Wall Paper and Paint  
Distributors**

Use and specify

**BREING BROTHERS  
STANDARD VARNISH WORKS  
KYANIZE  
PAINTS AND VARNISHES**  
for lasting beauty and protection.

OUR 1923  
WALL PAPER SAMPLE BOOKS  
are  
BUSINESS BUILDERS.

Increase your sales and please your customers.

**HENRY J. HEYSTEK COMPANY**

Wholesale and Retail  
Wall Paper, Factory Supplies, Paint.

61-63 Commerce Ave.

Grand Rapids, Mich.



A DEATH WARRANT FOR  
COCKROACHES AND ANTS



**Tanglefoot  
Roach and Ant  
Powder**

A dependable Roach and Ant exterminator.

For these insects it is greatly superior to preparations claimed to be effective against all kinds of insect pests.

Ask your dealer for it.

2 oz. cans ----- 10c  
8 oz. cans ----- 25c

**TANGLEFOOT  
PRODUCTS**  
STICKY FLY PAPER, STICKY FLY RIBBON,  
TREE TANGLEFOOT, ROACH AND ANT POWDER.  
THE O. W. THUM CO. MANUFACTURERS.  
GRAND RAPIDS, MICH. WALKERVILLE, CANADA.



**Investigation of Complaints Involving Canned Foods.**

Washington, Nov. 10—The investigations of illness attributed to canned foods have been followed up during the past year more vigorously than ever. The Association is fortunate in having the co-operation of the University of Chicago in the investigation of such cases and the United States Public Health Service is also lending its aid in cases which appear to involve the public health.

Upon completion of each investigation, if the case has been incorrectly reported in the newspapers, the matter is taken up with the editors for the purpose of securing a correction and of giving them information about canned foods, especially their wholesomeness. Newspapers which have published erroneous statements are usually willing to correct them. Even though a published correction is not secured, the effect of such an effort is undoubtedly beneficial and makes the editor cautious the next time a similar case is reported to him.

This work is of vital importance to every canner. Many of these cases are attributed to canned foods and they are given widespread publicity in newspapers or throughout the community where they occur, creating an unfair prejudice and suspicion against all canned foods.

Many thousands of dollars have been saved to canners who have been sued or threatened with suit in such cases by persons who wrongly attribute their illness to canned foods or who deliberately attempt to extort damages by threatening publicity, or legal procedure in case of failure to meet their demands.

The lack of correct and complete information regarding the methods of manufacture and healthfulness of canned foods is one of the chief reasons for the prejudice that exists in the minds of many members of the professions having to do with public health.

Not only is this important because of the fact that their opinion is taken as authoritative in case of illness, but their advice is continually being sought and given on questions of food and diet. It is therefore, of the first importance that correct information regarding canned foods and canning be made available for those professions if prejudice among the consuming public is to be dispelled.

This work is closely related to the investigation of cases of illness attributed to canned foods, which has been carried on by the National Canners Association during the past thirteen years. Frank E. Gorrel, Sec'y National Canners Association.

**Average Wages Paid Railway Employees.**

Chicago, Nov. 10—I am in receipt of your letter of Oct. 9, stating that Governor Ferris is claiming in his speeches that there would be no strikes among railway employees if they were paid living wages. You ask me to furnish you a memorandum of the average wages paid the employees of our Northwestern division from Jan. 1 to June 30, inclusive. I take pleasure in furnishing you the information, which I have this day received from our labor and wage department

J. G. Rogers, Vice-President Pennsylvania System.

Clerks	\$138.09
Secretaries, stenographers and typists	122.43
Bridge and building carpenters	131.14
Bridge and building painters	120.88
Masons, bricklayers, plasterers and plumbers	154.64
Skilled trade helpers	106.35
Gang or section foremen	124.13
Track and roadway section laborers	83.18
Signalmen and signal maintainers	157.50
Signalmen and signal maintainer helpers	106.12
Blacksmiths	139.99
Boilermakers	153.98
Carmen	150.81
Electrical workers	168.58
Machinists	157.60
Molders	132.17
Sheet metal workers	159.64
Skilled trades helpers	112.65

Coach cleaners	98.39
Assigned laborers	104.18
Common laborers	81.99
Station agents	158.35
Telegraphers, telephones and towermen	140.46
Baggage, parcel rooms and station attendants	113.60
Callers, loaders, scalers, sealers and perishable inspectors	111.10
Trackers and laborers	112.12
Crossing and bridge flagmen and gatemen	84.84
Switch tenders	134.56
Outside hostlers	181.74
Inside hostlers	149.42
Outside hostler helpers	142.60
Road passenger conductors	220.47
Road freight conductors (through freight)	193.09
Road freight conductors (local and way freight)	263.74
Road passenger baggagemen	171.58
Road passenger brakemen and flagmen	172.47
Road freight brakemen and flagmen (through freight)	138.14
Road freight brakemen and flagmen (local freight)	206.53
Yard conductor	193.47
Yard brakemen	176.68
Road passenger engineers	258.33
Road freight engineers (through freight)	219.52
Road freight engineers (local freight)	350.51
Yard engineers	217.40
Road passenger firemen	192.41
Road freight firemen (through freight)	147.43
Road freight firemen (local freight)	256.31
Yard firemen	178.81

- F. H. Bitely, Casnovia.
- James H. Voller, Detroit.
- E. S. Botsford, Dorr.
- Richard D. McNaughton, Fruitport.
- D. Gale, Grand Haven.
- Wolbrink Bros., Ganges.
- Charles E. Belknap, Grand Rapids.
- Frederick C. Beard, Grand Rapids.
- William J. Clarke, Harbor Springs.
- Walsh Drug Co., Holland.
- L. M. Wolf, Hudsonville.
- Charles G. Phelps, Long Beach, Cal.
- Rodenbaugh & Stevens, Mancelona.
- Wisler & Co., Mancelona.
- Thompson & Co., Newaygo.
- Aaron Rogers, Ravenna.
- M. V. Wilson, Sand Lake.
- H. P. Nevins, Six Lakes.
- Milo Bolender, Sparta.
- O. P. DeWitt, St. Johns.
- S. E. Wait & Sons, Traverse City.

**"Best Hotel in the Upper Peninsula."**

Ironwood, Nov. 10—In a recent issue of your paper you had an article about improvements on the Curry Hotel, mentioning W. H. Boehme as the manager. Would you kindly correct this, as I am not the manager of the Curry Hotel, but of the St. James Hotel.

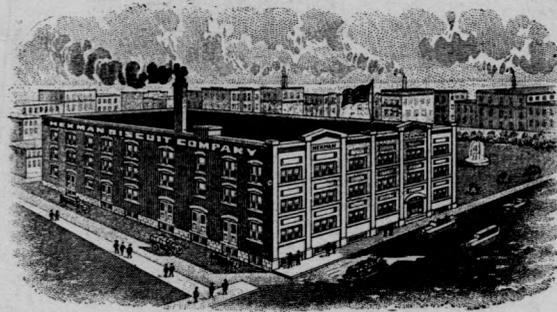
The St. James Hotel has started to build a new addition, which will consist of forty rooms with bath. All rooms in the building will have telephones. The ground floor will contain a new kitchen, also employes' quarters and three large sample rooms. The present dining room will be enlarged, giving a seating capacity of over seventy-five. This will give the St. James Hotel an eighty-five room house, all rooms with running hot and cold water or private bath—without doubt the best hotel in the Upper Peninsula. W. H. Boehme.

**Twenty-Four Original Names Still on the List.**

The Tradesman possesses a most distinguished roll of honor, of which it is exceedingly proud. It comprises the names of business houses which have been on the subscription list of the Michigan Tradesman ever since the first issue, thirty-nine years ago. The Tradesman very much doubts whether any other trade publication can present such a collection of faithful followers as the following:

- Charles H. Coy, Alden.
- Amberg & Murphy, Battle Creek.
- J. L. Norris, Casnovia.

# HEKMAN BISCUIT COMPANY



MANUFACTURERS OF

## Cookie-Cakes and Crackers NOT IN THE TRUST

We solicit your patronage. Write us for prices and discounts.

1363-65 Grandville Avenue

GRAND RAPIDS, MICHIGAN

### The Descent of the Mark.

Some time ago it was reported in the press that owing to the "shortage" of money in Germany the government had entered into arrangements with Hugo Stinnes for the quantity production of paper currency. Apparently the Stinnes machinery has begun operations, for during the last week in October the output was somewhat over 59,000,000,000 marks. This exceeds the next largest weekly output by nearly 70 per cent. The enormous increase in paper circulation explains the drop in the exchange value of the mark below  $1\frac{1}{2}$  hundredths of a cent during the current week. Indeed, within the past thirty days the shrinkage in the external value of the mark amounts to approximately 67 per cent. The quantity of paper in circulation in this period increased, however, only about 50 per cent., and this explains why there is apparently a scarcity of money in Germany. The rate of depreciation at present exceeds the rate of increase in the quantity.

An enquirer wishes to know why the paper moneys of Central Europe should have any value at all under present conditions. He would like to have it explained, for example, how any one is able to find out that the German mark to-day is worth only a sixteen-hundredth of its pre-war value. How, in other words, is such an infinitesimal fraction of parity calculated? The question appears less difficult when it is borne in mind that the present valuation of the mark was not arrived at over night, but is

the result of a long period of transactions in German currency by a large number of dealers. The moment that the mark ceased to be convertible into gold on demand its exchange value was discounted; that is, gold began to command a premium in exchange for marks and commodity prices tended to rise. As the prospects of a restoration of gold convertibility became more and more remote the gold value of the mark steadily declined. It then required more marks to finance a given transaction and more marks were accordingly printed. The increase in their quantity in turn caused a further decline in their value, and Germany soon found itself in a vicious circle of monetary inflation, which was further complicated by the reparation payments. Bit by bit the mark has declined until now it takes 1,600 paper marks to represent a pre-war gold mark. This ratio is a result of evolution rather than of any deliberate calculation, but it represents nevertheless the combined judgment of exchange dealers as to the present value of these paper obligations.

### An End of Grief.

A young woman, according to a contemporary, was describing to one of her friends a great chagrin which she had undergone.

"I was just almost killed by it," she said; "I could have cried myself to death."

"Did you cry?" asked the other.

"No, I just was getting ready to when the dinner-bell rang."

## Coleman (Brand) Extracts

High Class Vanilla  
Terpeneless Lemon

The constantly increasing number of Grocers who sell these Quality Extracts exclusively warrants a trial in your store.

A complete assortment of sizes to choose from.

Write us—

## FOOTE & JENKS

Expert Flavor Specialists

JACKSON,

MICHIGAN

It keeps bringing new customers to the dealer—and holds the old ones

# Red Arrow Flour

The Bread Flour DeLuxe



## Watson-Higgins Milling Co.

Grand Rapids,

Michigan

### Review of Four More Michigan Hotels

Battle Creek, Nov. 14—The other day I called upon the enterprising young man who conducts the Hotel Hart, at Decatur. His name is H. F. Hart and he is assuredly a live wire, genial and interesting. Some time ago he took hold of the old Paddock House, renovated it thoroughly and, notwithstanding its physical handicaps, has converted it into a real home for traveling men. Mr. Hart charges \$2.72 per day for a comfortable, clean room and three meals—all excellent and appetizing. He has certainly restored confidence in Decatur, and if the town people have a lick of sense they will keep him there and exert themselves to provide him with a new hotel building, needed not only by Mr. Hart, but by the village itself.

Mrs. C. L. Borup and her brother-in-law, H. F. Schwarz, are successfully conducting the Hotel Dwan, at Benton Harbor. The Dwan is conducted on the European plan with rates of \$1.50 and \$2.50, the latter with bath. No inside rooms. A regular dinner, served for 75 cents, is attracting a fine patronage. Here it is:

Radishes	Dill Pickles
Prime Rib	Broiled Lake Trout
Plain boiled	Fried calves liver and bacon
Apple pie	Tomato salad, French dressing
Pineapple Sundae	Vanilla Ice Cream
Plain and Hot breads,	Beverages

The Hotel Whitcomb, at St. Joseph, managed by J. G. Townsend, is to undergo improvements to the extent of \$40,000 at once. Several new rooms will be added, but the principal item will be a new detached boiler room and power plant for generating all electricity and power used in the hotel. Also extensive artificial refrigerating machinery. The Whitcomb has a healthy house count every day in the week, is profitable, and its owners assist in making it popular by constantly improving it in the smaller details.

Several times during the past year it has been suggested to me that I was overlooking a good bet in not visiting the Hotel Rex, conducted by T. E. Viele, at Buchanan. I have had the pleasure of inspecting this property, and it is certainly all that is claimed for it—excellent and comfortable in every detail. Mr. Viele is a genial host, furnishes superior accommodation, all modern, at reasonable rates. His charge for rooms with running water is \$1.25 and \$1.50; with bath, \$2. The air of hospitality about the place is very noticeable, which accounts for its being filled to capacity at all times. There is no meal service, which is regrettable, but two or three restaurants in the vicinity—all using the abominable paper napkins—furnish meals at fair prices.

Right here I made a side trip to call on my friend, Charles Renner, at Mishawaka, Indiana. Mr. Renner conducts the Hotel Mishawaka here and the Edgewater Club, at St. Joseph, Mich., and is a much-beloved member of the Michigan State Hotel Association, which he regularly attends, and where his advice on hotel operation is much sought after at conventions. Hotel management is Mr. Renner's middle name, as is certainly demonstrated in his very excellent hotel at Mishawaka.

Right here, while speaking of Mr. Renner's loyalty to Michigan hotel men, I want to say something about the State Association, which ought to interest every hotel owner and manager in the commonwealth, suggested to me by a recent incident on my trip.

In the past two months I have found but two individuals who declined to join the Association, one of such this week. He was opposed to all associations; there were altogether too many of them, and then concluded his offering by stating that he had been interested in an effort made at the last session of the Legislature to secure a law placing all hotels under State in-

spection at the individual expense of the hotels.

This was virtually true, and it is also a fact that such an enactment would have been adopted if it had not been for the efforts made by the Michigan State Hotel Association, who discovered it in time to prevent hostile action.

Under its provisions, positions would have been made for a horde of broken down politicians who would have kept hotel men in a constant muddle by their unnecessary and expensive investigations.

Other attempts will be made the coming winter to put something over on the hotel men, which is one very good reason why every interested hotel proprietor—and this means every hotel operator in the State—should become enrolled as a member of the State Association, and I shall be very much disappointed if I find any more who cannot see the light.

Here are some of the reasons for joining:

1. To bring about a better acquaintance and fraternal feeling among men conducting hotels in this State.
2. To obtain consistent legislation.
3. To encourage worthy employes by refusing to assist the unworthy in securing positions.
4. To assist members and give them favorable publicity by supplying each membership hotel with a framed roster of all members for display in all such hotels.
5. To induce members to attend meetings, to promote co-operation and to encourage helpful suggestions on hotel management.
6. To have read and discussed papers by experts on up-to-date methods of conducting creditable, popular and profitable hotels.
7. To inspire members to be ever ambitious in making their hotels the pride of the community.
8. To encourage by every means possible tourist travel through Michigan.
9. To promote and protect the mutual interests of its members.

A membership in this Association will benefit you in many direct ways, and the writer, who is devoting his efforts toward securing a greater membership, expects to encounter very few refusals henceforth.

One of the problems which came up for discussion at the last convention at Battle Creek was "hotel laundry." It developed in the discussion that while some members were getting their flat work done at one cent per piece, others were being held up to the tune of seven and eight cents per pound, a relic of war time extortion. No laundry engaged in a legitimate business would think of charging to exceed four cents per pound for this class of work and any hotel proprietor who is paying more will, if he reads the Tradesman, discover that he is the victim of a hold-up game and act accordingly.

Don't depend on your local laundry if its proprietor is of this class. Reduced costs will enable you to ship your work to other towns, where in most cases the charges one way will be paid by the laundry.

The Hotel Association has published for gratuitous distribution among its members a complete digest of all hotel laws of Michigan, as well as all decisions of the courts affecting hotel proprietors. This was briefed by Hon. Tod Lunsford, Muskegon, counsel for the Association, and is of exceptional interest and value.

Henry Bohn, himself one of the original members of the Michigan State Hotel Association, now publisher of the Hotel World, has this to say about hotel conventions:

"The hotel manager should train himself to listen closely, analyze and compare as a discussion proceeds or an address is made, and then and there jot down the thought he wishes to remember and apply."

At the recent meeting in Michigan every man sat at a table and placed

## Hockey Caps

EVERY POPULAR STYLE

C100 Line—Heavy Rope Stitch all wool in all colors. Can be had by the color or assorted	\$ 6.00
C130—Late idea in Knit Cap, with convertible visor. Men's	11.75
C131—Same in Boys'	9.00
C132—Heather Assortment. Seam top and Button	4.50
C145—Standard Color Assortment, Shaped Top with Seam	4.25
C135—Men's "Articap" Assorted	8.75
C136—Boys' "Articap" Assorted	8.25
C138—Men's "Protecto" Assorted	8.75
C141—Boys' "Protecto" Assorted	8.00

### Daniel T. Patton & Company

Grand Rapids, Michigan - 59-63 Market Ave. N.W.  
The Men's Furnishing Goods House of Michigan

# Duro Belle

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.

## 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.

before him were a nice pad and pencil, in order that he might make a definite note of all interesting ideas brought out.

Now, every man knows, that listening to technical points brought out at a meeting is like listening to the funny stories at a vaudeville show—you think you can remember all that interests you, but you can't—hence the evidence of thoughtfulness on the part of Association officials in making this provision.

It is to be presumed that a country hotel should be a sort of civic center for its community, where people can meet each other, whether they are patrons of the house or not. Yet I was told the other day of a hotel man who refused to permit any one except a registered guest to use his telephone. A non-essential citizen, that.

Frank S. Verbeck.

### Helpful Hints For Christmas Advertising.

Written for the Tradesman.

It is good policy for the merchant, in whatever line of trade, to give some thought to his Christmas advertising before the selling campaign actually starts. Advertising is a big help in the Christmas campaign; but it is a hard matter to turn out the right kind of copy when you are busy with the vital matters of selling goods and looking after deliveries.

Take time, therefore, right now to outline your advertising for the three or four weeks of the Christmas campaign. A great deal of your copy, if not all, can be prepared in advance.

Advertising should stress the desirability of early buying; and the first advertisements should be run the last week in November. Here are some paragraphs which can be used from time to time to urge customers to buy early—supplemented of course by specific gift suggestions and actual price quotations. The wording can, of course, be modified to suit local conditions and store policies:

Only 27 Shopping Days Until Christmas.

Gift buying has begun in earnest. Early selling activity promises an extremely busy season. Each day's delay means less of the pleasure that attends Christmas shopping.

Right now there is still ample time for leisurely selections. To-day assortments are at their best. The individual preferences of those you intend to remember with gifts may be more thoughtfully considered. There is ample time for an unhurried choice from the exclusive novelties that seldom last beyond the first few weeks of the selling season.

This one positive assurance we wish to leave with everyone buying or receiving a gift from our Christmas stock—the quality standard of this store has been so rigidly maintained that every article stands forth as the best of its kind—distinctive, exclusive, and notably excelling in intrinsic merit.

Only Two Weeks. from to-day we peep into our stockings! Two weeks of the busiest kind of activity everywhere! The busiest time of the whole year—and the happiest time. Thus far our holiday business has been vastly greater than in any former December.

Can you come early? During the next two weeks our store will be taxed to the limit in the afternoons. You

can help by shopping early in the day; and can get more enjoyment out of it yourself. To finish right you must start right.

Why not shop early, and shop now? The Pleasure in Gift-Giving Largely Rests in Having Made the Right Selection.

Shopping right now offers this advantage. Delay means the hurried, tiresome and frequently disappointing experiences that are inevitable in the days immediately preceding Christmas.

Gift purchasers will find nothing lacking in their requirements from any of our other Christmas stocks. In every article there is that quality which makes the gift from this store highly appreciated.

Again we would emphasize the wisdom of shopping now, and shopping early in the day.

A Lot Remains To Be Done in These Next 9 Shopping Days.

Please carry small parcels now, if you will. It means a finer care and attention to your larger ones.

Those who have adopted the new plan of shopping the very first thing in the morning, many of them beginning at 8 o'clock, are finding that it pays well and is pleasant. The number of such shoppers is rapidly increasing.

A dollar goes much further at 8:30 a. m. than at 3:30 p. m., because you have more time to consider carefully the spending of that dollar.

Victor Lauriston.

When you are tempted to feature seconds or defective goods, bear in mind the fact that your customers will consider quality when using the goods rather than price.

Don't hum or whistle in a department or at a desk; it annoys customers and aggravates your business associates.

We are manufacturers of  
**Trimmed & Untrimmed HATS**  
for Ladies, Misses and Children,  
especially adapted to the general  
store trade. Trial order solicited.

**CORL - KNOTT COMPANY,**  
Corner Commerce Ave. and  
Island St.  
Grand Rapids, Mich.

## GRAND RAPIDS KNITTING MILLS

Manufacturers  
of  
High Grade

Men's Union Suits  
at  
Popular Prices

Write or Wire

Grand Rapids Knitting Mills  
Grand Rapids, Mich.

# Seasonable Specials

Even in the face of the rapidly advancing market, we are listing the **SEASONABLE SPECIALS** below in order to draw your attention to the fact that this is the place to buy your dry goods at the lowest prices prevailing.

### PIECE GOODS

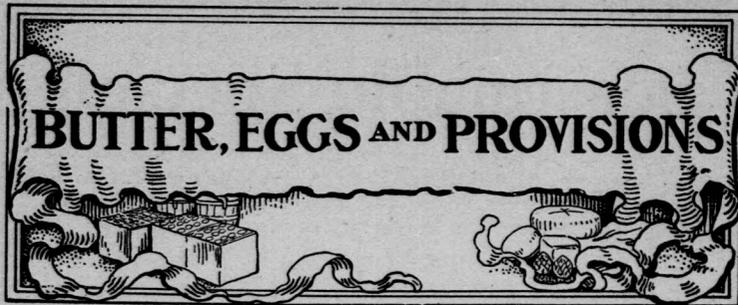
- 27 in. Franklin Light Outinge, a medium heavy quality in nice assortment of stripes, checks and plaids, per yard ----- 13 $\frac{1}{2}$ c  
17 in. Bleached Huck Toweling, 50 yard pieces, per yard ----- 12 $\frac{1}{2}$ c  
Shorts, 9-15 yard pieces, 70 yard bdl., per yard ----- 11 $\frac{1}{2}$ c  
1604-1625—Size 64x78 Esmond Indian Blankets. Indian patterns in bright colors, each ----- \$2.85  
42 in. Pequot Tubing, 10-30 yard pieces, firsts, papered individually, per yard ----- 36c  
32 in. Dorothy Perkins Fine Gingham. A nice assortment of  $\frac{1}{4}$  in. checks in following colors: Blue, Pink, Red, Black, Brown, Green and Lavender, per yard ----- 24 $\frac{1}{2}$ c  
No. 1 Bleached Gauze in Sealtype packages, 10 yards to piece, papered in neat package, per pkg. ----- 80c  
72x90 Parkville Seamed Sheets, an extra special at, per doz. \$9.00  
64 in. Bates Mercerized Damask, per yard ----- 62 $\frac{1}{2}$ c  
72 in. Bates Mercerized Damask, per yard ----- 72 $\frac{1}{2}$ c  
Bates Mercerized Bleached Damask is an extra heavy weight damask with permanent satin finish.  
32 in. Kilburnie Gingham. A nice assortment of Plains, Checks and small Plaids. Full pieces or shorts, per yard ----- 21c  
36 in. Big Injun Bleached Muslin, still at our old price of, yd. 13 $\frac{3}{4}$ c  
Columbia Percales (64x60), Lights and Greys ----- 14c  
Darks ----- 15c  
In lots of 20 pieces or more, half Lts. and half Dks. .... 13 $\frac{7}{8}$ c  
16 in. All Linen Irish Crash, with Red, Blue or White Border 16 $\frac{1}{2}$ c  
In lots of 10 pieces or more ----- 15c  
Black Rock Brown Cotton ----- 14 $\frac{1}{2}$ c  
No. 383—Size 22x44, Double Thread Turkish Towel, an excellent 50c retailer or a red hot special for 39c, per doz. -- \$3.67 $\frac{1}{2}$   
Fancy Turk Towels for Christmas Trade. An excellent assortment of patterns in a towel, size 18x36 in Pink, Blue and Gold, per doz. ----- \$3.75  
Bates 58 in. Turkey Red Damask. A large range of patterns in 20-25 yard pieces, special at, per yard ----- 72 $\frac{1}{2}$ c  
Tico Z, Black Satine, 36 in. wide. In spite of seven mill advances we can sell this number at, per yard ----- 25c  
32 in. Satin Art Ticks, 10-15 yard pieces, 70 yard bdl. Good patterns, per yard ----- 29 $\frac{1}{2}$ c  
32 in. Silk Stripe Shirtings, comes in Blue, Black, Green and Lavender Stripes, per yard ----- 40c  
Shorts' of 12-15 yard pieces, 80 yard bdl., per yard ---- 38 $\frac{1}{2}$ c

### HOSIERY, UNDERWEAR AND FURNISHINGS

- Men's heavy sanitary fleeced Union Suits, weighs 16 $\frac{1}{2}$  to 17 pounds on size 42. Boxed 3-12 doz. Sizes 34 to 46 ----- \$10.50  
Men's "Wrights" part wool Union Suits, silver color. Boxed 2-12 doz. Sizes 34 to 36 ----- \$25.50  
No. 715—Ladies' heavy weight Outing Night Gowns, packed 6 different patterns to each box of 1 doz. Assorted sizes as 16 and 17 ----- \$10.50  
No. 440—Men's fine gauge Cashmere and Cotton Hose. Boxed 6-12 doz. Sies 10 to 11 $\frac{1}{2}$ . Colors, Black, Dk. Blue & Cordovan \$4.25  
Men's tailored flannel Shirts, good make and weight, suitable for present weather, colors Blue, Rich Brown, Med. Grey, Olive Khaki, boxed 6-12 doz. solid. Sizes 14 $\frac{1}{2}$  to 17 $\frac{1}{2}$  \$19.87 $\frac{1}{2}$   
Men's bundled wool Sox, extra heavy, colors, White, Grey and Navy Blue, 1 doz. to bundle ----- \$4.37 $\frac{1}{2}$   
No. 140—Ladies' fleeced lined Hose, made with hem top, 200 needle count, weighs 2 pounds of combed yarn. Black. Boxed 1 doz. Sizes 9-9 $\frac{1}{2}$ -10 ----- \$2.25  
Boys' part wool Union Suits, natural, boxed 2-12 doz. Sizes 6 to 12 ----- \$10.50  
Closing out about 300 Men's Wool and Part Wool Mackinaws, full and half belts, all sizes 36 to 46, Clearance price, each \$6.87 $\frac{1}{2}$   
Men's "Dickey Kersey" winter weight Pants, mostly all wool. All sizes 32 to 44. By as many as you want ----- \$33.50  
Misses' wool flannel Middy Blouses in colors, Red, Green, and Navy Blue. Made of heaviest "Parker & Wilder" XX grade of flannel. Nicely trimmed. Sizes 14 to 20. Each ----- \$3.75  
Children's Bath Robes for your Christmas trade, made of best grade Beacon Flannel, plaids, Pink and Blues, Indian patterns. Sizes 2 to 6 ----- \$16.50  
Sizes 8 to 14 ----- \$21.00

Come and visit us. It will be worth your while.

**GRAND RAPIDS DRY GOODS CO.**  
Wholesale Only



### The Greening of Poultry.

The Tradesman has recently received from Dr. M. E. Pennington a description of a study of the phenomenon of the greening of meat and poultry undertaken while Dr. Pennington was still engaged in the Food Research Laboratory, Bureau of Chemistry, United States Department of Agriculture. The account of the preliminary experiments designed to discover the causes of the green color that accompanies certain forms of decomposition is highly technical. With practical importance the account closes as follows:

"Since intestinal decomposition is responsible for greening in the early stages, it should be possible to inhibit it either by starving the chickens before killing or by feeding them on starchy food alone a few days prior to slaughter. This was found to be the case. A bird which had been fed starch for five days before killing and one which had been starved for 24 hours before killing showed no green color, except in the neck of one starved for 24 hours, after storage for 20 days at 45 degrees Fahrenheit, whereas two birds, which had been killed six hours after the end of a feeding period of four days, during which one received split peas and the other cracked corn, became green over the ribs well within the first fourteen days. Those results were confirmed in other experiments of the same nature.

"The importance of these observations cannot be too strongly emphasized. They suggest a practical method whereby the poultry packer may eliminate a great deal of trouble caused by spoilage of this character. By ceasing to feed 24 or more hours before killing, by chilling the dressed birds to about 32 degrees Fahrenheit, and by holding them at the same low temperature while in his possession he greatly increases his chances of getting full return on his investment. Thus freeing the alimentary canal from micro-organisms and fermenting materials is believed to be preferable to evisceration which under commercial conditions involves extensive contamination of the flesh.

"The decomposition of dressed chickens followed different courses under the different conditions of temperature employed in chilling and holding. Birds which had not been adequately pre-cooled and which were held at room temperature and above seldom exhibited typical green coloration, but became bloated and usually turned a dull blue green. Characteristic greening was most readily obtained in birds which had been pre-cooled to 45 degrees Fahrenheit or below and which were held at about 55

degrees Fahrenheit for six or eight days.

"The green color is due to a change in the hemoglobin of the blood in the capillaries of the skin to the green sulphhemoglobin, as a result of the action of hydrogen sulphide produced by bacteria. Several hydrogen sulphide producing organisms contribute to this transformation.

"Bacteria in the skin or superficial flesh were not necessary for the production of the green color. The first appearance of green, usually over the ribs, was caused by intestinal putrefaction and the consequent production of hydrogen sulphide, which penetrated the thin body wall and acted upon the blood in the capillaries of the skin. It was only in the later stages of decomposition that the bacteria in the skin and flesh were responsible for the green color.

"Green decomposition occurred to a smaller extent in birds which had been starved for 24 hours or more before killing than in those which had been killed shortly after the last feeding period. Greening did not occur in birds properly chilled to 32 degrees Fahrenheit and held at that temperature.

"Penetration of bacteria from the intestinal tract to the flesh occurred only in the bloated birds."

#### A Big Order.

A farmer walked into a country store, accompanied by his wife and ten children, and said to the clerk, "I want to git the hull lot of 'em fitted up in shoes." After two hours of hard work, the clerk succeeded in getting each one fitted, and was beginning to make out the bill. "Oh! don't bother about that," said the farmer. I didn't want to buy the shoes. I just want to get the sizes so's I could order 'em from the mail order house."

### Moseley Brothers

GRAND RAPIDS, MICH.

Jobbers of Farm Produce.

### Profit in front; Profit behind

Your customers stand in front of the counter, you and your clerks stand behind. The goods you sell must profit the customers and you, at one and the same time. This is why a big percentage of the dealers in this territory sell



#### VAN DUZER'S CERTIFIED FLAVORING EXTRACTS

These extracts are double strength not only in flavor, but also in profit to customers and you. Every Van Duzer sale is a Golden Rule sale, with profit both ways. How is your stock of Certified Vanilla, or Lemon, or any of the 21 Van Duzer flavors? Order some more right away, if your stock is low.

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

### Order a bunch of GOLDEN KING BANANAS of ABE SCHEFMAN & CO. Wholesale Fruits and Vegetables

22-24-26 Ottawa Ave.

Grand Rapids, Mich.

WHEN YOU THINK OF FRUIT—THINK OF ABE.

NEED NEW CASH REGISTER? BETTER SEE

### Grand Rapids Store Fixture Co.

7 Ionia Ave. N. W.

Grand Rapids, Michigan

They have a splendid line—both "new and rebuilt."

### THE TOLEDO PLATE & WINDOW GLASS COMPANY

Mirrors—Art Glass—Dresser Tops—Automobile  
and Show Case Glass

All kinds of Glass for Building Purposes

501-511 IONIA AVE., S. W.

GRAND RAPIDS, MICHIGAN

### MILLER MICHIGAN POTATO CO.

Wholesale Potatoes, Onions

Correspondence Solicited

Frank T. Miller, Sec'y and Treas.

Wm. Alden Smith Building  
Grand Rapids, Michigan

SOLD EVERYWHERE

# RYZON

REG. U.S. PAT. OFF.

## BAKING POWDER

Increased leavening power.  
Home-baking insurance  
—no bad luck.

You use less

RYZON-raised cakes  
keep fresh longer.  
The special process  
of manufacture is  
the reason.

RYZON, a slow, steady  
steady raiser, has greater  
raising power. Provides  
home baking insurance—no  
bad luck. You may mix  
batter today. Set in cool  
place, bake tomorrow.

If your jobber cannot supply you  
address 40 Rector St., New York

WE ADVISE PLACING YOUR ORDER FOR

# BLUE GRASS MILK



SAVE MONEY  
NOW

MARKET  
ADVANCING

**KENT STORAGE COMPANY**  
GRAND RAPIDS - BATTLE CREEK  
Wholesale Distributors

**THE CANNING INDUSTRY.**

**Remarkable Growth and Development in Michigan.**  
Written for the Tradesman.

The commercial canning of fruits and vegetables involving the expenditure of over twelve million dollars to the growers alone this year has come to be regarded as one of Michigan's major industries. The past three years has witnessed a rapid development in the State's industry, eleven new plants having been established with a total capital of three million dollars during that time.

There are eighty-seven licensed canners in Michigan, thirty-two of which are in the State's famous fruit belt, extending North from Benton Harbor to Traverse City along the Pere Marquette Railroad. The 1922 pack amounted to 66,169,040 cans of fruit and vegetables or twenty-two for every man, woman and child in the State.

During the height of the season, 8,000 people were employed in Michigan canning factories, with probably twice that number needed to gather and transport the fruit to the plants.

In cherries alone Michigan canners purchased from growers 18,170,000 pounds at an average price of six cents, amounting to \$1,090,200.

Michigan fruit is known everywhere for its superior flavor and quality. The State's fancy fruit can be purchased in nearly every country. Michigan packs include nearly everything, with the exception of salmon and sardines. Even pineapple has been canned on a commercial basis in the State.

The 1922 pack of small fruits only in Michigan was as follows:

Fruit	24 cans to case	Value
Gooseberries	36,962	\$30,841
Black Raspberries	95,133	253,472
Strawberries	71,966	260,763
Red Raspberries	3,386	18,331
Black Berries	21,914	57,756
Cherries	860,033	1,663,356

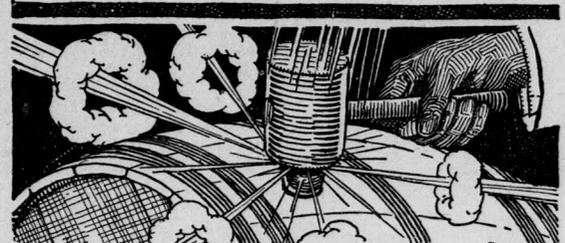
Total value -----\$2,284,509

With all of the development which it has made, the industry has been handicapped in the past because of failure to co-operate properly. Few individual canners have found it possible to conduct research departments. It is only within the last three years that the canners working through their Association have been able to employ chemists and experts of vari-

ous kinds to standardize the packs and draw up specifications for Michigan canned goods. More real progress has been made during the past three years than the decade previous.

While the Association is working out the research problems and bringing about standardization methods, the fact that many of the commercial canneries are small companies has made the proper financing of the industry difficult. The average Michigan canner has not been successful, financially. Nine times out of ten, he was a farmer before he was a canner. The successful canner must not only be a good manager, but he must know how to buy as well as how to sell. He must be an expert on horticulture, as growers seek advice on spraying, fertilizing and other problems which confront them. The Michigan canners have been pitted one against the other by brokers and buyers in hammering down the market and, as a consequence, they have frequently failed to make profits and have lacked the financial assistance necessary to properly develop. Small canners have frequently been compelled to dispose of their goods quickly and at unsatisfactory prices to secure finances to continue the season's pack.

What Michigan needs to-day is another California Packing Company. A few mergers which would bring the most of the canning factories under one or two heads and provide sufficient capital to permit untrammelled development of the industry would prove a wonderful asset to the Michigan fruit growing industry.



**PLUG UP THAT HOLE!**

**D**ON'T build chain stores and mail order houses by handling merchandise that is sold to any retailer of groceries on a better basis than same is offered you.

For your protection in all territories our merchandise is offered to all retailers of groceries on the same basis, through recognized grocery jobbers only.

**SKINNER'S**  
MACARONI PRODUCTS *Omaha, U.S.A.*

**You Make Satisfied Customers when you sell "SUNSHINE" FLOUR**

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

**Genuine Buckwheat Flour Graham and Corn Meal**

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

**ONIONS**

When you want fancy red or yellow globe onions, in any quantity, get in touch with us. We will take care of your needs to your complete satisfaction.

**Vinkemulder Company**  
Grand Rapids, Michigan

**Half the Way—**

National advertising has gone half the way in selling **FLEISCHMANN'S YEAST.**

Everywhere people are talking Yeast, thinking Yeast, eating Yeast.

Yours is the simple little task of going the rest of the distance—Finish the sale of

**Fleischmann's Yeast**

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

Receivers and Shippers of All

**Seasonable Fruits and Vegetables**

The prosperity of Michigan, particularly Western Michigan, depends to a large extent on the canning industry, as without it fruit raising in its present magnitude could not exist.

The canning industry has suffered considerably through the activities of promoters who have reaped a large harvest in Michigan. Every now and then we hear of a new promotion scheme. A canning factory is a welcome addition to the industries to every city and village, and frequently sites and bonuses are offered in order to make a market for the products of the surrounding country, and the people eagerly take up with promotion schemes.

Popularization of Michigan brands of canned goods through a concerted campaign of advertising throughout the country is the next big step in the program of Michigan canners. The South is a fertile field of developing business. Surprising as it may seem, there are many large wholesale grocers South of the Ohio River who have never handled canned cherries and few other canned fruits.

A survey made in 1919 showed that one retail grocer out of every twenty-three in Michigan handled Michigan canned goods. Three years later this condition was found to be reversed. Due largely to high freight rates, only one in twenty-three failed to carry Michigan canned products. Even at this rate only five per cent. of the State's output is consumed in Michigan.

With many world markets opening up, the commercial canning industry of Michigan, if properly handled, has a great future. The surface has only been scratched at present. The Association is accomplishing big things and with the industry properly financed, the next few years will see some important developments.

A. R. Todd,

Sec'y Michigan Canners Association.

#### Some Reflections on the Outcome of Election.

Detroit, Nov. 13—The recently demonstrated evidence of an overturning in the political sentiment of the voters of the Nation was not particularly a revolt against the Republican party as a party, but rather against individual representatives of that vast organization who had been weighed in the balance and found wanting.

What was the real cause of this enormous defection and the real reason for the infliction of this punishment?

To be sure, even before the campaign was ended party organs of the dominant organization began to prepare an alibi in the expectation that

what seemed inevitable would happen.

The boast of a monopoly on efficiency was most frequently made by the party in power, but the evidence presented was most assuredly to the contrary.

Lack of leadership was one of the great factors, but lack of individual initiative was the weakness and could have been charged more consistently.

The aftermath of the kaiser's war was a legacy inherited by our President and a tremendous handicap, but even he might have surmounted this great obstacle had there been less politics and more statesmanship displayed by the members of both houses of Congress.

The latest fiasco, wherein the people's representatives, for the purpose of squaring themselves with the electorate, passed a soldiers' bonus act and then trusted to the executive to nullify their action by his veto power, was but one scene in the drama. Neither did the President's plea of poverty when vetoing the act meet with much greater favor than the cheap congressional subterfuge in passing it, especially when in almost the same breath word was sent out that a special session of Congress would probably be called for the purpose of hastening through the ship subsidy bill, conveying the idea that though the treasury was too empty to pay a debt to the soldiers it was not too bare to grant a subsidy to the shipping trust.

The promise to reduce taxation by the practice of economy in public expenditures was but another of the public pledges the sincerity of which the public were led to believe would result in unhorsing an army of barnacles who had attached themselves to the public crib, and which was never carried out, and the utter failure on the part of the Government to preserve for the people the benefits they reasonably expected to derive from the enforcement of the eighteenth amendment were sore spots hard to heal, but the crowning blunder was the passage of the Fordney-McCumber tariff bill, which the press of the country almost unanimously condemned as truckling to monopolists and profiteers, for be it remembered that less than 10 per cent. of the vast sum which this tariff compels the American consumer to pay reaches the Federal treasury, though it is estimated that at least three thousand millions of dollars will be filched from the pockets of the public.

The new tariff will undoubtedly raise the already excessive cost of living, for the rise in the price of commodities is already apparent, and this species of profiteers has hardly begun to turn on the screws.

The excessive advance in the tariff schedule, now regarded as almost prohibitive, will not increase the Government revenues, and the prohibitive features will prevent shipments to us from countries who must depend on exports to pay off their indebtedness to us.

These were but a few of the many reasons which the voters utilized as a justification for their defection.

Congress lacked leadership or any well-defined plan for the easing off of

## 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.**



Why not control  
in your town, the  
exclusive sale of  
the finest line of teas  
and coffees in the  
country?

Write us about  
our **SOLE AGENCY**

**CHASE & SANBORN**  
CHICAGO



#### HOW REAL are the benefits

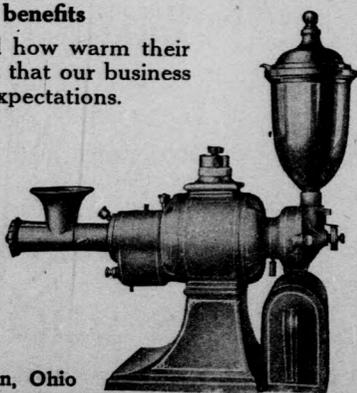
that merchants have received and how warm their gratitude is best shown by the fact that our business keeps on increasing beyond our expectations.

Thousands of our machines are serving the trade today.

Thousands of merchants have doubled their Coffee sales in ONE MONTH. Why not you? Make your coffee department pay good profits.

Let us tell you how to do it and on our easy paying plan.

**B. C. HOLWICK (Maker)**  
Dept. F. Canton, Ohio



public burdens, and justified the oft repeated assertion that its composition was the most worthless of that of its predecessors for a quarter of a century.

If the crushing defeat administered will prove an object lesson for Congress it will be worth the cost. There is yet time if used with frugality to rectify some of the errors made, especially for such as apologized on their past lack of achievement and promised much if they were re-elected.

Some day some representative in Washington will discover that the Federal Government is still being operated under stage coach methods and enunciate some sane program of reform, which will appeal to its citizenship.

For instance, candidates for office were chosen on the issues as they stand in this November, 1922, but under normal conditions the Senators and Congressmen chosen at the recent election will not begin functioning until December, 1923. For approximately thirteen months these officials-elect remain out of office, subjected to all sorts of influences private and selfish, getting a very limited view of public affairs, unless they were elected to succeed themselves.

In the meantime the old Congress, now largely discredited, retains its power to create jobs for lame ducks, make appropriations and pass laws animated by a grudge over their failure to secure re-election.

Now all this delay in assuming the regalia of office might have been justified in the days when it took weeks to notify a candidate of his success and much longer to transport him to the halls of Congress, but there is no reason for it now.

Note the ease with which England dismisses an old parliament, holds an election, and sets the new law making body at work at once, and who shall say that with all our up-to-date methods and our general disposition to speed up we cannot with satisfaction do as well as Great Britain.

The original constitution was adopted at a period when railways, telegraphs, steamships and automobiles were unknown, but it might be well to tack on an amendment at least declaring that we are now living and operating in the twentieth century.

Who will be the Moses to start the ball rolling more speedily?

Some blooming idiot at the next session of Congress will, undoubtedly, take it upon himself—upon the plea that the cancellation of the allied war debt to this country will enhance the price of buckwheat to seriously contemplate some definite action on the proposition.

If he does he will never live to hear the last of it, for many millions of Americans, who demonstrated at the recent election that they are heartily sick of bunk, will put on their war paint and do things.

The war loans were wished upon the public by Congress—that is a certain percentage of the grand total was—but another large percentage was made illegally, without any legitimate sanction, and the tax payers are not going to meekly submit to their abrogation.

At the time the loans last referred to were made the European governments were all advancing proposals for the cancellation of their debts to the United States. That is, Mr. McAdoo was illegally pouring good billions into the rat hole into which he had placed other millions, knowing that the nations to which we were lending the money were hoping, planning and expecting to cancel these loans without paying them.

Yet in the face of these perfectly obvious facts our Government—McAdoo—did go on, absolutely without warrant of law, advancing other hundreds of millions of dollars, extracted from the pockets of American citizens through the sale of liberty bonds, subscribed for "until it hurt."

Out of this war the United States reaped nothing except death and misery, and she has never in her moments of greatest depression even thought of repudiation. On the other hand, when the final treaty was completed, England had added several empires to her domain, including colonies East, West and South, not to mention an enormous tonnage of merchant vessels and the taking over of the great German banking system that prior to the war had spread everywhere.

On the other hand, the United States got nothing. No indemnity, no reparations, no territory.

Frank S. Verbeck.

## 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

# Advertise Your Store

Use the manufacturers' advertising to advertise your store by stocking nationally known merchandise.

Selling well known brands gives you a reputation for dealing in quality goods as nationally advertised products must be backed by quality.

# K C

## Baking Powder

Same price for over 30 years

# 25 ounces for 25¢

nationally known—highest quality—enables you to offer your customers a real baking powder bargain—under-selling your outside competition.

Besides, the price is established.

### That Protects Your Profits

Millions of Pounds bought by the government.

Reduction in freight rates July 1, passed on to the trade in reduced list prices on K C

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



### Gabby Gleanings From Grand Rapids.

Grand Rapids, Nov. 14—Some creature, bent on destruction, has mutilated a number of M11 signs between Manistee and Ludington. If the work of a beast, it ought to be hunted down and destroyed. If done by man, he should be confined. To the stranger, the tourist who spends his time and money in Michigan there is a meaning in this malicious practice. Upon his mind is stamped this warning: "Proceed with caution, oh, stranger. Yet make haste while traveling through these parts. Guard well your family, your pocketbook and your property, for there is a brute at large in our vicinity whose acts are contemptible. We fear even for our own safety."

When the hunting season opened some weeks ago E. L. Fritz, druggist at Muskegon Heights, was prevailed upon to handle hunting licenses. About that time G. O. Currey, an old advertising man, strolled in and casually remarked that more sporting goods were sold after 6-at night than during the entire day. Mr. Fritz, acting upon the suggestion, immediately ordered a quantity of guns, ammunition and other goods for sportsmen. He was so sure of Mr. Currey's judgment that he spent \$1,600 in display cases to accommodate the new line. During the first fifteen days over 100 licenses were sold. The average weekly sales of loaded shells alone is 4,000. About twenty-five guns have been disposed of so far. Next spring a line of fishing tackle will be shown equal to that of any big town store. Mr. Fritz is an authority on hunting and fishing tools and how best to use them. At this writing he is in a hunting lodge near Lake Superior and will, no doubt, return with a nice buck deer as usual.

Although it is an open secret that the business lives of traveling salesmen are not so rosy as they might be, it is doubtful if many persons realize the number of things that rise to plague "knights of the grip" in the course of their rounds. Many interesting examples of these things could be compiled by salesmen under the general title of "Embarrassing Moments We Have Known." Take a recent experience of a well known hosiery salesman which, although it ended all right, caused him considerable mental anguish before that happy result was reached. "I took a new job a few weeks ago," he said, "and on the first trip out the sales manager thought it would be advisable to go along with me. I did not like the idea very much, but of course it was not up to me to say so. We were under instruction from the head of the business to push certain lines of semi-novelty that had not been selling very well, and I was all primed up with selling talk along that line. The first buyer we ran up against knew the sales manager and greeted him profusely, but he gave me a kind of 'Who-is-this-fellow?' smile. "I felt in my bones that something was going to happen that would not be very pleasant for me, but I took a deep breath and waded in. Afterward the sales manager was good enough to tell me that I pulled off some of the best selling talk he had ever heard, but so far as the buyer was apparently concerned I might just as well have been a money on a stick. All the time I was talking he kept up a run-

ning fire of comment to the sales manager, asking him where he ever picked me up, if I was the kind of salesman the firm was hiring nowadays and a lot of other things calculated to make a man feel red, if not see red. However, I said my say right to the last word, and when I had finished he told me to make out an order for so many dozens of one number, so many of another, etc., until it represented a very tidy sum in the aggregate. "I learned from the sales manager later that this was the buyer's usual way of dealing with a new salesman and that if a man could not be made to quit by the running fire of 'kidding' he kept up, he was pretty certain to land some kind of an order. It happened in my case that I had what he wanted at the right price, and he probably would have placed the order anyway. However, he certainly gave me the most uncomfortable half-hour I have ever experienced."

It being Armistice day the attendance at the You-See-Tea Club in the Pantlind Saturday noon was less than usual. The opening was solemn and impressive in commemoration of that eventful day four years ago. In place of the song, America, everyone stood in silence with heads bowed down for a full minute. President Lawton called the names of several ex-service men who were present and each responded. W. B. Lusk told a story that brought applause. Capt. W. N. Burgess surprised even his most intimate friends by making a short, carefully worded speech appropriate to the day. Postmaster Charles E. Hogadone was the principal speaker. Some of the things he said about assisting the department when affixing postage stamps, a sufficient number and in the proper place, was a surprise to many. He described the "bone-table," where all mail not properly stamped and addressed must be deposited until such time as someone can give special attention. This explains many delays in deliveries that carriers are often blamed for. Carelessness and "passing the buck" to the postoffice is an expense to the Government that few people are able to realize and that which causes endless trouble and annoyance to both sender and the one who eventually receives mail improperly marked. Mr. Hogadone's remarks were both interesting and instructive. He made no complaints, held no grievances, but told in a very simple way how to obtain the best service from that greatest of all Government departments, the postal service.

With potatoes 30 cents per hundred pounds and other farm produce in proportion, how long will it be profitable for traveling men to visit Northern Michigan towns? Hotel bills average \$4 to \$5 per day. Two dollars is not unusual for a room with running water and \$3.50 for one with a bath.

"Errors in proof-reading are excusable at times, but when a printer divides such words as a-long, fus-sed, us-ed, etc., it is time to quit," said a member of the U. C. T. who was asked to subscribe for a "small town" weekly. All the above errors appeared in a single issue. Many a sale is lost before the prospective customer is approached.

H. P. Qacquemain, district manager

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

**OCCIDENTAL HOTEL**  
FIRE PROOF  
CENTRALLY LOCATED  
Rates \$1.50 and up  
EDWARD R. SWETT, Mgr.  
Muskegon Mich

### Western Hotel

BIG RAPIDS, MICH.

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

A good place to stop.

American plan. Rates reasonable.

WILL F. JENKINS, Manager.

### 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

### HANNAFORDS NEW CAFETERIA

9-11 Commerce Ave., or  
45 Monroe Ave.

For The Past 10 Years

Prop. of Cody Hotel Cafeteria

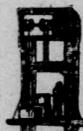
### CUSHMAN HOTEL

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.

### 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, refurbished and redecorated throughout.

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

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

J. T. TOWNSEND, Manager.

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

## Citizens Long Distance Service



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

20,600 telephones in Grand Rapids.

Connection with 150,000 telephones in Detroit.

USE CITIZENS SERVICE

CITIZENS TELEPHONE COMPANY

# TAKING INVENTORY

The time will soon be here. Let us tell you just how we can help you.

Phone or write for our story

**BARLOW BROS.**

59-63 Market St., N. W.

Citz. Phone 51505

of the Liggett & Meyers Tobacco Co., has located in Grand Rapids, coming here from Lansing, where he still holds membership in the U. C. T. Two other men, Garrett Zonnevelt and John Heemstra, representing the same concern, travel out of Grand Rapids.

The entertainment at last week's You-See-Tea meeting was provided by Marian Lypps, daughter of Walter Lypps. Those in attendance were so delighted with her singing and dancing that she was elected to membership with dues paid for a lifetime. Miss Lypps is the first and only lady member of the Club.

B. S. Hanson, sales manager of the Challenge Machinery Co., Grand Haven, started Saturday on a five weeks' trip to the Pacific coast. He will visit St. Paul, Winnipeg, Vancouver and other Northern cities, stopping at New Orleans and St. Louis on the return.

The Russell House, at Cadillac, will soon have a new entrance from Main street. The cafe is now open and very substantial, well cooked meals are served for a reasonable price. Noonday luncheon is 65 cents. Below is the Sunday dinner bill at 75 cents:

Oyster	Cocktail
Soups	
Puree of Pea	N. Y. Style, Chicken Broth
Celery	
Milk Fried Spring	Chicken
Fresh Baked Ham with Dressing	
Apple Sauce	
Roast Beef	Brown Gravy
Potatoes	
Escalloped	Steamed
Creamed Rutabaga	Buttered Carrots
Combination Salad	
Date Pie	Apple Pie
Pear Pie	
White Bread, Graham Bread, Rye Bread	Cocoa
Tea	Coffee
•Iced Tea	Milk

Two business men were talking about a salesman who had made a record. "Yes," said one, "he has made big sales this year, but I wonder how long he can continue doing the work." "Why?" "Because he makes people buy instead of making them want to buy." In that last sentence is a whole book of wisdom for every salesman. Every salesman should ask himself: "Am I making them buy goods, or am I making them want to buy my goods?" It is one thing to cram goods down the throat of the customer. It is another thing to handle him so that he will reach for the goods himself.

The Petoskey Portland Cement Co. has earned and declared the 2 per cent. quarterly dividend payable Jan. 1. The company has less than 2,000 barrels of cement on hand, due to the outlet furnished by the boats owned by the associated corporation, the Petoskey Transportation Co. The latter has earned and declared the 4 per cent. semi-annual dividend payable Jan. 1. It will also pay a dividend on the common stock at the same time—amount to be decided later. The controversy between the officers of these companies has been settled amicably by the retirement of A. B. Klise and the election of J. B. John as President of the Cement Co.

The town of Honor is certainly in a class by itself. A Grand Rapids jobbing house undertook to make a shipment to Honor one day last week. It was told by the P. M. agent here that there was only one train a month into Honor—a train on the Manistee & Northeastern which runs from Interlochen to Empire.

The Bos Leather Co. and the Hoekstra Shoe Co. will remove from 744 Wealthy avenue to the second floor of the Barnhart building, directly above the Tradesman Company—Dec. 1.

Alex N. MacDonald and Steven G. Eardley have organized the National Detective Bureau, which is located at 333, 334 and 335 Houseman building. Mr. MacDonald was on the local detective force for twenty-five years. Mr. Eardley has been an investigator for the past ten years.

The U. C. T. dances this year have started off with a bang. The first dance of the season was held on Oct.

28, with a much larger attendance than was expected, about 150 being present. Cider and doughnuts were served and enjoyed by all. The second dance of the season's series of dances was held last Saturday, Nov. 11, with a special armistice party, with a much larger attendance than the first, about 200 being present. The hall was most beautifully decorated for the occasion, with flags loaned through the courtesy of the Herpolsheimer Co. The orchestra was placed in the center of the hall, surrounded by palms, which added much to its attractiveness. The Roseland melody orchestra rendered the same kind of good music which was so much talked of by all who attended the first dance. Favors were passed out by the committee—paper umbrellas to the ladies and paper whistles to the men, which helped to make things merry. Porto and wafers were served gratis by Bates & Bates, State representatives for the Porto Fruit Products Co., of Portland, Oregon. Porto is a delicious fruit punch made in six different flavors and was greatly enjoyed by all. If you don't believe that Porto is a wonderful drink, ask our worthy senior Counselor, Jim Bolen, and Sam Huldung, representative of the Valley City Milling Co. Bolen had about five glasses of each flavor and Sam was a close second; in fact, they only danced about two of the fifteen dances. The remainder of the time was spent over the punch bowls. Our next dance will be held Nov. 25. Come on, all you travelers and get busy. We want to see you and your friends at the next dance, which will be a special Thanksgiving party.

The Hazeltine & Perkins Drug Co. has had a large representation of expert workers at its Branch 1, at Manistee, at times during the past two weeks, including Wilson Hutchins, W. O. Gladding, Hazel Riley, Benj. Hartford and Orrie Van Ostenbrugge. A. L. Jackson, of Muskegon, who negotiated the transfer of the wholesale drug stock of the A. H. Lyman Co. to the Hazeltine & Perkins Drug Co., was present most of the time during the transfer of ownership.

David Drummond (Brown & Sehler Co.) was quite elated this week to receive an application for a charter for a Bob Tailed Cat Club from Johannesburg, South Africa. Dave's income from this source is sufficient to keep his coal bin full all the time. A charter costs him only a few cents and he receives \$25 apiece—quite a respectable profit on each transaction which harks back to the profiteering days of war time.

The Wolverine Carton Co. was organized Tuesday with a capital stock of \$300,000 preferred stock and 30,000 shares no par stock. The company will engage in the manufacture of paper boxes on a large scale.

The best string of wild ducks seen around Traverse City so far this season was bagged by Jim Hendryx and a couple of his friends from Cincinnati, where Jim used to live.

There were red-heads, green-heads, Canvas-backs and yellow-legs.

Blue-wings, black-wings and white-wings, too.

"We didn't take the limit," said Mister 'Jim.'

"Though we did get quite a few."

Mr. Hendryx is the author of many popular books. His best sellers deal with Western life. During the closed season he is a very busy man. In addition to writing stories, he supervises a farm of 120 acres on Grand Traverse Bay, part of which is in cherries. By way of recreation he selects a subject, gets a copyright and works out a hair-raising movie. Books by James B. Hendryx are sold by all Grand Rapids dealers. A number of his pictures have been shown here during the past two years. Scenes from these pictures sort of stay in your mind. In each of his books there is a moral. Though teeming with modern slang, they are purely

American. Sort of touch the heart, you know. Mr. Hendryx is intensely human. That's why people call him "Jim." John B. Olney.

#### How Henry Ford Destroys His Grocery Competitors.

Detroit, Nov. 14—First class sliced bacon at 30 cents per pound or 25 cents per pound unsliced is drawing many Detroit housewives to the ford butcher shop plant. While intended for employes only, the ford grocery, meat market, shoe and clothing stores are open to the public. Between 8 a. m. and 8 p. m. the ford stores look like a ticket office for a world's series baseball game.

A queue of customers begins to form an hour before the stores open. At 8 o'clock on a recent morning it extended nearly a block. The butcher shop last month sold 235,000 pounds of meat.

"Cash and carry" prevails. The store rooms are arranged much like a country bank with a long counter the entire length of the room. Every commodity is put up in packages of standard weight or number of pieces and, as nearly as possible, each article is ready to hand over to the customer without a second wrapping. One buys a dozen eggs, a peck of potatoes, twenty-five pounds of sugar, a pound of butter—no split dozens or half units.

On entering an attendant hands the customer a tag. As each purchase is made the salesman pencils in the amount. When the purchasing is finished the tag is presented to a cashier who foots the items, takes the money and stamps the tag "Paid." The tag then becomes one's pass for getting out of the back door where another attendant takes up the tag and deposits it in a large box, as a sales record.

As an influence in holding prices down in the vicinity of ford's plant these stores are important. They are not operated to drive others out of business nor to make large profits but, as an official says, "to keep prices where they should be." Five miles from the plant in Detroit potatoes were selling at 30 cents a peck, a mile from the plant 21 cents and in the ford store 17 cents. Ford creamery butter is on a par with the best in Detroit, at a differential of from 8 to 15 cents per pound. Really fresh eggs at the ford grocery are 34 cents per dozen—down town from 55 to 70 cents.

Ford's sugar price is \$1.70 for twenty-five pounds or 7 cents per pound, and he sells a very good grade of coffee for 28 cents. A good grade sirloin steak can be had for 20 cents per pound.

A custom made men's all wool suit for \$25 is an attraction in the clothing store and a good grade calfskin shoe at \$3.50 can be had in the shoe store. The latter is adding such lines as children's galoshes.

An interesting feature of the ford stores is the "assembly line." Ford has applied the principle of assembling cars to the grocery. Figures on the number of customers a salesman are not available, but the ratio must be very high for the salesman wastes not a minute making out sales slips or running to and from a cash register. The tag system eliminates all this as well as saving the time of the customer.

As a simple accounting system there are many advantages. Each salesman pencils his number in a column opposite the amount of each sale. Cashier needs no cash register because the total of tags bearing each cashier's stamp taken out of the "ballot box" at the exit must agree with her total cash at the end of her shift. Cost of goods plus salaries and allowances for rent, light and heat costs must equal total receipts for any given period. If the total receipts exceed total costs for a period prices are lowered during the next period and vice versa if the opposite proves true.

#### Market For Canned Foods Satisfactory.

The canning season has closed for 1922 in fruit, fish and vegetables. The canning of meats continues all the year round.

There is canning of apples which is carried on sometimes until Jan. 1 from barreled stock. Such stock is not dear this season and the price of No. 10 pie apples is fairly good. I understand that apple canning is still in progress in a limited way.

Then there is the canning of pork and beans, red kidney beans, hominy and what is known as soaked peas and lima beans which is called winter canning. The canning of pumpkin is also protracted sometimes until Jan. 1 from stocks that are stored in frost-proof warehouses before the freezing weather begins.

Kraut is sometimes canned all during the winter as it is cured in great tanks or vats and may be taken from the vats and sealed in cans whenever the curing process is completed.

The canners have for three years past been hampered and embarrassed by the adoption of a policy on the part of wholesale grocers not to buy canned foods for future delivery. It was not completely carried out by the wholesale grocers, but was adhered to in 1920 and 1921 too rigidly for the profit and comfort of canners who were thereby compelled to carry and finance a large proportion of their output. This year (1922) however, owing to the reduction of planting acreages and the very low opening prices for canned foods, wholesale grocers began to revert to the old policy and method and considerable futures were bought and sold and as the market showed firmness and even an advancing tendency all during the canning season, there was much more early buying than for the two previous years.

This change has largely converted the canned foods market into a sellers' market and is enabling canners to ask and get a profit on their output whereas conditions in the two years previous were such that no profit could be made.

Altogether the canned food market is in a satisfactory situation and manufacturers, wholesalers, and retailers are all making a modest profit percentage and selling canned foods freely.

One matter for congratulation is that the agreement between the Western Canners' Association and the two big wholesale grocers' associations of the United States, viz., the National Wholesale Grocers' Association and the American Wholesale Grocers' Association, by which a form of contact was approved to be used in the sale of canned foods for future delivery was formulated and approved.

This agreement establishes a basis of friendship and confidence, admitting the justice of a pro rata delivery contract and placing the canners on honor as to its fulfillment. In this way a condition of acrimonious contention between canners and wholesalers which has caused strained relations and unfriendly attitudes for many years, has been at last adjusted.

John A. Lee.

**Proceedings of the St. Joseph Bankruptcy Court.**

St. Joseph, Nov. 6.—In the matter of William M. Traver, bankrupt, of Hartford, the trustee filed a report, showing that the canning factory at the latter place was free and clear of all liens and mortgages, so that the sale could take place on the day of the adjourned meeting of creditors, Nov. 25, at the referee's office.

In the matter of Cornelius Brown Co., a corporation of Hopkins, the inventory and report of appraisers was filed, showing assets of the appraised value of the sum of \$1,053, whereupon an order was entered by the referee directing William Watkins to sell the property of the bankrupt estate at public auction at Hopkins at 10 o'clock on Monday, Nov. 20.

Edwin N. Henningson, a farmer of Hopkins township, Allegan county, filed a voluntary petition and was adjudged bankrupt and the matter was referred to referee Banyon. The schedules of the bankrupt show no property above his statutory exemptions and the following are listed as creditors:

New York Life Insurance Co., New York	\$ 565.00
Michigan Mutual Life Insurance Co., Detroit	185.00
Farmers Savings Bank, Sevea City, Iowa	5,658.88
	\$6,318.88

Nov. 7. Based upon the petition of the Telephone Maintenance Co. and Central Electric Co. of Chicago, and Lion Electric Manufacturing Co., Inc., of New York, the Earl Electric Co. of Benton Harbor, formerly doing business as Earl & Miller, was adjudicated a bankrupt and the matter referred to referee Banyon, who was appointed receiver by the District Judge, pending the first meeting of creditors. An order was entered directing the president of the bankrupt to prepare and file schedules within three days.

Nov. 8. The special meeting of creditors of the Palace Lamp Co., bankrupt, of Benton Harbor, was held at the referee's office and the trustee's third report and account, showing total receipts of \$3,027.14, considered and approved and allowed. The offer of the Farmer's & Merchants National Bank of Benton Harbor of \$1,500 to compromise and settle all claims was considered and, there being no objection, the same was confirmed by the referee and the trustee directed to execute the proper papers to carry the same into effect. A first dividend of 20 per cent. was declared and ordered paid on claims filed to date. The first order of distribution was entered and the meeting adjourned for thirty days.

In the matter of Riley W. Schaeffer, bankrupt, of Sturgis, the inventory and report of appraisers was filed, showing property of the appraised value of \$8,243.06, consisting of a stock of hardware at Fort Wayne, Indiana. An order was made by the referee directing the trustee to dispose of the stock at public sale at the store formerly occupied by the bankrupt at 125 Columbia street, in the city of Fort Wayne, Nov. 23.

Nov. 9. The schedules of the Earl Electric Co., bankrupt, were filed, showing creditors as follows:

Secured Creditors.	
City of Benton Harbor	\$ 34.86
Farmers & Merchants National Bank, Benton Harbor	3,520.00
Leo Berhman, Coloma, chattel mortgage	770.00
	\$4,359.71

Unsecured Creditors.

B. H., St. Joseph Ry. & Light Co., Chicago	\$425.00
Peerless Paper Co., Chicago	3.87
J. C. Ayers, Benton Harbor	10.00
Novelty Lamp Shade Co., Cleveland	35.90
Brant-Dent Co., Watertown, Wis.	244.19
Travelers Insurance Co., Hartford	10.65
Colonial Lamp Co., Chicago	19.30
Hahan-Rodenberg Co., Springfield	60.00
Hurley Machine Co., Jackson	20.81
Porter Cut Glass Co., Chicago	60.60
Butler Bros., Chicago	50.00
Iron & Brass Works, Chicago	15.00
Play-O-lite Co., Worcester, Mass.	39.32
H. Norwood Co., Chicago	147.00
Russell Electric Co., Chicago	12.14
Owen Walsh Mfg. Co., New York	44.10
Libbott-Thomas, Inc., Detroit	55.55
Herald-Press, St. Joseph	30.90
Fisher Print Shop, St. Joseph	8.90
Lion Electric Co., New York	377.20
General Electric Co., Chicago	304.81
Phoenix Light Co., Milwaukee	83.09
National X-ray Reflector Co., Chicago	112.83
White Sewing Machine Co., Cleveland	80.00
Commercial Electric Supply Co., Detroit	180.00
C. J. Litscher & Co., Grand Rap.	7,127.00
R. Williamson & Co., Chicago	243.72
L. Paut & Co., New York	258.30
Chicago Radio Laboratories, Chicago	65.37
Sheffield Drug Co., Benton Harbor	4.80
L. E. Merchant Co., St. Joseph	15.00
Hovey Auto Sales Co., Benton Harbor	24.84
Electrical Heating Appliances, Chicago	8.55
Beattie-Bernard Press, Benton Harbor	46.60
Pittsburg Lamp Brass & Glass Co., Pittsburg	221.86
Johnson & Young, Benton Harbor	4.75
Bacon Lamp Co., Chicago	118.50
Seiber Oil Co., St. Joseph	187.91
News-Palladium Co., Benton Harbor	130.42

South Bend Electric Co., South Bend	100.00
Premier Radio Mfg. Co., Philadelphia	3.43
Bradford & Co., Inc., St. Joseph	27.07
Gill Glass Co., Inc., Philadelphia	3.60
Huntington Chemical Co., Huntington, Ind.	6.87
Mesner Motor Co., Benton Harbor	32.70
	\$11,057.85
Assets.	
Stock in trade	\$1,200.00
Cash on hand	21.50
Machinery and tools	25.00
Fixtures and personal property	505.00
Accounts receivable	321.00
Total	\$2,072.61

An order was made by the referee, calling the first meeting of creditors at his office Nov. 21 for the purpose of proving claims, the examination of the officers of the bankrupt, the election of a trustee and the transaction of such other business as may properly come before the meeting. The petitioning creditors filed a petition for the appointment of appraisers prior to the first meeting of creditors, which petition was granted by the referee.

Nov. 10. In the matter of Earl Marcy, bankrupt, the final meeting of creditors was held at the referee's office and the trustee's final report and account, considered and approved and allowed. Administration expenses to the amount of \$423.73 were ordered paid and a first dividend of \$425.19 declared on claims filed since the declaration and payment of such dividend. A final dividend of 13 1/10 was declared and ordered paid on all claims filed to date, making total dividends of 23 6/10 per cent. The final dividend list of creditors was filed and the final order of distribution entered. The trustee was authorized not to interpose objections to the bankrupt's discharge. Creditors having been directed to show cause why a certificate should not be made by the referee recommending the bankrupt's discharge, and no cause having been shown, it was determined that such favorable certificate be made. The meeting was adjourned without day.

George H. Titus, a farmer residing near Otsego, Allegan county, formerly of Salina, Kansas, filed a voluntary petition and with it a pauper affidavit and was adjudicated a bankrupt and the matter referred to referee Banyon. The schedules of the bankrupt disclose no assets except household goods of the value of \$156 and claimed as exemptions. The referee before proceeding with the matter requested deposit for costs. The following are listed as creditors:

A. J. Hollingst, Salina, Kansas	\$105.00
A. Gehr, Salina, Kansas	60.00
Bulkeley Bros., Salina, Kansas	11.75
Dr. C. M. Jenn, Salina, Kansas	235.00
Steeffel Bros. & Co., Salina, Kansas	5.00
Haggart & Cawthrop, Salina, Kas.	6.00
State Bank, Brookville, Kansas	174.97
National Bank of America, Salina, Kansas	147.00
I. N. Sondergard, Brookville, Kas.	96.00
Dr. W. E. Fowler, Brookville, Kas.	70.00
C. M. Geiger, Breckville, Kansas	60.00
Planters State Bank, Salina, Kas.	75.00
A. C. Larsen, Bennington, Kansas	90.00
George S. Watters, Brookville, Kas.	450.00
P. W. Shaffer, Salina, Kansas	60.00
Amos Godfrey, Salina, Kansas	127.00
National Bank of America, Salina, Kansas	104.00
Henry Eberhardt, Salina, Kansas	70.00
William P. Titus, Salina, Kansas	550.00
Mrs. C. I. Titus, Salina, Kansas	350.00
M. G. Rogers, Salina, Kansas	81.14
	\$2,927.86

Nov. 11. In the matter of H. H. Roth, bankrupt, of Penn, Cass county, the ad-

journing first meeting of creditors was held at the referee's office and the trustee's first report and account, showing total receipts of \$1,121.10, were considered, approved and allowed. A first dividend of 5 per cent. was declared and ordered paid on or before ten days from date. The first order of distribution was entered and the first dividend list of creditors filed, whereupon the meeting was adjourned for three months.

George F. Shepley, engaged in the cigar and ice cream business for the past year at Plainwell, filed a voluntary petition and was adjudged bankrupt and the matter referred to referee Banyon. The schedules of the bankrupt show no assets above his statutory exemptions, which are of any value to the estate, and the following creditors:

Secured Creditors.	
Graves & Evans, Battle Creek	\$ 80.00
Century Machine Co., Cleveland	72.00
	\$152.00
Unsecured Creditors.	
J. L. Marcere Co., Detroit	5.80
Dry Milk Co., New York City	15.75
Blue Ribbon Ice Cream Co., Kalamazoo	145.20
Van Rossum Candy Co., Grand R.	3.45
X Cigar Co., Grand Rapids	25.00
G. H. Hammond Co., Chicago	40.67
Wolverine Spice Co., Grand Rapids	26.06
Durand-McNeil & Horner, Chicago	19.00
Lea & Cady, Kalamazoo	96.15
Cornwell Company, Kalamazoo	35.00
Kalamazoo Ice Cream Co., Kalamazoo	30.00
Crystal Candy Co., Kalamazoo	28.90
Plainwell Lumber Co., Kalamazoo	100.00
F. A. Harwood Co., Plainwell	35.00
Purity Candy Co., Battle Creek	13.25
Landfield & Steele, Benton Harbor	14.50
Red Star Yeast Co., Grand Rapids	91.82
Riddle-Graff Co., Delaware, Ohio	13.78
Cortright Paper Co., Battle Creek	15.40
Austin Nichols Co., Chicago	8.99
Goodrich Candy Co., Kalamazoo	16.50
J. M. Verger, Grand Rapids	44.50
Star Paper Co., Kalamazoo	37.50
M. E. Maher Co., Kalamazoo	6.76
M. E. Maher Co., Kalamazoo	25.00
A. W. Walsh Co., Kalamazoo	5.80
Worden Grocer Co., Kalamazoo	24.00
Roco Product Co., Cleveland	27.90
Hanselman Candy Co., Kalamazoo	16.50
Pipers Ice Cream Co., Kalamazoo	74.32
Besley Milling Co., Plainwell	489.59
Van Denberg Cigar Co., Grand Rap.	11.36
Johnson Paper Co., Kalamazoo	32.18
Crescent Egg Co., Allegan	50.00
Standard Paper Co., Plainwell	27.20
Frank Quintier, Otsego	27.50
D. M. Vaughan, Plainwell	30.00
Soloman & Sons, Kalamazoo	8.50
Citizens State Bank, Plainwell	400.00
	\$2,118.53

The referee has requested the bankrupt to deposit costs for calling the first meeting and, upon receipt of the same, the meeting will be called at Allegan.

**Proceedings of Grand Rapids Bankruptcy Court.**

Grand Rapids, Nov. 8.—On this day were received the order of reference and adjudication in bankruptcy in the matter of Midwest Co., Bankrupt No. 2167. The bankrupt is an automobile and accessory supply house located and carrying on business in the city of Grand Rapids. The case is an involuntary one and schedules have been ordered filed. Upon receipt of these the list of creditors, financial standing and date of first meeting will be given here.

On this day also were received the schedules, order of reference and adjudication in bankruptcy in the matter of Leon A. Shaw and Peninsular Brass Co., Bankrupt No. 2169. Mr. Shaw is one of

the partners of the Peninsular Brass Co., the other partner refusing to join in the proceedings. The bankrupt is a resident of the city of Grand Rapids, and operated a brass foundry under the above name. The proceedings have been referred to Benn M. Corwin as referee in bankruptcy, and who also has been appointed receiver. A custodian has been appointed and the property taken charge of. The schedules of the bankrupt show assets in the sum of \$1,053.55 and liabilities in the sum of \$2,469.80. The first meeting of creditors has been called for Nov. 21. The individual Leon A. Shaw claims exemptions out of the assets of the partnership property in the sum of \$250. The creditors of the partnership are as follows:

City Coal & Coke Co., Grand Rap.	\$384.30
Golden Transfer Co., Grand Rapids	52.00
Jardine Lumber Co., Grand Rapids	36.15
A. L. Holcomb, Grand Rapids	17.23
Central Fuel Co., Grand Rapids	119.00
Bartley Criddle Co., Trenton, N. J.	147.00
Hill & Griffith, Cincinnati	37.09
Enterprise Iron & Metal Co., Grand Rapids	75.00
Michigan Metal Co., Grand Rapids	27.00
Mrs. Margaret Shaw, Grand Rap.	1,500.00
Hake Coal & Coke Co., Grand R.	75.00
Winters & Stryker, Grand R.	unknown
Nov. 10. On this day were received the order of reference and adjudication in bankruptcy in the matter of Gray Iron Foundry & Furnace Co., Bankrupt No. 2164. The matter has been referred to Benn M. Corwin as referee in bankruptcy, and who also has been appointed receiver. A custodian has been appointed and has taken charge of the property of the bankrupt. The bankrupt is a foundry and located at Muskegon. The case is an involuntary one and therefore the schedules have to be ordered. When the same have been filed, the list of creditors, together with the financial condition and date of first meeting, will be noted here.	

In the matter of Edward Symzak and Leo Symzak, individually and as a co-partners, operating as Symzak Bros., Bankrupt No. 2172, the funds for the first meeting have been furnished and the first meeting of creditors will be held at the office of the referee Nov. 27.

**Corporations Wound Up.**

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

- Maximotor, Detroit.
- General Chemical Corporation, Detroit.
- Crippen Manufacturing Co., Mt. Pleasant.
- Lonyo Brothers, Detroit.
- Tiffon's Drug Store, Inc., Detroit.
- D. B. D. Laboratories, Kalamazoo.
- Kuhn Grocery Co., Lowell.
- W. D. Block Motor Co., Detroit.
- George E. Patterson Lumber Co., Pontiac.
- Phillips & Norton, Detroit.
- Triangle Garage, Detroit.
- Flexlume Sign Co. of Michigan, Detroit.
- Consumers' Co-operative Co. of Detroit, Detroit.
- Park Heights Co., Lansing.
- Modern Appliance Corporation, Indianapolis-Detroit.
- Hulett Realty Co., Detroit.
- Sanitary Manufacturing Co., Detroit.

The methods you use successfully to-day may fail to-morrow. Watch for the coming of new plans and new ideas, and don't be the last to adopt them.



# JENNINGS'

PURE

## Extract Vanilla

STANDARD

FOR OVER 50 YEARS

In ordering extracts state Jennings'.

See Price Current.

### Jennings' Flavoring Extract Co.

Grand Rapids

### Michigan





Summertime, 65c Pails 6 50
Sweet Tip Top, 10c, doz 96
Velvet, Cut Plug, tins 1 53

P. Lorillard's Brands.
Beechnut Scrap, doz. 96
Buzz, L. C., 10c, doz. 96

Scotten Dillon Co. Brands
Dan Patch, 10c, doz. 96
Dillon's Mixture, 10c 96

American Star, 10c, doz 96
Big 9, Clip, 10c, doz. 96

J. J. Bagley & Co. Brands.
Broadleaf, 10c 96
Sucklingham, 10c, doz. 96

Independent Snuff Co. Brands
New Factory, 10c, doz. 96
New Factory Pails, dz 7 60

Schmidt Bros. Brands
Eight Bros., 10c, doz. 96
Eight Bros., Pails, dz. 8 40

R. J. Reynolds Tobacco Co. Brands.
George Washington, 10c, doz. 96

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

Superba Tobacco Co. Brands.
Sammy Boy Scrap, dz 96
Cigar Clippings

Larus & Bro. Co.'s Brands.
Edgeworth Ready Rubbed, 17c tins 1 62

United States Tobacco Co. Brands.
Central Union, 15c, dz. 1 44
Shag, 15c Tins, doz. 1 44

Copenhagen, 10c, roll 64
Seal Blandening, 10c 64
Seal Goteborg, 10c, roll 64

CONFECTIONERY
Stick Candy Pails
Standard 16
Jumbo Wrapped 18

Mixed Candy Pails
Kindergarten 18
Leader 16
X. L. O. 18

Gum Drops Pails
Anise 17
Orange Gums 17
Challenge Gums 14

Lozenges, Pails
A. A. Pep. Lozenges 16
A. A. Pink Lozenges 16

Hard Goods, Pails
Lemon Drops 18
O. F. Horehound Dps. 18

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

CREAM OF TARTAR
6 lb. boxes 38
Dried Fruits
Apples

Dried Fruits
Apricots
Evap'd Choice, blk. 13

Citron
Currants
Package, 14 oz. 22

FARINACEOUS GOODS
Beans
Med. Hand Picked 07 3/4

Farina
24 packages 2 10
Bulk, per 100 lbs. 06 3/4

Macaroni
Domestic, 20 lb. box 07 1/2
Domestic, broken bbls. 06 1/2

Pearl Barley
Chester 4 75
Peas
Scotch, lb. 07 3/4

Tapoca
Pearl, 00 lb. sacks 07 1/2
Minute, 8 oz., 3 doz. 4 05

FISHING TACKLE
Cotton Lines
No. 2, 15 feet 1 15

Hooks-Kirby
Size 1-12, per 1,000 1 05
Size 1-0, per 1,000 1 20

Sinkers
No. 1, per gross 65
No. 2, per gross 80

FLAVORING EXTRACTS
Jennings
Pure Vanilla
Turpeneless

FLOUR AND FEED
Valley City Milling Co.
Lily White, 1/2 Paper sack

Watson Higgins Milling Co.
New Perfection, 3/8s 7 50
Red Arrow, 3/8s 7 90

Gr. Grain M. Co.
Bolted 2 55
Golden Granulated 2 70

Wheat
No. 1 Red 1 11
No. 1 White 1 09

FRUIT JARS
Mason, pts., per gross 9 70
Mason, qts., per gross 10 65

GELATINE
Cox's 1 doz., large 1 90
Cox's 1 doz., small 1 25

GRANULATED LYE.
Wanders.
Single cases 5 15

CHLORINATED LIME.
3% cases, case 4 60
2% cases, case 4 48

HAND CLEANER.
U.S. GOVT. STANDARD
FOR USE IN ALL CLIMATES

10c size, 4 doz. 3 60
15c size, 3 doz. 3 75
25c size, 2 doz. 4 00

HIDES AND PELTS
Hides
Green, No. 1 13

Pelts
Old Wool 75@1 50
Lambs 50@1 25

Wool
Unwashed, medium @35
Unwashed, rejects @30

HORSE RADISH
Per doz., 7 oz. 1 25
JELLY AND PRESERVES
Pure, 30 lb. pails 3 15

JELLY GLASSES
MATCHES.
Blue Ribbon, 144 box. 7 55

Safety Matches.
Quaker, 5 gro. case 4 75
Red Top, 5 gro. case 5 25

MINCE MEAT.
None Such, 3 doz. 4 85
Quaker, 3 doz. case 4 00

MOLASSES.
New Orleans
Fancy Open Kettle 55

NUTS.
Whole
Almonds, Terregona 20

Shelled
Almonds 60
Peanuts, Spanish, 125 lb. bags 11 1/2

OLIVES.
Bulk, 2 gal. keg 3 40
Bulk, 3 gal. keg 5 00

PEANUT BUTTER.
Bel Car-Mo Brand
8 oz. 2 doz. in case 2 50

PETROLEUM PRODUCTS
In Barrels
Perfection Kerosine 12.6

Beef
Boneless No. 1 23 00@24 00
Rump, new 23 00@24 00

Mince Meat
Condensed No. 1 car. 2 00
Condensed Bakers brick 31

Pig's Feet
1/4 bbls. 2 15
1/2 bbls. 35 lbs. 4 00

TRIPPE
Kits, 15 lbs. 90
1/4 bbls., 40 lbs. 1 60

CASINGS
Hogs, per lb. @42
Beef, round set 14@26

UNCOLORED OLEOMARGARINE
Solid Dairy 20@23
Country Rolls 22@24

RICE
Fancy Head 08
Blue Rose 6@6 1/2

ROLLED OATS
Steel Cut, 100 lb. sks. 3 25
Silver Flake, 10 Pam. 1 90

Veal
Top 12 1/2
Good 11 1/2
Medium 10

Lamb
Good 25
Medium 22
Poor 18

Mutton
Good 12
Medium 11
Poor 08

PROVISIONS
Barreled Pork
Clear Back 23 00@24 00

Sausages
Bologna 12
Liver 12

Smoked Meats
Hams, 14-16, lb. 22 @25
Hams, 16-18, lb. 22 @25

Beef
Condensed No. 1 car. 2 00
Condensed Bakers brick 31

Pig's Feet
1/4 bbls. 2 15
1/2 bbls. 35 lbs. 4 00

TRIPPE
Kits, 15 lbs. 90
1/4 bbls., 40 lbs. 1 60

CASINGS
Hogs, per lb. @42
Beef, round set 14@26

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Blue Rose 6@6 1/2

ROLLED OATS
Steel Cut, 100 lb. sks. 3 25
Silver Flake, 10 Pam. 1 90



SALT	
Colonial 24, 2 lb. ....	90
Med. No. 1, Bbls. ....	2 70
Med. No. 1, 100 lb. bg	90
Farmer Spec., 70 lb.	90
Packers Meat, 56 lb.	56
Packers for ice cream	
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
Stovill, 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
Grdma 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	6 50
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	95
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
Rub No More, 18 Lg.	4 25
Spotless Cleanser, 48,	
20 oz.	3 85
Sant 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
Mace, 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	@75
Nutmegs	@32
Pepper, Black	@18
Pepper, White	@32
Pepper, Cayenne	@32
Paprika, Spanish	@32

**Seasoning**

Chili Powder, 15c	1 35
Celery Salt, 3 oz.	95
Sage, 2 oz.	90
Onion Salt	1 85
Garlic	1 85
Ponely, 3 1/4 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, 64 pkgs.	5 35
Tiger, 48-1	2 85
Tiger, 50 lbs.	05 1/2

**SYRUPS.**

Corn	
Blue Karo, No. 1 1/2,	
2 doz.	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	7 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.	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.	7 70
A-1, large	6 75
A-1, small	5 60
Capers	1 90

**TEA.**

Japan.	
Medium	34@38
Choice	45@56
Fancy	58@60
No. 1 Nibbs	62
1 lb. pkg. Siftings	18
Gunpowder	
Choice	38
Fancy	40

Ceylon	
Pekoe, medium	33
Melrose, fancy	56

English Breakfast	
Congou, Medium	28
Congou, Choice	35@38
Congou, Fancy	42@43

Oolong	
Medium	36
Choice	45
Fancy	50

**TWINE**

Cotton, 3 ply cone	42
Cotton, 3 ply balls	42
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	25
Blue Ribbon Corn	23
Oakland White Pickling	20
Packages no charge.	

**WICKING**

No. 0, per gross	60
No. 1, per gross	95
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, pat. 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 1/2
No. 1 Fibre	07 1/2
Butchers Manila	06
Kraft	09

**YEAST CAKE**

Magic, 3 doz.	2 70
Sunlight, 3 doz.	2 70
Sunlight, 1 1/2 doz.	1 35
Yeast Foam, 3 doz.	2 70
Yeast Foam, 1 1/2 doz.	1 35
YEAST-COMPRESSED	
Fleischman, per doz.	28

**Conserving the Forests and Wild Life.**

Saginaw, Nov. 14—We have got to restrict somehow. The automobile and the good roads and the increased clearing of the land spells the doom of wild life. I go North through the heart of Michigan year after year, and have been up this summer, and I am always surprised at the disappearance of the forest—the cover for wild life; I notice that there is some piece of woods missing every trip I make. The State has got to grab some of this forest right away and hold it for future generations, but the State won't do it.

It doesn't do any good to make a bag limit per season on feathered game. Even the so-called "sportsman" cannot tell you how many birds he has killed at the end of the season. The fellow that wants to hog it can do it easily and nine-tenths overshoot their limit if they have the chance, but a shorter season will help. The daily bag limit of five is none too much on partridge, but instead of having a month, let's shorten the season to twenty days. The woodcock are here early in October. The season could be opened the first of October on woodcock, but I would not advocate opening it on partridge earlier than now here in the lower peninsula. It would be too hot for dogs and where the leaves are so thick you cannot see the birds and they would spoil in the hunter's pocket before he got home if we were shooting partridge as we used to the first of October. In the Upper Peninsula I think you are fifteen days earlier and it would be all right. Our partridge season down here should close the day before the deer season opens. I should say a pretty good season for the lower peninsula would be from the 20th of October to the 10th of November, or better still, from the 15th of October until the 5th of November.

Then we must have more refuges and must have some public hunting

grounds. Well, you and I understand these needs.

We have a tremendous lot of hogs shooting. The other day I heard one fellow boasting of having killed fourteen partridge without a miss, in one day. Another fellow that I know that makes quite a holler about game protection takes along a chap that can't shoot just so he can double his bag.

Down in Illinois they have a law against using wild ducks as decoys and yet they take tame ducks in wire pens and move them around and feed them large quantities of corn, more than they can eat, and get around the law because it is tame poultry enclosed in a pen. In Saskatchewan they have a law against using live decoys duck shooting and the Head Guardian says in his report that the reason for it was not because they had been using them in Saskatchewan, but it was because they wanted to prevent the habit. It was better to put a stop to it before they began the practice than it was afterwards, William B. Mershon.

**Watson-Higgins Mfg. Co.**  
GRAND RAPIDS, MICH.

**Merchant Millers**

Owned by Merchants

Products sold by Merchants

Brand Recommended by Merchants

**New Perfection Flour**

Packed in SAXOLIN Paper-lined Cotton, Sanitary Sacks

An Infallible Method of Getting People into Your Store—

**Make It Attractive**

Neat fixtures, is the first step. Cleanliness, the second. *GOODS IN PACKAGES*, the third.

No goods make more attractive stock than:—

**Franklin Package Sugar**      **Franklin Tea Sugar**  
**Franklin Sugar Honey**      **Franklin Cinnamon and Sugar**  
**Franklin Golden Syrup**

and what is equally important—they make money for you. Grocers sometimes make more money on bulk than package goods; coffee for example. But this isn't the case with sugar. The saving of labor, overweight, bags, twine and waste mean real sugar profits for the grocer.

**The Franklin Sugar Refining Company**  
PHILADELPHIA, PA.

*"A Franklin Cane Sugar for every use"*

**Items From the Cloverland of Michigan.**

Sault Ste. Marie, Nov. 14—Archie Campbell, proprietor of the grocery at the corner of Easterday and Ann streets, closed his place of business last week and announced that as he had been unable to run the store at a profit it was best to discontinue business for the best interests of all concerned.

Thomas Rothwell, who formerly conducted a grocery at Stalwart, moved last week to Raber, where he has opened a grocery and expects to remain for the future. Mr. Rothwell is an experienced groceryman and thinks his present location will be a more favorable one than Stalwart.

It looks as if the Soo is soon to have that fine new hospital we have been trying to get here for many years. The hospital bond issue carried by a large majority at the Tuesday election. It will be a big asset for the Soo, as the present hospital is far too small to meet the needs of the place.

John Haller and George Sayers, both former Soo boys, who are now State officials, were injured at Detroit last week when the auto in which they were driving struck the closed gates of the Pere Marquette Railway. It was learned that Mr. Sayers' injuries were only slight, but no word has yet been received as to Mr. Haller's injuries and his many friends are awaiting reports of the accident.

If the deer keep coming in as they have for the past few days the butchers will be able to take their vacations. They are coming in from all parts of the country and most of them are being hung up in storage, as the weather is too warm for them to keep very long in the woods.

Frank Kritselis, of the Alpha Sweets ice cream parlor, is enjoying a two weeks' vacation in Milwaukee and Chicago. His many friends here are anxiously awaiting his return and it is rumored that he may bring back a bride.

Dave LaMere, the well-known lumberman of DeTour, was a business visitor last week.

Ham Hamilton, of Pickford, who conducts the Pickford grocery, was in the city this week, making purchases for the store.

Sooites were given their first opportunity to see a truly masterful movie picture of our beautiful rapids, which included many local and Canadian Soo scenes. The picture was produced last summer in the Canadian Soo by Ernest Shipman, noted Canadian producer. The picture was shown last week to packed houses in both the American and Canadian Soos.

N. L. LaPine the popular salesman for the Cornwell Co., at Gladstone, is enjoying a two weeks vacation. His territory is being looked after by C. W. Tapert in the meantime.

William G. Tapert.

**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.

Young business man with private office will devote part time to your sales, collections, correspondence or anything along business lines. Write Y. B. Man, care Michigan Tradesman. 959

For Sale—Poultry, egg and cream station doing a profitable business. One man can handle. Small investment required. Address Box 126, Bellevue, Mich. 960

E. D. McKenna, Farwell, Mich., wants brick and tile machinery. 961

For Sale—Going saw mill proposition, Taylor County, Florida. One of the few remaining large bodies original growth long-leaf yellow pine; 60,000 capacity mill, tramroad. Mill in full operation daily. For price, address BOX 128, Jacksonville, Florida. 962

For Sale—I have a good established business and a nice general store, clean and staple stock. Located in the busiest town for its size in the Thumb. Would sell or lease the building. Reason for selling, single and want to retire to country life. Abe Koffman, Owendale, Mich. 963

Wanted—A farm in exchange for country store doing good business. DeCoudres, Bloomingdale, Mich. 964

**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 additional 90-ft. buildings, railway sidings included, \$40 up monthly, giving from one to 99-year leases. Quick action gets all or prorata any part this profitable going established Realty Business including realty. 950

For Sale—The grocery stock and fixtures of H. H. Colby, of St. Johns. Henry F. Parr, trustee, St. Johns, Mich. 952

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 Citiz. 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 furnishing goods stocks. L. Silberman, 274 East Hancock, Detroit. 566

**FOR SALE  
Prosperous Jobbing  
Business—As a Going  
Concern**

**IN** One Of The Fastest Growing and Best Cities In The Union—Population 1,000,000—Heart of the Rich Middle-West.

A Money Making Jobbing Business (Men's & Women's Furnishings: Underwear, Hosiery, Knit Goods). Established Nearly 25 Years. Annual Sales Close To a Million Dollars. Stock and Book Accounts Approximate \$150,000.

Reason For Selling: Retirement of Partners. An Established, Well Liked, Profitable Business—Ready To Step Into. If You Are Interested, Communicate. For Particulars Address Box 1,000, care Michigan Tradesman.

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

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

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.

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

A. B. KNOWLSON CO.  
Grand Rapids Michigan

**Lily White**

*"The Flour the Best Cooks Use"*



**Clean and Wholesome**

Breads and biscuits baked with Lily White Flour are good to eat. The taste is there. And there's a reason for it. Dirt isn't good to eat; it destroys flavor. Lily White contains no dirt. It is clean. Therefore, the flavor of the wholesome wheat berry is not lost, and the perfectly uniform granulation resulting from a superior and most extensive milling process assures the home baker of a good-looking, firm, tender, evenly-baked loaf of bread.

**Why You Should Use Lily White**

REASON No. 12

*Contains only the most choice portion of the wheat berry.*

Lily White Flour is milled from the finest wheats grown in America. The grain is cleaned, washed and scoured eight times, and heated to just the proper temperature before going to the rolls for the first break. It is because of this extreme care that women of three generations have found it the best flour they can buy.

**A GOOD RECIPE FOR MILK BREAD**

3 quarts of Lily White Flour, 3 pints of lukewarm milk, 1 cake of Fleischmann's yeast. Set in morning in warm place and rise until light. 3 teaspoons of salt, 1 tablespoon of sugar, 1 tablespoon of melted butter or lard. Mix with Lily White Flour until stiff, or from 20 to 25 minutes. Set in warm place and let rise until light. Make in loaves and work each loaf from six to eight minutes. Set in warm place until light. When light take warm milk and sugar and put over top. Keep good fire and bake slow one hour and when baked wash over again to make nice smooth brown crust.

**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.

**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.

**CHRISTMAS PACKAGE  
CHOCOLATES**



WE ALSO MAKE A LARGE ASSORTMENT OF  
FANCY HOLIDAY HARD CANDIES

Right Prices  
Quick Service

**Putnam Factory,**

GRAND RAPIDS, MICHIGAN

## IN THE REALM OF RASCALITY.

### Cheats and Swindles Merchants Should Carefully Avoid.

Rochester, N. Y., Nov. 13—Because the Tradesman has a world-wide reputation for the exposure of frauds, cheats and crooks, we ask that you warn your readers against the operations of an individual who claims to represent this company.

He is calling on garage and automobile supply stores in various parts of the country offering special inducements in connection with the purchase of Mobiloil.

His general plan is to state that he is a special representative from the New York office of this concern, or its advertising department, and to offer Mobiloil far below our lowest net price, and in addition, offers without charge a large electric sign, or some other advertising scheme.

In each case a check for 10 per cent. advance of the amount of the purchase is demanded. This check is generally cashed in the town before he leaves it.

The description so far furnished indicates that he is dark complexioned, weighs about 140 pounds, is rather short and probably of foreign extraction. He has gone by the name of Bentz, Rentz, Berman and other aliases.

We would most certainly welcome any news that would lead to his apprehension and arrest and trust that you will notify the garage trade and the police in your territory about this man.

Vacuum Oil Co.

### The Same Old Spanish Crook.

A retail dealer at Battle Creek sends the Tradesman the following letter:

Barcelona 25 9-22.

Dear Sirs—Being imprisoned here bankruptcy I beseech you to help me to obtain a sum of \$360,000 I own in America being necessary to come here to raise the seizure of my baggage paying to the register of the court the expense of my trial and recover my portmanteau containing a secret pocket where I have hidden two checks payable to bearer for that sum.

As reward I will give up to you the third part, viz 120,000 dollars.

I cannot receive your answer in the prison but you can send a cablegram to a person of my confidence who will deliver it me addressed as follows:

Emilio Lamas,  
Circumvalacion 25,  
Mauresa,  
(Spain.)

"Very Well Wilson.

Awaiting your answer to instruct you all in secret.

Now I sign only,  
R. de S.

First of all answer by cable not by letter.

### Forgers Plying Their Trade.

Lansing, Nov. 14—According to the bulletin issued this week by the Lansing Credit Exchange, operators are again busy in Lansing and in various parts of Michigan endeavoring to pass worthless paper or to put across get-rich-quick schemes which mean nothing but profit to themselves.

Two forgers have been busy for the past week here and in Kalamazoo with worthless checks. At Grand Rapids and nearby towns several other persons are operating among small merchants in the suburban stores. At the same time the local bulletin was issued warning from National headquarters of the National Exchange is given of forgers and fakers headed for Illinois, Indiana and Michigan.

From the Burns detective agency the following information and warning has been telegraphed the local exchange:

"This office has to-day been warned by the W. J. Burns Detective

agency that new Federal reserve notes of \$1,000 denominations numbers J-1401-A to J-1427-A inclusive were secured by fraud in Kansas City yesterday by Jerome James, aged 32, height 5 ft. 10 in., medium build, brown eyes, smooth shaven, crooked nose."

### Provide For Immediate Requirements in Cereals.

In Broomhall's recent survey of the world's crop of wheat, he estimated a shortage compared to the crop of 1921 of over 80,000,000 bushels. This, of course, is a comparatively small quantity based on the total world's production, yet, nevertheless, it indicates there is not a burdensome surplus and will not be one until the 1923 harvest and, of course, the outturn of that crop is problematical.

Wheat has advanced steadily for the past ninety days and indications are it will go some higher before spring. In fact, a prominent economist predicts farm produce will advance 25 per cent. within six months and predicts higher priced wheat along with other products from the farm.

General trade conditions at the present time are good. Voluntary unemployment has been quite materially reduced and wages show a distinct upward tendency.

Wholesale and retail trade have shown considerable expansion. The output of the mines of the country has been materially increased and there has been an increased production in the most important industries; this, coupled with the fact that present financial conditions are sound as far as this country is concerned, indicates continued prosperity for six months more at least and we hope for much longer.

It is not our purpose to attempt to make predictions as to what markets will do in the future, as guessing prices is a precarious occupation. We are, however, stating general conditions as they appear to be, and, if we may depend upon excellent authorities, who are practically of one accord in stating that farm products of all kinds are too low, it would appear that both wheat and flour are good property.

We must expect reactions after advances; this is natural, but on the average probably higher prices will prevail and the trade will be acting wisely in amply providing for their requirements on cereals and cereal products. It would be unwise to advocate or advise heavy buying for far distant delivery, yet the purchase of reasonable amounts of wheat and flour certainly appears advisable for prompt to sixty or ninety days' delivery.

Lloyd E. Smith.

### Cancel All External War Debts.

Detroit, Nov. 14—If we regard the war only as a crisis of unusual severity in the course of events in European history and as a localized affair only affecting Europe, then we may assume that we had the moral and practical right to capitalize it to the limit, and if in the process of reaping our profits Germany interfered by sinking ships carrying our cargoes it became our right to step in and punish her for injuring our trade. Under such circumstances we should have stood over Germany with our guns until she agreed to reimburse us for all losses and the cost of the war to

us and provided concrete means of guaranteeing payment. But Americans were led to believe that we went into the war with higher motives. It makes no difference if those motives may be interpreted as reflecting a broad selfish interest, provided that interest was self-preservation. Certainly most Americans do believe that we entered the war because we couldn't permit the Allies to be defeated.

But, regardless of any reason why we went in, the fact that we had no alternative is conceded by most men—and that fact alone implies that whatever France or England or Italy did towards holding Germany in check was an act in our interests. Furthermore, that fact should, and it seems to me does, mean that we will always have to go in when so many nations are involved in war.

If there is anything in this reasoning, it would seem that we did have some interest in everything that went on in Europe after August, 1914, and that our interests were those of the Allies, and that being the case, it is grotesque and hypocritical for us to have taken in large profits on munitions sold to the Allies and demand payment in full of their loans, and have no bill against the nation that is accused having caused all the trouble, just because we think the one set may be able to pay and know the other cannot.

Some who have had a clearer view of the world as a whole and who believe that America entered the war as a moral and practical duty to herself as well as the world at large feel that the same reasons which justify our participation in the war demand our continued participation in cleaning up the wreckage.

Would it not seem good business, if nothing else, to cancel all external war debts, persuade all other nations to do likewise, then all contribute pro rata to the rebuilding of the devastated portion of France, if by so doing we can recover half of the billions we are now losing in domestic and foreign trade as a direct result of international commercial and financial demoralization? Brice P. Disque.

### The Underlying Principle.

Milwaukee, Nov. 14—Recently I listened to a speaker who discussed present world conditions. He stated—and I think his statement is certainly accepted by all thinking people—that the only remedy for the ills of society is love as taught nineteen hundred years ago by the Man of Galilee.

Since we know that love is the only remedy, why do we withhold it from the suffering patient; why not hasten to administer it generously that health may come flooding back to the weakened body and feebly beating heart? Why do we hesitate?

Because with this remedy, as is often the case with remedies in the medical world, there is a principle therein that we shrink from swallowing because it is unpleasant to the taste. In this case the principle is self-denial, for, after all, the basic principle of love, the thing that makes love possible, is a willingness to forget ourselves for the benefit of others; it is the acid test of our affections.

Life is a "give-and-take" proposition. It is made up of many sacrifices of desires and ambitions, and as individuals and nations we must learn to contribute our share of self-denial before we are entitled to partake of the contribution of others, or before we demand that others make that contribution. Did not the great Teacher of Love say that "if any man will follow Me let him deny himself and take up his cross?"

Truly, there is no other way than by love. Let us then, both individuals and nations, begin our application of the remedy by being willing to make a few sacrifices of our personal wishes for the sake of the greater good.

Grace D. Smith.

### TRIUMPHS FOR DECENCY.

Chicago took a step towards redeeming herself when she defeated the Thompson tickets for Cook county offices by something like 50,000. This is the second repulse for as sinister a figure as our city governments can show, Mayor Thompson's attempt last year to supplant an independent judiciary by one of his own choosing having been decisively repelled. It begins to look as if Chicago were tiring of Thompson.

Another heartening item in the election news is that of the defeat of Pelletier in Massachusetts, the discredited District Attorney who was apparently making a successful sentimental appeal to be given a second chance at an office from which he had been removed upon charges of malfeasance. Contests like these in Chicago and Massachusetts have no legitimate connection with party politics. They present the single issue of decency versus its opposite. That in each instance the voters should have refused to be misled by specious appeals to their political predilections or to their sympathies is distinctly encouraging.

Corn is practically the only important farm product whose estimated yield for 1922 is less than that for last year. Even in this case the yield is well above the five-year average (1916-1920), and the latest estimate by the Department of Agriculture is some 43,000,000 bushels above that made a month ago by this agency. Estimated yields of wheat, oats, barley, rye, potatoes (white and sweet) hay, cotton, tobacco, rice, peaches, apples, beans, cabbage, and onions all exceed those of last year. The only crop which falls materially below last year's is the relatively unimportant one of peanuts. Cotton is, of course, much below the previous five-year average, but the preliminary figures for this year are about 25 per cent. above those of a year ago. The Government's reports thus point to an abundance of foodstuffs, which have been produced as relatively low costs and prices for the most part are now satisfactory. Corn is now selling at 50 per cent. more than a year ago, and cotton at about 40 per cent. more. On the other hand, growers of potatoes and fruits are having their troubles with low prices and lack of a market at any price, and wheat growers are not satisfied in spite of some improvement in the price of their product.

### Goes Out After Business.

"I keep as near the front door as I can," said one of the hard-working fellows who own their own stores, "and when a clerk is through with a customer, who comes out the door, I usually call attention to something and if possible get them interested. We never permit a customer to roam about the store unless we are along, as in that case they would almost always go away without purchasing. I am situated in a rural district and we handle stoves and ranges. If we hear of a prospective customer, one of my clerks goes out and closes him if possible. We cannot wait for business to come to us any more, but we have to look it up if we would succeed."

## Announcement

# Golden Age Macaroni Products Armour's Macaroni Products

THE ARMOUR GRAIN COMPANY announces that following the bankruptcy of the Cleveland Macaroni Company it has taken over the business, brands and plant of that company. Hereafter Golden Age Macaroni Products and Armour's Macaroni Products will be marketed side by side through the Armour Grain Company's organization.

With this addition to the line, the sales policy of the Armour Grain Company will remain the same. The Armour and Golden Age lines will carry the same prices and will be distributed to the trade through wholesale grocers, leaving the choice between the two lines entirely to customers.



### Price to Retailers

(Except the Pacific Coast and Mountain States where prices are 10 cents higher)

Armour's or Golden Age Macaroni, 24's 8-ounce, long or elbow . . .	\$1.80
Armour's or Golden Age Spaghetti, 24's 8-ounce . . . . .	1.80
Armour's Plain Noodles, 24's 8-ounce . . . . .	1.80
Golden Age Egg Noodles, 24's 4-ounce . . . . .	1.80

### Drop Shipments

Drop shipments of 10-case lots and upwards of either Armour's or Golden Age or assorted will be made freight prepaid from our factory or warehouse stocks.

### Retailer's Advertising Deal

On purchases of 1 to 10 cases (Armour's, Golden Age or assorted macaroni products) an allowance of 10 cents per case for window or counter display will be made; on 10 to 25 cases, 12 cents per case; and on 25 cases or over, 15 cents per case.

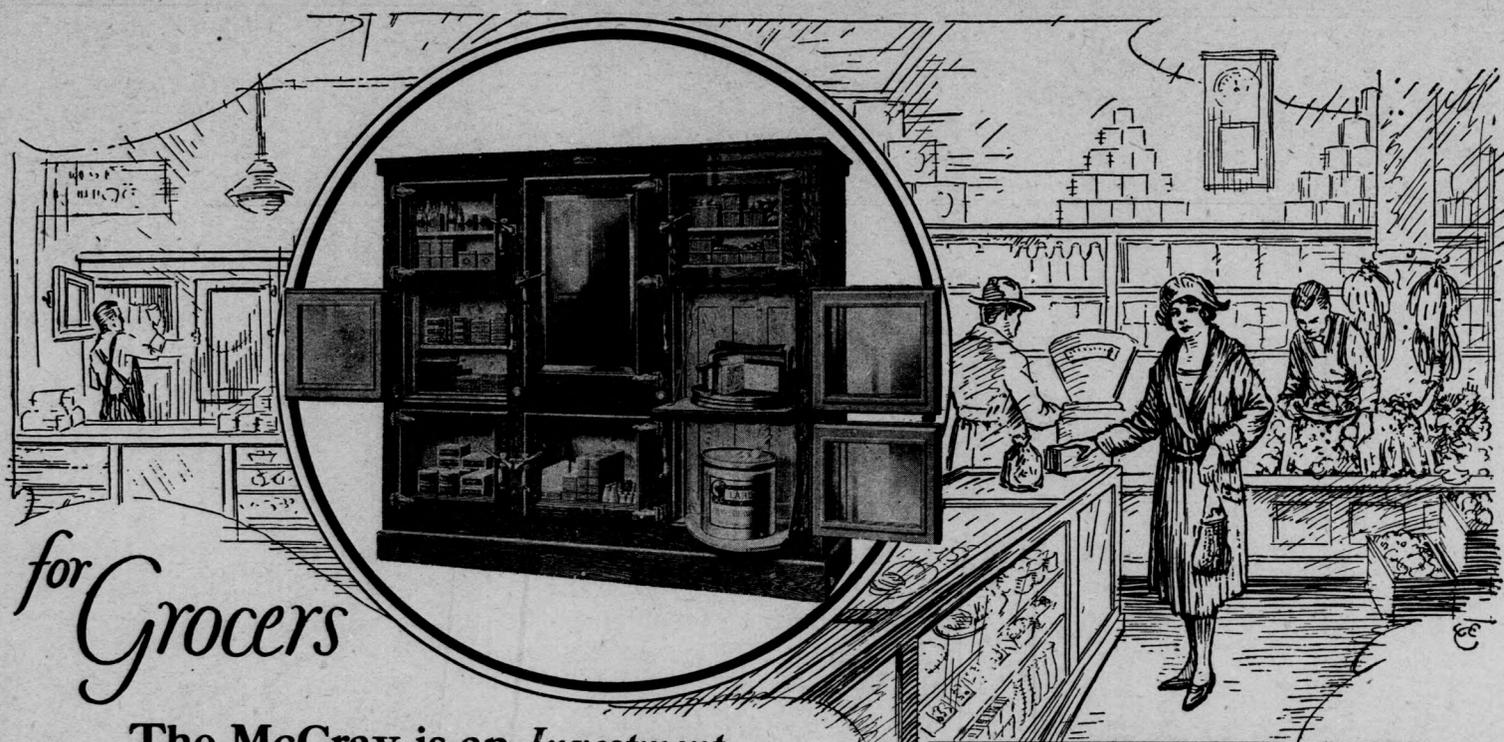
To secure this allowance retail deal-

ers must mail jobber's invoice with notation, "Have made window or counter display," to Armour Grain Company, 208 South La Salle Street, Chicago, Illinois. Remittance for advertising allowance will be sent promptly on receipt of jobber's invoice.

*We respectfully invite the co-operation of the trade, both wholesale and retail, in preserving and expanding the business and good-will of Golden Age Macaroni Products.*

**ARMOUR GRAIN COMPANY, Chicago**

Manufacturers of Armour's Guaranteed Cereals—Oats,  
Corn Flakes, Pancake Flour and Macaroni Products



## The McCray is an Investment

*You are paying for a McCray, and will continue to pay, so long as you go without the efficient service which this quality refrigerator will give you.*

*Invest the money you are now charging to spoilage on perishable food. A McCray will stop this constant drain on profits. A McCray will increase your sales by the attractive display of food products.*

*Easy Payments if Desired.* No need to delay, you can have a McCray now and pay for it with the money that it saves you—the extra profits which it brings. Drop us a line for details.

We carry in stock refrigerators, coolers and display case refrigerators, in sizes and styles for every purpose. Our Service Department will gladly submit plans for specially built equipment, without obligation to you.

*Send for Your Free Book.* The refrigeration needs of grocers and markets are thoroughly discussed and illustrated. No obligation, merely send the coupon, now.

### McCray Salesrooms in All Principal Cities

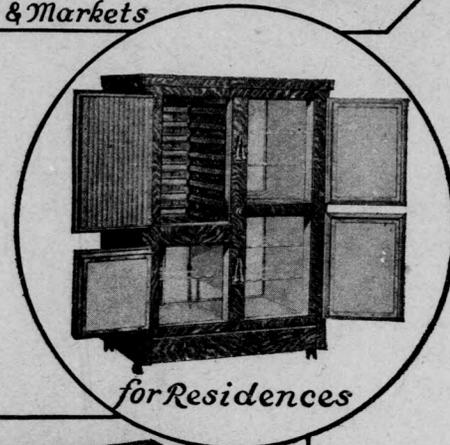
Detroit Salesrooms, 38 E. Elizabeth St.

# MCCRAY

REFRIGERATORS *for* ALL PURPOSES

2244 Lake St.

Kendallville, Ind.



McCray Refrigerator Co.,  
2244 Lake St.,  
Kendallville, Ind.  
GENTLEMEN—  
Please send me the book checked below.  
( ) No. 72 for Grocers and Delicatessens;  
( ) No. 64 for Meat Markets;  
( ) No. 53 for Hotels, Restaurants, Hospitals and Institutions;  
( ) No. 95 for Residences;  
( ) No. 75 for Florists.

Name .....

Address.....