

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Fortieth Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 22, 1922

Number 2044

When the Mists Have Rolled Away

When the mists have rolled in splendor
From the beauty of the hills,
And the sunshine, warm and tender,
Falls in kisses on the rills,
We may read love's shining letter
In the rainbow of the spray;
We shall know each other better
When the mists have cleared away.

If we err, in human blindness,
And forget that we are dust;
If we miss the law of kindness
When we struggle to be just,
Snowy wings of peace shall cover
All the anguish of the day,
When the weary watch is over
And the mists have cleared away.

When the silver mists have veiled us
From the faces of our own,
Oft we deem their love has failed us
And we tread our path alone;
We should see them near and truly,
We should trust them day by day,
Neither love nor blame unduly
If the mists were cleared away.

When the mists have risen above us,
As the Father knows His own,
Face to face with those that love us,
We shall know as we are known;
So, beyond the Orient meadows,
Floats the golden fringe of day;
Heart to heart we'll bide shadows
Till the mists have cleared away.

CHORUS

We shall know as we are known,
Never more to walk alone,
In the dawning of the morning
When the mists have cleared away.

Annie Herbert.

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

Know Your Yeast—

Knowledge begets enthusiasm. Knowledge plus enthusiasm is salesmanship. To get biggest results from selling FLEISCHMANN'S YEAST, know it yourself. See what it has done for others. Then give it an honest trial.

It will furnish you with new vitality, regulate your digestion, improve your health as well as promote sales.

The Fleischmann Company

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.

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.



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"

MICHIGAN TRADESMAN

Fortieth Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 22, 1922

Number 2044

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.

Subscription Price.

Three dollars per year, if paid strictly in advance.

Four dollars per year, if not paid in advance.

Canadian subscriptions, \$4.04 per year, payable invariably in advance.

Sample copies 10 cents each.

Extra copies of current issues, 10 cents;

issues a month or more old, 15 cents;

issues a year or more old, 25 cents; issues five years or more old 50 cents.

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

GERMANY MUST BE HOG TIED.

While Berlin has been talking of imminent bankruptcy, demanding a moratorium and a foreign loan, the German officials have repeatedly refused to pay the sums she solemnly agreed to pay the nations which licked her and has attacked and murdered the allied military inspectors who were sent into Germany to see that the country disarms and remains disarmed. Germany also refuses to live up to her agreement (who ever heard of Germany living up to an agreement?) to turn over the lists of naval enlistments. Germany also has been manufacturing war material and paying no attention whatever to the repeated warnings and protests from the Allied Council of Ambassadors.

The Germans now have capped the climax with an insolent note voicing their gratification that the allies are about to withdraw all military control over Germany. Coming, as it does, after the long series of insults to the allied military officials in Germany and the flat ignoring of the many protests, it finds allied patience exhausted.

In the sharpest note received in Berlin in many months, Germany is informed that fullest satisfaction must be given for the many insults, the arms sections of the treaty must be met in spirit and in letter and that the instructions of the Military Commission must be obeyed in full.

The German of 1922 is a strange blend of humility and arrogance. He claims the sympathy due the beaten and at the same time walks with the old Potsdam swagger and boasts that Germany won the war. He hopes to escape both the payment of reparations and complete disarmament.

These hopes are not so reasonable as they were a few weeks ago. Poincaré, of France, is in a better position than he was during the summer. The Italians under Mussolini and the Britons under Bonar Law may be very different propositions than were

the Italians under Facta or Nitti and the English under Lloyd George. If the Germans wanted to feel out the quality of the new British Cabinet and acted accordingly, they have had their answer. There appears to be a new unity among the Allies, and with this Berlin and the new Chancellor, Dr. Cuno, must reckon in the future.

BETTER LATE THAN NEVER.

Indications are not lacking that the detective bureau of the Postoffice Department will shortly put the United Buyers' Association out of business by denying the swindling concern the privilege of the mails. This action should have been taken two years ago, when the rascally Martin first began to ply his nefarious methods on the deluded people who imagined they could make money by buying a piece of paper for \$2 which would give them the right to purchase goods of Martin's shaky concern. As a matter of fact, the only thing accomplished was to keep Martin supplied with ready money to keep a gambling house going on his ill gotten gains. The Government moved very slowly in this matter and permitted thousands of people to be victimized who could have been protected from loss if the swindle shop had been effectually barred from the mails in the early stages of the game.

The announcement that the output of ford automobiles would shortly be increased from 5,000 to 6,000 per day points to a great increase in the buying power of consumers and also in their willingness to buy. It is reported from Kansas that over 31,000 cars of various makes were sold in that State during the past ninety days, representing an estimated expenditure of more than \$26,000,000. This occurred in an agricultural community, and it would appear that the wheat growers in that part of the country are not so badly off as some reports would indicate. This active buying is found, too, in spite of the fact that wheat is one of the few staple farm products whose prices still remain lower than they were a year ago. The further gain in car loadings as shown by the report for the week ended October 28, also reveals greater activity on the part of purchasers. For the fifth consecutive week loadings of merchandise and miscellaneous freight have touched a new high record. No evidence is at hand showing that dealers are accumulating heavier stocks, and the growing volume of trade turnover appears therefore to indicate that more goods are going into consumption. With wages advancing, employment increasing and cotton and corn growers getting much higher prices than a year ago, such development is to be expected.

Rather Expect Reaction From Recent Advances.

Written for the Tradesman.

Transportation difficulties are the principal factors in the recent advance in wheat and, undoubtedly, lower prices are out of the question until shipping facilities are materially increased. Relief, however, is expected in about thirty days' time and while both flour and wheat are in a strong position from a price standpoint, quite material advances have been scored and it would be rather surprising if we do not have some reaction during the Holiday season.

The flour trade, both at home and abroad, are assuming a hesitating attitude with reference to purchases. In other words, the trade as a whole do not believe there is any particular advantage to be gained by loading up heavily on the recent advance. This, of course, is a good, safe and sane policy. The trade as a whole, however, have been hesitant right along on the new crop and the market has steadily advanced, and the fact that no very large purchases have been made, buying to cover requirements only having been the general policy pursued, makes the market look better to-day than if heavy sales had been consummated by mills, which would, of course, have precluded the possibility of obtaining much new business until the old contracts had been cleaned up. In other words, the very fact the trade have been buying conservatively is an assurance that moderate sales will be possible for sometime to come, for the flour buyer is going to purchase to meet his requirements from time to time.

The price of flour has not advanced as much as the price of wheat. The majority of mills to-day are offering from 10@25c under the market, but, of course, will follow up wheat, provided the price of this cereal is maintained at present levels or advanced somewhat.

General trade conditions and the business outlook make it appear buying to cover requirements is the proper policy to pursue rather than to purchase heavily for future delivery at this time. Lloyd E. Smith.

Go Slow on the Silver Redemption Frauds.

A Michigan merchant writes the Tradesman as follows:

Can you tell me if the United Redemption Bureau, 103 West Atwater street, Detroit, is a responsible concern?

Also is the Sales Producing Syndicate reliable? This company also is supposed to give away silverware. It operates in Chicago.

The former sent a salesman about the country selling a plan whereby you gave tickets with every 25c purchase and the United Redemption Bureau guaranteed to redeem these certificates according to the list on the back of each certificate.

I am sending you one of these certificates and a hand bill they sent me to pass out to my trade.

The tickets cost us \$4 per 1,000, which was to be only the cost of the printing of the tickets. They said the silverware was sent then as an advertisement of Rogers silverware, instead of their spending so much advertising in the newspapers. We bought the deal from the company and paid \$25 down and the balance, \$75, C. O. D. on the shipment of tickets and a sample display of silverware.

Now when our customers send in tickets they never hear from them.

I sent a registered letter to them and received the letter back marked "Unclaimed. Out of business." I also tried to call them by telephone, but the phone had been removed. You can now see why I am rather inquisitive about them.

The Tradesman has failed to find a single so-called silverware redemption concern which has ever kept its agreements. It looks as though they were all a bunch of crooks.

The same condition appears to prevail in the stuff they send out—when every they send any. It is so cheap and inferior that it excites the disgust and condemnation of the customer who receives it.

There is no field for honest dealing along this line and so far the Tradesman has failed to locate any concern that was doing business legitimately. It is simply a clumsy attempt to prey on the credulity of people who are not familiar with the situation by utilizing a good name in a criminal manner.

A Pitiful Exhibition.

Written for the Tradesman.

It is a regular country store on a country road and within a quarter of a mile of a country school—a regular district school. And it has among its equipment a regular slot machine which daily is largely patronized by the pupils of that school. And the knowledge that such a machine is against the law is very manifest by the secretive behavior and hang-dog-cunning constantly evident in the facial expression of the storekeeper. Yet it seems a plausible conclusion to draw that neighbors and parents of the pupils are, equally with the country merchant, deliberate law breakers, for not one of them has as yet—and the cheating machine has been in operation for months—had the moral courage to report the offender to the sheriff of the county. Many of these parents are daily patrons of the store and of the slot machine. The only gratifying phase of the fact is the certainty that this storekeeper (?) is certain to fail in business in the long run. All of this in the State of Michigan, the high bred, high hoping State of Michigan.

Charles S. Hathaway.

Machines for handing out the goods people want are made to operate more accurately and more cheaply than clerks who perform only that service.

Abolition of the I. C. C. Only Hope of the Public.

Chattanooga, Nov. 20.—It seems that the sleeping car companies are becoming heartily sick of the so-called surcharge of 50 per cent. raked off by the railroads on parlor and sleeping car accommodations and have petitioned the Inter-State Commerce Commission to abrogate its prior order under which this charge has been collected.

Various traveling men's organizations have also made an appeal to the Commission to the same effect, arguing that the present rates are too high by 50 per cent. and asking that an order be issued bringing seat and berth rates back to where they were first prior to the war.

Ever since the Inter-State Commerce Commission decided that the traveling aristocracy, or, in other words, those who insist upon sleeping in parlor cars when they ride, should pay one-half more than the straight Pullman fares, in the form of a surcharge for the benefit of the railroad company handling them, there has been much dissatisfaction expressed not only by the passengers but by the Pullman Company also.

The I. C. C. could not see the point when the Pullman Company sought to have this charge abrogated, and it is doubtful if the appeal of the travelers' organizations will receive attention at their hands but legislation by Congress will soon be under way which may have the effect desired.

The Pullman people (who ought to know) and travelers insist that the excessive rates are detrimental to business, but the Commission finds, to its own satisfaction at least, that the lessened use of Pullman cars is not due to overcharge, but to a general cessation of railroad travel—and there you have it.

Commissioner Cox, who has been the friend at court of the travelers' associations and who has dissented from many of the Commission rulings says that passenger fares at the present rate have been reflected in a marked falling off in traffic. No further argument should be necessary than the fact that passenger travel is over seven billions of revenue passenger miles below normal for the past year period. Representatives of industrial and commercial interests have made requests for a reduction in rates repeatedly and they are unanimous in their opinion (in which I fully concur) that the issuance of a mileage book at a reduced rate of fare would not only stimulate travel, but would also increase the present revenue of the carriers.

But the majority of the Commission arbitrarily dispose of the whole matter with the simple comment that restoration of the passenger fare of August 25, 1920, a reduction of 16 2/3 per cent. would result in an annual revenue loss, to say nothing about the added expense of handling additional passengers.

Hence you have the unusual situation of the traveling men, the Pullman Company and a minority of the Commission on one side as against the majority of the Commission on the other.

And it is all a pure matter of guess work or gambling in either case with no disposition on the part of the Commission to allow any experiments to be tried out.

Now the railroads have evidently been contented with the situation which increased the revenue from passengers, even if it decreased the number of passengers and has aided in reducing the loss railroads are supposed to sustain from this branch of the service. If the passengers have been driven to the day coaches by these exorbitant charges, there has been less necessity for the hauling of Pullmans which they have always claimed were a heavier pull on the locomotive, meaning a greater consumption of fuel, more wear and tear on the rails and did not produce nearly as much

revenue, owing to the fact that the Pullman car had only one-half the carrying capacity of the ordinary day coach.

Senator Townsend made the published statement some time ago that he believed the I. C. C. had exceeded the authority granted them by Congress in the position they have recently taken and the rulings they have made, but it remained for Congressman Robinson, of Missouri, to introduce a bill at the recent session of that body taking away much of this self assumed authority by making it unlawful for any carrier to demand, charge or collect from any person for transportation, subject to the provision of said act, in any parlor or sleeping car, any fare in addition to that demanded, charged or collected for transportation in a day coach, but this shall not prevent just and reasonable charges for the use of accommodations in parlor or sleeping cars by companies owning such cars.

Recently Congress, at the behest of traveling organizations passed an act authorizing the I. C. C. to sanction the issuance of mileage books at a reduced cost. The act was not mandatory, but was simply calculated to justify the Commission in such action if they saw fit to make the concession.

This practically leaves the matter just where it was before, for the reason that the Commission, with its well defined meaning, in most of its decisions toward the railroads (which seems to be an obsession on their part) to ignore the whole proceeding, and continue to apply the steam roller to any project which might, incidentally, benefit the public.

According to the programme proposed by several Michigan congressmen, an effort will be made to legislate the Inter-State Commerce Commission out of business altogether. The American people have suffered enough from its silly conclusions and absolutely foolish as well as arbitrary rulings.

When the Commission was formed it was for the one purpose of preventing discrimination, but never to usurp the authority it has assumed to prevent competition.

It thinks that a reduction in rates would not stimulate traffic, has refused at least one railroad the privilege of reducing its own rates, has compelled intra-state interurban lines to raise their rates where they are lower than the steam lines, encroached upon the rights of sovereign states in the regulation of their own affairs—rights granted by the tenth article of the Federal constitution—and when the President of one of the most powerful railroad organizations in the country publicly stated that he could operate his trains successfully and profitably at a passenger charge of two cents per mile, fairly scoffed at the idea. And now they go so far as to tell the Pullman Company, which ought reasonably to be credited with a knowledge of its own affairs, that they are talking through their hats.

The physical appraisalment of railroad properties, some years ago, by the I. C. C. through the efforts of an army of embryo engineers, who traveled in special cars, was a gigantic junket and nothing more.

It could have been done just as effectively and at much less expense through a correspondence course. Those who were familiar with the workings of the plan utilized considered it at the time a huge joke. Appraisements representing billions were made from the rear platform of parlor cars and the expense account operated overtime. Rights of way traversed by streaks of rust were scheduled as railroads and discarded box cars as railroad stations.

State appraisements made for taxation purposes were disregarded and suspicions of railroad investors were lulled to sleep in fancied security. Certainly the time has now arrived for refusal of these methods and Congress

is the only hope of the business and industrial martyrs who are being crushed by the juggernaut of senseless regulation.

It is time for the individual sufferer to assert himself and insist that his representatives in Washington bestir themselves in adopting means of relief.

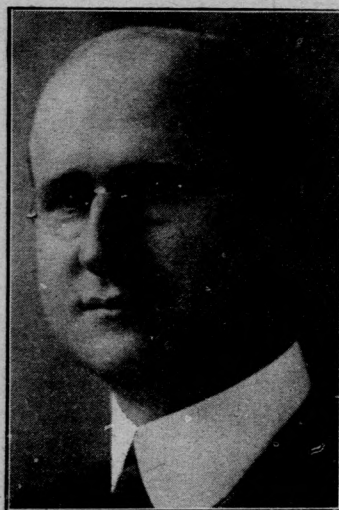
The abolition of the Interstate Commerce Commission is the only hope of the public.

It may be that such action will result in the return of old-time abuses in the way of discrimination against certain users of transportation channels, but the greatest good to the greatest number and a breathing spell for outraged industries will prove sufficient compensation for the change, radical as it may appear on the surface.

Frank S. Verbeck.

Mr. McFadyen Leaves the City Temporarily.

Plans for expansion of the McFadyen Pure Food stores to include many cities in Western Michigan, with Grand Rapids as the headquarters and buying center were announced by A. N. McFadyen prior to leaving for New York last week, where he takes charge of the entire sales and personnel of the Metropolitan 25-50-cent stores, one of the great chain stores of the country.



A. N. McFadyen.

Mr. McFadyen announced that not only was he retaining full interest in the chain grocery stores which he started here slightly more than one year ago, but that their expansion is to be pushed with new vigor. In addition to several additional markets here, new stores will be established in Muskegon, Battle Creek, Kalamazoo, Holland and a long list of other Western Michigan cities within one day's truck haul from Grand Rapids. All buying and distributing will be done through Grand Rapids. Mr. McFadyen will remain as president of McFadyens, Inc., and is retaining his entire interest, he stated. The active management of the food stores is in the hands of T. R. Holman, secretary-treasurer of the company.

While declining to discuss the salary of his new position as vice-president in charge of sales of the Metropolitan 25-50-cent stores, associates said yesterday that it was the largest paid by any chain store in the country. Although only 37 years of age, Mr. McFadyen is old in business experience.

He began his merchandising career with the Kresge stores when only 18 years of age, and held a high salaried executive position with the firm while still in his 20's. At 33 he had reached the pinnacle of responsibility with Kresge as a director and vice-president in charge of sales. He resigned to accept the most responsible "Y" job in France during the war, where he speeded up the distribution of supplies furnished by the organization for the American soldiers. He returned after the armistice looking for new responsibilities.

Turning to Grand Rapids as the logical headquarters for chain food stores, Mr. McFadyen established headquarters here and started new stores as rapidly as suitable locations could be found. Now with 12 groceries and eight meat markets and a new West side lease for an additional store in the next few weeks, he feels that the business is in healthy enough condition to be left to his associates.

Mr. McFadyen announced that he will retain his home in Grand Rapids, and that while his headquarters are in New York, his family will remain here.

Mr. T. R. Holman was born in Chicago March 16, 1886. His antecedents were German on his father's side and English on his mother's side. He attended the public schools of Chicago, putting in three years at Racine



T. R. Holman.

College preparatory to entrance to Washington University, Washington, D. C. He spent three years at the latter institution, graduating on the science course. His first business experience was with the Buick Agency, of Chicago, where he had charge of the parts department. Fifteen months later he became connected with the experimental department of the Oldsmobile Company at Lansing. He continued in this position two years, when he entered the employ of Briggs Magneto Co., of Elkhart, Ind., devoting a year and a half to expert work in selling and demonstrating. He was then given the position of Assistant Manager of the Kresge Company, of Chicago. A year and a half later he was promoted to the management of the store at Michigan City. One year later he became manager of the store at Racine. He retired from the latter position a year and a half ago to come

to Grand Rapids and act as assistant to Mr. McFadyen in the management of his chain store system. Now that Mr. McFadyen has gone on to New York to associate himself with the Metropolitan Company, he automatically becomes manager of the Grand Rapids business, which is subject to indefinite expansion in the very near future.

Mr. Holman was married fourteen years ago to Miss Bertha Coie, of Thornapple Lake. They have three daughters and reside in their own home at 420 Franklin street. Mr. Holman attends the Fountain street Baptist church, but is not a member of any fraternal organization. His hobby is automobiling and he attributes his success to hard work.

Resents His Inability To Obtain Stimulants.

Detroit, Nov. 21—At 80 years of age I find myself in this predicament: Up to two years ago I was in excellent health for a man of my age, but I have lately had attacks of illness in four different cities in which I had to obtain medical advice. In each case the doctor who attended me ordered me to take stimulants daily in moderate quantities, saying that they were necessary for me. At times I am unable to procure what I require and I find my health suffers in consequence. The law in its present shape goes to extremes, and all extremes are bad and are now the cause of more trouble and unrest in this world than anything else. I am a law-abiding citizen, but I certainly feel that my personal liberty has been taken away by a law which should be amended so as to restore it to me. W. V. Onslow.

Do we give thanks for a giving day?

Raw Material Used in Camel's Hair Products.

In view of the rather extensive vogue of the camel's hair skirt this season and its probable popularity during the early Spring season it is interesting to note the origin of the real camel's hair which is used in the making of the skirting fabric. Most of the fine camel's hair comes from the cooler sections of China, according to one of the leading makers of these fabrics, as the hair obtained from the camels in the very warmer sections is neither fine nor abundant.

Camels at a certain season of the year shed their hair, this dropping off in bunches most frequently while they are asleep. When a caravan is on a trip there is always a special boy whose duty it is to gather up this shed hair in baskets before the march for the day is undertaken. After this has been done and the caravan reaches a certain point, the hair is sorted and baled for export. Of course, where camels are kept for short travels this procedure is not followed, and the hair is brought directly to the local buyer.

In sorting into the different grades the basis of selection is the fineness in the diameter of the hair. The coarser the fiber the less valuable it is. After reaching this country dyeing, weaving and finishing processes are used that are described as being dissimilar in several respects to that used in the production of woolen fabrics.

One of the features of camel's hair is that it gives warmth with lightness. It is pointed out that the camel must

have adequate protection against the cold of the night on the desert, but must not be too heavily burdened in the heat of the noonday sun by thick hair.

The hair is being used extensively, not only for skirts, which is really the latest adaptation, but for men's and women's suits, knickerbockers, overcoats, cloaks, gloves, etc. But a substantial percentage of the fabrics known or described as "camel's hair" are said to contain none of it or else to have very little of the actual camel's hair in them.

Fitted Brim Hats Now Giving Way.

There is a general deviation now from the large fitted brim hats that were selling so well at the start of the season, according to the current bulletin of the Retail Millinery Association of America. The influx of Palm Beach and other Winter resort merchandise has restored them to favor a bit, but by the general run of women it is the soft looking hat that is wanted.

"Large cushion brims and turned flare brims that rise from bandeaux foundations are given the hand-molded touch by the wearer," the bulletin continues. "Crushed in to frame the face is the way they are mostly worn, for it is the hat with the regular contour that is most desired by the American woman. For other than resort wear a few of the fitted brims are seen, principally on the small French poke order and the roll shapes for street wear.

"Tricornes still stand forth conspicuously, but they are not for the more

'dressy' ensemble. The large lace hats that are selling for restaurant wear are necessarily regular as to brim line. In order to carry off all their ornamentation and elaborate dress themes, the only shape features of which such forms may partake are the shortened backs, double brims or an elongated side.

"Large bow-trimmed hats of slipper satin are made on soft caplike foundations and partake of the attributes of the pull-on sports hat. Satin is much liked in hats for street wear, and it is only natural that hats of this kind should have an 'eye for comfort.'"

Performing Clowns "Shimmy" in Windows.

Chicago, Nov. 21—Display Manager Berger of Rothschild & Co., provided a Christmas toy window last year that stopped crowds. Red draperies and foliage, trimmed with silver leaves, formed the background. A red-covered platform occupied the center of the window on which stood two performing clowns. One moved his head from right to left, and up and down raising his foot up and down also, and shimmying his shoulders in a way that created much merriment among the spectators.

The other clown moved his body from side to side, and his foot up and down. He had a gilt ball on his head, in both hands and on one foot, and they all revolved.

On the front part of the platform the words "Toy Brothers" were outlined in silver tinsel, and a picture of a girl surrounded by numerous Christmas packages bore the timely admonition: "Do your Christmas shopping early."

The rest of the window was filled in with a fine collection of miscellaneous toys.



Barney Langelier has worked in this institution continuously for fifty years.

Barney says—

I have been thinking of how busy it is just before Christmas when everybody wants their candy and nuts and other things for Christmas trade and I think you ought to ask the customers to send their orders in early so that they will be sure of getting just what they want for their Christmas trade.

And, BY GOLLY, business is certainly good these days.

WORDEN GROCER COMPANY

GRAND RAPIDS

KALAMAZOO—LANSING—BATTLE CREEK

THE PROMPT SHIPPERS

MOVEMENT OF MERCHANTS.

Schoolcraft—W. Thompson succeeds W. W. Hale in the drug business.

Lyons—F. E. Weeks has purchased the drug stock of Harvey Halstead.

Crystal—H. F. Volz succeeds William M. Parker in the drug business.

Plainwell—Morrell Bros. succeed Fred E. Knox in the hardware business.

Harvard—A. Griswold & Son have sold their hardware stock to Guilfoyl & Co.

Mulliken—John Rex Mack succeeds C. M. Chovey & Co. in the grocery business.

Vassar—The Henry Price Clothing Co. has changed its name to MacDonald's.

Port Huron—The Howard Furniture Co. has changed its name to the Herbert Howard Co.

Ann Arbor—The Schultz Grocery has increased its capital stock from \$15,000 to \$35,000.

Hersey—Charles E. Moody succeeds W. S. Wolcott in the grocery and general store business.

Grand Rapids—The Rysdale Candy Co. has increased its capital stock from \$30,000 to \$60,000.

Bad Axe—Peter Mayheu has sold his hotel to Joseph Forney, who will take possession Nov. 27.

Holland—Jake Zoerman has sold his hardware stock to Deur & Zwemer, who have taken possession.

Saginaw—The Wright-Blodgett Co., Ltd., timber lands, etc., has removed its business offices to Grand Rapids.

Owosso—Meabon & Son succeed Miss Corwin in the restaurant and cigar business on Washington street.

Jackson—Mrs. Ina M. Brintnall has opened a modern beauty parlor on the fourth floor of the Morris I. Jacobson store.

Cadillac—William Lutes has engaged in the grocery business, the Worden Grocer Co. furnished the stock.

Arcadia—Isaac Edmonson, formerly of Bear Lake, has opened a shoe repair and shoe findings shop in the Oak building.

Albion—William E. Baum has sold a half interest in his grocery stock to Haynes R. Campbell and the business will be continued under the style of W. E. Baum & Co.

Detroit—The Miller-Judd Co., 5535 Woodward avenue, dealer in autos, accessories, etc., has increased its capital stock from \$50,000 to \$200,000.

Decatur—The Detroit Celery & Produce Co. has erected a modern ware house here which will be under the management of John Overly.

Ewart—G. H. Fox and L. Homer, of Reed City, are erecting a modern bakery, which they will conduct under the style of the Ewart Baking Co.

Greenville—L. F. Bertrau has sold his furniture stock to F. C. Choate, recently of Grand Rapids, who will continue the business at the same location.

Flint—The Citizens Co-Operative Investment Co. has been incorporated with an authorized capital stock of \$50,000, all of which has been subscribed and \$7,500 paid in in property.

Detroit—The Racine Foundry & Machine Co., 6535 Dubois street, has been incorporated with an authorized capital stock of \$25,000, \$4,000 of

which has been subscribed and paid in in cash.

St. Johns—Gettle Bros., of Bluffton, Indiana, have leased a store in the Steel Hotel building and will occupy it with a stock of bazaar goods Dec. 9.

Mason—Frank W. Webb, who has conducted a boot and shoe store here for the past forty-five years, died at his home, Nov. 18, following an illness of several weeks.

Onkama—L. L. Crandall, formerly engaged in the second-hand furniture business at Manistee, has purchased the grocery stock and store building of George L. House, taking immediate possession.

Charlotte—Ernest G. Pray has purchased the interest of Stanley Smith in the furniture and undertaking stock of Smith & Conklin and the business will be continued under the style of Conklin & Pray.

Negaunee—August Sutenin has sold his drug stock and store fixtures to Alfred Rytkenon, his head clerk for the past six years. Mr. Rytkenon will continue the business under the style of the Peoples Drug Store.

Escanaba—The Thilco Timber Co., with business offices in the First National Bank building, has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in cash.

Sand Lake—Frank Long has sold his grocery stock to Blair R. Barnes, of Middleville. He will continue the business at the same location. Mr. Long will continue the shoe and rubber business on his own account.

Durand—Mark F. Frink has purchased the interest of his partner, F. W. Hockett, in the automobiles, auto supplies, accessories and garage business of Hockett & Frink and will continue the business under his own name.

Lansing—Davey Bros., builders and owners of Hotel Roosevelt, will build an addition to the hotel which will be ten stories high and contain 500 rooms each with private bath. Work will be commenced as soon as the plans have been completed.

Detroit—The Cook Co., 127 West Woodbridge street, has been incorporated to deal in confectionery, fruit juices, ice cream and frozen products, with an authorized capital stock of \$5,000 all of which has been subscribed and paid in in cash.

Ironwood—The National Co-Operative Co. has been incorporated to conduct a general mercantile business including timber, farm products, implements, etc., with an authorized capital stock of \$10,000, \$1,025 of which has been subscribed and paid in in cash.

Detroit—Coon & Co., 1304 Real Estate Exchange building, has been incorporated to deal in auto parts, equipment, accessories, etc., as manufacturers' agent, with an authorized capital stock of \$7,500, all of which has been subscribed and \$1,000 paid in in cash.

Bellevue—Cargo & McCarthy, who conduct an ice cream parlor and restaurant, have dissolved partnership and the business will be continued by I. W. Cargo, who has taken over the interest of his partner. He has also purchased the store building which was owned by his brother, C. W. Cargo.

Saginaw—The Second National Bank has taken over the business of the Commercial National Bank. No capitalization increase was made owing to the fact that last January the Second National's capital and surplus were doubled and this was found to be ample.

Detroit—The Michigan Builders Hardware Co., 9000 Oakland avenue, has been incorporated with an authorized capital stock of \$13,000 common and \$12,000 preferred, of which amount \$15,000 has been subscribed and paid in, \$3,000 in cash and \$12,000 in property.

Adrian—The Michigan Hotel Co., conducting the Schoolcraft Hotel in this city, has sold its lease on the building and furniture and fixtures to J. H. Lambertson, of Cleveland. J. F. Woolsey, who has conducted the hotel for four years, is the principal stockholder.

Ishpeming—Nault Bros., will, at an early date, move their grocery business from the Voelker building, Main street, to the store space on First street which was recently vacated by Martin Skague. George Lafkas, who has a confectionery store in the Robbins' building, Cleveland avenue, has secured a lease on the Voelker building and will move his business there after a number of alterations and improvements are completed.

Adrian—A group meeting of the Michigan Retail Dry Goods Association will be held here December 5, according to announcement of the Chamber of Commerce. The district from which the merchants are to attend includes Lenawee, Hillsdale, Jackson, Monroe and Washtenaw counties and a portion of Calhoun and Wayne counties. Among those to be present are Jason E. Hammond, manager of the Michigan Retail Dry Goods Association; John C. Toeller, of Battle Creek, President, and F. E. Mills, of Lansing, Vice-President.

Manufacturing Matters.

Detroit—The Holley Carburetor Co. has increased its capital stock from \$250,000 to \$1,000,000.

Holland—The Holland Furnace Co. has increased its capital stock from \$1,800,000 to \$3,600,000.

Big Bay—The Lake Independence Lumber Co. has increased its capital stock from \$200,000 to \$1,250,000.

Kalamazoo—The Globe Casket Manufacturing Co. has increased its capital stock from \$400,000 to \$600,000.

Grand Rapids—The Cabinet Shops, 519 Monroe avenue, has increased its capital stock from \$35,000 to \$60,000.

Detroit—The Gately Clothing Co., 241 Michigan avenue, has increased its capital stock from \$30,000 to \$50,000.

Detroit—The American Metal Products Corporation, 6431 Epworth Blvd., has increased its capital stock from \$50,000 to \$100,000.

Detroit—The old company of the Parrott Heater Co., 1428 21st street, has been dissolved and a new company under the same style organized with an authorized capital stock of \$10,000, preferred and 40,000 shares at \$5 per share, of which amount 10,502 shares have been subscribed and \$40,000 paid in in property.

Holland—The Holland Engine Co., Inc., has increased its capital stock from \$50,000 to \$100,000 and 10,000 shares no par value.

Calumet—The Calumet Creamery Co. has been organized, capitalized at \$50,000. It will absorb the Obenhoff Ice Cream Co. and will manufacture various dairy products as well as ice cream.

Detroit—The McMullen Fire Extinguisher Co., 6514 Dubois street, has been incorporated with an authorized capital stock of \$20,000, all of which has been subscribed and \$2,000 paid in in cash.

Muskegon Heights—A new foundry building will be erected by the Piston Ring Co. shortly, according to announcement, Monday. The addition will add approximately 65 per cent. to the output of the company.

Detroit—The Detroit Nut Co., Inc., 2456-58 Hubbard avenue, has been incorporated with an authorized capital stock of \$50,000 common and \$75,000 preferred, all of which has been subscribed and \$50,000 paid in in cash.

Detroit—The Shelley Exclusive Frock Co., Inc., 50 Buhl building, has been incorporated with an authorized capital stock of \$50,000, \$26,050 of which has been subscribed and paid in, \$100 in cash and \$25,050 in property.

Lansing—Ford Johnson, recently of Howell, has engaged in the creamery business here. Marshall Lee has resigned his position with the Watson & O'Leary Creamery Co., of Howell, and will be associated with Mr. Johnson.

Bay City—The Rapid Storage Battery Co., 115 Third street, has been incorporated with an authorized capital stock of \$10,000, of which amount \$1,700 has been subscribed and paid in, \$225 in cash and \$1,475 in property.

Port Huron—The New Howard Furniture Co., 912 Military street, has been incorporated with an authorized capital stock of \$35,000 common and \$15,000 preferred, of which amount \$21,000 has been subscribed and paid in in cash.

St. Louis—The Sanitary Baking Co. has removed its wholesale and retail plant here from Breckenridge and will continue the business under the style of the Central Michigan Baking Co. C. G. Davis will continue as manager of the business.

Jackson—The Morrison Metal Stamping Co. has been incorporated with an authorized capital stock of \$250 common and 25,000 shares at \$10 per share, of which amount 13,400 shares has been subscribed and \$13,400 paid in in cash.

Detroit—The Nizer Corporation, 3301 Grand River avenue, has been incorporated to manufacture and deal in refrigerators, refrigerating machines, equipment, etc., with an authorized capital stock of \$300,000, all of which has been subscribed and paid in in property.

Grand Haven—The Kyloid Co. has been incorporated to manufacture and sell Kyloid composition and other products, with an authorized capital stock of \$100,000 preferred and 1,150 shares at \$50 per share, of which amount \$2,500 and 550 shares has been subscribed, \$5,000 paid in in cash and \$25,000 in property.

Essential Features of the Grocery Staples.

Sugar—There is an improved demand for Cuban sugars by refiners. Receipts of Cuban sugar for the past week have increased and refiners are rapidly catching up in their unfilled obligations. Refiners' prices are still on the basis of 7c, f. o. b. New York, with the exception of Arbuckle, who are 6.90c. Federal still withdrawn from the market. Local jobbers hold cane granulated at 7.55c and beet granulated at 7.45c.

Tea—The market has put in a steady week, without any material change either in price or in the demand. Business in tea has continued good, with most of the lines steady to firm on account of several actual shortages.

Coffee—Speculative cables from Brazil have made some changes in the coffee market during the week, speaking of green coffee sold in a large way. The market altogether has had a somewhat irregular period, closing the week rather stronger. All grades of Rio and Santos are about where they were a week ago. Milds are a little firmer and show a slight fractional advance on account of a decrease in the visible supply as compared with a week ago. The advance is only slight and has not affected the jobbing market for roasted coffee. The jobbing prices for roasted Rio and Santos grades are likewise just where they were a week ago.

Canned Fruits—Hawaiian pineapple is the strongest item on the list. Spot supplies are inadequate and fresh arrivals are generally sold in advance, so that a bare market continues. All holders have high ideas of values, and as they control the situation jobbers are forced to pay asking prices. Standard peaches are quoted at a wide range, with no cheap lines of really desirable quality. Choice of actual classification favors the seller, while fancy is not quoted except in a small way. Apricots are mostly neglected on the spot. Apples are being held at higher prices in the country due to increased packing costs.

Dried Fruits—Anticipating a shortage of dried fruits a number of weeks ago, which it was figured would occur in November, caused local operators to strain every effort to get shipments through from the Coast in time to take care of the Thanksgiving outlet. They were successful in swelling the available supplies and a more representative assortment is now available, but not in the usual volume for this season of the year. It is a ticklish situation which confronts the trade and one which breeds conservatism. In all lines of food commodities distributors complain of a lack of normal outlet, as there appears to be a backing up in the consumer demand. Holiday items, of course, are being taken, but the turnover is not up to expectations. In staples more or less of a lull has occurred. In prunes buying at the source has slowed down, but prices are as firmly held as ever in California and in the Northwest. The main movement is in spot stocks, but those in transit are not so favored. Space on steamers is pretty well sold up for the balance

of the year as packers assert that all seaboard and interior markets made free purchases for November and early December shipment. The California Association is still a dark horse. At present it is out of the market in box packed and other offerings, and there is a possibility that it will have little or nothing to sell later on. It is hinted that certain of the large independents took Association prunes earlier in the season, and they are strong enough to hold up the market. These prunes, it is understood, were acquired when the prices to growers were high, and there is little prospect of an unloading at discounts when the packer is convinced that the jobbing trade is understocked. Spot California and Oregon prunes are generally held firm. The demand for extra and extra choice apricots is heavier since fancy cannot be had except at what buyers consider is a prohibitive price. Standards are quiet. Raisins as a line are steady. Thompsons are easier as the understocked market of a few weeks ago has resulted in a rush of stocks to the jobbing centers. Currants are scarce on the spot with only moderate arrivals in sight. Peaches were dull all the week.

Canned Vegetables—The production of canned corn in the United States for the season just closed, according to data compiled by the National Canners' Association and furnished to the foodstuffs division, Department of Commerce, amount to 11,419,000 cases of 24 No. 2 cans to a case. These figures represent a smaller pack than normal and following the very small pack of 1921, should result in a firm market for canned corn. Although Iowa led with nearly 2,000,000 cases this year, she fell far short of her usual pack and Illinois is 300,000 cases short of her twelve-year average. Maryland's statistics improved considerably, although she put up less corn than any year during or since the war, except for abnormal 1921. The following annual official statistics of the National Canners' Association are based upon the circularization of every canner of corn in the United States:

	1921	1922
Iowa	1,190,000	1,959,000
Illinois	1,711,000	1,939,000
Maine	911,000	1,066,000
Ohio	850,000	1,073,000
Maryland	1,130,000	1,944,000
New York	564,000	616,000
Wisconsin	576,000	625,000
Indiana	109,000	665,000
Minnesota	573,000	598,000
Missouri	-----	-----
Michigan	-----	-----
Delaware	440,000	701,000
Vermont	-----	-----
Pennsylvania	-----	-----
All other states	189,000	233,000
Total	8,843,000	11,419,000

This pack of corn for 1922 is larger than that for 1921, but it is 572,000 cases less than the average pack for five years previously. The annual consumption of canned corn for the United States is estimated at 12,000,000 cases. Tomatoes are a good barometer of the market as a whole. Firmness exists in the country in all sizes,

with No. 3s and No. 10s leading. Many canners refuse to sell, thinking that the market will ultimately be higher. California tomatoes are active in a moderate way, but Coast buying is not so heavy, as early purchases are now arriving. Corn is quiet but steady at going prices, the demand being patterned after current consumption. Peas favor the canner and are held at factory points above the ideas of jobbers. Most of the business going on is in moving goods to retailers. Spinach is steady. Pumpkin and squash are seasonably active.

Canned Fish—The salmon market is far firmer on the Coast than it is on the spot. Holders have the firm conviction that they are in strong control of the situation and that all they have to do is to sit tight and let the understocked jobber fill their needs, with the natural resulting competition forcing up prices as the season advances. This is particularly true of pinks now that chums have been cut down to limited stocks. Pinks are firm in Seattle and are held up to \$1.25 f. o. b. by some factors. The spot market in consequence is stronger but not very active. Reds are mostly taken as they are needed. Maine sardines are not active in a large way, but are taken in moderate jobbing lots as they are needed. Canners all have higher ideas and are pretty well aligned as to their prices. Other types of sardines are not particularly active. Crab meat is scarce on the spot and very little is offered from primary points. Lobster also is in no surplus in any quarter. Tuna fish is only to be had in small blocks in white meat and striped.

Syrup and Molasses—Compound syrup shows no change for the week. There is a fair demand considering the rather unseasonably mild weather and prices are steady. Sugar syrup is steady, without any change. Demand for good grades is fair. Molasses is in fair demand at unchanged prices.

Provisions—Everything in the smoked meat line is very quiet, with prices ranging from ½¢@1¢ per pound lower on the different cuts. The consumptive demand is light. The consumptive demand for pure lard is light and the market is ruling about ½¢ under a week ago. Lard substitutes are weak, with a light demand at unchanged prices. The demand for canned meats, dried beef and barreled pork is very quiet and is about 5 per cent. lower.

Beans and Peas—Stocks of beans are still limited and the situation continues firm and unchanged. The market is decidedly in seller's favor at the present if they have anything to sell. Green and Scotch peas are gradually working up and are also firm.

Cheese—The market is steady, with a light consumptive demand at prices about the same as they were last week. Stocks in storage are about the same as they were a year ago and the market is likely to remain stationary for a few days at least.

Nuts—The demand for foreign nuts for the Thanksgiving trade was not up to expectations last week. This does not mean that the market was

at a standstill, but the turnover was not as large as first hand distributors had anticipated. One thing in favor of the foreign walnut situation has been the good quality of many of the offerings, such as Cornes for instance. Coming at the time when California nuts of the desired grades and varieties were not overly plentiful the foreign nuts have sold as well as expected under the circumstances. There has not been as strong an undercurrent in almonds as in walnuts. Filberts have sold fairly well. Brazil nuts are moving more freely. Pecans are scarce and firm.

Rice—The lack of a surplus and the disposition to hold causes firmness, but the market is otherwise featureless. With the Southern markets firm, sentiment tends to cause holders to carry their broken assortments at full list. Foreign rice is steady in tone with moderate buying.

Carnation Milk—Producers of Carnation milk have notified distributors that they are so far oversold as to make it impossible to accept added orders for delivery until after the turn of the year. All canned milks are firm at recent advances.

Holiday Goods—Now is the time for the grocer to temporarily forget about staple items and place his sales, display and advertising emphasis upon the longer profit lines which are coming into their own with the approach of Thanksgiving and which will maintain this spotlight position until New Year's day is past and gone. The festivals which are part and parcel of the holiday season make the housewife amenable to suggestions as to table delicacies and, in fact, eager for hints which will aid her in planning the menu for these various gatherings.

Salt Fish—The demand for mackerel continues fair. It is not so good as some time ago, when practically all buyers were in the market on account of scarcity. Stocks have been filled up a little better and consequently demand has eased off somewhat. The available supply is still small and the market is therefore firm on a comparatively high basis. Codfish is in fair demand without change.

Preying on the Credulity of the Ignorant.

B. H. Dice, who was formerly connected with the Petrie Grain elevator, at Pierson, has engaged in business at 208 Linquist building, Grand Rapids, under the style of the Franklin Commission Co. He is pursuing the price quoting methods of the United Buyers' Association, but does not sell membership certificates. Any one can order goods of him on the basis of the quotations he makes in circular letters. He employs the tactics of quoting sugar at 2 or 3 cents per pound, but evidence is not lacking that he makes up his loss on sugar on nearly every other article on his list. No conservative buyer can be caught with such clap trap, but there is a certain percentage of sore heads and disgusted individuals in every locality who furnish material for the delusive propaganda fed out by men who cater to the vanity of fools and the credulity of the ignorant.

Proceedings of Grand Rapids Bankruptcy Court.

Grand Rapids, Nov. 13.—On this day was held the first meeting of creditors in the matter of Elmer A. Zimmermann, Bankrupt No. 2168. The bankrupt was present in person. No others were present. The bankrupt was sworn and examined by the referee without a reporter. No claims were proved and allowed. The schedules of the bankrupt were confirmed to him, and the case closed as a no-asset case. The first meeting was then adjourned no date.

On this day also was held the final meeting of creditors in the matter of Eagle Products Co., Bankrupt No. 2117. The bankrupt was not present or represented by attorney. The trustee was present in person. Several additional claims were proved and allowed against the estate of the bankrupt. The trustee's final report and accounts were considered and approved. The bill of the attorney for the bankrupt was approved and filed. An order was made for the payment of administration expenses and for the declaration and payment of a supplemental first and final dividend to creditors. The final meeting was then adjourned without date. The case will now be closed and returned to the district court.

On this day, also, was held the final meeting of creditors in the matter of Wallace D. Paulsen, Bankrupt No. 2090. The bankrupt was not present in person, but represented by John B. Lewis, his attorney. No other appearances. One additional claim was proved and allowed. The trustee's final report and account was approved and allowed as filed. The bill of the attorneys for the bankrupt was approved and allowed as filed. An order was made for the payment of administration expenses and for the declaration and payment of a supplemental first and final dividend to creditors. There was no objection to the discharge of the bankrupt. The final meeting was then adjourned no date. The case will be closed and returned to the District Court.

On this day also were received the schedules, order of reference and adjudication in bankruptcy in the matter of Gust P. Nelson, Bankrupt No. 2116. The matter has been referred to Benn M. Corwin, as referee in bankruptcy. The bankrupt is a resident of Cadillac, and is a retail merchant. The schedules of the bankrupt list assets in the sum of \$1,197.08, of which the sum of \$325 is claimed as exempt, and liabilities in the sum of \$2,304.21. The first meeting of creditors has been called for Nov. 27. A list of the creditors of the bankrupt is as follows:

Frankington Packing Co., Milwaukee	\$117.23
Joseph Casabianca, Cadillac	48.68
V. C. Mining Co., Grand Rapids	6.00
Goshen Mining Co., Goshen	13.60
Harry Meyers, Grand Rapids	13.48
Swedish Produce Co., Chicago	18.80
Hekman Biscuit Co., Grand Rapids	4.88
Sales Book Co., Negaunee	10.00
Proctor & Gamble Soap Co., Detroit	26.35
A. G. Brehm, Cadillac	51.36
G. E. McKeever Co., Detroit	55.75
G. R. Paper Co., Grand Rapids	10.50
Biedlong Pickle Co., Chicago	10.34
Armour Bros. Co., Chicago	7.10
Steindler Paper Co., Muskegon	27.92
J. B. Abraham Co., Andersonville, Ind.	16.60
Watson-Higgins Milling Co., Grand Rapids	12.68
John C. Fair & Co., Cadillac	41.50
Symons Bros. Co., Saginaw	85.04
Judson Grocer Co., Grand Rapids	98.79
Southwestern Broom Co., Evansville	18.75
Cornwell Beef Co., Saginaw	13.43
National Biscuit Co., Grand Rapids	45.96
Geller Bros., Cadillac	27.00
Haynes Bros. Co., Cadillac	129.00
C. E. Erickson Co., Des Moines	36.20
Estate of Erick Nelson, Cadillac	1,300.00
Manitowoc Seed Co., Manitowoc	19.77
McLaughlin Coffee Co., Chicago	27.00

Nov. 14. On this day was held the first meeting of creditors in the matter of Frederick G. Bachmann, Bankrupt No. 2162. The bankrupt was present in person. No others were present. It appeared that there was a possible claim of the estate against a certain job that the bankrupt had not completed and the matter was held open pending an investigation of such claim, although in all probability such claim was assigned to the bonding company taking the bond of the bankrupt in the performance of the work, therefore it would leave the estate without assets. When this fact has been determined the estate will either be closed or a trustee appointed to collect the assets of this claim. The first meeting was then adjourned no date after the examination of the bankrupt without a reporter.

On this day also was held the first meeting of creditors in the matter of Morton D. Hartley, Bankrupt No. 2170. The bankrupt was present in person. No other appearances. The bankrupt was sworn and examined and it appearing that the bankrupt possessed certain property of doubtful value, therefore C. C. Woolridge was appointed trustee for the purpose of investigating the value of such property and either realizing upon the same or abandoning the same. The investigation proved that the estate could not use the property and same was accordingly abandoned by the court upon the recommendation of the trustee. No claims were proved against the estate of the bankrupt. An order was made confirming his claim to exemptions, and the estate closed. The first meeting was

then adjourned no date. The case has been closed and returned to the district court as a no-asset case.

Nov. 15. On this day were received the order of reference, adjudication and schedules in the matter of Liberty Candy Co., Bankrupt No. 2179. The matter has been referred to Benn M. Corwin as referee in bankruptcy and who has been appointed receiver. A custodian has taken charge of the property and an inventory is taken. The bankrupt is a corporation having its principal place of business in the city of Grand Rapids, and engaged in the manufacture of candies. The schedules of the bankrupt list assets in the sum of \$6,035.02 and liabilities in the sum of \$20,793.55. The first meeting of creditors has been called for Nov. 29. A list of the creditors of the bankrupt is as follows:

U. S. Government (excise tax)	\$225.00
State of Michigan (tax)	50.00
City of Grand Rapids (personal tax)	137.05
Earl Strong, Grand Rapids (labor)	35.00
A. A. Stevenson, Grand Rapids	300.00
Atkinson Chocolate Co., Brooklyn	251.67
Ambrosia Choc. Co., Milwaukee	77.81
Atlantic Gelatine Co., Woburn, Mass.	177.00
Baxter Bros., Grand Rapids	17.57
Beacon Chocolate Co., Boston	22.00
Brown Young Co., New York	130.00
A. E. Brooks & Co., Grand Rapids	3.17
Bartlett Label Co., Kalamazoo	4.58
Baxter Laundry Co., Grand Rapids	3.50
Benjamin Ins. Agency, Grand Rapids	5.00
Crystal Gelatine Co., Boston	400.75
Commercial Printing Co., Grand Rapids	11.50
Crandall Pettie, New York	106.00
Confectioners Mercantile Agency, New York	108.71

Citizens Tel. Co., Grand Rapids	5.95
Consumers Power Co., Grand Rapids	15.00
Calendar Publishing Co., Grand Rapids	100.00
Detroit Wire Bound Box Co., Detroit	34.44
Dunn Electric Co., Grand Rapids	40.84
Estate of Geo. E. Ellis, Grand Rapids	10,943.07
Frontier Chocolate Co., North Tonawanda, N. J.	82.30
Franklin Baker Co., Philadelphia	46.36
Fortune Products Co., Chicago	101.85
Wm. H. Freund & Co., Chicago	78.50
Fayette Candy Co., Uniontown, Pa.	33.25
G. R. Paper Box Co., Grand Rapids	369.50
G. R. News, Grand Rapids	12.36
E. B. Gallagher & Co., Grand Rapids	31.00
G. R. Gas Co., Grand Rapids	20.00
Hanford Lumber Co., Grand Rapids	8.40
A. Hyde & Son, Grand Rapids	24.38
Holden, Hardy & Boyland, G. R.	5.00
Ideal Paper Box Co., Grand Rapids	50.00
Ideal Chocolate Co., New York	50.00
Izen Candy Co., Mankota, Minn.	131.69
Joe Lowe Co., New York	219.45
Judson Grocer Co., Grand Rapids	68.85
Knapp Co., New York	17.49
Klein Chocolate Co., Elizabethtown, Pa.	50.00

C. D. Mattason, Grand Rapids	95.00
Milwaukee Printing Co., Milwaukee	295.30
C. W. Mills, Grand Rapids	31.58
Mass. Chocolate Co., Boston	91.52
Mulligan-Higgins, New York	45.60
John H. Meade, Grand Rapids	21.85
H. H. Ottens Mfg. Co., Philadelphia	76.40
Peter Osse, Grand Rapids	19.65
Penick & Ford, Ltd., Chicago	17.73
Stollwerck Chocolate Co., New York	152.67
Stefan Hall Mfg. Co., Chicago	50.00
Suffolk Peanut Co., Suffolk, Va.	34.56
Sherman & Ellis, Chicago	45.49
Southern Surety Co., Grand Rapids	97.93
Andrew Sloomaker, Grand Rapids	3,900.00
A. A. Stevenson, Grand Rapids	425.00
Temtar Corn & Fruit Co., St. Louis	5.00
United Chemical & Organic Co., Chicago	200.00
J. O. Whitten Co., Winchester, Mass.	158.60

W. P. Williams Co., Grand Rapids	189.75
Western U. Tel. Co., Grand Rapids	30.00
Dille, Souter & Dille, Grand Rapids	188.08

Nov. 15. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Tony Bielskas, Bankrupt No. 2178. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of Grand Rapids and is a furniture worker. The schedules list assets in the sum of \$613, of which the sum of \$500 is claimed as exempt to the bankrupt, and liabilities in the sum of \$512.50. The funds requested for the first meeting have not been furnished to the court, therefore the date of first meeting has not been determined. When such funds are furnished the date of first meeting will be set and notice of the same made here. A list of the creditors of the bankrupt is as follows:

Winegar's, Grand Rapids	\$143.00
Frang's, Grand Rapids	35.00
National Clothing Co., Grand Rapids	45.00
Dr. Hutchinson, Grand Rapids	85.80
Dr. Louis Barth, Grand Rapids	125.00
Arnold Claver, Grand Rapids	14.00
S. Danning & Son, Grand Rapids	20.00
Bartiss Bros. Market, Grand Rapids	12.00
Joseph Geris, Grand Rapids	6.00
Boersma Bros., Grand Rapids	6.00
J. Bos, Grand Rapids	5.00
A. Morrison Coal Co., Grand Rapids	5.00
A. Markell, Grand Rapids	8.00

Nov. 16. On this day were filed the schedules of the Michigan Logging Co., Bankrupt No. 2152. The date of first meeting in the matter has been fixed by the court at Dec. 30. The schedules of the bankrupt list assets in the sum of \$5,639.50, and liabilities in the sum of \$3,650.28. A list of the creditors of the bankrupt is as follows:

Grand Rapids Trust Co. amt. unknown	
Mich. Trust Co., Grand Rapids amt. unknown	
John Jones, Ontonagon amt. unknown	
Travis, Meritt, Warner & Johnson, Grand Rapids amt. unknown	

Carson, Pirie, Scott & Co., Chicago	\$417.35
W. L. Fassett, Grand Rapids	143.81
Earl H. Feiger, Grand Rapids	44.26
Otis A. Feiger, Grand Rapids	649.88
Otis A. Feiger, Grand Rapids	153.33
James Fyfe, Ontonagon	40.00
Gannon Grocery Co., Marquette	1,240.82
Lake Shore Engine Works, Marquette	74.72
Lumberman's Mutual Casualty Co., Chicago	330.26
Marshall Wells Co., Duluth	48.36
Northern Grocery Co., Ironwood	19.65
F. A. Patrick & Co., Duluth	482.78

November 17. On this day was held the first meeting of creditors in the matter of Deibert Shreve, Bankrupt No. 2171. The bankrupt was present in person. Several creditors were present in person. One claim was proved and allowed against the estate of the bankrupt. It appeared from an examination of the schedules that there were no assets other than exemptions claimed by the bankrupt, and accordingly an order was entered confirming such exemptions to the bankrupt and closing the estate as a no-asset case. The final meeting of creditors was then adjourned no date. The case has been closed and returned to the district court.

Nov. 18. On this day were received the schedules in the matter of Gray Iron Foundry & Furnace Co., Bankrupt No. 2164. The schedules of the bankrupt list assets in the sum of \$18,561.81, and liabilities in the sum of \$40,417.41. A list of the creditors of the bankrupt is as follows:

Union National Bank, Muskegon	\$5,300.00
O. C. Schneidman, Muskegon	2,500.00
City of Muskegon	538.35

The following are unsecured claims:

Arco Paint Co., Cleveland	\$27.89
W. J. Brinnen Lumber Co., Muskegon	808.46
Buckeye Oil & Paint Co., Cleveland	37.50
P. J. Connell Co., Muskegon	26.15
Daniels Book Shop, Muskegon	139.31
A. L. Boicomb Co., Grand Rapids	10.70
Garden City Sand Co., Chicago	60.00
Hall Weiner Co., Rochester	.80
E. C. Humphreys Co., Chicago	110.00
Cnas. Cavin Co., Chicago	140.00
Lyons Machine Co., Muskegon	180.32
Kimball Co., Muskegon	284.46
Muskegon Aluminum Fdy. Co., Muskegon	12.50

Muskegon Electric Co., Muskegon	20.25
Muskegon Glass Co., Muskegon	55.39
Nugent Sand Co., Muskegon	153.72
S. Obermayer Co., Chicago	140.97
Chicago Hardware & Foundry Co., Chicago	273.28
Petoskey Portland Cement Co., Petoskey	49.40
Attel Cote Mfg. Co., St. Louis	65.90
Shaw Crane Works, Muskegon	389.85
Standard Oil Co., Grand Rapids	571.83
Superior Sand Co., Cleveland	23.75
Towner Hardware Co., Muskegon	218.04
Burger Mfg. Co., Chicago	110.76
Manny Heat & Sup. Co., Chicago	145.75
Waterloo Register Co., Waterloo, Ia.	416.53

U. S. Register Co., Battle Creek	7.68
Eagle Vulcanizing Co., Muskegon	158.99
Muskegon Sheet Metal Co., Muskegon	21.98
Beryk Co., Cleveland	23.21
Buckley Dement Co., Chicago	24.00
Beckquist Photo Co., Muskegon	19.00
Ralph J. Bush Hardware Co., Muskegon	15.15
Clover Foundry Co., Muskegon	5.25
Carr Supply Co., Chicago	2,753.05
Standard Safety Equipment Co., Chicago	11.18
Co-operative Press Co., Muskegon	277.00
Dana Printing Co., Muskegon	2.25
Electric Service Co., Muskegon	25.25
Fanner Mfg. Co., Cleveland	37.32
Fredericks Lumber Co., Muskegon	355.62
William Hardy Co., Muskegon	4.00
John Hartsma Co., Muskegon	185.59

Independent Electric Co., Muskegon	1.75
John Engelstrom Co., Massillon, O.	220.52
Langman Mfg. Co., Muskegon	34.92
Muskegon Chronicle, Muskegon	44.80
Muskegon Rag & Metal Co., Muskegon	69.10
Muskegon Paper Box Co., Muskegon	.78
Muskegon Scrap Mat. Co., Muskegon	151.00
Peoples Hardware Co., Muskegon	7.20
Muskegon Salvage Co., Muskegon	100.00
G. V. Panyard Co., Muskegon	136.00
Reliable Tire & Accessories Co., Muskegon	119.10
Radium Photo Co., Muskegon	3.00
Sterling Wheel Barrow Co., West Allis, Wis.	42.44

Union Products Co., Cleveland	58.50
E. J. Woodson Co., Detroit	11.99
Workman Printing Co., Muskegon	12.25
United Auto Co., Muskegon	189.40
Hibbard, Spencer, Bartlett Co., Chicago	46.39
Wasserman Floral Co., Muskegon	4.50
E. B. Dake, Muskegon	150.00
Garland Appl. Co., Cleveland	75.73
Asbestos Products Co., Chicago	52.90
James F. Balbirne, Muskegon	207.29
James F. Polk Co., Detroit	30.00
James Bourdan Co., Muskegon	54.18
G. T. R. R. System, Detroit	364.82
Schuitema Electric Co., Muskegon	7.28
W. S. Greene, Muskegon	6.50
Steketee & Son, Muskegon	39.75
Precision Grinding Wheel Co., Philadelphia	5.26

Western U. Tel. Co., Muskegon	9.25
United Home Tel. Co., Muskegon	76.20
Auto Motive Electric Service Co., Muskegon	4.35
Buckeye Products Co., Cincinnati	26.09
Cleveland Chaplet Mfg. Co., Cleveland	31.06
Herald, Grand Rapids	61.50
Hallock Time Co., Grand Rapids	45.00
Dyke, Shark Auto Co., Grand Haven	38.59

The following are notes payable:

Kimball Co., Muskegon	\$652.90
Towner Hardware Co., Muskegon	760.00

Independent Elec. Co., Muskegon	105.30	
M. Rag & Metal Co., Muskegon	251.59	
Mus. Scrap Metal Co., Muskegon	150.00	
James F. Balbirne, Muskegon	3,150.00	
Matthew Addy Co., Cincinnati	5,000.00	
National Lumberman's Bank, Muskegon	25.00	
Bauknecht Bros., Muskegon	310.00	
L. Whittles, Muskegon	191.80	
Quality Aluminum Co., Muskegon	283.62	
W. W. Barcus, Muskegon Heights	600.00	
Union Nat. Bank, Muskegon	4,090.20	
Union National Bank, Muskegon	(liability of bankrupt on note executed by Advance Brass Mfg. Co., and discounted by bankrupt at this bank)	1,800.00

Nov. 16. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Charles W. Brown, Bankrupt No. 2180. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The schedules of the bankrupt list assets in the sum of \$60, all of which is claimed as exempt to the bankrupt, and liabilities in the sum of \$852. The funds for the first meeting having been received, the first meeting of creditors will be held at the office of the referee on Dec. 1. A list of the creditors of the bankrupt is as follows:

Bishop Furniture Co., Grand Rapids	\$40.00
A. Vonk & Son, Grand Rapids	100.00
F. Van Buren, Grand Rapids	120.00
Brummeler Van Strien Co., G. R.	27.00
Dr. Larned, Grand Rapids	125.00
Dr. Klintecker, Grand Rapids	45.00
Dr. Gordon, Grand Rapids	50.00
Dr. Louis Chamberlain, Grand Rapids	50.00
Dr. Pedden, Grand Rapids	160.00
Matteson Bros., Grand Rapids	18.00
Hempelheimer Co., Grand Rapids	30.00
H. A. Schlichtig, Grand Rapids	27.00
Collins Ice Co., Grand Rapids	10.00
Consumers Ice Co., Grand Rapids	15.00
Butterworth Hospital, Grand Rapids	31.00
A. Hyde & Son, Grand Rapids	35.00
Madison Square Garage, Grand Rapids	27.00

The American Flag.

Pontiac, Nov. 21.—Reflecting the strength and vigor of the Nation, the American flag was never lowered in the face of an enemy nor its lustre dimmed by a National sin. As it waved above the homeland, or carried its beneficent influence into the far parts of earth, it has always stood for that liberty which is without license; that equality which makes no distinction of class and for that brotherhood which is civilization. With the passing years it has spread its protecting folds until it now shields an unweakened nation and holds immunity from any defilement except from its own brood. No other power can vanquish it; none other can subdue. Emblem of the world's most ascendant nation, its only menace lies in those beneath its folds who would generate anarchy instead of orderly industry; urge an indiscriminate immigration in their greed for cheap labor; defy the Constitution and debauch the people with the open saloon and destroy the public schools without which these could have been no America and there can be no Americanism. I. D. Graham.

Corporations Wound Up.

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

Union Paint & Chemical Co., Detroit.
Orlich Building Co., Detroit.
Broadway Apron Manufacturing Co., Detroit.
Great Lakes Stone & Lime Co., Alpena.
Riley Realty Co., Montague.
General Castings Co., Detroit.
Grand Rapids Acme Truck Co., Grand Rapids.
Newland Hat Co., Detroit.
N. Greenblatt, Inc.
Moore Trucking Co., Detroit.
American Beer Cooler Co., Detroit.
Detroit Contracting Co., Detroit.
Nipigon Transit Co., Port Huron.
Consumers Co-operative Store Co., Sault Ste. Marie.
Holland Ice and Storage Co., Holland.
Saginaw Shipbuilding Co., Saginaw.
Wildner-King Co., Detroit.
Knickerbocker Press, Grand Rapids.
Michigan Motor Garment Co., Greenville.
Auto Engineering Co., Detroit.
Central Oil Co., Flint.

Candy Brings 'Em Here.

Jackson, Nov. 21.—Youngsters of this city like to visit the toy department of the Jury Rowe furniture store. The reason is obvious. Every year the store erects a booth in this department and has a professional make candy. As each child passes the booth he is given a sample. Seemingly this puts the children in a better holiday spirit, for they usually succeed in getting their parents to buy them either a toy or a pound box of candy.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Nov. 21—The beautiful snow arrived on Sunday and was warmly welcomed by the mighty hunters, who were able to make a big slaughter of deer in consequence. Many of our good citizens will be eating deer because it will be cheap for some time to come.

The Square Deal market, which has been conducted on South Ashmun street for the past year, has gone out of business. Mr. H. G. Rath, proprietor, will devote his entire time to the extensive lumber business in which he is engaged.

"Cereals," say some doctors, "are brain food." That is food for thought.

With the 1922 Summer resort season brought to a close on account of the approaching Winter, persons throughout the State who are trying to enhance this "industry" are forming plans for 1923, a year which all agree promises to be the most important from the standpoint of the tourist resort trade in Michigan history. Our Civic and Commercial club are making plans for next summer and arrangements are being made with the Michigan Central Railway Co. for the installation of a large sign on railway property at Mackinac City which will be clearly visible from the highways approaching the ferry, as well as from the railroad line. It is also the intention of the Commercial Club to continue the work of distributing booklets descriptive of the Soo as a tourist resort, both at Mackinac and throughout the resort district below the Straits. "The Soo for you" will be the slogan and the books will be illustrated profusely with pictures of Michigan beauty spots and will be sent to automobile clubs, Boards of Commerce and other organizations in every part of the country.

"Taffy" Abel, one of our heavy defense hockey players, has signed up with St. Paul for the Winter, owing to the fact that there will be no skating rink here again this Winter. "Taffy" is a noted player and will be a real asset to the St. Paul team.

"If misery loves company, a lot of Europe must spend its time entertaining."

The Union Carbide Co. here is to revolutionize its lime kilns operations. The change is to include the installation of a complete new set of kilns, operating in an entirely different manner and tending to highly increase the efficiency of this department. The total construction and demolition will amount to approximately \$500,000, and the new accommodation will not value in actual worth any more than the present system and mechanism. The construction is expected to be completed by next Summer and 300 men, more than at present, will be employed. This is more good news for the merchants.

"All men who stand up right do not act accordingly."

The many friends of our esteemed citizen, Chase S. Osborn, would like to see Governor Grosbeck appoint him to succeed Senator T. H. Newberry, now that the latter has resigned. With his knowledge and experience which is very extensive, it would seem that no better choice could be made, and besides if he were appointed he would be the first Upper Peninsula man to hold that office.

"You always get a few more miles out of last Winter's clothes."

The cigar and confectionery store known as the Dug Out, for the past few months conducted by Breen Brothers, has been closed.

R. W. Pearce, who has conducted a drug store at 724 South Ashmun street for many years, is moving his stock to the Logan block, which he recently purchased. The place is being remodeled and when completed it will be one of the finest drug stores in the city. The new location is on Ashmun street, opposite Dawson street.

The coal famine is over in the Soo and with several additional cargoes of soft coal arriving there is every reason to believe that there will be a hot time in the Soo this Winter.

"It is about time some one in Europe tried to raise a little money on the silver lining of a dark cloud."

William G. Tapert.

Will Dresses or Suits Predominate?

The much-mooted point as to whether dresses or suits will dominate the ready-to-wear business next spring was taken up by David N. Mosesohn, Executive Director of the Associated Dress Industries of America, in a statement in which he said that there can be no room for doubt that dresses will continue to be the "National garment" of American women.

"There is one outstanding reason why dresses will continue to be popular," he stated. "The vogue for straight line and slightly corseted figures has met general approval for several seasons. Unless a figure is well corseted a suit is unbecoming. It must be fitted over a form which is the same each time the suit is worn. An uncorseted or loosely corseted figure does not afford the proper basis for a suit. The straight-line dress, however, was made to accommodate every figure, as defined physical lines are obscured.

"This style has become so satisfactory to American women that it would be difficult to force anything else on them, except, possibly, through a very gradual process. A good example of how they use their own judgment in selection of style and acceptance of changes is apparent in the way the extreme long skirt has been refused generally. Only by ultra enthusiasts are these extreme innovations accepted and they represent only a small percentage of the women of the country.

"There is no doubt in my mind that dresses are here to stay, not only for formal and semi-formal occasions but also for general utility wear. It is true that every woman wants one suit in her wardrobe, but she usually wants a different dress for every purpose, from the wash dress in the morning to the evening gown at night."

The Living Wage Theory.

The National Industrial Conference Board has recently interested itself in the mooted question of what constitutes a living wage, and has made a study of conditions at Lawrence, Mass., with a view to determining the minimum cost of maintaining a fair American standard of living in that community. It has come to the conclusion that for a family of three a wage of \$17.75 a week is necessary, and that for a family of five \$24.50 per week is required. These figures are regarded as a minimum for necessities and include no provision for future savings. The results of this study show at once the impossibility of applying the so called "living wage" theory on any Nation-wide basis. By comparing these figures with those of farm wages it will appear that what is necessary for a wage earner in a New England manufacturing town is not required for the average laborer on an American farm. Otherwise the average farm laborer in this country would right now be at the

point of starvation. Again, it appears that the wage necessary for a family of three will not suffice for a family of five. To adjust wages on the basis of families with the largest expenses is to put a premium on profligacy, and yet there is no other basis on which this theoretical wage can be paid and still be a "living" wage. After all, the idea that labor should be paid according to its efficiency and productivity has not yet been improved upon.

Shall Menus Be in English?

If there ever was any good reason why food labels should be printed in English, as required under the Pure Food laws, there has always lurked an idea in the minds of the food trades that it ought to be made to apply equally to hotel and restaurant menus, where all sorts of sophistications have flourished under French titles of fashionable savor but profound mystery. Now, it turns out, the International Association of Hotel Stewards has taken it up, favoring a change to English. The Optimist rejoices over the change in the following just and forceful language:

Not since President Lincoln freed

the slaves has there been such an emancipation movement in this land of the more or less free. It seems almost too good to be true. Probably there is a catch in it somewhere.


One of the ancient grievances of the would-be diner, confronted by the glorified menu that speaks no English, is that it usually speaks only French jargon. On its smug surface, for example, pommes ordinarily means potatoes, not apples.

And where the menu writer leaves off making errors the inspired printer begins. The result is usually that the menu so reverently handed to you by the solemn waiter and which you accept with awe or with inward profanity, according to your mood, is just a colossal botch.

It is quite time that the aristocratic menu should cease to pretend it is a record of dishes so transcendent that they cannot even be mentioned in the vulgar tongue of the common people.


Good English is quite as respectable as good French and infinitely better than the jargon that thus far has proved so effective in frightening half out of his wits the inexperienced patron of the Eighty-Tighty cafe or of the Hotel Bombastes.

Good cooking needs no camouflage. Bring on the eats in plain language, stewards, and let their gastronomic excellence speak for them the universal language that sustains and soothes.

THE SIGN  OF QUALITY
For Your Protection

Lily White

"The Flour the Best Cooks Use"



**A GOOD RECIPE FOR
POPOVERS**

1 cup Lily White Flour, 1 cup sweet milk, 1/2 teaspoon salt, 2 eggs. Mix carefully and pour into greased rings. Bake in hot oven 30 to 35 minutes until crisp and brown.

**For Your
Thanksgiving Baking**

Do your Thanksgiving baking this year with "the flour the best cooks use" and be assured of success. Good bread is the foundation of the feast. In Lily White Flour you find the best flour for all general baking. It is clean, wholesome and wonderfully milled. Breads baked with Lily White are firm, light, tender and good to eat. Try Lily White this year and you'll have something to be thankful for.

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.

Why You Should Use Lily White

REASON No. 13

It is actually the flour the best cooks use.

The best cooks use Lily White Flour because they want the best results. If they didn't GET the best results they wouldn't be the best cooks. The best home baking results are obtained with Lily White Flour. Women for three generations have found this true. Thousands endorse it, and it is guaranteed to be the best you ever used.

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.

NEED CAUSE NO WORRY.

When John Moody, the economist and business analyst, told the Chicago Association of Commerce the other day that a reaction from the present upward swing in business was not many months ahead he probably displeased the professional sunshine spreaders who have been trying to convince themselves and others that the full tide of prosperity is already upon us. If this forecast should prove correct there need be no occasion for alarm. That there should be some fluctuation of the business curve is only to be expected. The weight of opinion among business statisticians is that two more years will be needed to place the industries of the country at large on a normal footing, and it is hardly to be supposed that the trend of recent months should continue for that entire period without a break. Indeed, the rapid expansion of industrial activity during the past year has created the necessity for a certain amount of readjustment. The rise of prices has caused some commodity groups to get out of line again. Wages of different groups of workers appear to be as badly out of line as are commodity prices. The farmers' purchasing power is out of line with that of industrial workers. The European situation meanwhile has become more unsatisfactory. Under such conditions a certain amount of reaction and readjustment will only facilitate a return to the normal.

It is quite probable, as Mr. Moody says, that there may be some decline in price levels before the country reaches the prosperity phase of the business cycle. He expects such a decline before the end of 1923. Col. Leonard Ayers, vice-president of the Cleveland Trust Company and a well-known business statisticians, believes that during the next decade the tendency of prices in the long run will be downward, though the present trend in the opposite direction may continue throughout most of the coming year. Such a decline in prices as has been predicted by these business observers does not mean a return of depression like that which accompanied the decline of 1920-21. The break at that time was the sharpest on record, and it came at a time when merchants and manufacturers were loaded with expensive stocks, its advent thus being at the period when it could do the greatest possible damage. A gradual decline in prices at a time when inventories are being held at minimum would have no such untoward effect, and there is no reason to believe that it would arrest the progress of the business revival. It may be recalled that the decade 1880-90 was one of substantial industrial development in this country, although the general trend of prices in that period was downward.

COSTLY FANATICISM.

Report had it a month ago that the Spanish-American agitator, De Valera, was detaching himself from the Irish extremists and seeking some form of compromise with the Free State. No compromise being offered, he remains in the camp of his murderers with the announcement: "Victory for the republic or utter defeat and

extermination are now the alternatives." It is underscored by a new outburst of guerilla warfare. De Valera knows he can never defeat the Free State by straight fighting. His hope is that he can make the situation so nearly intolerable that large sections of Irishmen as well as Englishmen will call for the restoration of British authority and the settlement will go back to the melting pot.

The cost of the DeValera-Childers fanaticism of Ireland is now plain in financial estimates as well as casualty lists. The Irish budget for the year, according to the recent schedule handed the Dail by President Cosgrove, amounts to \$135,000,000. This will meet only part of the cost of reimbursing private owners for destroyed property. Continuance of the war will increase this cost. Ireland is a poor country; Stephen Gwynn, the noted Irish journalist, computes this budget to be equivalent to one of \$7,500,000,000 for Great Britain. In other words, Ireland this year will bear a financial burden as great as that of England during the second year of the kaiser's war. She is supposedly at peace and pays nothing for external protection, which Great Britain furnishes; her preferred financial position was expected to be a strong inducement to Ulster to join hands with her; but, thanks to De Valera's criminal course, her citizens labor under a heavier burden than English taxpayers.

The only escape for Ireland is to give De Valera's words about extermination their face value. He claims that he is backed in his murderous campaigns by the Pope, but the Irish bishops have declared that the De Valera ambushes are sheer murder and will be regarded as such by the Roman Catholic church. It is time that they were regarded in that light by the civil and military authorities.

Those pessimistic observers of recent developments in business who have declared their inability to determine whether these are the results of real improvement or merely of secondary inflation will feel somewhat more cheerful if they examine the consolidated report of the National banks of the country as of Sept. 15, published last week by the Controller of the Currency. One of the unmistakable signs of unhealthy inflation is the expansion of bank loans, accompanied by a shrinkage of deposits. When prices and interest rates are advancing, bank discounts are increasing, and deposits are declining the time has come for the business man to reduce his inventory, push his collections, and take such other steps as may be necessary to enable him to meet the inevitable reaction. To-day prices are rising and interest rates are becoming firmer, but the loans and discounts of the National banks at the date of their last report were \$446,000,000 less than they were a year before. At the same time deposits have increased over \$2,000,000,000. This is not a movement in the direction of inflation, and it indicates liquidation of credits rather than the expansion that is always encountered in a boom period.

IN GOOD SHAPE AT END YEAR.

No change is perceptible in the primary markets for the time being. It is felt that the general tendency toward higher levels of value will prevail for some months to come and that it is fairly safe to work on this theory until signs appear of a popular resistance to higher prices. Regarding the textiles, this is especially the case, because it is apparent that the increased cost of raw materials is not going to be checked in the immediate future and this is one of the main elements entering into the enhanced price of the finished articles. How far these higher prices will tend to restrict buying is not yet so apparent. So, a careful watch is kept on sales at retail. Thus far, these have shown up well in most sections of the country. Holiday buying has not yet set in to any extent, but it is noted that there has already been an increase in the sales of jewelry and fancy goods which usually come in the category of gift purchases. Sales of carpets and rugs and other house-furnishings are also quite notable. Nearly all of the strictly feminine goods are in good demand, including lingerie, dresses, millinery, furs and fancy footwear. Accessories, too, like bags and trinkets of diverse kinds, have been meeting with much favor. General sales in the larger stores are on a more liberal scale than they were and necessitate more frequent visits of buyers to market to replenish depleted stocks. Should the holiday trade be in proportion, mercantile business will be in good shape at the end of the year.

CANNED FOODS CONDITIONS.

No striking developments have occurred in the canned foods market during the past week. Buying was confined to a conservative acquiring of staples, more to fill gaps than to anticipate later requirements. The retail trade is approaching the season where holiday goods are given first consideration and they are preferred for a quick turnover. The ordinary, everyday commodities are merely taken as they are needed. Jobbers are receiving contract stocks from the country and their assortment is complete enough to necessitate very little buying on the open market. While there is firmness in most items which are now higher than during the packing season speculative interest is lacking. For one thing, dealers are not inclined to seek additional funds to finance purchases which in many cases if taken now would have to be placed in public warehouses, thus increasing operating costs. The outlook indicates that the market will remain more or less quiet for the remainder of the year, and that is one reason for the limited trading.

AN EXPLODED THEORY.

Judging from some superficial indications, one would be led to suppose that prevision for trade, especially in matters of attire, was based on abnormalities in weather and other recurring conditions rather than on the normal. Advisers have been many, in recent years, telling producers and merchants that the number of seasons is four and not two, and that it does not pay to anticipate

them, even in a country as large as this and with thermometric readings as much as 60 degrees or more apart on the same day. Only in a measure have these warnings been heeded. There are still too many who are convinced that summer has come when a warm day happens to appear in April or May and who never allow for Indian summer weather as part of the regular autumn. These are the persons who have been heard to complain of the prevalence of the customary mild weather at this period as though it were something out of the ordinary and not to be provided for, apparently expecting snow, storms and freezing weather in the middle of November. In fact, however, as well as theoretically, the solstice just before Christmas marks the beginning of the winter season, and merchandising ought to take this into account. If this were done it would save some of the clearing and sacrifice sales at times when the regular seasonal selling should be in progress. Even the "dead line" of New Year's Day would lose much of its apprehension.

MORALLY INDICTED.

Now that A. J. W. Greig has been convicted of embezzlement and sentenced to a term at hard labor in Jackson prison, it may not be out of place for the Tradesman to remind its readers that this paper was the first publication in the United States to expose the colossal swindler who never drew an honest breath and who has been a cheat and a criminal ever since he arrived at the age of discretion.

Greig is only one of the many swindlers who has been turned loose on the investing public and given leave and license to plunder to his heart's content by the Michigan Securities Commission. Although his shady record was known to the Commission at the time the license was granted him, no effective check was put on his operations and no effort was made to see that he walked straight. As the result of the plundering career accorded him by the Commission, he sold \$90,000 of spurious stock—every penny of which would have been saved if the Commission had done its full duty in the premises. If there ever was a case where public officials should be compelled to make restitution, because of laxness in the administration of their office, this is one. Probably no one will make any effort in that direction, because there is, undoubtedly, no law under which prosecution could be maintained, but morally the men who are responsible for Greig's swindling tactics stand indicted at the bar of public opinion for neglect of duty.

The kind of an employe to be and the kind to have is the kind that goes ahead with a job in the way the orders provide, without having to be checked up every little while.

Do you try to improve your clerks by practical training methods, or do you just hire them and leave it to them to get better or worse as they see fit?

\$1,500,000**Tide Water Power Company****15-Year 7% Sinking Fund Gold Debenture Bonds****Dated October 2, 1922****Due October 1, 1937**

Redeemable as a whole or in part at the option of the Company on 6 weeks' published notice up to and including October 1, 1927, at 110 and accrued interest, the redemption price decreasing 1% for each year thereafter. Interest payable April 1 and October 1. Principal and interest payable at the office of the Trustee in Cleveland. Coupon bonds in denominations of \$100, \$500 and \$1,000 interchangeable with provision for registration of principal.

The Company agrees to pay the normal Federal Income Tax not to exceed 2%. It also agrees to refund, when paid and claimed by holders, the Massachusetts State Income Tax not in excess of 6½%, and the Pennsylvania, Maryland and Connecticut personal property taxes not exceeding four mills.

THE CLEVELAND TRUST COMPANY, CLEVELAND, OHIO, TRUSTEE

The President of the Company summarizes his letter to us concerning the Company and its bonds as follows:

BUSINESS:

The Tide Water Power Company does all the electric light and power, gas and electric railway business in Wilmington, North Carolina, and suburbs, and through its subsidiary, the St. Petersburg Lighting Company, all the electric light and power business in St. Petersburg and Clearwater, Florida.

Wilmington, a city which with its suburbs has a population of over 40,000, is one of the important seaports of the Southern Atlantic Coast. It is a distributing and manufacturing center of local importance. St. Petersburg and Clearwater, Florida, have a population in summer of some 20,000, which is trebled in winter. St. Petersburg occupies the peninsula between Tampa Bay and the Gulf, while Clearwater is just to the north on the Gulf. Both are rapidly growing resort and residence places in one of the best citrus growing sections of the State.

EARNINGS:

For the year ended June 30, 1922, consolidated net earnings were \$612,435 as compared with total annual interest requirements on the entire funded debt now outstanding, including these Debenture Bonds, of \$315,000, which includes \$10,700 interest on bonds in the sinking fund. Earnings available for interest charges on the Debenture Bonds were equal to over 3.8 times the annual requirements.

VALUE OF PROPERTY AND EQUITY:

The value of the properties of the Company and its subsidiary, as reported by Messrs. Sanderson & Porter, Engineers, is substantially in excess of the entire funded debt to be outstanding with the public at the completion of the present financing, including this issue. These Debenture Bonds will be followed by \$905,000 par value of preferred stock and \$600,000 of common stock. Dividends have been paid regularly on the preferred stock since the inception of the Company and on the Common at the rate of 7% per annum since 1912.

SINKING FUND:

A sinking fund is provided commencing January 1, 1924, equal to 1% per annum of the maximum amount of the Debenture Bonds at any time outstanding. This sinking fund is payable semi-annually in cash or in Debenture Bonds at their face value. All cash deposited will be used for the redemption of the Debenture Bonds, and bonds acquired by the sinking fund will be cancelled.

PROVISIONS OF ISSUE:

The issuance of additional obligations of the Company is carefully restricted in the trust agreement under which these Debenture Bonds are issued.

All legal details in connection with this issue are being passed upon by Messrs. Townsend, Elliott & Munson of Philadelphia, and Messrs. Ropes, Gray, Boyden & Perkins of Boston for the Bankers, and Messrs. Chadbourne, Hunt & Jaekel of New York for the Company. The properties of the Companies have been reported on by Messrs. Sanderson & Porter, Engineers. The books of the Companies have been audited by Messrs. Haskins & Sells, Certified Public Accountants.

These bonds are offered for delivery when, as and if issued and received by us, subject to approval of counsel. Temporary Bonds exchangeable for definitive Debenture Bonds, when issued, should be ready for delivery November 22, 1922.

Price 97 and Accrued Interest**Otis & Company**

New York—Detroit—Cleveland

Stroud & Company

(Incorporated)

New York—Philadelphia

Howe, Snow & Bertles

(Incorporated)

Grand Rapids—New York—Detroit

R. E. Wilsey & Company

Harris Trust Bldg., Chicago, Ill.

The above information is not guaranteed, but has been obtained from sources we believe to be accurate.



Manufacturing and Wholesale Concerns Experiencing Heavy Business

Chicago, Nov. 21—Conditions are such with the trade at large that the wholesaler, as well as the in-stock departments of various factories, is being called upon for service in a greater way than in many years. For the reason that the retailer is playing close to the line and is not anxious to think in terms of delivery of two or three months ahead, it is only natural for him to rely on those who are close to the market likewise close to the style situation and who have stocks on the floor. In-stock service of wholesalers, and factories as well, has been a boon for merchants everywhere. It has facilitated turnover, has likewise proven a salvation for the merchant, especially at the present time when styles are being born almost weekly and when same are relatively short-lived.

Probably because the in-stock service has been used so very much during the past six or eight months, most in-stock departments are pretty well depleted, that is on much wanted merchandise. There has been a rush all at one time and it generally happens that everyone wants the same two or three numbers in any particular line or grade. This has created a rather unwieldy situation for wholesalers as it has been nearly impossible for them to keep pace with orders and has also brought about a situation which has caused a great many disappointments for merchants. Added to this has been the failure of factories to fulfill for wholesalers their promises of delivery, so that in turn the wholesaler must necessarily disappoint the dealer who is waiting for goods.

Playing the style game these days is a perilous pastime and in order to keep pace with the parade, stylish shoes must be delivered on time or naturally the quick invalidation means that either the wholesaler or retailer has shoes on his hands which are nearly unsalable.

Factories in the Middle West section are anxious to have fair sized in-stock departments generally, but in the same way that the situation has effected the wholesaler, so the manufacturers find that they likewise have been unable to keep pace with the in-stock demands made upon them by merchants. Most in-stock departments at factories in the Middle West are pretty well down to the floors regarding supplies. These factories continue to start stock shoe orders on their way through the mills, but the call for such merchandise seems to increase with the passing of each week, so that the additional supplies going through the factories do not mean much in the way of increasing surplus stocks.

Transportation facilities have improved considerably within the past month and this assists the situation generally, but there still is a slowing up of deliveries, especially on merchandise due from far Eastern points.

While the Chicago market has been amplified by the addition of several large and progressive novelty houses during the past year nevertheless there seems to be room for several more houses of the same type and caliber, in fact wholesalers in this city, according to their own expressions, would be particularly pleased to see several

more large novelty houses established here.

Most local floors, and this refers particularly to the wholesalers, are pretty well cleaned out of merchandise which is considered passe or which has outlived its usefulness in a style way, so that the boards are fairly cleaned. Merchandise generally is shipped nearly as quickly as received and especially at novelty houses it is not unusual to hear reports of eight to ten times turn-over in a year. Staple merchandise naturally doesn't move as quickly as this but there is not nearly the hazard in carrying it as there is with novelty goods.

There has been considerable improvement in the men's business, especially during the past three months. For possibly a year or a year and a half previous to that time the men's business had slumped considerably, to such an extent that quite a few local wholesalers specializing on men's shoes lost heart and wondered if the men's shoe business would ever come into its own. The dressing-up and fashioning with fancy patterns which has taken place in the men's end is probably responsible for the new interest in this branch of the trade. As in the women's side, the men's lines, especially those which have the earmarks of fashion are close to the floor as regards reserve supply, although the situation is not nearly so strained as it is in the case of women's shoes.

A number of local houses specializing in men's shoes gambled considerably in black shoes for men and have cleaned house on these in a very satisfactory manner. There has also been considerable selling of oxfords, though it is generally admitted that extra heavy weight oxfords are not wanted; in other words, men are not prone to wear heavy weight footwear except for strictly utility purposes. For dress wear they want lighter shoes.

The children's business is more than holding its own, as witness the fact that a number of local wholesalers are scrambling for merchandise while factories making children's shoes in these parts are not only running full but are booked in some cases two months ahead. There are not very many children's shoe factories in the Middle West which have in-stock departments at the present time. This is a matter not of their choosing as they would be perfectly willing to stock up in advance, awaiting orders from retailers, but the demand for children's shoes has been such as to move the supply as fast as it arrives at the packing room.

In women's shoes tongues hold the boards by a big margin. In the case of large and flashy tongues there has been a considerable wane in the demand, so that we find at the present time the call for moderate sized tongues, which in reality are tongue pumps and not Colonials. The true Colonial is not being featured in this market by wholesalers to any great extent. This is a shoe which requires workmanship of the best grade in order to put it across in the right way. Such shoes naturally run into considerable money and are not of the kind expected to be had at wholesaling institutions featuring up-to-date novelties for middle-class trade.

The tongue pump, however, has come into its own slowly but surely

and it is expected by the time that real cold weather arrives that there will be quite a vogue of these. Consequently local jobbing houses are preparing for this call in a large way and it is safe to say that there are larger supplies of this shoe now on order in factories by local wholesalers than any style number in a long time.

Regarding straps, there continues to be a constant demand for a certain number of pretty patterns. A one-strap satin slipper with 16/8 Louis heel is considered nearly staple at the large number of local stations. Brocades are good at the present time, but the brocade and patent combination seems to be more wanted than the all brocade. The argument is advanced that brocade vamps do not wear as well as plain satin does.

There is an increasing demand for semidress and utility oxfords primarily intended for high school wear but now also used for business by a great many women. These shoes are nattily trim-

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

You have started something when you
stock a demand for your footwear.

Rouge Rex, Playmate, More Mileage or Ruth Shoes

Get Started Today

Goodyear Glove Rubbers

HIRTH-KRAUSE CO.

Shoe Mnfg., Tanners

Grand Rapids, Mich.

**The "Bertsch" shoes are
shoes your customers
want. Reasonably priced
---quick sellers---they will
give you a larger volume
of sales with increased
profit, and the unusual
value will mark you as
the leading shoe mer-
chant in your city.**

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear

11-13-15 Commerce Avenue

GRAND RAPIDS, MICH.

med and fashioned over attractive lasts carrying heels ranging from 8/8 to possibly 11/8 in height; this latter feature naturally brings into prominence the call for welt oxfords, which is also something quite new. Previous to this the demand was for lighter weight shoes such as specialty McKays and turns. Wholesalers and those women's factories carrying in-stock departments, the latter of which there are very few in this section, are banking considerably on patent leather and satin as leaders for at least several months.

In women's oxfords there is some call for patent leather combinations, but the medium brown shade of calfskin or Norwegian veal or possibly calfskin oxfords trimmed with Scotch grains or rough finished leathers are most wanted.

Atmosphere To Promote a Desire To Buy.

Psychology—atmosphere—stage setting—impressions. You have doubtless heard many speakers dilate on the principles of creating a state of mind in the customer under which selling may proceed without resistance.

The Rehmoon Boot Shop, a suburban business district store, 3124 Troost avenue, Kansas City, Mo., really has a stage setting and atmosphere that promote desired impressions, and reflect scientific use of psychological principles. Mere description, even a picture, could not convey to one who has not seen this shop, an appreciation of its successful fitting. The best of the story is that the expenditure of thought and money in producing the scene has been profitable in dollars and cents.

The walls are tinted a soft fawn, contrasting softly with the tall cases of French gray. These cases hold tier after tier of gray shoe boxes, each with its small tag showing the number and size of the shoe enclosed; without, the name of the firm written in inch-wide letters across the end of the box. Over the polished wood floor a gray velvet carpet deadens each footstep, while instead of the customary chairs bolted together, the Rehmoon Shop has gray wicker arm chairs, tapestry upholstered. Two tall floor lamps of wicker in the same color are at each side of the front, boasting exquisite shades of changeable Chinese blue and bronze taffeta. A tiny table of gray spread with a piece of fine leather holds a pair of walking-shoes and is placed nearest the door, while at the rear of the room is a larger case holding dress-slippers of satin and goldcloth, the accompanying hose and a sparkling buckle or two. The artistic setting of this residence shop has much to do with its increasing clientele.

Reason For Advance of Polish Prices.

It is announced by the Shoe Polish Manufacturers' Association of America that, owing to the great and continued advance in the cost of turpentine, manufacturers of shoe polish have recently been obliged to increase prices of their pastes. Turpentine prices, in the past few months, have risen from 65 cents a gallon to \$1.80, with indications of a still further advance.

"Safety first." If some men obeyed the injunction they would be at work instead of driving an auto.

The Assault Upon the Little Red Schoolhouse.

Grandville, Nov. 21—It seems that since election the Governor has decided to turn over a new leaf and discharge unnecessary occupants of office in all departments of the State. This is good so far as it goes. Sixteen clerks, stenographers and other employees in the State Department of Agriculture, have been made to walk the plank. This effusion of economy would have been welcomed a long time ago. The State, as well as lesser departments, has been recklessly extravagant.

The government of the State was never so reckless in expenditures as it has been in the past few years. A halt should have been called some time ago. At least half of the present force of officeholders could be dispensed with for the good of the public.

Taxation has been exorbitant. Leeches have been sucking the life blood of the commonwealth of Zach Chandler and Austin Blair, with never a protest from any of our public guardians, who profess to have only the good of the people of the State at heart. Nothing has been too extravagant in the way of public improvements to deter the servants of the people at Lansing from going into headlong; and now, when the last straw seems to have been added to the back of the taxpayers, our Governor has called a halt.

Better late than never.

We began to think it was to be never. There is no desire to probe the motives of the Governor, so long as he gets down to brass tacks and does his whole duty, as his conscience directs.

The school system of Michigan is in a sad way. Not because the every day farmer and business man is not willing and anxious to do what is right, but because the public grafters in that line have been allowed full swing with nobody to say them nay.

Centralized schools have been forced upon the people in many places without regard to the justness of the contention that such schools are better than numerous rural schools throughout the State.

The little red schoolhouse must go!

This slogan comes not from those most interested, but from those specialized grafters spawned upon the public by the schools above mentioned. Where will you find farmers going about the State demanding the eradication of our rural schools? Very few, if any.

All the cry for the demolition of rural schools comes from those who hope to profit by the destruction of the little red schoolhouse and the building of large central school buildings, the faculty of which will be supplied by University and M. A. C. students. These must have jobs and these big central schools furnish the places at good salaries.

A gentleman high up in educational affairs informed a friend of the writer that the name agricultural as applied to the school at Lansing was a misnomer, as that school was no longer an agricultural college, but of much wider significance. In fact, the teaching of agriculture was a very insignificant part of the curriculum.

Very good. Under false pretenses then is the M. A. C. making its bid for public support.

Speakers from the big cities go about preaching reform in school methods. Meetings are called at different inland towns. The farmers who find time to attend are told of the manifold blessings of one great central school, as compared with miserable little schoolhouses of the country side. It is sometimes easy to persuade with flattering professions of utility and benefits to be secured.

Few people take into consideration the distance to be traveled by small tots of the farm homes. Riding miles to school and back every day in the bus furnished for the occasion seems

at first very attractive. How many parents are there who would care to place their little girl or boy in the hands of strangers to be carted many miles that they may get to school of a cold winter's morning?

Only a few days ago one of these carryalls, loaded with children, was demolished and several little ones injured and at least two killed. This could not have happened with the school less than a mile away and the children walking to the little country schoolhouse.

This propaganda for big central schools at the expense of the small country schoolhouse is a vicious and false idea. It is a plan to do away wholly with the country school teacher and give salary and place to the supposed-to-be mentally superwise graduate of our State schools.

The farmers of the State should hesitate long before being lured into consenting to destroy the very foundation stone of educational security as so many of their brethren have done in other states, many of them repenting themselves when too late.

Let the patrons of the country schools get together on their own hook and discuss the advisability of doing away with their nearby schoolhouse, uninfluenced by those very learned gentlemen from town who take it upon themselves to instruct the ignorant farmer as to his best interests in the matter.

This assault upon the little red schoolhouse in our State is not for the good of the farming community in any particular. Old Timer.

If customers like you, ask to have you wait on them, you have it in your power to make yourself worth a worth while salary.

Second-hand thoughts should be more carefully examined before acceptance than second-hand goods.

TAKING INVENTORY

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

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.

The Mill Mutuals

Comprising
Twenty of the Strongest American Mutual
Companies writing

Fire and Tornado Insurance

on carefully selected risks

Net Cash Surplus \$10,000,000.00

GEO. A. MINSKEY, Manager
120 W. Ottawa St. Lansing, Mich.



Unfailing Signs of Agrarian Unrest.

Rumors of sweeping changes in the Federal system of taxation have been coming from Washington, and along with them there have been denials from sources close to the Administration that any changes, except for improving its administrative provisions are contemplated. The present law has been in operation less than a year, and the Congress which enacted it will hold over until March 4, 1923. The new Congress will not meet until the following December, and it would appear therefore that no radical revision is possible until some time in 1924. Even then measures that go to such extremes as suggested in the stories coming from Washington would have hard sledding in the new Congress and would almost certainly encounter an executive veto. According to the Washington correspondents, some of the new tax schemes that will be brought forward are the restoration of the excess profits tax, the taxation of undistributed earnings of corporations and of stock dividends, heavier inheritance taxes, and a tax on wines and beer.

With the exception of the last-named measure, which is championed by the insurgent or resurgent "wets," all these plans for new taxes are animated by the desire to place heavier burdens on big business and on wealth. They simply reflect that prejudice of the debtor sections of the country against the creditor section which always becomes manifest in a period of industrial depression. It is well to remember that depression still prevails in large sections of the West and Southwest, notwithstanding the past year's recovery in the industrial regions of the East. Wheat prices, in spite of some recent improvement, are still badly out of line with the general price level. In the Northwest, according to the Department of Agriculture, farmers have been selling wheat for less than 70 cents at local shipping points. Elevators are congested and cars are not to be had. The high price of potatoes last winter led Northwestern farmers to plant them heavily this spring and the yields were especially good, but at present there is no market at any price, some growers receiving as low as 16 or 17 cents a bushel at the station. This is less than the mere cost of digging, sacking and hauling. The live stock growers had also had their troubles. All this is bad enough, but it is made worse by the fact that the farmers in this section were already in debt as a result of a succession of previous bad years. Agitation for a shifting of taxes on the wealthy and for cheap money is the natural outcome. This

is a condition that confronts the country and which the recent election has really brought to the attention of the East for the first time.

During the next two years, therefore this unrest may be expected to manifest itself in numerous legislative proposals in Washington. There will be some demand for a shifting of tax burdens, as already indicated. The criticism of the Federal Reserve Board will continue, and the radical element will seek to make it more particularly an agency to serve agricultural interests. A batch of unsound rural credit measures will be brought forward. These will be cheap money devices that will play a role somewhat like that of free silver in the '90's and of greenbacks in the '70's. That there will be agitation for lower freight rates goes without saying. Usually such political agitation becomes most pronounced after the worst of the depression is over, and the present appears to offer no exception to the rule. In the '70's and '90's the discontent in the debtor sections of the country brought forth a new but short-lived political party. Predictions that this will be repeated are already being heard. Conditions of this sort will continue to be encountered so long as the business curve shows the kind of fluctuations that have characterized it in the past. Better control of the business cycle will help the farmer as well as the merchant and manufacturer, and may prove an antidote to radical agrarian politics.

William O. Scroggs.

Preparedness.

During a discussion of books for children ex-President Eliot of Harvard remarked: "It is very natural that the youthful scholar of to-day is not usually interested in what we are pleased to term the standard literary works. I mean Sir Walter Scott, George Elliot, Dickens, etc. Later in life there may come an appreciation of the color and character delineation these possess in a marked degree, but to young America the general construction is tedious and his viewpoint different.

"Perhaps the general attitude of youth might be exemplified by little Tommy, deeply absorbed in a picture of Elijah going to heaven. Pointing to the halo over Elijah's head, he exclaimed:

"Look pop, he's carrying a spare time."

The Disaster.

"The village is almost a ruin," said a recently arrived guest. "What has happened—a cyclone?"

"Nope!" replied the landlord of the Torpidity tavern. "A street carnival."

CADILLAC STATE BANK

CADILLAC, MICH.

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

We pay **4%** on savings

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

RESERVE FOR STATE BANKS



JOIN THE
GRAND RAPIDS
SAVINGS BANK
FAMILY!

44,000

Satisfied Customers

know that we
specialize in

accommodation
and service.

BRANCH OFFICES

Madison Square and Hall Street
West Leonard and Alpine Avenue
Monroe Avenue, near Michigan
East Fulton Street and Diamond Avenue
Wealthy Street and Lake Drive
Grandville Avenue and B Street
Grandville Avenue and Cordella Street
Bridge, Lexington and Stocking
West Leonard and Turner Avenue
Bridge Street and Mt. Vermont Avenue
Division Avenue and Franklin Street

Have You a Financial Secretary?

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

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

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

GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICH.

Ottawa at Fountain

Both Phones 4391

PERKINS, EVERETT & GEISTERT

CITIZ. 4334.

BELL M. 290.

BONDS

STOCKS

205-219 MICHIGAN TRUST BLDG. GRAND RAPIDS, MICH.

Direct wires to every important market east of the Mississippi.
A statistical service unsurpassed.

Fenton Davis & Boyle

BONDS EXCLUSIVELY

G. R. NAT. BANK BLDG.

GRAND RAPIDS

Detroit

First National Bank Bldg. Telephones Main 656 Citizens 4212 Congress Building

Tribunal Which Will Be Advisory and Helpful.

Attorney General Daugherty is quoted in an interview in the Nation's Business as stating that he is strongly in favor of "an agency that should be advisory and helpful, rather than inquisitorial. He was not ready, however to outline in detail the plan for creating such a Governmental agency."

If Mr. Daugherty really means just what he says, it only emphasizes that he has attained to light much too late in life—his political life—and that he has been most unfortunate in disclosing the quality of his mind only after most of the grocers—not to mention others—have concluded that he is a political muckraker of the worst type.

Whether it is a contrite confession or merely belated wisdom, it is reassuring to feel that "so long as he remains as the directing head of the Department of Justice, Uncle Sam will forego the once popular pastime of muckraking. Sleuths are not to be sent snooping around into the highways and byways of commerce in search of well-meaning officers or members of trade associations who, from ignorance of the law, may have fractured one of the many provisions of the well known but little understood Sherman Anti-trust Act."

This is abstract common sense and justice, but unhappily it is not historic of the Governmental attitudes of the Daugherty regime.

The idea of having established a tribunal which will be advisory and helpful to the business man, rather than inquisitorial and punitive, if it has back of it real administrative intention, will create joy in the business world. It is exactly what the average business man wanted and thought he had in the Federal Trade Commission. His disappointment at what he got in that body is not only disappointing but depressing.

The American business man, bad as he may have been once upon a time, never did deserve judicial execution, any more than he does the flood of official elocution he is getting nowadays. The Sherman law did not aim at punishing business men but of establishing a new ideal of commercial morality. It was the legislative founding of a new order in which competition was to be assured and not suppressed. True, it ran counter to many old ideals, but business men saw its force and logic and most of them bowed to the inevitable and proceeded to adapt themselves to it.

It was not to be expected, however, that men would all think alike in working out the transition; it was too revolutionary. What was needed was advice and guidance. What they got was muckraking at the hands of commercially ignorant politicians, far more intent on catering to popular

clamor than to helpful co-operation. The Federal Trade Commission never tried to show what business men could do but only to condemn for what they had done. Instead of viewing things from the merchant's angle, they took that of the lawyer and inquisitor and prosecutor. And the public—even less informed on economics—gladly chased after the bell cow and finished the task of wrecking the business system.

The whole process by which the Federal Trade Commission works is oppressive. The board listens to every "bellyache" that anyone may advance and takes up his cudgel, not in the way of a quiet investigation but in the same way a grand jury accuses one suspected of a crime. In both cases the indictment is analogous to condemnation in the public eye, and after the defendant is cited into court for a formal trial, public enquiry begins.

There is much flourishing of trumpets at that stage of the game, but the most the business man can expect by way of a decree of innocence is a quiet, "dismissal" of the complaint, but without the slightest effort by the commission to give him a clean bill of health. He is not "vindicated," but dismissed because the charge is "not proven."

Mr. Daugherty is reported to have suggested some advisory tribunal to the President. If he meant it, and if the President chooses to bring through something tangible, future generations of business men will rise up and call him blessed. Really about all he needs is either to abolish the present Federal Trade Commission or compel it to undertake a radical "about face" and amend its whole procedure programme. Business men are weary of being needlessly branded as criminals and dragged at a politician's coat-tail.

Santa's Mail Box in Furniture Store.

Martin's Ferry, Ohio, Nov. 21—Every December the R. G. Heslop & Son furniture store open a Santa Claus postoffice for the boys and girls of this city. The store advertises that if the youngsters will leave their letters at the store Santa will pick them up when he stops there on Christmas Eve.

On the eve before Christmas a drawing of the letters is held, and the writers of the fifth and tenth letters are given a prize of a toy of some sort. Most of the children bring their letters down to the store and this usually attracts large numbers of parents to look at the store's assortment of toys and gifts.

The store manages to attract older persons by offering prizes to those who can guess which type of merchandise will sell best during the holiday season. On the face of it, this would seem to be an easy stunt. Last year many of the contestants predicted toys, phonographs and records, but as a matter of fact the store sold more rocking chairs than it did anything else.

Are You Sure of That?

THE most common excuse for not making a Will is that "I have nothing to leave." Wait a bit! Every man has an estate of some kind. The smaller it is, the more necessary that capable hands administer it.

Trust Company service will account for every dollar, at a minimum of expense.

By naming this Trust Company as Executor and Trustee in your Will you have made sure of the happiness and independence of your loved ones, and that our type of service will as far as possible keep apprehension and dread out of their lives.

Make a start by getting our new FREE "Instruction Form" for making a Will.

It will be mailed on request.

OFFICERS

Lewis H. Withey ----President
Henry Idema -----Vice Pres.
F. A. Gorham -----Vice Pres.
Claude Hamilton ---Vice Pres.
John H. Schouten ---Vice Pres.
Noyes L. Avery ----Vice Pres.
Emerson W. Bliss ---Secretary
Arthur C. Sharpe --Asst. Secy.
Guy C. Lillie -----Asst. Secy.
C. Sophus Johnson--Asst. Secy.
Arend V. Dubee---Trust Officer

DIRECTORS

Delos A. Blodgett II.
John Duffy.
Frederick A. Gorham.
Claude Hamilton.
Thomas H. Hume.
Henry Idema.
William Judson.
Miner S. Keeler.
James D. Lacey.
Edward Lowe.
Ransom E. Olds.
J. Boyd Pantlind.
William Alden Smith.
Godfrey von Platen.
Dudley E. Waters.
Lewis H. Withey.

"Oldest Trust Company in Michigan"

**THE
MICHIGAN TRUST
COMPANY**

GRAND RAPIDS, MICH.

INSURANCE IN FORCE \$85,000,000.00

WILLIAM A. WATTS
President



RANSOM E. OLDS
Chairman of Board

MERCHANTS LIFE INSURANCE COMPANY

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

Grand Rapids National Bank

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

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

Combined Capital, Surplus and Undivided Profits over

\$1,450,000

GRAND RAPIDS NATIONAL BANK
GRAND RAPIDS, MICH.

CONSERVATIVE INVESTMENTS

We have at all times a list of high grade investment bonds from which to choose.

Corrigan Hilliker & Corrigan

Investment Bankers and Brokers

Citiz.
4480-4653

Ground Floor Michigan Trust Bldg.
Grand Rapids, Michigan

Bell
M-4900



Cursory Review of Some Western Michigan Hotels.

Cincinnati, Nov. 19—Some disgruntled individual, claiming to be a traveling man and speaking for the U. C. T., is flooding the country hotels with communications accusing landlords with all of the crimes in the criminal category (not excepting the sinking of the Maine), but principally with extortion. Some of the recipients have been much perturbed over the receipt of these communications, but I have invariably suggested to them that the anonymous letter is the resort of cowards and that the hotel man's conscience is the one important thing to be settled with.

If the writers of this class of literature believe in its efficacy, it might be well to extend it to the meat purveyor, laundry man, tax collector and labor organizations, upon all of which the landlord must invariably base his cost of operation; hence his charge for service.

Some other individual rushes into print and individualizes to the extent of accusing some caterer with robbing his trade by charging excessive food prices—baked apples, for instance, claiming that apples rotting on the ground, while some avaricious hotel man is collecting 25 cents each for baking them.

Granting that apples are rotting on the ground, or that for a prime winter article, the kind being used is costing \$1.50 per bushel, the initial cost of the raw material cuts but a small figure, but the preparation of this article of food costs something, and the embellishments—cream and sugar—a great deal, easily eight to ten cents for each order, besides the cost of service, the dish washing, etc., which must be reckoned with. If the overhead of the institution amounts to 40 per cent., which would be a very low estimate, then you would have 10 cents additional to account for before the man "whose only excuse for existence is to stand behind the counter and rake in the coin," can participate in any profit to himself.

An order of French friend potatoes at 20 cents is looked upon as absolute "looting." The raw material, to be sure, is an unimportant item, but every detail of production is. The preparation of the potatoes, the frying material and the time consumed in production and the infrequency of the orders mount up, hence the profit is negligible.

These are but two items of the many for which the outlay for raw material is of little consequence. Practically everything else has a material and important intrinsic value before the operation of preparation begins.

I am sure the U. C. T. will not sponsor communications of this character and the hotel man who loses sleep over the receipt of such is needlessly sensitive.

The Hotel Wren, at Berrien Springs, conducted by Theo. Frank, is worthy of consideration. Mr. Frank has undertaken at a considerable outlay to supply traveling men who visit his village with a stopping place at once comfortable and inexpensive. He has but a few rooms, but these have been beautifully furnished, provided with comfortable beds, and meals are beyond criticism. He should succeed and I am sure his efforts will be appreciated.

The Interurban Hotel, at Niles, run on the European plan by John Pethick, in connection with the restaurant by the same name has a good patronage and deserves it. Mr. Pethick informed me that there were those who thought his food prices were a trifle high, but his porterhouse steak, with French fried potatoes and fresh rolls at 85 cents cannot be duplicated at any city restaurant at \$1.25. He does not use paper napkins, I am happy to state, but makes his service appetizing.

Mrs. C. L. Ellis, proprietress of the Hotel Goodwin, at Cassopolis, enjoys the hotel game, and as a consequence is a successful caterer. Her rooms

are well furnished, provided with running water and bath, scrupulously clean, and her charges for same range from \$1.25 to \$2. The meals, for which a charge of 50 cents for breakfast, 75c for dinner and supper are very good value, and while this estimable landlady does not claim to know all about hotel details, she is certainly achieving popularity and will be heard of and from.

My list of suggestions from travelers as to the model country hotel contained several counts for Frank's Tavern, at Marcellus. It is conducted by Mr. and Mrs. Frank Hasbrouck, and presents elements of attractiveness seldom found in this class of hotels. Its complement of rooms is small, but its furnishings are new, beds of the very best and decorations especially pleasing. The size of the establishment is so small that it will never prove a source of great riches, but this genial couple will enjoy its comforts with the patrons thereof and foster a friendship with the traveling fraternity which in itself will reward them for their efforts.

I will confess my first impression of the Hotel McElvain, at Vicksburg, did not create much enthusiasm, but when I became acquainted with Mr. and Mrs. Ralph W. Chapman, I discovered that they had only recently come into possession of the property and had already rehabilitated the dining room, which is exceedingly artistic, and made their bed rooms comfortable. I decided they would prove winners, as their meal service is exceptionally good. The lobby which first gave me a wrong impression, is to be completely renovated, and when this is completed, commercial men will be well repaid for giving it their patronage. The atmosphere of hominess prevailing elsewhere than in the office will make them forget the impression of their first approach.

The Columbia Hotel, at Kalamazoo, is to have an addition of forty rooms of strictly modern type, and building operations will begin early in December. Were it not for the surprising number who patronize its dining room, I should say that at the price charged, 75 cents for Sunday dinner, it would be some time before the profits from this source would pay for the improvements. Here is what they served:

Cream of Fowl
Celery
Roast Young Chicken, stuffed with sage and celery
Baked Supreme Ham,
Horse radish dressing
Mashed Potatoes, Candied Sweet Potatoes
New string beans
Compte of rice, with apricots
Head lettuce salad
Home Made Mince Pie
Cheese
Vanilla Ice Cream and Cake,
French and Brown Bread
Beverages

Frank Erman, its manager, and his competent office assistants, make a practice of knowing you after you first visit and impress you with their sincerity.

Occasionally a rural hotel proprietor

asks me if I think his room charges are excessive, and I frequently tell him that it will be worth while to visit the Park American, at Kalamazoo, and get an idea what one receives for his investment at the hands of Ernest McLean, who is supplying accommodations of a superior character at a minimum of cost. When it comes to the element of quality it is certainly exemplified at this hotel. I wish all hotel men who think that their room rates are reasonable because they are based on a city basis, could learn by investigation just why they are the subjects of criticism.

When a traveling man, covering his

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

For Good, Dividend-Paying Investments Consult

F. A. Sawall Company

313-314-315 Murray Building

Grand Rapids, Michigan

Citizens 62-209

Bell Main 3596

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

BUY SAFE BONDS



ESTABLISHED 1863

Through our Bond Department we offer only such bonds as are suitable for the funds of this bank.

Buy Safe Bonds from

The Old National

territory at frequent intervals, is occasionally accompanied by his better half, I feel that she should be regarded as a complimentary guest of the hotel, at least so far as the room charge is concerned. I am very glad that a majority of landlords agree with me on this point. It is a subject which has been discussed more or less at all hotel meetings, but no definite action has ever been taken, the consensus of opinion being that the individual landlord should act according to his own convictions.

I am glad to state that it is a custom becoming more generally observed, especially among the country hotels. It seems to me a very pleasing recognition of the value of the patronage received from such as come to us with each returning week, fortnight or month, and if we view it from a material point of vantage, especially good advertising.

I wish more hotel men would consider the advantage of encouraging "living advertisers" for their establishments. In other words, the matter of creating boosters among the road men. On the trains and in the hotel lobbies I always have an attentive ear alert for conversation pertaining to hotels and treatment received at their hands. It is interesting always and when you happen to be familiar with the institution which is the subject under discussion, it gives an added value to this symposium. It has helped me much in forming an adverse opinion of hotels I have contemplated visiting and made me more alert when conducting my investigations.

Hence I regard this as the most valuable form of advertising and when Boniface shows evidence of appreciation for what is being done for him by making an occasional concession, I feel that he can safely charge it to advertising outlay, with the knowledge that the medium selected is an excellent one.

On the other hand, woe comes to that selfish landlord who, considering only his material welfare for the time being, does not recognize the policy of dealing with the guest of to-day with a spirit of fairness which in time will gain for him popularity and prosperity.

Good treatment and cordiality are but "bread cast upon the waters," to return with increased trade and contented customers.

Frank S. Verbeck.

Distinction Without a Difference.

Our stock friends try to tell us that there is something inherently different between mutual fire insurance and mutual life insurance, but they generally become involved when trying to explain what the difference is. The president of the Northwestern Mutual Life has just sent a letter to the policyholders of the company, from which we are pleased to quote a few striking sentences:

Mutuality grants to you, regardless of the size of your policy, an equal pro rata share in every right, benefit and privilege which policyholding implies.

The mission and purpose of a mutual life insurance company is not profits, but service. There can be and is no profit, except as efficient and economical management reduces cost and enlarges service to policyholders. The lowest cost and the largest service can be attained when all who have an interest contribute their effort to that end. The company is equipped to give efficient service to its members. It can not assist you if it does not know your problem or your need. To avail themselves of this service members should interest themselves in the company and ask for its advice and assistance when any question involving insurance arises.

As your insurance is furnished at cost, you are quite naturally interested in the elements which contribute to

such cost; therefore we believe you will realize that every unusual call or demand made upon a mutual life insurance company must be met at the expense of its policyholders.

Every unjust judgment against such company must be paid by its policyholders.

Every needless regulation by the state which involves expense to such company must be borne by its policyholders.

Every law which imposes an unjust burden on a mutual life insurance company, imposes such burden, and the whole of it, on its policyholders.

What is said here refers as well to a mutual fire insurance company as well as a life company, and is well worth your consideration

Is Insurance Against Divorce Practicable?

It was suggested in certain quarters some little time back by a man well known in insurance circles that companies desiring to introduce a policy which would contain all the elements to be desired from the standpoint of general utility, but at the same time embracing the charm of novelty so necessary to the carrying of a business proposition could well introduce a policy that could be known as the anti-divorce policy.

He stated that he would canvass every newly married couple and by his sound arguments would be able to get away with the business.

From the policy clauses he suggested, providing the couple lived in harmony over a fixed period, benefits would accrue. On the other hand should any rupture occur the guilty party would lose all benefits to which he or she would be entitled under the arrangement and the innocent party, under the circumstances, would receive the combined benefits.

He admitted that certain problems would doubtless arise in connection with the placing of such a policy upon the market but not more problems than in connection with certain other special and not quite such original lines. Once these difficulties were surmounted, however, this particular line in his opinion would yield more business than many other lines bunched together. He further maintained that such a policy would act as a binder to fickle parties who nowadays fly to the divorce court at the slightest pretense.

Fort Wayne Store Remembers the Orphans.

Fort Wayne, Ind., Nov. 21—Wolf & Dessauer has in its beautiful store a huge auditorium where entertainments are frequently given. Last year the orphans of a nearby institution were entertained royally and Santa Claus presented each with a souvenir. People of the city were urged to contribute clothing, etc., to be presented to them. Of course all the little boys and girls were invited. On the first floor, a registration book was stationed and each child was asked to give his name, address and the one thing he wanted most for Christmas. This provided an excellent mailing list for the children's department, and in order that no child would be disappointed, Santa presented an inexpensive gift.

Consider whether the way you display your stock and offer it for sale shows the merchandise to its best advantage. It is possible to make even high class goods look cheap.

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

PAYING 30% DIVIDENDS

Write

L. H. BAKER, Secy-Treas.

LANSING, MICH.

P. O. Box 549

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.

OUR FIRE INS. POLICIES ARE CONCURRENT

with any standard stock policies
that you are buying.

The Net Cost is **30% Less**

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

WM. N. SENF, Secretary-Treas.

IN THE REALM OF RASCALITY.

Cheats and Swindles Which Merchants Should Avoid.

Jason Lawrence Thompson.

Jason Lawrence Thompson, Detroit promoter, was arrested in Cleveland, Ohio, charged with grand larceny of goods valued at \$168 from Philip M. Marsh, 77 Avalon avenue, Highland Park, and of \$250 from Ellen May MacMurray, 2214 First National building, Detroit, according to an investigation by the Better Business Bureau of Detroit.

The transaction in question took place during the sale by Mr. Thompson of stock in the Commercial Aerial Co. and the Pontiac Land Co. His failure to deliver the stock in question enter materially into the matter. Thompson was at one time connected with the sale of Texas Oil Products Co. stock which was suspended by order of the Michigan Securities Commission. Other companies whose stock Mr. Thompson sold are seeking him to explain discrepancies in accounts.

Two Cleveland printing firms sought information concerning Mr. Thompson, having extended him credit on the belief that he had been associated with the Detroit Board of Commerce. An excerpt from one of their letters follows:

We understand that the Business Betterment League, J. Lawrence Thompson, was working under the auspices of your organization within the last year. He came to Cleveland and asked us to furnish him printing, for which he was to make prompt payment. However, after repeated efforts to collect, he disappeared from the city. Can you give us his address or the address of any one else connected with the Business Betterment League, to whom we could go for our account?

J. Lawrence Thompson was never a member of the Board of Commerce or connected with the Better Business Bureau of Detroit. His "Service League of Business Betterment" appears to have been unknown in Detroit and short lived in Cleveland. It is thought to have been a training plan for stock salesmen.

E. M. Fuller & Co.

Loss to residents of Michigan through the recent failure of the brokerage firm of E. M. Fuller & Co. is very small comparatively because of the action of the Better Business Bureau of Detroit with the co-operation of local daily and Sunday newspapers.

The concern, whose headquarters was in New York, had approximately 10,000 customers throughout the country. Their total investment is estimated at approximately \$2,000,000.

About a year ago the concern was indicted by a Federal grand jury in New York.

Results of an investigation conducted by the Better Business Bureau of Detroit at that time were presented to newspapers here and they immediately refused to publish any more advertising for the concern.

The company operated a plan whereby the public was invited to buy securities on a time-payment arrangement.

Detroit Man Indicted.

James B. Mansfield, of Detroit, is

one of twenty-seven promoters and officers of the Birmingham Motors, Batavia, N. Y., indicted by a Federal grand jury at Washington, D. C., on a charge of using the mails to defraud. The Better Business Bureau of Detroit co-operated with the National Vigilance Committee in compiling data which was placed at the disposal of the United States Government in this case.

Birmingham Motors is a \$3,000,000 corporation which sold stock by high tension methods and alleged misstatements concerning its own status, while trying to tear down the general reputation and standing of saving banks so depositors would withdraw money and invest in the security.

George B. Mocham, Sr., seems to have been the moving spirit of the enterprise. Two patents, one for a "full floating seat" and one for a transmission gear," he purchased at \$1,000 and turned in to the company for \$300,000 in stock, it is alleged. In addition to this, Mecham as fiscal agent, received 35 per cent. from stock sales for promotion, it is further alleged.

Deceptive statements as to the prominence of officers of the Birmingham project figured conspicuously in the literature, coupled with statements that early in 1921 the company was "past the experimental stage" and "in production." As a matter of fact, it seems that the company put out eight cars up to October, 1921, and these were not uniform in specifications according to the company's literature.

Mr. Mansfield is president and general manager of the Mansfield Steel Corporation, Mansfield Truck Company and Detroit Trailer Company, all located at 954 Milwaukee avenue, East, Detroit. His connection with the Birmingham project was apparently late in its history, not taking place until May of this year. His name was not connected in the original information submitted to the Federal grand jury, but was added thereto by the grand jury in session.

Samuel A. Carlson, mayor of Batavia, N. Y., and Guy F. Allen, former Assistant Treasurer of the United States, are among those indicted.

International Radio Corporation.

The libel suit for \$500,000 against the Better Business Bureau of New York, filed by officers of the International Radio Corporation, has collapsed.

The Bureau made public, in a special bulletin, facts about the sale of stock of the corporation, which was controlled by Charles Beadon, a promoter, operating under the name of the Amalgamated Service Corporation.

Shortly afterward a criminal libel charge was brought by Beadon against the managing secretary of the Bureau, in addition to a \$100,000 civil action against the secretary and a \$500,000 civil suit against the Bureau.

At an extended hearing before Magistrate Renaud the charge of criminal libel was dismissed. Jerome Simmons, counsel for the Bureau, showed by testimony of former employees of the International Radio Corporation that statements made in the bulletin, exposing misrepresentation, were true.

For the Thanksgiving Table

Old Monk Olives
Del Monte Ripe Olives
Del Monte Asparagus
Del Monte Pineapple
Del Monte Peaches

JUDSON GROCER CO.
GRAND RAPIDS, MICHIGAN

Fresh Goods Repeat

EVERY National Biscuit Company product is made to please the palate.

Which means that the fresher they are when they reach the table the greater the enjoyment will be and the greater your opportunity for repeat sales.

Which, in turn, means, that the faster your biscuit stock turns over the more profitable it will be for you in every way—in increased business, satisfied customers, and added profits.

Keep the N. B. C. line well displayed—their very appearance often means a ready sale. As a new lot comes in place it at the bottom so that the former supply will move out first.

Also, when taking an order for your other store products, a biscuit suggestion from you will often mean a biscuit sale.

Always-fresh goods build business.

NATIONAL BISCUIT
COMPANY



Shortly after the hearing, Elmer T. Weight, president of the International Radio Corporation, in a letter addressed to the Bureau, said the \$500,000 libel suit was not justified and that it would be withdrawn immediately.

"We are not surprised," the Financial World added, "to learn that the sincere attempt of the Better Business Bureau of New York, established by courageous members of the New York bank and investment fraternity to clean the city of get-rich-quick concerns, has resulted in some back-fire."

A great many new discount schemes are being offered to retail merchants.

Fortunately, however, comparatively few merchants will fall for these devices.

On the other hand, such discount schemes frequently do get a foothold and survive for a period to become a thorn in the flesh of stores which adopt them, and they do not make for honest competition.

Just now, while so many new discount plans are being brought forward, it may be worth while to remind Tradesman readers of some of the outstanding facts in connection with schemes of this kind.

First of all, discount schemes invariably come from outsiders who wish to attach themselves in a parasitical role to the business of distribution. They seldom originate with merchants themselves. A more or less direct relationship exists between the retail distributors and his customer. On one side is a bona fide consumer; on the other a responsible business man engaged in filling that consumer's demand, thus forming a natural and legitimate contract. It is likely to be a matter of quite steady business intercourse without discount schemes or other such diversifications. The retailer operates always with the consciousness of competition.

Along comes a schemer bent on inserting himself in the path of distribution between the retailer and his customer, to levy toll upon one or both.

The retail distributor's constant aim should be to prevent outside factors from intervening between him and his customer. Take this for an important working principle. Don't let outside persons or concerns come between you and your trade. For example, if you're going to give discounts, give them yourself; don't let someone else get a stranglehold on your business and a perennial share in such discounts!

One of the worst forms of discounts is the preferential group discount plan under which the retail merchant agrees to allow a discount from his regular prices to members of certain more or less organized groups.

The outstanding example of this type of discount scheme probably is the so-called Army and Navy Stores Association which sprang into being toward the end of the war. The fact that a considerable number of first-class stores fell for the scheme may lead one to believe that its adoption was due to the general interest felt at that time in the American service man.

Under this scheme any man who wore a U. S. uniform, upon payment of \$5, can secure life membership in

the Army and Navy Stores Association. Possessed of this membership, he and the members of his family, upon trading with stores displaying the insignia of the Army and Navy Stores, are privileged to turn in their sales checks to a central organization which collects the discounts from the stores issuing such sale checks. The discount is then split between the member and the Army and Navy Stores Association.

Apparently the success of the promoters of the Army and Navy Stores Association has inspired a lot of other folks to attempt similar onslaughts on the distributive system.

Members of the American Legion, for example, recently have cooked up a discount scheme. The employees of the Bell Telephone System a year or two ago had a plan. In some sections school teachers and librarians have made organized efforts to secure special discounts.

And now comes the so-called Consumers Trade Discount System, which has been circulating a bulky collection of miscellaneous arguments, fac simile letters, and what not in the attempt to put over a discount plan which by comparison would make the old trading stamp look modest and economic.

The Consumers Trade Discount System, which is operated from an office in the Woolworth building, New York, makes frequent use of the names of a great many well known men and women whose names should stand for something. That such men and women can be deluded into endorsing a scheme of this type speaks volumes for the general lack of knowledge of practical economics.

Boiled down, the Consumers Trade Discount System is a trinket system under which merchants are expected to buy aluminum discount trinkets in varying denominations, paying their face value plus a bonus of 25 cents of the amount of trinket purchased. It will cost at least 2½ per cent. of volume for "cash" purchasing alone. If customers are to carry parcels, it will cost more.

A pretty scheme to persuade consumers to demand discounts of retailers and then to set up an organization for the promoters' profit to collect a sum equal to 25 per cent. of all discounts!

But this may not be the only profit that the promoters of the Consumers Trade Discount System hope to make out of it. The further explanation appears in the literature of this undertaking: "Money representing the face value is placed in a general redemption fund, without interest: the bonus to be credited to the account of the Discount Organization. All discount checks deposited at the bank by the consumer are credited to his savings account and are charged against the redemption fund." What becomes of the interest on the general redemption fund and on the portion of the fund not paid out in redemptions is not disclosed! Perhaps that is a further profit for the promoters or possibly it goes to the banks for their co-operation. In any case, it represents a further charge against the business of distribution!

What is the Price?

A natural question, and one which must be answered before the sale is made.

Where the selling price is not established through advertising the burden is yours.

When the manufacturer advertises the price he assumes the burden for you.

He makes selling easy.

He insures your profit.

Consistent advertising of

K C

Baking Powder

Same price for over 30 years

25 ounces for 25¢

price shown in the advertising and on the package tells the story for you.

It 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



Business in Wool and Woolens.

Auction sales of wool were had in England, Australia and New Zealand during the past week. At the first named there was an easing up in the prices for merinos, while mediums and crossbreds advanced a little. In Australia crossbreds were higher. The next series of London auctions begins on Tuesday. No marked change in prices is considered likely because of the conditions affixed to such sales. In this country a fair business is passing in both domestic and foreign wools. The Department of Agriculture is beginning a set of hearings to establish, if possible, a series of basic grades of wool. The first of these took place in Boston Tuesday. With the many varieties of the article from a number of sources, this is not going to be an easy task. The Treasury Department is wrestling with an interesting question concerning carbonized wool. This is material which has been treated with acid to free it from vegetable matter of various kinds. The point at issue is whether such wool is to be regarded as scoured or as advanced beyond the scoured condition. If in the former category, imports of it will have to pay 31 cents per pound duty. If, however, it is to be regarded as beyond the scoured condition, the duty will be 33 cents per pound and 20 per cent. ad valorem.

Woolen mills are busy working on Spring orders and are likely to continue thereafter for awhile on some really intended for Fall, particularly on some staples to be delivered ahead of the usual time. In the clothing trade the great demand for overcoats has been succeeded by more calls for suits. Openings of womens ready-to-wear have started and more will occur up to the opening of the new year. Fabrics for women's wear have been pretty well sold up by the mills and most have been withdrawn.

Doings in Cotton and Its Fabrics.

Mounting prices of cotton received a set-back during the past week. For a while it looked as though the advances which were so marked last month would keep on indefinitely, or, at least, until the hoped-for price of 30 cents per pound would be attained. But, despite the bullish ginning figures and reiterated predictions of a crop not to exceed 9,500,000 bales, some influences served as a check to the continuing rise in quotations. While the takings of domestic spinners have been large, those from foreign ones have not been so. Last month the consumption of cotton in the mills of this country was the largest of any month since June, 1920. It amounted to 533,950 bales of lint and 62,406 bales of linters. Part of the increase was due to the resumption of work in Eastern mills following strike settlements. But the number of spindles in operation during October was 340,000 less than in the same month of last year. An interesting disclosure during the past week was the exhibition of a process for utilizing lower grades of cotton in the making of yarns of good tensile strength. If workable on a large scale, this will make available for many purposes material that has hitherto been much neglected or overlooked. The goods market, while not so active in certain directions as it has been, remains in good shape. There has been much call for the heavier constructions, a circumstance which probably accounts for the consumption of much of the raw material. Evidences of some recent speculation appear in the sales of printcloths and other gray goods by second hands at slightly under the mills' asking prices. Some finishers and printers complain of the slight margins between unfinished and finished fabrics. Knit goods continue to be sought for.

Duro Belle

HAIR NETS

We are helping merchants everywhere sell millions of Duro Belle hair nets—at a profit you cannot afford to overlook.

Our window displays, counter cards, wall hangers and display cabinets are most attractive and impressive and are working for you all the time.

Get these sales helps through your jobber and display them prominently.

The sales and profits are sure to follow.

NATIONAL TRADING COMPANY
630 SO. WABASH AVE. CHICAGO, ILL.

Be Your Own Ad-Specialist

We are fortunate in being able to offer you a copy of the "Ad Maker" which covers a twelve months advertising campaign and which tells you what to advertise during the year and lays out your ads for you. If you are thinking of putting on a special sale, you can do it yourself at no cost except the cost of printing. Various sizes of ads, including circular letters to your customers are all included in the "Ad Maker." It is easily worth much more than the small price of \$10.00 and we are only able to secure them because the printer has a surplus number of copies which he is closing out cheap, otherwise it would cost many times the price.

As the copies are limited you had better send us your order promptly. If you would like a circular describing it, we will be glad to send you same on application.

REMEMBER

We carry a complete stock of Underwear, Blankets, Outings and other winter merchandise, which we are offering at very low prices.

DON'T FORGET

Now is the time to purchase your stock of Holiday merchandise, such as Handkerchiefs, Gloves, Holiday Boxed Neckwear, Holiday Boxes, etc.

Our stocks are complete and we would appreciate an order from you either through our salesmen or by a visit from you.

Mail Orders shipped the day received at lowest prevailing prices.

We specialize on filling your waiting orders in the House promptly.

Telephone or telegraph us at our expense for merchandise you want quickly.

GRAND RAPIDS DRY GOODS CO.
Wholesale Only Prompt Service No Retail Connections

XMAS GOODS

Are you all set to meet that demand for men's and boys' Ties, Garters, Combination Sets, Suspenders in Holiday Boxes, Handkerchiefs, Toys, Dolls, Perfumes and Novelties.

Don't hesitate any longer. We still have good assortments. Send us your open orders or write for sample.

VERY SPECIAL—Include in your order a quantity of C. M. C. Crochet Cotton, white, ecru and colors at 70 cents a box.

PAUL STEKETEE & SONS

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

Quality Merchandise—Right Prices—Prompt Service

Chilly Day Specials

MACKINAW { @ \$3.75—\$4.87½—\$6.50—\$6.75.

SWEATERS { @ \$11.50—\$13.50—\$18.00—\$21.00—\$27.00—\$30.00—\$42.00—\$48.00.

MITTENS { Splits, Mackinaw Cloth, Hog Skin, Full Grain Horse, Split Combination, All horse, full grain.

GLOVES { Plush, Leather Gloves from \$3.75 up.

CANVAS AND JERSEY GLOVES

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

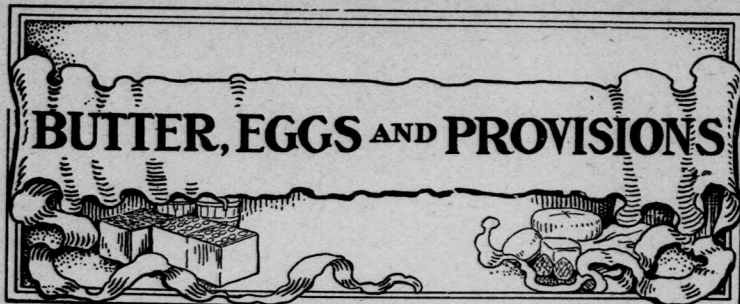
PRICES CURRENT ON STAPLE DRY GOODS.

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

Dress Goods.		Comfortables, Indian Blankets & Bath	
32 in. Wool Mixed Storm Serge	42 1/2	64x78 Blanket Comfortables	2 50
36 in. All Wool Storm Serge	77 1/2	66x80 Comfortables	3 10
44 in. All Wool Storm Serge	97 1/2	72x80 Comfortables	3 25
French Serges proportionately,	1 20	64x78 Comfortables	3 00
Danish Poplar Cloth	42 1/2	66x80 Comfortables	3 50
Juilliards Novelty Checks & Plaids	1 85	66x84 Two in one	3 50@3 75
54 in. All Wool Coating	1 50@2 00	72x90 Bath Robe Blankets with	
		Cords, Tassels & Frogs	4 00
Linings.		Crib Blankets.	
30 in. Black Satine	18 1/2	30x40 Stitched	70
36 in. Satine, black & colors	25@35	30x40 Scalloped	75
36 in. Radiant Bloomer Satin	47 1/2	36x50 Stitched	1 00
36 in. Percaline	16 1/2	36x50 Scalloped	1 10
Windsor Cambric	11	36x50 Bound	1 37 1/2
36 in. Radiant Charmeuse	47 1/2		
White Goods.		Camp Blankets.	
33 in. Soft Finish	20	Camp Blankets	2 50
36 in. Soft Finish	22 1/2	Auto Robes.	
44 in. Soft Finish	28	Auto Robes	2 50
54 in. Soft Finish	35		
All Linen Finish 1/2 yard more.	35		
Ginghams and Wash Goods.		Wool Blankets.	
27 in. Plain Colors	15@17 1/2	66x80 Wool Mixed	5 75@6 25
27 in. Checks & Plaids	17 1/2	66x80 All Wool	7 50@8 50
32 in. Checks & Plaids	21 1/2	70x80 Wool Mixed	6 50@7 50
32 in. Checks & Plaids, better	23 1/2@32 1/2	70x80 All Wool	8 50@12 00
quality from	23 1/2@32 1/2		
32 in. Tissues	35 @42 1/2	Comforts.	
39/40 in. Voiles	37 1/2	Small sizes cheap Grades	22 50
40 in. Organdies, all colors	42 1/2	Larger sizes, better grades	24 00@43 00
32 in. Romper Cloth	22 1/2		
27 in. Apron Ginghams	12 1/2@14 1/2	Sheets.	
27 in. Cheviots	16 1/2	63x90 Pequot	13 75
Plisse & Serp. Crepe, from	25	63x99 Pequot	15 04
36 in. Challies	13 1/2	72x90 Pequot	15 25
32 in. Madras	25	72x99 Pequot	16 69
32 in. Suitings, from	22 1/2@35	81x90 Pequot	16 75
36 in. Chiffon, from	32 1/2@42 1/2	81x99 Pequot	18 34
27 in. Poplins	30	63x90 Pepperell	12 25
36 in. Poplins, from	25 @42 1/2	72x90 Pepperell	13 45
		72x99 Pepperell	14 71
		81x90 Pepperell	14 35
		81x99 Pepperell	15 70
		72x90 Lockwood	15 25
		72x99 Lockwood	16 69
		81x90 Lockwood	16 75
		81x99 Lockwood	18 34
		Cheap Seamless Sheets	13 50
		Cheap Seamed Sheets	9 00
Percales.		Pillow Cases.	
36 in. 64x60 Lights 14, Darks 15		42x36 Pequot	3 96
36 in. 68x72 Lights 15 1/2, Darks 16 1/2		45x36 Pequot	4 20
36 in. 80x80 Lights 19, Darks 20		42x36 Pepperell	3 48
		45x36 Pepperell	3 72
		42x36 Lockwood	3 96
		45x36 Lockwood	4 20
		Cheap Pillow Cases	2 25
Crashes.		Bedspreads.	
18 in. P. Bleached	22	72x84 Bedspreads	1 50
18 in. P. Brown	21	Better qualities and larger sizes up	5 00
Other grades accordingly and less		to	
10% for quantities.		Carpet Warp.	
16 in. Irish Imp. Br. Linen Crash	16 1/2	White	45
15 in. Bleached Toweling	06 1/2	Colors	50
17 in. Glass Toweling, Red Stripe	12 1/2		
18 in. Absorbent Toweling	15 1/2	Oilcloth.	
16 in. Blea. Linen Crash, from 18 1/2 to 20		5-4 White	2 85
		5-4 Meritas White	3 25
		5-4 Meritas Fancy	3 25
		6-4 Meritas White	4 50
		6-4 Meritas Fancy	4 35
Diaper Cloth.		Batts.	
18 in. Red Star	1 15	3 lb. Quilted Cot. Batts	80 per batt
20 in. Red Star	1 25	3 lb. Plain Cotton Batt	75 per batt
22 in. Red Star	1 35	8 oz. Small Cotton Batt	10 1/2 per batt
24 in. Red Star	1 45	10 oz. Small Cotton Batt	12 per batt
27 in. Red Star	1 70	1 lb. Wool Batts	1 45 per batt
Less 10 per cent.		2 lb. Wool Batts	2 50 per batt
Damask.		Wide Sheetings.	
64 in. Mercerized	67 1/2	7-4 Pequot Bleached	43
72 in. Mercerized	82 1/2	8-4 Pequot Bleached	48
58 in. Mercerized	45	9-4 Pequot Bleached	53
58 in. Bates or Imp. Hol. Red Dmk.	75	10-4 Pequot Bleached	58
		7-4 Pequot Brown	38
		8-4 Pequot Brown	43
		9-4 Pequot Brown	48
		10-4 Pequot Brown	53
		7-4 Pepperell Bleached	42
		8-4 Pepperell Bleached	47
		9-4 Pepperell Bleached	52
		10-4 Pepperell Bleached	57
		7-4 Pepperell Brown	38
		8-4 Pepperell Brown	43
		9-4 Pepperell Brown	48
		10-4 Pepperell Brown	53
		7-4 Lockwood Bleached	43
		8-4 Lockwood Bleached	48
		9-4 Lockwood Bleached	53
		10-4 Lockwood Bleached	58
		7-4 Lockwood Brown	43
		8-4 Lockwood Brown	48
		9-4 Lockwood Brown	53
		10-4 Lockwood Brown	58
Pattern Cloth.		Tubings.	
58x72 Mercerized	1 25	42 in. Pepperell	30
Larger sizes, good qual. from 2 50@3 00		45 in. Pepperell	31 1/2
		42 in. Pequot	34
		45 in. Pequot	36
		42 in. Cabot	30
		45 in. Cabot	31 1/2
		36 in. Tubing	25
		4-4 Bleached Cottons.	
		Lonsdale	13
		Hope	17 1/2
		Cabot	17
		Fruit of the Loom	19
		Auto	16 1/2
		Big Injun	13 1/2
		4-4 Brown Cottons.	
		Black Rock	14 1/2
		Velvet	13 1/2
		Giant	13 1/2
		Cheaper Cottons	10 1/2@11
Towels & Wash Cloths.			
Turkish Towels from \$2.25@9.00 depend-			
ing on size and quality, and whether			
plain or fancy.			
Huck Towels from 62 1/2c@60.00 per doz.			
depending on size and quality and			
whether part linen, hemstitched, etc.			
Wash Cloths from 45c per doz. to \$1.50			
depending on size and quality and			
whether plain or fancy.			
Bath Sets from 75c@1.30 each.			
Draperies.			
32 in. Cretonne	16 1/2		
Harmony Art Cretonne	25		
Normandy Silkline	19 1/2		
36 in. Better Grades Cretonnes from 25c			
@62c, depending on quality.			
Scrim & Etamines, from	10 1/2@19 1/2		
36 in. Plain & Fancy Marquisettes			
from 16 1/2c@32 1/2c, depending on quality.			
Curtain Nets from 25c@62 1/2c, depending			
on width and quality.			
Blankets.			
45x72 Cotton Felted Blankets	1 07 1/2		
50x72 Cotton Felted Blankets	1 20		
54x74 Cotton Felted Blankets	1 37 1/2		
60x76 Cotton Felted Blankets	1 55		
64x76 Cotton Felted Blankets	1 70		
64x80 Cotton Felted Blankets	1 70		
66x80 Cotton Felted Blankets	2 00		
72x80 Cotton Felted Blankets	2 15		
Seconds about 5 to 10% less.			
Singles and Single 2nds proportionately.			
64x76 Barlan Heather Plaid	2 10		
72x80 Barlan Heather Plaid	2 20		
Seconds about 5 to 10% less.			
Singles and Single 2nds proportionately.			
60x76 Plain Woolnaps	2 30		
64x76 Plain Woolnaps	2 55		
66x80 Woolnap Plaids	3 35		
72x84 Woolnap Plaids	3 75		
Seconds about 5 to 10% less.			
Singles and Single 2nds proportionately.			
60x76 Woolnap Plaids	2 50		
60x80 Woolnap Plaids	2 65		
66x80 Wool nap Plaids	3 25		
72x84 Woolnap Plaids	3 65		
Seconds about 5 to 10% less.			
Singles and Single 2nds proportionately			

Cambrics & Nainsooks.		Ticking.	
Knights	21	Straw Ticking	16 1/2
Berkley, 60	21	Feather Tickings from	27 1/2@30
Old Glory, 60	19 1/2	Fancy Satine Tickings from	29 1/2@35
Diamond Hill	15 1/2	36 in. Imp Hol. Ticking	42 1/2
Denim.		Prints.	
220	21 1/2	In Various colors	10 1/2
240	20		
260	18 1/2	Cheese Cloth.	
		36 in. Bleached Curly Gauze	06 1/2
		Better Grades	07 1/2@08 1/2@10
Flags.		Napped Goods.	
Small Spearheads, doz.	1 90	25 in. White Shaker	11
Larger sizes from 4x6 ft. to 10x15 ft.		27 in. White & Twill. Shaker	12 1/2@14 1/2
ranging from, each	\$2.00@8.00	Cashmere Twill	16 1/2
		27 in. Light Outings	13 1/2@14 1/2
		27 in. Dark Outings	14 1/2@15 1/2
		36 in. Light Outings	16 1/2@17 1/2
		36 in. Dark Outings	17 1/2@18 1/2
Notions.			
Star Snaps, gro.	60		
Kohinoor Snaps, gro.	60		
Wilsnaps, gro.	75		
Satin Pad S G Garters, doz.	2 00		
Sampson fly swatters, doz.	75		
Roberts needles, per M.	2 50		
Stork needles, per M.	1 00		
Self Threading Needles, paper	06 1/2		
Steel Pins S. C., 300, per box	43		
Steel Pins M. C., 300, per box	45		
Brass Pins S. S., 160, per box	43		
Brass Pins S. C., 300, per box	75		
Brass Pins M. C., 300, per box	80		
Coats Thread, doz.	59		
Clarks M. E. Thread, doz.	59		
J. J. Clarks Thread, doz.	56		
Belding Silk, 50 yd., doz.	90		
Cobro Silk net with elastic, gro.	4 50		
Gainsborough Hair Nets			
Single Strand	80		
Double Strand	1 00		
Wolverine nets, gro.	9 00		
R. M. C. Crochet Cotton, per box	75		
B-4 O. N. T. Cro. Cotton, per box	90		
Silkene Crochet Cotton, per box	90		
Sansilk Crochet Cotton, per box	55		
M & K or Dexters Knit. Cot., white,			
per box	1 50		
Black and colors	1 75		
Alles Yarn, bundle	1 50		
Fleishers Knitting Worsted Skeins	2 30		
Fleishers Spanish worsted balls	2 60		
Fleishers German't Zepher Balls	3 70		
Fleishers Saxony Balls	3 70		
Fleishers Knitting Worsted Balls	2 60		
Fleishers Scotch & Heather Balls	2 90		
Excello Suspenders, doz.	4 50		
President Suspenders, doz.	4 50		
President Suspenders, Ex. Heavy	6 00		
Infants' Hosiery.			
Cotton 1x1 Rib Hose	1 00		
Combed Yarn 1x1 Rib Hose	1 85		
Mercerized Lisle Hose, Cashmere			
Silk Hl. & toe, 60% Wool Hose	4 12 1/2		
Silk & Wool Hose	6 12 1/2		
Children's Hosiery.			
BS No. 1 Cotton Hose	2 22 1/2		
R. & F. 07 1/2			
2 Thread 200 Needle, 3 lbs. on 9 2 25 1/2			
R. 10 F. 05			
Misses Mercerized 300 Needle	2 25 1/2		
Combed Yarn Hose	2 25 1/2		
R. 10 F. 05			
Misses Cot. 28 oz. Dou. card. Hose	1 35 1/2		
R. & F. 05			
Misses Merc. 344 Needle Hose	3 85 1/2		
R. 10 F. 05			
Ladies' Cotton & Silk Hosiery.			
176 Needle Cotton Hose	1 15		
220 Needle Cotton Hose	1 35		
220 Nee. Co. Yarn, seam back Hose	2 50		
232 "Burson" rib top	4 25		
232 "Burson" rib top, out size Hose	4 50		
520 "Burson" split sole Hose	4 25		
220 Needle Mercerized	4 00		
Pmt. 110 Lisle, hem top	4 00		
440 Needle full Mercerized	5 25		
Fibre Silk Hose	4 62 1/2		
12 Strand Pure Silk Hose	12 00		
Pmt. 110 Silk & Fibre	8 50		
260 N'dle 18 in fibre boot mock sm.	6 75		
10 Strand 18 in. Boot Silk	9 00		
Ladies' Full Fash. all silk Hose	19 50		
Ladies' Fleece & Wool.			
220 needle, 2 lb. combed yarn	2 25		
200 needle, 2 1/2 lb. comb. yarn hose	3 00		
200 n'dle, 2 1/2 lb. O.S. comb. yn. hose	3 25		
176 needle out size Hose	2 50		
Men's Hose.			
E. & F. Hose Cotton	1 50		
Record, med. weight Cotton	1 90		
R. & D. Heavy Cotton Hose	1 60		
176 needle Cotton Hose	1 25		
200 needle combed yarn Hose	2 00		
200 needle full mercurized Hose	3 00		
240 needle fibre plated Hose	4 75		
Pure Thread Silk Hose	6 00		
Nelson's Rockford socks, bdl.	1 40		
Nelson's Rockford socks, bdl.	1 50		
Nelson's Rockford socks, bdl.	1 65		
2 1/2 lb. Wool Sox	2 25		
3 lb. Wool Sox	3 50@3 75		

Childs Waists.		Boys' Underwear.	
"Cub" Knit Waist	2 50	Fleece Union Suits, Heavy	7 00/2
"Bear" Knit Waist	3 75	Egypt Ribbed Union Suits	Rise .75
Muslin Waist	2 25@3 50@4 50	"Hanes" No. 953 Ribbed U. S.	Rise .62 1/2
		Part Wool Union Suits, all sizes	10 50
		50% Wool Union Suits	12 00/20
		Heavy Fleece Vests & Pants	Rise .75
		Part Wool Vests & Pants	Rise .37 1/2
			Rise of .50
Spring.			
Boys' 72x80 pin check Ath. Stan. S. 4 75			
"Hanes" 756 & 856 72x80 pin check			
Athletic Suit	6 12 1/2		
Misses' Underwear.			
Vellastic Vests & Pants	3 00/16		</



The Proper Branding of Storage Products.

Everybody knows that vegetable food products are of strictly seasonal production and that what is needed in the many months of non-production must be carried from the time of harvest. It would be absurd to require that wheat or apples sold in the winter should be branded as having been held in storage from the time of harvest.

Animal products are not so completely seasonal in their production but they are largely so. It ought to be a matter of common knowledge that broiling chickens called for in the winter or soft meat roasters in the spring or prime young turkeys in the late winter, spring and summer, are carried from the season when the live birds were such. And when it is known that the consumption of eggs in the fall and early winter is very greatly in excess of the quantity produced it should be understood that the needs must chiefly be supplied from storage of a previous excess.

Of course when the consumption needs, as in the case of eggs or butter, are being supplied partly from a much restricted production though largely or chiefly from stored reserve, and when there is a popular conception that the stored reserve is inferior to the fresh production there is a natural feeling that fair practice requires the sale of the reserve only as such. This feeling is one of the foundations for the cold storage branding laws. The other reason is economic, the legislators having believed that unless branding was required stored goods sold in the season when fresh were scarce and high, would make undue and unreasonable profits.

As to the first of these reasons for branding, taking eggs as an example, if all non-cold stored eggs were uniformly superior to all cold stored, no branding law would be necessary because in practical distribution an inferior product cannot be substituted in channels of consumption demanding the highest quality. But, as a matter of fact, the range of quality in non-cold stored eggs is as great and, at seasons of deficient production, includes a larger proportion of poor quality, than is the case in respect to stored reserve. The branding of cold stored eggs is therefore no indication whatever of their relative quality but places them under a stigma in popular prejudice which operates against the true function of cold storage preservation in relieving seasonal scarcity of fresh production, with the effect of a better equalization of prices.

The fact that the finest qualities of cold stored eggs can be satisfactorily

moved into high class trade (except the most fastidious) if offered on their quality merits alone, while a large proportion of the non-cold stored eggs cannot be so distributed, shows that the branding means nothing as an indication of relative quality but is made really deceptive in that particular by reason of an unfounded popular prejudice.

As the economic phase of the question the true function of cold storage preservation is to afford a more nearly uniform supply of the products regardless of seasonal variations in production, and thereby to afford opportunity for maximum production. This can be accomplished only if quality is made the main factor in selling value so that eggs or other such products, stored in the season of flush production may be distributed in the season of scarcity on their merits of quality alone. If this were possible competition would take care of any undue profits. The present branding laws create a difference in selling value between stored goods and non-stored goods of equal worth that is abnormal and not justified upon any quality standardization. Under present conditions that require branding of cold stored goods the relation of quality to value is disturbed and the law itself creates the opportunity of excessive profits to those who violate its provisions. If there were no such requirement competition between cold stored and non-cold stored products would be upon a purely quality basis and the advantage of carrying surplus would be at the maximum, leading to profitable increase of production.

It is true that if all eggs were sold on a quality basis—cold stored or non-cold stored—the price of fresh production in the season of scarcity of such would be held down to some extent, and that at a time when the cost of production is the highest by reason of the small yield of the flocks. But free ability to sell storage eggs on their merits of quality alone would increase the demand for eggs to store during the flush season and lead to a higher level of prices when producers were getting the bulk of their annual yields.

Since stating this reasonable opinion in previous treatment of the subject we have made an analysis of average prices at New York before and after the enactment of the New York cold storage laws to ascertain whether the record would bear out the contention.

Moseley Brothers

GRAND RAPIDS, MICH

Jobbers of Farm Produce.

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

Lewellyn & Co. WHOLESALE GROCERS

Grand Rapids and Detroit

WE ADVISE PLACING YOUR ORDER FOR

BLUE GRASS MILK



SAVE MONEY
NOW

MARKET
ADVANCING

KENT STORAGE COMPANY
GRAND RAPIDS - BATTLE CREEK
Wholesale Distributors

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."

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.

The first cold storage law in New York state was enacted in 1911 but it was a year later before the branding feature was effectively administered. In the eight years prior to the enforcement of the branding law the average price of the higher grades of eggs going into storage in April May and June at New York was about 70 per cent. of the average price of Western fresh firsts in September to December following. In the ten years following that enactment the relation was less than 67 per cent. The difference is not great but it would have been greater had the law been more universally enforced. The figures are not conclusive but they tend to bear out the contention that with an untrammelled sale of stored eggs on a quality basis alone prices in the flush bear a higher relation to prices of fresh eggs in the season of scarcity than when the held eggs must be sold under a designation that, for whatever reason, is unfavorable to their acceptability by consumers.

This brings us to the fact that since no one can certainly distinguish between eggs that have been held in cold storage and those that have been held at higher temperatures there is no basis or possibility of any uniform enforcement of a cold storage branding law. The attempt to enforce involves an army of inspectors and investigators who, while able to detect some of the violations in respect to locally stored goods are powerless in respect to such as may be shipped in from outside points.

In our opinion the law creates inequalities and injustice and serves no useful purpose. It creates by itself the chief incentive to its own violation. Its abrogation would restore to the cold storage industry the opportunity to perform its full function in serving the public interests.—N. Y. Produce Review.

Open Letter To the Tin Lizzie Propagandist.

New York, Nov. 18—Your last outburst against Wall Street is quite on a par with the intelligence you have displayed in previous alleged interviews and statements on the same subject. You say that Wall Street and the gold standard have outlived their usefulness. Let me call your attention to the fact that were it not for Wall Street, which financed the railroads which run from the seacoast to Detroit and elsewhere, we should probably be traveling thence by means of horse-drawn vehicles, and a development such as the Ford Motor Company would still remain for the distant future. Does it ever occur to you that without Wall Street, railroads, public utilities and the great industrials (except yours) would never have been financed?

And what is Wall Street? A place where a market is established for all the billions of securities owned by millions of investors throughout this country and the world. One would think to read your mouthings on subjects you do not understand that you have some real grievance against Wall Street, but I cannot find that you have; but if it be true, please state just what it is and do it simply so that even the large percentage of our population who accept your outbreaks at par may read and judge for themselves.

Some months ago you were in pressing need of a hundred million dollars or so. You wiggled out of that hole very creditably, but the thing that made you fight hardest was your in-

ordinate fear of what you call "falling into Wall Street's clutches." Well, let me tell you that Wall Street is good enough for such corporations as U. S. Steel, Pennsylvania Railroad, Armour & Co. and a host of other giant industrial and transportation organizations. You knew at the time that there was only one place in the world where you could raise a hundred million dollars if you did not do the trick yourself.

Your attacks on Wall Street are no more absurd than your statement that the gold standard has also outlived its usefulness, and you are right for the Soviet government in Russia has proved it. But we suspect that your ranting up and down the columns of a complacent press is partially influenced by two desires: first, to sell Ford cars, and second, to further your ambitions toward the Presidency as an additional means of advertising.

You must think that one hundred and ten million people are looking toward Detroit, with hands behind their ears, listening for what you have to say on every subject under the sun.

You say that through newspaper headlines they (meaning Wall Street, I suppose) spread propaganda about a coal shortage so that everybody starts scrambling for coal. Does anybody on earth spread more propaganda than you do?

Your questions which follow certainly entitle you not only to the Presidential nomination on the Democratic ticket but to the unanimous election. You ask why the Interstate Commerce Commission should permit the Louisville & Nashville Railroad to carry a seventy-million surplus and keep an insufficient one-track road. Since when has the I. C. C. been granted jurisdiction over the surplus of any railroad? And when were decisions to double track taken out of the hands of the directors and management?

How can the public be fleeced on coal when the Government is fixing the price? Therefore, what has Wall Street (which means millions of investors) to gain by causing strikes and throwing railroads into convulsions? Have not these investors and their elected directors much more at stake in the railroads than they have in a few coal properties, and does a coal strike cut down the available car supply? I understand it results in idle cars.

You say that public utilities, by paying high prices for coal, raise the rates to the public. Have you ever heard of local organizations known as Public Service Commissions which control the rates? If not, you may not be so well qualified for the White House as might at first appear.

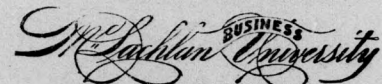
Your off-hand pronouncements on subjects you are trying to explain to others but which you do not yourself understand, may impress a certain class of people who, being of age, at least can qualify in that respect to cast a vote; but I doubt if there is a single thinking man in the United States who can read your so-called statements and interviews and be impressed with anything but the fact that in many cases you are allying yourself with some of the worst elements in this country, and this in spite of your protested Americanism.

Some time ago the Ford factory closed up for a few days but, believe me, it is not the only thing in Detroit that ought to shut up! H. I. C.

Learn More—Earn More!

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

FALL TERM SEPTEMBER 5



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

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

The Vinkemulder Company

GRAND RAPIDS

Offers for Thanksgiving—

Sunkist Oranges
Fancy Florida Grapefruit
Late Howe Cranberries
Sweet Potatoes
Grapes, Nuts, Dates, Figs.

Quality—Reasonable Prices—Service

M. J. DARK & SONS

GRAND RAPIDS, MICH.

Receivers and Shippers of All

Seasonable Fruits and Vegetables

Food Fads and Foods

There is a difference between food fads and food
—a man occasionally relishes a bag of popcorn,
but he would not depend upon it as a real food.

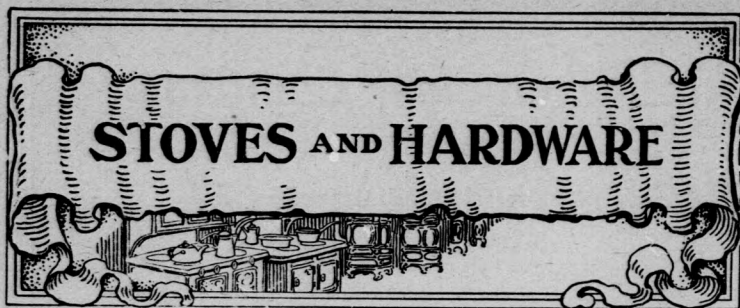
Shredded Wheat

is a real food, supplying all the elements a man
needs to keep at top-notch strength. It is ready-
cooked and ready-to-eat—saves fuel, saves time,
saves strength. Always the same high quality, with
a steady demand that yields a good profit.

MADE ONLY BY

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





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

Suggestions in Regard To Handling the Tool Department.

Written for the Tradesman.

There are three simple yet important essentials in connection with the successful handling of the tool department. These are:

First, keep well stocked in all lines.
 Second, keep the goods in the best possible condition.

Third, see that the department is given an ample amount of publicity.

There is assuredly no department of the hardware store which should be watched more carefully or pushed more energetically than that devoted to tools.

In the first place, the profit margin is a good one. In the second place, a good connection in the tool trade insures an equally satisfactory connection for trade in many other lines—in fact, in practically all lines. The average mechanic is very particular about the tools he uses; and if he gets thorough satisfaction at a certain store, he is apt to throw all his hardware trade to that one store.

The three foregoing essential rules in making a success of the tool trade are not mine. They were laid down by an experienced hardware dealer who has made a many years' success of the business. He declares it is necessary to adhere rigidly to all three rules if the dealer is to get and retain a reputation for good service and maintain his hold on the trade.

In view of the wide variety of tools carried in an up-to-date hardware store, it is very necessary that the stock should be closely watched. Some dealers who have adopted the "want book" system find that it enables them to keep their tools well sorted up. This system works automatically. When a salesman has occasion to look over a certain line or to sell an article and finds that the stock is getting low, he is required to enter that fact in the stock book so that the buyer can order a fresh supply.

It frequently happens, however, that the salesman when in a hurry will neglect to note down shortages. Some times he thinks he has already made note of them and that it is not necessary to repeat; sometimes he decides he will make the note later—when he has more time—and afterward forgets all about the matter.

For this reason some dealers have adopted a more positive system. A

stock clerk is appointed to go through the stock at regular intervals and note what is needed. In the tool department it is necessary for this stock clerk to make his inspections at least once a week. If the store is a big one and a heavy stock is carried, it is necessary for these inspections to be made more frequently.

Other merchants make it a positive rule for the salesman to make note of a "want" every time it comes to his attention. Thus, there is no excuse for postponement. One dealer, in place of the want book, has a lot of "stock ticklers" done up in pads. These are printed in three colors. If there is a call for some article not in stock, the salesman notes the fact on a blue pad; if an article is getting low a note is made on a pink slip; and if an article is completely out, the call for it is noted on a yellow slip. The slip is torn off the pad and sent up at once to the cash desk, where the buyer goes over the accumulated slips at regular intervals. This system shows, not merely the articles needed in stock, but the frequency with which they are called for; thus giving some index to the quantity to order.

It is equally necessary that the stock be kept in first class condition. As previously stated, the average mechanic is very particular about the tools he buys. A society woman buying a new hat is not one whit more exacting than a carpenter inspecting a saw. A speck of rust or a scratch will often spoil a sale.

On top of this fact it must be remembered that it is extremely difficult to keep tools in the very best of condition. Exposure to air and dust soon shows its effects. Constantly bringing out articles for inspection is sure to result in a certain depreciation in appearance, if not in quality. This can be guarded against only by very careful handling, and by frequently oiling and polishing the stock. A certain time spent at this task each day by the junior members of the staff will result in keeping the tools spick and span.

The third essential to successful sale of tools is adequate publicity. With many hardware dealers, tools rank as staples; and they do not perceive the necessity of advertising them or of featuring them in window displays. "If a man needs a tool, he will come and buy it," if the mental attitude such dealers adopt.

The trouble with this attitude is that the prospective customer may not of his own accord come to see that he needs a new saw or a brace and bit. He may worry along for a considerable time with old tools when a window display or a good forceful adver-

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**



VIKING TIRES do make good

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

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

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

BROWN & SEHLER CO.

State Distributors

Grand Rapids, Mich.

Foster, Stevens & Co. Wholesale Hardware



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

Grand Rapids, Mich.

tisement would induce him to replace them. Or when he is thus brought to see the need of new tools, capable of doing the work properly, it may be somebody else's window display or newspaper advertisement that brings him to realize his need—and that somebody else will get the business.

Tools should appear in the store windows quite often. To the merchant who has never seen the necessity for featuring tools, it will be a surprise to discover the readiness with which tools lend themselves to attractive display, and the amount of interest a good tool display will create.

A good, all-round system for handling tools is utilized by a large city firm which features this line. Twice each week a special clerk goes through the stock, ascertaining the number in stock of each article. It has been found that Mondays and Thursdays are the best days for this purpose. By this method the tool stock is kept complete and up to date.

One window display of tools is put on each week, Friday being the day selected for this purpose. On the previous day the manager of the department makes a list of what he wants shown, and hands this over to a junior clerk. The clerk then gathers the articles together and has them ready for the window trimmer next morning.

When the display is dismantled and the goods removed from the window the clerk cleans each article carefully with fine oil, so as to remove all rust or discoloration. In this way the goods are returned to stock in perfect condition.

Another firm supplements its window displays by a very successful advertising stunt. It distributes cards to mechanics at work on various jobs where the firm supplies the builders' hardware. Each card entitles the recipient to an allowance of 25c on any goods bought from the firm, provided the card is presented within 10 days. The mechanic is required to write his name and address on the reverse side of the card. In this way the firm secures a valuable mailing list.

It was found that, out of 500 or more cards distributed, practically all were brought to the store. Very few of the mechanics who presented the cards failed to make purchases. A few asked for small articles, such as carpenters' pencils, files, etc., but the percentage of such unprofitable customers was not great. Taking things by and large, the stunt showed a small profit.

The primary purpose of course was to advertise, to get the mechanics interested in the store, and to familiarize them with the tool stock. Incidentally it earned the store the good will of a lot of substantial prospects, and secured the firm a worth-while mailing list.

Victor Lauriston.

Canned Corn Pack of U. S. Is Short.

Announcement by the National Canners' Association of the output of the canned corn in the United States is published and is about as many estimators anticipated, the total being 11,419,000 cases of two dozen No. 2 size cans each.

The output of 1922 is 2,576,000 cases

more than that of 1921, which was a very light canning year in corn, but the pack of 1922 is about 600,000 cases less than the preceding five years average. The annual consumption of canned corn in the United States is 12,000,000 cases or a million cases a month.

There is little if any carry over of the pack of 1921 and the supply therefore is about normal or probably equal to the consumption of this country, there being no exportation, as the people of other countries do not use canned corn.

The price this season is very low, standard grade being still at the opening price, which has not yet advanced, of 80c per dozen, about 30 per cent. lower than the price of 1921.

The low price of canned corn which is now by far the cheapest canned food to be had will induce a large sale, and in fact has already created a heavy distributive demand which has brought the spot supply at the end of the canning season below normal requirements.

Ohio is a great corn canning state and on October 6, 1922 there were only 550,000 cases of canned corn in that state unsold at the close of the canning season, and on November 14, 1922 there were left 330,000 cases showing a reduction in a little more than a month of 220,000 cases of the Ohio spot stock.

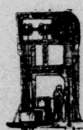
There are two large canneries in Ohio which pack 50 per cent. of the entire output of canned corn of that state and their pack is entirely sold and shipped out.

The report published in this paper of the spot stock of canned corn remaining unsold in Iowa and Nebraska a few days ago showed that there were left only half a million cases in that district, the heaviest corn canning district in the country. Prices of canned corn have so far advanced but slightly and show excellent speculative opportunity.

The reports from the East are that the demand for canned fish, fruits, and vegetables has slowed down some, as Eastern wholesale grocers are now giving their attention to the sale of Thanksgiving and Christmas supplies.

This is not the case in the Central West, however, as the active demand for nearly all kinds of canned foods seem unabated and buyers having confidence in the future of prices, are placing orders freely. This is to be accounted for by the depleted condition of stocks at the beginning of the packing season, and retail grocers are taking the supplies almost as fast as wholesale grocers can furnish them.

John A. Lee.



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



get this!

The mellow, rare old Havana leaf in every *Mi Lola* gives it that mild richness and fragrant sweetness which satisfies you with every puff. We are one of the few makers who use nothing but properly seasoned Vuelta Havana. Yet *Mi Lolas* cost no more. Learn to say "*Mi Lola*." Say it at the next cigar counter. Light, puff and smile!

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

Made by MI LOLA CIGAR CO.
Milwaukee

Mi LOLA

LEWELLYN & COMPANY, Distributors

535-537 Seventh St., N. W., Grand Rapids, Mich.

Sand Lime Brick

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

Brick is Everlasting

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

Signs of the Times
Are

Electric Signs

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

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

THE POWER CO.

Bell M 797

Citizens 4261

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

MCCRAY
REFRIGERATORS
for ALL PURPOSES

Send for Catalogue

No. 95 for Residences
No. 53 for Hotels, Clubs, Hospitals, Etc.
No. 72 for Grocery Stores
No. 54 for Meat Markets
No. 75 for Florist Shops

MCCRAY REFRIGERATOR CO.
2244 Lake St., Kendallville, Ind.



Gabby Gleanings From Grand Rapids.

Grand Rapids, Nov. 21—The United Commercial Travelers will hold their next friendly dance Saturday evening, Nov. 25, at the U. C. T. hall in the K. of C. building on Ransom avenue. Come on, all you travelers, and bring your friends. Special Thanksgiving program. Refreshments will be served to the hungry, as usual, and punch to the thirsty.

D. A. Bellinger, a member of Garland City Council, Watertown, N. Y., was the guest of Walter Burgess at the You-See-Tea luncheon last Saturday. Mr. Bellinger represents the Bono Products Corporation, of Montrose, N. Y., manufacturer of insecticidal products.

The Michigan Master Bakers' Association met in Lansing last week. Dr. Barnard, of the American Bakers' Institute, was the principal speaker on the entertainment part of the programme. Edward Strain, of Battle Creek, was elected President, Oliver Rasmussen, of the Kalamazoo Bread Co., Vice-President and Mr. Douma, of Grand Rapids, Secretary. It is said that there were more supply men in attendance than bakers. This is not a reflection on the former. Rather a compliment, for none know better than supply men the many advantages to be gained by attendance at State meetings. W. C. Cain and James Bolen were there from Grand Rapids.

Fred Pantlind must work overtime figuring out menus for the You-See-Tea club. Every feed so far has been a pleasant surprise and to please the ladies in attendance there is always something on the bill of fare that's seldom served at home.

H. A. Gish took in the football game at Ann Arbor last Saturday as the guest of his son, who graduates from the University on the engineering course next June. Everyone in Ann Arbor was stark mad after the outcome of the game was announced and the police force of Ann Arbor insist that Harvey was the biggest lunatic in the bunch. He yelled so much that he lost his voice and now talks with a whisper. Mrs. Gish, like a dutiful wife, stayed in Grand Rapids and kept the home fires burning.

John D. Martin is in great demand nowadays, posting new merchants who have recently engaged in the furniture business or contemplate doing so. John knows the game because of his long experience and can be depended on to hand out useful and profitable advice to those who avail themselves of his services.

How true is it, as some one says, that salesmanship consists in selling goods that don't come back, to people who do. This is the whole story. Selling goods that give perfect satisfaction in such a pleasing, attractive way that the customer comes back; leaving a pleasant taste in the customer's mouth, pleasant pictures in his memory of the way you treated him, so that he will put himself out to look you up the next time, this is the salesmanship which every one can cultivate. One doesn't need to be a born salesman to do this. Every one can treat a customer kindly, pleasantly, with a cheerful manner, in an accommodating spirit. The best part of salesmanship can be acquired.

Winning back a customer who has quit buying of your house because

you have offended him, or because he thinks the house did not treat him right, is a tough proposition. It is not every salesman who can successfully tackle such a job as this. It takes great tact and a lot of diplomacy, and yet a diplomacy that does not show itself. The art of arts is to conceal art. A great diplomat leaves no visible trace of his diplomacy. It will pay to acquire the art of diplomats. It will pay better to avoid offending customers.

You should make your prospect feel that you are a real friend, that you are something more than an ordinary seller of merchandise, that you are trying to be of real service to him, and that you would not take the slightest advantage of him in any way. A man's friendship should be worth a great deal to you, whether you get the particular order you are after or not.

Always keep in mind the man at the other end of the bargain. If he does not make a good bargain you lose in the end, no matter how much you may sell him.

Did you ever realize that when you are working for another you are really selling yourself to him, that your ability, your education, your personality, your influence, your atmosphere—everything about you is sold for a price? Every time you sell goods you are selling part of yourself, your character, your reputation, what you stand for—it is all included in the sale.

Make it an invariable rule never to use any influence or to say anything in the presence of a prospect which will lessen your self-respect. If you do, you lose power. You are not paid for being less than a man.

This is one business man's motto: "Nothing pays like quality." There is a whole sermon in this motto, for what is there that pays like quality? There is no advertisement like it. Quality needs no advertisement, for it has been tried. Talk quality. A high-class salesman tries to convert his prospect from a lower to a higher grade, for there is not only greater satisfaction but also larger profit both for seller and buyer in the high grade article.

Like the good things you eat, a superb quality leaves a good taste in the mouth. The article that is a little better than others of the same kind, the article that is best, even though the price is higher, "carries in its first sale the possibilities of many sales, because it makes a satisfied customer, and only a satisfied customer will come again."

Staying power is the final test of ability. The real caliber of a man is measured by the amount of opposition that it would take to down him. The world measures a man largely by his breaking down point. Where does he give up? How much punishment can he stand? How long can he take his medicine without running up the white flag? How much resisting power is there in him? What does the man do after he has been knocked down? This is the test.

Where is your giving up point, your breaking point, your turning back point? This will determine everything in your career.

Fate does not fling her great prizes to the idle, the indifferent, but to the determined, the enthusiastic, the man who is bound to win.

Western Hotel

BIG RAPIDS, MICH.

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

A good place to stop.
American plan. Rates reasonable.

WILL F. JENKINS, Manager.

HOTEL WHITCOMB

St. Joseph, Mich.
European Plan

Headquarters for Commercial Men making the Twin Cities of

ST. JOSEPH AND BENTON HARBOR

Remodeled, refurnished and redecorated throughout.

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

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

J. T. TOWNSEND, Manager.

HANNAFORDS NEW CAFETERIA

9-11 Commerce Ave., or
45 Monroe Ave.

For The Past 10 Years

Prop. of Cody Hotel Cafeteria



OCCIDENTAL HOTEL

FIRE PROOF

CENTRALLY LOCATED

Rates \$1.50 and up

EDWARD R. SWETT, Mgr.

Muskegon Mich.

Beach's Restaurant

Four doors from Tradesman office

QUALITY THE BEST

CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

CUSHMAN HOTEL

PETOSKEY, MICHIGAN

The best is none too good for a tired Commercial Traveler.

Try the CUSHMAN on your next trip and you will feel right at home.

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

We consider our Service
organization second to none in
Michigan.

Consider this when you buy your
NEXT CAR.

==

WE SELL

Pierce-Arrow
Marmon
Oldsmobile

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

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

"He who is content to rest upon his laurels, will soon have laurels resting upon him."

"A sour clerk will turn the sweetest customer."

A real salesman is one part talk and nine parts judgment; and he uses the nine parts of judgment to tell when to use the one part of talk."

Whenever you say "Good morning," "Good afternoon," or "Good evening," let your words be not only cheerful, but sincere. The only way to be genuinely sincere is through cultivating a genuinely friendly disposition. It is hard to fake sincerity. Many salesmen think they can, but they only fool themselves.

P. B. Gilkey has engaged to cover the Northeastern portion of the Lower Peninsula and the Eastern portion of the Upper Peninsula for the Hazeltine & Perkins Drug Co. Mr. Gilkey covered the territory twelve years for the Michigan Drug Co., Detroit, and the past year for the Peter Van Schaack Co., Chicago. He will continue to make Bay City his headquarters.

The Newaygo Portland Cement Co. has sold its water power at Newaygo to the Commonwealth Power Co. Manager John has discovered that the gas generated in the process of cement making is sufficient to generate enough steam to drive the plant, so that the use of water power will not be necessary hereafter.

The salesman of a Philadelphia hardware jobber had one name on his prospect list which he was often tempted to drop. For the dealer in question not only failed to give orders, but absolutely refused even to discuss the possibility of buying. The man would not look at samples, could not be induced to glance at a catalogue, and always shut up like a clam whenever the name of the salesman's house was mentioned.

But he was always willing to discuss baseball or racing or the new plays, and, as he was an important prospect, the salesman formed the habit of dropping in for a chat every Thursday afternoon at three o'clock sharp. For more than two years this practice continued, but at the end of that time the salesman had to admit that he seemed no closer to an order than he had been at the start.

Finally he secured a well earned vacation and enjoyed to the limit the boating and swimming at a well-known resort. Before he knew it, his week was half gone. Then one morning as he awoke he was conscious of an uneasy feeling. All morning it bothered him, but he could not locate the trouble. As he was eating his luncheon, he remembered. To-day was Thursday! And every Thursday for two years past he had presented himself at three o'clock, on the dot, at the store of that particular merchant. Calling a waiter, he secured a telegraph blank and dispatched a message to his "hard boiled" prospect to remind him that, not even upon a vacation, had he forgotten their customary Thursday afternoon chat.

Next week, Mr. Salesman was back upon his rounds again and Thursday afternoon saw him once more in that merchant's office discussing baseball. The telegram or the vacation was not even mentioned. But as the salesman rose to take his leave, the merchant pushed a large order into his hand. "Any man who thought enough of me to remember me with a telegram while on a vacation, will be pretty sure to give me the sort of service I like on my orders," he said.

Saturday, Nov. 18, if you will remember, was a mighty bad rainy day; yet, there was a good cheerful crowd attended the noon luncheon of the U. C. T. club. This crowd does not get large enough to please the officers of the club, yet it is a gratifying fact that each Saturday finds new faces seated at the tables. It is the hope of the officers of the club to have this weekly gathering get up to an even hundred.

There is still room enough for more than that by putting in additional tables in the Rotary room. The speaker at last Saturday's meeting was B. C. Leavenworth, General Agent of the Pennsylvania Railway System. To a great many he is known as "Uncle Ben." In his own original and happy way he told something of his long experience in the railroad business. He also told many interesting facts relative to the pension system of the Pennsylvania Railway. At every short interval in Uncle Ben's talk he would remove his glasses and tell a good story and when we say "good" we mean it, as everyone attested who heard Ben's funny stories. With a rising vote of thanks a unanimous vote was taken making Ben C. Leavenworth life member of the U. C. T. club, No. 2 and any Saturday that our good brother Leavenworth attends the luncheon meeting he will find many hearty handshakes for him and we want to say right now that this handshaking and hearty greeting will not come exclusively from the male members.

As the winter season approaches our thoughts turn to past experiences, some pleasant and profitable. The constant fear of most travelers is being snowbound in some small town, with nothing to do and no place to go. "Were any of you fellows ever snowbound," asked the Gabby Guy, approaching a bunch of travelers in a small town hotel Monday evening, "and how did you put in the time?" The first to reply was a grocery salesman: "I was new on the road, trying hard to make good. We were stuck four days at Kalkaska. The first day I caught up with my correspondence and made out reports which had been neglected. For want of amusement I sat in a card game which soon developed into stud poker. Now, at poker I wasn't considered a piker in my own town, but luck was hard and I wired the house for money before leaving town." The second man to relate his experience was a quiet sort of fellow, well past fifty, fat and short in height: "I remember that storm quite well. Several of us were stalled at a little place North of Cadillac. My work was soon done. I had but one account in the town. Word came there would be no train South for a couple of days. Two snowplows were in the ditch North of us and a freight train off the track South of Cadillac. It was Friday night and most of us due in Grand Rapids that evening. I am not a card player, as many travelers are, and when the customary game started next morning I was left out. The few men outdoors were shoveling snow from their store fronts and about noon I strolled into my customer's place of business. 'What do you know about taking an inventory?' said he. 'Uncle Sam says it must be done and I'm ashamed to say that this store has never yet possessed an inventory, whatever that is.' Shortly after dinner we started to work and the job was finished by Sunday evening. The merchant was immensely pleased and insisted on knowing my price for the service. I hesitated because my order book had received a number of items that could be profitably added to the stock. It was the best order in a month. When checking out Monday noon I learned my hotel bill had been paid and the next day my wife received a draft for \$25. That's what it meant to me to be snowbound for four days." "You were a lucky boy," said a cigar salesman. "I won \$6 in a rummy game during the same storm, but it was an all night's session." "That reminds me," said a fourth salesman, "of an incident some years ago in the Upper Peninsula. A dozen travelers were snowbound on the Soo line. We had intended taking an early morning train, but it was several days before the line was opened in either direction. I had two accounts in town. My line was furniture and fixtures, show cases and the like. My two orders were written and still unmailed.

After reading magazines until weary, I strolled over to one of my accounts and sized up his store, something I had never taken time to do before. Right then I got a big idea. More to kill time than in expectation of an order I got a tape line and some drafting tools at the hardware store. The next morning I took a very creditable looking sketch over to my customer showing plans for new fixtures. He liked the arrangement and after talking it over at home placed his order with me for over \$1500. If this scheme worked in one store, why not in the other, I thought. And so it did. The second order was for \$800. Nice lot of business for one week back ten years ago. Since that time my income has more than doubled. Drawing store plans is my present occupation. Being snowbound isn't so bad if you learn how to put in the time profitably."

Our good friend, Ellis Rine, of U. C. T. club, No. 1, Detroit, attended the Luncheon Saturday. In fact, there is no outsider who is with us as frequently as Ellis Rine, and it goes without saying that during the January furniture season, when it is the intention of the management of the club to have a furniture day, Ellis Rine will do his part in spreading the good news among the salesmen with whom he comes in contact.

The next meeting will be Saturday, Nov. 25. There will be the usual good music and there will also be an interesting speaker. The name of the speaker, however, has not yet been handed in by the committee, consisting of Homer R. Bradfield, Harry H. Behrman and John D. Martin, but judging from the speakers in the past, we can safely predict something good for this coming Saturday.

Now, just one word more to every member of the U. C. T. club, No. 2. Make yourself a special committee and either through personal contact or telephone message, see that some person comes with you next Saturday who is a possible candidate for membership.

John B. Olney.

Best Place in Michigan To Make Things.

Boyne City, Nov. 21—We are beginning to get our breath again. We are beginning to think that possibly this dear old State and country of ours will eventually pull through, even though our old friend Townsend has been asked to stay at home for the next year or so. However we can't refrain from a few comments. We have all heard of the man who improved his appearance by cutting off his own nose. It strikes us that some of our Republican friends have done just that thing. We doubt if the very astute gentlemen who roamed the State in the interest of party fully realized there were any other candidates to vote for aside from those listed on the Republican ticket and while they were passionately assailing the integrity of the particular candidate in the primary election, they were turning the whole electorate against any party candidate. It is not always best to wash our domestic linen in public. The neighbors are likely to see things which are not complimentary and imagine a lot more that are not so. The leaders of the dominant party have only themselves to blame for the reverses that have come to them. They imagined that they were sitting on the world and were at liberty to fight among themselves for personal prestige, forgetting that their first duty was to their country and constituency. It is to be hoped that their bubble of self sufficiency is pricked and that the present law making body will get down to business and serve the people.

Our nimrods are all back to town and the annual pilgrimage to the Northern wilds (?) is a thing of the past. They brought back about 500 pounds of meat, a half dozen pair of horns and hides which cost them about three bucks a pound. We get all the

tramping around in the slush and rain that we want right here at home and can get all the next-to-nature stuff we want in a tramp to wildwood. Of course, we have to admit that the only way we can be sure of hitting a barn door is to get inside the barn and shift the door and that the only wild game that appeals to us is a chicken.

The season of navigation is almost done. Boyne City has had a more than usually active summer, so far as lake shipping is concerned. Lumber and iron have been going out in good quantities, though a comparatively small amount of iron ore has come in, the slump having left a good lot on the dock, which has been mostly worked up. If signs are any good, next season will be a good one.

We still think that Boyne City is the best place in Michigan to make things. Maxy.

Beware of Fraudulent Express Money Order.

Lansing, Nov. 21—Our member, Allen Brothers department store, Ionia, has sent to us a fraudulent express money order, Series D-9413110 for \$50. This express money order evidently was lost or stolen and was issued to H. A. Willoughby, at Hutchinson, Kansas, signed by C. M. Davis, agent of the American Express Company. The person who signed the order was J. J. Eddy. We wish to warn our members against cashing for strangers American Express Company orders. The person who accepted the order in the store thinks he could identify Mr. Willoughby if he is caught.

Manistee Group Meeting.

The Manistee group meeting, from the standpoint of interest and enthusiasm, was a very great success. We had only dry goods men and their store executives present. The dinner at the Hotel Chippewa was fine. The arrangements by Mr. Zielinski were perfect and the practical talks by Messrs. Toeller and Mills were very interesting and helpful and appreciated by all. Our members from East Jordan, Traverse City and Hart were there. The next group meeting will be held at Adrian the first week of December.

Insurance—Weekly Item.

A short time ago, one of the oldest members of our insurance company lost the major part of his property by fire.

When the adjustment was made, it was found that the property loss exceeded \$15,000, while the total amount of insurance carried was only \$6,450. The assured can ill afford a net loss of over \$8,000 at this time. He had often been urged to protect himself against such loss by taking more insurance on his property, but gave "necessity to practice economy" as an excuse for not doing so.

There are thousands of other merchants in the State who are practicing this false economy. Some of them, some day, will find themselves in the same position as the party referred to. Be sure that you are not one of them.

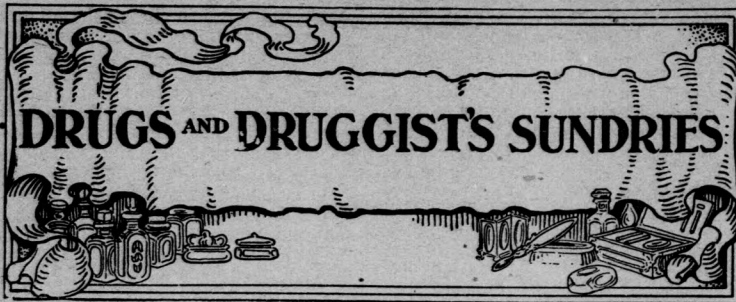
The proper way to economize is to take out an adequate amount of insurance with our own company, the Grand Rapids Merchants Mutual Fire Insurance Co. and have the best protection at cost.

Jason E. Hammond,
Mgr. Mich. Retail Dry Goods Ass'n.

"Any Fool Can Waste."

All the money in the world is no use to a man or to his country if he spends it as fast as he makes it. All he has left is his bills and the reputation of being a fool, which he can get much more cheaply in other ways. Any fool can waste, any fool can muddle; but it takes something of a man to save, and the more he saves the more of a man does it make of him.

Rudyard Kipling.



Smilers Get the Business at Soda Fountain.

A retired druggist was speaking.

"You can buy fine fixtures," he concluded, "you can install a magnificent fountain, you can have the best of everything, you can advertise, but after all the clerk or dispenser represents the point of contact with customers." "Yes?"

"So if he is grouchy or untidy or even indifferent, all your trouble and expense goes for nothing."

There you have it. People are proud. People are sensitive. I don't say they are looking for trouble, since this would not be true. But they resent grouchiness in a dispenser, and are quick to drift away when a dispenser is indifferent. Let us say that several members of a family visit a department store to purchase a refrigerator. The purchase involves an expenditure of thirty-five or forty dollars. Now the store has a turnover of a million a month and forty dollars may look like chicken feed to the clerk in charge of refrigerators. The amount, however, represents a sizeable sum to the family. If the clerk is disdainful or indifferent they go away without any enthusiasm for the store. On the contrary, a little kindly interest on the part of the clerk arouses a warm response. The sale is made and something much more important transpires—they go away friends of the store, which means that they will return.

I understand that the late Marshall Field, the merchant prince of Chicago, used to put a similar illustration before his employees, and was persistent in drilling this spirit into them. A listless clerk gets the same salary as an alert one, at the start, anyhow—but what a difference.

Chain stores instruct their clerks and attendants to say "Thank you," and I believe an effort is also made to get the customer's name, when possible. Both are good points. Addressing the customer by his name is a sure fire-winner. He may pose as a grim captain of industry and a crab with a hard shell, but call him by name in a strange crowd and he will grow inwardly even if he gives no outward sign. And he will come back. Take a place like Atlantic City. Your millionaire may be paying \$300 a week at his hotel. The head waiter knows him and two or three attendants around the place may have him tagged. But the minute he steps on the Boardwalk he is lost in the shuffle; there are 50,000 other people promenading that same walk. Of course a man who begins to patronize a fountain is pleased when, after his second or third visit, the attendant picks up his name. That is one feature of human nature and you can't get away

from human nature. Don't think that calling a man by his name has no pulling power. It has.

It is not easy to get names at a big summer resort, but at home, even in a big city, you can soon pick them up. Soda dispensers should be instructed to be on the watch. When a man comes in with a friend, the latter may call him by name. That fixes it. If the friend is known, he may be asked outright the next day. A floor manager circulating around can do a lot of good work in this way. If you have samples of any kind to distribute, you can ask a man for his name, make a note of it and promise to mail him a sample. The same applies to a store paper or bulletin. Make this a part of the routine work and you will soon find many ways of getting names. If you are selling books of soda tickets, write the customer's name and address on the book. This gives him a chance to recover the book if it is lost and also provides you with his name.

In hiring help there are two classes you can't afford to hire—those having tuberculosis or chronic coughs and those with skin diseases. If a lad has a skin disease he ought to get well before he thinks of dispensing soda water.

Do people notice these things?

They do.

I have seen a lady fairly shudder while she was being waited on by a boy with a blotchy skin. As soon as his back was turned, she hastened out, leaving her soda untouched.

Did she come back?

It is not likely. Yet the proprietor never seemed to notice the episode.

I used to know one proprietor who watched the fountain like a hawk. If anybody left half a glass of soda he would immediately drink it to see what was wrong. I don't think I'd care to go that far, but the man in charge of the fountain ought to be on the watch.

No individual with tuberculosis or an habitual cough should dispense drinks or food products. If you want to do such an individual a good turn, help him to get proper treatment. You will not be doing yourself a good turn by putting him at your soda fountain.

Now if you have any latitude in hiring help—if you are not compelled to hire anybody who offers, hire a smiler.

Hire a smiler!

Look for a smiler; comb the town if necessary; wait until you find one, and, if he has any ability at all, you will make a ten strike. Some individuals smile nearly all the time, are naturally cheerful and buoyant, and they are wonderful business getters. I have seen them make a success with hardly any natural ability. I have seen them taken up by big business men and pushed along into positions

they could hardly fill, and yet did manage to fill. And why were they pushed along? Because they were smilers.

A smile is like sunshine. We turn to it just as instinctively as a plant turns to the light. A man may be grouchy and gruff himself but he doesn't like to deal with others who are grouchy and gruff. The smiler will get him every time. The world is full of tired, worried people. Smilers are rare. And that is why they get the business.

Now, my boy, if you want to make a success of life, be a smiler. We are all traveling over a rough road. It is easy to stumble, but why growl? Hard luck is plentiful, but why whine? That won't get you anything.

A lot of investigators say that "personality" is something you must be born with. Certain people, they say, are "magnetic," whatever that may mean. Of course if they are right and one has to be born with personal magnetism, we have no say in the matter. We are either born with it or we are not. But anybody can learn to smile. Good health is a wonderful asset. Without it it is very difficult to be cheerful. Some have managed it, but the task is almost superhuman.

So look after your health. Everybody connected with a drug store has long hours, all the more reason why they should consider their physical welfare. Get out into the air all you can. Walk some every day. Take a little walk before retiring at night. Practice deep breathing. For years the writer weighed 130 pounds. Now he weighs 175. Deep breathing did it.

One day an acquaintance of mine was calling down a clerk and he was very severe about it. I tried to console the youngster by saying: "Oh, well, the old man doesn't feel well today. He is out of sorts. We must make allowances for him."

The "old man," a prominent wholesaler, was a thundercloud. It seemed impossible for him to get rid of his frown. Just then a customer walked in. Instantly the "old man" was all smiles. I said to myself, "Well, he can smile if he wants to." And since then I am convinced that anybody in fair health can smile—if he wants to.

If you can learn to be a smiler—and you can—you can get along without so much personal magnetism. A lot of these so-called magnetic chaps

are failures in life. Popularity seems to be too easy. It won't do to be a smiler for a bank president and turn the smile off when a laborer comes along, as you would an electric light. The thing to do is to think well of your fellow man. He is worth it.

Be a smiler!

The fretful chap wears himself out and annoys everybody around him. The whiner gets nowhere and deserves to get nowhere. The human crab has few friends and does not deserve those few.

The smiler grows. He gets bigger every year.

Be a smiler!

This may seem like trifling advice to hand out. But is it? Think it over for yourself. William S. Adkins.



STRAIGHT
SIZE—

*The Johnson
Original 10¢ Cigar*

VAN DAM

MANUFACTURED BY
TUNIS JOHNSON CIGAR CO.
GRAND RAPIDS, MICHIGAN

CHRISTMAS PACKAGE CHOCOLATES

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

WE ALSO MAKE A LARGE ASSORTMENT OF
FANCY HOLIDAY HARD CANDIES

Right Prices
Quick Service

Putnam Factory,

GRAND RAPIDS, MICHIGAN

GROCERY PRICE CURRENT

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

ADVANCED

Citron	Mutton
Curants	
Scotch Peas	
Split Peas	
Some Flour	
Peanuts	
Holland Herring	
Veal	

DECLINED

Calif. Prunes
Rice
Mackerel
Smoked Meats
Pork

AMMONIA

Arctic Brand	No. 1	Stove	1 10
16 oz., 2 doz. in carton,	No. 2	Shoe	1 35
per doz.			
1 X L, 3 doz., 12 oz.	No. 1		90
Parsons, 3 doz. small	No. 2		1 25
Parsons, 2 doz. med.	No. 3		2 00
Parsons, 1 doz. lge.			
Silver Cloud, 3 dz. sm.			
Silver Cloud, 2 dz. med.			
Silver Cloud, 2 dz. lge.			
One case free with five.			

AXLE GREASE



48, 1 lb.	4 25
24, 3 lb.	5 50
10 lb. pails, per doz.	8 20
15 lb. pails, per doz.	11 20
25 lb. pails, per doz.	17 70

BAKING POWDERS

Calumet, 4 oz.	97 1/2
Calumet, 8 oz.	1 95
Calumet, 16 oz.	3 35
Calumet, 5 lb.	12 75
Calumet, 10 lb.	19 00
K. C., 10c doz.	32 1/2
K. C., 15c doz.	37 1/2
K. C., 20c doz.	41 1/2
K. C., 25c doz.	44 1/2
K. C., 50c doz.	6 85
K. C., 80c doz.	13 60
K. C., 10 lb. doz.	13 60
Queen Flake, 6 oz.	1 35
Queen Flake, 50s, kegs	11
Royal, 10c, doz.	95
Royal, 6 oz., doz.	2 70
Royal, 12 oz., doz.	5 20
Royal, 5 lb.	31 20
Rumford, 10c, doz.	1 85
Rumford, 8 oz., doz.	2 40
Rumford, 5 lb.	12 60
Rumford, 4 oz., doz.	1 35
Rumford, 8 oz., doz.	2 25
Rumford, 16 oz., doz.	4 05
Rumford, 5 lb.	13 00
Rocket, 16 oz., doz.	1 25

BLUING

Jennings Condensed Pearl	
C-P-B "Seal Cap"	
3 doz. Case (15c)	2 75
Silver Cloud, 3 dz. sm.	3 80
Silver Cloud, 2 dz. lge.	3 80
with perforated crown	
One case free with five.	

BREAKFAST FOODS

Cracked Wheat, 24-2	4 85
Cream of Wheat	7 50
Pillsbury's Best Cerl	2 40
Quaker Puffed Rice	5 25
Quaker Puffed Wheat	4 30
Quaker Brst Biscuit	1 90
Ralston Purina	4 00
Ralston Bran	2 70
Ralston Food, large	3 60
Ralston Food, small	2 90
Saxon Wheat Food	3 90
Shred. Wheat Biscuit	3 85

Post's Brands.

Grape-Nuts, 24s	3 80
Grape-Nuts, 100s	7 50
Postum Cereal, 12s	2 25
Post Toasties, 36s	2 85
Post Toasties, 24s	2 85
Post's Bran, 24s	2 70

BROOMS

Leader, 4 String	4 50
Standard Parlor, 23 lb.	7 00
Fancy Parlor, 23 lb.	8 50
Ex. Fancy Parlor 25 lb.	9 50
Ex. Fcy. Parlor 26 lb	10 50
Toy	2 25
Whisk, No. 3	2 25
Whisk, No. 1	3 00
Rich & France Brands	
Special	7 25
No. 24 Good Value	7 75
No. 25 Velvet	9 00
No. 27 Quality	10 25
No. 28 Miss Dandy	10 25
No. B-2 Best on Earth	9 50

BRUSHES

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

STOVE

No. 1	1 10
No. 2	1 35
No. 1	90
No. 2	1 25
No. 3	2 00

BUTTER COLOR

Dandelion, 25c size	2 85
Nedrow, 3 oz., doz.	2 50

CANDLES

Electric Light, 40 lbs.	12 11
Plumber, 40 lbs.	12 8
Paraffine, 6s	14 1/2
Paraffine, 12s	14 1/2
Wicking	40
Tudor, 6s, per box	30

CANNED FRUIT.

Apples, 3 lb. Standard	1 75
Apples, No. 10	4 25
Apple Sauce, No. 2	2 35
Apricots, No. 1	1 90
Apricots, No. 2	2 25
Apricots, No. 2 1/2	2 50
Apricots, No. 10	9 00
Blackberries, No. 10	9 00
Blueberries, No. 2	2 50
Blueberries, No. 10	11 50
Cherries, No. 2	3 00
Cherries, No. 2 1/2	3 50
Cherries, No. 2 1/2	4 00
Cherr's, No. 10	11 50
Loganberries, No. 2	3 00
Peaches, No. 1	1 85
Peaches, No. 1, Sliced	1 40
Peaches, No. 2	2 75
Peaches, No. 2 1/2	3 00
Peaches, 2 1/2 Cal.	3 00
Peaches, No. 10, Mich	7 75
Peaches, No. 10, Cal.	10 50
Pineapple, 1, sl.	1 85
Pineapple, 2, sl.	2 90
Pineapple, 2, Brk. sl.	2 25
Pineapple, 2 1/2, sl.	3 90
Pineapple, No. 2, crus.	2 25
Pineap., 10, cru.	7 50
Pears, No. 2	3 25
Pears, No. 2 1/2	3 25
Plums, No. 2	2 25
Plums, No. 2 1/2	3 00
Raspberries No. 2, blk.	3 25
Raspb's, Red, No. 10	9 75
Raspb's, Black, No. 10	11 00
Rhubarb, No. 10	5 25

CANNED FISH.

Clam Ch'der, 10 1/2 oz.	1 25
Clam Ch., No. 3	3 00
Clams, Steamed, No. 1	1 75
Clams, Mince, No. 1	1 50
Finnan Haddie, 10 oz.	3 30
Clam Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	2 75
Fish Flakes, small	1 35
Cod Fish Cake, 10 oz.	1 85
Cove Oysters, 5 oz.	1 45
Lobster, No. 1/4, Star	5 00
Lobster, No. 1/4, Star	2 90
Shrimp, No. 1, wet	1 80
Shrimp, No. 1, dry	1 80
Sard's, 1/4 Oil, k. 4	2 50
Sardines, 1/4 Oil, k'ss	3 85
Sardines, 1/4 Smoked	7 00
Sardines, 1/4 Mus.	3 85
Salmon, Warrens, 1/2	2 75
Salmon, Warrens 1 lb.	3 90
Salmon, Red Alaska	2 75
Salmon, Med. Alaska	1 65
Salmon, Pink Alaska	1 40
Sardines, Im. 1/4, ea.	10 23
Sardines, Im. 1/4, ea.	25
Sardines, Cal. 1/4	1 75
Tuna, 1/2, Albocore	90
Tuna, 1/2, Nekco	1 65
Tuna, 1/2, Regent	2 25

CANNED MEAT.

Bacon, Med. Beechnut	2 70
Bacon, Lge. Beechnut	4 50
Bacon, Large, Erie	3 25
Beef, No. 1, Corned	2 65
Beef, No. 1, Roast	2 65
Beef, No. 1, Rose Sil.	1 75
Beef, No. 1, Qua. sil.	2 25
Beef, No. 1, Qua. sil.	2 35
Beef, No. 1, Bnut. sil.	5 70
Beef, No. 1/2, Bnut. sil.	3 15
Beefsteak & Onions, s	3 35
Chili Con Can., 1s	1 35
Deviled Ham, 1/4s	2 20
Deviled Ham, 1/4s	3 60
Hamburg Steak &	
Onions, No. 1	1 15
Potted Beef, 4 oz.	1 40
Potted Meat, 1/4 Libby	50
Potted Meat, 1/4 Libby	90
Potted Meat, 1/4 Rose	80
Potted Ham, Gen. 1/4	2 15
Vienna Saus., No. 1/2	1 35
Veal Loaf, Medium	2 30

Derby Brands in Glass.

Ox Tongue, 2 lb.	18 00
Sliced Ox Tongue, 1/2	4 30
Calf Tongue, No. 1	5 50
Lamb Tongue, Wh. 1s	5 00
Lamb Tongue, sm. sil.	1 60

Lunch Tongue, No. 1

Lunch Tongue, No. 1	5 50
Deviled Ham, 1/2	3 00
Vienna Sausage, sm.	1 90
Vienna Sausage, Lge.	2 90
Sliced Beef, small	1 85
Boneless Pigs Feet, pt.	3 15
Boneless Pigs Feet, ct.	5 50
Sandwich Spread, 1/2	2 00

Baked Beans

Beechnut, 16 oz.	1 30
Campbells	1 15
Climatic Gem, 13 oz.	95
Freemont, No. 2	1 15
Snider, No. 1	2 90
Snider, No. 2	1 30
Van Camp, Small	1 10
Van Camp, Med.	1 65

CANNED VEGETABLES.

Asparagus.	
No. 1, Green tips	3 90
No. 2 1/2, Lge. Gr.	3 75
Wax Beans, 2s	1 35
Wax Beans, No. 10	6 00
Green Beans, 2s	1 60
Green Beans, No. 10	3 25
Lima Beans, No. 2 Gr.	2 00
Lima Beans, 2s, Soaked	95
Red Kid., No. 2	1 30
Beets, No. 2, wh.	1 60
Beets, No. 2, cut	1 25
Beets, No. 3, cut	1 40
Corn, No. 2, St.	1 00
Corn, No. 2, Ex-Stan.	1 55
Corn, No. 2, Fan	1 60
Corn, No. 2, Fy. glass	3 25
Corn, No. 10	7 25
Hominy, No. 3	1 15
Okra, No. 2, whole	1 90
Okra, No. 2, cut	1 60
Dehydrated Veg Soup	90
Dehydrated Potatoes, lb	45
Mushrooms, Hotels	38
Mushrooms, Choice	43
Mushrooms, Sur Extra	65
Peas, No. 2, E.J.	1 25
Peas, No. 2, Sift.	1 60
Peas, No. 2, Ex. Sift.	2 10
Peas, Ex. Fine, French	32
Pumpkin, No. 3	1 45
Pumpkin, No. 10	3 75
Pimentos, 1/4, each	15
Pimentos, 1/2, each	27
Sw't Potatoes, No. 2 1/2	1 15
Sauerkraut, No. 3	1 85
Succotash, No. 2	1 60
Succotash, No. 2, glass	3 45
Spinach, No. 1	1 35
Spinach, No. 2	35
Spinach, No. 3	2 15
Spinach, No. 10	6 00
Tomatoes, No. 2	1 30
Tomatoes, No. 2, glass	2 25
Tomatoes, No. 3	1 90
Tomatoes, No. 0	5 25

CATSUP.

B-nut, Large	2 95
B-nut, Small	1 80
Libby, 14 oz.	2 90
Libby, 8 oz.	1 90
Van Camp, 8 oz.	1 75
Van Camp, 16 oz.	2 75
Lilly Valley, pint	2 95
Lilly Valley, 1/2 Pint	1 80

CHILI SAUCE.

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

OYSTER COCKTAIL.

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

CHEESE

Roquefort	35
Kraft Small tins	1 40
Kraft American	2 75
Chili, small tins	1 40
Pimento, small tins	1 40
Roquefort, small tins	2 25
Camembert, small tins	2 25
Crack	30
Wisconsin Flats	29
Wisconsin Daisy	29
Longhorn	29
Michigan Full Cream	29
New York full cream	30
Sap Sago	35

CHEWING GUM

Adams Black Jack	65
Adams Bloodberry	65
Adams Calif. Fruit	65
Adams Sen Sen	65
Beeman's Pepsin	65
Beechnut	70
Doublemint	65
Juicy Fruit	65
Peppermint, Wrigleys	65
Spearmint, Wrigleys	65
Spic Spans Mxd Flavors	65
Wrigley's P-K	65
Zeno	65

CHOCOLATE.

Baker, Caracas, 1/4s	35
Baker, Caracas, 1/4s	33
Baker, Premium, 1/4s	35
Baker, Premium, 1/4s	32
Baker, Premium, 1/4s	32
Hersheys, Premium, 1/4s	35
Hersheys, Premium, 1/4s	36
Runkle, Premium, 1/4s	34
Runkle, Premium, 1/4s	37
Vienna Sweet, 24s	1 75

COCOA.

Baker's 1/4s	40
Baker's 1/4s	42
Bunte, 1/4s	43
Bunte, 1/2 lb.	35
Bunte, lb.	32
Droste's Dutch, 1 lb.	9 00
Droste's Dutch, 1/2 lb.	4 75
Droste's Dutch, 1/4 lb.	2 00
Hersheys, 1/4s	33
Hersheys, 1/4s	23
Huyler, 1/4s	36
Lowney, 1/4s	40
Lowney, 1/4s	40
Lowney, 1/4s	38
Lowney, 5 lb. cans	31
Van Houten, 1/4s	75
Van Houten, 1/4s	75

COCOANUT.

1/4s, 5 lb. case Dunham	50
1/4s, 5 lb. case	48
1/4s & 1/4s, 15 lb. case	49
Bulk, barrels Shredded	22
96 2 oz. pkgs., per case	8 00
48 4 oz. pkgs., per case	7 00

CLOTHES LINE.

Hemp, 50 ft.	1 50
Twisted Cotton, 50 ft.	1 75
Braided, 50 ft.	2 75
Sash Cord	3 75

COFFEE ROASTED

Bulk	
Rio	16 1/2
Santos	23 1/2
Maracaibo	26
Guatemala	26
Java and Mocha	39
Bogota	27
Peaberry	26

McLaughlin's XXXX

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

Summertime, 65c Pails 6 50
Sweet Tip Top, 10c, doz. 96
Velvet, Cut Plug, 10c 96
Velvet, Cut Plug, tins 1 53
Velvet, Cut Plug, 8 oz. 6 72
Velvet, C. Pl., 16 oz. 15 84
Yum Yum, 10c, doz. 96
Yum Yum, 70c pails 6 80

P. Lorillard's Brands.
Beechnut Scrap, doz. 96
Beez, L. C., 10c, doz. 96
Beez, L. C., 35c, doz. 3 30
Beez, L. C., 80c, doz. 7 90
Chips, P. C., 10c, doz. 96
Honest Scrap, doz. 96
Open Book Scrap, doz. 96
Stag, Cut P., 10c, doz. 96
Union Leader, 10c tin 96
Union Leader, 50c tin 4 80
Union Leader, \$1 tin 9 60
Union Leader, 10c, doz. 96
Union Leader, 15c, doz. 1 44
War Path, 35c, doz. 3 35

Scotten Dillon Co. Brands
Dan Patch, 10c, doz. 96
Dillon's Mixture, 10c 96
G. O. P., 35c, doz. 8 00
G. O. P., 10c, doz. 96
Loredo, 10c, doz. 96
Peachy, Do. Cut, 10c 96
Peachy Scrap, 10c, doz. 96
Peninsular, 10c, doz. 96
Peninsular, 8 oz., doz. 3 00
Reel Cut Plug, 10c, doz. 96
Union Workman Scrap, 10c, doz. 96
Way Up, 10c, doz. 96
Way Up, 8 oz., doz. 3 25
Way Up, 16 oz., doz. 7 10
Way Up, 16 oz. pails 7 40
Yankee Girl Scrap, 10c 96

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

J. J. Bagley & Co. Brands.
Broadleaf, 10c 96
Buckingham, 10c, doz. 96
Buckingham, 15c tins 1 44
Gold Shore, 15c, doz. 1 44
Hazel Nut, 10c, doz. 96
Kleko, 25c, doz. 2 40
Old Colony, Pl. C. 17c 1 53
Old Crop, 50c, doz. 4 80
Red Band, Scrap, 10c 96
Sweet Tips, 15c, doz. 1 44
Wild Fruit, 10c, doz. 96
Wild Fruit, 15c, doz. 1 44

Independent Snuff Co. Brands
New Factory, 10c, doz. 96
New Factory Pails, doz. 7 60

Schmidt Bros. Brands
Eight Bros., 10c, doz. 96
Eight Bros., Pails, doz. 8 40

R. J. Reynolds Tobacco Co. Brands.
George Washington, 10c, doz. 96
Old Rover, 10c, doz. 96
Our Advertiser, 10c, 96
Prince Albert, 10c, doz. 96
Prince Albert, 17c, doz. 1 53
Prince Albert, 8 oz. tins, without pipes 6 72
Prince Albert, 8 oz. and Pipes, doz. 8 88
Prince Albert, 16 oz. doz. 12 96
Stud, Gran. 5c, doz. 48
Whale, 16 oz., doz. 4 80

Block Bros. Tobacco Co.
Mall Pouch, 10c, doz. 96
Falk Tobacco Co., Brands.
American Mixture, 35c 3 30
Arcadia Mixture, 25c 2 40
Champagne Sparklets, 30c, doz. 2 70
Champagne Sparklets, 90c, doz. 8 10
Personal Mixture 6 60
Perique, 25c, per doz. 2 25
Serene Mixture, 16c doz. 1 60
Serene Mixture, 8 oz. 7 60
Serene Mixture, 16 oz. 14 70
Tareyton London Mixture, 50c, doz. 4 00
Vintage Blend, 25c doz. 2 30
Vintage Blend, 80 tins 7 50
Vintage Blend, \$1.55 tins, doz. 14 70

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

Larus & Bro. Co.'s Brands.
Edgeworth Ready Rubbed, 17c Tins 1 62
Edgeworth Ready Rubbed, 8 oz. tins, doz. 7 00
Edgeworth Ready Rubbed, 16 oz. tins, doz. 14 50
Edgeworth Sliced Plug, 17c tins, doz. 1 62
Edgeworth Sliced Plug, 35c tins, doz. 6 55

United States Tobacco Co. Brands.
Central Union, 15c, doz. 1 44
Shag, 15c Tins, doz. 1 44
Shag, 15c Papers, doz. 1 44
Dill's Best, 16c, doz. 1 52
Dill's Best Gran., 16c 1 52
Dill's Best, 17c Tins 1 52

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

CONFECTIONERY
Stick Candy Pails
Standard 16
Jumbo Wrapped 18
Pure Sugar Stick, 600's 4 20
Big Stick, 20 Lb. case 18

Mixed Candy Pails
Kindergarten 18
Leader 16
X. L. O. 13
French Creams 18
Cameo 19
Groceries 11

Fancy Chocolates
5 lb. Boxes
Bittersweets, Ass'd 1 75
Choc. Marshmallow Dp 1 60
Milk Chocolate A. A. 1 95
Nibble Sticks 2 00
Primrose Choc. 1 60
No. 12 Choc. 1 60
Chocolate Nut Rolls 1 90

Gum Drops Pails
Anise 17
Orange Gums 17
Challenge Gums 14
Favorite 20
Superior 19

Lozenges. Pails
A. A. Pep. Lozenges 16
A. A. Pink Lozenges 16
A. A. Choc. Lozenges 17
Motto Hearts 19
Malted Milk Lozenges 21

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

Pop Corn Goods.
Cracker Jack, Prize 3 75
Checkers, Prize 3 75

Cough Drops
Putnam's 1 30
Smith Bros. 1 50

Package Goods
Creamery Marshmallows
4 oz. pkg, 12s, cart. 95
4 oz. pkg, 48s, case 3 75

Specialties.
Arcadian Bon Bons 19
Walnut Fudge 23
Pineapple Fudge 21
Italian Bon Bons 18
National Cream Mints 25
Silver King M. Mallowes 30

CRISCO.
36s, 24s and 12s.
Less than 5 cases 21
Five cases 20 1/2
Ten cases 20
Twenty-five cases 19 1/2
Less than 5 cases 20 1/2
Five cases 19 1/2
Ten cases 19 1/2
Twenty-five cases 19

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

CREAM OF TARTAR
6 lb. boxes 38

DRIED FRUITS
Evap'd Choice, blk. 13

Apricots
Evaporated, Choice 30
Evaporated, Fancy 34
Evaporated Slabs 28

Citron
10 lb. box 57

Currents
Package, 14 oz. 24
Boxes, Bulk, per lb. 24

Peaches
Evap. Fancy, Unpeeled 21

Peel
Lemon, American 26
Orange, American 28

FARINACEOUS GOODS
Beans
Med. Hand Picked 07 1/2
Cal. Limas 11
Brown, Swedish 08
Red Kidney 09

Farina
24 packages 2 10
Bulk, per 100 lbs. 06 1/2

Hominy
Pearl, 100 lb. sack 2 50

Macaroni
Domestic, 20 lb. box 07 1/2
Domestic, broken bbls. 06 1/2
Armours, 2 doz. 1 60
Pould's, 2 doz., 8 oz. 1 80
Quaker, 2 doz. 1 85

Pearl Barley
Chester 4 75

Peas
Scotch, lb. 08
Split, lb. 08 1/2

Sago
East India 07 1/2

Tapoca
Pearl, 00 lb. sacks 07 1/2
Minute, 8 oz., 3 doz. 4 05
Dromedary Instant 3 50

FISHING TACKLE
Cotton Lines
No. 2, 15 feet 1 15
No. 3, 15 feet 1 60
No. 4, 15 feet 1 80
No. 5, 15 feet 1 95
No. 6, 15 feet 2 10

Linen Lines
Small, per 100 yards 6 65
Medium, per 100 yards 7 25
Large, per 100 yards 9 00

Floats
No. 1 1/2, per gross wd. 5 00
No. 2, per gross wood 5 50
No. 2 1/2, per gross wood 7 50

Hooks-Kirby
Size 1-12, per 1,000 1 05
Size 1-0, per 1,000 1 20
Size 2-0, per 1,000 1 45
Size 3-0, per 1,000 1 65
Size 4-0, per 1,000 2 10
Size 5-0, per 1,000 2 45

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

FLAVORING EXTRACTS
Jennings
Pure Vanilla
Turpenese
Pure Lemon

Per Doz.
7 Dram 1 35
1 1/2 Ounce 1 75
2 Ounce 2 75
2 1/2 Ounce 3 00
3 Ounce 3 25
4 Ounce 5 00
8 Ounce 8 50
7 Dram, Assorted 1 35
1 1/2 Ounce, Assorted 1 75

FLOUR AND FEED
Valley City Milling Co.
Lily White, 1/2 Paper sack
Harvest Queen, 2 1/2 lb. Light Loaf Spring Wheat, 2 1/2 lb. Roller Champion 2 1/2 lb. Snow Flake, 2 1/2 lb. Graham 25 lb. per cwt. Golden Granulated Meal, 25 lbs. per cwt., N. Rowena Pancake Compound, 5 lb. sack. Buckwheat Compound, 5 lb. sack

Watson Higgins Milling Co.
New Perfection, 1/8s 7 75
Red Arrow, 5/8s 8 00

Worden Grocer Co.
American Eagle, Quaker, Pure Gold, Forest King, Winner.

Meal
Gr. Grain M. Co.
Bolted 2 55
Golden Granulated 2 70

Wheat
No. 1 Red 1 11
No. 1 White 1 09

Oats
Carlots 50
Less than Carlots 55

Corn
Carlots 80
Less than Carlots 85

Hay
Carlots 16 00
Less than Carlots 20 00

FRUIT JARS
Mason, pts., per gross 9 70
Mason, qts., per gross 10 65
Mason, 1/2 gal., gross 13 75
Ideal Glass Top, pts. 10 50
Ideal Glass Top, qts. 12 00
Ideal Glass Top, 1/2 gallon 16 00

GELATINE
Cox's 1 doz., large 1 90
Cox's 1 doz., small 1 25
Jello-O, 3 doz. 3 45
Knox's Sparkling, doz. 2 25
Knox's Acidu'd, doz. 2 25
Minute, 3 doz. 4 05
Plymouth, White 1 55

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

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

HAND CLEANER.

10c size, 4 doz. 3 60
15c size, 3 doz. 3 75
25c size, 2 doz. 4 00
1 case free with 10 cases;
1/2 case free with 5 1/2 cases.

HIDES AND PELTS
Hides
Green, No. 1 13
Green, No. 2 12
Cured, No. 1 12
Cured, No. 2 13
Calfskin, green, No. 1 17
Calfskin, green, No. 2 15 1/2
Calfskin, cured, No. 1 18
Calfskin, cured, No. 2 16 1/2
Horse, No. 1 4 00
Horse, No. 2 3 00

Pelts
Old Wool 75@1 50
Lamb 50@1 25
Shearings 50@1 00

Prime
No. 1 66
No. 2 65
No. 3 64

Wool
Unwashed, medium 35
Unwashed, rejects 30
Unwashed, fine 35

HORSE RADISH
Per doz., 7 oz. 1 25

JELLY AND PRESERVES
Pure, 30 lb. pails 3 15
Pure 7 oz. Asst., doz. 1 20
Buckeye, 22 oz., doz. 2 00
O. B., 15 oz., per doz. 1 40

JELLY GLASSES
8 oz., per doz. 35

MATCHES.
Blue Ribbon, 144 box. 7 55
Searchlight, 144 box. 8 00
Safe Home, 144 boxes 8 00
Red Stick, 720 lb. bxs 5 50
Red Diamond, 144 bx 5 75
Cleveland Match Co. Brands

Old Pal, 144 Boxes 8 00
Buddie, 144 Boxes 5 75

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 3 75
Libby Kegs, Wet, lb. 24

MOLASSES.
New Orleans
Fancy Open Kettle 55
Choice 42
Fair 28

Half barrels 5c extra
Molasses in Cans.
Red Hen, 24, 2 lb. 2 70
Red Hen, 24, 2 1/2 lb. 3 40
Red Hen, 12, 5 lb. 3 15
Red Hen, 6, 10 lb. 2 90
Ginger Cake, 24, 2 lb. 3 10
Ginger Cake, 24, 2 1/2 lb. 4 00
Ginger Cake, 12, 5 lb. 3 75
Ginger Cake, 6, 10 lb. 3 50
O. & L. 24-2 lb. 4 50
O. & L. 24-2 1/2 lb. 5 30
O. & L. 12-5 lb. 5 00
Dove, 24, 2 lb. Wh. L. 5 60
Dove, 24, 2 1/2 lb. Wh. L. 5 20
Dove, 36, 2 lb. Black 4 30
Dove, 24, 2 1/2 lb. Black 3 90
Dove, 6, 10 lb. Blue L. 4 45
Palmetto, 24, 2 1/2 lb. 4 15

NUTS.
Whole
Almonds, Terregona 20
Brazil, Large 14
Fancy mixed 18 1/2
Filberts, Sicily 15
Peanuts, Virginia, raw 12
Peanuts, Vir. roasted 13 1/2
Peanuts, Jumbo raw 13 1/2
Peanuts, Jumbo, rst'd 13 1/2
Pecans, 3 star 20
Pecans, Jumbo 80
Walnuts, California 29

Salted Peanuts
Fancy, No. 1 13
Jumbo 22

Shelled
Almonds 60
Peanuts, Spanish, 125 lb. bags 12 1/2
Filberts 50
Pecans 95
Walnuts 75

OLIVES.
Bulk, 2 gal. keg 3 40
Bulk, 3 gal. keg 5 00
Bulk, 5 gal. keg 7 75
Quart, jars, dozen 5 25
4 1/2 oz. Jar, plain, dz. 1 35
5 1/2 oz. Jar, pl., doz. 1 60
10 oz. Jar, plain, doz. 2 35
16 oz. Jar, Pl. doz. 3 50
3 1/2 oz. Jar, stuffed, 1 45
8 oz. Jar, Stu., doz. 2 40
9 oz. Jar, Stuffed, doz. 3 50
12 oz. Jar, Stuffed, dz 4 50

PEANUT BUTTER.

Bel Car-Mo Brand
8 oz. 2 doz. in case 2 50
24 1 lb. pails 4 50
12 2 lb. pails 4 25
5 lb. pails 6 in crate 4 85
25 lb. pails 13 1/2
50 lb. tins 12 1/2

PETROLEUM PRODUCTS
Iron Barrels
Perfection Kerosine 12.6
Red Crown Gasoline, Tank Wagon 19.3
Gas Machine Gasoline 37.2
V. M. & P. Naptha 23.2
Capitol Cylinder 42.2
Atlantic Red Engine 23.2
Winter Black 13.7

Iron Barrels.
Medium Light 57.3
Medium heavy 59.2
Heavy 62.3
Extra heavy 67.2
Transmission Oil 57.2
Finol, 4 oz. cans, doz. 1.40
Finol, 8 oz. cans, doz. 1.90
Parowax, 100, 1 lb. 7.2
Parowax, 40, 1 lb. 7.4
Parowax, 20, 1 lb. 7.6

ROLLED OATS
Steel Cut, 100 lb. sks. 3 25
Silver Flake, 10 Fam. 1 90
Quaker, 18 Regular 1 80
Quaker, 12s Family 2 70
Mothers, 10s, 11 1/2 3 25
Silver Flake, 18 Reg. 1 45
Sacks, 90 lb. Jute 3 15
Sacks, 90 lb. Cotton 3 25

UNCOLORED OLEOMARGARINE
Solid Dairy 20@23
Country Rolls 22@24
Gem Nut 22

RICE
Fancy Head 08
Blue Rose 5 1/2@6
Broken 03 1/2

SALAD DRESSING
Durkee's large, 1 doz. 6 75
Durkee's med., 2 doz. 7 35
Durkee's Picnic, 2 dz. 3 00
Snider's large, 1 doz. 3 50
Snider's small, 2 doz. 2 35

SALERATUS
Arm and Hammer 3 75

SAL SODA
Granulated, bbls. 2 00
Granulated, 100 lbs cs 2 25
Granulated, 36 2 1/2 lb. packages 2 50

COD FISH.
Middle 15
Tablets, 1 lb. Pure 22
Tablets, 1/2 lb. Pure, doz. 1 40
Wood boxes, Pure 24
Whole Cod 12

Holland Herring
Standards, kegs 95
Y. M. Kegs 1 10
Standards, bbls. 15 50
Y. M. bbls. 16 50

Herring
K K K K Norway 20 00
8 lb. pails 1 40
Cut Lunch 1 00
Boned, 10 lb. boxes 16 1/2

Lake Herring
1/2 bbl., 100 lbs. 6 00

Mackerel
Tubs, 50 lb. fancy fat 9 25
Tubs, 60 count 5 75

White Fish
Med. Fancy, 100 lb. 13 00

Veal.
Top 13
Good 12
Medium 10

Lamb.
Good 25
Medium 22
Poor 18

Mutton.
Good 13
Medium 12
Poor 9
Heavy hogs 10
Medium hogs 11 1/2
Light hogs 11 1/2
Loins 20
Butts 18
Shoulders 14 1/2
Hams 16
Spareribs 14
Neck bones 06

Barreled Pork
Clear Back 23 00@24 00
Short Cut Clear 22 00@23 00
Clear Family 27 00@28 00

Dry Salt Meats
S P Bellies 19 00@21 00

Lard
80 lb. tubs advance 1 1/4
Pure in tierces 14@14 1/2
Compound Lard 11@11 1/2
69 lb. tubs advance 1 1/2
50 lb. tubs advance 1 1/2
20 lb. tubs advance 3/4
10 lb. pails advance 3/4
5 lb. pails advance 1
3 lb. pails advance 1

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

Smoked Meats
Hams, 14-16, lb. 21 @23
Hams, 16-18, lb. 21 @23
Ham, dried beef sets 38 @39
California Hams 12 @13
Picnic Boiled Hams 30 @32
Boiled Hams 32 @35
Minced Hams 14 @15
Bacon 22 @36

Beef
Boneless 23 00@24 00
Rump, new 23 00@24 00

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

Pig's Feet
1/2 bbls. 2 15
1/4 bbls., 35 lbs. 4 00
1/2 bbls. 7 00
1 bbl. 14 15

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

Casings
Hogs, per lb. 42
Beef, round set 14@26
Beef, middles, set. 25@30
Sheep, a skein 1 75@2 00

Uncolored Oleomargarine
Solid Dairy 20@23
Country Rolls 22@24
Gem Nut 22

ROLLED OATS
Steel Cut, 100 lb. sks. 3 25
Silver Flake, 10 Fam. 1 90
Quaker, 18 Regular 1 80
Quaker, 12s Family 2 70
Mothers, 10s, 11 1/2 3 25
Silver Flake, 18 Reg. 1 45
Sacks, 90 lb. Jute 3 15
Sacks, 90 lb. Cotton 3 25

UNCOLORED OLEOMARGARINE
Solid Dairy 20@23
Country Rolls 22@24
Gem Nut 22

SALT

Colonial 24, 2 lb.	90
Med. No. 1, Bbls.	2 70
Med. No. 1, 100 lb. bag	90
Farmer Spec., 70 lb.	90
Packers Meat, 56 lb.	56
Packers for ice cream	
100 lb., each	95
Blocks, 50 lb.	47
Butter Salt, 250 lb. bbl.	4 50
Baker Salt, 250 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
Bixby's, 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.	2 00
Vulcanol, No. 10, doz.	1 35
Stovoll, per doz.	3 00

SOAP.

Am. Family, 100 box	5 75
Export, 120 box	4 80
Flake White, 100 box	5 00
Fels Naptha, 100 box	5 60
Grdina White Na. 100s	4 90
Rub No More White	
Naptha, 100 box	5 00
Swift Classic, 100 box	4 90
20 Mule Borax, 100 bx	7 55
Wool, 100 box	6 50
Fairy, 100 box	5 50
Jap Rose, 100 box	7 85
Palm Olive, 144 box	11 00
Lava, 100 box	4 75
Pummo, 100 box	4 85
Sweetheart, 100 box	5 70
Grandpa Tar, 50 sm.	2 00
Grandpa Tar, 50 Lge	3 35
Fairbank Tar, 100 bx	4 00
Trilby, 100, 12c	8 50
Williams Barber Bar, 9s	50
Williams Mug, per doz.	48

Proctor & Gamble.

5 box lots, assorted	
Ivory, 100, 6 oz.	6 50
Ivory Soap Flks., 100s	8 00
Ivory Soap Flks., 50s	4 10
Lenox, 120 cakes	4 50
P. & G. White Naptha	5 00
Star, 100 No. 11 cakes	5 25
Star Nap. Pow. 60-16s	3 65
Star Nap. Pw., 100-10s	3 85
Star Nap. Pw., 24-60s	4 85

CLEANSERS.

KITCHEN KLENZER



80 can cases, \$4.80 per case

WASHING POWDERS.

Bon Ami Pd, 3 dz. bx	3 75
Bon Ami Cake, 3 dz.	3 25
Chimeline, 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 Loun, 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.	
oz.	3 85
Rub No More, 18 Lg.	4 25
Spotless Cleanser, 48, 20 oz.	
oz.	3 85
Sant Flush, 1 doz.	2 25
Sapallo, 3 doz.	3 15
Soapline, 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, Cochon	@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 35
Garlic	1 35
Ponette, 3 1/2 oz.	3 25
Kitchen Bouquet	3 25
Laurel Leaves	20
Marjoram, 1 oz.	90
Savory, 1 oz.	90
Thyme, 1 oz.	90
Tumeric, 2 1/2 oz.	90

STARCH

Corn	
Kingsford, 40 lbs.	11 1/4
Powdered, bags	03
Argo, 48 1 lb. pkgs.	3 75
Cream, 48-1	4 80
Quaker, 40 1	6

Gloss	
Argo, 48 1 lb. pkgs.	3 75
Argo, 12 3 lb. pkgs.	2 74
Argo, 8 5 lb. pkgs.	3 10
Silver Gloss, 48 1s	11 1/4
Elastic, 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.	
Blue Karo, No. 5, 1 dz	1 94
Blue Karo, No. 10, 1/2 doz.	2 70
Red Karo, No. 1 1/2, 2 doz.	2 50
Red Karo, No. 5, 1 dz	2 24
Red Karo, No. 10, 1/2 doz.	3 10
Maple Flavor.	
Karo, 1 1/2 lb., 2 doz.	2 90
Karo, 5 lb., 1 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.	
Sugar Bird, 8 oz., 4 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 1/2 lb. cans	7 00
5 gal. jacket cans, ea.	8 15
36, 8 oz. bottles	5 75
24, pint bottles	7 25
24, 18 oz. bottles	7 50
12, quart bottles	6 50

Silver Kettle.	
6, 10 lb. cans	8 40
12, 5 lb. cans	9 15
24, 2 1/2 lb. cans	10 15
48, 1 1/2 lb. cans	12 00
5 gal. jacket cans, ea.	6 90
36, 8 oz. bottles	5 00
24, pint bottles	6 25
24, 18 oz. bottles	6 50
12, quart bottle	5 50

Ko-Ka-Ma.	
6, 10 lb. cans	5 40
12, 5 lb. cans	5 90
24, 2 1/2 lb. cans	6 50
5 gal. jacket cans, ea.	4 25
24, pint bottles	4 50
24, 18 oz. bottles	4 75

TABLE SAUCES.

Lea & Perrin, large.	6 00
Lea & Perrin, small.	3 85
Pepper	1 60
Royal Mint	2 40
Tobasco	2 75
Sho You, 9 oz., doz.	2 70
A-1, large	5 75
A-1, small	3 60
Capers	1 90

TEA.

Japan.	
Medium	34@38
Choice	45@56
Fancy	58@60
No. 1 Nibbs	62
1 lb. pkg. Siftings	18
Gunpowder	
Choice	28
Fancy	38@40

Ceylon

Pekoe, medium	33
Melrose, fancy	56
English Breakfast	
Congou, Medium	28
Congou, Choice	35@36
Congou, Fancy	42@43

Oolong

Medium	36
Choice	45
Fancy	50

TWINE

Cotton, 3 ply cone	45
Cotton, 3 ply balls	45
Wool, 6 ply	20

VINEGAR

Cider, 40 Grain	26
White Wine, 40 grain	17
White Wine, 80 grain	22
Oakland Vinegar & Pickle	
Co.'s Brands.	
Oakland Apple Cider	35
Blue Ribbon Corn	22
Oakland White Pickling	20
Packages no charge.	

WICKING

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

WOODENWARE

Bushels, narrow band, wire handles	1 90
Bushels, narrow band, wood handles	2 00
Bushels, wide band	2 10
Marked, drop handle	75
Market, single handle	90
Market, extra	1 25
Splint, large	8 50
Splint, medium	7 50
Splint, small	7 00

Churns.

Barrel, 5 gal., each.	2 40
Barrel, 10 gal., each.	2 55
3 to 6 gal., per gal.	16

Egg Cases.

No. 1, Star Carrier	5 00
No. 2, Star Carrier	10 00
No. 1, Star Egg Trays	4 50
No. 2, Star Egg Tray	9 00

Mop Sticks

Trojan spring	2 00
Eclipse patent spring	2 00
No. 2, nat. brush hold	2 00
Ideal, No. 7	1 40
12 oz. Cot. Mop Heads	1 80
16 oz. Cot. Mop Heads	2 40

Pails

10 qt. Galvanized	2 35
12 qt. Galvanized	2 60
14 qt. Galvanized	2 90
12 qt. Flaring Gal. Ir.	6 75
10 qt. Tin Dairy	4 25
12 qt. Tin Dairy	4 75

Traps

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

Tubs

Large Galvanized	8 50
Medium Galvanized	7 50
Small Galvanized	6 60

Washboards

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

Window Cleaners

12 'n.	1 65
14 'n.	1 85
16 'n.	2 30

Wood Bowls

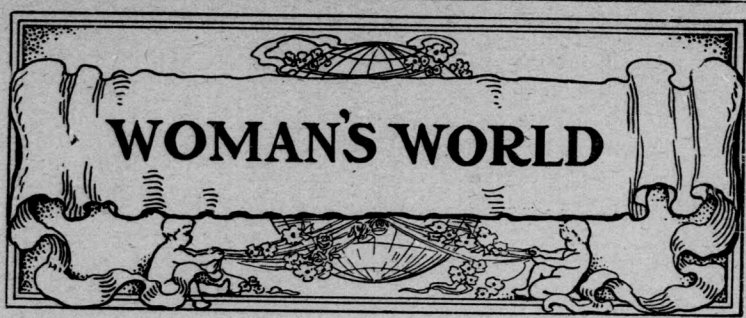
13 'n. Butter	5 00
15 'n. Butter	9 00
17 'n. Butter	18 00
19 'n. Butter	25 00

WRAPPING PAPER

Fibre, Manila, white	05 1/4
No. 1 Fibre	07 1/4
Butchers Manila	04
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.	23



Something To Show Besides the Ghost of Intellectual.

Written for the Tradesman.

It was a very interesting and to me inspiring conversation that I heard a few days ago between a father and his son, newly graduated from college, who was about to go into business.

"My boy," the father was saying, looking up from a book that he was reading, "I have just been reading that copy of Mathew Arnold's essays that you brought back from college. Speaking of a man's business and material progress, he says that it might 'lead in the end to an apparition of intellectual life; and that man, after he has made himself perfectly comfortable, and has now to determine what to do with himself next, may begin to remember that he has a mind, and that the mind may be a source of great pleasure.'

"That statement," the father continued, "holds for me, with reference to myself as well as to you, a wise criticism of the absorbing influence of business. Do you notice that he says it may lead to an 'apparition' of intellectual life? An apparition is an appearance, a spectre of something. That is what a business man may have to show after spending his life in acquiring wealth and material comforts.

"I wish you could avoid that better than I have. I hope that now as you are beginning business life, with the atmosphere of culture and intellectual intercourse still in your lungs, you will not become so absorbed in your business that you cannot keep up your study and reading. Your education isn't ended; in every real sense it has only just begun. At the end you don't want to have only an 'apparition' to show for it.

"If your college life means anything to you besides the possession of a degree for which the world will care very little, besides the passing pleasures of a brief season, you should be able to use its fruits directly in your business; but even more in your own life. It should be a nucleus, to which you will be adding all through the years.

"It should be more than that. If you look at all sides of your business, you will find what you might call the intellectual side; but it all hangs together. From any beginning you will find, if you are observing, that you can apply all that you have learned, and that it will keep you growing.

"You are beginning at the bottom of a great business concern. It happens to be the leather business. What I say would apply to any other as well. Can't you see as you work there what a lot of outside reading

and study there is to do; not really outside at all, but closely related? Every branch of learning, science, economics, languages, even poetry—all having ramifications out of the leather business? Chemistry, physics, geography, zoology, political economics—I could show you, but you can show yourself, how in every field of knowledge there is a tentacle reaching out from the tannery.

"Notice how sarcastic Matthew Arnold is: 'He may begin to remember that he has a mind!' And his business man may possibly find time to realize that this mind 'may be the source of great pleasure!'

"The one possession that nothing can take from you—except your own neglect of it, which petrifies and atrophies it—is your own mind and its intellectual life and enjoyment. Packed full of memories of your delightful life at college, charged with the literature and discussion that made your college life inspiring; full of the reading that you did and the

R. & F. Brooms

THE
DANDY
LINE

Also
B. O. E. LINE

Prices

Special	\$ 7.25
No. 24 Good Value	7.75
No. 25 Velvet	9.00
No. 27 Quality	10.25
No. 22	10.25
B. 2 B 6	9.50

Freight allowed on
shipments of five
dozen or more.

All Brooms
Guaranteed

Rich & France

607-9 W. 12th Place

CHICAGO, ILLINOIS

ideas that you acquired when your memory was young and willingly retentive—what a storehouse of pleasure it is to draw upon throughout the years

"Be as devoted as you like to the details of your daily tasks; saturate yourself as deeply as you please with the technique of processes and business transactions; but never forget that from every aspect of it there radiates the interests of the world and the forces that make for the happiness and the growth of mankind.

"The man who keeps his intellectual life alert and eager, adding daily to all the store that he got when he was free to learn and to browse, is not only more useful in his business and more effective as a citizen. Within himself he enlarges a source of pleasure and a means of enjoying and understanding all that goes on about him in his community and in the world. And after his work is done and he has time to sit down and take stock of what life has done for him, he has something to show for it after all beside what Matthew Arnold describes as an 'apparition of intellectual life.'"

Prudence Bradish.

(Copyrighted, 1922.)

Proceedings of St. Joseph Bankruptcy Court.

St. Joseph, Nov. 13.—In the matter of Lewis P. Walker, bankrupt, of Hartford, the trustee filed his final report and account, showing total receipts of \$6,020.65 and disbursement of \$3,340.88 and balance on hand of \$2,402.96, with request that the final meeting of creditors be called. The matter was considered and an order was entered by the referee calling the final meeting of creditors at his office on Nov. 25, for the purpose of passing upon the trustee's final report and account, the payment of administration expenses and the declaration and payment of a final dividend. Creditors were directed to show cause why a certificate should not be made recommending the bankrupt's discharge.

Nov. 14.—In the matter of the Earl Electric Co., a corporation, bankrupt, of Benton Harbor, the inventory and report of appraisers were filed showing property of the appraised value of \$2,205.97. The property will be sold at the first meeting of creditors.

The trustee filed his first report in the matter of William Renger, Gerhardus B. Renger, John Renger and Henry Renger, individually, and the copartnership known as Renger & Sons, of Kalamazoo, showing property of the estimated value of \$200; also petition to sell same at private sale. The inventory and report of appraisers were filed, showing assets of the sum of \$185, whereupon an order was made by the referee authorizing the trustee to sell the same at private sale.

Nov. 15. Ned Dansby, engaged in the retail candy and ice cream business at Wayland, filed a voluntary petition and was adjudicated a bankrupt and the matter was referred to Referee Banyon. Creditors are scheduled as follows:

Secured Claimants.	
Kalamazoo Loan Co., Kalamazoo	\$200.00
Unsecured Claimants.	
W. Daughterty, Grand Rapids	\$ 20.45
John Kelley, Grand Rapids	1,018.49
National Grocer Co., Grand Rapids	36.59
Worden Grocer Co., Grand Rapids	37.98
Van Den Berge Cigar Co., Grand Rapids	99.18
Mills Paper Co., Grand Rapids	44.00
E. B. Gallagher Co., Grand Rapids	25.00
A. E. Brooks & Co., Grand Rapids	150.63
Kling Products Co., Grand Rapids	28.73
Paterson Beverage Co., Grand Rapids	155.00
Berghoff Product Co., Grand Rapids	15.00
Prest-O-Lite Battery Co., Grand Rapids	54.00
Cameron Candy Co., Grand Rapids	16.35
Harger Candy Co., Grand Rapids	80.64
Consolidated Tire Co., Grand Rapids	19.50
M. J. Dark & Co., Grand Rapids	26.11
Harry Downey, Grand Rapids	7.50
George Baskers, Grand Rapids	15.30
National Biscuit Co., Grand Rapids	13.00
Hekman Biscuit Co., Grand Rapids	30.00
Kent Storage Co., Grand Rapids	48.01
Kuppenheimer Cigar Co., Grand Rapids	60.78
Arctic Ice Cream Co., Grand Rapids	24.40
Putnam Candy Co., Grand Rapids	14.45
Harry G. Spence, Grand Rapids	9.25
M. L. Sterken Cigar Co., Grand Rapids	40.24
X Cigar Co., Grand Rapids	102.75
M. E. Maher Co., Kalamazoo	40.00
Crystal Candy Co., Kalamazoo	185.00
Lee & Cady, Kalamazoo	50.00
Hanselman Candy Co., Kalamazoo	133.00
Modern Beverage Co., Kalamazoo	31.25
Piper Ice Cream Co., Kalamazoo	69.75
Armour & Co., Kalamazoo	16.40
Benl. Ciesewerk, Kalamazoo	\$2.25
Star Paper Co., Kalamazoo	4.91
H. Van Eenemann & Sons, Zeeland	43.30

L. Bauman & Sons, Chicago	36.63
Theo Gottmann & Sons, Chicago	69.30
Western Pipe Co., Chicago	23.75
E. J. Brock & Co., Chicago	121.96
General Cigar Co., Chicago	9.00
Runkel Co., Kenton, Ohio	54.60
Badger Candy Co., Milwaukee	80.00
Baynk Bros., Detroit	128.60
Devoine Choc. Co., Baltimore	31.21
Foot & Jenks Co., Jackson	12.90
Emery Cigar Co., Battle Creek	23.20
Mikado Candy Co., West New York, N. J.	15.60
John C. Yeakey, Wayland	184.00
Best Bros., Wayland	10.00
Charles Sias, Wayland	10.00
Cozens Market, Wayland	11.00
Globe Printing Co., Wayland	172.00
Wayland Electric Co., Wayland	10.00
Mich. State Telephone Co., Wayland	19.00
Wayland Electric Co., Wayland	6.84
Irmabelle Tucker, Wayland	150.00
Hunabarger & Bowman, Wayland	20.00
L. D. Chapple, Wayland	12.50
Wing & Metcalf, Wayland	10.00
Howard E. Ward, Wayland	30.00
Fred Newton, Wayland	8.00
Billie Hooker, Wayland	9.87
Hanon Drug Co., Wayland	37.50
Wilson Mosher, Wayland	2.50
Hamilton & Harris, South Bend	54.18
Clare E. Hoffman, Allegan	159.60
Thos. J. Cavanaugh, Paw Paw	300.00
Mrs. E. P. Bowers, Paw Paw	200.00
Herb Brothers, Moline	25.00
Moline State Bank, Moline	95.00
	\$5,006.54

Assets.	
Accounts receivable	\$357.65
Stock in trade	33.85
Household goods and automobile	225.00
Fixtures, stock, etc.	250.00
	\$865.50

Nov. 16. In the matter of Edward N. Hennington, bankrupt, of Hopkins, also in the matter of George H. Titus, bankrupt, of Otsego, orders were made by the referee calling the first meeting of creditors at the Court House in Allegan on Nov. 29, for the purpose of proving claims, the election of trustee, the examination of the bankrupts and the transaction of such other business as may properly come before the meetings.

In the matter of the Palace Lamp Co., a corporation, bankrupt, of Benton Harbor, a special meeting was held for the purpose of passing upon the former claims of the officers of the bankrupt and orders made reducing the same in amount by over \$2,000.

Nov. 17. In the matter of George F. Shepley, bankrupt of Plainwell, and Ned Dansby, of Wayland, bankrupt orders were entered by the referee calling the first meeting of creditors at the court house in Allegan on Nov. 29, for the purpose of proving claims, the election of trustee, the examination of the bankrupts and the transaction of such other business as may properly come before the meeting.

Nov. 18. In the matter of Louie J. Bressin, individually, and Bressin & Schad a copartnership, composed of Louie J. Bressin and Roscoe D. Schad, bankrupt, of Allegan, the final meeting of creditors was held at the referee's office. The trustee's final report and account, showing total receipts of \$6,261.26, disbursements of \$295.44, and a balance on hand of \$5,965.82, was considered and approved and allowed. The administration expenses were ordered paid and a first and final dividend of 45½ per cent. declared on all claims filed to date. The trustee was authorized not to interpose objections to the bankrupt's discharge. Creditors have been directed to show cause why a certificate should not be made by the referee favorable to the bankrupt's discharge and no cause having been shown, it was determined that such certificate be made. The meeting was adjourned without day.

Owls Are Not Friendless.

Marshall, Nov. 21.—From time immemorial owls have been so mixed up, and wrongly so, with fearsome stories, ghosts, etc., that the true nature and valuable traits of the birds have been entirely neglected by the majority of people. As a bird lover I have come to know and like the owl as much as any other bird. It has no terrors for me, and yet, years ago, I was nervous of the dark and all its seeming terrors; but, when I took up nature study I penetrated into the mysteries of many of the night noises and with knowledge all terror fled. The owl is a particular friend of mine and so is the bat, that quaint half-mouse, half-bird goblin, that helps to free the air of noxious insects. There has been scattered such silly, superstitious fancies about these two nightly visitants that people are misled as to their true characters. It is such a pity to be afraid of a fine bird whose mottled feathers are only a camouflage, whose golden eyes reflect the glory of the sun and whose noiseless flight enables it to swoop down swiftly and surely onto the rodents that form its food.

Ethel Bain.

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.

Want to hear from party owning good merchandise business or other business for sale. State cash price and particulars. John J. Black, 130 St., Chippewa Falls, Wisconsin. 957

Wanted—Salesmen to carry Dr. Navau's Kidney Tablets, Cough Syrup, etc. on commission as side line. Give present line, territory, how often covered. Address Botanic Drug Co., Detroit, Mich. 965

HICKORY NUTS—Missouri large shell bark hickory nuts, extra quality. Four dollars per bushel, sacked f. o. b. Trenton. Ask your banker for reference. Witten Hardware Co., Trenton, Missouri. 966

For Sale—Complete stock of wall paper, paint, etc. in prosperous city of 4,000 population, thirty-three miles south of Grand Rapids. Good reasons for selling. Enquire Fred J. Brogger, 65 Market Ave., N. W., Grand Rapids, Mich. 967

For Sale—In Litchfield, one of the good live towns of Southern Michigan, an old established grocery stand, in which stock and fixtures figure a little better than \$2,500. Lock Box 245, Hillsdale, Mich. 968

For Sale—Good clean stock of bazaar goods doing better than \$13,000 per year. Will inventory about \$3,500. Located in small town in Northern Michigan of about 2,000 population. The only one of the kind in town. Ill health of the owner compels him to sell. Good grocery stock, located at Hastings, Michigan. Stock and fixtures will inventory about \$3,500. Annual sales better than \$25,000 per year. Dissolution of partnership compels owners to sell. The O. M. McLaughlin Business Exchange, 213-16 Widdicombe Bldg., Citiz. 69354, Main 4680, Grand Rapids, Mich. 969

Wanted—A farm in exchange for country store doing good business. DeCoudres, Bloomingdale, Mich. 964

For Sale—The grocery stock and fixtures of H. H. Colby, of St. Johns. Henry F. Parr, trustee, St. Johns, Mich. 952

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. Dickory Dick, Muskegon, Mich. 643

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

For Sale—Poultry, egg and cream station doing a profitable business. One man can handle. Small investment required. Address Box 126, Bellevue, Mich. 960

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

KWIT YOUR KICKIN

About business. Have an Arrow Sale by

THE ARROW SERVICE
Cor. Wealthy St. & Division Ave.
Citiz. 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.

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

DICKORY DICK THE SCALE EXPERT. MUSKEGON, MICH. 939

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

We are making a special offer on Agricultural Hydrated Lime

in less than car lots.

A. B. KNOWLSON CO.
Grand Rapids Michigan

Watson-Higgins Mfg. Co.

GRAND RAPIDS, MICH.

Merchant Millers

Owned by Merchants

Products sold by Merchants

Brand Recommended by Merchants

New Perfection Flour

Packed in SAXOLIN Paper-lined Cotton, Sanitary Sacks



GRAND RAPIDS SAFE CO.

Dealer in

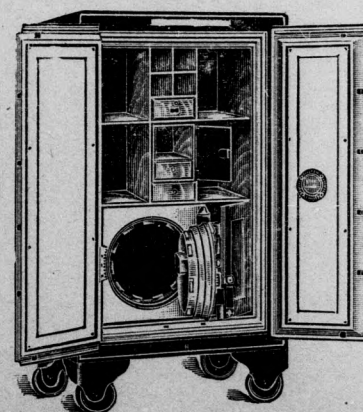
Fire and Burglar Proof Safes

Vault Doors and Time Locks

Largest Stock in the State.

Grand Rapids Safe Co.

Grand Rapids, Mich.



IN THE REALM OF RASCALITY.

Cheats and Swindles Which Merchants Should Avoid.

The United Buyers Association, which has been repeatedly exposed as fraudulent in the columns of the Michigan Tradesman, is now in hard lines. Its manager, Harry Martin, is a fugitive from justice, due to the fact that he embezzled several thousand dollars' worth of checks which came into the company for membership certificates and for merchandise, spent the money in gambling and riotous living and departed for parts unknown when threatened with prosecution. If all reports are true, this is not the first time Martin has left a town between two days. He bore all the earmarks of the successful manipulator. Nothing about him indicated stability, integrity or good faith. The mere fact that he engaged in the business he did and inveigled men of small mentality at Holland to join him in his questionable schemes and crooked maneuvers, showed the type of the man he was. He did not say anything in his advertising matter about his own standing or his own record, but he played up the record of an insignificant cigar dealer at Holland and by adroit maneuvers made it appear that the little merchant was worth several hundred thousand dollars. There never was any merit to his scheme, except from the standpoint of a swindler and con artist. No man ever made a dollar by buying goods of his company. He might be able to buy sugar for 2c per pound, but he paid 9c for rice that cost 3c per pound and for other staple articles in proportion. Any man who offers to sell sugar for a third or a quarter what it cost can be set down as a swindler net, because he undertakes to convey a false impression that he sells everything at a low price, when, as a matter of fact, he has to sell many things above the market in order to get out even and make a profit.

Letterhead of Bank Used By Promoter

Detroit, Nov. 21—How a promoter clothed his project with the semblance of reliability at the expense of a Detroit bank is revealed by a case which has been called to the attention of the local financial institution by the Better Business Bureau. The principal activity of the promoter, who is located in Indiana, seems to be to sell prospectuses to corporations, preliminary to contemplated stock-selling campaigns. A "salesman's kit," prepared for a Detroit, consisted of photographs of letters written on stationery of banks, mercantile firms, manufacturing concerns, etc. A recommendation of a promotion venture, whose stock was to be sold, was embodied on the supposedly genuine letterhead of the Detroit bank, and incorporated in the prospectus. A telephone call to the local bank revealed that there was no man in its employ by the name signed to the letter. Enquiry of other concerns, whose stationery also has been used, showed a similar situation. The stock of the company has not been validated in Michigan, although its principal offices and factories—the latter not yet located—are said to be here. Steps are being taken to curb the activities of the promoter who prepared the prospectus. Full details have been sent to a Better Business Bureau in one of the leading cities in Indiana,

where he is said to maintain headquarters.

The Grand Rapids Show Case Co. warns the retail trade to be on the lookout for a smooth sharper with a "wonderful bargain" in a show case to sell. This sharper has been representing himself as a salesman for the Grand Rapids Show Case Co., but sometimes claims connection with other firms, such as the Grand Rapids Manufacturing Co.

This man is armed with show-case catalogues, order blanks and other paraphernalia of a bona fide salesman.

He interviews retailers, offering them a wonderful bargain in a show case with the understanding, however, that the purchaser must advance one-half of the express charges. Usually the sharper tells a hard-luck story of how his "company" sold a show case on the installment plan to someone in a neighboring town, which someone suddenly discontinued his business and his remaining obligations on the show case at the same time.

This show case, the sharper explains, can be had by the merchant on time payment of the rest of the money due on it, the only sum required in advance being one-half the express charges necessary to bring the show case to the new purchaser's place of business.

The sharper offers to pay the other half of the express charges himself and to show his "good faith," sometimes buys a draft for the sum from a local bank, giving the retailer a copy of the draft. Of course the sharper later cashes the original himself.

Some merchants have fallen for the scheme to the extent of handing out from \$15 to \$20 as half the express for shipping a mythical show case to their doors.

The Grand Rapids Show Case Co. says this smooth crook has been operating lately in Montana and the Dakotas and now seems to be working down through Wisconsin into Northern Michigan.

Gold Mine Promoter in Jail.

Detroit, Nov. 21—J. T. Kerr, promoter and owner of three-fifths of the stock in the Golden Summit "gold mine," has been remanded to the county jail awaiting trial on a charge of violating the Michigan blue sky law. Formerly a clergyman and a speaker of unusual ability, Kerr obtained access to a Detroit club, and met several of his prospects there.

The Better Business Bureau discovered that Kerr was using on his letterheads the address of one of Detroit's leading commercial organizations unknown to the latter. This was done by an arrangement with a sub-tenant in the office who, in turn, forwarded the mail to Kerr. The matter was immediately brought to the attention of the organization and the practice discontinued.

Many of Kerr's sales were made in Windsor or elsewhere in Canada, after the prospect had been approached in the United States. An opinion was obtained by the Better Business Bureau from H. N. Duff, executive officer of the Michigan Securities Commission—which had never validated the stock for sale here—that negotiating or passing out literature here was a violation of the blue sky law, regardless of where the sale took place.

The matter was then brought to the attention of the prosecuting attorney's office. It was soon indicated that

Kerr's sales on this side of the river were sufficient to warrant his arrest, aside from those conducted in Windsor.

Kerr's company is capitalized at \$2,500,000, of which he was voted \$1,500,000 for his mining claim. He alleges that much of the stock he was disposing of to Detroiters was "his personal stock," which he felt that he had a right to sell. Of course, the receipts therefor need not have gone to the development of the mine at all. The stock was sold in November, 1921, at \$1 per share on representations that it would be marked up to \$2 in March, and thence to \$5 within the year. The end of the year saw Kerr in jail.

In response to requests from Kerr's prospects, the Bureau obtained reports from leading Toronto newspapers and others to the effect that this mine, north of Toronto, was a raw claim, its promoters green in the business, and the pay streak so narrow as scarcely to justify development. Kerr, according to a copy letter on file in this office, stated he intended to start suit because the Bureau communicated these statements. He did not see fit to do so, however.

In May, 1920, Detroiters were taken in a special car by Kerr from Windsor to see the mine. His advertising states that nearly every one in the party bought stock.

Review of the Product 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—8½c per lb.

Beets—\$1 per bu.

Butter—The recent advance in butter has curtailed the consumption to some extent, but as the make continues to be light the withdrawals from the storehouses are in excess of what they were a year ago. The market is steady on the present basis of quotations and we do not look for much change in the next few days. Local jobbers hold extra at 49c in 63 lb. tubs; fancy in 30 lb. tubs, 51c; prints, 51c. They pay 24c 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 per sack of 100.

Cranberries—Late Howes have been advanced to \$8.50 per ½ bbl. (50 lbs.)

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

Eggs—Receipts of fresh continue to be very light. The production now is about the smallest of the year. Stocks of storage eggs are being reduced considerably, but the stocks are still considerably in excess of what they were a year ago. The market is on a healthy basis and if we do have any change in price in the next few days it is likely to be a slight advance. Local jobbers pay 52c for fresh candled, cases included. Cold storage operators are feeding out their supplies as follows:

Firsts ----- 31c

Seconds ----- 28c

Checks ----- 24c

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, 13c per lb.; Iceberg from California, \$6@7 per case.

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

Oranges—Fancy Sunkist Valencias have declined \$1.50 per box. They are now sold on the following basis:

100 ----- \$9.00
126 ----- 9.00
150, 176 and 200 ----- 9.00
216 ----- 9.00
252 ----- 7.00
288 ----- 5.50
324 ----- 4.00

Choice, 50c per box less.

Parsley—75c per doz. bunches.

Pears—\$1 for Kieffers.

Peppers—Florida, 75c for small basket containing about 18.

Potatoes—Home grown, 50c per bu.

Poultry—The market is weaker on springs and higher on turkeys and ducks. Local buyers now pay as follows for live:

Light fowls ----- 12c
Heavy fowls ----- 18@19c
Heavy springs ----- 17c
Cox and Stags ----- 10c
Turkeys ----- 37c
Ducks ----- 20c
Geese ----- 16c

Paying prices for dressed are as follows:

Turkeys ----- 42c
Ducks ----- 25c
Geese ----- 21c

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, \$1.35.

Turnips—75c per bu.

Death of Veteran Wholesale Druggist.

Richard P. Williams, President of Farrand, Williams & Clark, died recently at his home in Detroit as the result of heart failure.

Mr. Williams, who was 77 years of age at the time of his death went to Detroit fifty-four years ago and joined fortunes with the drug house which he subsequently managed as President. He married the sister of his partner, Jacob Farrand, and had one child, John Farrand Williams, who is now Treasurer of the company. Mrs. Williams survives.

Two brothers, both prominent in Detroit banking circles, died shortly before Mr. Williams. Morris L. Williams was President of the First National Bank and Don P. Williams was connected with the American Exchange Bank. A third brother, William W. Williams, is living in London, England.

Charlotte—The Crystal Creamery Co., of Hastings, has sold its plant here to Fred J. Wood, who has been manager of the South Bend Creamery Co. station here for the past four years.

HOW TO REDUCE YOUR HAULING COSTS

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

A bold statement—but a true one.

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



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

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

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

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

STANDARD OIL COMPANY (INDIANA)

910 S. Michigan Ave.

Michigan Branches at Detroit, Saginaw, Grand Rapids

Chicago, Illinois

Use the convenient Standard Oil Company (Indiana) Coupon Books

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





A typical Brecht installation. Modern display counters and refrigerators will add fifty per cent to the appearance, economy and sales power of your store. Let us tell you why Brecht six-inch wall refrigerators are preferred by progressive market men. Write Dept. B.

THE BRECHT COMPANY - ST. LOUIS, MO.

BRANCHES		
New York: 174-176 Pearl St.	Liverpool, England	Capetown, S. A.
	Madrid, Spain	Sydney, N. S. W.
San Francisco: 67 Second St.	Buenos Aires, A. R.	Shanghai, China

MAIN OFFICES AND FACTORIES: ST. LOUIS, MISSOURI

ASK YOUR JOBBER FOR

Hart Brand Canned Foods

HIGHEST QUALITY

Our products are packed at seven plants in Michigan, in the finest fruit and vegetable belts in the Union, grown on lands close to the various plants; packed fresh from the fields and orchards, under highest sanitary conditions. Flavor, Texture, Color Superior.

Quality Guaranteed

The HART BRANDS are Trade Winners and Trade Makers

Vegetables—Peas, Corn, Succotash, Stringless Beans, Lima Beans, Pork and Beans, Pumpkin, Red Kidney Beans, Spinach, Beets, Saur Kraut, Squash.

Fruits:—Cherries, Strawberries, Red Raspberries, Black Raspberries, Blackberries, Plums, Pears, Peaches.

W. R. ROACH & CO., Grand Rapids, Mich.

Michigan Factories at
HART, KENT CITY, LEXINGTON, EDMORE, SCOTTVILLE, CROSWELL, NORTHPORT