

THE THREE FISHERS

Three fishers went sailing out into the West,
Cut into the West as the sun went down;
Each thought on the woman who loved him best;
And the children stood watching them out of the town;
For men must work and women must weep,
And there's little to earn, and many to keep,
Though the harbor bar be moaning.

Three wives sat up in the lighthouse tower,
And they trimmed the lamps as the sun went down;
They looked at the squall and they looked at the shower,
And the rack it came rolling up ragged and brown!
But men must work and women must weep,
Though storms be sudden and waters deep,
And the harbor bar be moaning.

Three corpses lay out on the shining sands
In the morning gleam as the tide went down,
And the women are weeping and wringing their hands
For those who will never come back to the town;
For men must work and women must weep,
And the sooner it's over, the sooner to sleep—
And good-bye to the bar and its moaning.

Charles Kingsley.

A REAL MAN

The test of a man is the fight he makes,
The grit that he daily shows,
The way he stands on his feet and takes
Fate's numerous bumps and blows.
A coward can smile when there's naught to fear,
When nothing his progress bars,
But it takes a man to stand up and cheer
While some other fellow stars.

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.

SOLD EVERYWHERE

RYZON
REG. U.S. PAT. OFF.

**BAKING
POWDER**

Ryzon-raised cakes
keep fresh longer.
You use less

Not merely baking powder but increased leavening power. The special process of manufacture is the reason.

RYZON is an improvement over old-fashioned powders. It has more raising power, is a slow, steady raiser. It retains its full strength to the last spoonful.

If your jobber cannot supply you
address 40 Rector St., New York

A Double Purpose—

The neat little envelopes we give you in which to wrap FLEISCHMANN'S YEAST serve a double purpose.

The sales-message they carry helps to create a demand for more Yeast.

The paper and twine they save you cut down your wrapping expenses.

Then, too, they reflect your character as an up-to-date merchant who appreciates the value of the little things.

The Fleischmann Company



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"

**The Name on the Sack is a
Guarantee of its Contents**

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

**NEWAYGO
PORTLAND
CEMENT**

on every sack.

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

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

Newaygo Portland Cement Co.

General Offices and Plant
Newaygo, Mich.

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

MICHIGAN TRADESMAN

Fortieth Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 6, 1922

Number 2046

MICHIGAN TRADESMAN

(Unlike any other paper.)

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

Each Issue Complete in Itself.

DEVOTED TO THE BEST INTERESTS OF BUSINESS MEN.

Published Weekly By

TRADESMAN COMPANY

Grand Rapids

E. A. STOWE, Editor.

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

THE TREND OF BUSINESS.

With the passing of Thanksgiving Day, the holiday buying season is on in earnest. For that matter, owing to the lateness of the occurrence of the holiday, the buying started in fairly well during the last week. The evidences all indicate a prosperous season, with the buying pretty generally distributed between articles of utility and luxury. If performance bears out promise, the retailers will close their year in a more cheerful frame of mind than that of a twelvemonth ago, and will be better prepared financially to buy for future needs. It has to be borne in mind, however, that the extent of the holiday buying is by no means a criterion by which to judge that for ordinary needs. The loosening of purse strings for gift purchases comes rather into the same category as the expenditures for amusements. Sentiment governs in both cases, and prudence is often lost sight of. This is what explains the seeming anomaly of crowds filling costly seats at prize-fights, football matches and other sports, to say nothing of theaters and cabarets, when times are hard and economy becomes a virtue by necessity. After the turn of the year will come the real test of how far the public is willing to go in accommodating itself to advancing prices for a great many of the articles known as staples which, year in and year out, form the bulk of the purchases. On this point one man's guess is as good as another's.

So far as general conditions are concerned, and upon them depends both the capacity and willingness to buy, these are declared to be improving right along by the banks and credit agencies. Collections, too, are showing up better in most parts of the country. That intangible, but no less potent thing called confidence is also more in evidence. New enterprises keep coming into being and unemployment is becoming more rare. If surplus stocks are quite small in the pos-

sition of jobbers and retailers, they are none the less so in the case of the general public which has been buying sparingly, and only as needed, for a year or two. This makes necessary more frequent purchases, and will insure considerable of a demand for some months to come. All things wear out or become obsolete after a while and must be renewed or replaced. The quantity of buying that will be resorted to will depend, to a certain extent on the matter of price, but a lot of purchasing will have to take place for the really exigent needs. It is noteworthy that, after a rather extended experience with things made to sell "at a price," many are now turning to wares of better quality as being really cheapest in the end. There is a limit, of course, beyond which the bulk of the people cannot go, owing to pecuniary limitations. Shelter and food, the prime essentials of existence, are still too high proportionately to permit of free spending for other necessities. But wage adjustments are, in a number of instances, permitting a little more leeway. The business trend is upward, although it is moving slowly.

NOT FAIR TO LIBERIA.

Twelve years ago the United States took control of the collection of customs in Liberia. England and France were maneuvering for dominance in the negro republic, but yielded to America as an impartial government that was not seeking anything for itself. In 1917, owing to the war, conditions became so distressing in Liberia that the United States Treasury opened a credit of \$5,000,000. Of this sum only \$26,000 was used. In order to put Liberian finances upon a sound basis, the present Administration proposed to lend Liberia \$5,000,000. The proposal was non-partisan and in strict accordance with the policy of the preceding Administration. Yet the Democrats voted solidly to recommit the bill to the Finance Committee and thirteen Republicans joined them. This combination left the supporters of the loan in a minority, and the result is that Liberia is left to suffer.

This is our treatment of a country which we have insisted should be intrusted to our care.

If our desertion of Liberia were due to those who favor a policy of international isolation it would at least be intelligible. But the vote to refuse help to Liberia was made up mainly of Senators who recognize the necessity of co-operation with the remainder of the world. It did not include Borah, for instance, or Shortridge. Indeed, it was Senator Johnson's colleague who made the final plea for the bill. He pictured Liberia as a struggling republic of colored folk that was entitled to the special

consideration of the United States. And he was right. Liberia seized the occasion of the war to show her gratitude for our interest in her and aligned herself with us against Germany. The proceeds of the loan, as Senator Shortridge reminded the Senate, were to go for roads, schools and churches. But thirteen Republicans and all the Democrats rejected the leadership of their respective parties, turned their backs upon our moral obligations to Liberia, and followed Senator Reed, the Democratic leader, in his fantastic argument that the Liberians are cannibals and therefore not to be assisted towards civilization.

One of the fairest pages in our history has been the record of our dealings with Liberia. To mar it now is an especially disgraceful performance.

OUR DEMOCRATIC REPUBLIC.

This country is both a republic and a democracy, commonly called a democratic republic. A democracy, in the political sense of the word, is a system of government in which the sovereign power is vested in the people as a whole. The familiar example of a true democracy is the town meeting, in which, in New England, for example, the business of the town is ordered by popular vote and the administrative officials are directly chosen. One authority has declared that "the term democracy is not properly used to describe the external form of government, but rather a type of political society in which the essential power of the State is wielded by the mass of the people."

The term "republic," on the other hand, concerns the form of government rather than its ultimate basis, and is to describe a state in which government power is delegated to individuals by those eligible to vote. A republic may be military, obligarchic or bureaucratic, as well as democratic, or the republican form may be employed in a government which is essentially tyrannical. The United States properly may be called a "democratic republic."

Flint Merchant Gets Prison Term.

Flint, Dec. 5—Isadore Mimmelhoch, North side merchant, must serve from one to fifteen years in the Ionia reformatory for perjury.

The merchant pleaded guilty to the charge, last week and, in sentencing him Monday, Judge Fred W. Brennan scored him severely.

"There is no offense that strikes at the base of her jurisprudence as this offense, there are some of you people who think that by saving your dollars, you can violate your oaths. Why the trial would be merely a farce if this went unnoticed. It would make a burlesque of legal proceedings. People have got to learn, when they hold up their right hands and swear by God, that they will tell the truth, the whole truth, that it means something," he said.

Firm Prices Ahead For Wheat and Flour.

Written for the Tradesman.

Cash wheat has reacted to a point within 3c of the top of the market for this crop year. While this is not a big reaction, it appears very difficult for the "bears" to make much headway in their selling campaign.

As a matter of fact, the influence of the short seller is offset to a large extent by the producer, who is holding his grain for higher prices; furthermore, general conditions favor the grower's policy.

The world's crop this year was 80,000,000 bushels short of last year; stocks carried over from the old crop were comparatively light; stocks of flour in dealers' hands are light, the trade as a whole having purchased to cover requirements from time to time rather than for future delivery, so there is bound to be a continuous demand for flour.

Foreign exchange is in the strongest position it has occupied since the signing of the armistice; consequently, the purchasing power of Europe is greater to-day than at any other time since the readjustment set in.

An average increase of 25 per cent. in the price of farm produce is predicted by prominent economists within six months. If this advance actually materializes, the farmer's purchasing power will be increased just that much, and, after all, it is not so much a matter of production as it is of purchasing power. When the consumer has plenty of money he absorbs a very heavy production, but when his purse is flattened out he is naturally out of the market for everything except the bare necessities and purchases those in a limited volume only.

There is nothing in the immediate future that indicates materially higher prices; on the other hand, the market seems to have reacted on wheat about as far as it can go, and, while the buying power of the country at large, referring to agricultural sections, is rather limited because of the low price of farm produce, a material improvement is predicted.

There is a variation in industrial centers: some sections have nearly 100 per cent. employment, while others do not exceed 50 per cent.; the average for the country is slightly in excess of 60 per cent., and there will probably be improvement along this line rather than less employment.

It is out of the question to guess just what prices on any certain commodity will be, but, as you will note from the above, the general tendency is in the direction of better prices for the farmer and improvement in industrial centers, which means greater purchasing power and a better demand, and this, of course, indicates rather firm prices. Lloyd E. Smith.

Hotels From Jacksonville To Miami.

Miami, Florida, Dec. 2—We hear a great deal about Florida, with its pictures of delightful semi-tropical diversions of endless variety, and the offerings of the various communities, that each visitor may enjoy the realization of his or her dream of ideal winter recreation and ideal summer climate in December, with an entire absence of chilly winds, seems to bear out most of the claims made for it.

Florida, with a longer coast line than any other state, with limitless stretches of ocean beach, has a real program of entertainment found in few regions, with the possible exception of California. Along this endless beach are islands which protect the inner coast, and upon the mainland adjacent thereto are a horde of wonderful hotels catering to society, and hundreds of others where one will find complete comfort, at a long range of prices, suited to all demands from all classes. These all in most cases, especially the smaller hotels, possess environments such as palm groves, etc., which must appeal to the resorter.

Then, too, there are the long piers projecting into the sea and gay casinos which teem with joy and happiness. Bungalows, fishing camps, golf courses and polo grounds and other facilities for amusement, in addition to bathing, are in evidence everywhere.

After brief stops at Chattanooga, Tenn., where I visited Lookout Mountain, and Atlanta, Georgia, where I visited old acquaintances, I finally landed at Jacksonville and its spacious Seminole Hotel, where I met my friend W. H. Workman, operator of a chain of Florida hotels, in response to an invitation to join him in an inspection of his various properties and those of other owners in various cities of the State.

The Seminole is conducted on the European plan at rates much higher than those in vogue in any of the Michigan resorts, but the service is above criticism and the accommodations charming, and while I found a considerable number of commercial men registered, I am inclined to think the smaller, though excellent hotels, secure the bulk of this class of patronage.

One's first impression of Jacksonville is the very excellent terminal facilities whereby all the railway lines center, which avoids much confusion in transferring to the diverging lines.

Jacksonville, a city of about 100,000 population, is regarded as the gateway to all Florida. It is situated on the St. Johns river, about twenty-five miles from the Atlantic coast, but has a fine harbor and a wonderful ocean traffic. From here are made large shipments of fruits and vegetables; also lumber and fertilizers.

It is surely a charming winter resort with its numerous parks, golf courses and its many metropolitan attractions, including theaters of a high order. We motored to Pab'o Beach, seventeen miles away, where are found the usual complement of amusements, and en route visited what is said to be the largest ostrich farm in the United States.

Thence to St. Augustine, by automobile, the roads being wonderfully good. Should have liked to remain in this wonderful old town for a week, but when one limits his stay in a State like Florida to a fortnight, and has as a companion one who has traversed it many times, he is inclined to view these strange sights and conditions hurriedly, skimming a bit "off the top," as it were.

St. Augustine, a city of five or six thousand, is the oldest in the country, it having been settled by the Spaniards in 1565 and it most certainly combines the romance of historic age, associated with the names of Ponce De Leon and Sir Francis Drake, the singular architecture of old Spain and the tropical beauty of situation and surroundings.

It occupies a peninsula on the coast between the Mantanzas and San Sebastian rivers. At St. Augustine our stopping place was the Alcazar, a superb hotel, though the Ponce De Leon, which we visited briefly, is considered the biggest and, I might add, the most expensive. Its rates, American plan, are from \$8 per day up. Mostly up. It is owned by the Florida East Coast Railway and its operators have positive instructions to put back into the institution all profits derived from its operation. A very good program which could well be imitated by many Northern institutions.

Many of the old Spanish houses and historical buildings are still standing, among them Fort Marion, in the construction of which a century was consumed. Very interesting, as well was a section of the old city wall which is in a wonderful state of preservation. Numerous hotels are in evidence, parks and entertainment enterprises of all kinds. Numerous hotels along the entire coast are in a state of rehabilitation, the season not really opening in earnest until the holiday time.

Passing through Palatka, along a beautiful road constructed of shells, and other smaller towns, including Ormund, we reached Daytona, where we stopped for the night at the Ridgewood, a splendid place, conducted on the European plan at about Detroit prices. The Desland is the larger, operated on the American plan at substantial prices.

Daytona and Seabreeze, separated by the Halifax river, are practically one city. A most cosmopolitan community with all the attractions of Atlantic City. Here we find beautiful roads, and especially the Ocean Beach Speedway, famous throughout the world with automobile enthusiasts. Many hotels of all classes, parks, golf and tennis grounds. Bathing and fishing everywhere.

A few miles South of Daytona is Port Orange, also an attractive resort. Its principal hotel is the Toronita, where we stopped for luncheon.

Motoring through New Smyrna, one of the oldest Spanish towns on the Hillsboro river, we briefly viewed in succession, Titusville, Cocoa and Rockledge, all situated on the well known Indian river, and here we began to find extensive orange and grape fruit groves, with fruit in different stages of maturity. In this section flocks of quail are seen everywhere alongside the highway and occasionally a wild turkey. The natives also assured us that deer abounded, but aside from bills of fare, which uniformly included game, we saw none, except in the various parks and villas.

Continuing along the beautiful roads, either concrete or shell construction, we passed through Melbourne, Fort Pierce and Stuart arriving at Palm Beach, late in the evening, with surprising appetites, which were amazingly appeased by a wonderful dinner (\$2.50 table de hote) at the Royal Poinciana, though our stopping place for the night was the Breakers, a smaller institution on the European plan, but equal to the other in its appointments.

Palm Beach is believed to be the equal of any American resort in natural beauty and magnificent luxuriousness. It is located on a narrow peninsula facing the Atlantic, with Lake Worth, a salt water lagoon as a background, bordered with palms and flowers of every description. In amusements it is a veritable Atlantic City, with its wonderful steel pier, casino and bathing of all kinds. Summer sports of all kinds are in evidence, including golf, tennis, boating and fishing.

The Royal Poinciana, with a frontage of 1000 feet on Lake Worth, has ample accommodations of the highest order for 1500 people and is, undoubtedly, one of the largest and finest resort hotels in the world. I could never describe its wonderful surroundings and the magnificence of its equipments and furnishings. It is con-

FUNCTION OF THE WHOLESALER

The wholesaler is recognized as an indispensable factor in our distributive system.

No retailer is prepared to spend the time and money necessary in gathering from all parts of the world the various items of merchandise which he finds it profitable and necessary to keep in stock. No retailer is prepared to spend the time and money in the testing of the strength and quality of these products to determine the relative value of the different lines which are offered. This service is performed by the wholesaler.

The wholesale merchant employs a staff of experts; he searches the world's markets for new and attractive merchandise; he tests in the laboratory and otherwise, the merits of these goods; he gathers them under one roof and makes them available as a source of supply; he sends his salesmen direct to the retail merchant with a knowledge of the markets and the values of the goods he offers and with the latest ideas in merchandising. The retailer is thus able to draw on this supply of merchandise and keep in touch with the merchandising problem at his own office without any expense.

A large capital, specialized ability and long experience are paramount requirements of a successful wholesaler.

This Company is pre-eminent in the possession of these requirements. We are, therefore, able not only to show the most complete stocks in this part of the country, but also to offer to the retail merchant a fund of knowledge, which has been gained from the experiences of other retailers through the field we are now serving.

WORDEN GROCER COMPANY

Grand Rapids

Kalamazoo—Lansing—Battle Creek

The Prompt Shippers.

ducted on the American plan at rates of \$10 per day up, but at that figure it is good value and one should not fail to at least partake of one of its superb meals, even though stopping at one of the more modest hotels with which Palm Beach abounds.

My original itinerary contemplated a trip to Key West, from Miami, principally for the satisfaction of a desire to view the wonders of that engineering triumph which makes it possible to land the trains of the Florida East Coast Railroad in that city over the concrete causeway traversing many miles of reefs and keys (small islands), but also the somewhat lesser ambition to meet up with Henry Clay, Manuel Garcia and other Old Masters now engaged in the manufacture of cheroots, but my host had many other surprises in store for me, so I willingly decided to forego the pleasure of visiting the Key City, as well as a voyage on the Gulf of Mexico from Key West to Tampa City.

Of delightful Miami I will speak in a future communication.

Frank S. Verbeck.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Dec. 3—Ben Scott, superintendent of the Bartlett Lumber Co., at Shell Drake, was a business visitor in the city last week.

John France, our popular court stenographer and veteran hunter returned last week from his hunting lodge in the vicinity of Strongs with one of the largest wolves ever seen in the county clerk's office. This was Mr. France's thirtieth successful year hunting, but the first year he succeeded in getting a wolf, the bounty on which was \$20. His many friends are eager to get the wolf story from him, which is very interesting.

"Getting money before spending it is preventive of gray hair."

Art. Trombley, known as the Soo's smallest jeweler with headquarters in the Bruhn hardware store, has outgrown his present location and has rented the building at 325 Ashmun street, recently vacated by the American Express Co. This is Mr. Trombley's second year in business, and if he continues as successful, he will soon be known as one of the largest jewelers in the city.

"Popular songs pass out quickly because people want fresh air."

The Civic & Commercial Association deserves many thanks from the entire community as a result of its success in obtaining a sufficient number of cars for farmers and hay shippers throughout this territory. The railway company is making a special effort to supply cars and this is doing much towards lining up business for the shipping community.

Dave LeMere, the well-known lumberman of DeTour, was a business visitor here last week, ordering supplies for the winter. He expects to take over the DeTour Supply Co., at DeTour, about the first of the year. Heretofore Mr. Lamere was one of the largest stock holders in the company.

A United cigar store will be opened in the near future in the Empire, where Mr. Sam Kirvan is at present the proprietor. It is understood that Mr. Kirvan will be manager of the new cigar store, which will be the first United cigar store to be opened in the Upper Peninsula. It is a distinction for the Soo in the fact that these stores are seldom opened in cities with less than 25,000 population.

"The wine of one of our home-brewers blew up. The drinks were on the house."

Walter Dixon, for many years proprietor of the Dixon livery and auto station, died suddenly last week. The cause of death was heart trouble. Mr. Dixon has been a resident of the Soo for years and leaves many friends to mourn his death. The bereaved wife and family have the sympathy of the community.

A. W. Dawson, President of the Civic & Commercial Association, is making a visit to Grand Rapids and points in Wisconsin in connection with the Association and it would not be surprising to hear of his returning with another factory.

N. L. Field, one of Rudyard's leading merchants, was a business visitor in the Soo last week.

Miss Lena Seaman, manager of the general store of the late Ludlow Seaman, at Drummond Island, was a business visitor here last week, ordering supplies for the winter. She reports there is a possibility of the State park being located there and that the residents there are looking forward to telephone service to the main line in the near future.

Somehow the rule makers never get very far ahead of the rule breakers
William G. Tapert.

Honor To Whom Honor Is Due.

Sault Ste. Marie, Dec. 2—I have been a subscriber to your paper for a number of years and have been interested in the volume of good information to the merchant especially in our local column news which is sent you by Mr. Tapert boosting for our home town, but as he is too modest to mention himself as a booster, I thought that possibly you might be interested to know what we town people think of him and am enclosing a clipping from our local paper, the Soo Times, issue of Dec. 2.

A Subscriber.

William G. Tapert.

When writing up the "Live Wires" of Sault Ste. Marie, the Times would commit a great error should it fail to contribute a few lines complimentary to William G. Tapert, the genial manager of the Cornwell Co., one of the biggest institutions of its kind in the entire country. The writer had the pleasure of going through the plant and can say with all candor that it was certainly an eye-opener. The Cornwell Co. occupies its own building, one of the most modern in the city, located at 707-709 Ashmun street, equipped with everything to be found in the big packing plants of Chicago, Omaha, and Kansas City. From the cold storage rooms to the egg candling and confectionery departments everything is of the most modern type. From a sanitary standpoint everything known to science has been installed. The Cornwell cold storage plant should be visited by all who believe in twentieth century methods of doing things on a large scale. William Tapert is big in brain, big in heart and big in new ideas, which he is bringing into existence every day.

Commends the Sanity of the Tradesman.

Rochester, N. Y., Dec. 4—Thank you again for your valuable assistance in our fight to keep down the misbranding of waste vinegar—a fraud upon honest manufacturers, honest retailers and the ultimate consumer. Every blow helps in a fight.

Speaking personally, may I add that the sanity and common sense of so many articles printed in the Tradesman comes as a breath of cool air on a sultry day after the mountains of piffle with which so many American publications of all sorts are filled at this time. I believe if every business man in the United States would read your paper carefully, he would not be so apt as he is at present to be swept away by every ism and "movement" to which his weary attention is called incessantly by persons who either have nothing better to do or are drawing a personal profit from their particular nostrum.

I was particularly overjoyed by the article by Mr. Frank S. Verbeck on Government paternalism, printed in your issue of November 29. It was refreshing and unusual.

Paul Benton,
Sec'y American Cider and Vinegar
Manufacturers Association.

Dependable Merchandise

We clean, grade and inspect Seaside Limas and Baby Limas with such exacting care that you may never hesitate to recommend them to your best customers.



SEASIDE
CALIFORNIA
LIMAS and BABY LIMAS

California Lima Bean Growers Assn.
Oxnard, California

Create Thrift

Small investments each year accumulate rapidly.

An Investment of

\$100.00 at 6% each year for ten years

\$200.00 each year for the next ten years

\$300.00 each year for succeeding 20 years

will accumulate to **\$27,058.00**
at the end of forty years of continued investing.

There are but few persons who can not avail themselves of this opportunity.

Call or write us for suggestions and we will gladly render our services.

Howe, Snow & Bertles

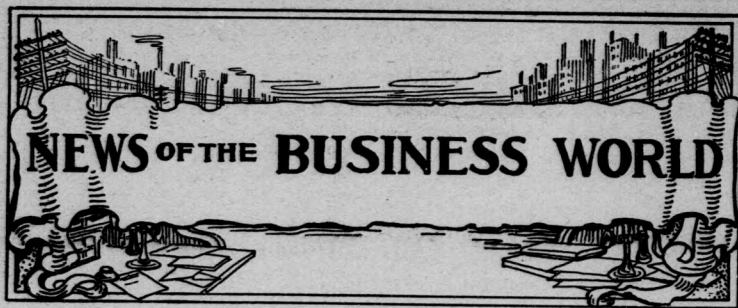
(INCORPORATED)

INVESTMENT SECURITIES

Grand Rapids Sav. Bldg.
Grand Rapids, Mich.

120 Broadway
New York City

310 Ford Bldg.
Detroit, Mich.



Movement of Merchants.

McBrides—William Nauto succeeds M. J. Christian in the grocery business.

Flint—A. M. Barnes, dealer in boots and shoes, has filed a petition in bankruptcy.

Diamond Springs—Garrett DeYoung succeeds P. J. Huizen in the grocery business.

Allen—V. L. Cory has added a line of stationery and a news stand to his drug stock.

Detroit—C. J. King, dealer in shoes, is reported to have filed a petition in bankruptcy.

Ferndale—The Leasia Motor Sales Co. has changed its name to Wallace Hartman, Inc.

Adrian—The Adrian State Savings Bank has increased its capital stock from \$120,000 to \$150,000.

Bancroft—T. R. Cudney succeeds John Neal in the hay, straw, potatoes, poultry and produce business.

Ironwood—The Lesselyong Hardware Co. has increased its capital stock from \$25,000 to \$50,000.

Detroit—The Mercier-Bryan-Larkins Brick Co., Miller road near Michigan, has decreased its capital stock from \$60,000 to \$40,000.

Elk Rapids—A. Gumpert is closing out his stock of men's furnishings, etc., at special sale and will retire from trade owing to ill health.

Middleton—David Grabaugh has purchased the Dodge brick store building and will occupy it with his meat market as soon as it can be remodeled.

Atlanta—G. M. Rouse, doing business as the Atlanta Hardware Co., has sold his stock to Carl Briley, who will continue the business under the same style.

Lansing—Sanders & Newsom are erecting a modern store building which they will occupy with their stock of hardware, etc., as soon as it is completed.

Albion—F. E. Kiff has sold his grocery stock to George Heels, for the last fifteen years head of the shipping department of the Union Steel Products Co.

Grand Rapids—The Holden Hotel Co. has increased its capital stock from \$160,000 and 1,600 shares no par value to \$250,000 and 2,500 shares no par value.

Detroit—Murray W. Sales & Co., 315 North Jefferson avenue, wholesale dealer in plumbers' supplies, has increased its capital stock from \$40,000 to \$1,000,000.

Lansing—J. A. Angell and Louise Hunt have engaged in business in the Arcade under the style of the Strand Music Shop, specializing in musical instruments of all kinds.

Owosso—D. H. Wrenn & Co. have

purchased a store building and will occupy it with their jewelry and silverware stock as soon as the alterations have been completed.

Eaton Rapids—Mrs. J. A. McAllister has purchased the store building of Dr. R. C. Rolls and will occupy it with her stock of millinery as soon as it can be remodeled and redecorated.

Jackson—The Jackson Gravel Co., 225 Liberty street, has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in property.

Marcellus—Patch & Remington, hardware dealers, have dissolved partnership and the business will be continued by Frank W. Patch, who has taken over the interest of his partner.

Kalamazoo—Handley Motors, Inc., has been incorporated with an authorized capital stock of \$1,000 preferred and 600,000 shares at \$1 per share, of which amount \$1,000 and 7 shares has been subscribed and paid in in cash.

Sault Ste. Marie—The Pittsburg Supply Co. has been incorporated to deal in ship supplies, etc., at wholesale and retail, with an authorized capital stock of \$250,000, of which amount \$96,000 has been subscribed and paid in in cash.

Benton Harbor—S. Caplan & Son, 52 Elm street, have merged their dry goods business into a stock company under the same style, with an authorized capital stock of \$10,000, of which amount \$3,700 has been subscribed and paid in in property.

Detroit—The Detroit Shoemakers Corporation, 1008 Brush street, has been incorporated to deal in shoe leather, shoe findings, etc., with an authorized capital stock of \$5,000, of which amount \$2,600 has been subscribed and \$1,000 paid in in cash.

Mount Clemens—The Standard Garage, 63 North Front street, has merged its business into a stock company under the style of the Standard Garage & Auto Sales Co., with an authorized capital stock of \$15,000, all of which has been subscribed, \$500 paid in in cash and \$9,500 in property.

Escanaba—Paulson Bros., dealers in autos, auto parts, accessories, etc., have merged their business into a stock company under the style of Paulson Bros. Motor Car Co., with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in property.

Detroit—McBryde's Boot Shop has disposed of its men's shop on the main floor of the David Whitney building, to the A. E. Nettleton Co. The store will be known as the Nettleton Boot Shop. Guy Billings has been secured as manager. Mr. Billings was associated with the Rogers Shoe Co., and later with the McBryde

Boot Shop. He brings to his new position a wealth of experience. Extensive alterations are being made, including new lighting fixtures, new floor furnishings, new chairs, a new entrance and a deeper display window.

Ishpeming—George Feigel, who recently returned here from Detroit, where he spent the past several years, has taken over the management of the Atlantic & Pacific Co.'s store. He is familiar with this business as he managed one of the Smith company's chain stores in Detroit for some time and he is also familiar with methods of business in vogue in this territory.

Marshall—Probate Judge Hatch granted a motion made by John W. Bailey to have the case against William M. Hoffmaster, former well known Battle Creek dry goods merchant, dismissed. Hoffmaster was brought into court on petition filed by his wife to have him adjudged a spendthrift. She claimed that a year ago he had an estate valued at \$168,000, and now it is about \$30,000. She alleged Hoffmaster was spending the money for liquor. Mrs. Hoffmaster was represented by Attorneys W. E. Ware and R. H. Kisschman, and Hoffmaster by John W. Bailey. A week ago, Hoffmaster was on the witness stand nearly all day and denied he ever became intoxicated.

Ludington—Marshall Brayman, whose death occurred at Custer village, was one of the prominent figures in the business life of Ludington during pioneer days. He conducted a grocery store and also was engaged in early lumbering operations. The family of which he was the head has been leader in the social life of the community for upward of fifty years. For many years Mr. Brayman conducted a pin mill and basket factory at Custer, employing several hundred hands. After the plant was destroyed by fire he conducted a general store there which also burned but was rebuilt. Of four sons, Edgar Brayman lives at Custer and succeeded his father in active management of the store. Dr Charles Brayman lives at Cedar Springs while L. M. and Clarence Brayman live in the East.

Manufacturing Matters.

Detroit—The Michigan Tool Co. has increased its capital stock from \$70,000 to \$150,000.

Bridgman—The Mathieu & Sons Foundry Co. has increased its capital stock from \$6,000 to \$100,000.

Onaway—The Lobdell-Emery Manufacturing Co. has increased its capital stock from \$150,000 to \$450,000.

Detroit—The New Corunna Brick Co., 3049 Gratiot avenue, has increased its capital stock from \$25,000 to \$200,000.

Detroit—The Liberty Starter Co., 2281 West Fort street, has increased its capital stock from \$150,000 to \$1,000,000.

Adrian—Clough & Warren succeed the Manaphone Corporation in the manufacturing of furniture and phonographs.

Detroit—The Jenks & Muir Manufacturing Co., auto cushions, has increased its capital stock from \$300,000 to \$300,000 and 30,000 shares no par value.

St. Joseph—Cooper Wells & Co., spinning and knitting works, has increased its capital stock from \$500,000 to \$1,000,000.

Detroit—The Palmer-Bee Co., transmission, pulleys, machinery, etc., has increased its capital stock from \$100,000 to \$1,000,000.

Sturgis—The Morency-Van Buren Manufacturing Co., plumbers brass goods, has increased its capital stock from \$20,000 to \$250,000.

Detroit—The Paige-Detroit Motor Car Co., McKinsty and Fort street, West, has increased its capital stock from \$5,000,000 to \$7,000,000.

Saginaw—The Erdman-Guider Co., Holmes street, manufacturer of auto bodies, etc., has increased its capital stock from \$500,000 to \$1,000,000.

Port Huron—The New Egyptian Portland Cement Co. will start manufacturing operations not later than March 15, and the plant will have capacity of 1,000,000 barrels a year.

Detroit—The Wayne-National Fixture Co., 1828 Gratiot avenue, has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in property.

Durand—Beadle & Elliott will remove their bakery to a larger store building on Main street, as soon as it can be remodeled and the modern new machinery they have purchased can be installed.

Grand Rapids—The Furniture City Creamery Co., 112 Ionia avenue, S. W., has been incorporated with an authorized capital stock of \$9,600, all of which has been subscribed and paid in in cash.

Detroit—The Detroit Durant Co., 2842 West Grand boulevard, has been incorporated with an authorized capital stock of \$300,000, \$165,000 of which has been subscribed and paid in in cash.

Alma—The Central Michigan Leather Co. has been organized to manufacture Spanish leather for upholstering furniture, automobiles, etc. The company will open its plant for business as soon as the necessary machinery can be installed.

Hamtramck—Ryniewicz Bros. & Co., Inc., has been incorporated to manufacture tools, dies, auto parts, etc., at 2648 Botsford avenue, with an authorized capital stock of \$50,000, all of which has been subscribed, \$2,000 paid in in cash and \$17,249 in property.

Detroit—The Mundus Products Co., Ltd., manufacturer of non-intoxicating beverages, etc., has merged its business into a stock company under the same style, with an authorized capital stock of \$200,000, all of which has been subscribed and paid in in property.

Watervliet—The Watervliet Chamber of Commerce is trying to secure the removal of a factory from Wabash, Ind., to this place. The company has for several years been engaged in the manufacture of automobile trailers and orchard wagons, and the greater part of \$25,000 in stock required to secure the industry has been subscribed by Watervliet people. The village is also negotiating for the erection of a factory to manufacture the newly patented Hogue bushel baskets for fruit shipping.



Essential Features of the Grocery Staples.

Sugar—The market is unchanged from a week ago.

Tea—The tone is firm with prices for pekoes, generally, showing an upward inclination, while Congous are very sparingly obtained at the inside prices. China, greens and more particularly pingsuey gunpowders are the subject of buying interest and are held very firmly.

Coffee—The local spot coffee market is quiet, but the tone is steady and prices are unchanged.

Canned Fruits—The canned fruit market outside of the one exception of Hawaiian pineapple is not active in a large way in the various important Eastern distributing centers where the question of financing and housing goods is of more concern at the moment than is that of contracting additional stocks for later use. The market is not weak, but the lull which always occurs at the end of the year seems to have started earlier than usual. Consumption of fruits has been fair for the season and the retail element is a constant factor, but in that field also the tendency is to buy as the goods are actually needed. Hawaiian pineapple is not affected by the same conditions which apply to the other items. The summer pack was short of trade needs. The winter canning is not large enough to make up the shortage. There is nothing in sight to warrant the belief that lower prices will rule; in fact, higher levels are expected by most factors in all lines of sliced packs. Peaches are steady with the buying for future requirements rather limited. Apricots are in no more than routine demand. Fruit salad is gaining in demand, although some distributors complain that the demand so far this season has been something of a disappointment. Cherries are firm but not active. Apples are firm in the country but local jobbers are inclined to wait until they need the goods rather than to stock up in advance.

Canned Vegetables—Contract stocks of tomatoes are taking care of the distributing wants of jobbers who are not buying important blocks in the country. Southern canners will not shade their asking prices, preferring to wait for an increased demand after the turn of the year. There are sufficient California tomatoes on the spot to satisfy passing wants. Corn is steady, but quiet. While in the 10c retail class it sells readily to the consumer, all distributors seem to prefer to buy as they need the goods. Standards can be bought at the factory at 82½¢@85¢ and seldom for less for bang-up quality. No change has occurred in peas. There

is not a great deal of country buying, but enough to sustain prices.

Canned Fish—The local interest in Alaska pink salmon on the coast is not keen. Chums are relatively stronger than pinks, as they are less plentiful, since the pack went more to the latter than to the former. Reds are quiet at prevailing quotations. Chinooks are wanted, but are hard to find. Maine sardines are held above jobbers' ideas and are not selling in an important way. Stocks are concentrated largely at Eastport and Lubec, with little in the outside districts. California and foreign sardines rule steady. Lobster, crab meat and tuna fish are all in favor of the seller. Small stocks of shrimp are also held on the spot.

Dried Fruits—Wires and letters from the source show little change in the dried fruit situation on the Coast. Packers admit that there is no extraordinary heavy buying going on in any line, but there certainly is no weakness shown in California by independent operators, who look forward to a steady movement during the balance of the season of sufficient volume to effect a complete clearance in all items save raisins. There is a relatively larger stock of raisins in sight in California than of other commodities, but packers think that a steady consumption and reopening or widening of markets and outlets which were more or less closed during the period of high prices will enable distributors to clean up the 1922 crop. Buying for forward shipment is light, as most jobbers are depending upon what goods they have already under contract. Bulk Thompsons on the spot show some weakness, as there is pressure to sell among the weaker holders. Supplies of currants in sight for the holidays are light and anything here is more readily sold than bought. Nearby arrivals are also in demand, but there is not so much call for forward shipments. Lack of available fast steamers to bring the currants here in time for Christmas checks that sort of buying interest. The pinch in supplies of prunes on the spot has passed, and with steamer arrivals tending to create a surplus there is a disposition to shade prices on the dock to move the goods before carrying charges accumulate. While some interest is shown in December-January shipment, there has been a lull also in this form of trading. Fancy apricots are scarce on the spot and in the West, driving the trade more to extra and extra choice grades, which are favored also because they are cheaper. Nothing more than a routine demand for peaches is to be noted. California and Smyrna figs are firm.

Molasses—The market remains firm,

with a fair amount of business being noted.

Corn Syrup—The market remains steady. There is a fair enquiry in the market as a whole, but buyers seem to be content in placing orders as they actually need supplies.

Spices—Both Singapore and Muntok peppers are in strong hands, and with foreign markets higher prices here are also doing better. Recent reports from Zanzibar state that only a few shipments have been made from that market up to Nov. 15, and the heavy shipments of new crop of cloves will most likely come forward in the near future. The new crop of Cochín gingers are still very high.

Rice—The local trade is quiet, but supplies are light and are slow in coming from the South. Southern markets are active and firm. Foreign rice is easy in tone. While prices look attractive there is no speculative trading to buy ahead on the chance of advances later in the season. Enough stock is held here to meet the narrow outlet.

Review of the Produce Market.

Apples—Tallman Sweets and Wolf River command \$1 per bu.; Snows, Jonathans, Kings, Shiawassee Beauties, Spys and Baldwins fetch \$1.50@2 per bu.

Bananas—8½¢ per lb.

Beets—\$1 per bu.

Butter—The market is stronger and higher than a week ago. Local jobbers hold extra at 53¢ in 63 lb. tubs, fancy in 30 lb. tubs, 55¢; prints, 55¢. They pay 20¢ for packing stock.

Cabbage—60¢ per bu.; red 75¢ per bu.

Carrots—\$1 per bu.

Cauliflower—\$3.50 per dozen heads.

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

Christmas Decorations—Retailers should now place their orders for Christmas trees, holly wreaths, mistletoe and other decorative items, say those in the trade, if they would obtain prompt deliveries and selected stock. Most handlers buy these goods in limited quantities and it is obvious that the earlier the merchants order is handled the better will be the assortment from which his order will be filled.

Cocoanuts—\$6.50 per sack of 100.

Cranberries—Late Howes have been advanced to \$8.50 per ½ bbl. (50 lbs.)

Cucumbers—Illinois hot house, \$3.50 per doz.

Eggs—The market on fresh is dropping rapidly. Local jobbers pay 50¢ for fresh candled, cases included. Cold storage operators are feeding out their supplies as follows:

Firsts	32c
Seconds	28c
Checks	25c

Egg Plant—\$2 per doz.

Grapes—Calif. Emperors, \$5.50 per 30 lb. keg; Spanish Malagas, \$9.50 for 40 lb. keg.

Green Onions—Chalotts, 90¢ per doz. bunches.

Honey—32¢ for comb; 25¢ for strained.

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

Lettuce—Hot house leaf, 20¢ per lb.; Iceberg from California, \$6@6.25 per case.

Onions—Home grown, \$2 per 100 lb. sack.

Lemons—The market has lowered \$1 per box, present quotations being as follows:

300 size, per box	\$11.00
360 size, per box	11.00
270 size, per box	11.00
240 size, per box	10.50

Oranges—Fancy Sunkist Navals are now in market. They are sold on the following basis:

100	\$6.75
126	6.75
150, 176 and 200	6.75
216	6.75
252	6.75
288	6.75
324	6.75

Choice, 50¢ per box less.

Floridas are selling as follows:

150	\$7.50
126	7.50

Parsley—75¢ per doz. bunches.

Pears—\$1 for Kiefers.

Peppers—Florida, 75¢ for small basket containing about 18.

Potatoes—Home grown, 50¢ per bu.

Poultry—The market is unchanged except turkeys, which are 2¢ lower. Local buyers now pay as follows for live:

Light fowls	12c
Heavy fowls	18c
Heavy springs	17c
Cox and Stags	10c
Turkeys	30c
Ducks	18c
Geese	15c

Paying prices for dressed are as follows:

Turkeys	33c
Ducks	22c
Geese	19c

Quinces—\$2@2.50 per bu.

Radishes—75¢ per doz. bunches.

Squash—\$1 per bu. for Hubbard.

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

Tomatoes—6 lb. basket of California, \$1.50.

Turnips—75¢ per bu.

Kellogg Company Will Re-Organize.

Battle Creek, Dec. 5—The Kellogg Toasted Corn Flake Co. is about to be re-organized, for greater efficiency, the plan having been put before the stockholders for approval.

Under the plan there will be an issue of \$1,800,000 preferred stock and \$400,000 no par value common. Those holding stock now can exchange it for either \$16.66 in cash (per \$10 share), \$20 in preferred stock or four shares of common. The present capitalization is \$900,000.

Details of the re-organization are subject to the approval of the general plan by the stockholders.

The name of the new corporation will be the Kellogg Company and it will be organized under the laws of Delaware.

Corporations Wound Up.

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

- Famous Sausage Works, Flint.
- Frischkorn Homes Co., Detroit.
- Detroit Nipple Mfg. & Pipe Cutting Co., Detroit.
- Guntrop-Perry Co., Detroit.
- Michigan Bent Rim & Basket Mfg. Co., Lowell.
- Old Securities Corporation, Detroit.
- Anderson-Buchanan Co., Escanaba.
- All-Star Features, Inc., Detroit.
- Detroit Nut Co., Detroit.

IN THE REALM OF RASCALITY.

Cheats and Swindles Merchants Should Carefully Avoid.

Sale of Stevenson Gear Stock Suspended.

The Detroit Office of the Michigan Securities Commission recently unearthed instances where the purchasers of stock from Thornburg-Robinson Co. had been unable for weeks to obtain delivery of securities. The company explained there had been delays in transfer on the part of the Stevenson Gear Co., at Indianapolis. Present indications are that Thornburg-Robinson Co. was not obtaining the stock direct, but through an agent in Indiana, who bought it far below the sale price; and his inability to buy the stock at all times caused the delay. Stevenson Gear Co. balance sheet as of March 31, 1922, showed total assets of \$1,671,401.21, of which \$605,298.95 was cost of development, and \$730,468.21 was receivable on stock subscriptions.

Beware of Lincoln Housing Trust.

Detroit, Dec. 1.—About nine months ago I bought a \$2,000 certificate from the Lincoln Housing Trust and am now at a loss to know whether to lose what I have in or continue. Have paid in \$90 and they will refund only \$28. Have not had a cent of interest, and cannot understand why they cannot refund at least 50 per cent., as it was clear money to them. Will I be money ahead to accept \$28 as payment in full? Just what are the probabilities of my being able to borrow on their certificate? The man who sold me my stock told me they were lending in eighteen to twenty-four months; but the Detroit manager, now says they will be in a position to lend money on a three years' certificate.

Any assistance you can render will be appreciated. Belle M. Brown.

We have found difficulty in confirming the statements of salesmen marketing Lincoln Housing Trust certificates. For instance, their assertions that prominent local bank and trust company officials were to become trustees for the plan were denied.

You want to know when your "loan turn" will come, so you can borrow \$2,000 from the pool at 4 per cent. There must have been approximately \$15,000,000 of certificates in force nine months ago when you took your place in line, most of which were entitled to loans before you get yours. April 30, 1922, the company reported \$18,600,000 certificates in force; and in thirty-three months' operation, had made real estate loans amounting to \$600,000.

This would not necessarily mean, as might at first appear, that your loan turn is twenty-five to 100 years away. Doubtless a vast majority of certificate holders, "in the dark" like yourself as to when the loan turn will come, will fall by the wayside, and accept a small fraction of their investment as payment in full. If these holders be ahead of you in the loan line, lapsation speeds your turn. Otherwise they delay you.

As regards these lapsations, the fiscal agency may at its discretion buy in the turns of those dropping out who are almost due for loans and it sells these priorities at a considerable profit to large investors who are in a position to bargain for a written guaranty

as to when the loan will be made. And, unlike you, the fiscal agency can ascertain where the particular certificate stands in the loan line.

When you bought your certificate, did you believe that the trust funds were to be lent only on real estate mortgages such as a bank would accept? Careful examination of the terms of your certificate will show you that (unlike banks, which are limited to loans of 50 per cent. of the appraised value of real estate), the trustees of the Lincoln Housing Trust may lend up to 80 per cent. of such value as they and the fiscal agents shall determine, and the collateral may be either real estate or "its equivalent in safety and security approved by the trustees and fiscal agents." Agents of the Fiscal Agency tell us that trustees are themselves heavy purchasers of certificates.

Other blind loan pools have been declared lotteries by state and Federal courts. The Michigan Compiled Laws, 1915, Sec. 8091-8106, set forth the so-called tontine-mercantile act, which would seem to require companies of the type of the Lincoln Housing Trust to deposit with the Secretary of State, state, Federal, municipal or other approved securities valued at not less than \$100,000 to safeguard local investors. The Lincoln Housing Trust has not complied with this law, we are advised. How the Supreme Court of Michigan would rule as to the legality of the Lincoln Housing Trust contracts under these circumstances is an interesting question; but one which it will not pay you to litigate for \$62. A score or a hundred certificate holders in your position might band together to determine this matter, however.

The Better Business Bureau of Detroit has contended from the outset that the principal appeal of this plan is the speculative time element; that its safety margins are low; that it should at least be compelled to comply with the tontine law.

Unable To Get Performance.

The misfortune of another chain loan pool, selling certificates to those hoping to build homes on loans from the pool, are being brought to light in a suit against the American Syndicate Corporation, 508 Free Press building, Detroit.

"Investors" who have applied to the Better Business Bureau for assistance, state that the company runs blind advertisements in the classified columns of Detroit newspapers, offering to lend money to prospective home builders. Those who answer the advertisements are advised that the company will lend money—when the prospective borrower has paid 10 per cent. of the amount he desires to borrow into the treasury of the company in the form of "home purchasers' certificates." The company promises to build houses on lots "in any part of the city;" but when application is made to have the building done, the company refuses to build except where the cost of the lot is less than 25 per cent. of the total investment; and a marked preference is shown for lots owned by the American Syndicate Corporation or its officers.

Supposedly, the "investor" may receive his money back, when the certificate is paid up in full, on 20 days' notice. An employe of a public plant in Detroit has \$1200 in certificates on which he cannot get repayment; a young woman filed suit early in November has a similar matured claim of \$450; and numbers of others say their experience with the company has been identical.

Apparently such a loan pool could be successful if it had perpetually increasing growth, so that the payments from new certificate holders produced a volume several times as great as the maturing certificates on which loans were due.

Duncan MacDonald, general manager of the American Syndicate Corporation, admitted several months ago that there were 200 certificate holders desiring building operations either paid up in full or ready to make immediate payment, for whom the company could not build due to lack of funds.

The company is now endeavoring to sell a \$500,000 preferred stock issue to obtain money to handle its matured certificates.


Unauthorized Stock Sale.

Lansing dispatches and word received at the Detroit office of the Michigan Securities Commission indicate that at a special meeting of the Securities Commission the L. R. Steel Service Co., with offices at 1702 Real Estate Exchange building, Detroit, was ordered to stop selling stock in the Steel Realty Co., Inc.

Scores of requests from salesmen and others have come for information concerning the chain of industries being promoted under the name of L. R. Steel and by the L. R. Steel Service Co. They include chain stores, chain restaurants, chain farms, a sugar refinery, a candy factory, coal fields, two real estate owning and leasing companies, and possibly a chain of hotels.


These enterprises are so linked together that each buys from or sells to the others and while one profits others of the chain may lose money in the same transaction. Since the Service Corporation is stock holder in all the enterprises, and makes a commission on the stock sales of all, it profits so long as any of the constituent companies profit.

The balance sheet of the L. R.

THE SIGN
For Your

OF QUALITY
Protection

Lily White

"The Flour the Best Cooks Use"



Will Satisfy You Better

Lily White Flour is dependable. The best cooks for three generations have found it the best flour for all general baking. Young women with little experience are surprised and pleased with their baking triumphs. Because it is made of the finest wheat, because it is clean and better milled, and because the baking results prove up, Lily White is guaranteed to be better than any other flour you ever used.


Why You Should Use Lily White

REASON No. 15

Proper Balance, Color and Flavor

There is a greater difference in flours than most people realize. Lily White is a quality flour—the highest quality. It has the right balance, color, flavor and granulation. Try Lily White once and know the difference—always.

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.

Steel Co., Inc., and constituent companies for 1921 showed that the companies had lost in operations for the year \$211,845.97 and had taken an inventory loss of \$473,467.05. Nevertheless dividends amounting to \$211,277 were paid during the year. Organization and financing expenses were carried as an asset of \$5,747,357.73. But this did not worry the stock salesmen, as knowledge of the financial condition of the company did not enter into their training. Every morning, before going out to sell, they gathered for a "per service" at 1702 Real Estate Exchange building.

Total stock sales of the Steel organizations to date are estimated at nearly \$40,000,000. Stock in some of the member companies, issued at \$225, may be had from some dealers in New York at the present time for about \$88.

Stock salesmen for the Steel enterprises expressed surprise when told that there was one of the stores of the Steel chain here in Detroit. It is a small general store at 7847 Ferndale avenue.

Proceedings of Grand Rapids Bankruptcy Court.

Grand Rapids, Nov. 25—On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of William L. Monroe, Bankrupt No. 2185. The matter has been referred to Benn M. Corwin as referee in bankruptcy, who has also been appointed receiver. The bankrupt is a resident of the village of Marne, and has conducted a confectionery, soft drink and bowling place at such village. The schedules of the bankrupt list assets in the sum of \$3,075.10, of which the sum of \$500 is claimed as exempt to the bankrupt, and liabilities in the sum of \$1,517.30. The funds requested for the calling of the first meeting have been furnished and such meeting will be held Dec. 18. An inventory and appraisal of the assets of the bankrupt is on file in the office of the referee. A list of the creditors of the bankrupt is as follows:

Internal Revenue Dept.	amt. unknown
Frank P. Andringa and Isabel	
Andringa, Marne	\$507.00
G. R. Store Fixture Co., Grand R.	220.78
Charles Baisan, Conklin	407.07
Putnam Candy Factory, Grand R.	50.00
General Cigar Co., Grand Rapids	6.75
X. Cigar Co., Grand Rapids	34.08
H. Schneider Cigar Co., Grand Rap.	6.65
Tunis Johnson Cigar Co., Grand R.	7.50
National Grocer Co., Grand Rapids	3.87
Kelly Ice Cream Co., Grand Rapids	126.00
Arctic Ice Cream Co., Grand Rapids	7.70
Rysdale Candy Co., Grand Rapids	92.92
Frank Andringa, Marne	11.98
Burell & Goodnough, Marne amt. unkn	
Lyon Bros., Grand Rapids	15.00
Worden Grocer Co., Grand Rapids	20.00

On this day also were received the schedules, order of reference and adjudication in bankruptcy in the matter of Benjamin E. Dayrell, Bankrupt No. 2186. The matter has been referred to Benn M. Corwin as referee in bankruptcy, who has also been appointed receiver. The bankrupt is a resident of Grand Rapids and has conducted an automobile accessories establishment under the name of Wolverine Motorists Supply Co. The schedules of the bankrupt list assets in the sum of \$9,089.20, of which \$1,900 is claimed as exempt to the bankrupt, and liabilities in the sum of \$20,043.33. The first meeting of creditors has been called for Dec. 9. A list of the creditors of the bankrupt is as follows:

C. G. Kuennen, Grand Rapids	\$5,100.00
Arrow Grip, Glenn Falls, N. Y.	28.00
Ashland Mfg. Co., Ashland, Ohio	22.99
P. M. Hutchings, Grand Rapids	52.50
Dalton Adding Machine Co., Grand Rapids	80.00
Dayton Rubber Co., Chicago	242.15
Elliott Service Co., New York	5.00
Falor Rubber Co., Chicago	341.10
Frank Spark Plug Co., Grand Rap.	12.24
Press, Grand Rapids	61.60
G. R. Tire & Rubber Co., Grand R.	125.00
Illinois Graphite Co., Chicago	13.50
W. T. Lyon, Grand Rapids	30.00
National Engraving Co., New York	30.00
Standard Register Co., Dayton	35.00
Serfling-Sinke Co., Grand Rapids	30.60
Penna. Rubber Co., Detroit	268.20
Stewart-Warner Produce Co., G. R.	123.83
J. C. Youdan, Grand Rapids	50.00
Chas. A. Coye, Grand Rapids	5.95
M. J. Goodman, Cleveland	14.00
G. R. B. & C. Club, Grand Rapids	25.00
G. R. Directory Co., Grand Rapids	30.00
Mich. Polish Co., Holland	10.80
Popper Addison Co., Cincinnati	92.80
Raw Hide Products Co., Kenilworth, N. J.	32.58
E. F. Roche, Grand Rapids	21.00
A. W. Rosen, New York	91.66
Stevens Davis Co., Chicago	18.50

Howard Severance Co., Chicago	18.50
U. S. Rubber Co., Chicago	418.02
Tisch Auto Supply Co., Grand Rap.	120.00
Curtis Tire & Rubber Co., Rochester	8,775.00
Flake Products Co., Detroit	65.70
A. C. Leonard & Sons, St. Louis	68.40
W. H. Howell Co., Geneva, Ill.	86.70
Brander, Oost & Douma, Grand R.	20.00
Dr. Geo. S. La Fevre, Muskegon	197.00
J. P. Quarry Co., Chicago	39.00
Hoebeke Bros., Grand Rapids	40.00
Holland Furnace Co., Grand Rapids	216.50
Soph & Hank, Muskegon	62.00
Erwin M. Treusch, Grand Rapids	31.00
A. H. Kollenberg, Grand Rapids	45.00
W. U. Telegraph Co., Grand Rap.	3.70
Citizens Tel. Co., Grand Rapids	4.50

Nov. 27. On this day was held the first meeting of creditors in the matter of Edward and Leo Symzak, individually, and as Symzak Bros., a co-partnership, Bankrupt No. 2172. The bankrupt was present and also represented by Carroll, Kirwin & Hollway, attorneys. No creditors were present or represented. No claims were proved and allowed. It appeared that the estate contained no assets over and above the exemptions of the bankrupts, therefore the same were confirmed to them and the estate closed. The first meeting was adjourned no date. The case has been closed and returned to the district court.

On this day also was held the first meeting of creditors in the matter of Gust P. Nelson, Bankrupt No. 2176. The bankrupt was present in person. No creditors were present or represented. Several claims were proved and allowed against the estate of the bankrupt. Alfred C. Chapman, of Cadillac, was appointed trustee and the amount of his bond placed by the referee at \$500. No appraisers were appointed from the fact that the assets are all in cash. The bank-

rupt was then sworn and examined without a reporter. The first meeting then was adjourned no date.

Nov. 28. On this day was held the first meeting of creditors in the matter of Liberty Candy Co., Bankrupt No. 2179. The bankrupt was present by its officers and by Dilley, Souter & Dilley, attorneys. Hilding & Hilding were present for creditors. Several claims were allowed against the estate of the bankrupt. Frank V. Blakely was elected trustee and the amount of his bond placed by the referee at \$500. Andrew Sloomaker, one of the officers of the bankrupt, was then sworn and examined without a reporter. The first meeting was then adjourned to Dec. 9, at which time the stock and fixtures of the estate will be sold to the highest bidder. An offer in the sum of \$750 has been received by the court and an order to show cause why such offer should be accepted. All interested are requested to be present on the date and at the time above named. An inventory and appraisal is on file at the office of the referee and may be seen there.

On this day also were received the schedules, order of reference and adjudication in bankruptcy in the matter of Henry B. Hudson, Bankrupt No. 2183. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of Grand Rapids and conducted a tire service station at such place. The schedules of the bankrupt list assets in the sum of \$9,801.54, and liabilities in the sum of \$28,954.70. From the fact that all of the assets of the bankrupt are either of doubtful value or have secured claims against them for more than their value, the court has written for funds for the first meeting of creditors. Upon receipt of such funds the first meeting will be called and note

of the same made here. A list of the creditors of the bankrupt is as follows:

State of Michigan, taxes	\$ 25.00
Syracuse Rubber Co., Syracuse	23,000.00
Chattel Loan Co., Grand Rapids	716.80
Chandler Motor Sales Co., Grand Rapids	980.00
Firestone Tire & Rubber Co., Grand Rapids	4.60
Tisch Auto Supply Co., Grand Rapids	amt. unknown
Association of Commerce, G. R.	12.50
Brown & Bigelow, Grand Rapids	34.01
Commercial Credit Co., G. R.	35.00
Herald Publishing Co., Grand R.	66.99
R. G. Dun & Co., Grand Rapids	10.56
Osborne Co., Grand Rapids	65.00
G. R. Savings Bank, Grand R.	100.00
Kemper-Thomas Co., Grand R.	50.00
De Coyne Adv. Co., Grand Rap.	160.00
Thomas Andrews, Grand Rapids	1,000.00
Dayton Rubber Co., Dayton	1,450.00
National Credit & Adjustment Co., Grand Rapids	98.90

The following are liabilities on bills, notes, etc., which should be paid by makers, endorsers, drawers, etc.:
 Dr. George W. Ferguson, Grand R. \$108.52
 Chaffee Bros., Grand Rapids 361.42
 R. L. Gregory, Grand Rapids 27.90
 E. E. Jenks, Grand Rapids 25.00
 A. C. Barker, Grand Rapids 100.00
 Morris Plan Bank, Grand Rapids 500.00
 Dec. 1. On this day was held the first meeting of creditors in the matter of Michigan Logging Co., Bankrupt No. 2152. The bankrupt was represented by Travis, Merrick, Warner & Johnson, attorneys. Petitioning creditors were present by Clapperton & Owen. No creditors present in person. Several claims were allowed against the estate of the bankrupt. C. V. Hilding was appointed trustee by the referee, and the amount of his bond placed at \$500. The first meeting of creditors was then adjourned to Dec. 27.

A MESSAGE TO SALES MANAGERS



Your salesmen need your inspiration every day.

If you could have them all in your office every day, you could keep up to the highest pitch their enthusiasm and ambition and steadily increase their productive capacity.

The telephone will carry to their ears the impelling power of your voice, no matter how scattered and distant they may be.

Our representative will gladly call and explain how you can use Long Distance most effectively.

He will supply you with forms and show you how to place a number of calls—to be talked on in the order and at the time you specify.

Let Them Hear Your Voice—Use Long Distance

MICHIGAN STATE



TELEPHONE CO.

COST OF GOODS TO RETAILER.

Little serious attention has been given to the suggestion from Senator Watson of Indiana to compel retail clothiers to mark the cost price on their merchandise. If such a proposition were enacted into a law, one effect would be to put a premium on the efforts of unscrupulous dealers, who would put false cost markings on their goods. This is always provided that any National law of the kind could be made operative anywhere outside of the District of Columbia. The only power Congress has on such a subject is confined to interstate commerce. Where clothing is made and sold in the same state its merchandise could not be affected by anything that Congress might do. There would also be an unfair kind of competition between goods of this kind and those which were sold in a state other than that in which they were manufactured if a law of the kind proposed was really put in operation. This might result in the establishment of branch finishing plants in the states in which it was intended to sell goods. But the absurdity of the suggestion goes back of all the considerations mentioned. What good would it do for customers to be informed of the first cost to the retailer of the wares he sells? How would they be able to determine from this what ought to be a fair selling price, without knowing what the cost of carrying and selling are? The consumer's protection now is in the active competition that exists everywhere in the matter of clothing. No trust, no combination controls it or is able to. In clearance sales goods are even disposed of at a loss to the retailer. At the best the latter's margin of profit is comparatively low, and the knowledge by the consumer of what the retailer pays for his goods could not force a reduction in selling price.

Since the Joint Congressional Committee of Agricultural Inquiry issued its voluminous—rather than luminous—report showing that most of the consumer's dollar paid for distribution of commodities, there has been disposition to believe that many economic evils would cease with direct dealings between producers and consumers. But there are many instances to the contrary. Take the case of the five big packers for example. Their distribution system was supposed to be so good and economical, as well as direct, that it was often referred to by others than themselves in rather superlative terms. But now comes Secretary Toulme, of the National Wholesale Grocers' Association, to show that the notion was a fallacy. He says that the attempt at a combination of certain of the packers is really an admission of the failure of direct selling, especially of competitive non-perishable food products, because "the costs of going around the wholesale grocer are too high." Formerly, the packers made use of the latter who, "selling and distributing several thousand commodities, did the work of distribution cheaper than the manufacturer selling but one line," as Mr. Toulme puts it. One of the packers has made a great success in the cereal business by letting wholesale grocers

handle the product. The reason given is that the latter already have the equipment and highly specialized organization for distribution to the retailers, while their "costs and profits are forced to the lowest minimum by the keenest competition." Evidently, direct selling is not such a panacea as some think, especially when it involves the duplication of existing systems of distribution.

MORE MERGERS MAY COME.

Predictions that the period of business recovery would be marked by intense competition are being fulfilled. Every phase of the business cycle like the present is marked by growing competition, and at this time the struggle bids fair to be especially vigorous in certain lines which during the war period were geared up to produce more than the country's requirements in normal times of peace. Such competition proves eventually to be a centripetal force; that is, it is an impelling influence in the direction of industrial combination. It is quite natural then that there should be mergers and rumors of mergers. The Bethlehem-Midvale combination has been effected after a plan for a merger of the Midvale with two other companies had been abandoned, and there are reports that the new combination may be broadened by the addition of other steel concerns. Meanwhile a similar tendency has appeared in the packing industry, and the Federal Government now has before it a plan for the consolidation of Morris & Co. with Armour & Co. It is hardly likely that the trend towards consolidation will end with these two developments. Even if no more mergers should be completed, however, it is quite probable that competition will be deprived of its cut-throat character by the spread of the trade association idea. By means of such associations competition may be still retained as a vital factor in business, but it can be rendered intelligent, cooperative and constructive and with more freedom for individual initiative than is possible under complete consolidation.

PROFITEERING CROOKS.

A Saginaw shoe dealer told Congressman Fordney he would have to charge a dollar more for a pair of shoes because of the tariff, and as support for his proposition showed the Congressman a letter from a New York manufacturer. The letter was shown to the wrong man. The manufacturer's letter was sent to Washington and the Government will investigate a conscienceless profiteer. Hides and leather are on the free list.

Another dealer told the Congressman's son that he would have to charge more for a piece of silk because of the tariff. Investigation showed that the silk was made in Connecticut.

Another statement coming to the Congressman's attention was that woolen goods would be higher because of the tariff on wool. The Fordney tariff bill rate on wool is 30 per cent. lower than that of the emergency tariff, in force for sixteen months.

Mr. Fordney cautions people to beware of profiteering crooks. The woods appear to be full of them.

GAINS IN NET SALES.

Reports of wholesale trade from all the Federal Reserve districts are not yet available, but such statistics as are at hand show much improvement over last year. In the New York Reserve district net sales by wholesale establishments were 13 per cent. greater in October than for the same month a year ago. Improvement has been most pronounced in sales of machine tools, which increased 242 per cent. over October, 1921. A year ago the machine tool business was in the doldrums, and the strong recovery is especially significant, inasmuch as heavy purchases of machine tools indicate future expansion of production. Sales of women's clothing increased 58 per cent., whereas those of men's clothing declined 5 per cent. The great variation in these two lines is attributed to two factors, the weather and the new styles. The unusually mild autumn has delayed the purchase of fall and winter clothing for men, while the radical changes in styles of women's dresses have necessitated the buying of new wardrobes. An increase of 32 per cent. in sales of jewelry and of 30 per cent. in sales of diamonds points to the revival of luxurious spending and further progress away from the depressed conditions of 1920-21. The Federal Reserve agent for New York reports that wholesale merchants whose business is nation-wide have lately noted a relatively greater increase in sales in the Western, Middle Western and Southern states than in the North Atlantic states. This does not mean that the last-named section is less prosperous than the others. It was the first to experience the trade revival, and the October report shows that other sections are now beginning to catch up with it.

THE COTTON MARKET.

Day by day quotations of cotton on the exchanges have more of a lure to speculators than they do to those who make use of the fibre in the manufacture of goods. The latter are more concerned in selling their wares on the basis of a margin sufficient to cover overhead and a profit, and have been trimming their sails to correspond with the prices at which their raw material has been obtained. As they buy only when the price is suitable, except in case of emergency, they study the general trend of the market rather than the temporary ups and downs. Sooner or later, they know, values are fixed by the law of supply and demand, and speculative activity, although it may temporarily check the operation of that law, has to give way to it in the end. The supply this year is as yet an uncertain quantity. Consumption in domestic mills has been increasing lately and so have the exports. The latter, in October, amounted to 798,664 bales, making a total for the first quarter of the cotton year of 1,440,362 bales. It is not expected that this average will be kept up, particularly in case prices show an increase. Thus far only part of the increase in the cost of cotton has been shown in rises in price for fabrics. A disposition is shown to test out the markets to see

how far it is prudent to go. This holds true also in the case of knitted wear. The principal feature in the goods market during the last week was the naming of gingham prices by the Amoskeag Company. The increases asked were favorably received. As there will not be enough of the goods to go around, allotments will be made.

WOOLS AND WOOLENS.

Perhaps the most notable feature of the auction sales of wool abroad during the past week was the increased attention given to crossbreds, which strengthened prices of these coarser varieties. American bidders, as before, were a factor in this result. Everything indicates that there is not likely to be any lowering of values in the immediate future and this contributes to the sense of security felt by the bidders. Trading in this country is on a moderate basis, but values are upheld because of the tariff. A rehearing in the matter of the duty on carbonized wool has resulted in an affirmation of the opinion that such wool is subject to a tax of 33 cents per pound and 20 per cent. ad valorem. The matter will be taken to the courts for a decision. The Carded Woolen Manufacturers' Association has again taken issue on the matter of the size of the duty on wool. This time it is in the form of a letter to Senator Smoot of Utah, who tried to show that the imposts of the Fordney-McCumber act are lower than those in previous tariffs. Not only is this contention riddled, but the association shows that Senator Smoot himself in 1909 denounced a duty on scoured content, such as the present law provides, as utterly impracticable. The goods market shows few features. Mills are busy filling their spring orders and have done nothing to indicate fall prices, excepting as to certain overcoatings. Dress goods in demand have advanced in price. Better orders are coming in for spring clothing.

The Chicago Tribune, which is about the poorest excuse for a newspaper in America, made a bad break last week by announcing that the market price on turkeys had slumped 15 cents per pound because of heavy receipts. With two exceptions the statements of the Tribune were correct. The market price did not slump and the receipts were not heavy. Any reader who assumes that he can place any reliance on any statements the Chicago Tribune makes regarding mercantile or market matters will wake up some morning and find he is woefully deceived.

Among the technical addresses which will be delivered at the annual convention of the Michigan Canners Association next week will be that of H. A. Noyes, research chemist, who has spent a long time in investigating the subject of perforation or pinholing and has collected some very interesting data. No fruit canner or chemist can afford to miss this paper. The Michigan canners have an annual loss of from \$50,000 to \$100,000, due to this trouble, and it is believed that Mr. Noyes has found a satisfactory method of correcting the defect which causes it.

WHEN WINTER COMES



GUARD YOUR HAULING COSTS

COLD weather imposes new operating conditions on your trucks and automobiles. These must be met if your machines are to deliver maximum service. Nearly all makes and types of engines require a lighter grade of Polarine Oil in winter than in summer.

Heavy oil congeals in cold weather and does not flow easily through the lubricating system. Unless the correct winter grade of oil is used, some parts of your engine may operate without oil until the heat from the engine causes it to flow readily. Scored cylinders, burned bearings and a host of other damages result when this condition occurs.

Not only do you pay for these repairs, but while they are being made you lose the time of the machine and the driver as well.

If you would guard your hauling costs, use Polarine. It is made in four grades—Medium Light, Medium Heavy, Heavy and Extra Heavy, one of which lubricates correctly your machine during cold weather.

Do not rely on hearsay or the judgment of those not qualified to select this correct grade. Remember there is only the right grade and the wrong grade of lubricating oil—there is no such thing as a second best grade.

Consult the latest Polarine Chart of Recommendations, which our lubricating engineers have compiled in co-operation with manufacturers of automobile engines. This chart is displayed by all Standard Oil Company (Indiana) agents and most Polarine dealers. It will be sent you free on request.



STANDARD OIL COMPANY

(INDIANA)

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Michigan Branches at Detroit, Saginaw, Grand Rapids

Chicago, Illinois



What the Style Report Means To the Shoe Merchant.

When such well known authorities as Mrs. Rorke, of the American Color Association, and Miss White of "Vogue," are invited to a joint conference of shoe men it marks a step forward in the scientific planning of shoe styles to be worn with the garments planned for the coming season. These women are among the foremost authorities on the question of colors and materials that will make up the costumes of the coming season, and when shoe merchants have this knowledge they can buy shoes with much more certainty than otherwise.

These experts predict that the big colors for spring in fabrics to be used largely in women's wearing apparel will be the soft and woody shades of brown and tans, sand color, beige, and many shadings of the grays bordering on the medium. Then, of course, blacks will continue to bulk large in sales, and the always staple navy blue and moderate shades of brown will be bought by conservative trade.

Sport clothes are predicted to be as popular among the younger set for next summer as they were last year. The materials will be in high and striking colors, such as green, reds, rose, fawns and blues.

Skirts will be shorter than the extreme lengths which have been seen his fall. They will be of a graceful and common sense length averaging eight inches from the floor.

With the foregoing facts as a basis on which to build, an analysis of probable sales in shoe materials is helpful. For the early months there is no doubt that black satin and patent leather will be in big demand in the dressier footwear. After April 1, a decrease in the demand and sale of these materials may be expected and the coming in of colors such as grey, beige, tan calf and combinations. Many authorities believe that tan calf in medium light shades is due for a big revival after Easter in turn footwear as well as welts and in dressy and fancy patterns. This will probably be more true in the big cities than in the smaller cities and towns. Grays and other shades of ooze leathers will have their real sale in the bigger cities. The members of the style conference were emphatic in warning the smaller merchants of the danger of buying too many styles of high type shoes that are short lived as a rule.

Patterns will consist of straps, pumps with smaller varieties of tongues, plain oxfords and oxfords with cut-outs on sides in open work effects, and plain strip or opera pumps. Both one and two straps are recommended. There was a decided

undercurrent evident that the too frequent introduction of patterns was not wise, that the average merchant could not afford to keep up with such a fast game, and too much money was lost by introducing one style after another.

The average merchant makes the mistake of buying too many kinds of patterns in too many varieties of leathers and colors. If he selects an attractive pattern he should buy it in patent leather only, and select another pattern on which to build his black satin number. Still another pattern in gray suede, and something different in tan calf, and so on, thus having many patterns and many materials represented in his stock and a larger assortment of sizes.

Reports show that oxfords form a big percentage of the sales of the average store the country over, and that any fears of oxfords taking a back seat are unfounded. This bears out the forecast made early in the season. And it is worth while knowing that even in big cities there is an insistent demand for walking oxfords with low heels, 8/8 and 9/8 high.

There is often a big difference in the sale and demand for certain types of footwear in different sections of the country. The conference might recommend some things that will be good for the larger merchants to handle in a big city, but which would be dangerous for others to buy. In fact, the big ones get burnt quite as often as the smaller retailers. Then the spasm of one style after another has tended to cause merchants to lose their sense of fitness. The two strap pump so good 12 and 18 months passed out as a style in favor with the merchants, but today it is going as strongly as a style with the women as ever and selling freely in the stores where stocked.

The recommendations of the conference are safe and sound, and based on the women's styles in garments. There will be new patterns brought out every week, and merchants should not feel that the style committee has double crossed them if this happens. It is bound to happen every season, and it is a factor beyond the control of any committee. Many of these innovations are plain gamble for the biggest of the merchants, and should be let alone by the average retailer unless he has a big following of customers who will buy extreme styles in big quantities.

Therefore, a safe plan for buying for the next few months is to feature black satin and patent leather in style shoes, to be followed by gray ooze, beige, black ooze, both plain and trimmed styles. The stock of blacks should be pretty well sold out by April, and a stock of colors provided



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414—16 in. Smoke Wolv. Kip Blucher 4 inch Cuff Munson Last Wing Tip Two Full Soles McKee	\$6.50
451—14 inch Tan Trenchside Blucher Tip 6 inch Cuff 1/2 Double Sole Welted Shank	\$4.50
466—12 inch Smoke Wolv. Kip Blucher 4 inch Cuff 1/2 Double Sole Welted Shank	\$4.25
467—18 inch Smoke Wolv. Kip Blucher 6 inch Cuff Wing Tip Double Sole Welt	\$6.50
469—12 inch Tan Trenchside Blucher Tip 4 inch Cuff 1/2 Double Sole Welted Shank	\$4.25
477—14 inch Smoke Wolv. Kip Blucher 4 inch Cuff Wing Tip Double Sole Welt	\$5.50

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At this season your outdoor customer is going to need the best in service shoes, don't take chances with unknowns kinds—sell him the best—
The H. B. HARD PAN

Herold-Bertsch Shoe Co.

Manufacturers of Serviceable Footwear

GRAND RAPIDS, MICH.

to take the place of black after April 1. It should be remembered that gray often has been good for a short run only, and should be bought on the "hit and run" basis. Get a few in and get them out early and don't reorder while the sale is brisk. It is usually the last lot purchased that sticks. After the sale for these novelties has run its course, there will be a good season for attractive tan calf shoes in almost any sort of pattern which is simple and not too ornate and fancy.

The men's style recommendations are sound without going into much detail. It can be said that while the committee placed first choice of leathers on the cherry red order, this may be true for the entire country but an explanation goes with the recommendation—the higher the grade of shoe, the more light and medium light tans will be bought and sold. This applies particularly to the big cities. The medium grades will sell in medium and lighter colors in bigger quantities than real dark. In the lower grades, and when sold in smaller towns, the colors will average darker than in the big cities and in the higher grade stores. Plain toe blucher oxfords are expected to sell well, and fancy stitching of many rows will out-sell perforated shoes although perforations are not entirely passe. Black shoes for men are becoming stronger day by day.—Shoe Retailer.

Remarkable Financial Record Made By Venezuela.

St. Petersburg, Florida, Dec. 3—During the period of the Civil War, the United States Government contracted a debt of approximately four billion of dollars and, notwithstanding the intervening years of prosperity, at the beginning of the kaiser's war, fifty-five years later, over one billion of dollars of these obligations still remained unpaid.

We have ever had feelings akin to pity for several benighted God forsaken poverty stricken provinces of South America, included among them being Venezuela, and remembering that only a few years ago certain European warships were sent over there to try and collect interest and other arrears on its foreign debt, we are much surprised to find on an authoritative statement that this little domain has paid off every cent of this indebtedness; in fact, every other form of indebtedness and that a few bonds issued by municipalities not yet matured are owned by the National Government of Venezuela.

This information, surprising in itself, especially as the per capita indebtedness was much grater than that borne by the United States at any time until during recent years, we looked up further statistics, and here is what we discover:

That Venezuela surpasses the wealthiest South American countries in per capita developed wealth, ranking second only to Uruguay. And she also has a fat cash balance in her National treasury.

All of which is due to the policy of the government in fostering industrial enterprises, not by paternalism, subsidies or impassible tariff walls, or surrendering to labor fanatics, but rather by encouraging home investments, manufacturing for home consumption with a future ambition to become exporters.

I am opposed to increasing our already cumbersome bureau organization, but if Senator Caraway succeeds in carrying out his program of side tracking defeated incumbents of Congressional seats and preventing their participating in the deliberations of Congress, why not load some of them

on to war vessels now in disuse and send them down to Venezuela to take lessons in real sensible, honest government.

Of course, such a proceeding would be a little bit tough on these poor benighted Venezuelians, but they might be kept in cages, where they would also answer the purpose of object lessons.

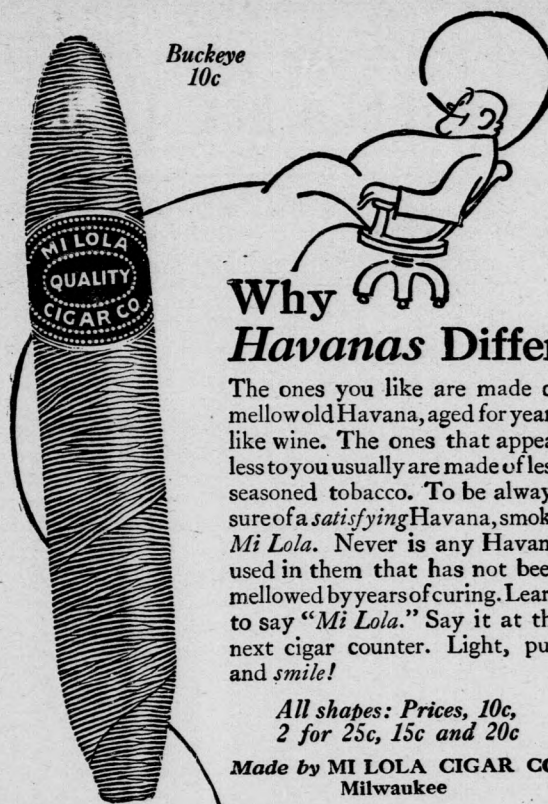
Appropos of Senator Caraway, he proposes that the Senate shall declare that in its opinion members of both houses who were defeated in the recent election ought to abstain from voting on all legislation except routine matters during the remainder of their terms and that chairmen of important committees out of sympathy with the wishes of the people, as expressed in the recent election, should resign.

While such a program would result in a reduction of representation, it might also reduce an evil from which the good, patient people of the Republic are now suffering, in that misrule would be minimized and the populace would enjoy a breathing spell.

Of course, no member would give a rap whether such a resolution as Caraway's was adopted or not, as their legal rights could not be interfered with, but it would be for the general good if they accepted the suggestions incorporated in the resolution and did resign.

The fact, however, remains that these vanquished members will continue to retain their seats until March 4 next, but it ought not to discourage any agitation looking to the future seating of Congressional representatives as soon as possible after the election results were known, so that a policy demanded to-day might be acted on promptly by members elected on a platform in which such policy was an important part, and not wait until thirteen months hence, when the necessity for such action may have long since ceased.

Frank S. Verbeck.



Why Havanas Differ

The ones you like are made of mellow old Havana, aged for years like wine. The ones that appeal less to you usually are made of less seasoned tobacco. To be always sure of a *satisfying* Havana, smoke *Mi Lola*. Never is any Havana used in them that has not been mellowed by years of curing. 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

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Nothing as Fireproof
Makes Structures Beautiful
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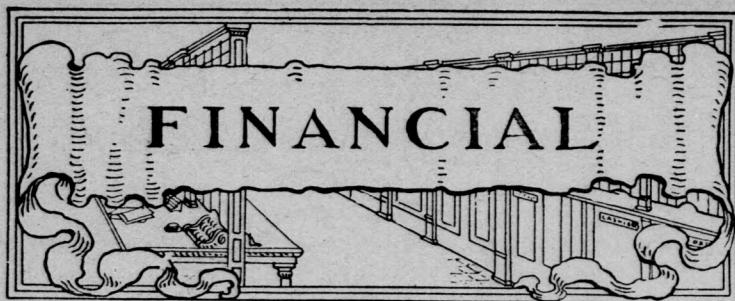
Grande Brick Co., Grand Rapids
Saginaw Brick Co., Saginaw
Jackson-Lansing Brick Co., Rives Junction

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Revival of Fool Scheme To Stabilize the Dollar.

There is a measure before Congress entitled "A bill to stabilize the purchasing power of money" that is intended to bring about the adoption of a currency system in accord with the well-known views of Prof. Irving Fisher, of Yale. The bill is sponsored in the House by Representative Goldsborough, of Maryland, who announces that he will endeavor to have the Committee on Banking and Currency report it next month. Briefly the bill provides for a bi-monthly readjustment of the bullion content of the dollar, with the purpose of keeping its purchasing power at a fairly constant level. The adjustments of the weight of the dollar are to be based on an official index number of wholesale commodity prices prepared by the Bureau of Labor Statistics. If, for example, this index should show an increase of 1 per cent. in prices during the sixty-day period, the Director of the Mint would be notified of that fact and he would then calculate a "percentage correction" to be added to the existing weight of the gold dollar. This does not mean that all the gold coins are to be melted up and recoined with this added weight. On the contrary, the bill stipulates that no more gold coins are to be struck and provides for the conversion of the existing gold coinage into bullion. Against its holding of bullion the Government will issue bullion dollar certificates redeemable in gold whose quantity at any given time will depend on the latest computation of the official index number. In like manner, persons holding free gold may exchange it for these bullion certificates, but the ratio of exchange will depend on the index number.

It will be noted that the plan depends upon an accurate and truly representative index number of commodity prices if it is to work well in practice. Whether such an index can be devised is open to question. As an illustration of the difficulty of developing one that will truly represent conditions for all classes of people and for all sections of the country it is only necessary to point to the wide variations during the past month in the three leading index numbers prepared in this country. For October Bradstreet's index showed an advance in wholesale commodity prices of 6.7 per cent.; Dun's showed a rise of 3.8 per cent., and that of the Bureau of Labor Statistics a rise of only .7 per cent. These differences are due to the varied price data assembled and the different modes of "weighting" the several commodities. The process of preparing an index has to be determined

somewhat arbitrarily. Such considerations show the difficulty and perhaps also the danger of employing an index number of prices for any more important purpose than what the device is used for at present. It is a useful means of gauging the general trend of prices but to make monetary transactions depend so largely upon it would be an unsafe proceeding.

If it be granted, however, for the sake of the argument that a completely satisfactory index number for stabilizing prices could be devised by a group of statistical geniuses in the Government service, the troubles of the price stabilizers would not be at an end. Suppose some such plan had been in operation on October 1 of this year. In the five weeks following that date the price of cotton rose 30 per cent. This would surely have caused a rise in the official index number, even if all the prices of all other commodities had remained stationary. Consequently the weight of the gold dollar would have been increased, and when that was done the prices of the commodities that otherwise would have remained stable would have declined. In that event the so-called "flexible dollar," instead of keeping most prices steady would actually have upset them. The price of cotton rose, not because gold was losing purchasing power, but because of short supply and strong demand. Stabilizing the dollar would be effective in preventing price fluctuations only when they are due to changes in the commodity value of gold. It could never prevent sharp fluctuations due to short crops or bumper crops or strikes and these things play their part in price phenomena as well as changes in the purchasing power of gold itself. If a coal strike should send fuel up to famine prices the addition of a grain or two to the weight of the dollar would not relieve the situation. It would, however, create disturbance in the prices of other commodities not affected by the strike. The scheme is directed at only one and frequently a minor source of trouble.

It is quite generally admitted by students of our existing monetary system that it is far from ideal and that the gold standard does not necessarily represent the last word in human achievement. A really workable plan that would have prevented such extreme fluctuations as have occurred since the war would have saved the country from much loss and suffering. It is to be remembered, however, that these violent movements were due to the war itself rather than to the fixed dollars under the gold standard, and that they have been even worse in the countries that were forced

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to abandon that standard. The country has passed through three major price swings within a century, and each of these was precipitated by a great war. It is extremely doubtful if any monetary scheme well adapted for times of peace will work satisfactorily under conditions like those prevailing during the Napoleonic wars, our Civil War or the World War. Every substitute for the present monetary system that has been brought forward so far is based on patent economic fallacies, but the critics should not assume that reform is neither possible nor desirable. The strenuous opposition of many leading bankers to the establishment of the Federal Reserve system and their later admission that they were wholly in the wrong on this point should show us the need of being open-minded.

William O. Scroggs.

Two Tendencies of the Times.

The present session of Congress, which terminates on March 4th, has an overcrowded calendar; moreover, the different political groups will be so aligned against one another that serious legislative mistakes may not, after all, occur. Still, Washington occupies a large part in business thoughts and plans, for, as the President of the American Bankers Association pointed out in his address before the recent convention of that association in New York, "the two tendencies which to-day need most careful diagnosis and handling, in so far as their effect upon the future of our Nation internally is concerned are, first, class movements, the outgrowth of social and economic unrest, which tend to advance the interests of one group at the expense of the Nation as a whole; and, second, paternalism in government, which finds encouragement in the assumption that government is the final resting place for all the trials and tribulations of the people and possesses some mysterious power for the solution of every trouble, real and fancied."

The mood of the agricultural communities is one that has a large influence on the country's legislators, some of whom would solve the troubles responsible for that mood by special enactments. Although, on the whole, the American farmer has large crops this year, he has not enjoyed any such measure of prosperity as he had hoped for; as a matter of fact it has come to a commonplace to say that the low market for farm products, and the farmer's other troubles, have seriously impaired the Middle West's financial standing and purchasing power.

The forces responsible for this are variously described. We are told that the farmer's distress comes from a lack of proper credit relief. We are told that his need is for a new system of warehousing and marketing, for

adequate transportation facilities, and lower freight rates. We are told that his need is to diversify his efforts, devoting his time to making money in industrial pursuits in the months when farm work is not pressing. We are told further that he is the victim of a maladjustment of prices, in which the things he has to buy are too high in comparison with what he has to sell.

No one disputes the importance of any of these factors which contribute to the farmer's unhappy state. Credit facilities for financing his marketing operations, relief from the railroad congestion, cheap transportation, and a readjustment of prices so that he may buy the things he needs without impoverishing himself, all are essential to the farmer's continuing prosperity. Deflation, which brought down the level of those things which the farmer has to sell, did not bring down in any like degree the level of labor and rents, which the farmer has to pay.

All these factors are generally recognized as having made the burden of the agricultural community a heavy one. But beyond and above all these factors, the farmer's chief need is an adequate market for his products. A certain part of his output cannot be consumed at home; it must be sold to foreign buyers if he is to earn a fair living. His distress, such as it is, traces itself directly to the impaired purchasing power of overseas markets.

It is Europe, then, that holds the solution to the West's troubles; when the war demand was at its height the farm prosperity that came from fulfilling that demand offset all other considerations. It is roughly figured that the market for 30 per cent. of our wheat output and 50 per cent. of our cotton output is abroad; thus the restoration of the purchasing power of foreign markets has a vital interest for the American farmer, for until that comes about there must be a constant adjustment of output in the United States, together with an adjustment of prices to their proper relationships.

A Hundred Years To Come.

Oh, where will be the birds that sing,
A hundred years to come?
The flowers that now in beauty spring,
A hundred years to come?
The rosy lip, the lofty brow,
The heart that beats so gayly now,
Oh, where will be love's beaming eye,
Joy's pleasant smile and sorrow's sigh,
A hundred years to come?

Who'll press for gold this crowded street,
A hundred years to come?
Who'll tread your church with willing feet,
A hundred years to come?
Pale, trembling age and fiery youth,
And childhood with its brow of truth,
The rich and poor, on land and sea,
Where will the mighty millions be
A hundred years to come?

We all within our graves shall sleep,
A hundred years to come;
No living soul for us will weep,
A hundred years to come;
But other men our land shall till,
And others then our streets will fill,
While other birds will sing as gay,
As bright the sunshine as to-day,
A hundred years to come.

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Four Measures Which Are Economically Objectionable.

Reports come from Washington that the programme of tax revision to be fostered by the so-called "radical" faction includes the restoration of the excess profits tax, higher inheritance taxes, a tax on the undistributed earnings of corporations, and a tax on stock dividends. It is even proposed to make the tax on undistributed earnings retroactive. In one respect these four schemes are all alike: they are designed to appeal to the masses as measures that will "soak the rich." A year ago members of Congress from the Middle West were outspoken in their opposition to the repeal of the excess profits tax, and they succeeded in August, 1921, in striking out from the new revenue bill as reported from the Ways and Means Committee the provision for the repeal of this tax as of January, 1921. It was argued that manufacturers had made their profits and already passed the taxes on them to the public and that they should therefore be made to disgorge. This argument had no foundation in fact. There is only one way in which taxes can be shifted, and that is by additions to prices; but at that time prices had been steadily declining for more than a year. Nevertheless, the insurgents had their way, and the excess tax was retained for another year; that is, taxes on excess profits of 1921 were to be paid in 1922. It is now proposed by the radical leaders to retain the tax as a permanent feature.

In 1920 the leaders of both parties were committed to the repeal of the excess profits tax, which as an emergency measure of the war period proved very productive, but which in times like the present has little or nothing in its favor. The Government's income from this source has been steadily declining and a preliminary report from Washington this week shows that receipts from income and profits taxes together during the past fiscal year have dropped 35 per cent. below those of the preceding year. Not only is the excess profits tax dwindling in productivity, but it acts as a deterrent to business enterprise, and in combination with other tax burdens is hampering the progress of business revival. The farmer-labor element by insisting on the retention of taxes that discourage investments in factories, railways, and other essential enterprises is cutting off its nose to spite its face. It may be argued that this group cannot have its way in the present Congress, and that as the new Congress may not meet for more than a year any discussion of the tax programme of the "radicals" is premature. Nevertheless, it is to be recalled that in the summer of 1921 the insurgent element was able easily to force the retention of this tax for another year, in spite of the best laid plans of the Administration leaders in both Houses.

The proposal to impose a tax on stock dividends, making these taxable income, is intended to counteract the effects of the Supreme Court decision in 1920, which declared that such dividends were not income. To give the stockholder in a corporation three

pieces of paper worth \$100 each in exchange for one piece worth \$300, does not increase his capital or his income any more than the breaking up of a five-dollar bill into "ones" increases the wealth of its owner. Yet because the corporations which are now declaring stock dividends are generally those that the politician regards as "rich," meaning that they have accumulated large surpluses, he thinks it the quintessence of statesmanship to "soak it to 'em," or rather to their stockholders. Closely connected with the proposal to tax stock dividends is the plan to lay a progressive and retroactive tax on undistributed earnings.

The objections to a tax on undistributed profits are compelling, and earlier efforts to secure a levy of this character have rightly been defeated. At a time like this, when innumerable corporations are struggling with the problems of readjustment and thus need to conserve all their resources for the development of their business, such a tax would be especially unfortunate. Sound finance and business conservatism have caused many corporations to adopt the policy of "ploughing under" a goodly portion of their earnings instead of paying them out as dividends to their stockholders. This strengthens the position of the corporation and also enhances the value of its securities. It is to be noted that the surplus is not held as so much cash, but takes the form of working capital. A retroactive tax on such a surplus becomes therefore tantamount to a capital levy. It penalizes sound business for not dissipating its substance; whereas the fly-by-night concerns and others that skimp their maintenance costs for the sake of larger dividends will go scot free. A more objectionable form of taxation would be hard to devise.

William O. Scroggs.

Two Convenient and Tireless Fire Causes.

Two of the many causes given for the origin of fires are always subject to doubt and they offer a convenient excuse to save work of investigating them. Crossed wires, rats or mice and matches are the causes given for many mysterious fires.

Crossed or shorted electric wires, under favorable conditions, will start a fire, but the writer is under the impression that the origin of too many

fires has been attributed to crossed wires, simply because no other cause was immediately apparent on a casual investigation.

This is generally the first cause suggested for a mysterious fire where the physical conditions have become obliterated, and the general public has become educated to that belief by the accounts in the newspapers.

A fine illustration of the value of avoiding a too hasty conclusion of the origin of a fire occurred not long ago.

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Imagine a wooden garage about 20x 20 feet, peak roof and with 2x4's forming an open ceiling to the roof inside, these latter being about eight feet from the floor. Nothing was stored on these cross members, but the open electric wiring was attached thereto for the one light on a reinforced cord of some length for use under the car and elsewhere about the garage. Normally, this cord and light was hung on a bare wire hook attached to one of the cross pieces in the ceiling.

With the weather about freezing, the man who rented one-half of the garage, drove into it about 8 p. m., turned off his lights, shut down the motor, got out of the car and attempted to turn on the garage light which hung almost within reach. He received a shock which caused him to let go in a hurry. He had had the same trouble before—some part of the socket probably was shorted. As he told the store afterward, he reached up again and immediately the whole upper part of the garage burst into flames. He rushed into the house to telephone the fire department, which, upon arrival, found the structure fully involved in flames.

No amount of questioning would change his story that the fire started simultaneously with his attempt to turn on the light. There was no gasoline in the building except that in the automobile and he insisted the fire had not started in the car but had started above. His contention was borne out by the fact that the car was barely scorched. This looked like a clear case of crossed or defective wires and hanging on a wire hook made it look conclusive. However, the owner of the garage was just as emphatic, insisting that the wires were not to blame, but upon being challenged to advance another plausible theory, could not do so.

Resort was had to the public garage where the damaged auto had been taken and still the cause proved elusive. The owner of the public garage finally solved the puzzle by stating that he had sold five gallons of alcohol to the owner of the auto just the day before.

The whole reconstruction of the puzzle was then easy. Seeking to avoid another freezeup of the radiator which he had experienced before, he put all the alcohol into the radiator. He drove the hot machine into the garage; shut off the motor, the fan

stopped; the fumes of alcohol started rising and filled the upper portion of the garage. Still spreading, the fumes came into contact with the hot exhaust pipe and flashed upward at the same instant he was attempting to turn on the garage light. In doing this, he was looking upward and all he saw was the flash which was mistaken for a flash from the wires. Alcohol fumes have caused fires under the hood of an auto in exactly the same manner out in the open street.

Other instances of a similar character can be cited wherein from a casual survey, crossed wires could easily be assigned as the cause of the fire, but upon further investigation, other causes were definitely given.

M. S. Phillips.

The Cheerful Optimist.

The real optimist isn't a silly individual who believes that everything in the wide world is all right.

He has horse sense enough to know better than that.

He knows that some things are wrong—continually wrong—radically wrong.

But he isn't content to leave them so.

He believes conditions can be bettered.

And he puts forth his best efforts to realize upon his belief.

And he does it all cheerfully.

The genuine pessimist doesn't hold that everything is dead wrong; some things are all right, to his way of thinking—himself, and his beliefs and opinions, for instance.

But he believes that most things are wrong—irretrievably wrong—hopelessly wrong.

And they can't be helped, he declares.

So he lies down upon the job—and mopes and mourns.

The optimist grins and goes to work; the pessimist grouches and remains idle.

The one takes to hard work; the other talks of hard luck.

The one sings a song of cheer; the other drones a dirge of gloom.

The one sees the clear sky through the clouds; the other sees nothing but the clouds.

The optimist has a saving sense of humor; the pessimist isn't so blest.

Life should consist of doing, not merely being.

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The Dry Goods Dealer and Style.

Written for the Tradesman.

Temperamentally and personally; also very quietly, to be sure, the dry goods dealer may disclaim any ardent and special interest in styles and style-tendencies. At the same time, let it not be forgotten, every dry goods dealer is a seller of style. Willy-nilly, the thing we call style is so woven into the dry goods business that we cannot separate the latter from the former, even assuming that such a thing were desirable from a merchandising point of view.

Therefore the whole question of style involves some considerations which are of tremendous importance to every dry goods dealer in the land. Style enters largely and figures prominently in so many of the lines he handles.

The dry goods dealer should be an authority on styles. It is easy to sell certain kinds of dress patterns and certain types of blouses—because they are just the things in those lines which every particular woman shopper in your community wants; and she wants them because they happen to be the accredited style of day. Now suppose your intimate knowledge of the inevitable style-movement had made it evident to you some months ago just what was going to come about, you could have done two very profitable things: first, you could have applied certain sales stimulants to certain dress patterns and blouses which, from the style standpoint, were destined to become less desirable as the new mode came on; and, in the next place, you could have supplied yourself with just the dress materials and the blouse stocks the ladies are now calling for.

The authority on style is not the fellow who simply keeps up with it. The man who is merely keeping up with style isn't moving fast enough. He ought to keep two or three full jumps ahead of it.

The dry goods dealer of the smaller town or city should get the Sunday editions of two or three big metropolitan newspapers and study the pages devoted to women's styles in hats, dresses, smocks, footwear, etc. And he ought to read two or three of the more advanced and reliable fashion journals such as the local dressmakers read and devour. And if the salesmen making your territory know anything important along this line, don't let them get out of your town until you have extracted this information. It will pay you to keep informed on the matter of style; and especially to study all the tokens and significant intimations which point to coming fads.

Styles move out from the great style centers in what may be called concentric circles or waves, widening as they move, until by and by they reach the remotest village. And herein the small dry goods dealer of the more remote towns and cities has a decided advantage. He can anticipate the style's arrival in his section, and provide himself with ample lines of the new goods which the advancing style is popularizing all along the line of its march. Where style-waves come from two or more different big style centers, the dry goods merchant will

have to do like the weather man does: estimate the velocity of the approaching waves and determine which will arrive first; and then consider what effect the one will have upon the other. Styles of the East are more strongly influenced by New York modes than are the styles of the Mid-Western section. At most seasons of the year style-waves are sent out from strategic points North, but in the winter they proceed from the fashionable watering-places of the South where the aristocrats of dress are besporting themselves beneath the sunny skies. Experience and observation will enable the dry goods dealer to become an excellent judge of such matters so that it will not be altogether a matter of guesswork to forecast the style which is going to arrive in his section first and prove the stronger influence.

It occurs to the writer, that possibly somebody may rise up at this point and remark that all this is well enough for the dressmaker or milliner, but the dry goods dealer is a masculine-minded person and styles don't greatly appeal to him. He tries to buy what the women want, but he waits and lets them make known their wants first.

If so, then his policy is dead wrong, and he hasn't really gotten into the game. He is missing both the big profits and a lot of fun.

The thing to do is to develop a sympathetic attitude and a real interest in this whole business of style, for it is a matter of prime importance to the dealer.

Popular screen idols of the feminine persuasion and actresses who are great favorites on the speaking stage, and great ladies of the land who are so eagerly sought by the cameramen of the daily press—these set the pace in styles. The kind of hats, dresses, coats and footwear these ladies wear have much to do in determining the coming vogue; for fundamental the instinct of imitation determines styles. Apart from imitation there would be no such thing as style; every woman in the land would wear the thing that happened to please her own whim. And it isn't disrespectful in the least to say that woman is a creature strongly endowed with the imitative instinct. All of us are, for that matter; men as well as women.

In a recent book, by Elizabeth W. Ross, entitled "A Road to Remembrance," I was interested to read the following:

"My father was a dry goods merchant, and I had good clothes and was considered a leader of fashion in my set. My ideal was Mrs. Abraham Lincoln, whose picture was often in the papers of those eventful days. My form was not unlike that of Mrs. Lincoln's; I dressed my hair like hers and wore a net; then I had a black silk dress made with a long train, around which was a white swiss under-ruffe, so I was a good likeness of the first lady of the land. In my maturer years I have often been taken for Lydia E. Pinkham, so my conscious and unconscious efforts have led me to look like two of America's illustrious women.

"Sometimes when I hear criticisms of the modern young lady's manner of

dress, I just cannot help but remind the carpers of the time when we wore a full pound of jute switches on our heads, and round, roomy, hoop skirts, and bustles on which we could safely carry an ink bottle, and sleeves that looked like inflated balloons. I wonder that the boards of health did not arrest us for carrying around and scattering disease germs in those street-sweeping dresses. But come to think, that was before the days of germs and health boards." Frank Fenwick.

Proceedings of St. Joseph Bankruptcy Court.

St. Joseph, Nov. 27—In the matter of Riley W. Schaeffer, bankrupt, of Sturgis township, St. Joseph county, the trustee filed a report showing sale of the hardware stock located at Fort Wayne, Indiana, to Delt D. Church for \$2,925. Unless cause to the contrary is shown, the same will be confirmed by the referee within five days time.

In the matter of Walter F. Clements and Edgar E. Pauley, a co-partnership of Clements & Pauley, at Benton Harbor, the trustee filed his supplemental final report and account, whereupon an order was made by the referee closing the estate and discharging the trustee.

Nov. 29—This day was held the first meeting of creditors at the court house in Allegan of George Titus, of Otsego, Ned Dansby, of Wayland, Edward N. Henningston, of Hopkins, and George F. Shepley, of Plainwell, bankrupts. In the first three cases, as there were no assets no trustees were appointed, and the cases will be closed at the proper time. In the latter case Rowland L. Soule, of Plainwell, was elected trustee and his bond fixed at \$1,000. Colonel Leach, Ray Honeysett and John Blair, of the latter place, were appointed appraisers. The bankrupt was sworn and examined by the referee and attorneys present, without a reporter, and following his examination by a unanimous vote of the creditors present and represented the trustee was authorized and directed upon the inventory and report of appraisers being filed to sell the assets of the bankrupt estate at public or private sale, a bid having been made in open court for the same at \$2,250. The meeting was adjourned for four weeks and the examination of the bankrupt continued until the adjourned date.

Nov. 27. George F. Parsons, real estate dealer, of Kalamazoo, and formerly engaged in the same business at Jacksonville, Florida, filed a voluntary petition and was adjudicated a bankrupt. The matter was referred to referee Banyon. The schedules show no assets, over and above the bankrupt's exemptions and liabilities in the amount of \$11,615 listed as follows:

Atlantic Nat. Bank, Jacksonville	\$ 700.00
Florida Nat. Bank, Jacksonville	1,000.00
Fourth Nat. Bank, Jacksonville	300.00
Stuart Beirnsstein Co., Jacksonville	150.00
Florida Abstract & Tile Co., Jacksonville	15.00
Hughes Lumber Co., Flint	250.00
Industrial Savings Bank	175.00
Boomer Auto Supply Co., Battle Creek	40.00
Detroit News, Detroit	175.00
Detroit Saturday Night, Detroit	50.00
Belknap Wagon Co., Grand Rapids	150.00
Detroit Free Press, Detroit	10.00
First National Bank, Watervliet	3,000.00
Peoples Bank, Jacksonville	250.00
First Germania State Bank, Jacksonville	400.00

Dec. 1. In the matter of John Renger, Renger & Sons, a co-partnership, and other bankrupts, of Kalamazoo, the adjourned first meeting of creditors was held at the referee's office and the trustee's first report and account, showing total receipts of \$110, were considered approved and allowed. Claims were allowed and the meeting adjourned for thirty days.

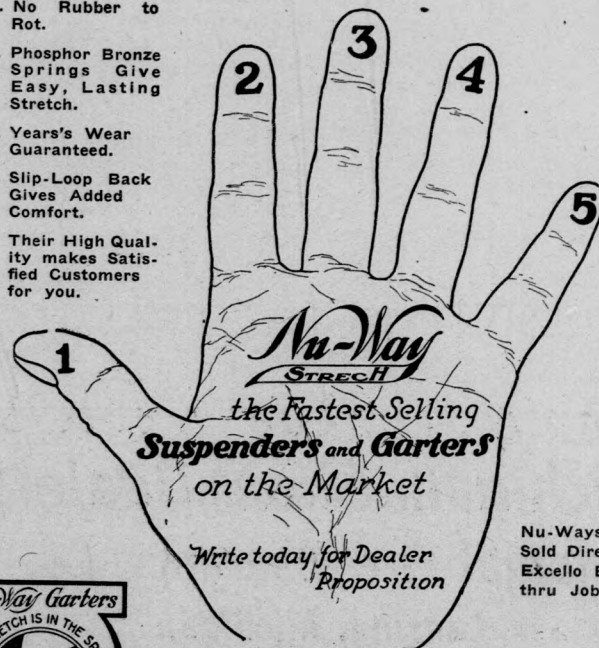
In the matter of Edward N. Henningston, bankrupt, of Hopkins, no cause to the contrary having been shown, an order was made closing the estate and recommending the discharge of the bankrupt. The record book and files were returned to the clerk of the court.

Dec. 2. In the matter of George H. Shepley, bankrupt, of Plainwell, the inventory and report of appraisers was filed showing property of the appraised value of the sum of \$2,817.73. Henry Cornhill & Sons, of Kalamazoo, submitted a written offer of \$2,250 for the store and bakery fixtures, stock and auto delivery wagon which offer was accompanied by deposit of \$200. Unless cause to the contrary is shown, the offer will be ratified by the referee upon the expiration of the usual five days time.

If you are told that "honesty is the best policy" believe it, but avoid practicing honesty simply because it is policy. Real integrity needs no incentive.

Five Points Worth Remembering

1. No Rubber to Rot.
2. Phosphor Bronze Springs Give Easy, Lasting Stretch.
3. Years' Wear Guaranteed.
4. Slip-Loop Back Gives Added Comfort.
5. Their High Quality makes Satisfied Customers for you.



Nu-Ways are Sold Direct; Excello Brand thru Jobbers.

Combination Xmas gift package of suspenders and garters wins the eye and pocket-book. Cash in on this for your Holiday trade.

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

Will You Pay Net Cash 10 Days For Quantities of Staple Dry Goods Below Mill Prices?

Of Course!! Any Merchant Would! Then Read and Act Quickly

The Reason Why

Realizing the upward tendency of Cotton, Wool and Silk, and increasing labor costs, all year we have been accumulating our present stock of \$500,000 of Dry Goods and Notions. Most of it is owned on the basis of 17c Cotton or less, and Cotton is now 25c.

Now in order to promptly meet our obligations, we need to **SELL during December for Cash at least \$250,000 of our stock.** The best and quickest way is to offer our stock in large quantities at ridiculously low prices for Net Cash in 10 days—Hence this sale.

What Will Be Included in This Sale and How Priced.

Everything in our stock will be included in this sale—Nothing reserved. We will make low prices on small quantities but the real slashes and cuts in prices will be for larger quantities, and tremendous cuts in prices will be made for merchants who will take large quantities of any one item. All this will be shown on our **Circulars—Watch for them.**

Our stock is divided about as follows: Piece Goods and Blankets \$175,000, Notions \$75,000, Hosiery \$50,000, Knit Goods and Underwear \$100,000, Men's Furnishings \$75,000, and Ladies' Ready-To-Wear \$50,000.

Piece Goods and Blankets include Dress Goods, Linings, White Goods, Ginghams, Percales, Wash Goods, Crepes, Plain and Fancy Turkish Towels, Huck Towels, Bedspreads, Damask, Crash, Toweling, Romper Cloth, Cretonnes and Draperies, Cotton and Wool Blankets, Wash Cloths, Bath Sets, Longcloth, India Linons, Shirtings, Madras, Cotton and Wool Batts, Eiderdown, Oilcloth, Carpet Warp, Bleached and Brown Cottons, Wide Sheetings Bleached and Brown, Nainsooks and Cambrics, Sheets, Pillow Cases, Pillow Tubing, Straw and Featherproof Ticking, Denims, Khaki Cloth, Plain and Fancy Outings, Cashmere Twills, etc.

The other stocks include the usual items usually found in a stock of staple wholesale dry goods. **See our Circulars for details.**

Watch our Circulars.

Nothing Reserved.

Terms

Our only terms will be **NET CASH 10 DAYS.** We reserve the right to accept or reject any orders or to **insist on payment of cash before delivery.**

Time of Sale and How Purchases Can Be Made

The Sale will begin at 7:30 a. m. Monday, December 11, 1922. We will accept orders in the House, or through our salesmen, or by telegraph or telephone at our expense, by mail or otherwise. First come, first served. This opportunity will be first given to our customers and if all merchandise is not sold then, same will be offered to merchants everywhere. The Sale will continue until our stock is reduced to the extent desired.

Miscellaneous Information

Think of what merchandise you will need the remainder of this year, of what you will need for your January and February sales, of what you will need for Spring and even next Fall, and then plan on visiting us.

Read Dry Goods Economist, issue of Nov. 25, 1922, first page on "Why Cotton Goods Prices May Go Still Higher." Think of raises of 10% to 25% every time any merchandise is offered for later delivery and how you can save all the way from 10% to 50% by buying at this Sale **AND WHAT YOUR CASH WILL ACCOMPLISH FOR YOU.**

Addenda

After this Sale is over, and our stock reduced we will still be in position, on account of old advance purchases, to solicit your business with a complete stock and prices as low as or lower than any.

Lowest Prices For Large Quantities Staple Dry Goods—NET CASH TEN DAYS

Nothing Reserved. Each Item Offered Subject To Prior Sale

Grand Rapids Dry Goods Company

GRAND RAPIDS, MICHIGAN

Exclusively Wholesale

A DIFFERENT SALE AND THE BIGGEST YET—WATCH FOR OUR CIRCULAR

Utilizing the Direct-mail Approach.

Written for the Tradesman.

There are great possibilities for the dry goods dealer in cards, letters, leaflets, folders and other kinds of advertising, especially if sent out as first class mail.

But there are two things essential to the success of every direct-mail campaign: first, you must have a live mailing list; second, you must have something worth while to send your prospective customers.

If it is a card, a letter, a folder, or a booklet, let it be a good one. Make it brief and concise and free from all hackneyed, stock phrases. If you use illustrations, use good ones. And see that your printer does his work right. Many dry goods dealers of the smaller communities cannot get a first class job of printing at home—simply because the local printer or printers haven't the right sort of type face, and maybe couldn't do the work satisfactorily if they had. In that case send the job to an out-of-town man. Maybe there's a good printing establishment in the county seat town or some other nearby city. See the foreman personally, if you can, or if that isn't convenient, write him explaining just what you want—the size and sort of type face, the format, and the sort of paper you want, and get his estimate.

Good copy plus good typographical work means good literature to mail out; and without the right sort of literature the dealer had better not attempt the direct mail approach.

Here's the way one enterprising department store called attention through a form letter to an advance spring suit sale:

On a sheet of plain correspondence stationery, 6½ x 10½ inches, folded twice from the bottom, and apparently typewritten (though really printed), they had the following statement:

Dear Madam:

As one of the closer friends of the store, we take pleasure in informing you of a—

Private Showing and Sale of New Spring Suits Most Unusually priced at \$39.50—in our Salon of Dress, Third floor, on Thursday, Friday and Saturday of this week.

To this showing you are most cordially invited.

You will be interested to know, we are sure, that the price we name, because of an extremely fortunate circumstance, averages considerably less than the regular wholesale price of these garments.

Another big advantage of this private sale, which we are sure you will appreciate, is the fact that it enables you to select from the complete stock—to choose before the offering is advertised to the general public.

It is only to a limited number of customers that this opportunity is announced—among whom we feel it is a privilege to include you.

Yours very truly,

The M— & C— Co.

Enclosed with this letter was a presentation card with a blank line on which was written with pen the name of the lady receiving the letter. This card reads as follows:

This card, upon presentation in our

Salons of Dress, Third Floor, will privilege----- to a private showing of Advance Spring Suits offered at private sale, Thursday, Friday and Saturday, February 16, 17 and 18. The M— & C— Co.

Cards of various sizes, printed on good white post card stock, can also be used to good effect; and such cards can be mailed out under a one-cent stamp. A Southern dry goods dealer recently used a particularly good card in which he accomplished a two-fold purpose: name'y, called attention to the second and closing week of his annual white sale and also got in an effective word apropos a special silk hose sale.

The card was 5 x 7 inches, which makes a very attractive size; and reads as follows:

The 35th Annual White Sale

Closes Saturday, the 26th, at 7 p. m. The exceptional offerings of which have made this the most successful of our 35 white sales. If you have not filled your wants completely, we suggest that you take advantage of the special price now in effect.

For the Week of February 20th

We announce a special sale of fine quality silk hose manufactured by one of the best and oldest hosiery mills in the entire world. These hose are structurally perfect, but on inspection at the mills were not passed as firsts, on account of slight shadings. All have the nonravel stop, which distinguishes this manufacturer. The grade that we usually sell at \$3 will be placed on sale at \$1.95. Other higher grades will be offered at like reductions.

We consider this sale the most opportune selling of silk hose since 1915, and advise all our customers to take advantage of these exceptional offerings. L— H—

One of the obvious advantages of the direct mail approach is that there is no waste circulation. You have, it is assumed, a live mailing list made up exclusively of people in your community. All of them are actual or potential customers of your store. Each piece mailed out goes to some individual and gets at least one reading.

Another good thing about this manner of advertising is its flexibility. You can use it in so many ways. You can build up a campaign using this sort of advertising exclusively, or you can use it in connection with your newspaper advertising.

Look into the possibilities of the direct mail approach.

Frank Fenwick.

English Store Charges Admission at Door.

Those American mothers who are in the habit of treating their offspring to a round of free amusements and entertainments at the different American department stores at the holiday season would be given what would seem like rather a rude surprise should they visit Wile's, a large toy and sporting goods shop, located in the center of Manchester, Eng., and be politely informed at the door that the admission price would be 3d.

Wile's has a floor space of 150 by 40 feet and at the holiday season employs 160 clerks that are kept so busy

they cannot possibly take care of the trade.

In order to keep out idle sightseers and give the prospective customers a better opportunity to inspect the merchandise it was decided to make a charge of 3d for admission and issue tickets showing the date. If the visitor's purchases exceed this amount, he is refunded the amount of admission; if not, the charge stands.

According to the manager of Wile's this system operates greatly to the advantage of the store and prospective customers. It attracts people who realize it will be worth their while to shop there. It allows the store a small revenue to compensate for the loss of display and space, and it affords bona fide customers very much better service.

This system is not merely an experiment, but has been tried out for several years and even with it in force the store has had to close the two entrances at certain intervals to relieve the congestion.

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.

Handkerchiefs

This is one of the items you never have too many of for holiday trade. We still have stock of practically any thing you need. Men's, ladies' and children's, prints or plain goods, initials, silks, pongees and embroidered, in fancy packings, two, three or six to the box.

Send us your open orders. We guarantee satisfaction.

Quality Merchandise—Right Prices—Prompt Service

PAUL STEKETEE & SONS

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

Duro Belle

HUMAN HAIR NETS

DURO-BELLE Quality is a Known Quality—each user becomes a repeat customer.

Every form of dealer co-operation—window displays, counter cards, display cabinets and \$1.20 More Profit per Gross than any other advertised hair nets.

NATIONAL TRADING COMPANY

630 SO. WABASH AVE.

CHICAGO, ILL.

FOR CHRISTMAS

- | | | |
|------------------|---|--|
| Ties | { | Cut Silk Fore-in-hands,
Grenadines, Knits. |
| Hockey Caps | { | Protecto
Articap and Others. |
| Paris and Boston | { | Garters and Garter and Arm Band Sets in Christmas Boxes. |
| Mufflers | { | Silk and Angora. |

Handkerchiefs in all grades.

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. 32 in. Wool Mixed Storm Serge -- 42 3/4
36 in. All Wool Storm Serge --- 77 1/2
44 in. All Wool Storm Serge --- 97 1/2
50 in. All Wool Storm Serge --- 1 20
French Serges proportionately,
Danish Poplar Cloth --- 42 1/2
Julilliards Novelty Checks & Plaids 1 85
54 in. All Wool Coating --- 1 50@2 00

Linings. 30 in. Black Satine --- 18 1/2
36 in. Satine, black & colors 25@35
36 in. Radiant Bloomer Satin --- 47 1/2
36 in. Percaline --- 16 1/2
Windsor Cambric --- 11
36 in. Radiant Charmeuse --- 47 1/2

White Goods. Indian Head. 33 in. Soft Finish --- 21 1/2
36 in. Soft Finish --- 24
44 in. Soft Finish --- 29 1/2
54 in. Soft Finish --- 36 1/2
All Linen Finish 1/2 c yard more.

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

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

Crashes. 18 in. P. Bleached --- 22
18 in. P. Brown --- 21
Other grades accordingly and less 10% for quantities.
16 in. Irish Imp. Br. Linen Crash --- 16 1/2
15 in. Bleached Toweling --- 06 1/2
17 in. Glass Toweling, Red Stripe --- 12 1/2
18 in. Absorbent Toweling --- 15 1/2
16 in. Blea. Linen Crash, from 20 to 25

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

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

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

Towels & Wash Cloths. Turkish Towels from \$2.25@9.00 depending on size and quality, and whether plain or fancy.
Huck Towels from 62 1/2 c @ \$6.00 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 Silkoline --- 19 1/2
36 in. Better Grades Cretonnes from 25c @62c, depending on quality.
Scrims & Etamines, from --- 10 1/2@19 1/2
36 in. Plain & Fancy Marquisettes from 16 1/2 c @32 1/2 c, depending on quality.
Curtain Nets from 25c@62 1/2 c, depending on width and quality.

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

Comfortables, Indian Blankets & Bath Robe Blankets. 64x78 Blanket Comfortables --- 2 50
66x80 --- 3 10
72x80 --- 3 25
64x78 Comfortables --- 3 00
66x80 Comfortables --- 3 50
66x84 Two in one --- 3 50@3 75
72x90 Bath Robe Blankets with Cords, Tassels & Frogs --- 4 00
Crib Blankets. 30x40 Stitched --- 70
30x40 Scalloped --- 75
36x50 Stitched --- 1 00
36x50 Scalloped --- 1 10
36x50 Bound --- 1 37 1/2
Camp Blankets. 2 50
Auto Robes. 2 50
Wool Blankets. 66x80 Wool Mixed --- 5 75@6 25
66x 80 All Wool --- 7 50@8 50
70x80 Wool Mixed --- 6 50@7 50
70x80 All Wool --- 8 50@12 00
Comforts. Small sizes cheap Grades --- 22 50
Larger sizes, better grades from --- 24 00@48 00
Sheets. 63x90 Pequot --- 13 75
63x99 Pequot --- 15 04
72x90 Pequot --- 15 25
72x99 Pequot --- 16 69
81x90 Pequot --- 18 34
81x99 Pequot --- 18 39
63x90 Pepperell --- 13 45
63x99 Pepperell --- 14 71
72x90 Pepperell --- 14 71
72x99 Pepperell --- 14 71
81x90 Pepperell --- 15 75
81x99 Pepperell --- 15 75
72x90 Lockwood --- 15 25
72x99 Lockwood --- 16 69
81x90 Lockwood --- 16 75
81x99 Lockwood --- 18 34
Cheap Seamless Sheets --- 13 50
Cheap Seamed Sheets --- 9 00
Pillow Cases. 42x36 Pequot --- 3 96
45x36 Pequot --- 4 20
42x36 Pepperell --- 3 48
45x36 Pepperell --- 3 72
42x36 Lockwood --- 3 96
45x36 Lockwood --- 4 20
Cheap Pillow Cases --- 2 25
Bedspreads. 72x84 Bedspreads --- 1 50
Better qualities and larger sizes up to --- 5 00
Carpet Warp. White --- 45
Colors --- 50
Oilcloth. 5-4 White --- 3 20
5-4 Meritas White --- 3 70
5-4 Meritas Fancy --- 3 60
6-4 Meritas White --- 4 70
6-4 Meritas Fancy --- 4 60
Batts. 3 lb. Quilted Cot. Batts --- 80 per batt
3 lb. Plain Cotton Batt --- 75 per batt
8 oz. Small Cotton Batt --- 10 1/2 per batt
10 oz. Small Cotton Batt --- 12 per batt
12 oz. Small Cotton Batt --- 16 per batt
1 lb. Wool Batts --- 1 45 per batt
2 lb. Wool Batts --- 2 50 per batt
Wide Sheerings. 7-4 Pequot Bleached --- 45
8-4 Pequot Bleached --- 50
9-4 Pequot Bleached --- 55
10-4 Pequot Bleached --- 60
7-4 Pequot Brown --- 40
8-4 Pequot Brown --- 50
9-4 Pequot Brown --- 55
10-4 Pequot Brown --- 60
7-4 Pepperell Bleached --- 38
8-4 Pepperell Bleached --- 42
9-4 Pepperell Bleached --- 45
10-4 Pepperell Bleached --- 45
8-4 Pepperell Brown --- 38
9-4 Pepperell Brown --- 42
10-4 Pepperell Brown --- 45
7-4 Lockwood Bleached --- 43
8-4 Lockwood Bleached --- 48
9-4 Lockwood Bleached --- 53
10-4 Lockwood Bleached --- 58
8-4 Lockwood Brown --- 43
9-4 Lockwood Brown --- 48
10-4 Lockwood Brown --- 53
Tubings. 42 in. Pepperell --- 30
42 in. Pepperell --- 31 1/2
42 in. Pequot --- 34
42 in. Pequot --- 36
42 in. Cabot --- 36
45 in. Cabot --- 31 1/2
36 in. Tubing --- 25
4-4 Bleached Cottons. Lonsdale --- 18
Hope --- 17 1/2
Cabot --- 17
Fruit of the Loom --- 19
Auto --- 16 1/2
Big Injun --- 14
4-4 Brown Cottons. Black Rock --- 14 1/2
Velvet --- 13 1/2
Giant --- 13 1/2
Cheaper Cottons --- 10 1/2@11

Cambrics & Nainsooks. Knights --- 21
Berkley, 60 --- 21
Old Glory, 60 --- 19 1/2
Diamond Hill --- 15 1/2

Ticking. Straw Ticking from --- 16 1/2
Feather Tickings from --- 3 1/2@30
Fancy Satine Tickings from --- 29 1/2@35
36 in. Imp. Hol. Ticking --- 42 1/2

Denim. 220 --- 21 1/2
240 --- 20
260 --- 18 1/2

Prints. In Various colors --- 10 1/2
Cheese Cloth. 36 in. Bleached Curity Gauze --- 06 1/2
Better Grades --- 07 1/2@08 1/2@10

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

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

Notions. Star Snaps, gro. --- 60
Kohinoor Snaps, gro. --- 60
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. --- 55
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-O-N-T. Cro. Cotton, per box --- 90
Silkane Crochet Cotton, per box --- 90
Sansilk Crochet Cotton, per box --- 55
M & K or Dexters Knit. Cot., white, per box --- 1 50
Black and colors --- 1 75
Allies Yarn, bundle --- 50
Fleishers Knitting Worsted Skeins 2 30
Fleishers Spanish worsted balls --- 2 60
Fleishers Germant'n Zepher Balls 3 70
Fleishers Saxony Balls --- 3 70
Fleishers Knitting Worsted Balls 2 60
Fleishers Scotch & Heather Balls 2 90
Excello Suspenders, doz. --- 4 50
President Suspenders, doz. --- 4 50
President Suspenders, Ex. Heavy --- 6 00

Infants' Hosiery. Cotton 1x1 Rib Hose --- 1 00
Combed Yarn 1x1 Rib Hose --- 1 85
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 2 25/8 R. 10 F. .05
Misses Mercerized 300 Needle Combed Yarn Hose --- 2 25/7 R. 10 F. .05
Misses Cot. 28 oz. Dou. card. Hose 1 35/7 R. & F. .05
Misses Merc. 344 Needle Hose --- 3 85/7 R. 10 F. .05

Ladies' Cotton & Silk Hosiery. 176 Needle Cotton Hose --- 1 15
220 Needle Cotton Hose --- 1 35
220 Nec. Co. Yarn seam back Hose 2 20
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 Top 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 W'dle 18 in. fibre boot, mock sm. 6 75
19 Strand 18 in. Boot Silk --- 9 00
Ladies' Full Fash., 42 Guage, 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 mercerized 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. "Cub" Knit Waist --- 2 50
"Bear" Knit Waist --- 3 75
Muslin Waist --- 2 25@3 50@4 50

Boys' Underwear. Fleece Union Suits, Heavy --- 7 00/2 Rise .75
Egypt Ribbed Union Suits --- 4 25/20 Rise .62 1/2
"Hanes" No. 958 Ribbed U. S. --- 6 00/20 Rise .52 1/2
Part Wool Union Suits, all sizes --- 12 00/20 Rise .75
50% Wool Union Suits --- 12 00/20 Rise .75
Heavy Fleece Vests & Pants --- 3 00/16 Rise .37 1/2
Part Wool Vests & Pants --- 6 50/16 Rise of .50

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 Rise .37 1/2
Heavy Fleece Union Suits --- 6 50/2 Rise .62 1/2
Med. weight Fleece Union Suits 5 00/2 Rise .50
Part Wool Union Suits --- 12 50/2 Rise 1 00
Vellastic Fleece Union Suits --- 7 00/2 Rise .75

Ladies' Underwear. 7 lb. Brush Back Vest & Pants, Reg. --- 7 25 Ex. 3 00
Heavy Fleece Vest & Pants, Reg. --- 8 25 Ex. 9 00
Wool Vests & Pants --- Reg. 15 00 Ex. 16 50
Medium Wt. Ribbed U. S. --- Reg. 8 00 Ex. 9 00
11 lb. Brush Back Union Suits, Reg. --- 12 25 Ex. 13.50
Silkateen & Wool U. S. --- Reg. 23 00 Ex. 25 00
Mer. & Wool Union Suits --- Reg. 23 00 Ex. 25 00

Spring. 1x1 rib, 12 cut Vests, Dou. extra --- 3 00
1x1 rib Bodice Top Vests --- Reg. 2 15 Ex. 2 15
1x1 rib Tu. V. N. vests, lace tr. Reg. --- 2 25 Ex. 2 50
12 cut, lace & cuff knee Union Suit, Double Ex. --- 6 25
1x1 rib, band & bodice top lace union suits --- Reg. 5 00 Ex. 6 00

Men's Underwear. Red Label Shirts & Drawers --- 9 50
Red Label Fleece Union Suits --- 17 00
Black Label Shirts & Drawers --- 9 00
Black Label Fleece Union Suits --- 15 50
1658 Hanes U. S. 16 lb. cot. ribbed 13.62 1/2
San. Fleece Shirts & Drawers --- 6 75
"Hanes" rib. shirts & drawers --- 7 50
Wool Shirts & Drawers --- 14 00
San. Fleece Union Suits --- 12 00
Heavy Ribbed Union Suits --- 13 50
Part Wool Union Suits --- 36 00
Mer. & Wool Union Suits --- 34 50
100% Wool Union Suits --- 48 00

Spring. Lawrence Shirts & Drawers 7 00@7 50
Bal vigan Shirts & Drawers --- 4 25
Balbriggan Ecu Union Suits --- 8 00
Ribbed, Ecu Union Suits --- 8 75
64x80 pin check nainsook, Ath. S. 5 37 1/2
72x80 pin check nains. Ath. Suits 6 25
Fancy striped nainsook --- 3 00
B. V. D. Athletic Suits --- 12 50
Fancy Strip Madris --- 9 00

Bathing Suits for Spring Delivery. Men's all pure worsted, plain --- 22 50
All pure worsted with chest stripes --- 27 00@32 00
Ladies pure worsted plain --- 25 00
Ladies all pure worsted striped and color combinations --- 27 00 up

Men's Dress Furnishings. Slidwell Collars, linen --- 1 60
Flannel Night Shirts --- 10 50@13 50
"Linine" Collars, per box --- 2 75
"Challenge" cleanable, doz. --- 3 00
64x60 percale dress shirts --- 9 50
68x72 percale dress shirts --- 9 50
Fancy Madras Dress Shirts 13 50@21 00
Silk & Satin Stri. on good gr. 22 50@36 00

Men's Work Furnishings. No. 220 Overalls or Jackets --- 16 50
No. 240 Overalls or Jackets --- 13 50
No. 260 Overalls or Jackets --- 12 00
Stiefels, 285, rope stripe, Wabash stripe Club or Spade overall or jacket, 2 seam triple stitched --- 15 00
Black sateen work shirts, good qua. 10 50
Golden Rule work shirts --- 8 00
Plece dyed work shirts --- 7.62 1/2
Best Quality Work shirts --- 9 00@16 50

Boys' Furnishings. Knickerbockers --- 6 00@15 00
Mackinaws, each --- 4 25@8 50
Overalls, Brownies, etc. --- 6 50@9 00
Youths' overall, 265 Weight --- 10 25
Overall Heavy Khaki --- 12 00@16 50
68x72 Dress Shirts --- 8 50
"Honor Bright" Stiefels Wabash Stripe Romper, red trim --- 7 50
"Honor Bright" Khaki Romper, red trim --- 8 00
"Honor Bright" Plain Blue Romper, Red trim --- 7 50

Ladies' Furnishings. Middy Blouses, red, green or navy, Parker & Wilder, wool flan., each 4 00
Tricollette Overblouses, each --- 3 25
64x60 Percale aprons, Lights --- 8 50
64x60 Percale aprons, Indigo --- 9 50



Michigan Poultry, Butter and Egg Association.

President—J. W. Lyons, Jackson.
 Vice-President—Patrick Hurley, Detroit.
 Secretary and Treasurer—Dr. A. Bentley, Saginaw.
 Executive Committee—F. A. Johnson, Detroit; H. L. Williams, Howell; C. J. Chandler, Detroit.

Some Facts About the Introduction of Grape Fruit.

St. Petersburg, Florida, Dec. 3—At Ocala I was shown an orange tree said to be over 100 years old (115 I believe, to be exact), which still makes an annual offering of 60 boxes of oranges.

As with our own orchards in apples and some other fruits, the tree begins to bloom in less than two years, but the commercial grower discourages early fruiting and the blossoms are picked off before the fruit begins to form, leaving the vitality of the tree to become enhanced. Unlike most of our Northern fruits, orange trees coming from seed produce fruits true to variety. The trees bloom most profusely in March, but with the multitude of varieties it is not unusual to find blossoms and ripened fruit in close proximity to each other in almost any month of the year, though the heaviest crop is usually harvested in November.

Before the days when Florida began to commercialize its sunshine and climate, the original settlers did not intentionally shut out the rest of the public, but they were simply ignorant of their great possibilities and produced in a limited way by crude methods the products which are now given to the outside world in enormous quantities in a systematic manner, with great pecuniary advantage to themselves. Undoubtedly the settler of half a century ago knew that people came there to spend their money and enjoy the environment, but they were raising and selling oranges, and oranges would still continue to be their principal resource had it not been for the influx of Northern resorters who discovered in Florida greater possibilities than the settlers ever dreamed of.

A few years later we of the North began to hear of Jacksonville, and Jacksonville for many years was the mecca for people of other climes who wanted to escape the long, cold winters. But the production of oranges alone interested its permanent population. Then came the Northern fruit raiser and agriculturist who saw a practical use for the sunshine and climate, not altogether limited to "resorting."

To be sure the mild climate was a lure, but the hard headed New Englander saw the possibilities of advantages in greater development, and I might assert with reason that the brain and energy which have developed this region were a product of the country of cold and snow.

Here we learn that the improvements in the quality of the orange, once the old time variety replete with seeds, was largely due to experiments made by one William Chase Temple, who produced, after a period of a score of years, the seedless variety which has entirely supplanted all others.

At Winter Haven, near Lakeland we motored through the extensive Cody orchard developed in the past fifteen years. Mr. Cody, a resident of Cleve-

land, got stuck in the sand area with his automobile at that time—so the story goes—and while waiting for somebody to come and give him a "tow," conceived the idea of raising citrus fruits and to-day has a fifty acre orchard which yields him a profit of \$50,000 per year. I might also add that we had no difficulty in navigating, as the road difficulties which Mr. Cody encountered have been overcome by concrete.

We asked about the origin of the grape fruit which in more recent years has become almost a necessity in filling out the breakfast menus, and which I had supposed was a recent development from the orange. To my surprise, I learned the grape fruit was introduced many years ago from Spain, but as few had discovered the excellent qualities of its fruit, it was used largely as a shade tree.

How desirable the fruit really is considered to-day nearly everyone knows, but how few realize that a tree fifteen feet in height and six inches in diameter, will produce a ton of perfect fruit, or that it gained its name not from any resemblance to the grape, but because it grows in clusters similar to the vineyard product. I saw limbs no larger than a man's wrist on which could be counted a few hundred yellow balls.

The grape fruit harvest had not fairly begun, but the characteristics of the tree are not dissimilar to the orange, in that blossoms, fruit and foliage are in evidence at all times.

Frank S. Verbeck.

Rats and Mice Will Gnaw Matches.

Several years ago an article appeared telling of a series of interesting experiments conducted on a number of captured rats, wherein they were subjected to treatment which would induce them to gnaw at matches with which they were plentifully supplied. The matches were all duly accounted for after the experiments and in no case was a match found which had been gnawed—the rats preferring to starve to death.

The article made a profound impression on the writer and he promised himself he would never be guilty of buying rats or mice.

Actual occurrences since then have taught that they are to be blamed and positive evidence is at hand to back up the charge.

On a hot summer evening, about 9 o'clock, the family living in a second floor flat were downstairs getting a breath of cool air. Some one happened to go upstairs and found the kitchen full of smoke, which was finally located as coming from the zinc-covered top of the kitchen cabinet. A box of matches was kept here out of reach of

Moseley Brothers

GRAND RAPIDS, MICH

Jobbers of Farm Produce.

BLUE GRASS

BUTTER and EVAPORATED MILK

FRESH and SWEET



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 GRAND RAPIDS - BATTLE CREEK
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ABE SCHEFMAN & CO.

Wholesale Fruits and Vegetables

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MILLER MICHIGAN POTATO CO.

Wholesale Potatoes, Onions

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SWIFT CIGARS

"NOTHING FANCY BUT THE TOBACCO"

STRICTLY HAND MADE—POSITIVE REPEATERS

Distributed By

LEWELLYN & CO.

WHOLESALE GROCERS

GRAND RAPIDS

DETROIT

the children and this box of matches was found to be on fire. They were troubled with mice. No one, so far as could be ascertained, had been upstairs. How did the matches catch fire?

Fire started in a girls' bedroom after midnight, also in the summer. The girls were away for the night and had not been in the room since 7 o'clock that evening. There was no lamp; no electric wiring; nor anything in that room to start a fire and yet it did start in the back of a bureau or dresser. They were troubled with rats and there was plenty of physical evidence of their presence. Can any one advance any reasonable theory of the cause of this fire other than rats, after those of spontaneous combustion and midnight rowlers have been eliminated?

These two cases bear only circumstantial evidence of the mischievousness of these rodents, but the following is even more conclusive.

Keeping a few matches in the drawer of his desk at the engine house (which is admitted as a bad practice), the writer noticed that the mice had invaded the drawer, chewed up some papers and scattered the few matches there. Upon examination, the matches showed unmistakable evidence of having been gnawed. On one the print of the teeth is plainly marked on the head, and on the other at the base of the head. These were the only two matches in that drawer. If this does not constitute good evidence, then the rats and mice should never be accused again.

A pair of uniform trousers hung suspended from a bar attached to the ceiling of a closet. The only way a mouse could get to the trousers was to crawl up the wall, along the ceiling and thence to the trousers. With all kinds of other material of easy accessibility to experiment with, this is just what one of them proceeded to do. Without injuring the cloth in the slightest, he or they chewed the hard bone buttons on the trousers to such an extent that they had to be replaced. Why did they go so far out of their way to do this?

A cat is said to sharpen its claws by scratching at a tree-trunk or a table leg, etc. Probably a rat or mouse sharpens its teeth by gnawing at any hard substance which presents itself, and when matches are left around, the hard head presents something of interest—well figure it out yourself.

Keep To the Right.

Detroit, Dec. 5—Time was when, notwithstanding the large number of people in all cities of any size, progress in walking and driving was comparatively easy. Since the war, however, a different condition has developed. To walk upon the sidewalks and observe the long-established rule of "keep to the right" is to be blocked at every step. Crossing of streets has become almost impossible, and a distinct menace to life itself. The driver of horse, automobile or truck is kept at constant, unnecessary nervous tension by the lawlessness and carelessness of other drivers. On the streets where children play it is a stunt to see how close they may keep an auto or how long they may hold up a passing car without being struck by it. And this dangerous mental attitude is held not only in traffic but in all the affairs of men.

What is the reason? Just why does one persist in walking on the left hand side of the street or on the left of a passer-by when the rule is the right? Why bump into people? Why drop your newspapers on the streets? Why do drivers of trucks or autos disregard the rules of the road and cut in or pass on the right instead of the left? What is the answer? Thoughtlessness, indifference, ignorance.

The first principles of living are obedience to law and consideration for others. What are we to do about this selfish state of the public mind? There is an unfailing remedy, and only one. It does not in the least matter what any one believes or thinks about universal law and truth, it always works the same, whether we act with it or against it, consciously or unconsciously. We must wake up to the fundamental principles of truth and realize that what we do to others we do to ourselves, that the Golden Rule and its result are not a pretty fable nor a weak sentimentality.

It has been said as a joke that the Puritans came to America to worship God in their own way and to make every one do the same. It is not such a bad joke, after all, and a good lead to follow. They built a country that has been and still is a good place to live in. Let us keep it a good place to live in. Let each one of us acknowledge the law of right and practice it. Let every self-respecting citizen of these United States begin on New Year's Day to observe the rules of the road and keep to the right in thought, word and deed. Let us make it a personal a National, a worldwide movement.

M. E. Woodruff.

Paradoxes in Nature.

Detroit, Dec. 5—A woman wanted a girl baby, so she advertised for it. She found on her doorstep, with a note. It wasn't wanted at its own home.

Strange, paradoxical world in which one woman yearns for foster motherhood and another, with the pearl of real motherhood, wants to get rid of her child!

Strange, paradoxical world in which half the population looks forward to families of children and half of it flirts with birth control!

Strange, paradoxical world which finds people in real poverty sweetening their lives with babes and people in comparative wealth declaring they have not enough income to raise a family!

It was Bacon who said: "Children sweeten labors, but they make misfortunes more bitter; they increase the cares of life, but they mitigate the remembrance of death."

Isn't it typical of men and women that half of them look to the sweetness children bring and half of them to the bitterness they add to misfortune—the care they add to living? The latter do not think how pleasant the added labor; they look with sour faces at the hole that comes with the doughnut.

Perhaps it is well that humanity is this way. The great man is he who does not lose his child's heart. The great—the truly great—are lovers of children. But what a strange world we would have if all were great, as strange as an army all generals.

Benedict Bloom.

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

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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.

Help Yourself

Every time you show a woman that Royal Baking Powder is the best for her to buy you have helped to make her a buyer of quality products. And you have helped yourself. For every woman who buys quality products helps to raise the class of your trade.

The grocer who builds for the future is constantly striving to better his trade by recommending such quality products as

ROYAL
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Absolutely Pure

The best known—the best liked—sells itself
Contains No Alum—Leaves No Bitter Taste

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Yellow Kid Bananas
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Fancy Florida Grapefruit
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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



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

Good Window Displays Will Help Your Holiday Trade.

Written for the Tradesman.

There is no time of the year when window display is so helpful to the hardware dealer as during the Christmas season. Everyone tries to outshine his competitors, of course; but the entire public is in a receptive and buying mood and your offerings are sure to be scrutinized by a host of people who, normally, might pass by with barely a casual glance.

I asked an experienced window trimmer for some ideas on the subject of Christmas window trims.

"First," he said, "begin early. Try and be the first to make a showing of your suggestions for Christmas gifts. One reason for this is that the first impression made on a person's mind is the impression most likely to last. If he sees something in your window that appeals to him as a suitable gift for some individual he has in mind, and this is the first suggestion made along that line, he will not forget it, whatever counter-suggestions may come to him later. He may not buy immediately; but that article will go into his Christmas list, and, linked with it, the name of your store.

"I would caution the hardware dealer against novelty windows at this season. What do I mean by novelty windows? Well, the sort of window display constructed solely for the purpose of attracting attention. Some merchants, for instance, install moving apparatus, others put in changing lights or flashes; and many, far too many, take up valuable space with Santa Claus figures, artificial chimneys, etc., to harmonize with the season. This is, I consider, an old and worn-out feature in Christmas window decoration, and does only one merchant any good—that is, the merchant who carries an extensive line of toys. The majority of hardware dealers do not go into this line so extensively as to make their sole appeal to children. They must reach the older folks as well.

"Use these things on a small scale to give timeliness and color and background to your display. That is all right. But do not give them so much space as to prevent your window functioning as it should, along the line of making practical gift suggestions to people who are in search of gifts at this time of year. The big Santa

Claus will attract attention; but you also want to sell goods. So a smaller Santa Claus and more numerous and varied gift articles in your display will, to my way of thinking, produce better results.

"Another suggestion that will prove of value is to use various little signs in your windows, not large half sheets, but small cards about 4 x 8 inches, to call attention to something useful for some particular relative or friend. Here's a sample: Is Father getting old and nervous? Why not a safety razor for him?

"With a few minutes spare time quite a few of these little cards can be prepared. They add immensely to the practical suggestiveness of the display. By all means have a price on each article shown. Then, do not use any fancy figures or lettering, but something neat and plain made by hand, that can be read at a glance. Avoid the use of long phrases.

"Make your backgrounds attractive, design something special for the class of goods you wish to display, take plenty of time and figure out exactly what you intend to use to display your goods on. Put your decisions on paper and then follow them out. Do not try to make a window display by merely starting to work in the window and arranging things as you go. Have a fixed plan before you start, think it over well, decide on your colors, what you think will show the goods to the best advantage. All details should be carefully planned before you begin work. Then, do not vary from your plan. This also enables you to put up the display in much less time, as by having your plan to guide you, you can do the work more rapidly. However, do the work neatly, and by all means keep your window clean.

"Keep your windows lighted at night. This of course applies to show



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.

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

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SCHOOL SUPPLIES

Pencils

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Ruled Papers, etc.

WRITE US FOR SAMPLES

The Dudley Paper Co.
LANSING, MICH.

Michigan Hardware Company

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICH.

Exclusive Jobbers of Shelf Hardware,
Sporting Goods and
FISHING TACKLE

windows the year around. Merchants generally are fast awakening to the fact that where attractive window displays are constantly used, they lose money by not keeping their windows lighted. During the holiday season it will be well to keep windows lighted from about 5 to 11 p. m.

"When designing your window, be sure to figure on showing the assortment of goods. For instance, you are presenting a class of goods made in several sizes or grades, each having a different price. Show each price, give the public the assortment to select from, yet arrange the goods artistically and keep them classified as to sizes and prices."

Another experienced window trimmer gives some practical hints as to the most efficient methods for putting together an effective display.

"The first thing, of course, is to decide what goods are to be displayed. The next step is to form some idea of the arrangement to be made. Before installing any of my better displays, I always draw on paper a plan of the background and floor space of my window, and after drawing some design which I know can be carried out with the materials at hand, I proceed to decide on a color scheme which would be most in keeping with the class of goods to be displayed. This last feature is very essential to a good display, not only for the very artistic effort of a good color combination, but for the advantage resulting from utilizing the reflection obtainable from a light colored background. A light colored background is more attractive, displays the goods more distinctly, and will not cause a reflection in the glass of outside objects as a dark background will do.

"Any pillars, I-beams or other structures for ornamental or other purposes can usually be made of refuse timber, old crates, etc., and after being covered with some cheap cloth, can be given a coat of alabastine.

"With all ornamental pieces completed and in place, and the extreme background being given the desired color, the next step is the placing of the goods themselves. As this is what all previous work has been leading up to, strictest attention should be given to details at this juncture. The previous work will be more or less spoiled by putting in too much or not enough, or through failure to keep a balanced effect throughout the entire display, regardless in most cases of the class of goods installed.

"It is advisable to begin at the center all designs to be made of the goods themselves and it frequently adds to the appearance of the window to have the central design set forward from the line of the balance of the background, although this will be governed more or less by the class of goods displayed and by other conditions.

"After the installation of the goods, the next point is price cards. The presence of these is important, if not absolutely vital. An artistic display without the goods being priced is more or less an advertisement, but what the merchant is looking for is present and direct results, which, in window trim-

ming, are more in evidence with goods price-tagged than otherwise

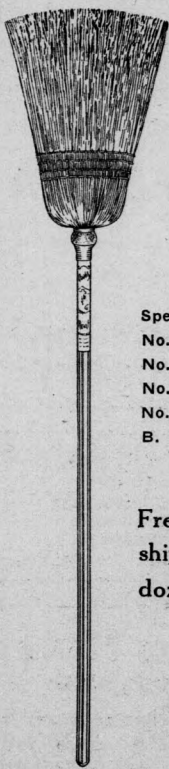
"In summing up the requisites of a good window display the following are to be considered essentials: Good color combination, ornamental structural work, artistic designs made by the goods themselves, the pricing of goods in clear, plain figures, careful attention to the details in arrangement, and the observance of economy so far as is consistent with the display."

It may be added that displays should be changed regularly, and as frequently as possible. Twice a week is not too often. These changes will enable the dealer to display a wide variety of gift goods in the very limited time at his disposal.

Victor Lauristón.

Said a Nebraska dealer: "With me a sale is a sale when it is satisfactory. If a customer buys an article of me, takes it home and finds out it is not just what he wants, and returns it to me in a reasonable time in as good condition as it was when he bought it, I take it back and give him other goods for it. In case he doesn't want other goods then I cheerfully give him back his money. I have followed this rule and practice for years, and so far I have made a success. I remain in business by permission of my customers. Should they decide for any reason to withdraw their business from me I would be out of business. I want my customer to feel satisfied as far as possible."

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 Miss Dandy		10.25
B. 2 B. O. E.		9.50

Freight allowed on
shipments of five
dozen or more.

All Brooms
Guaranteed

Rich & France

607-9 W. 12th Place

CHICAGO, ILLINOIS

Better Biscuits—Better Business

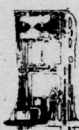
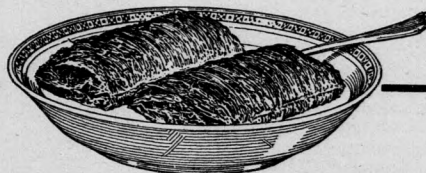
That is our slogan for 1923—and that means larger sales of

Shredded Wheat

and bigger profits for our distributors. We didn't think it possible to improve the Biscuit, but we have made factory changes that insure even higher and more uniform quality—nothing so deliciously nourishing as these crisp oven-baked shreds of whole wheat. Our advertising plans for 1923 are more extensive and far-reaching than ever. We expect to make it a red-letter year in the history of this business. Will you help us?

MADE ONLY BY

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



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

TAKING INVENTORY

Ask about our way

BARLOW BROS. Grand Rapids, Mich.

OLD MONK OLIVES

The most attractive line in the market.

Old Monk Olives are the finest in the market. Only the choicest variety are packed under this famous brand. There are many varieties of Olives same as Apples, Pears or other fruit. Consider the difference between the famous Delicious or Jonathan and the Ben Davis, which commands the market. It is the same with Olives. In offering OLD MONK Olives to the trade we consider quality above everything else. OLD MONK Olives are plump, firm and meaty, they have that Tangy Delicious flavor so rare in other packs.

JUDSON GROCER CO.

GRAND RAPIDS,

MICHIGAN



Gabby Gleanings From Grand Rapids.

Grand Rapids, Dec. 5—Regular study for even a brief period each day, definitely directed toward a fixed achievement, will soon make a well-informed man and in time a specialist, out of one wholly untrained in the beginning. Remember that it is specialized and not merely vague and general knowledge which counts. The postponement of the beginning of study has cost many a man a fortune.

To undertake a worthy course of action is commendable, but to follow this up to a successful climax takes real effort, and honest-to-goodness stick-to-it-iveness. Nothing worthwhile is gained without effort, and sometimes the Fates require that we shall be tested thoroughly now and again. Periods of discouragement, the necessity for a temporary sacrifice, and the demand for an actual showing of our strength of purpose are sometimes the necessary passports which we must present before we can travel any farther.

Remember that the adage can scarcely be improved upon which says, "Whatever is worth doing is worth doing well." Thoroughness is an obvious requirement of all satisfactory work, and yet surprisingly few people are thorough in planning out or executing and in finishing up. Thoroughness and application are what make real progress possible.

It doesn't make any difference who furnishes the opportunity—you, individually, are the person who must make the most of it, and must turn whatever advantages may accrue to your own account. Other people, quite naturally, are too busy looking after their own affairs to be planning for you. Besides, you would probably consider it an impertinence if they undertook to override or to dominate. Each man who makes any progress in the world must use his own brains with which to direct and improve his own affairs.

Youth is inclined to want its own experience, often forgetting that to obtain this individually may be very expensive. It is surely better to climb by standing on the shoulders of those who have gone before than to insist on original experience in all things. At the same time, when our best judgment rejects the honest acceptance of previous findings we are entirely justified in the exercise of mental or physical initiative. Success is never gained through the slavish following of past precedent, nor is it won by fear of the present or future. Success is the doing of the duty of to-day in the best possible way, so as to make the roadway smooth for progress tomorrow.

Aggressiveness is perfectly justified, but should never be interpreted as the right to run rough-shod over someone else. Fair play, in both the dark and the open, makes for friends and fortune. And fair play is giving the other fellow a square deal, as well as demanding it for ourselves.

The wise man continually plans for reserves of cash, knowledge and health so that an emergency will not suddenly bankrupt him. It is never safe to be operating on the edge of the margin, for there are too many unexpected situations likely to arise. Keep well within the bounds of the safety zone. Appreciate the value of time which

comes not back. Make every day a definite forward step, if only a short one. Keep your eye on the road ahead, but measure accurately as well, from time to time, the distance which you have traveled. By doing this, you will gain an incentive to beat your own record—and that is what you must do, regardless of what the other fellow is doing.

To be successful in anything, one must cultivate the habit of thinking completely around his problem, little or big. To be satisfied with thinking two-thirds or three-fourths of the way around is to stand back deliberately while some one else gains greater efficiency, prestige and leadership. Many people fail because they do not think their problems through and take time enough to do them properly.

Some people prosper where others fail. The ones who prosper fit themselves for acceptable service through training and discipline. The failures are seldom willing to acknowledge that it was their own fault, because they would not make the necessary preparation. Geniuses are usually ordinary folks who have made themselves extraordinary through concentration, practice, and study, until they have become experts. The world has plenty of vacant places of importance for the man who is prepared.

Russell Pettibone, who has been living in California for two years, is again making his home in Grand Rapids. Mr. Pettibone represents the Cincinnati Coffin Co.

William E. Haas is rebuilding the store building at Bauer which was recently destroyed by fire. It will be 24 x 40 feet in dimensions, two stories high, with a two-story dwelling house attached.

The largest real estate deal consummated in the Southwestern section of Michigan in years involving approximately half a million dollars, was completed when Simpson Acres, a corporation at Keeler, sold its entire holdings of farming lands and Keeler industries to Harry Weinstein, of Chicago. The property includes five farms aggregating 653 acres, the Keeler canning factory, pickle factory, sawmill, blacksmith shop and warehouse and four residence properties in Keeler. In exchange the Simpson Acres corporation comes into possession of three apartment buildings in Chicago. Simpson Acres will also retain the big general store and merchandising business at Keeler. The purchaser of the Simpson Acres industries is a well known Chicago business man who has been identified with a number of successful Chicago enterprises. His brother, Jacob Weinstein, will become manager of the interests at Keeler. The plan of the Weinstein brothers is to establish a colony at Keeler and bring a number of families from Chicago to conduct the farms and other industries they have acquired. They also plan to still further develop the fruit industry on their farming lands, and to enlarge the canning and pickle industries. From its inception the affairs of Simpson Acres have been under the direction of N. F. Simpson, who is one of its largest stockholders. Stockholders in the corporation include some of the best known business men and capitalists in Michigan, and the undertaking represented one of the largest farming ventures in the State. Among the prominent Simpson Acres

New Hotel Mertens

GRAND RAPIDS

Union
Station

Rooms without bath,
\$1.50-\$2.00; with show-
er or tub, \$2.50.
Club Breakfast 20c to
75c or a la Carte.
Luncheon 50c.
Dinner 75c.
Wire for Reservation.



CODY HOTEL



IN THE HEART OF THE CITY
Division and Fulton

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

CODY CAFETERIA IN CONNECTION

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

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.

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 reason-
able.
WILL F. JENKINS, Manager.

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.

Beach's Restaurant

Four doors from Tradesman office
QUALITY THE BEST

HOTEL WHITCOMB

St. Joseph, Mich.
European Plan
Headquarters for Commercial Men
making the Twin Cities of
ST. JOSEPH AND BENTON HARBOR
Remodeled, refurbished and redecor-
ated throughout.

Cafe and Cafeteria in connection
where the best of food is ob-
tained 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

Henry Smith
FLORIST
139-141 Michigan St.
Bath Pharmacy
GRAND RAPIDS, MICH.

stockholders are Paul H. King of Detroit; Fred M. Warner, former governor, of Farmington; O. H. L. Wernicke, Grand Rapids furniture man, now of Gull Point, Fla.; Fred L. Simpson, of Hartford; Dr. Pray, of Jackson; Edward Frensdorf, Hudson; M. E. Dunkley, Kalamazoo; M. H. Lane, Kalamazoo, and Dr. Shumway, Lansing.

Well might it be written that the old time pep which at times lies dormant but never dead shall rise in majesty to meet its own. It has been months since Grand Rapids Council, No. 131, displayed so much enthusiasm as at their regular meeting last Saturday which, starting at 2:30 p. m., lasted well into the night. After the regular routine of business and initiation was out of the way the meeting was turned into a sociable smoker, luncheon and entertainment and we doubt if even the oldest and most active member present ever dreamed there was so much latent ability stored up in the members of No. 131. There was A. T. Heinzelman, the ventriloquist, monologist and general entertainer; Joe Vander Meer, the soloist; Lee S. Conklin, the spellbinder; A. N. Borden, the pugilist; H. A. Blazer, the modern Caruso; Jas. H. Bolen, the reader, and the U. C. T. quartette consisting of Ted Hensel, Dan Ver-gievier, A. H. Behrman and "Ottie" Heinzelman. The entire program, under the leadership of the immortal Behrman, was more or less extemporaneous, although it is said Jim Bolen had practiced for several days on his rendition—was well received and was a big surprise to many who did not dream of the talent pent up within the members of Grand Rapids Council. We must not forget "sister" Ghysels, Ernest's manager, whose adept and skillful touch of the piano keys added charm and rhythm to the occasion and made it possible for "Red" Conklin and "Ottie" Heinzelman to shine as stars of the Nth magnitude. The musical program was assisted by Jack Anderson and Mr. Lewis. W. J. Sheldon (National Biscuit Co.) was initiated into the order. The January meeting, to be known as "the Jas. H. Bolen class," in honor of our worthy Senior Counselor who, with his family, will leave early in January for California, will be conducted along the same lines as was this December meeting. Every effort will be made to initiate the largest class in the history of Grand Rapids Council and if the pep and enthusiasm displayed last Saturday night is any criterion, we will go over the top good and big. If we have omitted mention of any one who contributed to the splendid array of talent at this meeting, kindly call up the writer and we will gladly write an annex in next week's columns. Many of those who attended the You-See-Tea luncheon Saturday, Dec. 2, were positively glad they were there. The music was excellent. Don't think we ever had a better lunch served than was served that day and as soon as the Rev. James Hailwood, who was the guest of the meeting, began to talk every one fully realized we were going to listen to as good a talk as has ever been given at any of these meetings. Rev. Mr. Hailwood took for his subject The Gift of Vision, which naturally brought his talk as one of wonderful inspiration. It was the regret of all of those present that he could not have been allotted more time, but he certainly told us as many good things in a short space of time as it was possible for any person to do. A question came up as to whether or not it was advisable to try to continue these Saturday noon luncheons, as it was drawing close to the Christmas season. However, it was the decision of all present that luncheons would be held for the next two Saturdays, Dec. 9 and 16. That will mean that Saturday of next week will be the last luncheon until after Christmas. The committee is working to make Saturday, Dec. 9, paper salesmen's day and a letter will be mailed to all of the

paper salesmen of the city and a talk will be given by Ned Carpenter on the manufacture of paper from the start, either of the pulp product or the jute. Just what kind of a meeting will be held Dec. 16, is not yet fully decided, but the committee has it in their mind if they can get the proper co-operation from the wholesale hardware dealers of the city of Grand Rapids, to make it hardware salesmen's day and that will probably be the last luncheon until after New Years and sometime during the January furniture season there will be a furniture salesmen's day and it is the hope of the committee to secure for that meeting one of the best known and "biggest" furniture men of Grand Rapids.

J. A. Campbell, who has been engaged in general trade at Darrah, nine miles south of Mancelona, for more than twenty-one years, is in town for a few days, viewing the sights and renewing old acquaintances. He is on his way home from a swing around the cities of Southern Michigan, covering a period of three weeks.

The Hawk a Friend to the Farmer.

Grandville, Dec. 5—"Farmers have always considered the hawk a menace, but John Finley of the United States Biological Survey, is of the opinion that the bird is a friend of the soil tillers. He pointed out that hawks feast on mice and rats when they are unable to get baby chicks. Finley has entered a protest against killing of hawks and owls."

The above extract from a newspaper tells the whole story.

When the public press begins to sound a warning along sane lines where bird life is concerned, then we have hopes of a reformation in the way of bird destruction which has been going on for so many years in America.

From time immemorial hawks, crows and owls have been at the mercy of the boy and man with a gun. No protective laws for such as these, not even a good word from any source until now.

Light seems to be dawning even among the most benighted class of our people. The little sparrow, one of the most beautiful as well as useful of God's creatures, is still under the ban, but when the hawk and owl come in for a word of praise, look out.

We shall see more of this demand for non-interference with birds before long. Already the crows are singing their matutinal songs of early morning, reminding one that the snows of winter are not far away.

The caw of the crow has been in the past like a red rag shaken in the face of an angry bull to many of our people, yet the crow is as certainly a useful bird as are hawks and owls. Each and every one is a part of creation and entitled to life and happiness in the field of bird endeavor.

What a drear and silent world this would be in winter but for some of the despised feathered tribe in evidence each day, storm or shine. The crow and the sparrow are usually in evidence throughout the long Michigan winter. To kill such is a moral crime which should no longer be regarded with studied indifference as has been the case in the past.

Whenever man breaks through the laws of nature there is sure to come punishment. Farmers begin to realize that a mistake was made when any of our birds were ostracised, hated and destroyed. Poisons in the place of birds is an ugly consideration, one that is making for more disturbance in agricultural affairs than all other ills combined.

It is a matter for serious consideration. How can it be possible to continually saturate vines, trees and vegetables with deadly poisons without deleterious results?

Many sudden deaths may be attributed to the eating of fruits or vegetables from which the poison sprays

have not been fully dissipated. Still we continue to go on increasing our poison drenches over everything we eat in fruit and vegetable line, or is it better to turn away from false gods and get back to nature as represented by insectivorous birds?

Drop the poisons; let the birds come in to take their place.

Our people have been wont to listen to the teachings of college presidents and professors in agricultural schools. Now here is a man of considerable prominence, Mr. Finley, of the United States Biological Survey, who has entered a protest against killing of hawks and owls.

If we can get the people interested in the matter of their best interests, a start may be made toward reforming the greatest evil this country has ever been afflicted with, the infamous game laws of the various states.

A law which not only urges, but pays a premium on slain birds, is a disgrace to any human organization. Without birds the world would become a barren waste. With half the birds shot to death by rambling hunters or poisoned by thoughtless farmers, the world is suffering as never before. The right sort of education would have prevented all these mistakes of our lawmakers. Let the children be taught from infancy to respect and love our feathered population, and within a few years the poison-maker would have to withdraw from trade and our fruits and flowers, our grains and vegetables would be far more wholesome for human consumption and enjoyment than they are to-day.

Our newly-elected Michigan Legislature will soon gather at the capitol for the purpose of making more laws for our government and supposed well being. It is up to them to take heed to what Mr. Finley has said, and go about correcting the mistakes of past legislators.

Michigan is in the front rank with regard to education and farming. Why should it continue groping in the dark ages of heathenism where bird preservation is concerned? Old Timer.

Has No Use For the Owl Family.

Pontiac, Dec. 5—I would like to say a word about the nature and value of the owl family. I have a bird sanctuary, partly wooded, which has been a very attractive place to all manner of birds, from the great blue heron down to the hummingbird. I have seen the nests of many owls which I have taken out of hollow trees and I can say truthfully that I have never seen the skeleton of a single mouse in or near them, and my place is infested with mice. The nests belong to the great horned owl, the barred owl, the short eared owl and the screech owl.

Starting with the last named little pest, his peculiar habit is to go around the oriole's nest hanging on the end of a branch of a huge elm. Reaching into the nest with his talons, he pulls out the young orioles and I would often find them here and there on the ground, half eaten. Other birds' nests were served in the same way. I have seen this little owl sitting on the outer edge of a big hollow on a high elm, dart down in broad daylight and grab a song sparrow in a twinkling. Like all owls, they have a most cruel method of killing. They hang on to the bird with their talons, allowing the bird to struggle and turn over and over; but they hang on until death overtakes the victims.

The short eared owl amuses him self by cleaning out all the quail. Had my place been marshy, he would kill all the woodcock and snipe as well. He is a destructive devil, feeding largely on valuable birds, such as meadow larks. I never saw this owl do one good thing, while the screech owl, though killing many song birds, did kill some English sparrows. As for the great horned owl, he is, I think, a most diabolical creature. He destroys an incredible amount of

game all the year around. I killed 147 one winter in my valley, the year there was a plague among the rabbits up North and the great horned owls descended en masse on their way South. I had a wonderful opportunity to note the extraordinary powers of this comparatively light bird; its extremely cruel methods of killing and its ability to stop at almost nothing in its destructive habits. Starting with the smaller breeds of ducks, it progressed through the geese, finally killing one of my valuable swans. My love for this fowl is not, of course, very great because of the great loss I sustained during two winters on my bird sanctuary, in birds I had purchased at considerable expense. As for the losses in the neighborhood, up and down the creek, this owl killed every muskrat (his method of killing the muskrat was the most humane of any, as he quickly pierced its heart with his talons and then swallowed it whole, starting at the head, without tearing the muskrat at all); all the rabbits, a lot of the farmers' poultry, and two litters of pigs. I had abundant evidence of the strength of this bird when I saw how one old peahen was killed. The owl pulled the head and neck off the body and swallowed them; returning the next day to make a feast off the body, I caught him.

The Government reports in favor of the owl. If confined to the barn owl, I fully agree with, as it is a mouse killer par excellence. It leaves birds alone. I cannot say a good word for any other variety of owl except that the screech owl occasionally kills English sparrows, and the great horned owl sometimes grabs a crow. If these two varieties would confine their depredations to the English sparrow and the crow I'd be willing to give them a monument.

If any one can go out into the deep woods on a summer night and hear the terrible cries of the unfortunate useful birds and animals that are killed by these owls, I think he would quickly conclude that the murderous branches of the owl family ought to be exterminated. G. H. Corsan.

Drug Firm Prosecuted For Use of Red Cross.

Detroit, Dec. 5—H. G. Wilson, of the Wilson Sales Co., 44-46 McGraw building, has been arrested by Federal officers on a charge of making unauthorized use of the insignia of the Red Cross of America on boxes of aspirin tablets. The Wilson company sells its product in nine states, and the prosecution was ordered from Washington, the department of justice making the complaint.

It is alleged by the Federal authorities that the Wilson company first labelled its product Gold Seal aspirin. Then it adopted a new label bearing the Red Cross, and this proved popular. In the advertising matter issued by the company the cross appeared although it was not colored red, as it was on the boxes of the tablets.

The warrant was authorized by Gerald Groat, Assistant United States District Attorney, and immediately afterward Wilson was arrested.

This is said to be the first case in this district brought under the statute of 1905 for the protection of the Red Cross. The penalty is a fine of from \$100 to \$500 or one year's imprisonment, or both.

Commerce.

I come no more in grey disguise
With grasping hands and greedy eyes
Living on larceny and lies.
No longer does my mighty host
Of ministers and servants boast
Of giving least and getting most.
But now with eyes greed cannot blind
With willing hands and open mind
I live in service to mankind
And hold him first above the rest
Who wears this motto on his breast
"He profits most who serveth best."

Muskegon—The Lakey Foundry & Machine Co. has increased its capital stock from \$1,200,000 to \$1,700,000.

Peanut Oil As a Base For Camphor Liniment.

Oleum Arachis (Peanut Oil) is obtained from the seed of Arachis, hydrogen by cold expression. It is a blood non-drying oil, consisting of the glycerides of several fatty acids. The color is straw yellow and the odor and taste is nutlike and agreeable.

In 1909, I presented a paper on camphor liniment, at the N. J. P. A. meeting, suggesting for the 1910, U. S. Revision, a 20 per cent. camphorated oil, using peanut oil as a proper base. This was, however, not adopted, but I trust the 1920 U. S. P. Revision will, so as to improve this embrocation from a therapeutic standpoint, as it was indeed a great mistake to have ever employed cottonseed oil as a base for camphor liniment or any other liniment.

All must agree that it lacks the emollient and penetrating properties which the physician desires when he exhibits this agent. Applied by friction it is usually of a sticky nature, and not properly absorbed by the dermal surface. If we, however, replace this cottonseed oil with peanut oil this would not be the case.

E. A. Sayre, some time ago stated that the present preparation of camphorated oil is nice to look at, but looks should not be allowed to displace medicinal value. The use of cottonseed oil is no doubt a mistake, and it should promptly be displaced by another oil which is readily absorbed. There can be no doubt but what the exhibition of camphor liniment as a mild counter irritant has diminished since the cottonseed oil was substituted for olive in the formula, as, when associated with olive oil, it was much used in the treatment of sprains, bruises, chilblains and glandular swellings. Frictions with a dependable camphor liniment are of intrinsic value to relieve neuralgia and muscular pains and combined with oil of turpentine it forms a useful application for chest affections.

A satisfactory formula of camphor liniment in the U. S. P. will indeed permit the conservative physician to adopt some valuable combinations for therapeutic exhibition, as, for example, the addition of oil of wintergreen, menthol, chloroform, turpentine and other anodyne, alternative antiseptic and counter irritant agents.

In the British Pharmacopoeia we find that a pure olive oil is the vehicle for the camphor and is popular among prescribers because of its antiseptic counter irritant and absorptive action.

A good oil base for any agent designed for external application will always yield most gratifying results, and this can be conspicuously accrued from a pure peanut oil.

It has been my custom for years to prescribe a camphor liniment made with an olive oil or peanut oil, so that I could anticipate marked improvement from its frictions or inunction.

Some will contend, however, that I might just as well employ cottonseed oil, as the olive oil is sometimes adulterated with cottonseed oil. This, of course, is true, so far as the cheap grades of olive oil are concerned, but not so with the better kind, as a perfectly pure olive oil has always been

obtained in the market, and is still if you pay the price.

Another claim made is that we should employ cottonseed oil as a base in liniments, because it is a product of the United States and cheaper than olive oil. So is peanut, therefore, why not use it, and so far as therapeutic value is concerned, it stands next to olive oil, and certainly surpasses oil of benne.

The U. S. P. cites of camphor liniment as follows: This preparation is not intended for hypodermic use. It seems to me that the next revision should state which kind is, as this is a most important matter. Potter states that subcutaneous injections of camphor in doses of one grain dissolved in 15 minims of olive oil are employed with excellent results in pneumonia, typhoid fever and other conditions when collapse is imminent. The power of producing sedation of the nervous system and stimulation of the heart have been utilized in the treatment of tetanus, and may be efficiently employed in many affections.

Given hypodermically a sterile camphorated oil has been found useful for arresting pulmonary and other forms of hemorrhage.

It is also efficacious in relieving severe pain in cases of sciatica and neuritis.

In France hypodermics of 1:10 solution of camphor in olive oil, perfectly sterilized by the cabannes method, were widely employed during the severe epidemics of grippe and pneumonia in order to avert threatened cardiac failure.

In view of the fact that progressive physicians of this country will exhibit camphor by the subcutaneous route as much as they do in France, I believe it of paramount importance, from a clinical standpoint, to include in the next U. S. P. revisions a dependable formula of camphorated oil for the purpose, with a proper method of sterilization.

Regarding the preparation of camphorated oil for external exhibition, it should be a simple one, so as to reduce volatilization to a minimum. Several methods have been proposed. One is to powder the camphor by the addition of a little gasoline and adding the powdered camphor to the oil. Others recommend the use of circulatory displacement.

It seems to me that the best procedure would be to reduce the camphor into small pieces, and then rapidly introduce the same into a glass bottle and add the oil, cork, and set it away in a warm place, dissolving the camphor by occasional agitation.

Philemon E. Hommell.

Why Eggs Are High in Price.

November is the time when the farmer feeds his hens a bushel of grain for every egg produced.

The old hens were marketed when prices for poultry were higher than now.

Even when pullets are given the best of care but few begin laying before Dec. 1 and the care which the average farmer gives his hens will not secure eggs before February. . . Minion.

The business of to-morrow is going to be made by to-day's advertising.



STRAIGHT
SIZE—

The Johnson
Original 10 1/2 Cigar

VAN DAM

MANUFACTURED BY
TUNIS JOHNSON CIGAR CO.
GRAND RAPIDS, MICHIGAN

**"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

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

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

Cultured Coffee Co. Seriously Handicapped.

Colon C. Lillie is sending out flamboyant circular letters exploiting the capital stock of the Cultured Coffee Co., the inference being that the purchase of the few shares may make the holder independently rich. The Tradesman knows little about "cultured coffee" and cares less, because it is being placed on the market by reputable houses in an entirely reputable manner; but the methods pursued by the men who are selling stock in the parent company—the company which licenses coffee jobbers to sell the medicated coffee—are open to grave objections. In the first place, the industrious stock salesmen assert in cold type that the Michigan Securities Commission has placed the seal of approval on Anza coffee. As the Commission does not deal with commodities—does not see that woolen goods contain no cotton and that coffee beans contain no bugs—the statement is false and misleading and ought to be severely dealt with by the Commission.

Another bad feature is the connection of Colon C. Lillie with the company, because he has proved to be a hoodoo to about every undertaking he ever espoused or became connected with. Many years ago he preached the doctrine of "more overrun" to the manufacturers of creamery butter—which is only another name for injecting more water into butter. Many creamery owners who acted on his advice soon found themselves face to face with the Federal courts, which fined them so heavily that many of them were never able to rally from the penalties the Government enforced. He even took his own advice as manager of the Coopersville creamery, in consequence of which the stockholders practically lost their investment. Then he tried banking as President of the Coopersville State Bank. The bank

managed to survive the ordeal, but Lillie is no longer connected with the institution in any capacity. Then he took up stock fire insurance and allied himself with the notorious Colfax Gibbs and a gang of crooks which ought to be playing checkers with their noses at Jackson prison. Within two years more than a million dollars contributed by accommodating stockholders was squandered. Hundreds who paid \$1,500 for \$1,000 stock holding in the Lillie company now have \$200 in stock, with no immediate prospect of any dividends on the reduced holding for many years to come. It appears to be so with everything that Lillie touches. No matter how bright the prospects are, failure appears to be written in large letters over any cause he espouses or any company he connects himself with.

If any reader of the Tradesman buys stock in the Cultured Coffee Co. after this plain statement, he will have only himself to blame if the project goes bad and the only dividends he receives are disappointment and disgust.

The Salesman's Alphabet.

Always	Never
Be	Oppose.
Cheerful	Preach
Decided	Quality.
Earnest	Respectfully
Friendly.	Suggest.
Give	Talk
Honest	Up
Information.	Values
Judge	Without
Kindly.	Exaggeration
Listen	Yet
Minutely.	Zealously.
	E. E. Whitney.

Use your everyday activities as a tool to eliminate the weak and to develop the strong points of your character.

FREEZABLES

MAY WE REMIND OUR FRIENDS AND CUSTOMERS THAT THIS IS THE OPPORTUNE TIME TO ORDER FREEZABLE GOODS IN QUANTITIES SUFFICIENT TO CARRY THEM THROUGH THE WINTER MONTHS.

THE RAILROADS WILL NOT TAKE ANY FINANCIAL RESPONSIBILITY FOR LOSSES IN TRANSIT, DUE TO FREEZING OF MERCHANDISE.

THIS PUTS IT SQUARELY UP TO THE RETAIL TRADE. WE HAVE THE READY SELLERS IN STOCK, AWAITING YOUR EARLY ORDERS.

Hazeltine & Perkins Drug Co.
Grand Rapids, Michigan

WHOLESALE DRUG PRICE CURRENT

Prices quoted are nominal, based on market the day of issue.

Acids	Almonds, Sweet,	Tinctures
Boric (Powd.) -- 17½@ 25	imitation ---- 60@1 00	Aconite ----- @1 80
Borix (Xtal) ---- 17½@ 25	Amber, crude ---- 2 00@2 25	Aloes ----- @1 45
Carbolic ----- 61@ 66	Amber, rectified 2 25@2 50	Arnica ----- @1 10
Citric ----- 62@ 70	Anise ----- 1 25@1 50	Asafoetida ----- @2 40
Muriatic ----- 3½@ 8	Bergamont ----- 5 00@5 25	Belladonna ----- @1 35
Nitric ----- 9@ 15	Cajeput ----- 1 50@1 75	Benzoin ----- @2 10
Oxalic ----- 20½@ 30	Cassia ----- 2 65@3 00	Benzoin Comp'd ----- @2 65
Sulphuric ----- 3½@ 8	Cedar ----- 1 40@1 70	Buchu ----- @2 55
Tartaric ----- 40@ 50	Cedar Leaf ----- 1 50@1 75	Cantharadies ----- @2 85
	Cintronella ----- 1 00@1 20	Capsicum ----- @2 20
	Cloves ----- 3 00@3 25	Catechu ----- @1 75
	Cocaoanut ----- 25@ 35	Cinchona ----- @2 10
	Cod Liver ----- 1 30@1 40	Colehicum ----- @1 80
	Croton ----- 2 25@2 50	Cubebs ----- @3 00
	Cotton Seed ----- 1 25@1 35	Digitalis ----- @1 80
Ammonia	Eigeron ----- 4 00@4 25	Gentian ----- @1 35
Water, 26 deg. -- 10@ 18	Eucalyptus ----- 90@1 20	Ginger, D. S. ----- @2 40
Water, 18 deg. -- 8½@ 13	Hemlock, pure -- 2 00@2 25	Guaiac ----- @2 20
Water, 14 deg. -- 6½@ 12	Juniper Berries. 2 00@2 25	Guaiac, Ammon. ----- @2 00
Carbonate ----- 20@ 25	Juniper Wood ----- 1 50@1 75	Iodine ----- @ 95
Chloride (Gran.) 10@ 20	Lard, extra ----- 1 25@1 45	Iodine, Colorless ----- @1 50
	Lard, No. 1 ----- 1 10@1 20	Iron, clo. ----- @1 35
	Lavender Flow 5 00@5 25	Kino ----- @1 40
	Lavender Gar'n 1 75@2 00	Myrrh ----- @2 50
	Lemon ----- 1 50@1 75	Nux Vomica ----- @1 55
	Linseed Boiled bbl. @ 95	Opium ----- @3 50
	Linseed bld less 1 02@1 10	Opium, Camp. ----- @ 85
	Linseed, raw, bbl. @ 93	Opium, Deodor'd ----- @3 50
	Mustard, artifi. oz. @ 50	Rhubarb ----- @1 70
	Neatsfoot ----- 1 15@1 30	
	Olive, pure ----- 3 75@4 50	Paints.
	Olive, Malaga, yellow ----- 2 75@3 00	Lead, red dry 13¼@13¼
	Olive, Malaga, green ----- 2 75@3 00	Lead, white dry 13¼@13¼
	Orange, Sweet ----- 4 50@4 75	Lead, white oil 13¼@13¼
	Origanum, pure ----- @ 2 50	Ochre, yellow bbl. ----- @ 2
	Origanum, com'l 1 00@1 20	Ochre, yellow less 2½@ 6
	Pennyroyal ----- 2 50@2 75	Putty ----- 5@ 8
	Peppermint ----- 4 25@4 50	Red Venet'n Am. 3½@ 7
	Rose, pure ----- 12 00@16 00	Red Venet'n Eng. 4@ 8
	Rosemary Flows 1 25@1 50	Whiting, bbl. ----- @ 4½
	Sandalwood, E. ----- 10 00@10 25	Whiting ----- 5¼@ 10
	Sassafras, true 1 50@1 80	L. H. P. Prep. ----- 2 60@2 75
	Sassafras, arti'l 1 00@1 25	Rogers Prep. ----- 2 60@2 75
	Spearmint ----- 4 50@4 75	
	Sperm ----- 1 80@2 05	Miscellaneous
	Tansy ----- 14 00@14 25	Acetanolid ----- 45@ 55
	Tar, USP ----- 50@ 65	Alum ----- 08@ 12
	Turpentine, bbl. ----- @1 64	Alum, powd. and ground ----- 09@ 15
	Turpentine, less 1 71@1 79	Bismuth, Subnitrate ----- 3 55@3 75
	Wintergreen, leaf ----- 6 75@7 00	Borax xtal or powdered ----- 07@ 13
	Wintergreen, sweet birch ----- 3 75@4 00	Cantharades, po 1 75@2 00
	Wintergreen, art ----- 95@1 20	Calomel ----- 1 60@1 77
	Wormseed ----- 5 00@5 25	Capsicum ----- 55@ 65
	Wormwood ----- 13 50@13 75	Carmine ----- 6 00@6 60
		Cassa Buds ----- 25@ 30
		Cloves ----- 50@ 55
		Chalk Prepared ----- 14@ 14
		Chloroform ----- 57@ 60
		Chloral Hydrate 1 35@1 81
		Cocaine ----- 11 60@12 25
		Cocoa Butter ----- 55@ 75
		Corks, list, less 40@50%
		Copperas ----- 3½@ 10
		Copperas, Powd. ----- 4@ 10
		Corrosive Sublim 1 54@1 71
		Cream Tartar ----- 35@ 45
		Cuttle bone ----- 65@ 75
		Dextrine ----- 4½@ 15
		Dover's Powder 3 50@4 00
		Emery, All Nos. ----- 10@ 15
		Emery, Powdered ----- 8@ 10
		Epsom Salts, bbls. ----- @ 3½
		Epsom Salts, less 4¼@ 09
		Ergot, powdered ----- @1 50
		Flake, White ----- 15@ 20
		Formaldehyde, lb. 17@ 25
		Gelatine ----- 1 30@1 50
		Glassware, less 55%.
		Glassware, full case 60%.
		Glauber Salts, bbl. ----- @03½
		Glauber Salts less 04@ 10
		Glue, Brown ----- 21@ 30
		Glue, Brown Grd 12½@ 20
		Glue, White ----- 25@ 35
		Glue, White Grd. ----- 24@ 32
		Glycerine ----- 25@ 35
		Hops ----- 65@ 75
		Iodine ----- 6 20@6 65
		Iodoform ----- 6 75@7 20
		Lead Acetate ----- 18@ 25
		Lycopodium ----- 1 00@1 15
		Mace ----- 75@ 80
		Mace, powdered ----- 95@1 00
		Menthol ----- 11 50@11 75
		Morphine ----- 8 70@9 60
		Nux Vomica, pow. ----- @ 25
		Nux Vomica, pow. ----- @ 25
		Pepper black pow. ----- 32@ 35
		Pepper, White ----- 40@ 45
		Pitch, Burgundy ----- 10@ 15
		Quassia ----- 12@ 15
		Quinine ----- 72@1 33
		Rochelle Salts ----- 30@ 40
		Saccharine ----- @ 30
		Salt Peter ----- 11@ 22
		Seidlitz Mixture ----- 30@ 40
		Soap, green ----- 15@ 20
		Soap mott cast. 22½@ 25
		Soap, white castile ----- @11 50
		Soap, white castile less, per bar ----- @1 25
		Soda Ash ----- 04@ 10
		Soda Bicarbonate 3¼@10
		Soda, Sal ----- 03@ 08
		Spirits Camphor ----- @1 35
		Sulphur, roll ----- 3¼@ 10
		Sulphur, Subl. ----- 04@ 10
		Tamarinds ----- 20@ 25
		Tartar Emetic ----- 50@ 55
		Turpentine, Ven. ----- 70@ 75
		Vanilla Ex. pure 1 75@2 25
		Witch Hazel ----- 1 47@2 00
		Zinc Sulphate ----- 06@ 15

Acacia, 1st ----- 50@ 55	Alkanet ----- @ 40
Acacia, 2nd ----- 45@ 50	Blood, powdered ----- 30@ 40
Acacia, Sorts ----- 24@ 30	Calamus ----- 35@ 75
Acacia, powdered 30@ 35	Elecampane, pwd ----- 25@ 30
Aloes (Barb Pow) 25@ 35	Gentian, powd. ----- 20@ 30
Aloes (Cape Pow) 25@ 35	Ginger, African, powdered ----- 55@ 60
Aloes (Soc. Pow.) 70@ 75	Ginger, Jamaica ----- 60@ 65
Asafoetida ----- 65@ 75	Ginger, Jamaica, powdered ----- 42@ 50
Pow. ----- 1 00@1 25	Goldenseal, pow. 5 50@6 00
Camphor ----- 1 15@1 20	Ipecac, powd. ----- @ 3 00
Guaiac ----- @1 10	Licorice ----- 40@ 45
Guaiac, pow'd ----- @1 25	Licorice, powd. ----- 20@ 30
Kino ----- @ 75	Orris, powdered ----- 30@ 40
Myrrh ----- @ 85	Poke, powdered ----- 30@ 35
Myrrh ----- @ 85	Rhubarb, powd. 1 00@1 10
Myrrh, powdered ----- @ 95	Sarsaparilla, powd. ----- 30@ 35
Opium, powd. 11 00@11 20	Sarsaparilla, Hond. ground ----- 1 25@1 40
Opium, gran. 11 00@11 20	Sarsaparilla Mexican, ground ----- @ 65
Shellac ----- 1 00@1 15	Squills ----- 35@ 40
Shellac Bleached 1 05@1 20	Squills, powdered ----- 60@ 70
Tragacanth, pw. 2 25@2 50	Tumeric, powd. ----- 15@ 20
Tragacanth ----- 2 50@3 00	Valeran, powd. ----- 40@ 50
Turpentine ----- 25@ 30	

Insecticides	Almonds, Bitter,
Arsenic ----- 17½@ 25	true ----- 7 50@7 75
Blue Vitriol, bbl. @ 7½	Almonds, Bitter,
Blue Vitriol, less 8½@ 15	artificial ----- 2 50@2 75
Bordeaux Mix Dry 14@ 29	Almonds, Sweet,
Hellebore, White ----- 20@ 30	true ----- 80@1 20
Insect Powder ----- 50@ 80	
Lead Arsenate Po. 29@ 31	
Lime and Sulphur ----- 09½@23½	
Dry ----- 30@ 43	
Paris Green ----- 30@ 43	

Leaves	Oils
Buchu ----- 1 75@1 90	Almonds, Bitter,
Buchu, powdered @ 2 00	true ----- 7 50@7 75
Sage, Bulk ----- 25@ 30	Almonds, Bitter,
Sage, ¼ loose ----- 72@ 78	artificial ----- 2 50@2 75
Sage, powdered ----- 55@ 60	Almonds, Sweet,
Senna, Alex. ----- 75@ 80	true ----- 80@1 20
Senna, Tinn. ----- 30@ 35	
Senna, Tinn. pow. 25@ 35	
Uva Ursi ----- 20@ 25	

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

- Whisk Broom
Twine
Karo Syrup

DECLINED

- Evaporated Apricots
Veal Loins
Butts
Shoulders
Spareribs

AMMONIA

- Arctic Brand
16 oz., 2 doz. in carton, per doz.
1 X L, 3 doz., 12 oz. 3 75

Stove

- No. 1
No. 2

SHOE

- No. 1
No. 2
No. 3

BUTTER COLOR

- Dandelion, 25c size
Nedrow, 3 oz., doz.

CANDLES

- Electric Light, 40 lbs.
Plumber, 40 lbs.

CANNED FRUIT

- Apples, 3 lb. Standard
Apples, No. 10
Apple Sauce, No. 2

CANNED VEGETABLES

- Asparagus
No. 1, Green tips
No. 2 1/2, Lge. Gr.



AMCA AXLE GREASE

48, 1 lb.
24, 3 lb.
10 lb. palls, per doz.

BAKING POWDERS

- Calumet, 4 oz., doz.
Calumet, 8 oz., doz.
Calumet, 16 oz., doz.

BLUING

- Jennings Condensed Pearl
C-P-B "Seal Cap"
3 doz. Case (15c)

BREAKFAST FOODS

- Cracked Wheat, 24-2
Cream of Wheat
Pillsbury's Best Cerl

Post's Brands

- Grape-Nuts, 24s
Grape-Nuts, 100s
Postum Cereal, 12s

BROOMS

- Leader, 4 String
Standard Parlor, 23 lb.
Fancy Parlor, 23 lb.

BRUSHES

- Solid Back, 8 in.
Solid Back, 1 in.
Pointed Ends

CHOCOLATE

- Baker, Caracas, 1/8s
Baker, Caracas, 1/4s
Baker, Premium, 1/8s

Worden Grocer Co. Brands

- Harvester Line.
Kiddies, 100s
Record Breakers, 50s

TOBACCO—FINE CUT

- Liggett & Myers Brands
Hiawatha, 10c, doz.
Hiawatha, 16 oz., dz.

COCOA

- Baker's 1/8s
Baker's 1/4s
Bunt, 1/2 lb.

Clear Havana Cigars made in Tampa, Fla.

- Specials, 50s
Diplomatics, 50s
Bishops, 50s

COCOANUT

- 1/8s, 5 lb. case Dunham
1/8s, 5 lb. case
1/4s & 1/8s, 15 lb. case

A. S. Valentine Brands

- Little Valentines, 100 37 50
Victory, 50 Wood
DeLux Inv., 50, Wd.

CLOTHES LINE

- Hemp, 50 ft.
Twisted Cotton, 50 ft.
Braided, 50 ft.

Ignacia Haya

- Extra Fancy Clear Havana
Made in Tampa, Fla.
Delicades, 50s

COFFEE ROASTED

- Bulk
Rio
Santos
Maracaibo

Starlight Bros.

- La Rose De Paris Line
Caballeros, 50s
Rouse, 50s

McLaughlin's XXXX

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

Rosenthals Bros.

- R. B. Londres, 50s, Tissue Wrapped
R. B. Invincible, 50s, Foil Wrapped

Coffee Extracts

- N. Y., per 100
Frank's 50 pkgs.
Hummel's 50 1 lb.

Union Made Brands

- El Overture, 50s, foil 75 00
Ology, 50s

CONDENSED MILK

- Eagle, 4 doz.
Leader, 4 doz.

Our Nickel Brands

- Tiona, 100
New Currency, 50s
New Pantella, 100

MILK COMPOUND

- Hebe, Tall, 4 doz.
Hebe, Baby, 8 doz.
Carolene, Tall, 4 doz.

Cheroots

- Old Virginia, 100s

EVAPORATED MILK

- Blue Grass, Tall, 48
Blue Grass, Baby, 72
Carnation, Tall, 4 doz.

CATSUP

- B-nut, Large
B-nut, Small
Libby, 14 oz.

Stogies

- Home Run, 50, Tin
Dry Slitz, 100s

CHILI SAUCE

- Snider, 16 oz.
Snider, 8 oz.
Lilly Valley, 1/2 Pint

CIGARETTES

- One Eleven, 15 in pkg
Beechnut, 20, Plain
Home Run, 20, Plain

OYSTER COCKTAIL

- Sniders, 16 oz.
Sniders, 8 oz.

SMOKING TOBACCO

- American Tobacco Co. Brands
Banner, L. C., 10c, dz.
Banner, L. C., 40c, dz.

CHEESE

- Roquefort
Kraft Small tins
Chili, small tins
Pimento, small tins

CIGARS

- Lewellyn & Co. Brands
Mi Lola
Capitol, 50s

CHEWING GUM

- Adams Black Jack
Adams Bloodberry
Adams Calif. Fruit

CIGARETTE PAPERS

- Riz La Croix, Wh., dz.
Riz La Wheat Br., dz.
Zig Zag, per doz.

Liggett & Meyers Brands.

Table listing Liggett & Meyers Brands including Briar Pipe, Cuban Star, Corn Cake, Duke's Mixture, Glad Hand, Growler, La Turka, Noon Hour, O. U., Pilot, Plow Boy, Summer-time, Sweet Tip, Velvet, etc.

P. Lorillard's Brands.

Table listing P. Lorillard's Brands including Beechnut Scrap, Buzz, L. C., Chips, P. C., Honest Scrap, Open Book Scrap, Stag, Union Leader, War Path, etc.

Scotten Dillon Co. Brands.

Table listing Scotten Dillon Co. Brands including Dan Patch, Dillon's Mixture, G. O. P., Loreda, Peachy, Peninsular, Reel Cut Plug, Union Workman Scrap, Way Up, Yankee Girl Scrap, etc.

Pinkerton Tobacco Co. Brands.

Table listing Pinkerton Tobacco Co. Brands including American Star, Big 3, Duck, Pinkerton, Pinch Hit, Red Man Scrap, Red Horse Scrap, etc.

J. J. Bagley & Co. Brands.

Table listing J. J. Bagley & Co. Brands including Broadleaf, Buckingham, Gold Shore, Hazel Nut, Kleeko, Old Colony, Old Crop, Red Band, Sweet Tip, Wild Fruit, etc.

Independent Snuff Co. Brands.

Table listing Independent Snuff Co. Brands including New Factory, Schmidt Bros., R. J. Reynolds Tobacco Co., etc.

R. J. Reynolds Tobacco Co. Brands.

Table listing R. J. Reynolds Tobacco Co. Brands including George Washington, Old Rover, Our Advertiser, Prince Albert, etc.

Block Bros. Tobacco Co. Brands.

Table listing Block Bros. Tobacco Co. Brands including Falk Tobacco Co., American Mixture, Arcadia Mixture, Champagne Sparklets, etc.

Champagne Sparklets.

Table listing Champagne Sparklets including Personal Mixture, Perique, Serene Mixture, Tareyton London Mixture, Vintage Blend, etc.

Supper Boy Scrap.

Table listing Supper Boy Scrap and other tobacco products like Havana Blossom, Knickerbocker, Lieberman, etc.

Larus & Bro. Co.'s Brands.

Table listing Larus & Bro. Co.'s Brands including Edgeworth Ready Rub, Edgeworth Ready Plug, Edgeworth Sliced Plug, etc.

United States Tobacco Co. Brands.

Table listing United States Tobacco Co. Brands including Central Union, Shag, Shag 15c Papers, Dill's Best, etc.

CONFECTIONERY

Table listing Confectionery items like Standard, Jumbo Wrapped, Pure Sugar Stick, Big Stick, etc.

Mixed Candy Pails

Table listing Mixed Candy Pails including Kindergarten, Leader, X. L. O., French Creams, Cameo, Grocers, etc.

Fancy Chocolates

Table listing Fancy Chocolates including Bittersweet, Choc Marshmallow, Milk Chocolate, Nibble Sticks, etc.

Gum Drops Pails

Table listing Gum Drops Pails including Anise, Orange Gums, Challenge Gums, Favorite, Superior, etc.

Lozenges. Pails

Table listing Lozenges Pails including A. A. Pep, A. A. Pink, A. A. Choc, Motto Hearts, Malted Milk, etc.

Hard Goods. Pails

Table listing Hard Goods Pails including Lemon Drops, O. F. Horehound Dps, Anise Squares, Peanut Squares, etc.

Pop Corn Goods.

Table listing Pop Corn Goods including Cracker Jack, Checkers, Cough Drops, Putnam's, Smith Bros., etc.

Package Goods

Table listing Package Goods including Creamery Marshmallows, 4 oz. pkg, 12s. cart., 4 oz. pkg, 48s. case, etc.

Specialties.

Table listing Specialties including Arcadian Bon Bons, Walnut Fudge, Pineapple Fudge, Italian Bon Bons, National Cream Mints, Silver King M. Mallowes, etc.

Currents

Table listing Currents including Package, Boxes, Peaches, Peel, Raisins, etc.

California Prunes

Table listing California Prunes including 90-100 25 lb. boxes, 80-90 25 lb. boxes, 70-80 25 lb. boxes, etc.

FARINACEOUS GOODS

Table listing Farinaceous Goods including Beans, Med. Hand Picked, Cal. Limas, Brown, Swedish, Red Kidney, Farina, etc.

Hominy

Table listing Hominy including Pearl, 100 lb. sack, Macaroni, Domestic, Broken, etc.

Pearl Barley

Table listing Pearl Barley including Chester, Peas, Scotch, Split, East India, etc.

Sago

Table listing Sago including Tapioca, Pearl, Minute, Dromedary Instant, etc.

FISHING TACKLE

Table listing Fishing Tackle including Cotton Lines, No. 2, 15 feet, No. 3, 15 feet, etc.

Linen Lines

Table listing Linen Lines including Small, Medium, Large, per 100 yards, etc.

Floats

Table listing Floats including No. 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, per gross, etc.

Hooks—Kirby

Table listing Hooks—Kirby including Size 1-12, per 1,000, Size 1-0, per 1,000, etc.

Sinkers

Table listing Sinkers including No. 1, per gross, No. 2, per gross, No. 3, per gross, etc.

FLAVORING EXTRACTS

Table listing Flavoring Extracts including Pure Vanilla, Turpenese, Pure Lemon, 7 Dram, 1 1/2 Ounce, etc.

FLOUR AND FEED

Table listing Flour and Feed including Valley City Milling Co., Lily White, Harvest Queen, Light Loaf Spring, etc.

Meal

Table listing Meal including Gr. Grain M. Co., Bolted, Golden Granulated, No. 1 Red, No. 1 White, etc.

Oats

Table listing Oats including Carlots, Less than Carlots, Hay, Carlots, etc.

FEED

Table listing Feed including Street Car Feed, No. 1 Corn & Oat Fd, Cracked Corn, Coarse Corn Meal, etc.

FRUIT JARS

Table listing Fruit Jars including Mason, Knox's Sparkling, Knox's Acidu'd, Minute, Plymouth, etc.

GELATINE

Table listing Gelatine including Jello-O, Knox's Sparkling, Knox's Acidu'd, Minute, etc.

GRANULATED LYE

Table listing Granulated Lye including Wanders, Single cases, 2 1/2 cases, 5 1/2 cases, etc.

CHLORINATED LIME

Table listing Chlorinated Lime including Single cases, 2 1/2 cases, 5 1/2 cases, etc.

HAND CLEANER.

Table listing Hand Cleaner including 10c size, 15c size, 25c size, etc.

HORSE RADISH

Table listing Horse Radish including Per doz., 7 oz., JELLY AND PRESERVES, etc.

JELLY AND PRESERVES

Table listing Jelly and Preserves including Pure, 30 lb. pails, Pure 7 oz. Asst., Ruckeye, O. B., etc.

JELLY GLASSES

Table listing Jelly Glasses including 8 oz., per doz., MATCHES, Blue Ribbon, Searchlight, etc.

MATCHES.

Table listing Matches including Blue Ribbon, Searchlight, Safe Home, Red Stick, etc.

MOLASSES.

Table listing Molasses including New Orleans, Fancy Open Kettle, Choice, Fair, etc.

NUTS.

Table listing Nuts including Whole, Almonds, Brazil, Fancy mixed, Filberts, etc.

Salted Peanuts

Table listing Salted Peanuts including Fancy, No. 1, Jumbo, Shelled, etc.

OLIVES.

Table listing Olives including Bulk, 2 gal. keg, Bulk, 3 gal. keg, Bulk, 5 gal. keg, etc.

PEANUT BUTTER.

Table listing Peanut Butter including Bel Car-Mo Brand, 8 oz. 2 doz. in case, 24 1 lb. pails, etc.

PETROLEUM PRODUCTS

Table listing Petroleum Products including Iron Barrels, Perfection Kerosine, Red Crown Gasoline, etc.

IRON BARRELS.

Table listing Iron Barrels including Medium Light, Medium Heavy, Heavy, etc.

PICKLES.

Table listing Pickles including Barrel, 1,200 count, 15 gallon, 2000, etc.

SWEET SMALL

Table listing Sweet Small including 30 gallon, 2400, 15 gallon, 2000, etc.

DIET PICKLES.

Table listing Diet Pickles including 800 Size, 15 gal., PIPES, Cob, 3 doz. in bx, etc.

PLAYING CARDS

Table listing Playing Cards including Broadway, per doz., Blue Ribbon, Crickett, Bicycle, etc.

POTASH

Table listing Potash including Babbitt's 2 doz., FRESH MEATS, Beef, Top Steers & Heifers, etc.

BEEF.

Table listing Beef including Top Steers & Heifers, Good Steers & Heifers, Med. Steers & Heifers, etc.

COWS.

Table listing Cows including Top, Good, Medium, Common

Veal.

Table listing Veal including Top, Good, Medium, Lamb, Mutton, etc.

PROVISIONS

Table listing Provisions including Barreled Pork, Clear Back, Short Cut Clear, etc.

Dry Salt Meats

Table listing Dry Salt Meats including S P Bellies, Lard, 80 lb. tubs, etc.

SAUSAGES

Table listing Sausages including Bologna, Liver, Frankfort, Pork, Veal, Tongue, Headcheese, etc.

SMOKED MEATS

Table listing Smoked Meats including Hams, 14-16 lb., Hams, 16-18 lb., Ham, dried beef, etc.

BEEF

Table listing Beef including Boneless, Rump, Mince Meat, Condensed No. 1, etc.

PIG'S FEET

Table listing Pig's Feet including 1/4 bbls., 35 lbs., 1/2 bbls., 80 lbs., 1 bbl., etc.

TRIBE

Table listing Tribe including Kits, 15 lbs., 1/4 bbls., 40 lbs., 1/2 bbls., 80 lbs., etc.

CASINGS

Table listing Casings including Hogs, per lb., Beef, round set, Beef, middles, etc.

UNCOLORED OLEOMARGARINE

Table listing Uncolored Oleomargarine including Solid Dairy, Country Rolls, Gem Nut, etc.

RICE

Table listing Rice including Fancy Head, Blue Rose, Broken, ROLLED OATS, etc.

ROLLED OATS

Table listing Rolled Oats including Steel Cut, 100 lb. sks., Silver Flake, Quaker, etc.

SALAD DRESSING

Table listing Salad Dressing including Durkee's large, Durkee's med., Durkee's Picnic, etc.



SALT

Colonial 24, 2 lb.	90
Med. No. 1, Bbls.	2 70
Med. No. 1, 100 lb. bg ..	90
Farmer Spec., 70 lb.	90
Packers Meat, 56 lb.	56
Packers for ice cream	
100 lb., each	95
Blocks, 50 lb.	47
Butter Salt, 280 lb. bbl.	4 50
Baker Salt, 280 lb. bbl.	4 25
100, 3 lb. Table	6 07
60, 5 lb. Table	5 30
30, 10 lb. Table	5 30
28 lb. bags, butter	48



Per case, 24 2 lbs. 2 40
Five case lots

SHOE BLACKENING.

2 in 1, Paste, doz.	1 35
El. Z. Combination, dz.	1 35
Dri-Foot, doz.	2 00
Bixbys, Doz.	1 35
Shinola, doz.	85

STOVE POLISH.

Blackline, per doz.	1 35
Black Silk Liquid, dz.	1 40
Black Silk Paste, doz.	1 25
Enamaline Paste, doz.	1 35
Enamaline Liquid, dz.	1 35
E Z Liquid, per doz.	1 40
Radium, per doz.	1 85
Rising Sun, per doz.	1 35
654 Stove Enamel, dz.	2 85
Vulcanol, No. 5, doz.	95
Vulcanol, No. 10, doz.	1 35
Stovoil, per doz.	3 00

SOAP.

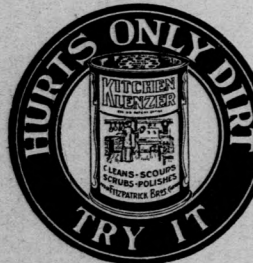
Am. Family, 100 box	5 75
Export, 120 box	4 80
Flake White, 100 box	5 00
Fels Naptha, 100 box	5 60
Grdama White Na. 100s	4 90
Rub No More White	
Naptha, 100 box	5 00
Swift Classic, 100 box	4 55
20 Mule Borax, 100 bx	7 55
Wool, 100 box	5 50
Fairy, 100 box	5 50
Jap Rose, 100 box	7 85
Palm Olive, 144 box	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	3 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
Climaine, 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
Le France Laun, 4 dz.	3 70
Luster Box, 54	8 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.	8 85
Rub No More, 18 Lg. 4 25	
Spotless Cleanser, 48,	
20 oz.	3 85
Sani Flush, 1 doz.	2 25
Sapolo, 3 doz.	3 15
Soapine, 100, 12 oz.	6 40
Snowboy, 100, 10 oz.	4 00
Snowboy, 24 Large	4 70
Speedee, 3 doz.	7 20
Sunbrite, 72 doz.	4 00
Wyandotte, 48	4 75

SPICES.

Whole Spices.	
Allspice, Jamaica	@13
Cloves, Zanzibar	@45
Cassia, Canton	@16
Cassia, 5c pkg., doz.	@40
Ginger, African	@15
Ginger, Cochin	@20
Mace, Penang	@70
Mixed, No. 1	@22
Mixed, 5c pkgs., doz.	@45
Nutmegs, 70-80	@35
Nutmegs, 105-110	@30
Pepper, Black	@15

Pure Ground in Bulk	
Allspice, Jamaica	@16
Cloves, Zanzibar	@45
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

Chill Powder, 15c	1 85
Celery Salt, 3 oz.	95
Sage, 2 oz.	90
Onion Salt	1 35
Garlic	1 35
Ponely, 3 1/2 oz.	3 25
Kitchen Bouquet	3 25
Laurel Leaves	20
Marjoram, 1 oz.	90
Savory, 1 oz.	90
Thyme, 1 oz.	90
Tumeric, 2 1/2 oz.	90

STARCH

Kingsford, 40 lbs.	11 1/4
Powdered, bags	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 85
Tiger, 48-1	2 85
Tiger, 50 lbs.	05 1/2

SYRUPS

Blue Karo, No. 1 1/2.	
2 doz.	1 94
Blue Karo, No. 5, 1 dz 2 70	
Blue Karo, No. 10,	2 50
1/2 doz.	2 50
Red Karo, No. 1 1/2, 2	
doz.	2 24
Red Karo, No. 5, 1 dz 3 10	
Red Karo, No. 10, 1/2	
doz.	2 90

Maple Flavor.

Karo, 1 1/2 lb., 2 doz.	3 95
Karo, 5 lb., 1 doz.	6 15

Maple and Cane

Kanuck, per gal.	1 50
Sugar Bird, 2 1/2 lb.	
2 doz.	9 00
Sugar Bird, 8 oz., 4	
doz.	12 00

Maple.

Johnson Purity, Gal. 2 50	
Johnson Purity, 4	
doz., 18 oz.	18 50

Sugar Syrup.

Domino, 6 5 lb. cans 2 50	
---------------------------	--

Old Mans.

6, 10 lb. cans	10 40
12, 5 lb. cans	11 40
24, 2 1/2 lb. cans	12 40
24, 1 1/4 lb. cans	7 00
5 gal. jacket cans, ea.	5 75
36, 8 oz. bottles	7 25
24, pint bottles	7 25
24, 18 oz. bottles	7 50
12, quart bottles	6 50

Silver Kettle.

6, 10 lb. cans	8 40
12, 5 lb. cans	9 15
24, 2 1/2 lb. cans	10 15
48, 1 1/4 lb. cans	12 00
5 gal. jacket cans, ea.	5 00
36, 8 oz. bottles	6 25
24, pint bottles	6 25
24, 18 oz. bottles	6 50
12, quart bottle	5 50

Ko-Ka-Ma.

6, 10 lb. cans	5 40
12, 5 lb. cans	5 90
24, 2 1/2 lb. cans	6 65
5 gal. jacket cans, ea.	4 25
24, pint bottles	4 50
24, 18 oz. bottles	4 75

TABLE SAUCES.

Lea & Perrin, large.	6 00
Lea & Perrin, small.	3 35
Pepper	1 60
Royal Mint	2 40
Tobasco	2 75
Sho You, 9 oz., doz.	3 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	28
Choice	38@40
Fancy	38@40

Ceylon

Pekoe, medium	33
Melrose, fancy	58

English Breakfast

Congou, Medium	28
Congou, Choice	35@36
Congou, Fancy	42@43

Oolong

Medium	38
Choice	45
Fancy	50

TWINE

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

VINEGAR

Cider, 40 Grain	23@25
White Wine, 40 grain 17	
White Wine, 80 grain 22	
Oakland Vinegar & Pickle	
Co.'s Brands.	
Oakland Apple Cider	35
Blue Ribbon Corn	20
Oakland White Pickling	
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
Kayo, 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. 1, Star Carrier	10 00
No. 1, Star Egg Trays	4 50
No. 2, Star Egg Tray	9 00

Mop Sticks

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

Palls

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 66
14 "n.	1 86
16 "n.	2 30

Wood Bowls

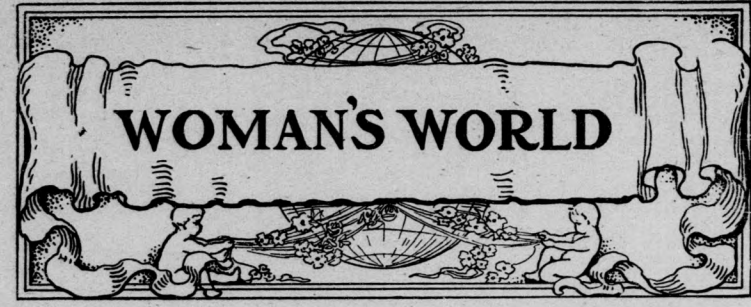
13 in. Butter	5 60
15 in. Butter	9 00
17 in. Butter	13 00
19 in. Butter	25 00

WRAPPING PAPER

Fibre, Manila, white	05 1/2
No. 1 Fibre	07 1/2
Butchers Manila	06
Kraft	09

YEAST CAKE

Magic, 3 doz.	2 70
Sunlight, 3 doz.	2 70
Sunlight, 1 1/2 doz.	1 85
Yeast Foam, 3 doz.	3 70
Yeast Foam, 1 1/2 doz.	1 35
YEAST-COMPRESSED	
Fleischman, per doz.	28



"All Dressed Up and No Place To Go."

Two college girls, at different stages, have recently impressed me by saying the same thing from two very different points of view. One was a freshman in a woman's college, the other a graduate, at home this winter for the first long stay in the seven years since she first went away to boarding school.

"I don't know what is the matter with me," said the first. "I worked so well and so successfully in school and made good in my entrance examinations; and now that I am here I don't seem to have any steam at all. I don't seem to care. I don't understand why."

"Perhaps you are not in good physical shape," I ventured. "Possibly you are feeling the effects of overstrain in getting ready for those examinations."

"I am perfectly well," she answered. "It isn't that. I think it is that I haven't any purpose in life."

"Why, then, did you do well in school and not now?"

"I know!" she cried. "That's just it. I was working to get into college. That was the business of my life, I did it, and now I haven't any purpose any more. It doesn't seem enough just to do each day's work for the purpose of doing it. I don't see myself getting towards anything."

The other girl was saying almost the same thing in other words and at a later stage.

"Here I am," she said, plaintively, "all dressed up and no place to go." For four years in college I have been working as hard as I knew how, and successfully, to graduate with credit. I have my degree, summa cum laude, and my Phi Beta Kappa key, to show that I did it. And here I am at home, going round and round like a squirrel in a cage, without definite purpose or direction, and not going anywhere.

"Mother and father can't seem to understand. They don't see why I should want to do anything except just exist, and follow a little stupid round of household routine and what they are pleased to call 'social duties.' That means calls and bridge parties, and mild philanthropic work. They can't see why a live woman with an expensive college education should want something definite to do. Nobody ever did anything to find out what I was fit for."

Result of Changing Safety Zone.

The proprietor of a candy store at the edge of the retail section on the principal street of a Western Michigan city noted with pleasure that business was spreading up the street beyond his store. This would make more people pass his doors and consequently he would sell more candy, to say nothing of making more money. He could look out at the front door and see the increase in automobile traffic, and he supposed that there was a similar increase in foot traffic. But for some reason he failed to sell any more candy. To the contrary, his sales dropped. He couldn't understand it. There were the new stores and theaters up beyond his shop pulling people in that direction. The street was jammed with autos. To see just how much foot traffic had increased, he put two men to work counting the pedestrians. He was shocked to learn that the traffic on his side of the street had decreased. He looked about for the cause of this and discovered that a block beyond him was a flatiron corner where the automobiles were so thick that the crossing was dangerous. People walking up the street purposely chose the other side because it happened that the dangerous traffic spot was only on the one side.

The candy man then grew intensely interested in the sad lot of the humble pedestrian. He went to the head of an accident insurance company and got him also interested. These two then went to the police department and demanded that for the sake of humanity

a safety zone be established at the dangerous crossing to divert part of the automobile traffic and make it safe for humans to walk there. The police officials recognized that here was a citizen, actuated by the highest humanitarian motives, complaining of a menace that ought to be remedied. They ordered the safety zone established. Within a week the pedestrian traffic past the candy store had almost doubled and the candy sales showed a proportionate increase. The safety zone made a difference to the candy man of many thousands of dollars profit before the end of the year.

It doesn't require hypnotism to sell goods—not if the goods are right. If they are not right, you ought not have them.

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

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.

Wanted—To hear from owner of general merchandise store for sale. State cash price, particulars. D. F. Bush, Minneapolis, Minn. 914

Want to hear from party owning good merchandise business or other business for sale. State cash price and particulars. John J. Black, 130 St. Chippewa Falls, Wisconsin. 957

For Sale—Moving away. I offer my home with ten (or more) acres of land, with buildings worth at least \$5,000, for \$6,000. Beautiful situation, on Dixie Highway. Just outside village of Plainwell. For particulars, address H. L. Bliss, Plainwell, Mich. 978

For Sale—A general store. Invoice \$7,000. Cash deal only. Address Box 36, Lawton, No. Dakota. 979

WANTED—A thoroughly experienced shoe man, qualified to take charge of a shoe department and do both buying and selling. Permanent position in popular priced department store. State age, salary expectations and send references. THE GLOBE DEPARTMENT STORE, Traverse City, Mich. 980

Wanted—An experienced road salesman. Only experienced men need apply. P. Steketee & Sons, Wholesale Dry Goods, Grand Rapids, Mich. 981

For Sale—One National cash register, \$50; one four-hundred-pound Banta & Benda refrigerator, \$125; one 3/4 H. P. double hopper Hobart coffee mill, \$125; one 2000 lb. Hall safe, \$35; five five-foot mahogany show cases, plate glass top and sides, \$40 each; two six-foot mahogany show cases, plate glass top and sides, \$45 each; one eighteen-foot ceiling ladder and sixty feet troughing, \$35. Please address 105 So. Main St., Elkhart, Ind. 982

For Rent—Modern double store, all completely fitted with fixtures for department store, at St. Louis, Mich. Optional if you buy stock or not. Fine chance to continue long established business. J. ANSPACH, ST. LOUIS, MICH. 983

Pay spot cash for clothing and furnishing goods stocks. L. Silberman, 1250 Burlingame Ave., Detroit, Mich. 566

A. E. GREENE SALES CO.
Merchandise Sales Specialists

Conducting complete closing-out, reduction and Business building sales for retail merchants anywhere.
216 E. Main. Jackson, Michigan

WANTED—A good general store, in trade for a good stock farm 220 acres thirty miles from Detroit, all implements and stock; 40 head of cattle, 6 horses, 23 pigs, 24 sheep, 150 fowls. Grain, hay, etc. Deal direct with owner. Those interested act quickly. Give full particulars in first letter. John Lewis, 298 Marston Ave., Detroit, Mich., c-o Schneider. 970

FOR SALE—100-bbl. flouring mill, 30,000 bushel elevator, large storage building. Always a money maker; in first-class repair. On account of death of owner can be bought two-thirds of its value. For full particulars, write P. J. Thompson, Fremont, Ohio. 971

For Sale—Hardware and grocery stock in Southern Michigan county seat town, population about 1,500. Grocery stock invoices \$2,500. Hardware stock invoices \$9,000. Fixtures \$3,500. Turnover three times. Rent only \$300. Address No. 972, care Michigan Tradesman. 972

For Sale—Cash registers and store fixtures. Agency for Standard computing scales. Dickry Dick, Muskegon, Mich. 643

Wanted—Salesmen to carry Dr. Navaun'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

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

Bell Phone 596 Citz. Phone 61366
JOHN L. LYNCH SALES CO.
SPECIAL SALE EXPERTS
Expert Advertising
Expert Merchandising
209-210-211 Murray Bldg.
GRAND RAPIDS, MICHIGAN

For Sale—Moving picture outfit, Powers No. 6, cameragraph, and 128 seats. Address No. 973, care Michigan Tradesman. 973

For Sale—Three shares wholesale grocer stock. Address No. 974, care Michigan Tradesman. 974

Wanted—Registered pharmacist for three months, beginning about January first. Abbott & Craig, Marshall, Mich. 975

FOR SALE OR LEASE—FINE STORE ROOM IN Newton, Illinois; splendid condition; size about 22x75 ft.; furnace heat. A. L. Redman, Olney, Ill. 976

FOR SALE—MY HOME. Moving to the Eastern part of state. I offer my home with ten, twenty, or forty-nine acres of land. Will sell house with ten acres of land and buildings worth at least \$5,000 for \$6,000, one-half down, balance mortgage. Beautifully situated. Just outside corporation, on Dixie Highway, but in school district No. 2, of Plainwell, Mich. Will sell house furnished if desired. Splendid place for garden, chickens, or a milk man. For further particulars, address H. L. Bliss, Plainwell, Mich. 976

For Sale—General stock in country town. Store doing good business. Buyer should have \$2,500. For further particulars address National Grocer Co., Cadillac, Mich. 958

DICKRY DICK THE SCALE EXPERT. MUSKEGON, MICH. 939

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

KWIT YOUR KICKIN

About business. Have an Arrow Sale by

THE ARROW SERVICE
Cor. Wealthy St. & Division Ave.
Citz. 62374 Grand Rapids, Mich.

For Sale—The grocery stock and fixtures of H. H. Colby, of St. Johns. Henry F. Parr, trustee, St. Johns, Mich. 952

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.

CASH For Your Merchandise!

Will buy your entire stock or part of stock of shoes, dry goods, clothing, furnishings, bazaar novelties, furniture, etc. LOUIS LEVINSOHN, Saginaw, Mich.

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

Proceedings of Grand Rapids Bankruptcy Court.

Dec. 1. On this day also was held the first meeting of creditors in the matter of Charles W. Brown, Bankrupt No. 2180. The bankrupt was present in person and by Chas. H. Lillie, attorney. The bankrupt was sworn and examined by the referee without a reporter. One claim was proved and allowed against the estate of the bankrupt. It appeared from the examination of the bankrupt and from the schedules filed that he had claimed certain exemptions of the assets and that there were no other assets over and above such exemptions. The exemptions were therefore set off to the bankrupt and the case closed and returned to the district court as a no-asset case.

Dec. 2. On this day were received the schedules, sworn of reference and adjudication in bankruptcy in the matter of Edward M. Oleschak, Bankrupt No. 2192. The matter has been referred to Benn M. Corwin as referee in bankruptcy, who has also been appointed receiver. The bankrupt is a resident of the city of Grand Rapids, and is a tailor and operated a tailor shop at such place. A custodian has been appointed and has taken charge of the premises. The schedules of the bankrupt list assets in the sum of \$19,066.69, of which \$500 is claimed as exempt to the bankrupt, and liabilities in the sum of \$28,339.90. The first meeting of creditors will be held at the office of the referee on Dec. 19. A list of the creditors of the bankrupt is as follows:

Table listing creditors and amounts for Edward M. Oleschak, Bankrupt No. 2192. Includes names like Helen Veller, Lafferty Adv. Co., Martha Jingle, Roman Walski, William Puzaras, Aug. Smag, George Cooper, Frank Jelenick, Frank Adams, Theo. Hobart, Wm. Ponetchyk, M. Eby, Clare Eversdyke, Anna Novak, Maggie Oslilas, G. K. National Bank, New England Mutual Life Insurance Co., N. W. England Life Ins. Co., Mass. Mutual Life Ins. Co., Mich. Mutual Life Ins. Co., O. H. Redman, A. J. Gerald, C. J. Brenner, Klaas Balk, C. A. Northrup, O. O. Connor, A. R. Wood, Leonard Kerr, Tony Garbown, P. VanFuchen, Tony Bergman, Anthony Morrison, Sam Joseph, R. A. Pringle, G. L. Bernard, Wm. Hollier, C. E. Fennel, John D. Martin, Geo. Vander Wal, John Luce, F. W. Nelthorke, M. A. Common, C. E. Rowlander, S. Wynants, C. B. Luce, C. M. Hendershot, F. M. Krusinga, David Ornee, G. F. Leyda, E. C. Drake, C. W. Peru, W. T. Young, Edward A. Scholtens, D. R. Pemberton, J. A. Swan, D. E. Van Patten, G. H. Young, J. A. Knowski, W. L. Keer, Wm. F. Glasgow, Wm. Hall, Harry Houston, D. Curry, Sam Tony, F. C. Moberly, W. H. Mason, Jack Matthews, R. A. Tucker, W. A. Mair, W. R. Lewis, J. Hand, R. S. Woodbridge, Dr. H. J. Cherry, F. Van Maldegen, Frank Hesse, E. N. Race, J. Christianson, M. Schupe, A. W. Olson, M. Van Asselt, S. S. Smith, Herman Arnsen, J. A. Kelly, H. A. Tunis, C. W. Cotton, R. Nyburg, N. Medendorph, E. M. Standish, H. L. Huizen, O. Gingrich, H. Negele, F. L. Thomas, John Zeldam, A. J. Bagunt, Chas. Pritchard.

Table listing creditors and amounts for C. F. Dart, Grand Rapids. Includes names like E. H. Spletter, J. Schermak, P. J. Nugent, V. M. Moxom, Carl C. Swartz, H. L. Drukker, R. A. Carley, B. Britten, William Brown, C. S. Clarke, Wm. Sternbeck, J. M. Dowd, Manuel Chaw, E. G. Schill, S. Kuldjian, F. J. Witherell, Chas. S. Dorff, A. Schaal, A. Vander Koppel, E. A. Harris, John Swiers, A. V. Roniette, C. P. Lunn, F. S. Deno, W. E. Burt, Guy Stephano, John Gilbert, A. Larink, A. C. Brown, J. Kelly, John H. Sleek, T. G. Shaughnessy, C. Thomas, A. G. Hersey, Geo. E. Nye, R. S. Wride, C. Cory, A. Lewen, L. O. Guilford, Henry Meyer, S. Gazan, Henry Yelter, Glenn Brown, W. Borgeld, H. E. Landis, C. Mellema, H. Mayville, L. Curtis, J. Lehnen, Wm. Van Dam, Fred Simmons, A. Droese, M. E. Curtis, F. J. Miller, H. J. Ledger, E. D. Holt, A. A. Edgett, J. C. Johnson, Leo Ophot, Wm. Webb, H. Turner, James Lynch, J. Kranenberg, O. Roof, P. S. Moon, H. P. Wright, H. F. Ahrens, Geo. F. Wolfe, Howard Wood, G. E. Robinson, R. H. Clark, Henry Friedley, J. C. Wormley, A. L. Basoncon, L. W. Taylor, F. L. Nightswander, A. E. Stevens, M. S. Wright, Fred Wright, Francis Williams, R. S. Blake, O. F. Stoeffles, E. M. Miller, T. Kiel, Geo. Payne, Thomas Game, F. J. Monikowski, T. H. Colman, F. S. Brown, L. E. Hendricks, H. Hill, Wm. R. Wilber, Arthur Hallway, M. D. Elgin, J. P. O'Connor, H. C. Pease, O. Simpson, S. Postma, E. E. Crandall, S. M. Quigley, John Stewart, Fred J. Baxter, A. Kuizema, H. S. Sturgis, G. C. Monk, John Redden, F. R. Everhart, J. B. Hanson, A. J. Van Farrow, Manley Jones, W. M. Manska, P. H. Conklin, Frank Jarnac, P. H. Piaget, H. V. Snyder, John De Vree, Jacob Elenbaas, Marvin Elenbaas, John Zink, G. F. Cogswell, J. L. Martin, B. Keating, L. Plows, J. W. Goodspeed, S. A. Dwight, I. J. Quigley, E. W. Jorglieb, R. W. Zinn, S. S. Walker, E. J. Glaza, A. R. Mitchell, A. S. Shaw, A. E. Calton, H. Gladhart, G. R. Ford, Geo. Hallway, George Craig, Frank Vander Til.

Table listing creditors and amounts for R. P. Hanshroe, Grand Rapids. Includes names like F. J. Allyn, J. F. Surdham, Aug. Schuchardt, C. W. Wilbur, R. H. Walch, Frank Ansonge, Fred Blysmaw, Ponce De Leon Water Co., Mills Paper Co., G. R. Towel Supply, Auto Inn, Kinsey & Buys, Kinsey Shirt Co., Earl Munshaw, Geo. Tilma, Dell Sanders, Chicago Custom Garment Co., Cooper Smith, Detmer Woolen Co., Eller Woolen Co., Woolen Co., Simon Bros., Bradford Button House, Collins Ice Co., Knowlson Coal Co., Alt & Globe Woolen Co., J. P. Chamberlain, Herman Berke, Deryvack Linen Co., Frank Carroll, Weinberg & Billstein, United Woolen Co., Frank Warren, E. L. Werner, A. Stonehouse, C. Friedley, L. E. Murler, M. Farguhason, E. G. York, J. C. Mee, John Smant, H. De Groot, Ed. Sleigh, Chas. Finckle.

Program of Michigan Canners Association Convention.

Thursday, Dec. 14—10:30 a. m. Address—David Friday, President Michigan Agricultural College, Lansing.

Report of Secretary and Treasurer—A. R. Todd.

Appointment of committees. Afternoon Session.

Canned Foods Week—John A. Lee, Secretary Western Canners Association, Chicago.

Address—W. P. Hartman, Director Bureau Foods & Standards, Lansing.

Address—James Moore, President National Canners Association, Rochester, N. Y.

1922 Inspection—George Stout, Chief Inspector, Morley.

Safe and Sanitary Cleaning Methods—C. M. Mathews, District Manager J. B. Ford Co., Wyandotte.

Uniform Cost Accounting—George E. Decker, Manager Accounting Department, Michigan Trust Co., Grand Rapids.

Friday, 10 a. m. What are Merchantable Cherries?

In the discussion of this subject Dr. Howard will represent the Bureau of Chemistry; W. C. Gaegley, the State Department of Agriculture; Mr. Roach and Mr. Reynolds, the canning industry and Mr. Burkhart and Mr. Rogers, the cherry growers.

Comparison of the Michigan cherry industry with that of New York, Ohio and Wisconsin—V. H. Church, Agricultural Statistician, Lansing.

Relation of the Department of Horticulture to the canning industry—Prof. V. R. Gardner, Professor of Horticulture, East Lansing.

Afternoon Session. Factory Process Studies of Factors Claimed to Affect Perforation—H. A. Noyes, Research Chemist, Lansing.

Discussion by Dr. Fitzgerald, American Can Co.; Dr. Morgan, Continental Can Co.; Dr. Bigelow, National Canners Association.

Northwest Canning Methods—H. L. Huenink, American Can Co., Chicago. Round table discussion. All Suppliers invited to participate.

All canners are invited to bring samples of 1922 pack of apples.

The sessions will be held at the Pantlind Hotel, Grand Rapids, which will also be the headquarters of the Association.

Canadian Farmers Close Co-operative Stores.

Toronto press dispatches announce that the United Farmers' Co-operative Company, Ltd., will probably close all stores now being operated. H. B. Clemes, general manager, in handing out the financial statement of the company, stated that the directors favored the closing of all stores throughout the province.

The net trading loss for the year, as shown by the statement, amounts to \$56,222. Out of the thirty-eight stores nine have been closed out with a loss of \$76,978. The loss incurred by the Toronto store is the largest item of importance in the profit and loss account for the year ended October 31, 1922, as the most of the \$76,978 was lost through the operations of the store in that city.

The produce branch at Morrisburg lost \$11,416; the Wingham branch, \$1,099; the milling department, Smith's Falls, \$4,870; the livestock branch at Montreal, \$1,621, and the loss on trading by the head office amounts to \$4,877. To offset this there are a profit of \$37,893, made by the Toronto creamery and produce branch, and \$7,440 by the West Toronto livestock branch, with a profit of \$306 by the Guelph warehouse.

The profits in the livestock and Toronto creamery showed that the company could more materially assist the farmers in marketing their products. If the stores were closed, he continued, there would be no need for the \$323,854.75 in unpaid subscriptions to be collected, as there would still be \$430,553.19 as a working capital in spite of last year's losses of \$388,597.

One feature of the business, said Mr. Clemes, was the fact that the company was practically the only one doing a business this year of approximately \$18,000,000 with about \$90,000 worth of equipment. General Wholesalers, Ltd., for the past year shows a profit of \$328.

Hides, Pelts and Furs.

Table listing prices for Hides, Pelts, and Furs. Includes items like Green, No. 1, Green, No. 2, Cured, No. 1, Calfskin, green, No. 1, Calfskin, green, No. 2, Calfskin, cured, No. 1, Calfskin, cured, No. 2, Horse, No. 1, Horse, No. 2, Old Wool, Lambs, Shearlings, Prime, No. 1, No. 2, Unwashed, medium, Unwashed, rejects, Unwashed, fine, Skunk, No. 1, Skunk, No. 2, Skunk, No. 3, Skunk, No. 4, Mink, Large, Mink, Medium, Mink, Small, Raccoon, Large, Raccoon, Medium, Raccoon, Small, Muskrats, Winter, Muskrats, Fall, Muskrats, Small Fall, Muskrats, Kitts.

To win and keep friends, be one.

Watch for
this copy.
It is going
to make
a "hit"
Note the
sign we
suggest
below
for your
window



Tie up
with this
Christmas
advertisement
which
appears in
all impor-
tant women's
magazines
in December

A Christmas Idea for Grocers:—

WE reproduce above (about one-ninth actual size) a full page Christmas advertisement that we have scheduled for appearance in 16 important women's magazines with a total circulation of 16,180,124 copies.

You can make it work for you by putting a sign in your win-

dow with a *display of 5c Packages*—the sign to read, "Make Two-Dozen Kiddies Happy for \$1.00."

You'll sell lots of little packages with this suggestion. No reason why *grocers* should not have a special Christmas offer in their windows and draw people in to buy. Try and see. Use



Little Sun-Maids

Christmas Raisins

Sell Them for 5c.

To Protect Your Profits

we advertise

"K C BAKING POWDER

Same price for over 30 years

25 ounces for 25¢

The price is plainly shown on the package and in the advertising.

Your customers know that the price is right.

It never is necessary for you to reduce the selling price on K C Baking Powder and accept a loss.

In Selling K C Baking Powder Your Profits Are Protected

The government bought millions of pounds

Reduction in freight rates July 1, passed on to the trade in reduced list prices on K C

Let us show you how to increase your baking powder profits by selling K C.
Jaques Manufacturing Co.,
Chicago

"Shake hands with health every day"

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All America is doing it!

The new Sunsweet slogan—"Shake hands with health every day"—is getting across in fine, forceful fashion. All America is doing it! And the big, stirring newspaper campaign we are about to run in the metropolitan markets of the country will "shake up" America to the vital health-message back of Sunsweet. Yes—and to the big story back of our new 2-lb. carton.

Almost over night this 2-lb. Sunsweet carton has been accepted the nation over as the new way to buy prunes. Clean, compact, convenient! No shrinkage of fruit. No loss from down weight or sampling. You lose no time wrapping. You have no packaging expense. It automatically increases your unit of sales. And—it gives you an automatic display of Sunsweet Prunes for your windows and shelves.

Stock up now on this carton-winner and send for Paul Findlay's new book, "Shake hands with profit every day." California Prune & Apricot Growers Assn., 1258 Market St., San Jose, Cal.



Stock up now on this 2-lb. carton—"Shake hands with profit every day."

SUNSWEET

CALIFORNIA'S NATURE-FLAVORED

Prunes