

WHATSOEVER WIND

Whichever way the wind doth blow,
Some heart is glad to have it so;
Then blow it East or blow it West,
The wind that blows—that wind is best.

My little craft sails not alone;
A thousand fleets from every zone
Are out upon a thousand seas;
And what for me were favoring breeze
Might dash another with the shock
Of doom upon some hidden rock;
And so I do not dare to pray
For winds to waft me on my way;
But leave it to a Higher Will,
To stay or speed me—trusting still
That all is well, and sure that He
Who launched my bark will sail with me
Through storm and calm, and will not fail,
Whatever breezes may prevail,
To land me, every peril past,
Within His sheltering haven at last.

Then, whatsoever wind doth blow,
My heart is glad to have it so;
And blow it East or blow it West,
The wind that blows—that wind is best!

A Good Habit—

Every time you sell FLEISCHMANN'S YEAST in its convenient little envelope, you are forming a good habit. And it pays.

It stamps you as a particular grocer—one who sees the value of the little services that mean so much toward winning the customer's good will.

The Fleischmann Company

OELERICH & BERRY CO.



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



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



Old Manse Syrup

It always pays to
BUY THE BEST

Distributed by
ALL MICHIGAN JOBBERS

Packed by
OELERICH & BERRY CO. CHICAGO, ILL.

SOLD EVERYWHERE

RYZON

REG. U.S. PAT. OFF.

BAKING POWDER

Full strength until used.
The special process of
manufacture is the reason.

You use less

Mashed potatoes—
lighter and more
digestible.

Saves time and la-
bor.

RYZON should be put in
mashed potatoes before re-
moving from the fire. Less
whipping is needed. The
results will surprise you.

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

DRINK DWINELL-WRIGHT CO'S WHITE HOUSE COFFEE



**BEST
GROCERS**

"White House" is Pur-
chased by Folks Who
Know A GOOD Thing
When They Taste It.
It Never Disappoints.

SUITS WHEN OTHERS DISAPPOINT

Distributed at Wholesale by
JUDSON GROCER CO.
GRAND RAPIDS, MICH.

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 con-
struction 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, JANUARY 10, 1923

Number 2051

MICHIGAN TRADESMAN

(Unlike any other paper.)

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

Each Issue Complete in Itself.

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly By

TRADESMAN COMPANY

Grand Rapids

E. A. STOWE, Editor.

Subscription Price.

Three dollars per year, if paid strictly
in advance.

Four dollars per year, if not paid in
advance.

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

Sample copies 10 cents each.

Extra copies of current issues, 10 cents;
issues a month or more old, 15 cents;
issues a year or more old, 25 cents; issues
five years or more old 50 cents.

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

TAX EXEMPTIONS.

While the Administration is endeavoring to put an end to further issues of tax-exempt securities, a bill has been introduced in the House to make the proceeds of the sale of agricultural products, when not exceeding \$5,000, exempt from the income tax. The measure has little chance of passage, but it is disheartening to see such efforts being employed to obtain legislation in behalf of a favored class. Incidentally, the evil of tax exemptions is not confined to the issue of securities. The States have resorted very extensively to the policy of encouraging the establishment of certain industries within their borders by rendering them exempt from taxation for a term of years. This in practice amounts to the granting of legislative bounties, and there is a tendency for it to be employed on a constantly increasing scale. Shipbuilding companies, cotton factories, hydro-electric companies, and railroads have been favored in this way. An effort was even made to incorporate a tax-exempt feature in the ship subsidy bill, but this was not acceptable to the House.

Two years ago clothing manufacturers were blaming all their troubles on the retailers, charging them with an unwillingness to take their losses by reducing prices to the costs of replacement. The retailers long ago completed their readjustments, however, and in recent months have been offering strong resistance to the upward trend of clothing prices. Recent advances in cloth prices have not yet been fully passed on to the ultimate consumer. In other words, the situation, so far as the retailer is concerned, is completely reversed from what it was two years ago, and as a result he has scored a substantial increase in consumers' good will. Nevertheless, he is once more under fire from the manufacturer, who again is charging him with hampering the recovery of trade. This time he is not blamed

for keeping prices up, as in 1920, but for trying to keep them down. It is stated that the public is now ready to pay higher prices for good materials and workmanship, but that the retailer is over-cautious on this point. At any rate, the consuming public will not place any blame on the retailer for his resistance to price advances.

Just at a time when clothing retailers are considering semi-annual price reduction sales word comes from Rochester that there is a strong likelihood that price advances of from \$1 to \$3 will become effective on spring lines. Several manufacturers claim that the advance will not be all along the line, but only on certain garments. They argue that their supply of woollens is virtually used up and that they will have to replace them at higher prices. In cases where strong objections are raised by retailers it is possible that some of the companies will withdraw the lots sold up.

Profit-Sharing Plan of a Retail Store.

Kalamazoo, Jan. 9.—Many retailers have utilized schemes calculated to increase sales, but one of a rather unusual kind and, at the same time, successful, is that of a store located in Kalamazoo. This store sends to its customers a "profit-sharing dividend" covering a certain percentage of total purchases made during the year.

The way the plan operates is simplicity itself. When the customer buys an article, he or she gets a sales check, upon which it is requested the name and address be written. This is then deposited by the customer in a special box, the contents of which are regularly collected and a record kept. Then, at the end of the year, the profits of the store over and above all charges are figured, and a certain percentage on their purchases is allowed customers as their "share." The last "profit-sharing payment" by the store was 4 per cent. for the nine months preceding Dec. 20.

A special letter accompanied the checks for the amount of the dividend. "The skeptics said we couldn't do it," it reads. "Some of our worthy competitors claimed we wouldn't do it. The fact remains that we have successfully put into effect our original profit-sharing cash dividend plan."

"We take pleasure in enclosing herewith our check representing 4 per cent. of the amount of your purchases from us during the past nine months."

"Our cash dividend plan will be continued, and it is our hope that in December, 1923, and the years to come, we can pay you more substantial dividends. Hence, we repeat: It pays to trade at ———, because for every dollar you spend here, you are certain of a cash return."

"Remember that, in addition to the cash dividend, we are constantly doing our utmost to offer standard, reliable merchandise at absolutely the lowest-in-the-city prices."

The letter closes with the statement that the store may wish to use the name of the customer as a participant in the profit-sharing plan but, if there are objections thereto on the part of the customer, they will be respected,

Preliminary Outline of Lansing Convention.

Cadillac, Jan. 9.—The annual convention of the Retail Grocers and General Merchants' Association of Michigan will be held at Lansing on Wednesday and Thursday, Feb. 21 and 22.

It is hoped that there will be a large attendance of retail grocers from all parts of the State, as many matters of interest to the retail grocer will be dealt with, one of the most important being the ways and means of meeting chain store competition.

Nearly every retail dealer has had more or less experience in meeting this competition and each merchant should consider it his personal duty to attend and express his views and ideas as to suitable methods and practical means of meeting the situation. Do not sit back and say let John do it, because John may not have as good ideas as you are able to present and, in addition, two ideas may be needed in order that a workable plan may be found; but don't say it cannot be done, for it may be possible to find a way. At least it is not practical to permit this class of stores to locate in a town without having helped in any way to build the town, get what business they can and send the profit to New York to help that city increase its taxable property. We should rather work day and night to find ways and means of stopping them and while it has taken fifty years for this class of stores to get 15 per cent. of the business, it should not take five years for those who do the 85 per cent. of the business to find a suitable and practical, as well as lawful, means of putting a stop to the progress of the capitalists who would monopolize the entire business of the country and by so doing make servants of us all. The difficulty will not correct itself, but it will take thought, energy and action on the part of those who will benefit by their elimination and in our efforts to cure the disease submit your thoughts and, if not possible to be at the convention, write the Secretary or any of the officers, so that we may get a start at the coming convention to protect our business and our city against this class of competition.

As an individual it may be possible to make a showing, but as an army much more effective work may be done.
J. M. Bothwell, Sec'y.

Ypsilanti Business Men Honor John Lamb.

Ypsilanti, Jan. 9.—On Jan. 6, 1872, John Lamb, then a boy of 14, went to work as a clerk in a grocery store at the corner of Huron and Michigan avenue, in Ypsilanti. Last Friday night nearly a 100 business and professional men gathered at the Huron, Ypsilanti's community tavern, to honor the man who had served the people of the city as grocer for fifty years. It was a most unusual gathering and Mr. Lamb was totally surprised. D. L. Davis, a life-long friend of Mr. Lamb and also a competitor, detoured the guest to the hotel and when he entered it was to the strains of "Old John Lamb is better than he used to be, fifty years ago."

President Charles McKenny, of the Ypsilanti Board of Commerce, presided and spoke of how fortunate it was that the first dinner of the business men of the city in the attractive

new hotel should honor a man who had participated with his money in so many community projects. George Gaudy spoke on "Reminiscences of Michigan Avenue Business Life;" Fred Nissly told of "John Lamb, the Merchant;" Mr. Fitzgerald, of Lee & Cady spoke, on "John Lamb as a Grocer;" D. L. Davis described "John Lamb as a Competitor" and Prof. R. Clyde Ford, who had bought groceries of Mr. Lamb for twenty years, spoke on "A Groceryman from a Professor's Viewpoint." Mr. Lamb responded briefly and the remark which caught the crowd was, "I didn't know I was such a damned good fellow" and Ypsilanti business men believe it helps to tell a man that he is a good fellow.

And these same business men, along with Mr. Lamb, are proud of the attractive new tavern, the Huron, which was made possible by the subscriptions of 600 stockholders.

Retail Clothiers To Meet at Flint.

Flint, Jan. 9.—The first state convention, to be held in Flint in 1923, will be that of the Michigan Retail Clothiers, to convene Jan. 15 to 18. The annual convention of the Michigan Apparel Club, an organization of apparel manufacturers, which holds its convention with the State retailers, also will convene at that time.

A number of prominent speakers have been scheduled to address the convention, including Fred A. Voiland, President of the National Retail Clothiers' Association; Gov. Groesbeck; Robert Hunt, economist, of Chicago; Charles E. Wry, executive director of the National Retailers Association, and a member of the Babson Statistical Institute.

Beside the business and educational program, an entertainment program is being prepared by the local association, including trips about the city and through the great automobile factories here, and other entertainment.

Fully 100 exhibitors will display in conjunction with the convention. B. J. Weimer, of Flint, is President of the State Association, and Joseph H. Crawford, of Flint, is a member of both the board of directors and the executive committee.

Kalamazoo Travelers To Dine and Dance.

Kalamazoo, Jan. 9.—Members of Kalamazoo Council, United Commercial Travelers, in company with their wives, families and friends, will enjoy another of their dinner dances and initiations next Saturday night, Jan. 13, at the Odd Fellow Temple.

The party will open at 6:30 with a dinner. During the dinner a program of music and short speeches will be enjoyed.

At 7:30 the Council will convene for a business session and initiation. This meeting will last until 9. During the business meeting the ladies will enjoy a card party in the social parlors of the temple. Progressive pedro, bridge and five hundred will be played.

At 9 the dance will start. A four-piece orchestra has been obtained for the party. O. D. Cessna is chairman of the committee in charge of the party and extensive arrangements have been made for the opening party of the year.

What this country needs is to follow the footsteps of the fathers instead of the footsteps of the dancing master.

IN THE REALM OF RASCALITY.

Cheats and Swindlers Merchants Should Carefully Avoid.

The warnings, so often sounded, in the columns of the Financial World have been the means by which investors have dodged the snares of wily Texas Oil promoters. It is strange, indeed, that despite these warnings there are still a number of our fold who will fall the prey to this group of mulcters. They will not heed a warning but must feel the sting of loss before the lesson is taught.

This fight against wildcat promotion for the investor's protection, has been carried on for many years but it is not until of recent date that co-operation has been extended from organizations that had the means of tracking down this crew of pirates. I refer to the efforts of the National Vigilance Committee of the Associated Advertising Clubs of the World. This committee is throwing its full support of nationwide machinery behind the Post Office Department in the present efforts to drive fake oil promoters from the mails.

Oil stock promoters are now on the defensive. In fact, they have been in retreat for many years, and one by one they are being lost sight of, as was the case with the unsophisticated investor's capital. It is well at this time to bring to the attention of our subscribers the many "warnings" they were given in the case of Fred Louis Harris. Harris, if you feel disposed to call him by this name, for he has many others, such as "Old Man." Harris, alias Haskins, was not alone in his work of relieving the public of its loose change. He had two able confederates in the persons of W. H. Mason and his dearly beloved better half.

Harris has had a long and varied career in what seems to be the only vocation he knows, which is that of defrauding the public. His first outstanding venture was perpetrated in the publishing of the Wyoming Oil Journal at Billings, Montana. He used this sheet as a means of disposing of worthless stock issues, even going so far as to give away shares with a subscription to the paper. He could well do so, for their worth was established by the printer's bill. Tip-ping was another of his favorite past-times, but in this field he was limited to the companies in which he had an interest and a reason for handing out inside information.

His education in this first venture was valuable to him in putting over his greatest piece of humbuggery, that of the Airplane Oil and Refining Co. This was a rank fraud, Harris pocketing all the money and destroying all evidence and records of the company. He later turned up at Louisville, Kentucky, where he published the Kentucky Oil Journal. This, like the methods employed by others of the class was only a herald for his own promotions when legitimate papers put the ban on this form of banditry. At Fort Worth he adopted the name of "Frederick L. Haskins" because of its similarity to that of a well-known syndicate writer. His Texas newspaper, the Independent Oil

news was independent only to the extent of furthering his own schemes. Supposed to be fighting fraudulent oil promotions he was carrying large display advertisements for the McWhail Oil Co. and A. T. Strong & Co., and receiving subscriptions for their stock.

He next promoted the 200 Acre Club, the 2,000 Acre Club and if things had gone right, he probably would have startled the world with a 2,000,000 Acre Club. He next decided to give the public a run for its money and brought out the Marathon Fold Acreage Club. Instead of a Marathon, this latest venture turned out to be another sack race.

When Harris, alias Haskins, found that he was under fire, he turned over title to W. H. Mason and now that an indictment has been brought against them they refuse to receive any more mail and remittances are returned to the sender, without being opened.

Another of these "warnings" was given in the case of the one man in this land of the free that knows his worth. Our esteemed visitor Coue in his "Every day in every way I am getting better and better" theory does not shine up to the one and only "Hog Creek Carruth." Every minute he gets better and better and he knows it. And if you don't know it he'll print a newspaper and tell you about. Any reader who cannot get a thrill out of Carruth's highly colored advertising literature is indeed phlegmatic. It reeks with the glamor and glory of his self-termed "bitter single handed toil and struggle" against the gods of chance in the oil fields.

Here is an example of just what he does think of himself taken from his literature: "Hog Creek Carruth: The name that will live throughout the ages as the name of the man who toiled single handed for seven long years to prove up his belief and attain his goal—who traced an oil structure twenty miles across the ranges from Strawn to Desdemona—who conceived and organized the famous Hog Creek Oil Co.—who drilled the discovery well of the great Desdemona field, at one time called the richest spot on earth—who transformed a desert into a fountain of liquid gold—who built a city of 30,000 souls from a village of 200 people and who paid every person who held shares of stock in his renowned Hog Creek Co., \$10,135 for every \$100 invested.

"There is probably only one man in the entire country who ever can equal or surpass 'Hog Creek' Carruth's record, and that man is 'Hog Creek' Carruth. In the hotel lobbies, on derrick floor and in isolated bunk houses in the oil fields of Texas, men tell stories of the great achievements of the gigantic industry in which they are engaged. They tell the story of Charles Page and his millions, J. S. Cosden, Harry F. Sinclair, and a score of others. However, they save the best until the last—for then someone who knows the game will always tell, amid a breathless silence, the amazing story of 'Hog Creek' Carruth."

In contrast with Carruth's views, let us have a little of the true facts published. He made a clean start. He was originally a barber at Desdemona.

After obtaining a little money from his friends, he attempted to drill a well, but after reaching a considerable depth, gave it up as a failure. He drilled twice more with the same results. Meantime, another group of operators procured a lease on the Duke farm and drilled the discovery well. Carruth and his associates had several thousand acres in the vicinity and profited by the sale of leases. Carruth, however, was dealing in real estate not oil. Carruth was not even made an officer of the company that was organized after the discovery well was brought in, although he lays claim to having headed the company as early as 1918.

The dividends that were realized by this original group were comparatively small when compared with the present ventures of this wonder-man. His advertising makes strong play of the fact that promoters are using figure heads of National repute to gather in the fleeting dollars. Now listen to the words of the great Carruth. "I find," he says, "that men are being used as dummies by other men in order to raise money. I should like to see someone try to make a

dummy out of me." No, no, Carruth, old boy, you're too keen for that.

Shortly after the Desdemona incident, Carruth went into the promotion business for himself and sold about \$600,000 worth of stock in two companies under the misrepresentation that he was the discoverer of the Desdemona field. He drilled a dry hole for each of the companies, a grave for investor's capital. If he had honestly had the interest of his stockholders at heart, he could have settled with them equitably by disposing of the assets of each company to the best advantage, distributing the money among the shareholders. He chose another plan, however, which indicates his intent to exploit the confidence they had placed in him.

Carruth turned over his two concerns to the Pilgrim Oil Co., of Fort Worth, Texas, which makes a business of gathering in defunct oil companies. It was arranged that the Pilgrim Oil Co. should take over the stock of the two concerns, issuing stock in the Pilgrim, dollar for dollar. But the stockholders of the Carruth companies were also required to subscribe for an additional twenty-five

THE SIGN
For Your



OF QUALITY
Protection

Lily White

"The Flour the Best Cooks Use"



A GOOD RECIPE FOR ENGLISH TEA BISCUITS

4 cups Lily White flour, 4 level teaspoons baking powder, 1 teaspoon salt, 2 table-spoons butter or fat, 1 cup of mashed potatoes, 1 cup of milk. Boil and mash potatoes, having them free from lumps. Sift the flour, salt and baking powder, add potatoes and rub in fat or butter. Mix to a light dough with egg and milk; roll out a little thinner than ordinary biscuits and bake in hot oven. Serve hot. Use potatoes while warm.

Our Guarantee

We Guarantee you will like Lily White Flour, "the flour the best cooks use" better than any flour you ever used for every requirement of home baking.

If for any reason whatsoever you do not, your dealer will refund the purchase price.---He's so instructed.

Continues Popular

For three generations Lily White has been "the flour the best cooks use." It continues popular because its quality always has been maintained.

For baking good-to-eat, wholesome breads Lily White has never been surpassed. This is because the wheat is selected and every step of the milling process is made for the purpose of producing breads you will like. But you will never appreciate Lily White to the fullest extent until you have experienced the pleasure of baking with it.

Why You Should Use Lily White

REASON No. 20

Untouched by Human Hands

We cannot over-emphasize the importance of clean flour. Dirt is not good to eat. It destroys flavor, and also it prevents the best baking. The wheat from which Lily White is milled is cleaned, washed and scoured eight times. It is milled until the granulation is uniform and perfect. And throughout the entire process it is kept absolutely clean.

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.

per cent. of Pilgrim stock and had to pay for it in cash. If they did not meet this requirement they were squeezed out entirely from both companies and lost whatever equity they might have had in Carruth stock, which went out of existence when absorbed by the Pilgrim concern. This is a promoter's way of reloading old stockholders with additional \$25 worth of stock for every \$100 they hold in a defunct company.

The real fraud in the arrangement which Carruth made with the Pilgrim Oil Co. lies in the fact that he had a secret contract with the reloading company whereby he was to receive twenty-five per cent. of all the money collected from shareholders of the Carruth companies. This private arrangement for his own benefit existed without the knowledge of his stockholders. He had led them to believe that he was working solely in their interests by such statements as the following, taken from one of his letters:

"I am far from beaten and am doing my utmost to conserve the interest of my stockholders and turn apparent defeat into actual victory."

The story of these men again brings to light the necessity for heeding "warnings" of a reliable character. I have been fighting this fight for investors' interest for twenty years and better than all else "warning the public against such pitfalls. This story is published, not as a post mortem, but as an example of the troubled waters one must pilot himself through after making the initial plunge. I would say to investors: "Discriminate in your

investing and remember the 'warnings.' That is the only time for plucking these tares of the investment field. —Iconoclast in Financial World.

Plan For Meeting of State Grocers.

Lansing, Jan. 9—At a meeting of the board of directors of the Lansing Grocers' and Meat Dealers' Association, held at the store of President M. C. Goossen, plans were made for the entertainment of the State Association which meets in this city on Feb. 21 and 22. It is expected that the coming convention will bring to the city the largest delegation of merchants that has ever attended a meeting of the body.

Among the special features planned will be addresses by President David Friday, of M. A. C., John A. Doelle, State Commissioner of Agriculture, John A. Green, of Cleveland, one of the field men of the American Sugar Refining Co., who will bring moving pictures explaining the processes of sugar making and refining, and W. R. Roach, who is always a drawing card with the dealers.

President Goossen also announced the committees for the year of the local association as follows:

Legislative—John Affeldt, Jr., J. P. Shafer.

Arbitration—L. W. Van Deusen, Richard Briggs, O. H. Bailey.

Trade Interests—Eugene Gauss, Frank Preuss, Jr.

Sick—Frank Rouse, M. Wickenheiser, George Daschner.

The stated meetings of the Association were fixed for the second and fourth Tuesdays of each month, the former to be of a social nature at the stores of the several members, and the latter to be the regular business meeting to be held at the Chamber of Commerce.

What this country needs is more tractors and less detractors.

Why Make Postoffice Department Self Supporting?

Grand Rapids, Jan. 9—There has been much talk about our self-supporting postoffice department, which has been recently discovered as showing a deficit of \$60,000,000, and now there is much agitation in Congress with the ultimate notion of increasing postal rates to a point where its operation will show an actual net profit.

While there is no sort of doubt but what the extravagances indulged in by every other department could be reduced considerably—and this theory would apply to the mail service as well—one does not feel that the public suffers greatly by this particular over-draft.

The Federal postal service is the one and only department under Government control which in reality gives any visible return to those who support it and it looks like a precious small economy to pick out this one branch of Government operation and insist that it produce profits when there are so many other ways by which savings could easily be made whereby this shortage would be overcome in the general budget of expense.

So long as this or any other division of Federal operation is under the beck and call of politicians there will be small chance of business methods being used, consequently so long as the candle continues to burn why not allow the people a little "divvy" on the "swag"—a sort of meager dividend.

It is proposed for one thing to advance parcels post rates and give the express companies an opportunity to earn additional dividends for performing a decomposed service.

Every day we hear the cry that the agriculturist and fruit raiser get little or nothing for their products, while the poor unfortunate city chap has to pay monstrous prices for the very articles which are going to waste in the

country. The parcels post is just beginning to be appreciated as a means of overcoming this discrepancy, making it possible to deliver produce to distant points at a charge reasonable enough to make the service desirable.

One item of postage which should be immediately reduced is that imposed on newspapers and magazines. The useless Congressional Record and equally useless reports of the various departments cumber the mails, when they should be shipped direct to the waste paper dealers by a more economical method.

Garden seeds, which are seldom used, for the reason they are never true to name and are always a menace when planted, on account of the danger of introducing noxious weeds, are sent out galore, and help make up this deficit.

Alleged, speeches of false-alarm statesmen, printed at Government expense, are sent out by the carload—franked, of course—but requiring the same handling and service given to real mail matter, help make up this deficit. In fact, it is not beyond belief that if Uncle Sam will eliminate these items that the postal service, in spite of the fact that it is used as a plaything by the aforesaid politicians, might show a profit instead of a deficit.

According to the statement of General Dawes, director of the Federal budget, the shortage this year will approximate sixty millions, or less than 2 per cent. of the total Government expenditures. Just think of it! Two per cent. of the billions extracted from the public in taxes and every other conceivable method, to be returned to that same public as a dividend!

Fear of the prevalence of heart disease among the beneficiaries of such a movement may be one of the reasons why Congress is unwilling to test out the experiment of declaring this dividend. Frank S. Verbeck.

TURNOVER

HOW many times do you turn your stock? Your answer to this question will indicate your rating as a merchant.

Frequent turnover is the key to success. It means minimum investment and maximum profit. It means fresh, clean merchandise and reduced expense of operation.

Your stock should be kept complete and yet as small as possible. How may this be accomplished? The Worden Grocer Company will assist you to answer this question. Frequent visits to their wholesale store, frequent contact with their traveling salesmen, a careful use of their periodicals and catalogues, will give you access to one of the most complete stocks of merchandise in the world. By permitting the Worden Grocer Company to act as your source of supply, you will be able to replenish frequently and to obtain a rapid turnover.

WORDEN GROCER COMPANY

Grand Rapids

Kalamazoo—Lansing—Battle Creek

The Prompt Shippers.

MOVEMENT OF MERCHANTS.

Saginaw—The Valley Scrap Iron Co. has been dissolved.

Big Rapids—Turk & Mitchell succeed Ira P. Mitchell in the grocery business.

Stanton—Greening & Adams succeed R. D. Willett in the grocery and meat business.

Fowlerville—Weston Bros. succeed C. A. Dorrance & Co. in the boot and shoe business.

Jackson—The O'Dwyer Plumbing Co. has increased its capital stock from \$5,000 to \$30,000.

Mt. Pleasant—F. B. McCann, boots and shoes, is reported to have filed a petition in bankruptcy.

Grosse Pointe—The Grosse Pointe Savings Bank has increased its capital stock from \$30,000 to \$60,000.

Detroit—The Standard Fuel Engineering Co. has increased its capital stock from \$15,000 to \$50,000.

Port Huron—The J. B. Sperry Co., department store, has increased its capital stock from \$50,000 to \$300,000.

Detroit—Standart Brothers Hardware Corporation has increased its capital stock from \$250,000 to \$750,000.

Fowler—Whittaker Bros. have sold their hardware stock. The name of the purchaser has not been ascertained.

Muskegon—Archie Menzies has engaged in the drug business. The Hazeltine & Perkins Drug Co. furnished the stock.

Thompsonville—Thomas G. Winder, recently of Eaton Rapids, has purchased the Hotel Diamond, taking possession Jan. 2.

Jackson—The J. E. Bartlett Co., 303 Carter building, wholesale grain, feed, etc., has decreased its capital stock from \$115,000 to \$25,000.

Watervliet—Cutler & Downing have sold their hardware stock to O. E. Austin. Cutler & Downing will continue their hardware store at Benton Harbor.

South Haven—David Reid has purchased the Columbus Hotel. He will remodel and refurnish it throughout and have it ready for business in the early summer.

Detroit—The Detroit Kum-Bak Traveling Stores Co., 112 Kenilworth avenue, has increased its capital stock from \$12,500 to \$250,000 and 12,500 shares no par value.

Hastings—B. A. Lybarker has purchased the interest of Haywood Bros. in the Hastings Drug Co. and will continue the business under the management of Arthur Vickery.

St. Louis—The St. Louis Motor Sales Co. has been incorporated with an authorized capital stock of \$25,000, of which amount \$12,500 has been subscribed and paid in in cash.

Sodus—The Berrien County Package Co. has been incorporated with an authorized capital stock of \$75,000, of which amount \$25,000 has been subscribed and \$10,000 paid in in cash.

Lansing—The Carpenter-Eastman Packing Co., 409-11 East Shiawassee, has been incorporated with an authorized capital stock of \$20,000 common and \$5,000 preferred, \$14,500 of which has been subscribed and paid in in cash.

Port Huron—The Chamberlain Bean Co., 602 Huron street, has been incorporated with an authorized capital stock of \$10,000, \$5,000 of which has been subscribed and paid in in cash.

Lansing—The Watson Co. has removed its stock of cigars and tobacco and closed its business in the Arcade building. The company conducts a chain of cigar stores in Pontiac, Flint and Detroit.

Detroit—James E. Wilson, proprietor of the Shoe Den in the Baumgartner store, has opened a branch on the first floor of the building occupied by George & Henry, haberdashers, at Columbia and Woodward avenues.

Battle Creek—The Jos. C. Grant Co. has been incorporated to deal at wholesale and retail in dry goods, carpets, rugs, etc., with an authorized capital stock of \$75,000, \$55,000 of which has been subscribed and paid in in cash.

Detroit—The Bennett-DeBruyn Seed Co., Inc., 2111 Cass avenue, has been incorporated with an authorized capital stock of \$10,000, of which amount \$8,010 has been subscribed and paid in, \$1,028.31 in cash and \$6,981.69 in property.

Detroit—The Joseph E. Barrett Co., 6545 Epworth boulevard, has been incorporated to deal in machinery, industrial equipment, etc., with an authorized capital stock of \$5,000, all of which has been subscribed and paid in, \$2,300 in cash and \$2,700 in property.

Grand Rapids—Frank A. Kuennen has sold his interest in the Creston Clothes Shop to his partner, Ollie F. Henderson, who will continue the business under the style of the Ollie Henderson Clothes Shop. Mr. Kuennen will take up his residence in California.

Detroit—The Follmer Supply Co., 1247 Washington boulevard, has been incorporated to conduct a wholesale and retail business in building materials, brick, etc., with an authorized capital stock of \$10,000, all of which has been subscribed and \$5,000 paid in in cash.

Flint—Frank Algae has sold his hardware stock to E. W. Baker and Scott Hendrick, who will continue the business under the style of Baker & Hendrick. Mr. Baker has been salesman for Morley Bros., of Saginaw, for several years. Mr. Hendrick hails from Ortonville.

Climax—Moon & Abbott have merged their wholesale and retail meat business into a stock company under the style of the Climax Packing Co., with an authorized capital stock of \$20,000, all of which has been subscribed and paid in, \$517 in cash and \$19,483 in property.

Detroit—The Piston Service Co., 1226 Michigan avenue, has merged its business into a stock company under the style of the Piston Service Co., Inc., with an authorized capital stock of \$25,000, all of which has been subscribed and paid in, \$1,000 in cash and \$24,000 in property.

Detroit—Dallman & Danforth, 120 South Ferdinand street, has been incorporated to deal in stone manufactured from cement and other sub-

stances, used for construction and ornament, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Detroit—The Black Diamond Mining Co., 1256 Dime Bank building, has been incorporated with an authorized capital stock of \$150,000 preferred and 15,000 shares at \$5 per share, of which amount \$1,000 and 15,000 shares has been subscribed and paid in, \$1,000 in cash and \$75,000 in property.

Detroit—The Jordan Michigan Co., 600 Union Trust building, has been incorporated to deal in motor vehicles, parts, etc., with an authorized capital stock of \$100,000 preferred and 1,000 shares at \$1 per share, of which amount \$50,000 and 1,000 shares has been subscribed, \$25,000 paid in in cash and \$1,000 in property.

Flint—George W. Buckingham, (trade name), 401 South Saginaw street, has merged its clothing, hats, caps, etc., business into a stock company under the style of the Buckingham Clothing Co., with an authorized capital stock of \$80,000 preferred and 2,400 shares at \$1 per share, \$80,000 of which has been subscribed and paid in in cash.

Detroit—The Harger Corporation, 1002 Real Estate Exchange, has been incorporated to deal in auto accessories, transmissions, parts, etc., and to do a manufacturing business along similar lines, with an authorized capital stock of \$50,000 preferred and 20,000 shares at \$1 per share, of which 20,000 shares has been subscribed and paid in in property.

Otsego—William Drew has purchased the interest of J. W. Oliver in the co-partnership doing business under the style of G. H. Siple & Co. and will continue the business under the style of the William Drew Co. Mr. Drew has been the owner of a two-thirds interest for some time and is now sole owner. Mr. Oliver will remove to Three Rivers where he has purchased the lumber and fuel business of the Corlett-Stone Co.

Detroit—William F. Dettling, proprietor of a shoe store at 7926 Kercheval avenue, was held up and robbed of \$350 by two thugs, both armed, shortly after 9 o'clock. The men entered the store on the pretext of buying shoes. Mr. Dettling had turned to wait on one of the men, when the other, with a pistol ordered him to the rear room. While his first companion rifled the cash register, the second man guarded Mr. Dettling. They then forced him to open his safe, after which they searched his person, taking a gold watch and fled.

Manufacturing Matters.

Menominee—The Girard Lumber Co. has decreased its capital stock from \$750,000 to \$450,000.

Grand Rapids—The Stone-Hoult Furniture Co. has increased its capital stock from \$80,000 to \$125,000.

Detroit—The Mann-Sutherland Co., 433 East Larned street, has changed its name to the Hyrate Manufacturing Co.

Detroit—The Detroit Twist Drill Co., 2055-2108 West Fort street, has increased its capital stock from \$300,000 to \$1,000,000.

Detroit—The English & Miller Machinery Co., 635 Mt. Elliott avenue, has increased its capital stock from \$25,000 to \$50,000.

Benton Harbor—The Covel Manufacturing Co., machinery and gray iron castings, has increased its capital stock from \$75,000 to \$300,000.

South Haven—The Pierce-Williams Co., manufacturer of fruit packages, baskets, boxes, etc., has increased its capital stock from \$200,000 to \$300,000.

Detroit—The Detroit Machine Co. has decreased its capital stock from \$210,000 to \$75,000 and changed its name to the Machine Tool & Gear Co.

Detroit—The Joseph L. Selik Tool Co., 439 Fort street, East, has been incorporated with an authorized capital stock of \$25,000, \$5,510 of which has been subscribed and paid in in cash.

Detroit—The Good Household Manufacturing Co., 3625 Superior street, has been incorporated with an authorized capital stock of \$7,500, all of which has been subscribed and \$1,210 paid in in cash.

Detroit—The Service Glass Co., 7655 Grand River, has been incorporated to manufacture mirrors, etc., with an authorized capital stock of \$10,000, of which amount \$2,000 has been subscribed and paid in, \$500 in cash and \$1,500 in property.

Detroit—The Hercules Bumpers Corporation, 2821 Brooklyn, has been incorporated with an authorized capital stock of \$20,000 common and \$20,000 preferred, \$30,000 of which has been subscribed and paid in, \$16,250 in cash and \$13,750 in property.

Detroit—Gage-Schoonmaker, Inc., 1302 East Grand boulevard, has been incorporated to manufacture and sell mayonnaise, condiments and other similar food products, with an authorized capital stock of \$5,000, of which amount \$1,500 has been subscribed and paid in, \$255 in cash and \$1,245 in property.

Muskegon—The Langeland Manufacturing Co., lumber, materials of wood etc., has merged its business into a stock company under the same style, with an authorized capital stock of \$150,000 preferred and 5,000 shares at \$20 per share, all of which has been subscribed and paid in \$5,000 in cash and \$245,000 in property.

Hudsonville—The Celery Box and Basket Co. has been organized by local business men and near-by farmers with a capital stock of \$15,000, all of which has been subscribed. The promoter of the enterprise is Mr. Haan, who was connected with C. L. King & Co., at Holland, for several years. No attempt will be made to cultivate outside trade, but local requirements will be served to the fullest possible extent.

St. Louis—Because of lack of finance to carry on the operations of the Park Coach Co., it has been found necessary to shut down the plant, at least temporarily, until a committee of five, appointed at a recent meeting of interested business men can investigate the affairs of the company and decide whether or not the prospects of the concern justify an attempt to secure a larger working capital to continue production.

Essential Features of the Grocery Staples.

Sugar—Raw sugar market quieter and easier. Refiners showing little interest in offerings. Refined sugar steady. Marked improvement in demand. All refiners quoting 7 c, except Federal, which is still withdrawn. Local jobbers hold cane granulated at 7.65 and beet granulated at 7.55c.

Tea—The past week has been a very dull week in the tea business, largely on account of the fact that the early part of it was broken into by the holidays. No change has occurred in the market since the last report. Business has been doing right along every day without any change. The undertone is still very strong.

Coffee—The tendency of Rio and Santos coffee is undeniably upward, although not very rapidly so. There have been a number of small fluctuations in the green market during the week, the net result of which appears to be a small fractional advance in all grades of Rio and Santos coffee, green and in a large way. The jobbing market for roasted coffee is steady and unchanged and at the moment is rather dull. Milds remain about unchanged, but with some strength.

Canned Fruits—Pineapple is the leader. It is firm, scarce and wanted in all lines of sliced. Offerings are in small blocks in all quarters as holders are not possessed of any surplus and require an inducement before they will unload. Peaches are offered on the Coast on the former basis where more strength is shown than on the spot. Most jobbers are working with their own holdings, which do not need replenishing. Cherries are out of first hands and while in a favorable position for the spring market are not active on the spot. Apples are still quiet.

Canned Vegetables—Tomatoes are firm, but inactive as to country buying. The stiff prices which most canners place on their goods are a handicap to the movement where the buyer wants a bargain or he is not interested. All three sizes are held with almost equal confidence now that No. 2s are working more in line with No. 3s and No. 10s. No change has occurred in the Coast situation. Peas are firm, but quiet. Here again country ideas are above the level of local traders. Standards are firm, even more so than extra standards and fancy. No change has occurred in the future situation as traders are waiting to meet face to face at the canners' convention to exchange ideas. Corn is steadier in standards now that stocks outside of the regular pack of 1922 are cleaning up. There is, however, no speculative interest in stocks needed for the future. Spinach is in fair demand. Asparagus is firm.

Canned Fish—Salmon is still strong, with everything in the line of Alaska salmon particularly tending upward. The demand, however, is very conservative and buyers seem not to be much impressed with the firm condition of the market. The market on the coast is particularly firm, but is somewhat less so in the East, owing to the light demand. As to sardines, Maine packers are very firm in their ideas. Stocks are light and buyers

admit that their stocks are lower than usual. This combination would appear to make higher prices certain. Tuna continues scarce, but is dull. Other canned fish, including shrimp, lobster and crab meat firm without change.

Dried Fruits—Prunes are dull. Distributors are using their own stocks, most of which were late in reaching the market this season. For the moment when the retail movement is not spectacular they have enough for their wants. Coast operators expect to see a complete cleanup of the 1922 crop by the time new fruit is available. With no more than a normal domestic and export outlet packers think that they can liquidate without a downward revision of prices, but on the contrary advances later on they think not at all unlikely. Raisins are a different matter as they are in larger supply in first hands, although at present the industry is trading mostly in the offerings of independent packers. To maintain its price guarantees the large interest is holding steady and is not trying to force business. Apricots are firm in all fancy and choice grades with standards affected by this situation. Peaches and pears are quiet.

Syrup and Molasses—Compound syrup is selling seasonably without any particular development and without any change. Demand is about up to the season's average. Sugar syrup steady and quiet, with no change anywhere. Molasses continues firm for anything fine, with fair demand.

Cheese—The market is barely steady at prices ranging about the same as a week ago, with a light consumptive demand. Stocks in storage are reported to be ample, but we do not look for much change in prices in the immediate future.

Provisions—The consumptive demand for everything in the smoked meat line has been very light. The market is barely steady at prices ranging the same as last week. Pure lard is steady, with a possible decline of about ¼c, while lard substitutes remain unchanged and in very low sale. Canned meats, dried beef and barreled pork are all unchanged, with a light demand.

Nuts—All lines are more or less nominal in demand as well as in price. The new crop Brazil nut season has not advanced far enough to stimulate heavy buying while old crops are quiet. Walnuts and almonds are unchanged.

Beans and Peas—There has been no change in the market for beans and peas during the week. All buyers of dried beans are firm, with strong advancing tendency. Green and Scotch peas unchanged and quiet.

Salt Fish—The situation in mackerel shows no change for the week; demand is still quiet and will continue so for a few weeks yet. Perhaps prices are still to a small extent in buyer's favor.

Lost.

He tried to cross the railroad track
Before the rushing train.
They put the pieces in a sack,
But couldn't find the brain.

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—8c per lb.

Beets—\$1 per bu.

Butter—The market is experiencing a quietness which usually follows the holiday season. The consumptive demand appears to have fallen off for the present and the market is weak at about the same quotations made last week. The make of butter is likely to increase to some extent and considerable butter is likely to arrive from Europe and Australia. We do not look for much increase in the consumption for a few days at least. In the meantime we may have a slight decline. Local jobbers hold extra at 50c in 63 lb. tubs, fancy in 30 lb. tubs, 52c; prints, 52c. They pay 23c for packing stock.

Cabbage—75c per bu.; red 90c per bu.

Carrots—\$1 per bu.

Cauliflower—\$3.50 per dozen heads.
Celery—50c per bunch; extra jumbo, 70c.

Cocoanuts—\$6.50 per sack of 100.
Cranberries—Late Howes are \$5.50 per ½ bbl. (50 lbs.)

Cucumbers—Illinois hot house, \$5 per doz.

Eggs—The market remains steady at unchanged prices, with continued light receipts and a fair consumptive demand. We, however, are likely to have an increase in the production, and unless we have an extraordinarily good demand we are likely to experience lower prices during the month. Local jobbers pay 36@37c for fresh. Cold storage operators are offering their supplies as follows:

Firsts	32c
Seconds	27c
Checks	25c

Egg Plant—\$3 per doz.

Grapes—Calif. Emperors, \$7 per 30 lb. keg; Spanish Malagas, \$9.50 for 40 lb. keg.

Green Onions—Chalotts, 85c per doz. bunches.

Honey—32c for comb; 25c for strained.

Lettuce—Hot house leaf, 20c per lb.;

Iceberg from California, \$6 per case.

Onions—Home grown, \$2.75 per 100 lb. sack.

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

300 size, per box	\$8.00
360 size, per box	8.00
270 size, per box	8.00
240 size, per box	7.50

Oranges—Fancy Sunkist Navals are now sold on the following basis:

100	\$4.75
126	5.25
150, 176 and 200	5.50
216	5.50
252	5.50
288	5.50
324	5.50

Choice, 50c per box less.

Floridas are selling as follows:

126	\$6.00
150	6.00
176	5.00
200	5.00
216	5.00

Parsley—50c per doz. bunches.

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

Potatoes—Home grown, 50c per bu.

Poultry—The market is unchanged.

Local buyers now pay as follows for live:

Light fowls	13c
Heavy fowls	21c
Heavy springs	21c
Cox and Stags	10c
Turkeys	30c
Ducks	18c
Geese	18c

Paying prices for dressed are as follows:

Turkeys	38c
Ducks	22c
Geese	22c

Radishes—90c per doz. bunches.

Squash—\$1 per bu. for Hubbard.

Sweet Potatoes—Virginia kiln dried command \$2.25 per hamper.

Tomatoes—6 lb. basket of California, \$1.75.

Turnips—\$1 per bu.

Safe To Purchase Flour in Fair Volume.

Written for the Tradesman.

The wheat market seems to have found a stopping place for the time being at least; in fact, has shown a tendency to strengthen up a trifle, although it is doubtful if much activity in grains will materialize before Feb. 1.

General trade conditions in various lines are in a healthy state. There has been increased industrial activity throughout the entire country. Wholesale and retail trade have been active and car-loadings have reached record levels. The price of farm crops is on a higher basis and there is practically full employment in all lines. These conditions are fundamental and bespeak prosperity. This, of course, means fairly active buying; in other words, the consuming public has purchasing power and whenever the American public has been thus blessed that purchasing power has been used. A healthy condition of this sort is bound to affect the value of grains favorably as well as values in other lines.

Statistics mean very little, and while statistics at this time are favorable to well maintained and even somewhat higher prices, they are not fundamental, and were it not for the deplorable conditions in Europe—which, however, have improved during the past ninety days from a financial standpoint—we could look for considerable activity in the wheat market.

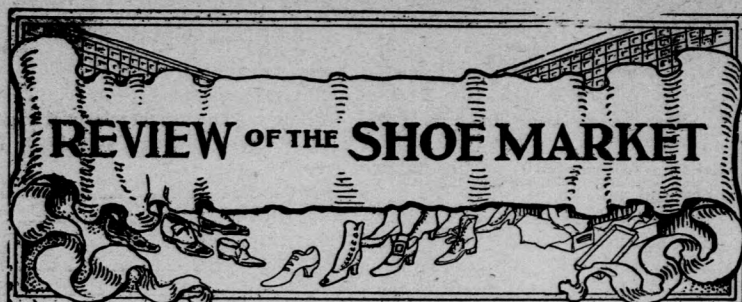
As it is, we are of the opinion the trade is perfectly safe in purchasing flour in fair volume; in fact, any material break from the present basis would afford an excellent opportunity to stock up for sixty to ninety days.

Lloyd E. Smith.

He Seconded the Motion.

A man was recently blackmailed with a very threatening letter reading: "Place \$5,000 under the stone at the entrance of your gate by 9 o'clock to-night or we will kidnap your wife."

Nine o'clock that night the kidnappers found a note as follows: "I haven't a cent but I am in favor of the movement."



Plan Enlargement of Retail Shoe Sales Training.

The General Shoe Trade Committee launches this week its campaign to bring before the shoe and leather industry the advantages of adequate retail sales training for shoe salespeople and merchants. Leaders in every branch of the shoe trade are represented in the membership of the general committee. C. K. Chisholm, president of the National Shoe Retailers' Association, is chairman.

The program of training in scientific shoe retailing, sponsored by the General Shoe Trade Committee, is being conducted by the Retail Shoemen's Institute of Boston. This institute is a non-profit organization—an institution doing a beneficent service to the entire industry. Within the next two weeks every representative merchant, manufacturer, wholesaler and traveling shoe salesman in the United States will be supplied with complete facts regarding the campaign and will be asked for his support of it.

An advance report of the General Shoe Trade Committee states as follows: "To put the cause of sales training in a position to serve its purpose to the industry properly and fully, to extend its field of usefulness and eventually supply this valuable training to the 250,000 retail shoe salesmen in the country, and to perform other important services to the industry, \$50,000 is now needed.

"The benefits to accrue to the entire industry through this movement cannot be measured in money, but the money value will certainly be enormous. We believe that this great trade will easily and promptly provide the funds to accomplish the full purpose.

"Remember, the institute is in no sense a profit-making affair. It is run only on a self-sustaining basis for the benefit and advantage of all in the industry.

"We urge your contribution to this splendid work."

The Retail Shoemen's Institute is the one organization in the shoe trade commanding the united support of all individuals, all concerns, all associations, all branches in all sections of the country. To date the work of the institute has been an outstanding success. Merchants, manufacturers, shoe clerks by the hundreds, traveling salesmen—all who have had opportunity to see—testify to the bigness of the work and its success in operation.

As to the necessity for scientific sales training one needs only to talk with the public. There is nearly universal complaint of ignorance and poor service from retail shoe salespeople, beyond any others. This is but natural, because the amount of knowledge required to be a competent

retail shoe salesman is triple that required for any other kind of retail selling, with, in general, no special preparation and training to bridge that great difference.

Primarily the Retail Shoemen's Institute makes for better salesmanship in the store. That makes for better store conditions, better profit, better merchandising—and the entire industry rests on the retail shoe dealer. The whole prosperity of the retail trade sustains and determines the whole prosperity of the rest of the industry, and anything that improves the dealers' position helps the whole industry.

Constantly stress is put by the institute on the value of conscious effort to sell more shoes, and ways, means methods and ideas to that end are shown. The underlying basis of this work is instructing and inspiring the sales people to sell all shoes right, urging every economic and humanitarian reason therefor, repeatedly and earnestly.

The retail shoe salesman is the most effective point of contact with the public. Seventy million men and women place themselves squarely in their hands for ten minutes to an hour two or more times a year, with minds concentrated on shoes as they concentrate on no other article of wear. Thus the retail sales people have the public at their mercy so to speak, for millions of hours. All of the public-contact problems of this industry could be settled by the sales people if they only knew "what's what," how and what to do and say.

The shoe industry is ahead of all other industries in thus providing for the proper training and education of its retail sales people. Extended to become universal, the shoe and leather industry will advance itself a whole generation.

The General Shoe Trade Committee states that all funds contributed will go to the extension of retail sales training work. The foundation is fully laid, the work and methods have been perfected, amply tested and proved good. Subscriptions to the campaign fund and requests for further facts should be addressed to C. K. Chisholm, chairman, General Shoe Trade Committee, 166 Essex street, Boston.

Don't forget for a minute that whatever he may say, the average man wants to be solicited. Not pestered—but he likes to see that his patronage is as valuable as you know well enough it really is. Sometimes a customer will go home and realize with surprise that he bought more than he intended to—but next time he forgets everything except that he did get waited on and attended to and had his patronage asked for.

HEROLD-BERTSCH SHOES

Michigan-Made



A Snappy Brogue for Spring

Here's one of the stylish Bertsch oxfords Michigan dealers are now ordering for spring sales. All leather, and all good leather in these oxfords, with the well-known Herold-Bertsch thorough workmanship. We have a handsome line of oxfords for spring moderately priced. Write us.

HEROLD-BERTSCH SHOE COMPANY
30 years in Grand Rapids



High Tops

On the Floor for Immediate Delivery

414—16 in. Smoke Wolv. Kip Blucher 4 inch Cuff Munson Last Wing Tip Two Full Soles Welt.	\$6.35
451—14 inch Tan Trenchide 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 Trenchide 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

Mail That Order To-day
Goods Shipped Same Day

HIRTH-KRAUSE CO.

Shoe Mfgs. and Tanners

Grand Rapids, Mich.

Proceedings of Grand Rapids Bankruptcy Court.

Grand Rapids, Jan. 2.—On this day was held the first meeting of creditors in the matter of William Van Beek, Bankrupt No. 2194. The bankrupt was present in person and by attorney Chas. H. Lillie. No creditors were present or represented. Claims were allowed. The bankrupt was then sworn and examined without a reporter by the referee. It appeared that the bankrupt was regularly employed and the referee ordered him to pay the filing fee before April 2. The case will be held open until that date or until the fee is paid sooner.

On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Harry Hedden and Henry Hedden, individually, and as Hedden & Son, Bankrupt No. 2205. The matter has been referred to Benn M. Corwin, as referee in bankruptcy. The bankrupt partnership is a contracting firm and the parties to such partnership reside at Zeeland township, Ottawa county. The individual parties list no personal liabilities, and claim all of the individual property as exempt. The schedules of the partnership list assets in the sum of \$957.67, and liabilities in the sum of \$7,982.00. From the fact that the assets of the bankrupt are of doubtful nature and value the court has written for funds for the first meeting upon the arrival of which the first meeting will be called and note of the same made here. A list of the creditors of the bankrupt is as follows:

Robert Kannard, St. Louis, Mo.	\$130.00
John Benson, Grand Haven	162.50
Logan Roddy, Grand Haven	40.00
John Noel, Niles	117.00
Geo. Raho, Grand Haven	108.00
Arthur Carville, Grand Haven	30.00
William Bergin, Grand Rapids	50.00
Thew Shovel Co., Lorraine, Ohio.	
(conditional contract)	5,500.00
A. La Huis Co., Zeeland	290.00
Herman Ensing, Zeeland	126.00
William Van Zoern, Vriesland	26.00
William De Groot, Vriesland	24.00
Kemme & Diepenhorst, Zeeland	14.00
Standard Oil Co., Grand Rapids	11.50
Robert Kenneard, St. Louis, Mo.	915.00
John Benson, Grand Haven	60.00
John Noel, Milan	160.00
Central Savings & Trust Co., Barborton, Ohio	109.00
S. Vander Molen, Hudsonville	50.00
William Zacharias, Marne	12.00
Western Wheeled Scraper Co., Aurora, Ill.	50.00
Louis Woodworth, Coopersville	10.00
O. M. Whitlow, Grand Rapids	1.00

On this day also were received the schedules, order of reference and adjudication in bankruptcy in the matter of Francis Mapes, Bankrupt No. 2204. The matter has been referred to Benn M. Corwin, as referee in bankruptcy. The bankrupt is a resident of the township of Hartwick, Osceola county, and is a farmer by occupation. The schedules of the bankrupt list assets in the sum of \$2,644.90, and liabilities in the sum of \$21,147.50. The first meeting of creditors will be held on Jan. 22. A custodian has been appointed and has charge of the assets of the bankrupt. A list of the creditors of the bankrupt is as follows:

Real estate taxes	\$425.00
Personal property taxes	40.00
George Bennett, Evart	8.75
S. B. Thompson, Marion	14.00
Samuel Sawyer, Marion	2.00
E. Marlette, Evart	4.00
Edw. Delano, Evart	3.75
Estate of R. S. Mapes, Hartwick township	10,000.00
Evart State Bank, Evart	2,000.00
Sandberg & Allison, Evart	71.50
R. S. Mapes & Susie Mapes, Hartwick township	1,000.00
Evart State Bank, Evart	4,500.00
Marion State Bank, Marion	199.00
McBain State Bank, McBain	573.00
Peoples Savings Bank, Cadillac	380.00
Farmers & Merchants Bank, Dighton	104.00
Sandberg & Allison, Evart	110.00
Sandberg & Allison, Evart	17.00
Daniel Booher, Evart	94.00
Geo. Andrus, Evart	42.00
Wilson Coye Co., Evart	4.50
Davey & Co., Evart	3.50
Walter Seath, Evart	3.75
Fleming Shoe Co., Evart	11.00
Dewindt Hardware Co., Evart	13.00
Murray Sherman, Evart	3.25
W. Smith, Evart	6.00
A. K. Terrell, Evart	57.00
Matt Jacobs, Dighton	33.00
Ray Kent, Clare	50.00
John Bennett, Marion	25.00
Robert Porter, Evart	1,000.00
Joseph Babb, Marion	8.00
Edgar York, Evart	41.00
Sidney Cooper, Marion	25.00
James Petts, Marion	103.00
F. J. Calkins, Evart	10.00
Osceola Rural Tel. Co., Evart	6.00
L. R. Rowel, Evart	9.00
Otto F. Hoeksma, McBain	16.00
J. W. Davis Produce Co.	23.50

On this day also were received the schedules, order of reference and adjudication in the matter of John H. Kinsey, Bankrupt No. 2206. The matter has been referred to Benn M. Corwin, as referee in bankruptcy. The bankrupt is a resident of the village of Saranac, and is a

merchant by vocation. The schedules of the bankrupt list assets in the sum of \$920.00, of which the sum of \$500.00 is claimed as exempt to the bankrupt, and liabilities in the sum of \$964.67. The first meeting of creditors will be held on January 15. A list of the creditors of the bankrupt is as follows:

Saranac Bank, Saranac	\$120.00
Royal Candy Co., Milwaukee	17.93
Harry Stebbens, Saranac	27.00
Brooks Candy Co., Grand Rapids	13.00
Rysdale Candy Co., Grand Rapids	24.00
Mueller Houseman Co., Grand Rap.	18.00
Arctic Ice Cream Co., Grand Rapids	52.00
X Cigar Co., Grand Rapids	17.49
Citizens Tel. Co., Saranac	16.39
Steindler Paper Co., Muskegon	17.00
Emerson Phonograph Co., Chicago	22.39
Heyboer Stationery Co., Grand R.	16.82
General Cigar Co., Grand Rapids	32.03
Blue Bell Peanut Butter Co., Grand Rapids	9.60

Schust Co., Saginaw	8.06
Harger Candy Co., Grand Rapids	17.05
M. Ploewy & Sons, Grand Rapids	29.00
Smith Extract Co., Grand Rapids	13.75
Dudley Paper Co., Lansing	34.78
American Phonograph Co., Grand Rapids	7.14
Woodhouse Tobacco Co., Grand R.	8.75
Cambern Candy Co., Grand Rapids	5.40
Devoline, Baltimore, Md.	12.00
American Nut Co., Indianapolis	31.04
H. Van Eenenaam & Sons, Zeeland	37.05
Connor Ice Cream Co., Owosso	180.00
M. Sargent, Hasting	60.00
Peterson Beverage Co., Grand Rap.	20.00
National Candy Co., Grand Rapids	37.00

Jan. 3. On this day was held the special meeting of creditors in the matter of Gray Iron Foundry & Furnace Co., Bankrupt No. 2164. The creditors were present by Stephen Clink, attorney. The trustee was present in person. Various creditors were present in person. The property was offered for sale on the original offer received by the court, but creditors interposed objections to the sale of the property at such price, the special meeting was adjourned to Jan. 17 for the purpose of allowing a more thorough investigation of the real value of the bankrupt's assets.

On this day also was held the final meeting of creditors in the matter of George R. Chubb, Bankrupt No. 2150. The trustee was present in person. No others were present or represented. Additional claims were allowed against the estate of the bankrupt. An order was made for the payment of administration expenses as far as the funds in the estate will permit, there being no funds for any dividends to creditors. The trustee's final report and account was approved and allowed. The discharge of the bankrupt was not objected to. The final meeting was then adjourned without date. The case will now be returned to the District Court.

On this day also was held the first meeting of creditors in the matter of B. Ray Ruckel, Bankrupt No. 2200. The bankrupt was present in person and by attorney Harold Cogger. Claims were allowed against the estate of the bankrupt. Harry D. Reber, of Fremont, was appointed trustee and the amount of his bond placed by the referee at \$500. The bankrupt was sworn and examined without a reporter. The first meeting was then adjourned no date.

Jan. 4. On this day was held the sale of the property of the estate of Charles B. Rathbun, Bankrupt No. 2124. The trustee was present in person. The party making the original offer was present in person. No others present. The personal property of the bankrupt, except exemptions, was sold to Frank Chickering for \$190. The interest of the real estate held by the bankrupt was sold to the same party for \$10. An order confirming such sales has been made. The special meeting and show cause was then adjourned no date.

In the matter of Harlie F. Hunter, Bankrupt No. 2197, the funds for the first meeting have been received and such meeting will be held at the office of the referee on Jan. 20.

In the matter of Alvah J. Fuller, Bankrupt No. 2203, the funds for the first meeting of creditors have been received and the first meeting of creditors will be held at the office of the referee Jan. 20.

Jan. 8. On this day was held the first meeting of creditors in the matter of Republic Sales & Service Co., Bankrupt No. 2190. The bankrupt was present by Harold Z. Wood, its president, and by Francis L. Williams, attorney. Claims were allowed. Frank V. Blakely was elected trustee and the amount of his bond placed by the referee at \$1,000. The president of the corporation was then sworn and examined without a reporter. The appraisal taken by the receiver was approved and allowed. The first meeting was then adjourned no date.

On this day also was held the final meeting of creditors in the matter of Edward Oleschak, Bankrupt No. 2192. The bankrupt was present in person and by attorneys Knappen, Uhl & Bryant. Various creditors were present in person. C. V. Hilding was present for creditors. Additional claims were allowed against the estate of the bankrupt. An order was made for the distribution of the funds on hand to preferred claimants as far as such funds will go. The final

meeting was then adjourned without date. The case will now be closed and returned to the District Court.

In the matter of Harry Hedden, Henry Hedden, and Hedden & Son, a copartnership, the funds for the first meeting have been received and the first meeting will be held at the office of the referee Jan. 22.

Jan. 9. On this day was held the final meeting of creditors in the matter of Sigmund L. Dennis, Bankrupt No. 2014. The bankrupt was present in person. The trustee was present in person and by attorney Jacob Steketee. Clapperton & Owen and Boltwood & Boltwood were present for various creditors. Additional claims were allowed against the estate. The trustee's report and account under the trust mortgage and also under the estate in bankruptcy were passed upon

and approved and allowed. An order was made for the payment of administration expenses and for the declaration and payment of a first and final dividend to creditors. No objection was made to the discharge of the bankrupt. The final meeting was then closed and returned.

To Every Soul.

To every man there openeth
A way, and ways, and a way.
And the high soul climbs the highway,
And the low soul gropes the low;
And in between, on the misty flats,
The rest drift to and fro.
But to every man there openeth
A high way and a low,
And every man decideth
The way his soul shall go.

To Our Neighbor in Distress

We embrace this opportunity to express our sympathy to our long-time neighbor and competitor, the Valley City Milling Co., for the calamity which has overtaken it and to express the hope that it may soon recover from the disastrous visit of the fire fiend.

Voigt Milling Co.

GRAND RAPIDS

Fourth National Bank GRAND RAPIDS MICHIGAN

United States Depository

Capital \$300,000

Surplus \$300,000

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

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



OFFICERS

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

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David H. Brown Robert D. Graham
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J. Clinton Bishop Samuel D. Young
James L. Hamilton

PURELY AMERICAN FOODS.

Since the war American packers of canned goods have been making great efforts to introduce their products in Europe. Not, however, with much success. It appears that in European countries there is a strong prejudice against "tinned" foods. This was broken down to some extent by the wide war-time distribution of canned milk and meats, but the people over there simply will not have tinned vegetables.

Europe is fully a generation behind us in the use of canned vegetables. It is hopeless to try to introduce canned corn over there, inasmuch as the people do not even care for fresh sweet corn. In Italy and Jugo-Slavia corn is extensively grown, but all of it that is eaten by human beings is first ground to meal. North of the Alps corn in any form is considered hardly fit for human consumption. It is used as food for animals and for making beer and whisky.

The same is true of sweet potatoes, which nowhere in Europe form an important article of diet. They could be grown to great advantage in Southern Italy, furnishing a cheap and satisfying side dish for the teeming population; but the Italians do not like sweet potatoes.

Europeans like lima beans fresh and tender; but they would not buy the mature beans in a can. Farm folks over there customarily preserve a stock of lima beans for winter use by hanging them from the ceiling of the kitchen to dry.

The Italians are making quite a success of canning string beans grown in the volcanic soil around Vesuvius. But to find a sale, they must be young and tender. The European consumer has no use for mature string beans.

The tomato has long been a standby in Italy, where it provides a sauce for macaroni, the dish around which domestic life pivots. It is acquiring increased favor in England, where, the climate being unfavorable to its cultivation, 25,000 acres of glass have been devoted to this vegetable. In Germany it is only beginning to make headway, and likewise in France.

Fifty years ago tomatoes were considered hardly fit for human consumption in most parts of the United States. Europeans say that a can of American tomatoes contains too much water. They prefer the firmer and meatier Italian plum tomato, which gets to the consumer in its original shape and not in a pulpy mass.

American pork and beans were widely distributed through the allied countries during the war and found ready appreciation. But in this case there was a groundwork of popular dietary habit upon which to build.

HAYWOOD'S WRETCHED FATE.

Any human being whose high hopes have come to worse than nothing—who finds himself in his old age without money, friends or the power to which he has been accustomed for many years—that human being is a pathetic spectacle, no matter how little deserving of admiration he may have been in other days. So the picture drawn in a dispatch from Moscow of "Big Bill" Haywood will ex-

cite satisfaction only in the fiercest of the many severe critics whose hostility his conduct in the past well earned.

Haywood has been among the more notable representatives of a mysterious class—men of the older American stock who have chosen to make themselves the preachers and fighters for economic doctrines explicable enough when held by the victims of the old European tyrannies, but without excuse for those who have not suffered in any such way. Not ignorant or an "alien agitator," he nevertheless hated his country and his country's institutions—wanted to overthrow them and to replace them by such as the Bolsheviks have set up in Russia!

To escape jail here he jumped the big bail put up for him by his party friends and fled to the land of his mistaken admiration. He was welcomed for a while, acquired concessions and tried to demonstrate in practice the practicability of his dreams. He has failed, and with failure he has lost all influence with those whom he thought his brothers in spirit. He cannot come home without going to jail amid the reproaches of his former associates, and if he remains in Russia he must endure the hardships of those for whom the dominant "Reds" have no use.

A more wretched fate it would be hard to imagine—would be, that is, if there were not that of the exile at Doorn. Haywood, too, was a king of sorts, and he has lost his crown.

Rather more than the usual multiplicity of opinion and prophecies of opinion and prophecies concerning business marked the opening of the new year. They came, solicited and otherwise, from men well known as bankers, merchants, manufacturers and statisticians. While varying in detail and modified in tone in the cases of certain special industries, their general tenor was about the same. It is recognized that the last quarter of 1922 showed a revival of business activity that was general in its scope. Production and distribution were both stimulated and this, too, in the face of advancing price levels. This has encouraged the belief that a similar activity will continue well into the present year. What may happen after the Summer no one ventures to predict because there are too many uncertain factors that must be taken into account. Among these are the yields of farms, fields and orchards, the output of mines and the activity of iron and steel mills, the volume of construction and, above all, the margins of profits to be had and the wage scales of workers. As an offset will be the range of the cost of living, the tendency of which continues upward. The settlement of most of the more acute troubles in Europe, temporarily at least, is taken for granted because it is deemed inconceivable that present conditions can continue, and this conviction is an assurance of more stability in domestic conditions.

What this country needs isn't more liberty, but less people who take liberties with our liberty.

GERMAN HOGGISHNESS.

On what seems to be competent authority—and with entire credibility—it is reported that the German chemists employed in the Bayer works have discovered, after long search and many experiments, a drug which promptly, completely and by only a few doses cures "sleeping sickness," the most terrible of Africa's many terrible fevers.

This malady has been understood for years. The germ causing it is a trypanosome which is conveyed from victim to victim—some animals, including horses and cattle, as well as men, are susceptible to it—by the tsetse insect, and practically always it is fatal. The famous Ehrlich and a Japanese assistant studied it before the war, for the German possessions in Africa were among the regions worst affected, and they found one or more of the aniline dyes that had some degree of efficacy. By further research a more potent form of like substances now has been found—a drug that not only cures the infected, but gives prolonged immunity to the well.

That is a magnificent achievement—a brilliant addition to the fine record along the same lines that the Germans already have made. What is not so magnificent—what is the very reverse of magnificent as magnificence is understood in the world of science and especially in the world of medical science—is the fact that "Bayer 205" is not given to the world, freely and gladly, as the "ethics" of both science and of medicine demand, but remains a carefully kept secret, only to be revealed for a price. And the price is to be nothing less than the return of the part of Africa once owned by the Germans and now divided among Great Britain, France, Belgium and Portugal!

The Germans say, in effect, "Give us back our colonies or the development of several of your own will remain, if not impossible, at any rate difficult, dangerous and expensive." The temptation harshly to characterize that remarkable offer is strong, but its quality is so obvious that to do so is unnecessary. The proposal has not been accepted and presumably will not be, but the chemists of many lands are trying eagerly to ascertain the exact composition of "Bayer 205," and the quest is not hopeless.

BUSINESS FAILURES IN 1922.

While the majority of developments in the field of business during 1922 are to be placed on the credit side of the ledger, there are a number of items that will have to be classed as debits. One of these is the high rate of business mortality during the year. The records show that business failures were the most numerous in the history of the country, being nearly 12 per cent. greater in number than in 1921, and 164 per cent. greater than in 1920. While there was this increase in numbers in 1922 over the previous year, there was a decrease of 14 per cent. in liabilities. This shows that the mortality during 1922 was restricted more to the smaller establishments than was the case in 1921. The

heavy list of casualties must be classed as a debit in spite of the fact that it may be interpreted as a process of weeding out the unfit. It represents an enormous social loss and shows that the business mechanism is still cluttered with round pegs in square holes. The probability of a heavy increase in failures during the revival phase of the business cycle was pointed out several times in this column in past months, and the expectations have been realized. The large number of fatalities does not mean that business conditions are growing worse. On the contrary, the speeding up of trade activity and the increasing vigor of competition which have forced the weaker organizations to the wall are signs of quickening business. The unfavorable aspect is the enormous amount of inefficiency and misdirected energies indicated by the large number of failures.

BUSINESS CURVES.

The various charts showing fluctuations of the business curve have been criticised by some economists on the ground that the prosperity which they purport to show when the curve is well above the normal line is the prosperity of only a portion of the community. The curves show the prosperity of those who have goods to sell, while the salaried classes and those who derive fixed incomes from investments may find it a hard struggle just at that time to make both ends meet. Since the curves are called business curves and are meant to indicate the general state of business to business men, this criticism is not well founded. All classes of society are not affected equally by any given change in economic conditions; what helps the creditor class may work hardships on the debtor class, and so on. To plot a curve showing variations in the economic well-being of the whole population at different periods would be obviously impracticable, and even if it could be done it would have no value, as the average condition for the whole might be far from typical of any representative group. The business curves prepared by various statistical organizations serve very well the purposes for which they were intended. If the salaried folk want curve showing the fluctuations in their prosperity, there is much material at hand for them to work with.

CANNED FOODS MARKET.

The movement of canned foods from packer to distributor was not broad enough last week to develop new features or for that matter to change the situation in a material way. While inventories are under way, the trade is only taking minimum lots, mostly on the spot. Neither are there heavy offerings at the moment. The canner realizes the lack of buying interest and he is unwilling to create any weakness by trying to force sales as he is of the opinion that a little waiting will allow jobbers to put themselves in a position to do a large business. Natural competition which is in prospect seems to indicate that higher prices will rule in a number of important commodities.

At Last— A Real BRAN FOOD That's Palatable

An original idea—*BRAN that's really good to eat*—crisp, delicious flakes—ready to serve—direct from the package.

Originated and *perfected* after four years' exhaustive experiments and scientific tests by the makers of Post Toasties, Grape-Nuts, Instant Postum and Postum Cereal.

Post Bran Flakes (the original palatable bran).

A delicious, dependable laxative food—already introduced in many States where

the repeat business has been so overwhelming that our factory has been busy endeavoring to take care of markets already opened up.

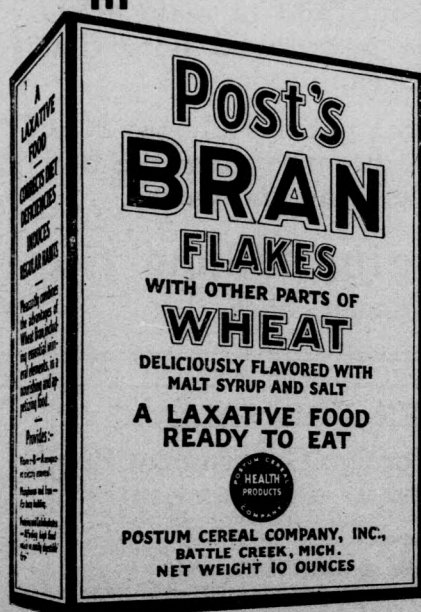
If we haven't been able to offer our new product to you, here's our promise that increased production of Post's Bran Flakes (the first palatable bran food) will enable us to supply your market with little delay—*then you can say to your customers—*

Now you'll like Bran!

Postum Cereal Company, Inc.

Battle Creek, Mich.

Backed by Postum Cereal Co. guarantee of complete satisfaction to you and your customers.



Items From the Cloverland of Michigan.

Sault Ste. Marie, Jan. 9.—Now that the holiday season is over we hope to get back to real work again and prepare for a prosperous year of 1923, which from all accounts promises to be one of the best years if the many predictions come through with the prosperity in evidence all around us. The first good news for a Happy New Year is the large pea factory for the Soo which is to be built in the spring, employing from 200 to 300 hands during the two months season of operation; also increasing the farmer's revenue throughout the county. This was the reward for the efforts put forth by our Civic and Community Association in co-operation with the grangers and farmers. While this is only a starter it is expected that the new factory will later can other fruits, such as blueberries and strawberries, which are grown abundantly in this vicinity.

The Brown foundry, at Manistique, is to enlarge its capacity by adding another building, 30 feet in length to the present foundry and in this addition they will install the lathe and any machinery necessary to turn out any kind of work generally done in a machine shop. Mr. Nau, the proprietor, has taken Mr. Anderson as a partner. Mr. Anderson is a practical machinist and was formerly with the Cloverland garage and machine works.

Talk is cheap. That is why they call it the gift of gab.

Ted Balaskas, one of the former proprietors of the Savoy restaurant here, sends greetings from New York, where, in company with his partners, John and George, they have gone in business after selling out their Savoy at the Soo. Ted admits that New York is considerably livelier than the good old Soo and reports doing a wonderful business and making good in his new establishment. In comparing the two places, Ted says an important factor in a man's success is the knowledge of human nature and the power of the almighty dollar. So far, no one has succeeded in putting anything over on him. He also mentions that the New Yorkers are very careless in handling the truth and he can't see how they get that way which made him wish many times that he was back in Michigan in the Soo where the folks are more human and less suspicious of each other. Ted is located in the up town section of 116th street and Lexington avenue. The entrance to the East side subway is at the door. The place is open twenty-four hours each day, seven days a week, so he wants it understood by his many Soo friends that they will always find a welcome place while sojourning the metropolis and nothing would give him greater pleasure than to gaze at a familiar face from the Soo. A great many of the New Year balls in New York were high balls.

One man lived in Chicago fifty years before he got shot.

Traffic at Soo locks is six times greater than at Panama. More freight passes through our locks here in one month than a whole year at the Isthmus.

It takes all kinds of people to make a world. Rolling a barrel is lots of fun and good exercise. At least Edward B. Griffin and Lawrence McDuff, of Amherst, Nova Scotia, Canada, must think so, for they have pushed two barrels weighing 125 pounds each from their homes on the Atlantic coast to here and passed through the Sault to-day enroute to Vancouver, B. C., Canada. The men left the Eastern coast the last of August and covered 2710 miles to Sault Ste. Marie. They have 2950 miles to go yet. Both hikers are confident they will reach the Pacific coast by April 30. Leaving the Sault to-day, the men will travel through the United States as

far as Duluth. From there they expect to get back to Canada again to continue their long hike. The men have been averaging about twenty-nine miles a day. It is understood that the trip is being made just to show that a man can walk across the continent and work at the same time.

The taxpayer here tells us that he wishes New Year's came every leap year.

Alex Bush, for the past several years, the leading merchant at Rosedale, has sold the stock to Chester Long, who will continue the grocery and postoffice as heretofore. This is Mr. Long's first experience in the mercantile business, but having been one of Rosedale's successful farmers he hopes to make the new adventure a success, the location being one of the best in the county. Mr. Bush moved his family to the Soo last week and expects to open a grocery store here in the old J. A. Campbell & Son's place. Mr. Bush's years of experience as a successful merchant will, undoubtedly, continue in his new location where he is well and favorably known for many years.

It is rumored that the Soo will be headquarters for an aeroplane service next summer. If the air transportation is provided, it will be a real innovation to the Soo and surrounding country.

Sims Bros. is the name of a new garage firm which has just opened for business at 135 East Portage avenue. Jack and Roy Sims are the new proprietors. They need no introduction to the public of Chippewa county. Jack has been known as one of the Soo's expert repairmen, having been in the employ of the Wynns Auto Sales Co. They will also specialize in oxy-acetylene welding, electric starter, etc. They have many friends here who wish them success in their new venture.

Vaher & Sones, two of our hustling young business men and well known electricians, have outgrown their present quarters and are moving into the building formerly occupied by the McIntosh grocery. This will give the firm much more room and a better chance to increase their stock and display. They expect to carry everything in the electrical line, including radio outfits, which are in great demand among the radio fans who have been handicapped in supplies.

Only a few more months before fly season.

A. H. Passmore, who for a number of years has been cashier of the Brimley State Bank, at Brimley, has resigned and accepted the management of the Chippewa Farm Bureau, succeeding Hazen Smart. Mr. Passmore will be secretary, treasurer and manager. He is well and favorable known throughout the county and his many friends wish him every success in his new position.

E. J. Barry, the well-known proprietor of the Barry dyeing and cleaning works here, has returned from a month's visit throughout the West. He visited some of the largest dyeing and cleaning plants in the large cities, but found none that eclipse his own plant in the way of modern equipment. He came back saying that the good old Soo is good enough for him.

Fred Taylor, one of our enterprising business men, is putting up a fine addition in the business district with a new garage building in the spring. The building will be entirely of brick and cement covering the space of 85 x 210 feet. Mr. Taylor found it necessary to build in order to properly take care of his increase in business. He is agent for the Maxwell, Chalmers Hudson and Essex cars and also the International Harvester Co. which handles tractors and all kinds of farm implements.

It is hard to borrow money because people who have it have it because they will not lend it.

The Manistique Manufacturing Co., at Manistique, is running full blast

again and has added new machinery. The latest machinery installed is for the manufacture of handles for their famous rolling pins.

The Stack Lumber Co., at Manistique, expects to run day and night after the next two weeks, which will mean a double crew and more money in circulation and is good news for Manistique merchants.

"A good jolly is worth all it will cause the other fellow to give up."

Arthur Cameron, of the firm of Cameron Bros. & Co. (meat merchants), left last week with his family by auto for Florida, where they expect to spend the winter. They were stuck twice between the Soo and St. Ignace, and were forced to turn back, but the third attempt put them over. They will return to the Soo in the Spring.

Our former Chief of Police, Matt Mitchell, has been appointed Deputy U. S. Marshal for the Upper Peninsula of Michigan, which is good news to his many friends who are more than pleased to hear of his success.

The Central meat market, of Manistique, has purchased the stock of

J. A. Roberg & Co. which will be added to their own stock.

William G. Tapert.

Keep Your Promises.

Either keep them or do not make them. If a man can't rely on your word, what can he rely on?

Some men will promise anything rather than lose a sale. They may make sales, but they do not make customers.

A promise is the assurance that you will do a certain thing. You have given your word. The other man believes that you will do it and he depends upon you. Never promise—if you are not sure that you can do it. Do not promise merely to hold friendship or good will, for a broken promise cannot be mended—it is a violated obligation.

What this country needs is not a job for every man, but a real man for every job.

Thanks!

We have just concluded one of the most successful years of our business history.

This success was due largely to the vast number of people who bought NEW PERFECTION and RED ARROW flour.

We therefore take this opportunity to voice our appreciation.

There has been a steady increase in the number of people who have shown a preference for our flours and so we feel an added responsibility to the public.

We therefore pledge for the future a continuation of our policy to make NEW PERFECTION the supreme all-purpose flour, and to make RED ARROW the best bread flour that milling science can produce.

We wish our patrons a happy New Year, and we promise them the best of home made bread and pastry.

Watson-Higgins Milling Co.

Grand Rapids, Mich.

WE OFFER FOR SALE

United States and Foreign Government Bonds

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

HOWE, SNOW & BERTLES, INC.

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

American Sympathy Is For France and Belgium.

Grandville, Jan. 9.—To curry favor with Germany seems to be the new idea both in Britain and the United States.

It makes the blood of an American boil to see how newspapers and legislators in this country commiserate France on her wicked attempt to hold Germany to the letter of the agreement.

Even at the most Germany could never pay the one-hundredth for her villainous destruction of life and property in both France and Belgium. Listen to the Belgian, M. Theunis:

"Under no circumstances will Belgium relinquish the rights which she won by her heroic stand during the war, and by the allies' unanimous consent after the armistice."

To this Bonar Law replied solemnly: "Very well, we were under the impression that Belgium was prepared to make concessions."

"Belgium has reached the limit of her concessions. Perhaps Germany might be called upon to make some effort," M. Theunis replied, and for a moment the atmosphere of the conference was heavily surcharged.

And there you are.

France and Belgium, the nations which suffered untold horrors from German frightfulness, stand or fall together in this controversy over enemy reparations. Why should they not so stand? What has occurred since the war ended to change the rights and wrongs of the whole controversy? Not a thing, and because the two nations which suffered all but dismemberment because of an unjust and wicked war forced upon them by the arrogant German empire, insist on a small measure of justice, the sister nations of Europe stand back and warn France that she must make concessions.

Great Britain is treading on dangerous ground when she refuses to keep faith with her ally across the channel. The German tiger still crouches for a spring, and the throat of an Englishman is as dear prey as is that of a Belgian or a Frenchman.

To cap the climax the United States is actually itching to take a hand in the mixup, a hand that goes not out to France and her Lafayette, but to ease the task of brutal kaiserland in its efforts to crawl out of paying for its hellish work of four years ago.

There is no sense in this country getting down on its knees to lick the boots of goose-stepping Germans. There is no sense in the claim that the poor German people are unable to meet their just obligations in her reparations to France and Belgium. The American administration is not gaining friends by sneering at France and smiling genially out of the off eye at the enemy of the world beyond the Rhine.

Let Bonar Law curry favor with Germany if he will, but the attitude of this country should be wholly neutral, save that the sympathy and well wishes of our citizens go out in no unstinted measure to both France and Belgium in their fight for justice as against German junkerism and bestiality.

The German tiger hasn't lost his spots. He is the same insatiable, blood-thirsty creature he was in those years when the soldiers of the kaiser despoiled the fair fields of France and made mock of the plaintive cries of outraged womanhood and the gasping groans of crucified children.

England is making a mistake which at some day will cost that country dearly, but because of her blindness in not seeing, we, of America should not make the same mistake and follow her steps into a moil of trouble the end of which no man can tell.

Some British observers insist that the British plan is partly American in character. Let us fervently pray that this may not be true. America is big enough to stand on her own feet, yet

with all her bigness she is not colossal enough to condone injustice, nor to ask France to take one backward step in her righteous claims against her would-be destroyer.

The Capital is tense as Colonel Harvey visits his chiefs.

The ambassador to the court of St. James comes home to consult with the President and his advisers on the foreign complications with which America has absolutely nothing to do. Our sympathies go wholly to France. When England seeks to aid Germany in this matter she is digging her own grave in the hereafter, for nothing is more clear than the fact that every German heart and brain of her seventy millions hates the name England with a hatred which cannot be measured or perhaps fully understood.

Failure of the British-French delegation to get together means, it is said, the possibility of French support being withdrawn from the British in the Near East and at Lausanne. What a sad condition, and all because Britain seeks to curry favor with Germany. Strange to see the English cutting their own throats by this inexplicable magnanimity.

But America must not fall for this British foolishness. America must stand squarely before the world as the friend of righteousness, which she cannot do by following in the steps of Bonar Law.

The tides of Fate flow on.

There is a tide in the affairs of men which taken at its flood leads on to fortune. There is also a tide in the affairs of nations which must not be overlooked. The United States did well in keeping clear of entangling alliances when we refused most emphatically to enter the league of nations. So far we as a Nation have kept our skirts clear from being soiled by mixing in the political quarrels of the old world.

We must give our sympathy to France in her present difficulties, hoping for the best, with a well defined fear that Germany may yet outwit her conquerors and come out on top after all. Old Timer.

Confidence is the very basis of all achievements. There is a tremendous power in the conviction that we can do a thing.

BUY SAFE BONDS



ESTABLISHED 1863

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

Buy Safe Bonds
from

The Old National

Wolverine Carton Co.

Organized under the Laws of Michigan

CAPITAL STOCK

\$300,000 7% Cumulative Preferred Stock—Par Value \$10
Per Share, 30,000 Shares Non-Par Stock

THE WOLVERINE CARTON CO. was organized to take advantage of the opportunity that exists in Grand Rapids for a Company equipped to produce in large quantities folding paper cartons that require a high class of color work and printing. Without such a Company in Grand Rapids, money that should stay in Grand Rapids is going to other cities, as millions of such folding cartons are used annually by Grand Rapids manufacturing concerns and wholesalers, and these cartons are now being bought from carton companies in other cities.

The Wolverine Carton Co. has already been assured of considerable business from Grand Rapids concerns that use cartons in large quantities.

The type of cartons to be manufactured by the Wolverine Carton Co. will be such as are used for putting up breakfast foods, coffee, raisins, butter, lard, sausage, baking soda, pancake flour and hundreds of other articles. Such cartons are being used by manufacturers and wholesalers to advertise directly to the consumer from the retailer's shelf, and this method of advertising is becoming one of the most effective methods employed by the manufacturer.

Carton Companies throughout the Country are showing large annual earnings and are paying substantial dividends, and according to the most experienced and successful men in this field of business, the carton business is still in its infancy.

The men who will be in active charge of the WOLVERINE CARTON CO. are men who are experienced in every phase of the business and who come very highly recommended from the largest carton companies in the country.

The Board of Directors consists of the following men, concerning whose honesty and integrity the public can easily satisfy itself.

President and General Manager—THOMAS V. SPEES, Formerly Superintendent of the American Can Company plant at Joliet, Illinois.

Vice-President and Sales Manager—WALTER A. MOCKLER, Formerly General Sales Manager and Vice-President of one of the largest folding carton companies of the Middle West.

Secretary-Treasurer—C. U. CLARK, Director Valley City Building & Loan Association; President Clark Bros. of Manton, Michigan; Formerly Manager Hemlock Bark Company of Grand Rapids, Michigan.

Director—E. A. STOWE, Editor and Publisher of the Michigan Tradesman; Director Peoples Savings Bank; Vice-President Michigan Paper Company of Plainwell.

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Study of Business Cycle Does Not Make Prophets.

Not every one accepts the business cycle either as a fact or as a theory. Then there are others who accept the idea for a great deal more than it is worth in the present state of our knowledge of business phenomena. In the latter class belong those who would run their business, their investments, or their speculations strictly in accordance with a system which they believe will enable them accurately to forecast coming economic developments. At the other extreme is a group who scoff at the whole idea as a fad. It is somewhere between these extreme views that the real truth is to be found. The skeptics are right when they maintain that forecasting has not yet been established on a really scientific basis. Forecasts during the past two years have been about as often wrong as right, but this does not disprove the fact that there is a real cycle. Economists and statisticians have compiled abundant data to show that there is a regular series of phenomena, running through the four phases of prosperity, crisis, depression, and revival in the order named, and to this they have applied the term "cycle" because the series repeats itself. Each cycle represents a distinct phase of business similar to its predecessors but also different in many particulars.

Serious students of these cyclical movements are not interesting themselves primarily in efforts to predict the course of prices in the stock markets during the next few weeks, but are seeking to gather accurate and comparable data that will demonstrate in truly scientific fashion just how the cycle behaves. They are trying to develop trustworthy methods of measuring the amplitude and duration of the fluctuations, and then to determine what conditions govern the length and the intensity of these swings from boom to depression. Numerous investigators are at work upon these problems, and their researches are admittedly as yet only in an elementary stage. Little is known as yet, for example, concerning the respective parts which different industries play in the cyclical movement, or what part different sections of the country play. It is known that in periods of depression some lines of business and certain sections of the country suffer much greater derangement than others, and that each line of business has something like a cyclical movement that is peculiar to itself, but which blends in with the major movement. Investigation along these various lines is just beginning.

While much remains to be learned

about the business cycle, there are some facts that have been ascertained with a satisfactory degree of accuracy. Thus, the investigations carried on under the direction of the Harvard Committee on Economic Research indicate that the cycle has a rough periodicity of forty months. The range actually varies, in the period covered by the investigation, from twenty-six to forty-four months. The length of the movement, however, is not so important as the amplitude of the fluctuations of the business curve above and below the normal line. It has been ascertained that the fluctuations below normal are sharper than those above it, but that the curve tends to stay above the normal line longer than it does below it. This means that prosperity is never so intense as depression, but that when it comes it may be expected to tarry longer. Another important principle is seen in the fact that the closer a line of business is to the consumer the less violent are the periodic fluctuations. This was well illustrated in 1920 in the case of shoes and hides. The shoe industry was depressed, but the slump in prices and in buying orders was not nearly so great as it was in the case of the raw material. Still another fact that appears to have been well established by recent investigations is the regularity in the sequence of certain events. While the length and the amplitude of the fluctuations will vary considerably in different cycles, there appears to be an invariable order in which certain developments follow one another. Changes in interest rates, security prices, wholesale prices, and bank clearings appear to have a definite relation to one another in point of time and one of these will serve the business man as a signal for the approach of another.

A matter that should not be overlooked is the fact that the course of the cycle is frequently disturbed by occurrences wholly outside of the field which we usually designate as "business." Among these external influences may be cited such commonplace things as politics and the weather. Indeed, a few superficial studies have attributed the dominating influence in these periodic phenomena to variations in rainfall. It is quite true that too much or too little rain, by giving a poor crop yield, may speed up the swing from prosperity to depression, but this is a secondary influence. In like manner political upheavals and wars play their part. The influence of these external and unforeseen factors tends to detract from the value of much of the business forecasting. Yet while a really scientific basis for indicating coming economic develop-

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ments has not been worked out, a study of the business cycle has brought much enlightenment with regard to the general long-run tendencies in the business world, and this knowledge is of great practical value to the business man. It will not enable him to know just how prices are going to behave next month, but by watching certain guide posts he can know when the time has arrived to enlarge or diminish his inventory, when to expand or curtail his credits, when to plan building operations, and so on. Although we have only just begun to learn the ways of the cycle, the knowledge gained so far has been well worth the trouble expended in its acquisition.

William O. Scroggs.

Most Violent Commodity Slump in Our History.

The outstanding feature of the last fiscal year was that it marked the low point in the most violent commodity slump in our history. During the twelve months both prices and manufacturing production outside of food-stuffs fell roughly 40 per cent., some four to five million people were unemployed and business stagnated. Our recovery has been marvelously rapid, for, within sixteen months after the bottom of the slump, unemployment was practically extinguished and production was proceeding up to 85 and 95 per cent. of normal. The readjustments are still unequal in price levels between various commodities and between wage earners and farmers. Nevertheless the outlook is so improved over a year ago as to be scarcely comparable.

The most distinguishing feature of the slump was that for the first time a major commodity crisis—the greatest we have ever faced—was passed without panic. Our rapid recovery is to be attributed to the fact that we were not compelled in relief from financial panic to repair the vast destruction from bankruptcy that has inevitably followed such occasions. This fact is in main due to the Federal Reserve system which has successfully stood the severest test that can ever be applied to it.

The fall in the prices of agricultural produce during the recent depression was the most violent of all commodity liquidations. In a general way agricultural prices are upon the basis of about one hundred and twenty-four now, compared to pre-war one hundred, while industrial wages and public services and manufactured commodities are upon a basis of somewhere between one hundred and sixty and one hundred and eighty, compared to pre-war one hundred. This is by far the most serious element of instability that remains of our domestic dislocations due to war.

The slump was in part the rotation of the business cycle in our productive industries. Thirteen times since the Civil War have we passed through these experiences. The peak periods of booms are times of speculation, over-expansion, wasteful expenditure in industry and commerce, with consequent destruction of capital. The valleys are periods of economy and gain in National efficiency. The obvious way to check the losses and

misery of depression is to check the destructive extremes of booms. The intelligence of a people who have solved the prevention of financial panic and its interpretation into the widespread waste of bankruptcy can surely apply itself also to some measure of the solution of the prevention of commodity slumps and their fatal interpretation in vast unemployment.

Herbert Hoover,
Secretary of Commerce.

Who Is Responsible For the Records.

It is said that it would take one man at least three hundred sixty-two years to prepare the valuable records which were destroyed in the Chicago, Burlington & Quincy Railroad office building fire in Chicago last March. The losses in records destroyed frequently exceed the physical damage of the flames. Loss of a hundred thousand dollars in an accounting department for lack of destroyed records may not be an unusual case.

Yet it is difficult in railroad organizations to find the man whose responsibility it is to think about or provide for the safety of records. It seems to be everybody's business and consequently nobody's business.

Most of the business houses in the country are probably in a position similar to the railroads. No one man in the organization is responsible for the safety of records and frequently no one appraises them at their true value except the bookkeeper and he may have neither the authority nor the inclination to provide a safe depository for them.

Every fire marshal, fire insurance agent or fire prevention engineer who fails to advise his clients concerning the protection of records may be overlooking the safety of the most valuable asset upon the premises.

The Code of a Good Sport.

1. Thou shalt not quit.
2. Thou shalt not alibi.
3. Thou shalt not gloat over winning.
4. Thou shalt not be a rotten loser.
5. Thou shalt not take unfair advantage.
6. Thou shalt not ask odds thou art unwilling to give.
7. Thou shalt always be ready to give thine opponent the shade.
8. Thou shalt not under-estimate an opponent, nor over-estimate thyself.
9. Remember that the game is the thing, and that he who thinketh otherwise is a mucker and no true sportsman.
10. Honor the game thou playest, for he who playeth the game straight and hard wins even when he loses.

NOTICE OF DISSOLUTION.

NOTICE IS HEREBY GIVEN that the partnership heretofore existing between Thomas G. Horton and Chas. J. Horton, doing business at Watersmeet, Michigan, as "Horton Bros.," is hereby dissolved. The business will be carried on by Thomas G. Horton, to whom all accounts and obligations owing the firm should be paid, and all accounts owing by said firm are assumed by said Thomas G. Horton, the partnership being dissolved by mutual consent.

THOMAS G. HORTON.
CHARLES J. HORTON.
Watersmeet, Mich., Oct. 28, 1922.



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Fight the Fire When It Starts.

The fundamental principle in extinguishing fires is to catch them while they are young. There are very few fires which have started with a great blaze, practically all of them develop from a small beginning and it is getting on the ground at the start that enables us to extinguish the flames and prevent the conflagration.

In reading the accounts of large fires it is almost a certainty that we will encounter a paragraph which reads somewhat as follows:

"By the time the fire apparatus reached the scene, the flames had gained such headway that the streams of water had little effect on the burning structure; practically all that could be done by the firemen was to concentrate their work on saving the nearby buildings.

Great fire losses frequently occur where there was plenty of fire fighting equipment at hand, where many employees were within each reach but where there was no means of spreading the news of the fire in time for quick action.

Detecting fires in their incipency seems to be the answer to this problem and we should not rely on the human factor because it is failing us too frequently. Among the methods for detecting fires we can mention, patrol of properties, signaling systems and automatic alarm systems. In large manufacturing plants or important properties such as railroad shops and terminals, where values are great and operations cannot suffer interruption, all of these methods should be utilized. Automatic alarm systems of several kinds are now highly perfected and will declare the presence of a fire almost instantly. Some of them are designed to give an alarm at the proper location whenever there is a change in temperature which would indicate that something has gone wrong.

Detection of fires by watchmen and employees often comes too late, even where duties are being faithfully performed. Rounds at one-hour intervals give the fire enemy a generous handicap; the men simply do not know the fire is burning until it gets to be a serious affair. In a recent case where a large loss occurred at an important division office building and operating headquarters of one of the large railroads, the fire was burning fiercely on

the top floor before any of the numerous employees on the lower floors knew of its existence. The discovery was made by employees in the yard who saw flames coming out of the upper windows. An automatic alarm system of any of the approved types would have reported this fire in the first minute or two, when it could have been easily extinguished by those working within the building.

Most of the big fire losses which have come under my own observation have resulted from the fact that the existence of the fire was not known until it had assumed formidable proportions. In other words, the human element had failed, the person reporting the fire had been too slow. Any good automatic alarm system would have prevented most of these losses because at large properties there is usually ample fire fighting equipment and enough people to handle it, night or day—all that is lacking is a means of knowing of the fire as soon as it starts.

deWitt Rapalje.

Adequate Control.

Buffalo is probably the first large city of the country to deal in an adequate way with the automobile drivers who follow fire apparatus to the scene of a fire. The Buffalo ordinance not only requires that all cars must drive as close as possible to the right hand curb and stop upon the approach of fire apparatus but also prohibits following of the fire apparatus at a distance closer than three hundred feet and likewise prohibits approaching or parking within six hundred feet of any apparatus after it has come to a stop. To-day in many cities, it is impossible for second alarm apparatus to reach their working stations and the first apparatus upon the scene is always handicapped by the hundreds of automobiles parking as close as possible to the fire. Prevention of conflagration in the great cities of the country make it imperative that other cities shall follow the lead of Buffalo and deal drastically with automobile drivers who persist in giving their own machines parking space which hamper efforts of the firemen.

A lot of ill-feeling in this world arises from the fact that people with a real or an imaginary grievance frequently sputter around for days or weeks in a vague way instead of coming right out with it.

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Would Remove Cots.

Indianapolis firemen were more or less aroused by the recommendation of Mayor Lew Shank a few days ago that the cots in the fire engine houses be sold. The two-platoon system is now in effect in Indianapolis and the mayor says the men should not be allowed to sleep while on duty. "There would be just as much reason for a policeman to sleep on duty and we don't permit that," said the mayor. If the firemen on the night shift are in their beds, asleep with their clothes off they will lose a couple of minutes getting started to a fire and minutes are precious then. It was all right for firemen to sleep back in the days when they were on duty constantly but now the men on the night shift are in the same position as any other men with night jobs. Let them make community centers out of the stations and have their neighborhood meetings and their card games there but stop this business of sleeping."

Use of the Radio in Fire Protection.

The radio is now being used in a National and organized way to take fire prevention information into the homes of the people. A series of short studies in fire prevention as related to public welfare has been prepared by T. Alfred Fleming, supervisor of the Conservation Department of the National Board of Fire Underwriters and is being distributed by that organization to the radio broadcasting stations of the country. Fire chiefs and others who are interested in fire safety are urged to make sure that their local

broadcasting stations are using these talks. The studies are worded so as to be understandable by any one and the warnings and suggestions have been given a seasonal application. For instance the first two of the studies, which have already been issued, deal first with "Winter Heating Hazards" and secondly with "Dangers Incident to Christmas Celebration." A third which is to be released during the first week in January will be entitled, "A New Year's Resolution."

Modern inventions are making it constantly easier to approach the citizens in their own homes with educational information of all kinds. Every cause which is dependent upon public support is watchful to make use of every method for promoting a favorable and active support. Fire prevention is so distinctly a subject of vital public welfare that no one need apologize for insisting that it shall receive public attention.

Collectively But Not Individually.

The fire losses of 1922 will be the American record to date. On November 1, these losses had reached a total only \$1,000,000 less than the grand total for the entire year of 1921. The fire loss in October was \$12,000,000 greater than for the same month of 1921 and the only hopeful sign of the future is that business conditions are gradually improving.

There is no comfort anywhere in the fire record of 1922 to bolster up the courage of those who have been working so long to bring about reduction in fire waste. There is evi-

dence that the business men of America are awakening to the serious drain which this fire loss makes upon the resources of the country. This evidence appears in the organized efforts of United States Chamber of Commerce and local chambers of commerce in fire prevention safety. But while business men collectively are showing this interest, they have not yet taken the fire loss lessons directly home to themselves in their own plants and establishments by providing such care and devices as will really affect the fire loss itself. And it is precisely to the managers of the largest businesses that we must look for any results which are to do more than scratch the surface. Month after month more than half the fire loss occurs in fires where the loss is \$100,000 or more. It is the managers of these properties who must train themselves and their employees to a sense of personal responsibility which will make a serious fire loss a reflection upon good management.

Know the Customer's Credit.

A Southern Michigan dealer writes as follows: "Nearly as important a matter to us as our own credit is the knowledge of our customers' credit. The man who relies upon the fact that he is a well-to-do farmer, a well-paid mechanic or a prosperous professional man, to obtain unlimited credit, and by unlimited credit I mean credit without a positive time stated for payment, and not unlimited as to the amount, and who feels insulted or at least injured when pressed for pay-

ment, is a good customer for our competitor to have. Regarding this oversensitiveness upon the part of the debtor community, there appears to be a growing sentiment that it is no longer a personal insult to be asked to settle an account that is due or past due, nor to have a pay day named when the account is made. This is an encouraging sign. When our customers realize that their personal friends are entitled to the same treatment as the stranger who is supplying them with artistically worded, and too often untruthful, advertisements regarding the goods he has for sale, then and not until then will a disagreeable feature of business be eliminated."

A Constructive Effort.

The Fire Prevention Division of the Indianapolis Fire Department is sending a placard to about ten thousand residents of the city urging them to co-operate in eliminating wooden shingle roofs, which have been the cause of many fires in Indianapolis during recent months. Chief Jacob E. Riedel issued a statement saying that, "the fifty thousand wooden shingle roofs in Indianapolis constitute our worst fire hazard and invite destructive fires. We must get rid of the wooden shingle roof."

The Chamber of Commerce through the chairman of its Fire Prevention Committee, F. C. Jordan, has been an active force in this campaign, in connection with which the department is displaying, throughout the city, copies of the National Board's poster entitled "Suppose Our City Should Burn!"

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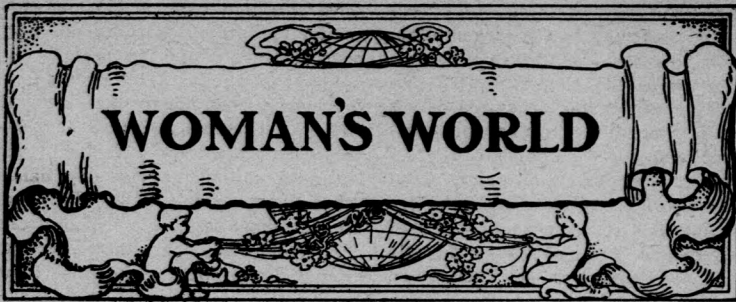
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How Selfish Nurses Destroy Children's Independence.

Written for the Tradesman.

"Oh, mother, Annie is doing the same thing to Harry that she did to me. It has taken me two years at Middleville to cure myself of what she did to me—and I'm not cured yet. I don't suppose I ever shall be, but I'm trying hard."

The pretty girl of fifteen or so was talking to her mother at the table next to mine in a New England town where I stayed a while ago during a visit to a well-known girl's school.

"What in the world do you mean?"

"Don't you see, she's just teaching him to be helpless? She does every kind of thing for him; I suppose she would breathe for him if she could. He's seven years old, and she still cuts his meat for him at dinner."

I did not hear any more of the conversation, but I saw a good deal of the boy and his mother, and the nurse, too, and recognized a plain case, like many others that I have seen. I made opportunity to talk with the nurse; but could make no headway with her. She was very naive about it.

"I don't know what I shall do when Harry grows up and doesn't need me any more. I kept his sister little and dependent upon me as long as I could; then she went away to this school and now she doesn't pay any attention to me. She does everything for herself. Harry will begin pretty soon, I am afraid, and then what will become of me?"

It was impossible to make that well-meaning woman understand that she was actually harming the little boy.

"Oh, he will be all right," she said. "He's such a nice boy, and it is such a delight to have him come to me for everything. You know, he never decides anything—not even the things you'd think he would want to decide. He even likes to have me wash his face and hands."

She had been in this family for many years, and had taken care even of an older son, now married with children of his own.

"You know what it means," the nurse added, "to take care of other women's children and then lose them, one by one. They are fond of me, and very thoughtful of me. I have been a mother to them all—Mrs. Brown never paid much attention to them; she is a very busy woman. But as they grow up one by one, I lose them. It breaks my heart to think that I am getting too old now to do it any more, and never can have any children of my own. I am going to be a lonely old woman, with nobody to care for me. Oh, yes they will be fond of me, I suppose; but the family won't

need any nurse after Harry gets a year or so older. They can't afford to keep me when there are no children to look after. So I am keeping Harry little as long as I can."

She could not understand that she was harming the boy. She could not see that all his life he would be a dependent creature, a clinging vine, waiting for other people to tell him what to do and how to do it.

I told her about Thomas Davidson, whom William James admired and loved and counted among his great sources of inspiration; I tried to make her see the great truth underlying Davidson's maxim:

"Rely upon your own energies, and do not wait for or depend upon other people."

I might as well have talked to a post. All she could think of was how much she loved the little fellow and what a comfort it was to have him depend upon her.

"What are they little for, and helpless?" she demanded. "Isn't it good for him to see somebody that is always sacrificing herself for him? If God wanted people to be so independent, why did He make them spend so much of their lives as children, having to be washed and dressed and fed? I'd be glad if as long as he lives he'd have to have me around, telling him what to do and helping him button his collar."

An absurdly aggravated case, perhaps you will say. It is, to be sure, but I know a lot of mothers who are doing more or less the same thing; positively injuring their children by giving them no practice in self-reliance.

Little children are so "cunning," and so inexperienced. It takes a good deal of self-control to let them find out things for themselves; to see them making mistakes or attempting things too big for them and to keep our hands off so that they can learn. It is so hard to remember that it is the little things, happening from day to day, from hour to hour, that make character. Look at the "clinging vines," both men and women, that you know—people who never can decide anything for themselves, always have to consult somebody, always shirking responsibility. Trace back their training and the chances are that you will find their little childhood to have been under the care of somebody, very likely a selfish somebody, who never let them do things, and find out things for themselves. Prudence Bradish.

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You gain good will when your customers know they are not being overcharged.

When the price is shown on the label you are protecting your profits and that which is most valuable in all business—the good will of your customers. In selling

K C
Baking Powder
Same price for over 30 years

25 ounces for 25¢

you are assured of the confidence and good-will of your customers and fair profit for yourself.

**No better manufactured
at any price.**

**Millions of Pounds bought by the
government.**

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

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

JACQUES MFG. CO. - Chicago

Some of the Trials of Pioneer Storekeepers.

Grandville, Jan. 9.—In pioneer days the storekeeper had to deal with a rougher element than at the present time.

The backwoods were speckled with outcasts of other lands. The woods were cosmopolitan to a degree and in Civil War days many deserters and draft evaders sought safety here from the beak and claw of the Federal Government.

It is a subject for wonder that so few capital crimes were committed in a region overflowing with a class that had fled to avoid the beak of outraged law. Very few holdups and murders were recorded of the men who inhabited the North woods in the fifties and sixties. Gunmen were then comparatively unknown. All disagreements were settled with the bare fist.

The settlement store was usually open from two to four hours every Sunday as the numerous shanties held their occupants close on other days.

The postoffice was in the store, and to this many loggers came for their mail. Now and then a fist fight occurred between rival bullies, but seldom any bloodshed.

One village store was entered twice in a single winter, the till robbed and some articles of wearing apparel taken. The perpetrator of these small robberies afterward enlisted and went South to fight for his country. He never forgot his bad traits, however, and after the war found his way into the penitentiary for burglary.

Clerking behind the counter in a settlement store was more irksome than at the present day, since there were no regular hours. Doors opened at 6 in the morning, seldom closing before 9 and 10 at night.

Everything in the grocery line had to be done up in papers and wrapped with twine, the handy paper sack not having been thought of at that time.

Butter came in wooden firkins from Chicago and was always strong, yet people never complained, having become accustomed to the taste. One can learn to like almost anything if he is compelled to try. The maple sugar made by the Indians often served on the tables of the settlers. One big lumberman eating at a tavern dinner found his lump of sugar impervious to hot tea and much stirring. Removing the lump with his spoon he held it up for inspection and found a muskrat's claw.

The Indians often cooked rats, coons and squirrels in the maple sap during the sugar making season, so it is little wonder that sometimes a bit of the dinner got mixed in the sugar.

One storekeeper hired a halfbreed girl for a short time while his white clerk had gone to attend the wedding of a relative down East. The blunders this girl made were at times amusing. On one occasion Mr. Blank went into the back room, which ran the length of the main building, slipped and sat down in a sticky liquid. Both bands were smeared in his efforts to rise. He went to the single window and gazed at his dripping clothing which was well saturated with molasses. Investigation showed that faucet of the molasses barrel open and the dark fluid still contributing to the gallons already on the floor.

Closing the drip, Mr. Blank went back to the store and discharged his Indian clerk. Naturally the incident leaked out and the storekeeper became the butt of many good natured jokes.

In that early day the human animal dressed more simply than to-day. Underwear of any kind was wholly unknown. Those who wore the article during the rigors of winter had to call into service the good housewife, and flannel from the store shelves was used for the purpose. Ready-made underwear was unknown, nor were there any ready-to-wear suits for the children.

Men's trousers were lined with fac-

tory cloth which served in a way to keep out the cold.

Ammunition was sold in all country stores. Gunpowder was put up in wooden kegs, shot in twenty-five pound canvas sacks. Almost every boy was the possessor of a shotgun with its accompaniment of ammunition consisting of powder, shot and percussion caps. As a very small boy the writer frequently accompanied two or more larger boys on hunting trips, going along to carry the game. This might seem an unnecessary job, nevertheless he has been loaded down at times with large bags of pigeons which were plentiful in the woods.

Preachers who traversed the new country seeking to convert the lumberjacks usually wore heavy shawls in winter in lieu of overcoats, and warm woolen leggings after the manner of the red men. Sometimes the loggers played practical jokes on these reverend gentlemen, few, however, being of a vicious nature.

Women's shoes had no heels, and men wore high top boots except in the camps where the shoepack prevailed, made of moose skin, it was said.

Newlyweds were always serenaded—"shiveree" in the language of the woods. Not to be thus noticed was a mark of disrespect, although now and then one of these made strenuous objections to any rough play on the part of the serenaders.

One woman and two young children were nearly frightened into fits when a party of men and boys gathered and fired off guns, pounded tin pans, blew horns rending the air with hideous yells. This lady was a visitor from Canada and imagined the house had been attacked by Indians.

All these conditions existed before telephones, automobiles, electric lights and flying machines were heard of. Some change in this old world during the past fifty years. Old Timer.

Booklets That Build Repeat Orders.

The Genesee Pure Food Co., manufacturer of Jell-O, is making use of a combination of two methods to get repeat sales for its products. The medium is a series of fairy tale booklets, one of which is enclosed in every package of Jell-O. Each booklet in the series contains a brief fairy tale, each fairy tale representing the folklore of a different country. The cover, in four colors, illustrates the story in the booklet. The little tales themselves are told simply and are sure to appeal to the child, because they have demonstrated their value through years of telling and retelling. Not quite half of the booklet is taken up with the fairy tales. The rest of it contains a half dozen recipes for Jell-O desserts, and at the end is a picture of some tempting dish made with the company's product. There is also an offer for a larger Jell-O book.

By means of this series the company is appealing to the housekeeper through two of her greatest weaknesses. First, it offers her something that will interest her children and give a variety to their daily fare of stories. In this way the company gets the children working for it. Second, it offers her a number of new dishes to add variety to the daily fare of desserts. Both appeals, working together, exert a strong influence on repeat orders.

If you have no ambition to be something better, you will not grow. On the other hand, you will shrink and when a man begins shrinking, it is only a question how long it will take him to shrink to nothingness.

How one Domino Package Sugar sale brings many—

The remarkable success of Domino Package Sugars is founded on the good-will enjoyed by the name "Domino" throughout America. Each new product which has been added to the line has found a ready market because women have confidence in Domino Quality. Our constant endeavor is to maintain this quality in all products bearing the name "Domino."

When you sell one Domino Cane Sugar Product, you are making a friend for all Domino Products.

That is why so many retailers to-day are pushing the entire Domino Package Sugar line as a unit. They find that it pays!

American Sugar Refining Company

"Sweeten it with Domino"

Granulated, Tablet, Powdered, Confectioners, Brown; Golden Syrup; Cinnamon and Sugar; Sugar-Honey; Molasses



Why not control
in your town, the
exclusive sale of
the finest line of teas
and coffees in the
country?

Write us about
our SOLE AGENCY

CHASE & SANBORN
CHICAGO





Michigan Retail Dry Goods Association.
 President—J. C. Toeller, Battle Creek.
 First Vice-President—F. E. Mills, Lansing.
 Second Vice-President—W. O. Jones, Kalamazoo.
 Secretary-Treasurer—Fred Cutler, Ionia.
 Manager—Jason E. Hammond, Lansing.

As To Cotton and Cotton Goods.

Another illustration of how closely the prices of cotton are dependent on exports of the article has been afforded during the past week. Quotations held up high until the break came in the European conference over German reparations. Then they dropped suddenly. It was felt that the failure to agree spelled inability on the part of Germany to take the supplies of cotton which it was expected to buy, and that certain other European countries would be placed in a similar position. But, no matter what happens in this respect, it is everywhere conceded that the carryover to the next cotton year will be much less than what it ought to be for safety. So, attention is being centered, more and more, on improving the prospects for a larger yield for the coming crop. Talk of restricting acreage is ended for various reasons. The only ground on which such action was defended was that a smaller crop made for higher prices. But it is now pretty well understood that prices will remain comparatively high, even though the next crop be a record one. Then, too, smaller crops of cotton here and the resultant advanced prices are an encouragement to the growth of the plant elsewhere, so that it would be only a question of time when it would be cheaper to import cotton than to raise it in this country. Methods of combatting the ravages of the boll weevil are being developed. It is claimed that enough calcium arsenate, which is the insecticide used, will be provided to meet every need and this, too, at a comparatively cheap price. If this be true, it will simplify matters much.

So far as cotton goods are concerned the domestic mills are keeping busy filling orders, and deliveries are being steadily made. In consonance with the higher cost of the raw material the prices of all kinds of fabrics have been advanced to the highest levels for many months. Even at that, orders for quite large quantities have been coming in calling for deliveries for the next sixty days. Sheetings have been exceptionally favored. More attention is also paid to finished goods. Knitted articles, including underwear, outerwear and hosiery, are also being more sought.

Ribbons Supreme For Trimming.

Ribbons have finally achieved supremacy in the field of trimmings, re-

ports the current bulletin of the Retail Millinery Association of America, but plumage is doing its business to make Spring millinery "a thing of beauty and a joy forever." Ostrich has evidently not lost its grip on feminine hearts, it continues, and it is seen in several varieties. It is seen fluffy, glycerined, and also in a combination of the two in the form of fluffy tips and glycerined flues. The actual plumes are not seen so often as are the various "fancies."

"Coque is promising well, too, alone or in combination," the bulletin goes on, "while burnt peacock keeps on its way placidly. Adorning tailleurs is proving its specialty. Ribbons are used not only to make formal tailored bows, but they are crumpled up into the most fetching choux. They are used also to drape crowns, fashion cocardes of every conceivable description, and replace scarfs. Flat and full rosettes are a charming use of them."

"Ornaments and pins are brooking no neglect—pins are particularly good with ribbon and fabric trims and manipulations, and ornamentst are finding their place in the wonderful variety of embroideries which this season is discovering. All the various kinds of millinery embroideries known and all of their variations are sought."

"Fabric trims, such as silks and crepes, are also in the forefront. Silks replace ribbons in some cases for scarfs, bands, bows, rosettes, choux, cocardes and in many other ways. Beads, laces and small flowers are also widely used."

Tendencies in Spring Gloves.

Glove manufacturers look for a big Spring season in fancy lines. Their showings are described as comprising a probably larger variety of both silk and cotton fancy gloves than ever before. Those of silk are looked upon as especially good for the Easter season, for which manufacturers are now preparing. Staples, it was said, will do better after Easter. The long silk glove appears to be featured by most manufacturers, with those around \$22.-50 per dozen wholesale described as leading sellers. There is, however, much attention given by manufacturers to the tendency toward long sleeves for Spring, which may indicate the vogue of the short, wrist glove. In the silk merchandise, champagne, pearl and pongee are described as leading shades. In cottons, mode, beaver and sand are said to be foremost.

What this country needs isn't to get more taxes from the people, but for the people to get more from the taxes.

To
Please
Them

Principle

DEVOTED TO PRINCIPLE

Sell
Them

Greater Values and More Beautiful Patterns than ever before.
 Now on the floor.

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

Rubens, Infants Vests

New Price Scale.

All sizes 1 to 6 at, Flat Prices. Retail @ 25c, 35c, 50c, 75c & \$1.00.

No. 115—	1 Dozen in Box	Doz. @ \$2.30
No. 135—	1 Dozen in Box	Doz. @ 3.15
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This is the complete line, enabling you to sell RUBENS VESTS at prices to suit all purses.

All sizes in stock.

Quality Merchandise—Right Prices—Prompt Service

PAUL STEKETEE & SONS

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

Wm. D. Batt

FURS

Hides
 Wool and Tallow

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

28-30 Louis St.
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GRAND RAPIDS KNITTING MILLS

Manufacturers
 of
 High Grade

Men's Union Suits

at

Popular Prices

Write or Wire

Grand Rapids Knitting Mills
 Grand Rapids, Mich.

Duro Belle

HUMAN HAIR NETS

MORE PROFIT TO YOU!

An unbeatable combination—a nationally advertised human hair net of unsurpassed quality at \$10.80 per gross. Other quality hair nets cost \$12.00 per gross—so in the sale of DURO BELLE your profit is greater by \$1.20.

NATIONAL TRADING COMPANY

630 SO. WABASH AVE.

CHICAGO, ILL.

Public Tired of Strikes By Labor Unions.

We are making progress in the direction of peaceful prosperity throughout the United States. I am hopeful that we are passing out of the period of prejudice and discord and strife in our industrial relations and that we are approaching an era of mutual helpfulness and good will in industry. Many forces are working toward closer co-operation between the employer and the employee in our industrial life. We must profit by the complicated problems and the varied labor experience of the past year.

Despite strikes in three of our great basic industries which at one time involved more than a million workers we have made steady industrial progress during the year. We met and overcame one of the most serious industrial depressions the country has ever known. Between five and six millions of our workers who at one time were unemployed are now back at work. This has been accomplished without materially reducing the wages which support the American standard of living.

One thing is clear as a result of the last year's experience. The American people are tired of strikes. Public opinion will not countenance any general suspension of work in any of the basic industries upon which all the people of the Nation are dependent day by day. I believe both employers and workers in these industries realize this. Those who do not are going forward to disaster. They must learn that the whole purpose of these industries is service to the public and that unless that duty is performed, the whole people will take drastic steps to insure reforms. No industry can long prosper if its management and workers fail to render that service to the public for which the industry was organized.

We are looking forward to a program of progress in measures that will foster the welfare of the American wage earner and through him the whole country. We are looking to the institution of better relations between employers and workers everywhere. We are looking to the solution of the whole problem of unemployment and faulty labor distribution. We are looking to the careful selection of the immigrants who come to join our labor forces by tests to be made before they leave their native lands.

We are proposing the enrollment and education of the aliens within our gates. We are moving toward Federal standards which will take our young children out of industry, where they are being damaged in body and mind, and where they are working for low wages, to the detriment of the workers generally.

These things lie before us. They call for sustained and continued effort to insure their effectiveness. They constitute a logical, progressive program of measures that will put the Nation on the road to industrial peace and prosperity. James J. Davis, Secretary of Labor.

Wool Prospects and Woolen Goods.
Not much activity is shown in the wool markets, either here or abroad.

This is about the usual situation at this period. Evidences still favor firm prices for cross-breds, these coarser wools being likely to be more in demand in the near future than the finer varieties. With rising costs due to the tariff, the indications favor the use of the cheaper wools, mixed with more or less of reworked wool and other fibers. Styling is apt to be a feature of fabrics for the next season. Some extent and, in women's wear, a number of varieties of dress goods, many of which are quite expensive. Speculation still concerns itself with the prospects for fabrics for the next heavyweight season, and some have been trying to "get a line" on what will be done by the principal factor in the trade. That there will be advances in price is admitted. It is only the extent of such advances that is in doubt. A 5 per cent. rise in general would be regarded as satisfactory, though indications favor an average higher than that. There is a point, however, beyond which it is not safe to go. If prices are advanced too much there is danger not only of sales being restricted, but also of demands being confined to the very cheapest and the very dearest, with intermediate kinds ignored in great measure. Demands for Spring from retail clothiers have been very satisfactory.

Paste This Sale Idea in Your Hat.

A novel method of preventing crowding and confusion and of insuring due attention to every customer was adopted with good effect by the Boston store, Milwaukee, in connection with a recent sale of dresses. The plan was conceived of segregating the customers by setting one particular day during the sale for the attendance of women of different size and figures. Thus, it was announced in the Sunday newspaper advertisement that Monday would be the day for misses' sizes, Tuesday for women's sizes, and Wednesday for "stylish stouts." The idea caught on with the public immediately. This was very apparent on the Wednesday, for example for never before had so large an army of women invaded the place on one and the same day. During the sale no mail or telephone orders were accepted, and none of the sale dresses was allowed to be sent C. O. D.

A clerk or other employee is sure to get all the credit that is coming to him if he cheerfully goes ahead and does the best he knows how. A record for good work cannot be filched by any associate employee. A record for unpleasant selfishness can be easily established, and it is a severe handicap against future advancement.

**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.**

January After Inventory Sale

After taking Inventory last week we found that we still have considerable merchandise which we desire to sell before the end of January.

Our December sale was so successful that we will have the same kind of a sale again in January.

All merchandise in the **January After Inventory Sale** will be sold at **cost or below** and we are making such **ridiculous prices below what we could buy the same merchandise from the Mill at the present time**, in order to clean up by the end of January.

Come and visit us or see our salesman. Every salesman has a list of merchandise and prices, **terms net cash 30 days from date of shipment**. All merchandise is offered **subject to prior sale**.

If you missed the December sale this is your opportunity. If you bought merchandise from us during the December sale you will realize that you ought to come back and buy further large amounts again.

We will be glad to give you a list on application. We will accept orders by **mail, telegraph or telephone at our expense, through our salesmen or in the House**.

Of course the sooner you buy, the better selection you will get.

GRAND RAPIDS DRY GOODS CO.
Wholesale Only.



**Does Some of Your
Stock Look Old
and Shopworn?**

If so, it may be because you overlook selling out the old stocks before opening up new shipments.

Follow this rule when a fresh shipment of **DIAMOND MATCHES** is received.

ALWAYS PILE THE OLD STOCK ON HAND IN FRONT OF THE NEW.

In this way you can deliver to your customers fresh **DIAMOND MATCHES** and other merchandise at all times.

Selling oldest stocks of all merchandise first keeps down losses and keeps stock fresh.

Matches should always be stored in a **DRY** place.

THE DIAMOND MATCH CO.

NEW YORK CHICAGO ST. LOUIS
SAN FRANCISCO NEW ORLEANS



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 New Facts About Cold Storage Eggs.

Eggs as a cold storage product have become of great importance during recent years, and I am of the opinion that this importance will grow in the near future. London, which in 1913 was the leading market for Russian eggs and imported 2,157,995,000 eggs from that country, had its egg imports decreased by 1,593,535,200, owing to the cessation of commercial relations with Russia, in spite of new consignments from Canada. The U. S. A. held in store 22,320,638 pounds of frozen eggs in addition to 36,817 cases of eggs in shell during March of last year, taking 10 frozen eggs to the pound and assuming that the cases contained 30 dozen shell eggs each. This represents 327,532,264 eggs. These figures are quoted merely to give some idea of the magnitude of the egg trade. Statistics show that the consumption of eggs doubles every five to ten years.

It has long been a problem in Ireland what to do with the egg surplus during the productive season. The solution of this problem is cold storage, which has been found to be superior to all other methods of preserving this product.

Eggs are one of the most difficult products to refrigerate successfully, but, if properly cared for, are among the most profitable, as I know, having had considerable experience in the preservation of this product on a commercial scale and having also carried out private experiments. The old proverb, "if a thing is worth doing at all, it is worth doing well," strictly applies to the storage of eggs. Disastrous results are sure to follow if this rule is not adhered to.

Assuming that the insulation is good, so that a uniform temperature may be maintained, the points to watch are grading, packing, temperature, humidity, and air circulation.

There are several methods of determining the fitness of eggs for cold storage. These are the candling, density, sound and appearance of shell tests.

Candling is the most reliable of these tests. The apparatus consists of a rectangular or cylindrical box of wood or metal about 18 inches high, the former being about 4½ inches square, the latter 4½ inches in diameter. In the rectangular type one of the corners is pierced with holes of 1¼ inches diameter situated about one-quarter way up; in the cylindrical type the holes are diametrically opposed. The top of the candler should be closed to prevent diffusion of light on to the ceiling, which would prevent close candling; the bottom may be left open to light the booth. In the box is an ordinary incandescent electric lamp of about 32 c. p. attached to a flexible cable. In candling, the egg is taken up with the thumb and first finger and held close to one of the holes. Wholesome eggs are very translucent, while those to be further

investigated are nearer opaque. If a dark patch is shown the egg must be rejected at once, as it probably contains an ornithological specimen. With a little experience any ordinarily intelligent individual can become an efficient candler.

To carry out the density test, prepare a solution of 2 ounces of sodium chloride in a pint of water and place the egg therein. A fresh egg will sink to the bottom; one 24 hours' old will just submerge; one three days' old will remain awash, and if older than three days it will float easily. The older the egg the less will be the submergence, one two weeks' old being very buoyant. The changes are due to the decrease in the density of the egg owing to loss of moisture.

I will omit to describe the sound and appearance of shell tests, as it needs an experienced person to perform them with a reasonable degree of accuracy.

Freshly-laid spring eggs, with clean, intact shells, not more than six days old, usually constitute the best grade, whilst similar summer eggs are inferior in quality from a storage standpoint and require more vigilant candling.

It is not advisable to wash dirty eggs either in water or dilute sulphuric acid, as is sometimes done, the reason being that it lowers their resistance to deterioration. If not intended for immediate consumption it is better to freeze broken and cracked eggs in bulk.

The material used in the manufacture of egg cases has a marked effect on the sweetness or otherwise of the eggs at the end of the storage period. Eggs have a great affinity for odors and soon became tainted if placed in close proximity to anything evolving them. Whitewood, which must be well seasoned, is the most popular material for the construction of the cases, with hard calendered fillers with excelsior above and below each layer of eggs. These cases usually hold 30 dozens. The fillers should just fit the cases without either crowding or being so loose as to allow the eggs to shake. Whatever the materials used for the construction of the cases and fillers, they should be absorbent, and practically odorless for eggs evaporated continually and it has been found necessary in practice to surround them by some medium which will absorb the substances evaporated. If any doubt about this still lingers in the mind of anyone, let him take a number of eggs, place them in a tin box, not too large, and hermetically seal it, then place it in an ordinary refrigerator and in three months' time let it be unsealed, when an extraordinary spectacle will meet the eye and will also be detected by the nasal organ. The inside of the tin will be coated with moisture, and as the tin was dry at first this moisture can only have come from one possible source viz., the inside of the eggs. This proves that they do evaporate, and this evaporation must be absorbed, otherwise unsatisfactory results will follow. Another proof is that the weight of the cases when removed from storage shows an increase on the initial weight whilst the eggs have decreased in weight.

There appears to be a difference of opinion as to the temperature to be

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

ABE SCHEFMAN & CO.

Wholesale Fruits and Vegetables

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WHEN YOU THINK OF FRUIT—THINK OF ABE.

A GOOD "NEW YEAR'S RESOLUTION" IS
 TO BUY YOUR EQUIPMENT FOR STORE OR OFFICE FROM

Grand Rapids Store Fixture Co.

Complete Store and Office Equipment. Both New and Used.

7 Ionia Ave. N. W.

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THE TOLEDO PLATE & WINDOW GLASS COMPANY

Mirrors—Art Glass—Dresser Tops—Automobile
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All kinds of Glass for Building Purposes

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Learn to Say—

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8 Select Sizes

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WHOLESALE GROCERS

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BLUE GRASS

BUTTER and EVAPORATED MILK

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ARE LEADERS

AT YOUR GROCER

KENT STORAGE COMPANY

GRAND RAPIDS - BATTLE CREEK
 Wholesale Distributors

maintained in an egg storage room, but this much may be said at the outset, whatever temperature is decided upon the correct relative humidity for that temperature must be maintained. Of course, this temperature will be higher than 28 degrees F., as this is very near the freezing point of the albumen of a fresh egg. A sour or cracked egg will freeze at from 3 degrees to 3.5 degrees F. above the freezing point of a fresh egg, the freezing point being understood as the temperature at which ice crystals begin to form inside the shell.

In my experience of egg storage, I have always endeavored to maintain a temperature of 30 degrees F. for long period storage, with a relative humidity of 80 per cent., but if the temperature varied from any cause, I took precautions to regulate the humidity accordingly, which was accomplished by the use of an absorbent (calcium chloride), and by the aid of the hydrometer. Temperatures up to 40 degrees F. may be carried with good results for short period storage provided the humidity is controlled, as before mentioned. Between 28 degrees F. and 40 degrees F. the percentage of humidity should vary 30 per cent., proportionately. I prefer the lower temperature as it minimizes the liability of the eggs to spoil by the adhesion of the yolks to the shells.

When eggs are placed in the storage rooms they should not be cooled too quickly, but gradually lowered to the temperature at which they are to be held; likewise, on taking them from the storage rooms it is better to bring them gradually to the temperature of the outside atmosphere. This can be best accomplished by having the candling room cooled down somewhat and adjoining the storeroom, so that the process of cooling takes place simultaneously with the candling. The effect of too rapid cooling or heating is to thin the albumen.

The use of thermographs is advantageous in the control of an egg room temperature, as any fluctuation is easily observed from the point of control and is also a permanent record automatically taken.

To insure good results in an egg storage room, a good circulation of air is very essential, the reason for this being that the evaporation from an egg contains the putrid elements resulting from a partial decomposition of the egg tissues, and that the air of the storage room carries them in suspension. Therefore, if the air is well circulated, these impurities will be more promptly eliminated by being brought into contact with the cooling pipes and absorbents.

The circulation should be maintained during the whole of the storage period. Forced circulation is superior to gravity circulation. It has been argued that a vigorous circulation of air in an egg storage room will shrink the eggs, owing to excessive dryness. Those who argue in that way must surely have neglected the subject of humidity. If a most thorough circulation and distribution of air, combined with a systematic control of humidity is maintained, good results will follow. I have obtained excellent results from rooms fitted with false floor and ceiling, the former containing the cooling pipes; also a forced air circulation maintained by a large, slow-speed centrifugal fan for the displacement of air varies very nearly as the speed of the fan, whilst the power required varies approximately as the cube of the speed. By this arrangement the air is forced upwards into the room through holes in the floor, returning by way of holes in the ceiling which communicate with air ducts leading to the fan. This system is theoretically perfect and the practical results have been most gratifying. It is a great improvement over rooms fitted with cooling pipes on the sides and ceiling for the storage of eggs; the goods in such a room are all exposed to exactly the same conditions in re-

gard to circulation, temperature, humidity and purity of air.

I have eaten an egg which had been in cold storage for twelve months, but it is not recommended to store them for so long a period, for under even the best conditions, eggs always acquire a "storage taste" after about 30 weeks, and it is found that after 10 or 11 months the viteline membrane becomes thinner together with an enlargement of the air space. During the first part of the storage period the percentage of ammonium-nitrate increases, indicating chemical modifications of the albumen.

As stated before, eggs with dirty or cracked shells, if not intended for immediate consumption, are usually canned and frozen.

The egg-meat after removal from the shell should be scraped with a wooden scraper through a galvanized wire screen of about half an inch mesh into a shallow pan. This treatment will break the yolks, which is desirable, otherwise they will become solid. They should then be thoroughly stirred, as the yolk is lighter than the white and tends to remain on top. Next, the cans, which should be of good quality tinplate, should be filled about two-thirds full and frozen at 20 degrees F. When frozen they should be filled up to distance of one-half inch from the top and again frozen. This procedure usually prevents a large hump forming in the center of the can which usually occurs when they are filled up at once. The can should now be hermetically sealed. Some packers exhaust them of air before sealing, but equally good results may be obtained by soldering after freezing, as the air in the can has been somewhat sterilized by the low temperature.

When canned eggs are taken out of cold storage they should be thawed out by placing the can in cold water. This method is much better than thawing in a warm room. They should be used as soon as they are thawed, when they will be found fit for most culinary purposes. J. Oldsham.

Phenix Cheese Co. Pays Large Stock Dividend.

Zeeland, Jan. 8.—The stockholders of the Phenix Cheese Co. have voted to increase the capital stock from \$500,000 to \$2,000,000. Of the new stock \$1,000,000 will be distributed among the present stockholders as a 200 per cent. dividend on their present holdings. The remaining \$500,000 stock will be held in the treasury. It was decided to pay 7 per cent. dividends on the stock during 1923, 1 3/4 per cent. on March 1, June 1, Sept. 1 and Dec. 1.

When you hear of some scheme that has been used by another man in your line, investigate. Find out how he worked it and how well it paid him. It may be what you need in your business.

MCCRAY REFRIGERATORS for ALL PURPOSES

Send for Catalogue

- No. 95 for Residences
- No. 53 for Hotels, Clubs, Hospitals, Etc.
- No. 72 for Grocery Stores
- No. 64 for Meat Markets
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MCCRAY REFRIGERATOR CO.
2244 Lake St., Kendallville, Ind.

M. J. DARK & SONS GRAND RAPIDS, MICH.

Receivers and Shippers of All

Seasonable Fruits and Vegetables

Moseley Brothers

GRAND RAPIDS, MICH

Jobbers of Farm Produce.

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

A. B. KNOWLSON CO.
Grand Rapids Michigan

Imported

Old Monk

The World's Finest

Olive Oil

Better Salads---Better Health

JUDSON GROCER CO.

GRAND RAPIDS,

MICHIGAN

The Vinkemulder Company GRAND RAPIDS

Carry a complete stock of best quality

Fruits and Vegetables

Mail orders solicited and given prompt service.

The oldest produce firm in Western Michigan.



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

Illuminating Experiences of a Successful Hardware Dealer. Written for the Tradesman.

After all, nothing is so educative for the hardware dealer as actual experiences. The practical ideas of men who have made a success of the business are helpful to other dealers who are willing to study them intelligently.

True, the methods that prove successful in one community may fail in another; but the wide-awake hardware dealer will never be a mere imitator. Rather, he studies the other man's methods and adapts them to the peculiar conditions under which he himself carries on business.

In this connection the views of a successful hardware dealer in a small city of approximately 15,000 people may be of interest.

"I believe," he says, "that in this store the various departments appear to work in harmony and that no one branch of the equipment or the service is glorified at the expense of some other, nor neglected that the other may be played up.

"Such at least has been our intention. I say 'our' advisedly; for although I am speaking as manager of this store, we endeavor to think, say and do here, in the plural, as a gathering of individuals all equally interested in the welfare of the business.

"An apt comparison might be made between a store and a human body. The articulation of the departments of the former is, in a sense, similar to that of the bones of the latter, in that each department or each bone depends upon the easy working of the others to insure its own efficiency. Controlling, in the fullest sense of the word, all other departments, however much it may also depend upon them, is the brain in the case of the human body. Equally dependent and fully as domineering is the human department in the case of the store. From here all ideas come, all policies emanate, and the final fortune of the business is determined as a result of the combined activities of its personnel. I think I am not inconsistent in saying that the human element of a business must be given the first attention, for once that it is working smoothly and at maximum efficiency, other departments swing into line quite as a matter of course.

"To illustrate: If you have a good

buyer, he buys well; a good salesman sells well; a good porter keeps stock in good shape. Reverse the problem: a poor buyer coming into a well-bought stock follows his natural bent, and buys badly in spite of the good example before him; a poor salesman may have high grade goods to sell, but he does not sell them; the indifferent porter soon allows a well-kept stock room to deteriorate, and so on. In the last analysis, all things mundane rest upon the human equation.

"If, as I am told, we have good window trims, a tasty store interior, a well-bought stock, a good annual turnover, and the whole capped by an excessive cleanliness and orderly appearance, it is because back of these things are human brains devoted to the intelligent solving of the problems of our business.

"I can lay claim to personal credit in this connection only through my policy of having encouraged the individual development of my employes as a result of piling responsibility on them. This policy brings out in them the habit of self-reliance, and the ability to grasp and solve the problems that arise. The division of responsibility frees me from the petty annoyances of settling every trivial matter; enables me to give my undivided attention to the larger matters that come within the manager's true sphere, and educates the employes so that they do their work better and incidentally prepare themselves for a better position.

"To illustrate: one year our paint man, on his own responsibility plunged on paint for the spring trade to the extent of a thousand dollars. I was surprised, but I supposed that he knew what he was about. He did; by midsummer the paint was pretty nearly all worked off.

"In the same way, partly, I am sure, because he was made to feel that his ideas were appreciated, our porter evolved a scheme that enables

Sand Lime Brick

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

Brick is Everlasting

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

Foster, Stevens & Co. **Wholesale Hardware**

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

Grand Rapids, Mich.

Michigan Hardware Company

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICH.

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



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.



Wilmarth show cases and store fixtures in West Michigan's biggest store

In Show Cases and Store Fixtures Wilmarth is the best buy—bar none
 Catalog—to merchants

WILMARTH SHOW CASE COMPANY

1542 Jefferson Avenue

Grand Rapids, Michigan

Made In Grand Rapids

us to store and use material that had previously been wasted.

"If necessary, I could give illustrations of such things in connection with every department of the store, and with every member of the staff. We try to encourage original thinking and initiative.

"We constantly get new ideas from one another that vary in value from a big saving on the purchase of a bill of goods or a new selling idea, to our warehouse scheme of piling nail kegs on their sides instead of on end, in consequence of which we can pile higher and still tell at a glance as to what size nails are in any given keg.

"One would be surprised at the manner in which the slackest of men will develop under a system that allows full play for his imagination and initiative. No man is any good until he has been tried out, and it is only through his first mistakes that he learns to avoid them in the future. It is easy to warn men; but few of them, and for that matter, few among ourselves, pay much attention to what we are told. It is our experiences that we remember.

"I discourage any dependence upon authority. If a man comes to me for orders on a comparatively simple matter, I say, 'Don't bother me with the details of the work you are paid to do. Go ahead and do the best you can.'

"And then I watch, and I am seldom disappointed in the results. If the result is good, I am satisfied; if the result is bad, the clerk probably knows that fact as well as I do. At any rate, any harping of mine on the error would do more harm than good, and assuredly if any complaint is made, it is done in private, so that no feeling of humiliation will result. The satisfied man works best, and that is one way of keeping him in such condition.

"Carrying that last idea a little further, I believe that incompetent help, however cheap it may be to hire, is very expensive in the long run. I get away from the danger of such help by endeavoring to get a group of men about me of whom I can be proud. By paying unusually good salaries, by seeing that they get weekly and annual holidays, I ensure their mental contentment and good physical condition.

"A man is similar to a horse, a binder or any other piece of machinery, in this: if he is fed with the best brand of mental lubricant and stoked with good physical coal, he will do the work, provided reasonable quality is there to go on in the first place. As life is what a man makes it, so is a store what the man makes it. Good men will make a success of the meanest store, because they are not there long before they are revolutionizing its methods from window front to coal bin. Place a weak bunch of men in the best store in America and watch the business hit the chutes.

"In the other departments we constantly strive for improvements, and if one shows a little gain, the others are soon at its heels, so that they all hold to pretty much the same level

of efficiency—which is, of course, just as high as we can make it.

"There are a few basic laws we employ in all departments. We insist upon absolute cleanliness, as much so in the cellar as in the window, so that we may with impunity show our customers all over the establishment with the certainty of making a good impression. The windows we endeavor to make artistic, and we plan to have them emphasize the advantages of the goods shown by intelligent display, in preference to using the show window for a warehouse.

"I might go on with endless illustrations of the working of our endless chain; but I believe the foregoing gives a pretty clear understanding of the ideas we have applied to developing the human element in our business, which, in my opinion, represents our most important asset."

Victor Lauriston.

Cranking-up the Slow Seller.

A house, handling hundreds of varying products, found that each salesman tended to sell most heavily the items that had the strongest personal appeal to him. The merchandise was of a mechanical nature and the talking points about the different articles had relatively the same value. There were two products however, which the manufacturer wished to sell in much larger proportions. A post card was sent to every customer once a week for eight weeks, the same kind of post card being used for all mailings. It bore simply the words—"Be sure to ask our representative about our A—and B—." And the salesmen were asked. They were asked so consistently that by the time the mailings were over they had formed the habit of talking these items first.

Something New in Earrings.

Something new in "drops" for earrings and for use on bangle bracelets will shortly be shown in the New York market. It consists of tiny figures of animals, humans, etc., both in oxidized sterling silver and in hard colored enamel on sterling. These figures, which retail at 50 cents each, include cats, elephants, rabbits, owls, bears, Dutch boys, etc. Attached to earrings of imitation pearl, they bring \$2 a pair at retail, while attached to sterling chain bangle bracelets, which are made with several colored enamel inserts, they sell at \$1.50. The effects produced, especially in the earrings, are not a little bizarre.

Do the thing you are afraid to do.

Signs of the Times Are Electric Signs

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

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

THE POWER CO.

Bell M 797

Citizens 4261

When You Sell Shredded Wheat

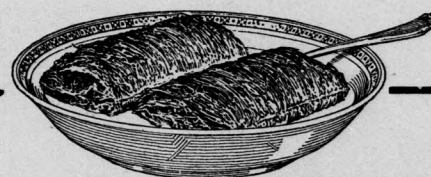
you are supplying a demand we have created for you through advertising. We don't ask you to make new customers for

Shredded Wheat Biscuit

Just keep a fresh stock in a nice, clean, dry place in your store and hand it out to those who ask for it. Shredded Wheat has survived all the ups and downs of public fancy and remains to-day the one great staple breakfast cereal, with a steady sale all the year 'round, at a good profit.

MADE ONLY BY

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



HEKMAN'S

At
Every Meal
Eat
HEKMAN'S
Crackers and
Cookie-Cakes

Grocers—Success lies in handling what people want. Hekman's baked goods are known and preferred.

Hekman Biscuit Co.
Grand Rapids, Mich.



OUR NEW
ATTRACTIVE
DISPLAY CARTON

This is a Cough Drop of Exceptional Merit and Sells on Sight.

Order of Your Jobber's Salesman.

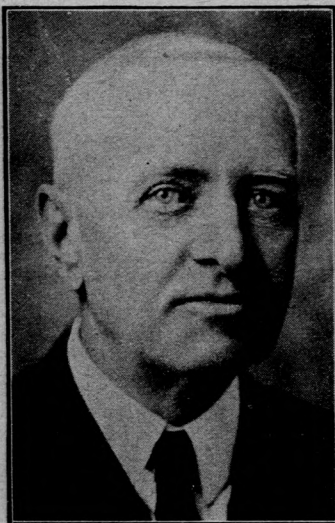
Manufactured By

NATIONAL CANDY CO., INC.
PUTNAM FACTORY
Grand Rapids, Mich.



Annual Meeting of Veteran Travelers Association.

Detroit, Jan. 9.—The thirteenth annual reunion of the Veteran Traveling Men's Association was held at the Hotel Tuller on Dec. 28. The business meeting at 2:30 was well attended and many old friendships were renewed. The Secretary, Samuel Rindskoff, having died last June, E. F. Bush was elected Secretary. Jeff Thurber was elected President and George W. Haskell, of Owosso, was elected Fifth Vice-President. T. Chamberlain was elected member of the Executive Com-



E. F. Bush.

mittee. Through the kindness of Harry Mazer, of the Peninsular Cigar Co., some most excellent smokes of the El Jarana brand were available all afternoon and after the banquet and were greatly appreciated. J. L. Lee was toastmaster and Dr. Rice gave us one of his usual good talks. There was music, a monologue by Mr. Schumacher on the Englishman's conception of the American game of baseball, which was very amusing. There were talks by Messrs. Lee, Chase, Haskell, Pointer and many others. It was a most enjoyable session and was closed by all standing and singing America. E. F. Bush, Sec'y.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Jan. 9.—J. J. Berg (Pitkin & Brooks) writes Gabby as follows from Pasadena under date of Jan. 1: "New Year's day finds us all well. Saw the tournament of roses to-day—a very beautiful sight indeed. I met Wm. S. Sawyer, formerly of Worden Grocer Company, Saturday, at his office at Glendale. Mr. Sawyer is looking fine. So is Mrs. Sawyer whom I had the pleasure of meeting at her home. Mr. Sawyer is doing a very nice business. He is not as heavy as he used to be, but he is feeling fine. I was in Los Angeles Friday and picked up a pamphlet in the street car, which I am enclosing. It might help the street car service, should Mr. DeLamar use a pamphlet like this one, don't you think? I am receiving the Tradesman promptly and enjoy reading it from cover to cover. It brings dear old Michigan

right before your eyes. Mrs. Berg and myself expect to leave here Jan. 15, stopping at San Francisco, Salt Lake City, Denver, Kansas City, St. Louis, Chicago and expect to arrive in Grand Rapids Jan. 28."

Edward R. Swett, proprietor of the Occidental Hotel, Muskegon, leaves to-day for Atlanta, where he will join a friend who has a Cadillac car and proceed to Tampa by auto. They will visit several other Florida resorts before returning to Atlanta. Mr. Swett expects to be away about six weeks.

A well-known business man writes Gabby as follows: "I met a most remarkable experience while at the Hotel Otsego (Jackson) last week. Because I expected to be on the train several hours last Friday, I purchased a couple of magazines at the cigar counter of the hotel to help me pass away the time. I left them in my room while I went in to breakfast, but when I went to my room for my grips to start for the depot my magazines had disappeared. I registered a complaint at the office, assuming that would be the last I would ever hear of it. Just as I was boarding the train, ten minutes later, one of the bell boys came up to me all out of breath and handed me the missing magazines. As I had never met such an experience before I was nonplussed, but I managed to recover from my surprise long enough to tell the boy that I believed he would be at the head of a hotel of his own some of these days. I met the same pleasant experience in every department. The clerks behind the desk and the man behind the cigar counter are all good natured and apparently do all they can to make the guest feel that he is welcome."

Science having pronounced the fat and the lean salesman precisely equal in ability, an issue upon which all a priori reasoning has failed for a century is fairly determined. It is universally agreed that a good bartender, innkeeper, mayor or train conductor must be fat; that Presbyterian, elders, schoolmasters and civil service reformers must be lean. But no one could guess whether the Sancho Panza and Falstaff type would make better commercial travelers than the Don Quixote and Pains type. The ability of the fat man to conciliate his prospective customer, to radiate mirth and get a contract signed under cover of a chuckle, is indubitable; but might it not be offset by the superior enterprise, agility and determination of the lean man? The tall man may overawe the guard that a busy merchant places at his door; but may not the short man slip in while the guard dozes? These questions have distracted the business world for decades. Having settled them, science may now press on to the crowning issue of all—are doctors with beards better than doctors who have only mustaches, and if so, how are we to rate practitioners with sideburns? Concealed in this issue of fat vs. lean salesmen there lay concealed the deadliest dynamite. Science had long since shown the precise degree of convexity or concavity of countenance desirable in salesmen and laid down rules for selecting bagmen according to their skill in fitting together jigsaw puzzles. Every employer worth his salt knows that a man who sells perfumes or lingerie must have a convex counten-

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Four doors from Tradesman office

QUALITY THE BEST

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SPECIAL SALE EXPERTS

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GRAND RAPIDS, MICHIGAN

Western Hotel

BIG RAPIDS, MICH.

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

A good place to stop.

American plan. Rates reasonable.

WILL F. JENKINS, Manager.

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.

HANNAFORDS NEW CAFETERIA

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

For The Past 10 Years
Prop. of Cody Hotel Cafeteria

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



HOTEL WHITCOMB

St. Joseph, Mich.

European Plan

Headquarters for Commercial Men making the Twin Cities of

ST. JOSEPH AND BENTON HARBOR

Remodeled, refurbished and redecorated throughout.

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

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

J. T. TOWNSEND, Manager.

OCCIDENTAL HOTEL

FIRE PROOF

CENTRALLY LOCATED

Rates \$1.50 and up

EDWARD R. SWETT, Mgr.

Muskegon 1-1 Michigan

CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

Citizens Long Distance Service



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

20,850 telephones in Grand Rapids.

Connection with 150,000 telephones in Detroit.

USE CITIZENS SERVICE

CITIZENS TELEPHONE COMPANY

ance with prognathous jaw and that a man who sells ordnance and bayonets must have a concave countenance, like a budding poet. But conceive the agony of the soap manufacturer who, finding after prolonged tests just the salesman, with the right geometrical cast of face and the right ability in pinning donkey tails to the wall, learns that he lacks two and three-fourths pounds of the proper weight! Now such doubts are disposed of.

After a period of what may be called apprentice work in the office of the sales department, the new man is assigned to a territory of his own. He is not, however, left to shift for himself. The sales manager of the district in person, stays with the recruit for two weeks. The older man becomes the beginner's traveling companion and adviser. Among many other things, he teaches the young man what trains to take, how to get about most conveniently, what hotels are best to stop at, how to get suitable rooms at reasonable rates, how to approach customers, and all the details that make up the routine of the work as well as many of its finer points.

At the end of the second week the young salesman-to-be takes up his work unaccompanied by the manager. But each night, at the close of the day's work, he is expected to sit down in his room and write a long personal letter to the sales manager, telling him in detail everything that has happened to him during the day. These letters are not formal sales reports; they are friend to friend affairs, the more informal and friendly the better; and the sales manager answers them in kind, commending good strokes, counseling about certain customers with whom the salesman has had difficulties, suggesting in real friendly man-to-man vein.

John A. Higgins (Watson-Higgins Milling Co.) leaves Thursday for Bradentown, Florida, where he will be located for the next four months. He will be accompanied by Mrs. Higgins and their three children.

L. M. Wolf, who conducted a general store at Hudsonville for twenty-five years and who now devotes his time to the Hudsonville State Bank, leaves this week for Miami, Florida, where he will spend the remainder of the winter. Mrs. Wolf will accompany him.

The Hotels Statler, Inc., Buffalo, N. Y., will construct a 1,200 room hotel at Detroit on a site that fronts 165 feet on Woodward avenue and 300 feet on High street at the Northeast intersection of the streets. The estimated cost is \$9,000,000. This announcement, made for E. M. Statler, by H. W. Klare, manager of the Statler Hotel in Detroit, marks the sale by Sam Levy, theatrical man, and Louis Smilansky, of the option which they obtained upon the site last September from Joseph Boyer, President of the Burroughs Adding Machine Co. and original owner of the property. The new hotel, for which plans are now being prepared by George B. Post & Sons, New York architects, will mean that the combined Statler hotels in Detroit will be greater than any other hotel in the country, with the exception of the Hotel Pennsylvania, New York. The present Hotel Statler at Grand Circus Park, Washington boulevard and Bagley avenue, has 1,000 guest rooms. It was opened in 1915. The two hotels combined will have 2,200 guest rooms; while an additional 600 are to be added later to the new Statler.

John J. Dooley left Jan. 6 for a three months' respite from business cares at Lake Worth, Miami and Palm Beach, Florida. John worked all summer without taking a vacation so he could have a long-time winter rest.

Lewis Hake, who has covered Western Michigan several years for W. F. McLaughlin & Co., Chicago, will act as sales promoter for the coffee department of the Worden Grocer Company hereafter.

The banquet to the stockholders of the Hotel Rowe last Friday evening was a very pleasant occasion for all concerned. The guests enjoyed the repast supplied by the culinary department and, after the cigars had been passed, the real underlying motive of the affair was disclosed—the securing of \$48,000 subscriptions to the capital stock to fill out the unexpired portion of the \$750,000 issue. President Dexter made a good start and managed to hammer the shortage down to \$30,000. There he stuck, apparently unable to make any further progress, when an obscure and little known gentleman who appeared to have some knowledge of Grand Rapids conditions suggested that the chairmanship be temporarily assumed by Uncle George Whitworth, President of the Berkey & Gay Furniture Co., and that he be invited to introduce the weapons of the Methodist church in securing subscriptions for the remainder. Uncle George proved to be equal to the occasion and inside of thirty minutes had the satisfaction of seeing the entire amount duly enrolled. It is, perhaps, just as well that his presiding elder was not present, because Uncle George departed somewhat from strict Methodist dogma by promising those of other denominations—even Episcopalians—a glimpse of the Methodist heaven on their way down. Uncle George has officiated so many times in money raising campaigns that one gets the impression that he is decidedly at home in undertakings of that character. Although nearing the Biblical limit as to age, he still has all the fire of youth whenever anything suggestive of Methodism is in evidence.

In this connection, it may be stated that Uncle George was once on the editorial staff of the Michigan Tradesman. While in charge of a department for Foster, Stevens & Co., nearly forty years, he was engaged to write the hardware market each week. He did his work so well and received so many favorable comments thereon that he conceived the idea that he could write better than the editor himself—and undertook to encroach on the editor's prerogatives. Both men were somewhat younger forty years ago—and also more pugnacious—and there soon came a clash which resulted in the Tradesman losing the services of its ambitious contributor, who shortly afterward assumed the management of the Fox Caster Association and emerged therefrom a very rich man. If Uncle George's policies had prevailed, the Tradesman by this time would probably have been a devoted expounder of the doctrines of John Wesley and Uncle George would have taken rank beside Greeley and Lyman Abbott, instead of being placed on a pedestal as President of the largest furniture factory in the world.

Owing to the crowded condition of the Pantlind Hotel during the open furniture market it was found necessary to suspend the You-See-Tee luncheons, but they will be resumed on Saturday, Jan. 20, in the Rotary room of the Pantlind Hotel and it is hoped that every member of the club can and will be present, as it is the annual meeting and there will be an entire new set of officers elected and a new committee appointed to provide entertainment at the luncheons for the next three months. Fred Pantlind, as well as the officers of the You-See-Tee club, regretted very much that there was no room they could have, but Fred says as soon as the new addition to the Pantlind is completed there will never be a time that there will not be a place and a welcome for the You-See-Tee boys to hold anything they want to within the confines of the hotel building; and here's hoping the time is not far distant when the members of Grand Rapids Council will be able to not only attend dancing parties and luncheons at the Pantlind Hotel, but also regular meetings of Grand Rapids Council. When that time comes it will require a good big

room to hold the regular meetings in because it is the belief of many members that the biggest drawing card and the best asset Grand Rapids Council You-See-Tee can have will be a meeting hall in the Pantlind Hotel building.

The January 1923 furniture season bids fair to go on record as the greatest furniture season the world has ever seen. Tuesday, Jan. 2, showed a list of arrivals totaling nearly 400 and by the end of the first week, Jan. 6, the list totaled up to a little over 650. There did not seem to be a particular part of the country they came from, as there were buyers registered from almost every state in the Union. Going back to the January season of 1922, we find the first week list totaled a little over 600, with a grand total at the close of the January season, 1922, of a little over 2100 buyers. These buyers did not come this season to get prices and make memorandums. They came to buy merchandise and there is no question but that the January market of 1923 will be not only the largest market in number of arrivals, but the amount of goods purchased will run ahead of any other market. The close of Monday, Jan. 8, showed the list of arrivals running over 1400, with yet about twelve days for the market to run, because it is advertised to close Saturday, Jan. 20. Every furniture exhibition building in the city is filled with samples. The new Rindge build, which is the latest addition, hasn't one vacant foot of floor space and as the contract is now let for the additional five stories, which will be ready for occupancy for mid-summer market, it will, without a question, place the Rindge furniture exhibition building as one of the best, if not the best, in the city.

The meeting of Grand Rapids Council, No. 131, United Commercial Travelers on Saturday, Jan. 6, was in the nature of a testimonial farewell to our worthy Senior Councilor, James Bolen. The meeting was called to order at 2:30 in the afternoon and there was a bunch of fourteen applications and four reinstatements to vote on and when instructions were given to see if there were any candidates in waiting, the report came in that there were fourteen. This class was put through the full initiatory ceremony and every officer did his part fine. A recess was taken at 5:30 and a lunch served under the supervision of Past Senior Councilor Arthur N. Borden. A four piece orchestra filed into the room and the fun began. The eats were good. The music furnished by the four piece orchestra was good.

Dan Vieregiver, acting as chairman of the entertainment committee, opened the evening entertainment by asking everybody to sing "An Old Fashioned Girl."

A U. C. T. quartette, consisting of Howard Gilb, Ted Hensel, T. B. Rooney and V. C. Steft, fully demonstrated that there is lots of musical talent if the boys would only practice up a bit.

Past Senior Councilor Joe M. Vander Meer rendered two vocal selections in an execution that is wholly "Jims." T. B. Rooney gave a very fine exhibition of jig dancing and Otto Heinzelman gave some good stunts in ventriloquism and others, including James E. Bolen and Arthur N. Borden, contributed to the entertainment of the evening. But it remained for Dan Vieregiver to pull down the high honors of bringing in applications. Dan brought in four reinstatement blanks and applications for two new candidates. Before calling the Council to order for some more work to be done in the evening, Past Councilor Walter S. Lawton called Jim Bolen to the rostrum and with many assurances that what he had to give to Jim came from the hearts of every member of Grand Rapids Council, Walter then presented Bolen with a Past Senior Councilor badge, one of the best fountain pens on the market and

a hundred of the best cigars, reminding him that the Past Senior Councilors badge, when he gets in his new home in California, will identify him as a member of Grand Rapids Council. The cigars he is to smoke and while inhaling the aroma think of the boys he left behind and the fountain pen is to be used to let his many friends in Grand Rapids know how the world is using him when he gets to his new home in California. Jim tried to come back with some words of appreciation, but, like many others under similar conditions, Jim's heart was too full. He fully realized then, more than ever before, that he was leaving a good big bunch of true friends.

By 8 o'clock the entertainment part was concluded and the business of the meeting was resumed. The alarm came from the outer door that there were three more candidates in waiting. The hall was prepared for the reception of strangers and three more men, good and true, were made members of the order of United Commercial Travelers. Other matters of business were then taken up and at the conclusion Senior Councilor Bolen appointed the following banquet committee for the March annual:

Chairman, Captain Walter N. Burgess; Walter E. Lypps; Dan Vieregiver, August Kaiser, John B. Olney, R. P. Dolson and Sam Holden. The personnel of this committee gives full assurance that the annual banquet in March will be one of the best ever. The same booster committee stands for the February meeting. The February meeting will be known as Past Senior Councilors night, when every station from Senior Council to Sentinel will be filled by Past Grand Councilors and Past Senior Councilors and it is hoped that the booster committee will furnish a good class for initiation, because it is a fact that once a year when Past Grand and Past Senior Councilors conduct a meeting it is done without a ritual in sight, showing that many of the old past officers still keep their memories refreshed with the ritualistic work.

Louis B. Ridenour has been selling furniture in the Grand Rapids market many years. His first line was manufactured by H. C. Dexter & Co., of Black River, N. Y. During his connection with the Dexter's he inspired the making of great improvements in the firm's line. One season he exhibited samples of log houses so constructed that an unskilled person could set up or dismantle them with ease. The rustic seats and porch furniture produced at the same time were of Mr. Ridenour's conception. The business of collecting and selling antiques claimed Mr. Ridenour's attention. The colonial homes of Virginia, Maryland, South Carolina and other states were ransacked for old specimens of art furniture and household novelties and sold in a store opened for the purpose in Washington. His early occupation, selling furniture to dealers, was resumed later and he is now presenting the line of the Withrow Winthrop Co. to the attention of buyers.

Byron S. Davenport will round out thirty-five years with the Judson Grocer Company next November.

H. Greenwald has engaged in the drug business at the corner of Godfrey avenue and Burton street. The Hazeltine & Perkins Drug Co. furnished the stock. Mr. Greenwald was manager of the Wolf drug stock, on West Bridge street, for several years.

The annual round-up of the officers, department heads and traveling salesmen of the Worden Grocer Company will be held in the English room of the Hotel Rowe 12:30 p. m., Jan. 27.

Perhaps you cannot interfere with your employees using cigarettes and home brew when off duty, but you can insist that they eliminate all traces of such things when they come to the store.

Different Varieties of Swindlers Who Victimize Hotels.

Grand Rapids, Jan. 9.—One of the items of loss in the operation of hotels and which adds very materially to its cost is the element of theft and graft.

Protective measures of every description are utilized and while their adoption has cut down the volume of such losses they are still sufficient to worry hotel managers.

Every day we hear or read of some new scheme whereby some hotel proprietor has been mulcted out of no inconsiderable sum by these infractions of the law.

The old schemes of beating hotels out of their just dues are still in vogue. One of these consisted of registering in remaining for a longer or shorter period, and then disappearing without interviewing the cashier. In the olden times this individual used to come in to the hotel with a sort of hang dog air, carrying a hand bag, usually loaded with bricks, engage a cheap room, remain a few days, then disappear, leaving behind him the grip, which upon investigation proved to be a blind.

They do it somewhat differently nowadays, but the net results are not dissimilar. For instance in place of the old style "skipper" we have a well groomed, friendly fellow with good-looking baggage. He will usually ask for the best room in the house. He is affable with the clerk with perhaps that air of condescension to the extent of giving out the impression that he is a real person, and yet not sufficiently ostentatious to prove that he is an individual of importance to the casual observer. The clerk naturally has no method of ascertaining whether he is or not—for the time being at least. He must move slowly and must do so carefully in order not to give offense to some one who is genuinely all right.

The reason for the substitution of the more pretentious luggage for the old-time cheap satchel is that hotels are more careful in looking over the effects of their modern guests. Nowadays in most hotels the bell boy or porter who shows a guest to his room makes some kind of a report to the front office on the character of the baggage brought in by the new arrival. Housekeepers and chambermaids are also inclined to show an investigating turn of mind for the same purpose.

Along toward the end of the week when by custom most hotel bills are supposed to fall due he, the "guest" begins to arrange for his get-away. If he is possessed of an abundance of nerve he will walk boldly out of the hotel with his baggage and not excite suspicion, but the most common method is to leave his baggage in the check room, call for it later and forget all about the existence of a cashier. Very frequently he will remove the contents of his grips in small parcels and leave the landlord to "hold the bag."

In the larger hotels particularly, where a house detective is employed, the management usually keeps in closer touch with the exact situation and if the circumstances are of such a nature, the so-called guest is called in for an interview with the management. If the guest's intentions, after a brief and friendly talk seem to be above suspicion, he goes away with a favorable impression of the friendly relations existing between host and guest and advertises the fact among his friends. If, however, the opposite is the case he is given a chance to "make good" without ostentation, and no one is any the wiser, and presumably goes on his way to practice his wiles on some other boniface. On this one point the hotels have a vulnerable point and notwithstanding the fact that for social and other business relations they are exceedingly well organized, the lack of methods for spotting "beats" unless the offense is of sufficient magnitude to constitute a

felony, in which case other hotel men are usually advised, is noticeable.

The subterfuges employed by this class of grafters are numerous, and, in many instances, highly amusing, especially with the women. If they are hard-boiled examples, they will register in with much ado and when their bill becomes due, they offer an interesting exhibit of excuses. They have lost their money, are waiting for their husbands or have wired home for funds. If they are comely in appearance and suave in manner, they will many times put it over on the hotel proprietor, and as many legitimate cases come within the scope of the management, it sometimes makes it possible for the patron to get away with her system because of conservatism on the part of the host, who does not want to run the risk of offending someone whose motives may be honest and sincere.

The common, old-fashioned or garden variety of grafters, first mentioned, are well-known to the country hotel man, and are about the principal class who operate in the rural districts, except the "check passer" of whom I will speak later.

The metropolitan hotel men are victims of many other and original schemes which are pulled off by "artists," one or two of which were treated upon by the Detroit News the other day.

Recently there was held in that city a convention of the American Prison Association and a polished gentleman registered into the hotel where the convention was being held, represented himself as one of the delegates to the affair—an official in fact—who came ahead to arrange certain details of the convention, secured in some way, a badge, which he displayed prominently, remaining through the entire convention, attending its meetings and fraternizing with the other delegates. After the convention was over, he left the hotel and incidentally left behind him an exhaustive exhibit of charges for restaurant, laundry and other special service and got away with his baggage.

The hotel manager in speaking of the incident said: "Perhaps it is not so remarkable now that I come to think of it. We have also learned that he talked a great deal, even to the warden of Sing Sing prison, while he was here. Maybe he planned to play the New York hotels next and wanted a friend inside in case he came to grief."

The chief offender against the peace and dignity of the profession is the individual who passes the bad check, for in many instances this represents a net cash loss for the hotel, the hotel bill proper not being so important a part of the whole transaction. Many of the hotels have what they consider very strict rules regarding the cashing of checks, to the enforcement of which their clerks are rigidly held, but they—the managers—are often easy victims. The country hotel owner feels that in a way he is the clearing house for his guests who are alike strangers to himself and the local banks. He realizes that the traveler must have some method of realizing funds for continuing on his journey and the most natural thing in the world is for the host to act in a banking role. If he has not on hand sufficient currency to cash the draft or check, naturally he goes to the bank to perfunctorily identify the guest, the banker asks him to endorse his name on the paper, and some fine morning he awakes to the knowledge that the bank has the check in its possession endorsed: "Refused for lack of funds." And the unfortunate landlord must dig down in his pocket and make good for something from which he has had no benefit whatever except the satisfaction of having accommodated a guest.

The ingenuity exhibited by some of these check artists is very interesting in many instances. For instance, a traveler will come into the hotel, regis-

ter and ask for his mail. If he is a real expert, he will find awaiting him several letters—usually sent by confederates in different cities, in one of which a check will be enclosed, and which is usually opened with some ostentation in the presence of the landlord, with some reference to the enclosure. Naturally later on when he explains to his host that this is his first trip and, as a consequence, he is not possessed of local acquaintances, that individual will help him out, in many, too many, instances, to his sorrow. And very often it will occur that a salesman with whom the landlord enjoys an acquaintance, possibly after he has discontinued his connection with the house he has formerly represented, a fact not known to his host, will ask him to cash a personal check and the victim falls.

The hotel man who makes a practice of cashing personal checks, unless his acquaintance warrants the transaction, takes a very great and, I claim, unjustifiable risk. There is some excuse for assuming a responsibility of this character when a properly executed bank draft is presented, but even in such a case he must know his man. While, as before stated, he may feel an obligation to do so, he will be acting in an unbusiness-like manner if he does not go into the matter carefully with absolute strangers. Often bank drafts are rank forgeries, or even if genuine are in improper hands, and the endorser must make good in any case.

The matter of cashing checks and drafts for customers has been the subject of much discussion at hotel meetings, but it has never been acted upon and probably never will, the transactions being more usually left to the personal sagacity of the landlord. Many hotel men have operated for a life time without undergoing any losses of this character while others are easy marks. Character reading comes into play under these circumstances as well as with any business transactions in all lines.

But after all the principal losses are not through "skippers" and bad check men, but in the system of thievery practiced on many hotel men. "Kleptomaniacs," if you want to be charitable in your language. In this regard the metropolitan hotels are much the greater sufferers, but complaints are frequent from the country where hotels are sufferers principally through theft of towels, bedding and blankets some of the latter being of the most expensive kind. Smaller articles of no particular intrinsic value, are taken away as souvenirs many of their guests, chiefly tourists, accentuating the details of their country excursions by exhibiting such articles as an evidence of such accomplishment.

The aforesaid hotel manager said that not long before "a prominent and wealthy citizen from Upper Michigan—a man well known to us—and his wife stopped here for a few days. They dined several times in their own room. A silver coffee pot and other silver tableware were reported missing after one of these meals.

"We waited until we ascertained that the man and his wife were out and then the housekeeper and a house detective went to the room opened an unlocked suit case and, there were the missing articles.

"When they were interviewed the man blamed his wife and she blamed him. We told them that since the articles had been recovered we would let the matter drop and hoped it would be a lesson to them both."

I at one time, visited the home of a family, the responsible heads of which had some considerable notoriety as "globe trotters," and one could easily gain the impression they were operating a pawn brokers emporium. Everything from souvenir spoons to Pullman blankets were in evidence, and I have since wondered if the grand piano was not acquired in the same way.



STRAIGHT
SIZE—

*The Johnson
Original 10¢ Cigar*

VAN DAM

MANUFACTURED BY
TUNIS JOHNSON CIGAR CO.
GRAND RAPIDS, MICHIGAN

Because of the immense production in 1922, we are again able to make a Substantial Reduction in Price.



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**Grand Rapids
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572-584 Division Ave., So.
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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

Split Peas
Am. Family Soap
Export Borax Soap
Flake White Soap
Rub No More Soap
Swifts Classic Soap
Grandma Washing Powder

Hogs
Cows
Veal

DECLINED

Beachnut Sliced Beef
Some Flour

AMMONIA

Arctic Brand
16 oz., 2 doz. in carton.
per doz. 1.75
1 X L, 3 doz., 12 oz. 3.75
Parsons, 3 doz. small 5.00
Parsons, 2 doz. med. 4.20
Parsons, 1 doz., lge. 3.35
Silver Cloud, 3 dz. sm. 4.80
Silver Cl'd, 2 dz., med. 4.00
Silver Cloud, 2 dz. lge. 6.70
One case free with five.

AXLE GREASE



48, 1 lb. 4.25
24, 3 lb. 5.50
10 lb. pails, per doz. 8.20
15 lb. pails, per doz. 11.20
25 lb. pails, per doz. 17.70

BAKING POWDERS

Calumet, 4 oz., doz. 97¢
Calumet, 8 oz., doz. 1.95
Calumet, 16 oz., doz. 3.35
Calumet, 5 lb., doz. 12.75
Calumet, 10 lb., doz. 19.00
K. C., 10c doz. 92¢
K. C., 15c doz. 1.37¢
K. C., 20c doz. 1.80¢
K. C., 25c doz. 2.30¢
K. C., 50c doz. 4.40¢
K. C., 80c doz. 6.85¢
K. C., 10 lb. doz. 13.50¢
Queen Flake, 6 oz. 1.25¢
Queen Flake, 16 oz. 2.25¢
Queen Flake, 50 lb. keg 13.95¢
Queen Flake, 25 lb. keg 14.95¢
Royal, 10c, doz. 95¢
Royal, 6 oz., doz. 2.70¢
Royal, 12 oz., doz. 5.20¢
Royal, 5 lb. 31.20¢
Rumford, 10c, doz. 95¢
Rumford, 8 oz., doz. 1.85¢
Rumford, 12 oz., doz. 2.40¢
Rumford, 5 lb., doz. 12.50¢
Ryzon, 4 oz., doz. 1.35¢
Ryzon, 8 oz., doz. 2.25¢
Ryzon, 16 oz., doz. 4.05¢
Ryzon, 5 lb. 18.00¢
Rocket, 16 oz., doz. 1.25¢

BLUING

Jennings Condensed Pearl
C-P-B "Seal Cap"
3 doz. Case (15c) 3.75
Silver Cloud, 3 dz. sm. 3.80
Silver Cloud, 2 dz. lge. 3.80
with perforated crowns.
One case free with five.

BREAKFAST FOODS

Cracked Wheat, 24-2 4.85
Cream of Wheat 6.80
Pillsbury's Best Cerl 12.20
Quaker Puffed Rice 5.45
Quaker Puffed Wheat 4.30
Quaker Brst Biscuit 1.90
Ralston Purina 4.00
Ralston Branos 2.70
Ralston Food, large 3.60
Saxon Wheat Food 3.90



Shred. Wheat Biscuit 3.85
Vita Wheat, 12s 1.80
Post's Brands.
Grape-Nuts, 24s 3.80
Grape-Nuts, 100s 2.75
Postum Cereal, 12s 2.25
Post Toasties, 36s 2.85
Post Toasties, 24s 2.85
Post's Bran, 24s 2.70

BROOMS

Standard Parlor, 23 lb. 8.00
Fancy Parlor, 23 lb. 9.50
Ex. Fancy Parlor 25 lb 10.00
Ex. Fcy. Parlor 25 lb 11.00
Toy 2.00
Whisk, No. 3 3.00

Rich & France Brands
Special 8.00
No. 24 Good Value 8.50
No. 25 Velvet 9.50
No. 27 Quality 10.75
No. 22 Miss Dandy 10.75
No. B-2 Best on Earth 10.00

BRUSHES

Scrub
Solid Back, 8 in. 1.50
Solid Back, 1 in. 1.75
Pointed Ends 1.25
Stove
No. 1 1.10
No. 2 1.35
Shoe
No. 1 90¢
No. 2 1.25
No. 3 2.00

BUTTER COLOR

Dandelion, 25c size 2.85
Nedrow, 3 oz., doz. 2.50

CANDLES

Electric Light, 40 lbs. 12.1
Plumber, 40 lbs. 12.8
Paraffine, 6s 14.4¢
Paraffine, 12s 14.4¢
Wicking 40¢
Tudor, 6s, per box 30¢

CANNED FRUIT

Apples, 3 lb. Standard 1.75
Apples, No. 10 4.25@4.50
Apple Sauce, No. 2 2.00
Apricots, No. 1 1.90@2.00
Apricots, No. 2 2.25
Apricots, No. 2 1/2 2.25@3.50
Apricots, No. 10 9.00@13.50
Blackberries, No. 10 9.00
Blueberries, No. 2, 1.75@2.50
Blueberries, No. 10 11.50
Cherries, No. 2 3.00@3.50
Cherries, No. 2 1/2 4.00@4.95
Cherries, No. 10 11.50@12.00
Loganberries, No. 2 3.00
Peaches, No. 1 1.85¢
Peaches, No. 1 Sliced 1.40¢
Peaches, No. 2 2.75¢
Peaches, No. 2 1/2 Mich 3.25¢
Peaches, 2 1/2 Cal. 3.00@3.75¢
Peaches, No. 10, Cal. 10.50¢
Pineapple, 1, all. 1.85¢@2.00¢
Pineapple, 2, all. 2.90@3.25¢
Pineapple, 2, Brk slic. 2.35¢
Pineapple, 2 1/2, sl. 3.90@4.25¢
Pineapple, No. 2, crus. 2.25¢
Pineapple, 10, cru. 7.50@8.00¢
Pears, No. 2 3.25¢
Pears, No. 2 1/2 4.25¢
Plums, No. 2 3.00¢
Plums, No. 2 1/2 3.00¢
Raspberries No. 2, blk. 3.25¢
Raspberries, Red, No. 10 9.75¢
Raspberries, Black No. 10 11.00¢
Rhubarb, No. 10 5.25¢

CANNED FISH

Clam Ch'der, 10 1/2 oz. 1.35¢
Clam Ch., No. 3 3.00@3.40¢
Clams, Steamed, No. 1 1.75¢
Clams, Minced, No. 1 1.50¢
Cinnam Haddie, 10 oz. 3.30¢
Clam Bouillon, 7 oz. 2.50¢
Chicken Haddie, No. 1 2.75¢
Fish Flakes, small 1.85¢
Cod Fish Cakes, 6 oz. 1.45¢
Cove Oysters, 5 oz. 1.40¢
Lobster, No. 1 1/2, Star 5.10¢
Lobster, No. 1 1/2, Star 2.90¢
Shrimp, No. 1, wet 1.80¢
Shrimp, No. 1, dry 1.80¢
Sard's, 1/4 Oil, k. 4.25@4.75¢
Sardines, 1/4 Oil, k'less 3.85¢
Sardines, 1/4 Smoked 7.00¢
Sardines, 3/4 Mus. 3.85@4.75¢
Salmon, Warrens, 1 1/2 2.75¢
Salmon, Warrens 1 lb. 3.90¢
Salmon, Red Alaska 1.75¢
Salmon, Med. Alaska 1.65¢
Salmon, Pink Alaska 1.40¢
Sardines, Im. 1/2, ea. 25¢
Sardines, Cal. 1.75@2.10¢
Tuna, 1/2, Albocore 90¢
Tuna, 1/2, Nekco 1.65¢
Tuna, 1/2, Regent 2.25¢

CANNED MEAT

Bacon, Med. Beechnut 2.70
Bacon, Lge. Beechnut 4.50
Beef, No. 1, Corned 2.65¢
Beef, No. 1, Roast 2.65¢
Beef, No. 1/2, Rose Sli. 2.10¢
Beef, No. 1/2, Qua. Sli. 3.15¢
Beef, No. 1, B'nut sli. 5.10¢
Beef, No. 1/2, B'nut sli. 2.80¢
Beefsteak & Onions, 3.15¢
Chili Con Ca., 1s 1.35@1.45¢
Deviled Ham, 1/4s 2.20¢
Deviled Ham, 1/2s 3.60¢
Hamburg Steak & Onions, No. 1 3.15¢
Potted Beef, 4 oz. 1.40¢
Potted Meat, 1/4 Libby 50¢
Potted Meat, 1/2 Libby 90¢
Potted Meat, 1/2 Rose 80¢

Potted Ham, Gen. 1/4 2.15¢
Vienna Saus., No. 1/4 1.35¢
Veal Loaf, Medium 2.30¢

Derby Brands in Glass

Ox Tongue, 2 lb. 18.00¢
Sliced Ox Tongue, 1/2 4.30¢
Calf Tongue, No. 1 5.50¢
Lamb Tongue, Wh. 1s 5.50¢
Lamb Tongue, sm. all 1.40¢
Lunch Tongue, No. 1 5.50¢
Lunch Tongue, No. 1/2 3.55¢
Deviled Ham, 1/2 3.00¢
Vienna Sausage, sm. 1.90¢
Vienna Sausage, Lge. 2.90¢
Sliced Beef, small 2.05¢
Boneless Pigs Feet, qt. 5.50¢
Sandwich Spread, 1/2 2.00¢

Baked Beans

Beechnut, 16 oz. 1.30¢
Campbells 1.15¢
Climatic Gem, 18 oz. 95¢
Fremont, No. 2 1.15¢
Snider, No. 1 90¢
Snider, No. 2 1.30¢
Van Camp, Small 1.10¢
Van Camp, Med. 1.65¢

CANNED VEGETABLES

Asparagus.
No. 1, Green tips 3.90¢
No. 2, Lge. Gr. 3.75@4.50¢
Wax Beans, 2s 1.35@3.75¢
Wax Beans, No. 10 6.90¢
Green Beans, 2s 1.60@2.75¢
Green Beans, No. 10 8.75¢
Lima Beans, No. 2 Gr. 2.00¢
Lima Beans, 2s, Soaked 95¢
Red Kid., No. 2 1.30@1.55¢
Beets, No. 2, wh. 1.60@2.40¢
Beets, No. 2, cut 1.25@1.75¢
Beets, No. 3, cut 1.40@2.10¢
Corn, No. 2, St. 1.00@1.10¢
Corn, No. 2, Ex. Stan. 1.55¢
Corn, No. 2, Fan 1.60@2.25¢
Corn, No. 2, Fy. glass 3.25¢
Corn, No. 10 7.25¢
Hominy, No. 3 1.15@1.50¢
Okra, No. 2, whole 1.90¢
Okra, No. 2, cut 1.60¢
Dehydrated Veg Soup 90¢
Dehydrated Potatoes, lb 45¢
Mushrooms, Hotels 38¢
Mushrooms, Choice 43¢
Mushrooms, Sur Extra 65¢
Peas, No. 2, E.J. 1.25@1.80¢
Peas, No. 2, Sift. 1.60@2.10¢
Peas, No. 2, Ex. Sift. 4.90@2.10¢
Peas, Ex. Fine, French 32¢
Pumpkin, No. 3 1.45@1.75¢
Pumpkin, No. 10 3.75¢
Pimentos, 1/4, each 15@18¢
Pimentos, 1/2, each 27¢
Sw't Potatoes, No. 2 1/2 1.15¢
Sauerkraut, No. 3 1.65¢
Succotash, No. 2 1.60@2.35¢
Succotash, No. 2, glass 3.45¢
Spinach, No. 1 1.35¢
Spinach, No. 2 1.35@1.50¢
Spinach, No. 3 2.15@2.25¢
Spinach, No. 10 6.00¢
Tomatoes, No. 2 1.30@1.60¢
Tomatoes, No. 3 1.90@2.25¢
Tomatoes, No. 2 glass 2.85¢
Tomatoes, No. 10 5.50¢

CATSUP

B-nut, Large 2.70¢
B-nut, Small 1.80¢
Libby, 14 oz. 2.25¢
Libby, 8 oz. 1.60¢
Van Camp, 8 oz. 1.75¢
Van Camp, 16 oz. 3.15¢
Lilly Valley, 14 oz. 2.35¢
Lilly Valley, 1/2 Pint 1.65¢
Sniders, 8 oz. 1.75¢
Sniders, 16 oz. 2.75¢

CHILI SAUCE

Snider, 16 oz. 3.25¢
Snider, 8 oz. 2.25¢
Lilly Valley, 1/2 Pint 2.25¢

OYSTER COCKTAIL

Sniders, 16 oz. 3.50¢
Sniders, 8 oz. 2.35¢

CHEESE

Roquefort 55¢
Kraft Small tins 1.70¢
Kraft American 2.75¢
Pimento, small tins 1.70¢
Roquefort, small tins 2.50¢
Camenbert, small tins 2.50¢
Brick 30¢
Wisconsin Flats 31¢
Wisconsin Daisy 31¢
Longhorn 31¢
Michigan Full Cream 30¢
New York full cream 32¢
Sap Sago 35¢

CHEWING GUM

Adams Black Jack 65¢
Adams Bloodberry 65¢
Adams Calif. Fruit 65¢
Adams Sen Sen 65¢

Beeman's Pepsin 65¢
Beechnut 70¢
Doublemint 65¢
Juicy Fruit 65¢
Peppermint, Wrigleys 65¢
Spearmint, Wrigleys 65¢
Spic-Span's Mxd Flavors 65¢
Wrigley's P-K 65¢
Zeno 65¢

CHOCOLATE

Baker, Caracas, 1/4s 35¢
Baker, Caracas, 1/4s 33¢
Baker, Premium, 1/4s 35¢
Baker, Premium, 1/4s 32¢
Baker, Premium, 1/4s 32¢
Hersheys, Premium, 1/4s 35¢
Hersheys, Premium, 1/4s 36¢
Runkle, Premium, 1/4s 34¢
Runkle, Premium, 1/4s 37¢
Vienna Sweet, 24s 1.75¢

COCOA

Baker's 1/4s 40¢
Baker's 1/4s 36¢
Bunte, 1/4s 43¢
Bunte, 1/4 lb. 35¢
Bunte, lb. 32¢
Droste's Dutch, 1 lb. 9.00¢
Droste's Dutch, 1/2 lb. 4.75¢
Droste's Dutch, 1/4 lb. 2.00¢
Hersheys, 1/4s 33¢
Hersheys, 1/4s 28¢
Huyler 36¢
Lowney, 1/4s 40¢
Lowney, 1/4s 40¢
Lowney, 1/4s 38¢
Lowney, 5 lb. cans 31¢
Van Houten, 1/4s 75¢
Van Houten, 1/4s 75¢

COCOANUT

1/4s, 5 lb. case Dunham 50¢
1/4s & 1/2 lb. case 49¢
Bulk, barrels Shredded 22¢
96 2 oz. pkgs., per case 8.00¢
48 4 oz. pkgs., per case 7.00¢

CLOTHES LINE

Hemp, 50 ft. 1.50¢
Twisted Cotton, 50 ft. 1.75¢
Braided, 50 ft. 2.75¢
Sash Cord 3.75¢

COFFEE ROASTED

Bulk
Rio 16 1/4¢
Santos 23 1/4¢
Maracaibo 26¢
Guatemala 26¢
Java and Mocha 39¢
Bogota 27¢
Peaberry 26¢

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

Coffee Extracts
N. Y., per 100 11¢
Frank's 50 pkgs. 4.25¢
Hummel's 50 1 lb. 10 1/2¢

CONDENSED MILK

Eagle, 4 doz. 9.00¢
Leader, 4 doz. 5.60¢
MILK COMPOUND
Hebe, Tall, 4 doz. 4.50¢
Hebe, Baby, 8 doz. 4.40¢
Caroline, Tall, 4 doz. 4.00¢
Caroline, Baby 4.00¢

EVAPORATED MILK



Blue Grass, Tall, 48 5.00¢
Blue Grass, Baby, 72 3.75¢
Carnation, Tall, 4 doz. 5.25¢
Carnation, Baby, 8 doz. 5.15¢
Every Day, Tall 5.25¢
Every Day, Baby 4.00¢
Goshen, Tall 4.75¢
Goshen, Gallon 4.75¢
Oatman's Dun., 4 doz. 5.25¢
Oatman's Dun., 8 doz. 5.15¢
Pet, Tall 5.25¢
Pet, Baby, 8 oz. 5.15¢
Silver Cow, Tall 5.25¢
Silver Cow, Baby 5.15¢
Van Camp, Tall 5.25¢
Van Camp, Baby 3.95¢
White House, Baby 4.75¢

CIGARS

Lewellyn & Co. Brands
Mi Lola
Capitol, 50s 125.00¢
Favorita, 50s 115.00¢
Victory, 50s 95.00¢
Buckeye, 50s 75.00¢
Panetela, 50s 75.00¢
LaSoreta (smokers) 70.00¢
Wolverine, 50s 75.00¢
Swift
Wolverine, 50s 130.00¢
Supreme, 50s 110.00¢
Bostonian, 50s 95.00¢
Perfecto, 50s 75.00¢
Blunts, 50s 73.00¢
Cabinet, 50s 73.00¢
Garcia Master
Cafe, 100s 37.50¢

Worden Grocer Co. Brands
Harvester Line.
Kiddies, 100s 37.50¢
Record Breakers, 50s 75.00¢
Delmonico, 50s 75.00¢
Epicure Panetela, 50 75.00¢
Perfecto, 50s 95.00¢

The La Azora Line.
Agreement, 50s 58.00¢
Washington, 50s 75.00¢
Sanchez & Haya Line

Clear Havana Cigars made in Tampa, Fla.
Specials, 50s 75.00¢
Diplomatics, 50s 95.00¢
Bishops, 50s 115.00¢
Rosa, 50s 125.00¢
Orig Favorita, 50 135.00¢
Original Queens, 50s 150.00¢
Worden Special, 25s 185.00¢

A. S. Valentine Brands.
Little Valentines, 100 37.50¢
Victory, 50, Wood 75.00¢
DeLux Inv., 50, Wd. 95.00¢
Royal, 25, Wood 112.00¢
Abram Clark, 50 wd 55.00¢
Alvas, 1-40, Wood 125.00¢

Webster Cigar Co.
Plaza, 50s, Wood 95.00¢
Pantella, 50, Wood 95.00¢
Coronado, 50 Tin 95.00¢
Belmont, 50s, Wood 110.00¢
St. Reges, 50s, Wood 125.00¢
Vanderbilt, 25s, Wd. 140.00¢

Ignacia Haya
Extra Fancy Clear Havana Made in Tampa, Fla.
Delicades, 50s 115.00¢
Manhattan Club, 50 135.00¢

Starlight Bros.
La Rose De Paris Line
Caballeros, 50s 55.00¢
Rouse, 50s 95.00¢
Peninsular Club, 25s 150.00¢
Palmas, 25s 175.00¢
Perfectos, 25s 195.00¢

Rosenthals Bros.
R. B. Londres, 50s, Tissue Wrapped 58.00¢
R. B. Invincible, 50s, Foil Wrapped 70.00¢
Peaberry

Union Made Brands
El Overture, 50s, foil 75.00¢
Ology, 50s 58.00¢

Our Nickel Brands
Tiona, 100 31.00¢
New Currency, 50s 35.00¢
New Pantella, 100 37.50¢
Henry George, 100s 37.50¢

Cheroots
Old Virginia, 100s 20.00¢

Stogies
Home Run, 50, Tin 18.50¢
Dry Sltz, 100s 26.50¢

CIGARETTES

One Eleven, 15 in pkg 96¢
Beechnut, 20, Plain 6.00¢
Home Run, 20, Plain 6.00¢
Yankee Girl, 20, Plain 6.00¢
Sunshine, 20, Plain 6.00¢
Red Band, 20, Plain 6.00¢
Stroller, 15 in pkg. 96¢
Nebo, 20, Plain 7.00¢
Camels, 20, Plain 6.40¢
Lucky Strike, 20s 6.40¢
Sweet Caporal, 20, pl. 6.40¢
Windsor Castle, 20 8.00¢
Chesterfield, 10 & 20, Pl. 6.30¢
Piedmont, 10 & 20, Pl. 6.30¢
Spur, 20, Plain 6.00¢
Sweet Tips, 20, Plain 7.50¢
Idle Hour, 20, Plain 7.50¢
Omar, 20, Plain 8.00¢
Falks Havana, 20, Pl. 9.75¢
Richm'd S Cut, 20, Pl. 10.00¢
Richm'd 1 Cut, 20, ck. 10.00¢
Fatima, 20, Plain 8.00¢
Helmar, 20, Plain 11.50¢
English Ovals, 20 Pl. 11.50¢
Turkish Trop, 10 ck 11.50¢
London Life, 10, cork 11.50¢
Helmar, 10, Plain 11.50¢
Herbert Tarryton, 20 12.25¢
Egyptian Str., 10 ck. 12.00¢
Murad, 20, Plain 15.50¢
Murad, 10, Plain 16.00¢
Murad, 20, cork or pl. 16.00¢
Murad, 20, cork or pl. 16.00¢
Luxury 10, cork 16.00¢
Melachrino, No. 9, 10, cork or plain 16.00¢
Melachrino, No. 9, 20, cork or plain 16.00¢
Melach'o, No. 9, 10, St 16.50¢
Melach'o, No. 9, 20, St 16.50¢
Natural, 10 and 20 12.90¢
Markaroff, No. 15, 10, cork 16.00¢
Pail Mail Rd., 20, pl. 21.00¢
Benson & Hedges, 10 20.00¢
Rameses, 10, Plain 17.50¢
Milo Violet 10, Gold 20.00¢
Deities, 10 22.00¢
Condex, 10 21.00¢
Phillips Morris, 10 21.00¢
Brening Own, 10, Pl. 28.00¢
Ambassador, 10 30.00¢
Benson & Hedges 55.00¢
Tuberettes 55.00¢

CIGARETTE PAPERS

Riz La Croix, Wh., dz. 48¢
Riz La Wheat Br., dz. 48¢
Zig Zag, per doz. 84¢

TOBACCO—FINE CUT.

Liggett & Myers Brands
Hiawatha, 10c, doz. 96¢
Hiawatha, 16 oz., dz. 11.00¢
Red Bell, 10c, doz. 96¢
Red Bell, 35c, doz. 2.85¢
Red Bell, 75c Pails, dz. 7.40¢
Sterling, 10c, doz. 96¢
Sweet Burley, 10c, dz. 96¢
Sweet Burley, 40c foil 3.85¢
Swt. Burley, 95c Dru. 8.50¢
Sweet Cuba, 10c, dz. 96¢
Sweet Cuba, 40c, doz. 3.85¢
Sweet Cuba, 95c Pail 8.50¢
Sweet Orange, 10c, dz. 96¢

Scotten Dillon & Co. Brand
Dan Patch, 10c, doz. 90¢
Dan Patch, 16 oz., dz. 7.50¢
Ojibwa, 10c, doz. 96¢
Ojibwa, 8 oz., doz. 3.85¢
Ojibwa, 95c, doz. 8.50¢
Ojibwa, 90c, doz. 8.00¢
Sweet Mist, 10c, doz.

Liggett & Meyers Brands.

Briar Pipe, doz.	96
Cuban Star, L. C., 10c	96
Cuban Star, Pails, dz.	6 90
Corn Cake, Gran., 5c	40
Corn Cake, Gran., 10c	40
Corn Cake, Gran., 25c	2 40
Corn Cake, Gran., 50c	4 80
Duke's Mixture, 10c	96
Glad Hand, L. C., 10c	96
Growler, L. C., 25c	96
Growler, L. C., 50c	5 00
La Turka, Plug C, 15c	1 44
Long Hour, L. C., 10c	96
U. U. Gr. Cut P., 10c	96
U. U. C. P., 90c jars	9 00
Pilot, Long Cut, 25c	2 50
Plover Boy, 10c, doz.	96
Plover Boy, 70c Pails, 7	40
Summertime, 10c, doz.	96
Summertime, 50c, doz.	96
Sweet Tip, 10c, doz.	96
Velvet, Cut Plug, 10c	96
Velvet, Cut Plug, tins 15	53
Velvet, Cut Plug, 8 oz. 6	72
Velvet, C. Pl., 16 oz. 15	84
Yum Yum, 10c, doz.	96
Yum Yum, 70c pails 6	80

P. Lorillard's Brands.

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

Scotten Dillon Co. Brands

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

Pinkerton Tobacco Co. Brands.

American Star, 10c, dz	96
Big 9, Clip., 10c, doz.	96
Big 9, Clip., 10c, doz.	96
Pinkerton, 30c, doz.	2 40
Pay Car Scrap, 10c, dz	96
Pinch Hit Scrap, 10c	96
Red Man Scrap, doz.	96
Red Horse Scrap, doz.	96

J. J. Bagley & Co. Brands.

Broadleaf, 10c	96
Buckingham, 10c, doz.	96
Buckingham, 15c tin	1 44
Gold Shore, 15c doz	1 44
Hazel Nut, 10c, doz.	96
Kleeko, 25c, doz.	2 40
Old Colony, Pl. C. 17c	1 52
Old Crop, 50c, doz.	4 80
Red Band, Scrap, 10c	96
Sweet Tips, 15c, doz.	1 44
Wild Fruit, 10c, doz.	96
Wild Fruit, 15c, doz.	1 44

Independent Snuff Co. Brands.

New Factory, 10c, doz.	96
New Factory Pails, dz 7	60

Schmidt Bros. Brands.

Eight Bros., 10c, doz.	96
Eight Bros., Pails, dz 8	40

R. J. Reynolds Tobacco Co. Brands.

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

Block Bros. Tobacco Co.

Mail Pouch, 10c, doz.	96
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Falk Tobacco Co., Brands.

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

Superba Tobacco Co. Brands.

Sammy Boy Scrap, dz	96
Cigar Clippings	
Havana Blossom, 10c	96
Havana Blossom, 40c	3 85
Kneckerbocker, 6 oz.	3 00
Lieberman, 10c, doz.	96
W. O. W., 6 oz., doz.	3 00
Royal Major, 10c, doz.	96
Royal Major, 6 oz., dz.	3 00
Royal Major, 14 oz. dz	7 20

Larus & Bro. Co.'s Brands.

Edgeworth Ready Rubbed, 17c Tins	1 62
Edgeworth Ready Rubbed, 8 oz. tins, doz.	7 00
Edgeworth Ready Rubbed, 16 oz. tins, dz.	14 50
Edgeworth Sliced Plug, 17c tins, doz.	1 62
Edgeworth, Sliced Plug, 35c tins, doz.	3 55

United States Tobacco Co. Brands.

Central Union, 15c, dz.	1 44
Shag, 15c Tins, doz.	1 44
Shag, 15c Papers, doz.	1 44
Dill's Best, 16c, doz.	1 52
Dill's Best, 17c Tins	1 52

Snuff.

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

CONFECTIONERY

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

Mixed Candy Pails

Kindergarten	13
Leader	16
X. L. O.	13
French Creams	19
Cameo	19
Grocers	11

Fancy Chocolates

Bittersweets, Assorted	1 75
Choc. Marshmallow Dp	1 60
Milk Chocolate A. A.	1 95
Nibble Sticks	2 00
Primrose Choc.	1 25
No. 12 Choc.	1 60
Chocolate Nut Rolls	1 90

Gum Drops Pails

Anise	17
Orange Gums	17
Challenge Gums	14
Favorite	20
Superior	19
Lozenges, Pails	
A. A. Pep. Lozenges	17
A. A. Pink Lozenges	17
A. A. Choc. Lozenges	18
Motto Hearts	19
Malted Milk Lozenges	21

Hard Goods. Pails

Lemon Drops	13
O. F. Horehound Dps.	13
Anise Squares	18
Peanut Squares	20
Horehound Tablets	20

Pop Corn Goods.

Cracker Jack, Prize	3 75
Checkers, Prize	3 75

Cough Drops

Putnam's	1 30
Smith Bros.	1 50

Package Goods

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

Specialties.

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

COUPON BOOKS

50 Economic grade	2 50
100 Economic grade	4 50
500 Economic grade	20 00
1,000 Economic grade	37 50
Where 1,000 books are ordered at a time, specially printed front cover is furnished without charge.	

CRISCO.

36s, 24s and 12s.	21
Less than 5 cases	20 1/4
Pive cases	20
Ten cases	19 1/2
Twenty-five cases	19 1/4
6s and 4s	20 1/4
Less than 5 cases	19 1/4
Pive cases	19 1/2
Ten cases	19 1/4
Twenty-five cases	19 1/4

CREAM OF TARTAR

6 lb. boxes	38
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DRIED FRUITS

Apples	
Evap'd Choice, blk.	15
Apricots	
Evaporated, Choice	28
Evaporated, Fancy	32
Evaporated Slabs	28
Citron	
10 lb. box	57

Currants

Package, 14 oz.	27
Boxes, Bulk, per lb.	25

Peaches

Evap. Fancy, Unpeeled	20
Evap. Fancy, Peeled	22

Peel

Lemon, American	26
Orange, American	28

Raisins

Seeded, bulk	14
Seeded, 15 oz. pkg.	15
Seedless, Thompson	13 1/2
Seedless, 15 oz. pkg.	14

California Prunes

90-100 25 lb. boxes	@11 1/2
80-90 25 lb. boxes	@12
70-80 25 lb. boxes	@13
60-70 25 lb. boxes	@14
50-60 25 lb. boxes	@15
40-50 25 lb. boxes	@16
30-40 25 lb. boxes	@19

FARINACEOUS GOODS

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

Farina

24 packages	2 10
Bulk, per 100 lbs.	06 3/4

Hominy

Pearl, 100 lb. sack	2 50
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Macaroni

Domestic, 20 lb. box	07 1/4
Domestic, broken bbbs.	06 1/4
Armours, 2 doz., 8 oz.	1 80
Fould's, 2 doz., 8 oz.	1 80
Quaker, 2 doz.	1 85

Pearl Barley

Chester	4 00
00 and 0000	6 25
Barley Grits	4 50

Peas

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

Sago

East India	07 1/2
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Tapioca

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

FLAVORING EXTRACTS

Jennings	
Pure Vanilla	
Turpeness	
Pure Lemon	

FLOUR AND FEED

Valley City Milling Co.	
Lilly White, 1/4 Paper sack	
Harvest Queen, 2 1/2	
Light Loaf Spring	
Wheat, 2 1/2	
Roller Champion 2 1/2	
Snow Flake, 2 1/2	
Graham 25 lb. per cwt	
Golden Granulated Meal, 25 lbs. per cwt.	
Rowena Pancake Compound, 5 lb. sack	
Buckwheat Compound, 5 lb. sack	
Watson Higgins Milling Co.	
New Perfection, 1/8s	7 75
Red Arrow, 1/8s	7 95

Worden Grocer Co.

American Eagle, Quaker, Pure Gold, Forest King, Winner.	
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Meal

Gr. Grain M. Co.	
Boiled	2 55
Golden Granulated	2 70
Wheat	
No. 1 Red	1 25
No. 1 White	1 23
Oats	
Carlots	52
Less than Carlots	57
Corn	
Carlots	81
Less than Carlots	86
Hay	
Carlots	16 00
Less than Carlots	20 00
Feed	
Street Car Feed	36 00
No. 1 Corn & Oat Fd	36 00
Cracked Corn	36 00
Coarse Corn Meal	36 00

FRUIT JARS

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

GELATINE

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

HAND CLEANER.



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

HORSE RADISH

Per doz., 7 oz.	1 25
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JELLY AND PRESERVES

Pure, 30 lb. pails	3 15
Pure 7 oz. Ass't, doz.	1 20
Buckeye, 22 oz., doz.	2 00
O. B., 15 oz., per doz.	1 40

JELLY GLASSES

8 oz., per doz.	35
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MATCHES.

Blue Ribbon, 144 box.	7 55
Searchlight, 144 box.	8 00
Safe Home, 144 boxes	8 00
Red Stick, 720 1c boxes	5 50
Red Diamond, 144 bx	5 75

Cleveland Match Co. Brands

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

Safety Matches.

Quaker, 5 gro. case	4 75
Red Top, 5 gro. case	5 25

MINCE MEAT.

None Such, 3 doz.	4 85
Quaker, 3 doz. case	3 75
Libby Kegs, Wet, lb.	24

MOLASSES.

Gold Brer Rabbit	
No. 10, 6 cans to case	5 10
No. 5, 12 cans to case	5 35
No. 2 1/2, 24 cans to cs.	5 60
No. 1 1/2, 36 cans to cs.	4 60

Green Brer Rabbit

No. 10, 6 cans to case	3 65
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SALT

Colonial 24, 2 lb.	90
Med. No. 1, Bbls.	2 70
Med. No. 1, 100 lb. bg.	90
Farmer Spec., 70 lb.	90
Packers Meat, 56 lb.	56
Packers for ice cream	
100 lb., each	95
Blocks, 50 lb.	47
Butter Salt, 280 lb. bbl.	4 50
Baker Salt, 280 lb. bbl.	4 25
100, 3 lb. Table	6 07
60, 5 lb. Table	5 57
30, 10 lb. Table	5 30
28 lb. bags, butter	48



Per case, 24 2 lbs.	2 40
Five case lots	2 30

SOAP.

Am. Family, 100 box	6 00
Export, 120 box	4 90
Flake White, 100 box	5 25
Fels Naptha, 100 box	5 60
Grdma White Na. 100s	5 00
rub No More White	
Naptha, 100 box	5 50
Swift Classic, 100 box	5 25
24 Mule Borax, 100 bx	7 50
Wool, 100 box	6 50
Fairy, 100 box	5 50
Jap Rose, 100 box	7 85
Palm Olive, 144 box	11 00
Lava, 100 box	4 90
rummo, 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 00
Williams Barber Bar, 95	
Williams Mug, per doz. 48	
Proctor & Gamble.	
5 box lots, assorted	6 50
Ivory, 100, 6 oz.	6 50
Ivory Soap Flks., 100s	3 00
Ivory Soap Flks., 50s	4 10
Lenox, 120 cakes	3 00
Luna, 100 cakes	4 05
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
LENZER

80 can cases, \$4.80 per case

WASHING POWDERS.	
Bon Ami Pd, 3 dz. bx 3 75	
Bon Ami Cake, 3 dz. 3 25	
Climaline, 4 doz.	4 20
Grandma, 100, 5c	4 00
Grandma, 24 Large	4 00
Gold Dust, 100s	4 00
Gold Dust, 12 Large 3 20	
Golden Rod, 24	4 25
Jinx, 3 doz.	4 50
La France Laun, 4 dz.	3 60
Luster Box, 54	3 75
Miracle C., 12 oz., 1 dz 2 25	
Old Dutch Clean, 4 dz 4 00	
Queen Ann, 60 oz.	2 40
Rinso, 100 oz.	6 40
Rub No More, 100, 10	
oz.	3 85
Rub No More, 18 Lg. 4 25	
Spotless Cleanser, 48,	
20 oz.	3 85
Sani Flush, 1 doz.	2 25
Sapallo, 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, Cochon	@20
Mace, Penang	@70
Mixed, No. 1	@22
Mixed, 5c pkgs., doz.	@45
Nutmegs, 70-80	@30
Nutmegs, 105-110	@30
Pepper, Black	@15

Pure Ground in Bulk	
Allspice, Jamaica	@16
Cloves, Zanzibar	@50
Cassia, Canton	@22
Ginger, African	@22
Mustard	@28
Mace, Penang	@75
Nutmegs	@32
Pepper, Black	@18
Pepper, White	@32
Pepper, Cayenne	@32
Paprika, Spanish	@32

Seasoning	
Chili Powder, 15c	1 35
Celery Salt, 3 oz.	95
Sage, 2 oz.	90
Onion Salt	1 35
Garlic	1 35
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

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

Gloss	
Argo, 48 1 lb. pkgs.	3 75
Argo, 12 3 lb. pkgs.	2 74
Argo, 8 5 lb. pkgs.	3 10
Silver Gloss, 48 ls	11 1/4
Elastic, 64 pkgs.	2 85
Tiger, 48-1	5 85
Tiger, 50 lbs.	04 3/4

SYRUPS

Penick Syrup	
GOLDEN-CRYSTAL WHITE-MARLE	
Penick Golden Syrup	
6, 10 lb. cans	2 55
12, 5 lb. cans	2 75
24, 1 1/2 lb. cans	1 95

Crystal White Syrup	
6, 10 lb. cans	2 95
12, 5 lb. cans	3 15
24, 1 1/2 lb. cans	2 25

Penick Maple-Like Syrup	
6, 10 lb. cans	3 70
12, 5 lb. cans	3 90
24, 1 1/2 lb. cans	2 75

Above prices apply to Southern Michigan, Ohio and Indiana.

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

Maple Flavor.	
Orange, No. 1/2, 2 doz. 2 75	
Orange, No. 5, 1 doz. 3 90	

Maple.	
Green Label Karo, 23 oz., 2 doz.	6 69
Green Label Karo, 5 1/2 lb., 1 doz.	11 40

Maple and Cane	
Kanuck, per gal.	1 60
Sugar Bird, 2 1/2 lb., 2 doz.	9 00
Sugar Bird, 8 oz., 4 doz.	12 00

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

Sugar Syrup.	
Domino, 6 5 lb. cans 2 50	
Old Manse.	
6, 10 lb. cans	10 40
12, 5 lb. cans	11 00
24, 2 1/2 lb. cans	12 00
24, 1 1/2 lb. cans	6 75
5 gal. jacket cans, ea. 8 15	
36, 8 oz. bottles	5 75
24, pint bottles	7 25
24, 18 oz. bottles	7 50
12, quart bottles	6 50

Silver Kettle.	
6, 10 lb. cans	8 40
12, 5 lb. cans	9 15
24, 2 1/2 lb. cans	10 15
48, 1 1/4 lb. cans	12 00
5 gal. jacket cans, ea. 6 90	
36, 8 oz. bottles	5 00
24, pint bottles	6 25
24, 18 oz. bottles	6 50
12, quart bottle	5 50

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

TABLE SAUCES.

Lea & Perrin, large	6 00
Lea & Perrin, small	3 85
Pepper	1 00
Royal Mint	2 40
Tobasco	2 75
Sho You, 9 oz. doz.	2 70
A-1 large	5 75
A-1 small	3 25
Capers	1 90

TEA.

Japan.	
Medium	34 @ 38
Choice	45 @ 56
Fancy	58 @ 60
No. 1 Nibbs	62
1 lb. pkg. Siftings	18
Gunpowder	
Choice	28
Fancy	38 @ 40
Ceylon	
Pekoe, medium	33
Melrose, fancy	56
English Breakfast	
Congou, Medium	23
Congou, Choice	35 @ 38
Congou, Fancy	42 @ 43
Oolong	
Medium	36
Choice	45
Fancy	50

TWINE

Cotton, 3 ply cone	46
Cotton, 3 ply balls	46
Wool, 6 ply	20

VINEGAR

Cider, 40 Grain	22
White Wine, 40 grain 17	
White Wine, 80 grain 22	
Oakland Vinegar & Pickle	
Co.'s Brands.	
Oakland Apple Cider	25
Blue Ribbon Corn	20
Oakland White Pickling ..	20
No charge for packages.	

WICKING

No. 0, per gross	60
No. 1, per gross	35
No. 2, per gross	1 10
No. 3, per gross	1 85
Peerless Rolls, per doz. 46	
Rochester, No. 2, doz. 50	
Rochester, No. 3, doz. 50	
Rayo, per doz.	80

WOODENWARE

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

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

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

Mop Sticks	
Trojan spring	2 00
Eclipse patent spring	2 00
No. 2, pat. brush hold	2 00
Ideal, No. 7	1 35
12 oz. Cot. Mop Heads	2 25
16 oz. Cot. Mop Heads	3 50

Pails	
10 qt. Galvanized	2 35
12 qt. Galvanized	2 60
14 qt. Galvanized	2 90
12 qt. Flaring Gal. Ir. 6 75	
10 qt. Tin Dairy	4 80
12 qt. Tin Dairy	5 40

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	6 00
Brass, Single	7 00
Glass, Single	6 75
Double Peerless	8 25
Single Peerless	7 50
Northern Queen	5 75
Universal	7 50

Window Cleaners	
12 in.	1 65
14 in.	1 85
16 in.	2 30

Wood Bowls	
13 in. Butter	5 00
15 in. Butter	9 00
17 in. Butter	18 00
19 in. Butter	25 00

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

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

REPRESENTATIVE RETAILERS.

Ralph S. Jennings, President Implement Dealers' Association.

Howard City, Jan. 9.—I fear Ralph himself will not call to give you the material for sketch, as he is not enthusiastic about seeking publicity, and also is very busy.

His mother is not so modest, however, where he is concerned, and I will try and give you some data from which to make an article, which you can use in the Tradesman, if you care to do so.

He was born in Grand Rapids and educated in the Grand Rapids and the Howard City schools and he took a course in MacLachlan's business college. Following this, he entered the employ of the Aldine Grate & Mantel Co., in whose employ he remained



Ralph S. Jennings.

first as office man and later as traveling salesman until 1908, when he purchased from John L. Watson the stock and old-established hardware business formerly owned by J. W. Lovely.

In the autumn of 1920 he added to his business the Coral hardware of Chas. Wills and now conducts both these stores.

In kid days he served as carrier for both the Grand Rapids Press and Herald and was at one time in the district messenger service.

He has been Worshipful Master of Howard City Lodge, F. & A. M., and President of the Montcalm County Retail Hardware Dealers' Association. He has never dabbled in politics, but was at the head of every patriotic movement and enterprise during the world war. He was recently elected President of the Michigan Retail Implement Dealers' Association.

I believe these are the principal points relating to the career to date of my son, Ralph S. Jennings.

I may say that while he has not amassed a fortune and is, perhaps, not likely to, he has so far never registered a failure and has met with a fair amount of success.

Carrie Baxter Jennings.

That Decision in the Gypsum Case.

In answer to an enquiry a few weeks ago, there has been given out from the Federal Trade Commission a statement showing the principles that should govern trade associations if they would avoid the penalties of the anti-trust statutes. On Wednesday last these were put in more concrete form in a decree signed by Judge Knox in the Federal District Court. This decree was in an action brought for the dissolution of the Gypsum Industries Association, and it specif-

cally forbids the doing of certain things which are declared to be in contravention of law. While this decree may, for the time being, bind the defendants in the action, its scope cannot be extended to other cases of alleged violations of the Sherman and Clayton acts. The entering of the decree was by consent, apparently for the purpose of enabling the defendants to escape liability for alleged illegal acts heretofore committed by them, the consideration being their promise not to sin in the future. The thing to bear in mind is that what will govern will be the language of the laws as it may be interpreted by the courts. Just now there are pending before the United States Supreme Court two cases involving the meaning of these laws, and the decisions of that court when rendered will be controlling as against any dicta or decrees of minor tribunals. Again, it is not unlikely that, before long, the laws in question may be amended in order to clarify the situation. This is one of the things that are urged by Mr. Hoover, Secretary of Commerce, as necessary under the circumstances.

The German Democrats.

Detroit, Jan. 9.—As a German democrat, shortly arrived in this country from Germany, I can give the assurance that the mass of the German people don't want any new war at all. The people in this country make the mistake to identify the foolish talk of the German radical nationalists with the feelings of the mass of the German people. It should never be forgotten in this country that the German radical nationalists are representing only a small portion of the population.

Arrived in this country and looking in the newspapers, I was very surprised to see only articles about the doings of the kaiser, but not any word about the present struggle of all those brave Germans who earnestly want to join the democracies of the world. What is the use still of talking about the kaiser? Let that man be forgotten forever! Write more about the young German Republic! Be sure it needs the sympathies of all the democrats of the world. It should never be overlooked any more that in Germany are millions of men and women who are favoring most highly the democratic ideas of the world.

Felix Schmidt.

You can restrain the bold, guide the impetuous, encourage the timid, but for the weak there is no help. You might as well undertake to stand a wet string up on end.

Watson-Higgins Milling Co.

GRAND RAPIDS, MICH.

NEW PERFECTION

The best all purpose flour.

RED ARROW

The best bread flour.

Look for the Perfection label on Pancake flour, Graham flour, Granulated meal, Buckwheat flour and Poultry feeds.

Western Michigan's Largest Feed Distributors.

Detroit Butchers Big Meeting.

The Detroit Master Butchers' Association recently held the first of a series of six mass meetings which will be held throughout the winter for the purpose of awakening housewives to the possibilities of reducing their household expenses by buying the more inexpensive cuts of beef.

In addresses by Dan W. Martin, assistant secretary of the National Meat Council; John Petz, president of the Detroit Meat Council, and Emil Schwartz, president of the Detroit Master Butchers' Association, it was pointed out that the per capita consumption of beef has declined 25 per cent. from 1900 to 1920.

This decline was due primarily, it was said, to the fact that the average housekeeper insists upon having the more expensive hindquarter parts, with the result that the butcher is obliged to increase the cost of these expensive cuts to the consumer.

The butchers are beginning a campaign intended to induce the consumer to use more of the forequarter parts of the beef, and to distribute the demand over the entire carcass.

The butchers intend to show the public not only that they can materially reduce their meat bills, but that many appetizing meat dishes can be prepared from the cheaper cuts.

In the course of the campaign, the butchers will distribute 10,000 cook books, containing hundreds of recipes for meat dishes, which will be given to the city's housewives.

There were more than 200 butchers at the meeting who represented not only the marketmen of Detroit but retailers from the adjoining towns in the county.

Home.

I want to go home,
To the dull old town
With the shaded streets
And the open square,
And the hill,
And the flats,
And the house I love,
And the paths I know—
I want to go home,
If I can't go back
To the happy days,
Yet I can live
Where their shadows lie,
Under the trees
And over the grass—
I want to be there
Where the joy was once,
Oh, I want to go home,
I want to go home.
Paul Kester.

The trouble with the average breadwinner is that he wants cake.

**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

N. B. C. Service

means prompt filling of your orders; small as well as large. You do not have to carry surplus stock. Your goods are fresh, sell easily, and bring re-orders.

Re-orders mean that you move stock quickly, and assure yourself of the biggest profits you can make on any size investment.

**NATIONAL BISCUIT
COMPANY
Uneeda Bakers**

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.

A. E. GREENE SALES CO.

Merchandise Sales Specialists. Conduct business-building, reduction or complete closing-out sales for retail merchants. Terms, dates, etc., no obligation. Now booking sales for Jan. 27 and Feb.

215 E. Main, Jackson, Mich.

For Sale—Variety store in a town of 1500, located in a good farming district. For particulars, write Variety Store, Reading, Mich. 10

FOR SALE—Good money-making grocery and market in a town of 1500. Located in postoffice block. Inquire of Wm. F. Barchett, Watervliet, Mich. 11

FOR SALE—Seven bowling alleys, two billiard tables, 8 pocket tables, cigar stand, soft drinks, lunch counter. The best of everything. Big business, long lease. Best reasons for selling. Easy terms. L. A. Hombeck, Arcade Bldg., Lansing, Mich. 12

FOR SALE—Two millinery stores in two of the best small cities in Southern Michigan. No competition. Terms to responsible parties. Reason for selling, other business. Write Box 711, Durand, Mich. 13

Wanted—A good paying dry goods, hardware, or any other business, in Grand Rapids, that will bear investigation. Would be willing to invest and work in small, growing manufacturing business. Address No. 14, care Michigan Tradesman. 14

CAFETERIA—SUPER BARGAIN; ANNUAL BUSINESS \$40,000; ONLY CAFETERIA IN TOWN IN CENTRAL MICHIGAN. NEW EQUIPMENT. \$4,000 BUYS ALL. W. J. Cooper, Mt. Pleasant, Mich. 993

FOR SALE—Shoe store in a good town. Good reason for selling. Box 777, Reading, Mich. 3

Why Not Have a Sale—Unload your surplus stock. Write for particulars. L. J. Crisp, Sales Conductor, Elk Rapids, Mich. 4

For Sale—Country store and general stock, almost new frame building. Fine farming section in Central Michigan. About \$7,000 required. Address No. 5, care Michigan Tradesman. 5

For Sale—Hay and poultry house, large poultry yards, on P. M. main line. Side track to building. Address S. V. Garlinger, Lake Odessa, Mich. 7

Restaurant For Sale—Best buy in Middle-West. Investigate this money-maker in heart of Indianapolis business district. Satisfactory reasons for selling. Write or wire, I. W. Ridge, 18 University Square, Indianapolis, Ind. 8

**REBUILT
CASH REGISTER CO., Inc.**

Cash Registers, Computing Scales, Adding Machines, Typewriters And Other Store and Office Specialties. 122 N. Washington, SAGINAW, Mich. Repairs and Supplies for all makes.

For Rent—Two new stores, Flint, Mich., 19x60 ft. Steam heat. Fine location. W. T. Kelley, 1602½ N. Saginaw, Flint, Mich. 1

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

If you are thinking of going into business, selling out, or making an exchange, place an advertisement in our business chances columns, as it will bring you in touch with the man for whom you are looking—THE BUSINESS MAN.

DICKRY DICK THE SCALE EXPERT. MUSKEGON, MICH. 939

KWIT YOUR KICKIN

About business. Have an Arrow Sale by

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

CASH For Your Merchandise!

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

PARTNER WANTED—Old established manufacturing business in St. Louis. This is no get rich proposition, but one of the best investments in St. Louis if you want a permanent, reliable business. \$20,000 or over required. Prefer man who is capable of taking entire charge of selling end of business. Address Box 694, care Central Station Post Office, St. Louis, Missouri. 988

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

**You Make
Satisfied Customers
when you sell
"SUNSHINE"
FLOUR**

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

**Genuine Buckwheat Flour
Graham and Corn Meal**

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

R. & F. Brooms

**THE
DANDY
LINE**

Also
B. O. E. LINE

Prices

Special ----- \$ 8.00
No. 24 Good Value 8.50
No. 25 Velvet -- 9.50
No. 27 Quality... 10.75
No. 22 Miss Dandy 10.75
B. 2 B. O. E. -- 10.00

Freight allowed on
shipments of five
dozen or more.

**All Brooms
Guaranteed**

Rich & France

607-9 W. 12th Place

CHICAGO, ILLINOIS

Big Brother of Newaygo Portland Cement Co.

The stockholders of the Newaygo Portland Cement Co. have decided to erect and conduct a duplicate cement plant at Manitowac, Wis. In pursuance of this purpose, the stockholders will authorize a \$1,000,000 bond issue, covering both plants, probably bearing 7 per cent. interest. The bonds will probably be underwritten by the following houses:

First Wisconsin Co.
Old National Bank.
Michigan Trust Company.
Grand Rapids Trust Company.
Fenton, Davis & Boyle.
Howe, Snow & Bertles.
Perkins, Everett & Geistert.

As the physical assets of the Newaygo Portland Cement Co., at Newaygo, are appraised at \$900,000 and the company has on hand \$450,000 it recently received from the sale of its water power at Newaygo to the Commonwealth Power Co., the assets behind the bonds will be so largely in excess of the bond obligation, that the bonds will probably be absorbed within three days after they are offered to the public. Another enormous asset the company enjoys is J. B. John, the manager, who is conceded to be the most remarkable man in his line of business in the United States.

The Missing Link.

Smith: "Sir, could you tell me if there is a man in this hotel with one eye by the name of John Head?"

Jones: "Maybe I could help you. Do you know the name of the other eye?"

Northville—The Globe Furniture Co., Ltd., has merged its business into a stock company under the style of the Globe Furniture & Manufacturing Co., with an authorized capital stock of \$60,000 common and \$15,000 preferred, of which amount \$45,000 has been subscribed and paid in in property.

Detroit—The Auto Combination Lock Co., 3620 Gratiot, as been incorporated with an authorized capital stock of \$25,000 common and 5,000 shares at \$5 per share, of which amount \$10,000 and 5,000 shares has been subscribed and paid in, \$10,000 in cash and \$25,000 in property.

Grand Rapids—The Grand Rapids Cabinet Co., First and Alabama streets, has merged its business into a stock company under the same style, with an authorized capital stock of \$125,000 common and \$250,000 preferred, all of which has been subscribed and paid in in property.

Grand Rapids—The Teesdale Glue Co., 1517 Robinson Road, S. E., has been incorporated with an authorized capital stock of \$20,000 preferred and 500 shares at \$1 per share, of which amount \$8,800 and 300 shares has been subscribed, \$280 paid in in cash and \$4,900 in property.

Benton Harbor—The Benton Harbor Chemical Co. has been incorporated to manufacture and sell a mixture for killing flies, insects, etc., with an authorized capital stock of \$10,000, of

which amount \$3,500 has been subscribed and \$1,000 paid in in cash.

Vermontville—Guyette Bros., who recently purchased the A. B. Simmons meat market, are building an addition to it and installing a modern refrigerating plant.

Vermontville—Charles H. Lamb has removed his hardware stock from the L. P. Lamb building and consolidated it with his stock of general merchandise.

Honesty Best Policy.

In the streets of a Southern city there recently met a couple of darkies and, during the course of their conversation, one remarked to the other: "Yessuh, I's done proved dat honesty is de best policy, after all."

"How?" demanded the friend.

"You remembers dat dawg dat I took?"

"Shore, I remembers."

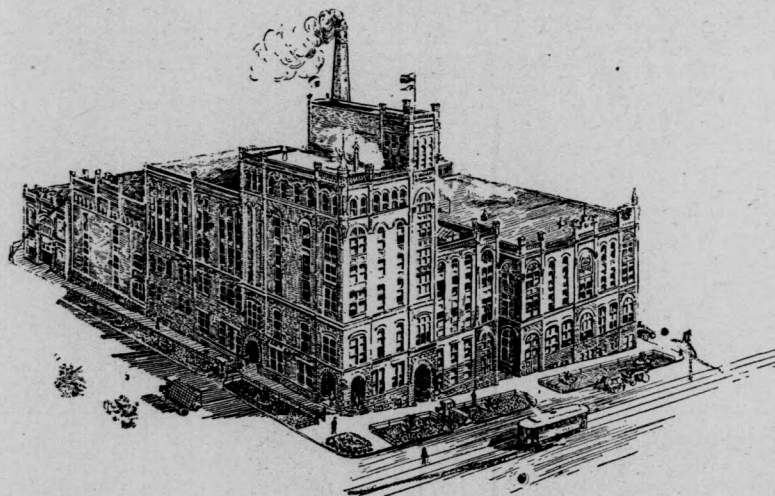
"Well, suh, I tries fo' two whole days to sell dat dawg and nobody offers mor'n a dollah. So, like an

honest man, I goes to de lady dat owned him, an' she gives me three dollars and fifty cents."

It is one thing for you to want the customer to come again, and it is another to make the customer want to come again. The latter is up to you.

Clinton—Edward Meyers has sold his bakery. The name of the purchaser has not been learned.

It is always the woman of forty who calls the woman of thirty old.



Richards Storage Company

Grand Rapids, Michigan

\$100,000

7% Preferred Stock Par Value \$10.00

LOCATION:

Corner of Ottawa Avenue and Michigan Street and Ionia Avenue and Michigan Street. The only centrally located warehouse in Grand Rapids with a full block on Michigan Street from Ottawa Avenue to Ionia Avenue, with 224 feet on Ionia Avenue and 195 feet on Ottawa Avenue. This location is very advantageous, being one block from Court House, two blocks from City Hall and two blocks from the new Hotel Rowe.

BUILDING:

The warehouse consists of two buildings of brick, steel and concrete construction, entirely fireproof throughout, the building on Ionia Avenue is from four to seven stories and the building on Ottawa Avenue is five stories. Large steel and concrete vault for silverware and other valuables. Special facilities for Pianos, Victrolas (heated), for Rugs (moth proof), for Trunks, Chests, Etc., for Automobiles and Trucks. Special facilities for shipment of carload lots.

IMPROVEMENTS:

The buildings are being improved to make them in every way the most modern storage plant in Michigan, new elevators of 10,000 pounds capacity are being installed, also new heating plant. When completed we will have 150,000 SQUARE FEET OF FLOOR SPACE. THE LARGEST STORAGE WAREHOUSE IN MICHIGAN.

MANAGEMENT:

The officers and directors of this company are experienced men who are familiar with the requirements and prospects of this business in Grand Rapids. Mr. Richards, the company's president, is an experienced storage man, having been connected in the past with the Shank Storage Co. Every man in the organization has a record for successful business achievements in high-class, legitimate local enterprises.

FUTURE OUTLOOK:

The storage companies now operating in Grand Rapids are doing a capacity business. In fact, the several existing companies cannot hope to keep up with the needs of this growing city. The Richards Storage Co. brings to this field the largest and best built structure for storage purposes—of massive brick, stone and steel fireproof construction with deep walls capable of withstanding any strain that can possibly be put upon them with strength to spare. The confidence inspired in the minds of the public will quickly win business with people who are particular about the building where they store their precious valuable household effects.

For information, call on or write

CHAS. E. NORTON

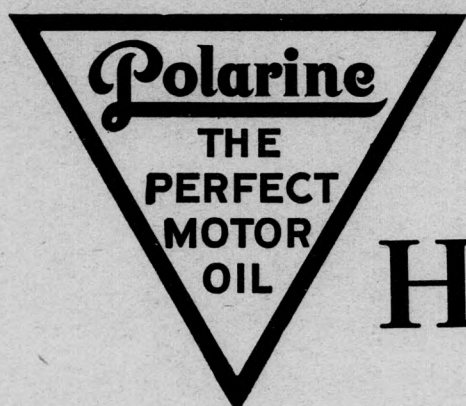
INVESTMENT SECURITIES

CITIZ. PHONE 51384—BELL MAIN 1073

521-22-23 Michigan Trust Bldg.

GRAND RAPIDS, MICHIGAN

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.

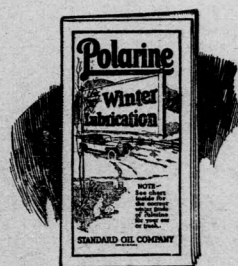
Heavy oil congeals in cold weather and does not flow easily through the lubricating system. Unless the correct winter grade of oil is used, some parts of your engine may operate without oil until the heat from the engine causes it to flow readily. Scored cylinders, burned bearings and a host of other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

937 S. Michigan Ave.

Michigan Branches at Detroit, Saginaw, Grand Rapids

Chicago, Illinois

Visitin' Round

WITH
KELLY CLIENTS

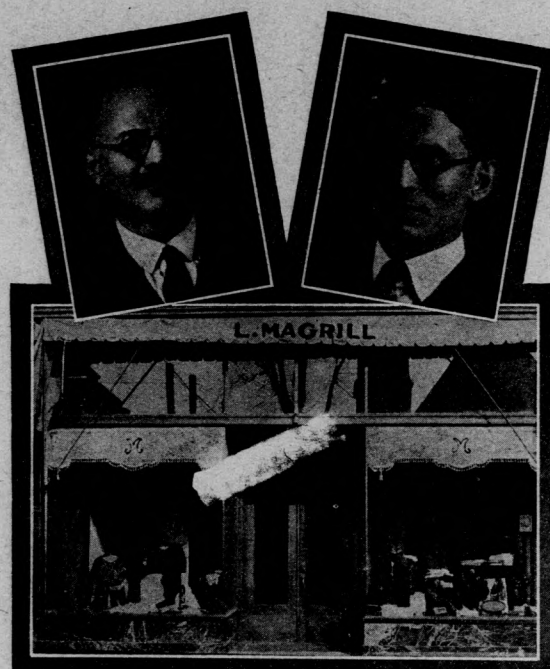
THE student of our early American History is familiar with the story of Pocahontas, the beautiful Indian maid who lives in our history, poetry and prose by saving the life of Captain John Smith, the early Virginia Governor. It has fallen to the picturesque mountain town in Virginia to be named after this Indian beauty.

THIRTY-FIVE years ago Mr. L. Magrill, proprietor of Magrill's Quality Shop of Pocahontas, came to America from Moscow—an artisan in his trade as a fine tailor. Twenty years later he came to Pocahontas from New York and opened a tailor shop. In the ten years that followed he made by hand suits for many of the most prominent men in the country who came to this coal field to speculate and develop the "black ricks" that lay hidden in the mountains.

FIRED with a determination to succeed, Mr. Magrill walked over rough mountain trails from one place of coal operation to another taking orders for hand tailored suits that to this day are still talked of as the work of a master workman.

BUT with the development of the rich coal fields from little hole-like mines to great modern underground workings, came the opportunity thru discarding his trade to make big money in the retail game. Mr. Magrill's first stock was only \$2,500.00 but it was \$2,500.00 worth of nationally advertised merchandise such as Kuppenheimer Clothes, Stetson and Mallory hats, Crossett Shoes and Manhattan Shirts.

A FINE trade resulted from mine operators and men who bought the best in spite of those who always give the man of wide vision "six months to last." Mr. Magrill carried from his tailor shop days the desire to give the best at a close margin of profit and today Magrill's Quality Shop



is known thruout the Pocahontas coal fields as on of the few places where the best in men's and women's shoes, clothing and furnishings can be bought.

MR. M. Magrill, the junior member of the firm and manager thru his shrewd buying and managing has helped in a big way to build up the fine business enjoyed.

AN auto accident six weeks ago in which the senior Magrill was injured has incapacitated him for six months. This has caused the detraction of both of the Magrills from their business, so—

KELLY Service was called upon to take charge of business. Both the Magrill's report the following results—the firm has been boosted ahead four months in volume of business in dollars and cents and every obligation against the store has been cleaned up.

MAGRILL'S will be glad to tell you what this internationally known service did in their store and they will tell you in an unbiased manner the value they place in the new customers that have been served during their recent campaign.

ADVICE from you as to the size and nature of your stock will bring full details of Kelly Service as it will operate in your store. No obligations.

T·K·KELLY SALES SYSTEM
MINNEAPOLIS·MINNESOTA
U. S. A.