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GRAND RAPIDS
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MICHIGAN TRADESMAN

PUBLISHED WEEKLY

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Forty-first Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 10, 1923

Number 2090

Nearer God's Heart

The Lord God planted a garden
In the first white days of the world,
And he set there an angel warden
In a garment of light unfurled.

So near the peace of Heaven,
That the hawk might nest with the wren,
For there in the cool of the even'
God walked with the first of men.

The kiss of the sun for pardon,
The song of the birds for mirth—
One is nearer God's heart in a garden
Than anywhere else on earth.

Dorothy Frances Gurney.

HEKMAN'S

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

GROCERS—Your customers know and enjoy Hekman baked goods. You can simplify sales and multiply profits by concentrating on this line.



Hekman Biscuit Co.
Grand Rapids, Mich.

ONE IN TEN THOUSAND—

Mr. James H. Boyce, Memphis, Tenn., won a prize in the Fleischmann Health Contest, just ended. He wrote:

"Soon after starting to eat yeast my body began daily to free itself of poisons and waste in a very easy, natural, healthful way. My strength returned, my weight increased, my complexion is good. I have the health Nature gives—Nature in the person of Fleischmann's Yeast."

Still bigger prizes—the prize of increased yeast profits for the grocer—are yet to be won.

Go after them by advocating Yeast-for-Health.

THE FLEISCHMANN COMPANY

Yeast

Service

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.



DAY BY DAY

the popularity of Larabee's Best Flour is growing. This is due not only to the excellence of the flour itself, but also to the whole-hearted advertising efforts we are putting behind it. You need

Larabee's Best Flour

if you are conducting a service grocery today.

Distributors of LARABEE'S BEST FLOUR

Rademaker-Dooge Grocer Co.	Grand Rapids, Mich.
Hume Grocer Company	Muskegon, Mich.
Nelson & Matthews	Carson City, Mich.
McMorran Milling Co.	Port Huron, Mich.
Abrams Burt Co.	Eaton Rapids, Mich.
Richard Early & Son	Kalamazoo, Mich.
Phillips Produce Co.	Battle Creek, Mich.
Tanner & Daily	Bay City, Mich.
Beaverton Elevator Co.	Beaverton, Mich.
Breckenridge Farmers Elevator Co.	Breckenridge, Mich.
Harrington Coal Co.	Holland, Mich.
Michigan Butter & Egg Co.	Lansing, Mich.
Merrill Farmers Elevator Co.	Merrill, Mich.
J. A. Kenney & Son	Mt. Pleasant, Mich.
F. Mansfield & Co.	Remus, Mich.



MICHIGAN TRADESMAN

Forty-first Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 10, 1923

Number 2090

MICHIGAN TRADESMAN

(Unlike any other paper.)

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

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly By
TRADESMAN COMPANY
Grand Rapids
E. A. STOWE, Editor.

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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.

The Farmer Might Think it Over.

To the outcries of the distressed wheat farmer there are two conceivable rejoinders. The harsher answer would be to tell the farmer that his present troubles are largely of his own making and that relief must come largely through his own efforts: Magnus Johnson in an interview last week said of the flush times of three years ago: "It was a period of speculation, and we speculated with everybody else." The farmer's plaint against violent and unjust deflation by the Federal Reserve is the plaint raised by manufacturers and merchant two years ago. But in the case of business men the protest did not go beyond the registration of a temporary grouch. Business men took their losses and buckled down to the task of rebuilding, with results apparent in the commercial field to-day. The harsh reply to the farmers would be to go ahead and do likewise.

That, however, would be too harsh an answer. The wheat farmer is in distress, and we must do something more than throw his past sins in his face. But what the farmer should be very definitely told is that he cannot expect relief from the outside until he has himself decided what is best for him in the present emergency. Recently, for instance, Gray Silver, representative of the Farm Bureau Federation, suggested that the War Finance Corporation should buy or guarantee foreign securities to enable foreign countries notably Germany, to purchase our agricultural products. But only a few days ago Magnus Johnson sniffed at the argument from foreign trade and was willing to let our whole export business go by the board if only we had the right "domestic policies."

Where, then, does the Western farmer stand on this question of con-

ditions in Europe as affecting his own welfare? For many painful months and from many sources he has been reminded how intimately his own well-being depends on the restoration of order and health in Europe. But the farmer has given himself over to the isolation preachers and the entanglement shouters. Efforts to restore to him the foreign market which he needs so badly have been denounced by him as the machinations of Wall street. He has preferred to go in for tariff nostrums that have only raised the prices he has to pay, without affecting the prices he receives for his products.

The very least one can ask of a man in distress is that he shall have an intelligent understanding of his case. And the simple fact is that the farmer has not been intelligent. Co-operative marketing will help him. Freight rates adjustment may help him. But one definite form of relief will come when the farmer rids himself of that stupid fear of "entanglement" with which the politicians have inoculated him and recognizes that everything the United States can do to help Europe promises substantial relief for himself.

Comparative Pea Pack of the United States.

	1922	1923
Wisconsin	7,042,000	6,966,000
New York	2,137,000	2,541,000
Indiana	268,000	367,000
Michigan	455,000	392,000
Maryland	489,000	591,000
Ohio	225,000	384,000
Illinois	516,000	586,000
N. J. & Delaware	153,000	199,000
California	496,000	239,000
Utah	751,000	918,000
Minnesota		254,000
All others	510,000	516,000
Totals	13,042,000	13,948,000

The pack is the largest ever produced, which statement is not so important when it is realized, as is the case, that there was no hold or carry over from the 1922 pack and that the output of 1923 is already well sold out.

There is some buying of canned tomatoes in cans of the various sizes, but buyers are under the impression that canners have advanced the prices too high to secure a rapid consumption and that sales of canned tomatoes with the retail trade will be slow.

There is considerable buying in canned milk, which buyers and sellers think is about at its lowest price point for the season. Fall test milk in tall cans, forty-eight to the case, is purchasable at \$4.25 a case. The advertised brands are of course higher and are held at \$4.85 a case.

The National Wholesale Grocers' Association has sent out a referendum postal card asking all the wholesale grocers in the United States, whether members of that association or otherwise, to vote upon four plans for the

disposition of swelled or spoiled canned foods, viz:

A—The graduated percentage allowance plan.

B—The return of labels plan.

C—The flat ½ per cent. allowance plan.

D—The return to zone warehouse plan.

This referendum, is of course, to be used in conference with the canners, to establish a plan for the disposition of swells and spoils, and it is to be inferred that the National Canners' Association will also send out a referendum to all the canners.

Demand is lively for extra standard canned corn and for fancy canned corn, and brokers are busy finding qualities that exactly suit the exacting views of buyers who want canned corn for their private labels.

Now and then a lot of corn bobs up to the surface which can be bought for 85c f.o.b. cannery, but when the samples are shown it is usually found that it is not worth even that much, but that it has been trimmed so closely to the cob that it is fit only for stock food.

John A. Lee.

Farm Prices and Freight Rates.

To the long list of remedies proposed for the ills of agriculture must be added another. Secretary Wallace suggests a drastic reduction in freight rates on agricultural products intended for export. This simply means that the American railroads are to be deprived of revenue in order that the foreign consumer may get his American farm products cheaper. It is a case of robbing the American Peter to pay the foreign Paul. A direct Government subsidy to an industry rarely has any sound economic basis; but it is infinitely worse to have the Government compel one private industry to subsidize another. If a careful investigation by the Interstate Commerce Commission should disclose the fact that the freight rate on agricultural products or for that matter on any other commodity, is more than the traffic should bear, the rate structure should be readjusted, but not merely for the benefit of the foreigner.

In connection with the question of freight rates on farm products, it has also been suggested that the entire rate structure should be studied with a view to its readjustment to changes that have taken place in commodity values in recent years. The underlying idea is that commodities like building materials and house furnishings, whose average prices stand at about 80 per cent above the pre-war level, can bear a relatively higher rate than farm products and foods, whose price levels are from 35 to 40

per cent. above the pre-war average. The theory behind this is that the freight rate should be based on the value of the service, and that the value of the service may have a relation to the value of the commodity handled. Like other theories of this sort, this one cannot be applied rigidly. To raise rates on some of the higher priced commodities, such as building materials, for example, would not be feasible at a time when every sort of encouragement is being given to construction work in order to reduce the housing shortage. It has been suggested that this principle should be applied only in so far as it would raise rates on non-essential commodities. In other words, raise rates on luxuries and lower them on grain. The whole subject bristles with complications, but it will soon demand the Government's careful consideration.

Handkerchiefs Have Sold Well.

The major portion of the holiday requirements of handkerchiefs has already been booked, according to prominent local wholesalers. Jobbers have been sending in reorders and retailers, in some instances, have already begun to feature handkerchiefs suitable for gifts. In women's handkerchiefs there is still a strong demand for the solid colored numbers. There is said to be a growing tendency to favor white handkerchiefs having only colored borders or small colored blocks. Embroidered merchandise is particularly good at this time. Linens dominate in the materials in favor. A steady business is being done in men's handkerchiefs, in which a novelty is being shown in the form of one with a permanent lustre. This handkerchief is made of fine Egyptian cotton and has a highly mercerized wash-proof finish. It is designed to retail at 35 cents.

Booking Holiday Shirt Orders.

Progress is reported by shirt manufacturers in booking orders for holiday merchandise. The smaller localities have almost entirely placed their business, but the stores in the larger cities still have to do considerable buying. Striped shirts are being pushed, and some success is being met with, although the solid color vogue, which has prevailed for the past two years, is still strong. It appears that one trade obstacle to the return of colored pattern shirts is that they will involve carrying a larger stock in order to afford variety of customer choice. Just what will be the reaction to stripes for Spring is yet to be determined, and retailers so far have been inclined to go slowly in their purchases for that reason. Prices of leading lines are somewhat higher.

IN THE REALM OF RASCALITY

Cheats and Swindles Which Merchants Should Avoid.

Many merchants in Michigan have discovered that a file of the Tradesman kept in a conspicuous place in their offices is a pretty effective obstacle in the pathway of shady characters who seek to embroil merchants in crooked deals. The moment a merchant protected in this manner is approached by a smooth stranger he walks toward his pile of Tradesmans and remarks:

"Seems to me I have read something about you in the Tradesman. Let me look over the paper for a few weeks back and see if I am mistaken."

If the man is a crook he quietly withdraws and slips out of the store with as little ceremony as possible. Nor does he turn up again, thus showing that he has been played up in the Realm of Rascality department and the trade properly warned to beware of him.

Postema Bros., hardware dealers at New Era, are the latest victims of the contemptible scoundrel who masquerades under the name of F. W. Wilson, representing the bogus Inter-State Nursery Co., of Fostoria, Ohio. As usual, the amount is small—only \$5.30—but the circumstances are especially exasperating.

This week information comes to the Tradesman regarding a fourth check fiend who is now working in Michigan. The latest report regarding his operations in Michigan is as follows:

"Check forger working Jackson. Watch out for him. Uses name of A. D. Truman (Thurman). Is about 25 years of age. About five feet eight inches tall, fair complexion, good looking. Is in habit of buying two or three dollars' worth of merchandise and tendering a check of \$25 or \$30 in payment. Checks turned in so far have been written on plain ordinary checks from Peoples National Bank, signed by J. E. Murray. Mr. Murray uses printed checks. If you receive any checks of this nature, kindly call this office or authorities and detain the party. Don't let him get you. You get him."

Morrice, Oct. 4.—In your issue of Sept. 19 you make mention of the National Remedy Co. and it interested me, as I had some of the goods on my shelves. It was the first that I had thought of them as a swindle, but the minute I read your editorial I knew I was stung and to-day I receive a statement from the house, requesting pay for them. Do you know when the agent came and wished me to put the goods on the shelves and then once or twice a year he would come through and check up and I would pay for what was sold. I had no more thought about it than a baby would have when his nurse hands him his bottle: and when I looked at the pictures of the fat cows with their udders filled with taking a dose of Cow Tone and the packages with the frisky horses on the labels, they looked all right to me; but now when I pass them the cows do not look so well and the hogs pictured on the bottles have a mean look to me. I no longer like the smell of the powders. I do not

know whether it will be best to bury the stuff one package every night until it is all gone or to keep it always in my sight so I will know better than to get caught again by some stick agent—and this one surely was a pleasant cuss.

I enclose a copy of the letter that I wrote to the company. I do not suppose that it will pay me to stand a suit in the county court, but I am going to put some good money after bad and show these chaps up in their true light. This is a town of about 400 people with good farmers all around it and a prosperous farming community. Crops are pretty good this fall and business so far year. I could probably get the this year is better than it was last names of some of the near-by merchants for witnesses if I needed them.

W. E. Davis.

The letter above referred to, which the writer sent to Maumee, is as follows:

Hand. I have been expecting it, as Morrice, Oct. 4.—Your statement at I read an item in the Michigan Tradesman under the heading of Realm of Rascality, mentioning your firm as one to look out for. I have the money to pay a good lawyer and to try out this case before a jury of twelve farmers, with plenty of good reliable witnesses on hand to prove what I say in regard to this contract.

W. E. Davis.

Some Far-Reaching Changes in Merchandise Distribution.

In the opinion of some business observers the experience of 1920-21 have possibly led to a permanent change in methods of merchandise distribution. They say that the former custom of retailers of placing one big order for each season may never be fully re-established. Retailers have found it advantageous to buy in smaller quantities, and to buy more frequently, and it is only when there is doubt of their being able to obtain their requirements later that they depart from this policy. One trip of the buyer to the big market to see what is on the cards for the coming season and then the use of the telegraph and the long-distance telephone at frequent intervals with less risk of inventory loss and calls for a smaller amount of credit accommodations at the retailer's bank. Better transportation facilities have strengthened this custom. The use of motor trucks has been one factor, and the improvement in the freight-handling facilities of the railways has been another. Though the trade volume is increasing, retailers are likely to hold to their new custom, at least until another boom period comes and leads to feverish buying on the assumption that there are "not enough goods to go around."

A recent news item from England stating that the use of the quill pen in one of the county courts had been abandoned for the sake of economy affords an illustration of the cheapening of articles of necessity by modern machine methods. The price of a steel pen is but a small fraction of what an earlier generation had to pay for its quill. Notwithstanding the complaint of the high cost of living people might live much more cheaply to-day than their ancestors were able to do fifty years ago if they were willing to live in the same simple way. They pay more to-day because they demand so much more.

All this may be trite, but it has



Walker
MUSKEGON
MICHIGAN

**Makes
Good
Chocolates**

MILLER MICHIGAN POTATO CO.
Wholesale Potatoes, Onions

Correspondence Solicited

Frank T. Miller, Sec'y and Treas.

Wm. Alden Smith Building
Grand Rapids, Michigan

Maximum protection for the money, and adjustments are always made promptly

Mary J. Field Company

Grand Rapids Representative

Auto Owners Insurance Company

Bell Main 1155

514-515 Widdicomb Bldg.

Citz. 65440

WATKINS LETTER SHOP

TELEPHONES
Citizens 64-989
Bell Main 1433

304-7 Industrial Bank Bldg.
GRAND RAPIDS, MICHIGAN

Multigraphing
Form Letters
Addressing
Filing in
Mailing



**There will be more
successful grocers**

when every housewife finally learns to which store to go for FRESH GOODS.

There are profits for every grocer who keeps his stock always fresh, pure and palatable.

The public is getting wiser every day. Schools and newspapers are teaching the value of freshness in food. We do our share by using fresh ingredients, by packing and shipping all goods while they are still fresh, and by filling every order promptly.

Help along. Buy frequently. Keep your stock fresh.

**NATIONAL BISCUIT
COMPANY**

"Uneeda Bakers"

its application to a question that is now frequently discussed by economists and business statisticians. Prices generally cheapened during the nineteenth century because of improved methods of production that came with the Industrial Revolution. Now there is a limit to which such cheapening can go, and it is maintained by one group that we are very near that limit if we have not already reached it. Henceforward, it is said, increasing production can be carried on only at increasing cost per unit; industry has reached the point of diminishing returns.

If the foregoing view is correct, the conclusion is inescapable that prices during the next generation must tend toward higher levels, just as during the nineteenth century, except for interruptions during two periods of war, the long run trend was downward. Everything in this argument depends, of course, on the validity of the premises. If the end of industrial improvement is near, greater production to keep pace with the growth of population can be effected only at increasing cost. Prices, then, must rise, and eventually real wages must decline, and with them the standard of living. The only way, then, to maintain living standards would be to keep down population. This is a gloomy view, but no gloomier than that of some of the economists of a century ago, whose outgivings caused Carlyle to refer to economics as "that dismal science." Those economists happened to be wrong. They failed, through no fault of their own, to foresee the great industrial progress ahead. It is possible that their present-day successors have likewise failed to foresee something.

In view of what has been done even since the war in improving production methods it would appear that the burden of proof is on those who maintain that progress in this direction has passed its zenith. But even if the rest of the twentieth century should not be characterized by such important inventions and innovations as those of the nineteenth, there still remains much that can be done in promoting economy in production. In this field modern industry has as yet just made a beginning. The survey of waste in modern industry made by a group of American engineers some time ago gave some idea of the extent to which further economies are possible. The present demands of labor for higher wages and the resistance of consumers to higher prices are serving as never before to direct attention to economies and to more efficient organization. The prophets of diminishing industrial returns with higher production costs and the consequent rigors of Malthusianism have not presented a convincing case.

Frank Stowell.

Adrian—The Adrian branch of the Electric Auto-Lite Co., has started manufacturing operations in the new quarters on West Maumee street. Along with the opening of the additional manufacturing space the company is planning to more than double its present force of 150 employees.

From the Retail Dry Goods Association.

Lansing, Oct. 9.—On our trip last week we made calls on members in Charlotte, Vermontville, Woodland, Hastings, Hickory Corners, Augusta, Battle Creek, Athens, Colon, Sturgis, Bronson, Quincy and Hudson. Made some collections from certain members who were a month or two in arrears. Found that our friend, R. J. Bolster, had purchased the Riley store, at Climax, and had taken possession. Arrived in Battle Creek in time to visit the style show at Jacob Weickgenants' new store. You should see this fine store. Got acquainted with the new manager at Toeller's, Coch Melancon—received a very cordial welcome and the assurance of continued membership in our Association. We believe that Mr. Melancon will be a very strong and helpful addition to our organization. Our member, C. W. Centner, at Battle Creek, reported a loss by burglary of several coats. Entrance was gained through skylight and exit by rear door. Mr. Centner now has the skylight securely barred.

At Bronson we were pleased to learn that our member, Mr. Stegmaier, had completely recovered from his recent severe illness. Found Miss Virginia Powers in charge of the store of her deceased father, R. D. Powers. At Colon we visited the factory of the Lamb Knitting Co.

We are quoting from the bulletin of the Retail Merchants Credit Bureau of Saginaw, some advice regarding collections, as follows:

"When a person runs an account of \$12 and pays \$10 there is a balance left of \$2. If they buy \$12 more and pay the same \$10 the balance is \$4. When you keep on adding this way it is what we call pyramiding an account. Pyramiding is one of the worst traps the credit seeking public has to face. The person who pyramids an account suddenly realizes that the bill is so large he doesn't dare to buy any more, and he can't pay it all at once—so he goes to another store and starts over. The first creditor waits in vain.

"Grocers, meat dealers and department stores suffer the most from pyramiding accounts but every business man runs into it. There is only one way to stop it and that is to stop pyramiding before it passes the second month. Look over your accounts every month and when you see one that is getting top heavy because the payments are less than the new items charged, call it to the customers attention.

"Tell them in a nice way that their account is getting too large to handle and you would consider it a favor if they would either pay more or charge less. Any honest customer will appreciate your warning them of the dangers of a pyramided account. The ones that kick about it don't deserve credit. You know a man's position and salary how much he can afford to pay a week or month. If you give him more credit than he can stand or allow him to pyramid, you are not only doing him an injustice but taking chances of losing the account.

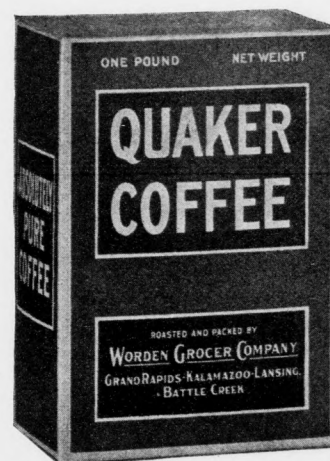
"The pyramids belong in Egypt—not here."

We are advised by A. K. Heidelberg, of the firm of Uhlman & Heidelberg, of Oxford, that he has purchased a stock in Big Rapids, Michigan, and will locate there late in October. We wish Mr. Heidelberg the best of success and believe that he will succeed in Big Rapids. He asks us to advertise Wednesday, October 17, Group Meeting at Ludington. Thursday, October 18, Group Meeting at Muskegon.

Mark your calendar for these dates, if you are within driving reach of these fine West Michigan cities.

J. C. Hammond,
Mgr. Mich. Retail Dry Goods Ass'n.

$\frac{1}{3}$ of 1,000,000 Pounds



Nothing speaks so eloquently of **QUAKER QUALITY** as the every increasing demand for **QUAKER COFFEE**.

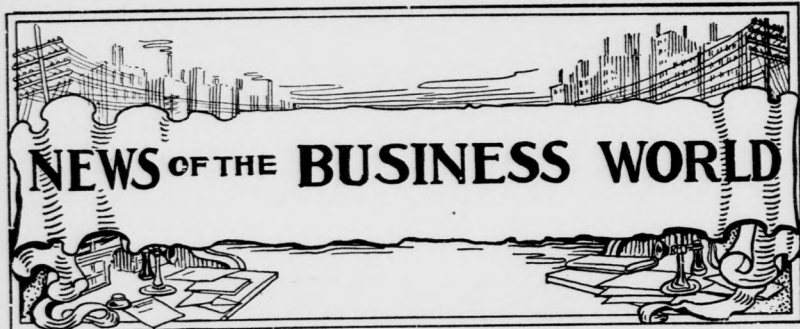
A third of a million pounds of **QUAKER COFFEE** were roasted and packed last year by

WORDEN GROCER COMPANY

Grand Rapids

Kalamazoo—Lansing—Battle Creek

The Prompt Shippers.

**MOVEMENT OF MERCHANTS.**

Marion—Jay Bates will shortly engage in the grocery business.

Traverse City—C. A. Gardner succeeds Frank King in the grocery business.

Lansing—Scott, Cochran & Scott has changed its name to the Scott Construction Co.

Three Rivers—R. A. Ely succeeds L. C. Brent in the battery, electrical supplies, etc., business.

Menominee—The Limestone Products Co. has increased its capital stock from \$25,000 to \$150,000.

Lansing—The Atlantic & Pacific Tea Co. has opened a branch store at 1002 East Franklin avenue.

Bad Axe—The Farmers Elevator & Produce Co. has increased its capital stock from \$30,000 to \$60,000.

Custer—Fire destroyed the Robinson Bakery, entailing a loss of about \$9,000, partially covered by insurance.

Detroit—The Detroit Dry Kiln Co., 200-18 Dubois street, has increased its capital stock from \$100,000 to \$200,000.

Charlotte—Hennings, Knapp and McFarland have engaged in the auto top, trimmings and auto painting business.

Detroit—The Cummings-Moore Graphite Co., 69 Buhl Block, has increased its capital stock from \$50,000 to \$100,000.

Port Huron—The John L. Fead & Sons Co., 1635 Poplar street, woolen mills, has increased its capital stock to \$400,000.

Cooks—The Inwood Township Marketing Association has changed its name to the Inwood Marketing Association.

Hubbardston—W. White is erecting a store building which he will occupy with a stock of fresh and salt meats about Oct. 20.

Hartford—Ernster Bros. have sold their creamery to Anthony Miller, formerly of Elkhart, Ind., who will take possession Nov. 1.

Ypsilanti—Benton Jorgenson, recently of Grayling, has opened an auto accessories, supplies and parts store at 6 North Huron street.

Lowell—C. F. Van Dusen, recently of Calumet, has leased a store in the King block which he will occupy with a stock of bazaar goods Oct. 15.

Hastings—M. L. Pierson has engaged in the cash and carry grocery and meat business in the store building formerly occupied by the Star Grocery.

Detroit—The Stay-Bilt Structures Corporation, 72 Buhl building, has been incorporated to deal in building materials, supplies, etc., with an authorized capital stock of \$50,000, of which amount \$25,000 has been subscribed and \$3,000 paid in in cash.

Lansing—Sam Chervin has opened a wholesale and retail fresh fish and sea foods store at 115 East Allegan street, under the style of the Lansing Fish Co.

Marion—George Kanouse, who has been engaged in the meat business for several years, has closed his market. He has sold his cream business to Jay Bates.

Greenville—O. M. Baker, bookkeeper and clerk for W. F. Burns, at Hotel Phelps, has purchased a half interest in the furniture and business of the hotel.

Chesaning—I. Schonmuller has purchased the store building which he has occupied with his clothing and men's furnishings stock for the past fourteen years.

Negaunee—Albert J. Bice has sold his news stand, confectionery and fruit stock to his nephew, John Bice, who will continue the business at the same location.

Lansing—The M. J. & B. M. Buck Co., furniture dealer, is celebrating its seventy-fifth anniversary this week. It was established Oct. 8, 1848 by Daniel W. Buck.

Burr Oak—The Oak Tire & Rubber Co. has been incorporated with an authorized capital stock of \$50,000, \$5,000 of which has been subscribed and paid in in cash.

Royal Oak—The First Commercial Building Co. has increased its capital stock from \$50,000 to \$150,000 and changed its name to the Finance Corporation of Royal Oak.

Detroit—The Cliff Coal Co., 3-146 General Motors building, has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Detroit—The Universal Cooler Co., 954 Book building, has been incorporated with an authorized capital stock of \$200,000, \$1,000 of which has been subscribed and paid in in cash.

Pontiac—The Wolfman Millinery Co., 54 North Saginaw 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—I. B. Chandler has leased the store at 104 North Grand avenue and will occupy it with a large stock of clocks of all kinds under the style of the Clock Store. It will be opened Oct. 15.

Lansing—E. W. Collier and A. F. Lee have leased the store at the corner of Lenawee and South Washington avenue and engaged in the auto accessories, parts and supplies business under the style of Collier & Lee.

Caro—Robert Paul, dealer in men's furnishing goods, clothing, etc., has made a voluntary assignment of his

stock to Attorney H. H. Smith, for the benefit of his creditors. Mr. Smith is closing out the stock at special sale.

Lansing—The Ivory Drug Store, corner of Michigan and Pennsylvania avenues, has been purchased by Wendell Phillips and Hiram DeVrees who will continue the business under the style of the Phillips & DeVrees Pharmacy.

Kalamazoo—The Charles Marks Co. has leased the store building at 137 South Burdick street and will occupy it with a stock of dry goods, notions, women's ready-to-wear garments, etc., opening it for business Oct. 13.

Lansing—The Shoe Market, 109 East Michigan avenue, has asked the appointment of a receiver and permission to dissolve the corporation. The corporation is composed of H. P. Knisley, E. T. Conway and I. A. Jackson.

Detroit—Essery-Reynolds, 10218 Twelfth street, has been incorporated to deal in autos, auto accessories, parts and supplies, with an authorized capital stock of \$15,000, of which amount \$5,500 has been subscribed and paid in in cash.

Lansing—In honor of the celebration of its 66th anniversary, the Simons Dry Goods Co. is holding a special sale, using a window trim which takes the history of the store back to the start in a little building in North Lansing in 1857.

Kalamazoo—The H. B. Marks Co., 107 West Water street, has been incorporated to deal in mens, womens, children's wearing apparel, millinery, etc., with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Detroit—The Wolfe & Eggert Co., 1430 Griswold street, has been incorporated to deal in office furniture, fixtures and supplies, with an authorized capital stock of \$10,000 of which amount \$5,000 has been subscribed and paid in in property.

Galesburg—The Galesburg Coal & Lumber Co. has been incorporated to conduct a wholesale and retail business with an authorized capital stock of \$10,000 common and \$15,000 preferred, of which amount \$21,000 has been subscribed and paid in in property.

Detroit—The Dodson & Card Co., 3025 Howard street, heating systems, plumbing, refrigerating, etc., has merged its business into a stock company under the same style, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in, \$500 in cash and \$4,500 in property.

Sunfield—F. N. Cornell, merchant, who was severely injured recently when his axe struck him after hitting a clothes line, had hardly recovered from the blow when he accidentally backed through an open trap door in his store. Cornell was doing some work in the basement and came upstairs to answer a telephone call, neglecting to close the door. Forgetting that it was open, he started to back across the space and fell a number of feet. His side and back were badly wrenched.

Ishpeming—J. L. Bradford, shoe and clothing merchant, had a narrow

escape from death, Sunday, when his car left the road and turned over, a short distance this side of L'Anse. He escaped with only minor injuries, but the car was badly damaged. Mr. Bradford left here early that morning, alone, to drive to Trimountain to the home of his daughter, Mrs. Whitmore. In some unknown manner the car left the highway and went into the ditch. Mr. Bradford was able, after some little time, to get free of the wreck and make his way to a farm house near by. He was later taken to L'Anse, where his injuries were attended to by physicians, and that afternoon he continued his journey to Trimountain.

Manufacturing Matters.

Detroit—The General Shock Absorber, 1340 Chalmers avenue, has changed its name to the Noshok Co.

Grand Rapids—The Welch Manufacturing Co., 1514-41 Madison avenue has increased its capital stock from \$400,000 to \$475,000.

Grand Rapids—The Grand Rapids Office Chair Co., 37-45 Logan street, S. W., has changed its name to the Superior Furniture Co.

Detroit—The Columbia Motors Co., 12141 Charlevoix avenue, East, has increased its capital stock from \$6,000,000 to \$6,000,000 and 600,000 shares no par value.

Detroit—The Quality Candy Co., 1357 Sherman street, has merged its business into a stock company under the same style, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in property.

Lapeer—The Lapeer Bow Co. has been incorporated to manufacture and sell metal and wooden bows for automobile tops, auto accessories, etc., with an authorized capital stock of \$10,000, of which amount \$7,000 has been subscribed and \$5,000 paid in in cash.

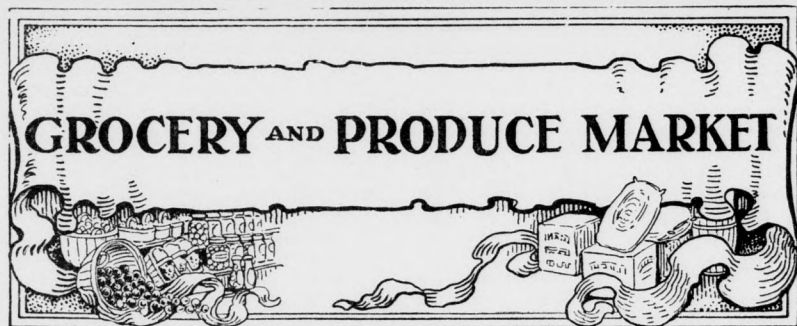
Ironwood—The deepest and probably the largest underground mine in the world is being opened up in the Gogebic iron range, between Bessemer and this place. The shaft, when completed, will be 4,000 feet in depth—1,000 deeper than any other iron mine in this country. Nearly two and one-half years will be required, working every day in the year, to complete the shaft alone. It will be known as the Geneva mine.

Port Crescent—The Port Crescent Sand and Fuel Co. has been organized with \$200,000 preferred stock and \$400,000 no par common, and has bought 550 acres of sand deposits near this place. The incorporators are Webster I. Sallee, Mark T. McKee and Max B. McKee, of Detroit, and M. C. Hartway, of Mount Clemens, and it is planned to ship 375,000 tons of sand each year for smelting copper and making glass. Four boats have been chartered and about sixty men will be employed.

Wise Beyond His Years.

"When water becomes ice," asked the teacher, "what is the great change that takes place?"

"The greatest change, ma'am," said the little boy, "is the change in price."



Essential Features of the Grocery Staples.

Sugar—Local jobbers hold granulated at 10¼c. The Federal Sugar Refining Co. has reduced the price of granulated to 9.15c and will take some business at 9.10c. Other refiners quote 9¼@9½c, but all would doubtless sell at 9.15c. Practically all can now make prompt delivery, but buyers are not interested, owing to offerings of second hands as low as 9.05c. Selling of beet refined as low at 8¼c is one unsettling factor, another being the report that about 44,000 bags of American Refined are being shipped back from the United Kingdom.

Tea—The market has not developed any features during the past week. The demand has been rather light, speaking generally, although some buyers are coming into the market every day. Prices, however, are still very strong, without additional change for the week.

Coffee—The market in this country has responded to firm cables from Brazil and shows a slight fractional advance, though not large. This refers to Rio and Santos coffees, sold green and in a large way. The jobbing prices for roasted Brazils are unchanged, with a fair demand. Mild coffees show no change for the week; moderate demand.

Canned Fruits—A better tone is to be found in California fruits, a direct reflection of conditions on the Coast. Cannerymen have higher ideas than buyers and are not pressing sales, while local traders are not inclined to stock up ahead freely at going prices. There is a fair spot movement and distributors think that the market after Jan. 1 will show improvement. Pineapple is rather quiet but it feels the effects of increased firmness in the West and the short deliveries of some packers.

Canned Vegetables—Tomatoes have made sensational strides since the flush of packing was passed. The crop is reported to be of fine quality with no over-supply over contracts. There is no pressure to sell and in fact a determination to hold which is being felt in advance. While \$1 2s and \$1.50 3s have not occurred there is a tendency in that direction. Maryland has no surplus and in fact a deficit which has broadened the territory in which Southern goods are sold. California has been advancing her quotations and now many canners will not confirm at less than \$1.20 on No. 2½s or \$4 on No. 3s. The trade has followed the market and has been buying steadily. Corn is short this season of expectations in the pack of white varieties and such favor the seller. Those distributors

who waited until the close of the season before covering have to pay a 10c premium for fancy Maine corn where they can still get the goods. Southern and Middle Western standards ruled firm all week and sold well. The shortage of standard peas has resulted in cleaning up first hands and now the drift is toward resales. Nothing really cheap can be had. Extra standards have felt the effect of this situation and are now regarded as a good buy. String beans are firm with limited offerings. Asparagus tips are more a case of quality than brand indicating that the market favors the seller.

Canned Fish—For the first time this season Alaska pink salmon shows signs of life, both for transient and later use. The market is firm and no cheap lots are to be had on the Coast. Reds so far have not been much affected. Chums have sold fairly well right along. Chinooks remain steady. Maine sardines are firm with considerable difficulty to buy at inside quotations being encountered. There is no surplus for immediate shipment at the factory as most packers will accept orders only for deferred shipment. As the packing season is nearing its end the chances of a surplus are in doubt. Shrimp is also firm here and at primary points with more enquiry for large sized blocks. White meat and striped tuna fish are short of requirements and both are wanted. There is no surplus of blue or yellow fin, but it is easier to buy those types than the others.

Dried Fruits—The 1923 prune crop is not grading out the expected percentage of large sizes. Types above 50s are in much lighter proportion than other lines, while 20s in the California pack are limited in assortments to 1 per cent., a mere handful in an assorted car. Oregon 30s are in about the same position and few Northwest packers are willing to quote on that size. There is naturally some criticism at the assortments which California packers have prescribed, but sellers say that they are unable to do any better, as gradings have forced the present restrictions. Independents are following much the same percentages of large sizes as the association, but there is a shade the advantage in some independent assortments, just as there is also in prices. Business following opening prices has not been as heavy as some expected because of the handicap of assortment and price, but the trend has been to concentrate on the carry-over, which in the ultimate course of the market may prove advantageous to packer and distributor. Old crop shows more firmness, especially in the large sizes. Jobbers say that retail

distribution is increasing and they regard the outlook as hopeful. Considerable strength is developing in apricots and resales of new crop are reported back to the Coast in a small way. Most holders of early contract fruit, however, are asking too much of an advance to cause trading. The strength is more on the Coast than on the spot. Peaches and pears rule firm and are working into a better position at the source. Raisins are quiet. While there is buying by distributing and manufacturing outlets it is mostly against actual needs and not so much in advance of present requirements. Currants rule steady.

Rice—No important increases in stocks have occurred and with a shrinkage in offerings quotations of late have worked upward. Offerings at primary points are also restricted and the same strength as on the spot is to be found in the South. While domestic has been firm, foreign rice has been easy and has been only in hand-to-mouth demand.

Beans and Peas—The bean market is generally strong, partly because of rumors of heavy Government purchases for naval use. California lima beans are about 1c per pound above the opening prices and are strong and active. Pea beans show an advance of at least ½c; demand fair. The crops are generally not large. Limas are short and white beans are only fair. Marrows are also quiet at pretty high prices. Green and Scotch peas unchanged; fair demand.

Syrup and Molasses—Good grades of molasses suitable for the grocery business are selling regularly and steadily at well-maintained prices. Good sugar syrups are scarce and prices are, therefore, steady to firm. The demand is seasonably fair. Compound syrup shows an advance of about 10 points; business is good.

Cheese—The cheese market is firm at prices ranging about ¼c per pound over last week. The consumptive demand is only fair. Stocks in storage are reported to be considerably more than they were a year ago. The production is reported to be about normal. We are of the opinion that we will not have much change in the price of cheese during the coming week.

Provisions—Everything in the smoked meat line is steady, with a light consumptive demand at prices ranging about the same as a week ago. Both pure lard and lard substitutes are quiet at unchanged prices, with a light consumptive demand. Barreled pork, dried beef and canned meats are steady at unchanged prices.

Olives—A careful survey reveals the fact that stocks of Spanish green olives, both here and abroad, are lower than at any previous time in the past fifteen years. In other words, the carryover at the end of each year has always been greater than present existing stocks which will have to supply the demand for the next four or five months. Stocks remaining in Seville are negligible, the larger portion being held by packers in this country, who have supplied themselves with barely enough to carry their trade through the rest of the

year. The growing crop is reported quite satisfactory up to this date. However, no one can tell so early what the outturn will be. At best, olives from the new crop cannot be properly cured and sufficiently aged to make them available for bottling before February or March. The conflict now raging in Spain may affect the quantity which curers will see fit to prepare, as wages are high and conditions very uncertain. The advertising campaign of the olive association is to continue with increasing volume during the fall and winter.

Salt Fish—The new offerings in current catch of New England mackerel are in market on a very attractive basis owing to the very large catch. The demand has taken hold of this fish to some extent. No change in Norway and Irish mackerel; demand fair. Other lines of salt fish are unchanged.

Resumption of Fall Activities.

Grand Rapids Council is starting out the season in good shape. Saturday evening Nov. 3, the Council will give a stag supper in the Council hall on Ransom street. The supper will be good and there will be plenty of eats and smokes for everybody.

The entertainment committee is digging up some special features and you will be entertained as well as fed.

The You See Tea Club will have a special program at the 12:45 luncheon at the Pantlind Saturday, Oct. 13. Pat Duncan of the Kiltie band, of the Scotch Highlanders, will sing. James Sinke, Director of Public Safety, will speak at this luncheon. The entertainment committee is composed of:

Walter M. Burgess, President.
John Olney, Vice-President.
John D. Martin.
Dan Vieregiver
Homer Bradfield.

This is the fall rally and opening meeting. The luncheon costs you 75 cents per plate. All travelers and their families are welcome.

No. 131 is preparing for the dances. The dance committee appointed Saturday night consists of:

H. C. Penny, Chairman.
Dan Vieregiver.
A. V. Telder.
W. O. Cascadden.
H. C. Gilb.
A. C. Kayser.

The dance schedule will be announced very soon.

M. O. Cascadden.

Where Young Men Fail.

A. D. White, statistician for Swift & Co., recently expressed the following pungent estimate of the modern young man and woman:

"Lack of sense of responsibility, unwillingness to work hard, lack of thoroughness, false notions about salary and promotions and lack of principle characterize 90 per cent. of the young men and women who apply for positions to-day, and for this reason this large percentage fail to hold their first jobs."

If you omit prices from your advertising and show cards you can count on people thinking your prices are high, and probably they will think correctly.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Oct. 1.—On this day was held the special meeting of creditors and sale in the matter of Herman J. Pinney, Bankrupt No. 2337. The bankrupt was present in person and by attorney. Various creditors and buyers were present in person. The original offer of \$400 was raised to the sum of \$410 and sold to E. S. Allen, of Bradley. An order confirming the sale was made. The special meeting was then adjourned without date.

On this day also was held the final meeting of creditors in the matter of Leslie E. Sankey, Bankrupt No. 2135. The bankrupt was not present. The trustee was present in person. No creditors were present. The trustee's final report and account was considered and approved. An order was made for the payment of administration expenses as far as the funds on hand would permit, there being no funds for the payment of any dividends to creditors. There was no objection to the discharge of the bankrupt. The final meeting then was adjourned without date. The case will be closed and returned to the district court.

Oct. 2. On this day was held the first meeting of creditors in the matter of G. Charles Butterworth, Bankrupt No. 2348. The bankrupt was present and by attorney. No creditors were present. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. C. C. Woolridge was elected trustee and the amount of his bond placed by the referee at the sum of \$100. The first meeting was then adjourned without date. The trustee has been directed to investigate the collectability of the accounts receivable, the sole asset of the estate and report as to their value.

Oct. 2. On this day was filed the amended final report and account of the trustee in the matter of William H. Spears Bankrupt No. 1964. There were no appearances. The trustee's report and account was approved and allowed. An order was made for the payment of administration expenses and a final dividend to creditors of 33.59 per cent. There was no objection to the discharge of the bankrupt. The case was then closed without date and will be returned to the district court.

On this day also was held the first meeting of creditors in the matter of Robert N. Hughes, Bankrupt No. 2345. The bankrupt was present in person and by attorney, F. C. Miller. One claim was proved and allowed. The bankrupt was sworn and examined without a reporter, from which it appeared that the estate has no assets other than those claimed as exempt to the bankrupt, therefore the exemptions were confirmed to him and the estate closed and returned to the district court.

Oct. 3. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of John Steehagen, Bankrupt No. 2362. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of Grand Rapids and is a laborer. The schedules filed by the bankrupt list assets in the sum of \$250, all of which is claimed as exempt to the bankrupt, with liabilities in the sum of \$557.45. The court has written for funds and upon receipt of the same the first meeting will be called, and note of the same made here. A list of the creditors of the bankrupt is as follows: Clyde W. Hipp, East Jordan --- \$23.50
W. A. Boss, Ellsworth --- 250.19
Gutman Hardware Co., East Jordan 96.00
Strobel Bros., East Jordan 36.32
Estate of Robert O'Brien, G. R. --- 50.00
William Rrenth, Ellsworth --- 101.44

Oct. 4. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Reuben Eli Norton, Bankrupt No. 2363. The matter has been referred to Benn M. Corwin referee in bankruptcy. The schedules list assets of \$2383, of which \$250 is claimed as exempt to the bankrupt. The court has written for funds for the first meeting and upon receipt of the same the first meeting of creditors will be called, and note of the same made here. A list of the creditors of the bankrupt is as follows:

Dale Rolfe, Bellevue	\$ 5.50
Morris Green, Quimby	3.50
Carl Brown, Battle Creek	15.00
Helen Wyle, Vermontville	4.50
Frank Green, Quimby	265.00
Joseph Hurd, Nashville	106.50
Cox & Spice, Charlotte	100.00
C. F. Norton, Nashville	1606.00
Cushman Auto Sales Co., Battle Creek	27.50
Peters & Munger, Charlotte	18.00
C. L. Glasgow, Nashville	45.00
C. F. & S. M. Norton, Nashville	4003.64
Albert Green, Morgan	45.00
Tumpkins Blacksmith Shop, Vermontville	300
Floyd Ripley, Vermontville	85.00
Brows Elevator, Bellevue	14.75
Blackmans Garage, Bellevue	7.75
Allen Haven, Bellevue	4.00
Max B. Allen, Battle Creek	20.00
Waters Hardware, Battle Creek	3.00
A. K. Zinn, Battle Creek	6.75
Strong & Barker, Battle Creek	25.00
Harris Bros., Battle Creek	16.65
Claude Van Ackor, Battle Creek	10.19

Montgomery Sales Co., Battle Creek	15.00
Dr. Brown, Nashville	25.50
Dr. Shilling, Nashville	50.00
Fishers Garage, Nashville	12.50
Chas. Quick, Nashville	7.50
Floyd Evarts, Nashville	2.35
C. L. Glasgow, Nashville	70.59
H. Waring, Nashville	4.76
Cool & Hinckley, Nashville	8.00
J. Lane, Nashville	10.00
Hannemann Co., Nashville	6.75
Geo. Deane, Nashville	10.35
Wolcott & Son, Nashville	38.70
Cortright's, Nashville	7.00
Citizens Tel. Co., Nashville	15.00
Co-Operative Creamery Co., Nashville	1.36
Eddie Liebhauser, Nashville	15.00
Fred White, Nashville	20.00
Dr. Miller, Nashville	9.75
Matthew Bros., Grand Rapids	3.50
L. C. Cook, Nashville	10.00
Dr. Maynard, Nashville	1.75
Standard Oil Co., Grand Rapids	40.50
Fisher Lumber Co., Battle Creek	8.75

Oct. 4. On this day was held the adjourned meeting and sale of the assets in the matter of John J. Mishler, Bankrupt No. 2300. The trustee was present in person. Several bidders were present in person. The one Nash truck and the Oakland sedan were sold to A. R. Siegel for \$4100. An order was made confirming the same. The special meeting and sale was then adjourned without date.

Oct. 6. On this day was held the final meeting of creditors in the matter of La Verne Turner, Bankrupt No. 2292. The trustee was present in person. Fred Raymond and Emil B. Gansser were present. Claims were allowed. The trustee's final report and account was approved and allowed. An order was made for the payment of administration expenses so far as the funds on hand would permit. There was no objection to the discharge of the bankrupt. The final meeting was then adjourned without date. The case will be closed and returned to the clerk of the court.

In the matter of Grand Rapids Knitting Mills, Bankrupt No. 2295, the trustee has filed in court his report of an offer of \$10,000, from Van Dyke Knitting Co., of Milwaukee, Wis., for all of the machinery and equipment and furniture and fixtures of the estate, appraised at \$30,865.93. The date fixed for the sale is Oct. 15. All interested should be present at the office of the referee on the date and at the time stated. The trustee and referee have an inventory.

In the matter of Chas. Van Assche, Bankrupt No. 2358, the funds for the first meeting have been furnished and such meeting will be held at the office of the referee Oct. 17.

In the matter of Day W. Richmond, Bankrupt No. 2360, the funds for the first meeting have been received and such meeting will be held Oct. 17.

In the matter of John W. Teets, Bankrupt No. 2334, the funds for the first meeting have been received and such meeting will be held at the referee's office, Oct. 17.

Detective System Which Halts Store Thieves.

Detroit, Oct. 9.—Shoplifters, forgers and others who prey upon the big stores are finding their operations seriously hampered by the Retail Stores Mutual Protective association's new plan of campaign.

Under the old system a shop detective who spotted a suspicious character would watch him as long as he remained in the store, and there the detective's responsibility ended. Under the new system devised by John W. Chandler, manager of the association, the detective follows the man until he can tip him off to the detective of another store. No words pass between the detectives, just a significant look and a nod in the direction of the suspect. Then the second detective takes up the chase. One man had to be watched by five different detectives before he was finally captured.

Three suspicious characters were spotted by a woman detective in a fur store, and she followed them. They visited several other fur stores which kept no detectives and the girl followed them until they returned to their rooms on Cass avenue. The police were notified and all three of them were arrested on suspicion. One of the men, Edward Brennan, was released by Judge Jeffries on a writ of habeas corpus, and a few hours later a telegram was received from an Ohio penitentiary that he was wanted there.

By that time he had left town. The other two, James Dehr and his wife, were "shown up" to all the shop detectives and then released.

The went straight to the railway station.

Publication of the scheme of the man whom the stores call the "Telephone Shark," led to the arrest of a suspect. A merchant received a telephone message to send half a dozen silk shirts to the third floor of a big downtown office building. Having heard of the man who ordered stuff in this way and took it by force from the messenger the merchant sent two clerks ahead of the boy to be in readiness.

The man apparently saw that he was watched for he told the boy to go with him to the bank and he would pay the bill. The clerks got on the same elevator but their zeal outran their discretion and they pitched on the man. A policeman was called but there was no charge against the man and he was let go, but no further messages of that kind have been received by any store.

A woman tendered a check for \$89 in a department store, but before cashing it the cashier looked up the cards from the Protective association and there he found one that described the woman in detail. He had the woman wait while he called a policeman and had her arrested.

The association is not only sending out a card to each of its members describing every new crook it hears of, but is also sending cards to similar associations in Cleveland and Toledo, and several crooks have been arrested in these cities as a result. Chandler is taking steps to effect a national organization to exchange information as to crooks, and to have all shoplifters and forgers shown up to the shop detectives.

One of the rules will be that every crook detected must be prosecuted. Merchants must not allow themselves to be hoodwinked by tears or cries. Such an organization, Chandler says, would be more effective than that of the police, for the information would go direct to the people who come into direct contact with the crooks.

Small State and Small Town Men.

Grandville, Oct. 9.—Small towns and states produce great men.

As a rule our greatest statesmen have come from the small town and many of them from the smaller states of the Union. For instance, there is the rugged rock-bound state of Maine.

Many of the most noted men of the Nation were natives of Maine. In this connection I quote from one of her eminent sons, Thomas Brackett Reed:

"Here's to the State of Maine, settled mostly by the blood of Old England, but always preferring liberty to ancestry; a strong old democratic state, yet among the first to give liberty to the slave. May her future be as noble as her past. Here's to the state of Maine, the land of the bluest skies, the greenest earth, the richest air, the strongest, and what is better, the sturdiest men, the fairest and what is best of all, the truest women under the sun."

Eulogy sufficient is it not? And every word true.

Although comparatively a small state, yet Maine comprises in area about half of New England, and we may know of its patriotism from the fact that the blood of its patriotic sons has reddened the soil of the Nation's battles from Bunker Hill to the last skirmish in the land bordering the Rhine in old Europe.

It showed its "sand" in raising troops for the celebrated "Aroostic War," back in 1839, when real hostilities were threatened between Great Britain and the United States.

Many battles and skirmishes took place within the boundaries of Maine during the Revolutionary war while it was known as the district of Maine.

Falmouth, now Portland, was destroyed by the British in 1775. The first time the British flag was struck

to Americans on land or sea was the capture off Machias, Maine, of the British war ship Margaretta by the American ship Unity. The latter was commanded by Captain Jeremiah O'Brien, of Machias, often called the "Father of the American Navy," and for his notable achievement he was given a vote of thanks by Congress.

Small as it is the state of Maine cut not a small figure in the establishment of the United States of America and her men have a high place on the page of history.

Commodore Edward Preble, of Portland commanded the American squadron at Tripoli which defeated the Barbary pirates. He was received on his return to the United States with great distinction and was given a vote of thanks and awarded a medal by Congress.

Maine was admitted into the Union as a state March 15, 1820.

Henry Wadsworth Longfellow, America's greatest poet, was born at Portland. A score of authors whose names are household words throughout America are and were natives of Maine. Among them we might name a few noted women writers: Elizabeth Akers Allen, author of "Rock Me to Sleep, Mother," and other famous poems; Rebecca Sophia Clark, well known juvenile writer under the nom-de-plum Sophie May; Sarah Payson Parton, known as Fanny Fern.

Among her statesmen we will name a few: Thomas Brackett Reed, America's greatest parliamentarian, born at Portland; John D. Long, former Secretary of the Navy, born at Buckfield; Isreal Washburn, Jr., Civil War Governor and noted Congressman, born at Livermore. Dozens of others of equal prominence might be mentioned. Certainly a goodly array for one little state.

A large majority of the great men of America were citizens of small towns. To enumerate them would be to fill columns with names of the most prominent men and women from the earliest period to the present time.

The small town and the small state are where genius and reliability flourish unhindered, and where great minds have leisure to hatch out great thoughts, which link mankind to the Immortals.

The state of Massachusetts teems with great names, yet she is no larger than some of our Western counties.

President Harding was a small town man, as is also his successor, Calvin Coolidge. If ever the United States is wrested from the grasp of labor unions and capitalistic profiteers it will be through the combined efforts of the small state and small town statesmen.

Think of it for a moment. Imagine Abraham Lincoln springing from the heart of New York or Chicago. The human mind cannot conceive of such an incongruity.

The great West, with its wide expanses, its ranches, sawmills, railroads and giant buildings is the product of men who were born and reared among rural or small town scenes and not the fetid city atmosphere.

In presenting facts with regard to our National life I do not mean that no good can come out of Nazareth—the big cities of America.

Very few of our presidents were big town men. We have to except Roosevelt, of course, and perhaps a few others; but in the main our great men, presidents, statesmen, poets, artists, painters, sculptors and the like, were and are a product of the small town.

The boy who lives in a small town, on a farm, in the wilds of New Mexico, at the far ends of this great country of ours need not despair. One look at the face of Abraham Lincoln will assure the homeliest boy that his chance for a place among the stars is not fettered because of plain features or a home among the lowly. Old Timer.

E. J. HARTMAN CO.

MANUFACTURERS OF

CLOAKS

Ladies, Juniors and Childrens

156 West Jefferson Avenue

DETROIT, MICH.



Hudson Seal
Sealine Coney
French Coney

Muskrat
Raccoon
Plush

Carola
Bolivia
Velour

All kinds of cloth coats for ladies, children and juniors.

We have 10,000 coats always on our racks.

Prices same as New York.

Write us and we will send you assortment on ten day consignment.

We have everything in furs to meet your requirements at popular prices.

In dealing with us you are assured of newest styles and lowest prices.

Many original styles for sport and automobile wear in all the leading cloths always on hand for immediate delivery.

E. J. HARTMAN CO.

DOMESTIC NEWS BETTER.

Business news continues to be of a mixed character. Domestic news during the past week was generally better, while news from Europe was not quite so good as in the preceding week. The announcement of the cessation of passive resistance in the Ruhr has not brought the improvement in the Franco-German relations that was at first expected, and some of the gains by the foreign exchanges and foreign bonds which followed this announcement have not been held. The domestic markets meanwhile have given a good account of themselves. Although cotton reacted sharply after the publication of the Government's estimate of a 11,015,000-bale crop, prices rallied somewhat in later trading when it became evident that even with the increased yield the crop will be insufficient to sustain consumption on the scale of the previous year. Grain prices were firmer, with corn at one time selling near a dollar, owing to the scarcity of old-crop corn and the late maturity of the new crop. The only domestic markets showing a tendency to increasing softness are those for bituminous coal, coke, and pig iron. The demand for soft coal and coke has naturally slackened with the end of the strike at the anthracite mines. Some slight irregularity in steel prices has also appeared. There has been some shading in sheets, but quotations for heavy rolled products have held firm. The middle of the week witnessed a sharp rise in security prices and a greater volume of trading in the stock market, but this was attributed largely to short covering rather than to any increased participation in the market by the general public.

One sign of good business is the steady decrease in business failures. The showing with regard to business failures in September was the best in nearly three years. In fact, the showing for the whole third quarter is the best since the last quarter of 1920, while that for September is the best since November, 1920. During the period of war-time prosperity the number of failures was abnormally low. Some one has said that at that time it required a positive genius to lose money. Although business depression had its start in the spring of 1920, this was not reflected in a higher mortality rate for business until the beginning of 1921, when the necessary year-end settlements began to bring trouble. The mortality rate continued high throughout 1921 and 1922, and even tended to increase after business had definitely begun to improve, because this necessitated a clearing up of the wreckage in the wake of the storm. The sharp decline in the rate in recent months affords unmistakable evidence that business is on a solid basis.

Another sign of good business is seen in the car loadings, which for the fourteenth time in eighteen weeks have passed the million mark. In no other year has the million mark been reached more than one time and in 1921 and 1922 it was not reached at all. Of special significance as indicating the state of general trade

are the heavy loadings of general merchandise and miscellaneous freight. In the week ended Sept. 22, the last for which figures are available, loadings of this class of merchandise exceeded those of the corresponding week of 1922 by 56,780 cars and those for 1921 by 90,740 cars. These figures do not tell the whole story, for in addition to the loadings of freight cars with general merchandise there has been an enormous increase in transportation of goods over short distances by motor trucks. Just how much freight is moved in this way that otherwise would be offered to the railroads is not known, but it is sufficient to make the roads feel the competition.

FARMER AND WAGE EARNERS.

A few days ago the legislative committee of the Farm Bureau Federation waited on President Coolidge and told him among other things that it was time to call a halt to the advance of wages. In this there is nothing surprising. It is only a natural feeling from farmers who see the prices of things which they have to buy being forced up by higher production costs, while the things which they have to sell fail to advance proportionately. The farmers know, too, that these higher production costs are due to steadily advancing wages. Present wage levels in mines and factories have their effect on wages paid to farm labor, for the farmer must now pay more in order to hold his labor on the farm. This does not make him any happier, since he knows that he cannot pass on his higher costs to the consumer, as many other producers can, but must sell his product for prices made in a world market. All this is a matter of commonplace knowledge, but it seems to have been overlooked by some of the young radicals who cherish dreams of making the country over by means of a new political party that shall be built up with an alliance of farmers and labor as a nucleus. The thing can't be done that way.

CANNED FOODS MARKET.

Canned food distributors are paying more attention to later requirements because of the numerous evidences which tend to the belief that there will not only be no large surplus to weaken the market later on, but on the contrary such a limited supply that the wise policy is to buy now while present prices prevail. There is nothing like speculative trading in various items as a whole, but more of a tendency to go beyond the hand-to-mouth policy of merchandising. Certainly all commodities are held with confidence in the country and there is not the pressure to sell which is found in a market where the canner is overstocked.

Don't let lack of experience prevent your tackling new propositions. If you do where will you ever get any experience and how will you ever get any farther along?

A man who does me a wrong injures himself; what then, shall I do myself a further wrong by injuring him?—Epictetus.

SALES BY DEPARTMENTS.

Reports of departmental sales by the controllers congress of the National Retail Dry Goods Association show that practically all retail store departments in August showed improvement over the same month last year. The only exceptions were the departments handling neckwear and veilings, notions, and art needlework. Women's ready-to-wear departments showed substantial gains over August, 1922. Some of the most significant increases were: Coats, 15 per cent.; dresses, 13 per cent.; suits, 9 per cent.; misses, 13 per cent., and juniors and girls, 12 per cent. In general, these figures correspond closely with the average increase of all sales by department stores throughout the country. This report of sales by departments, compiled by the controllers' congress, forms a valuable supplement to that of the Federal Reserve Board. By means of it the management of each department store can compare sales in each department of its own establishment with the average in the same community.

As the foregoing facts would indicate, merchandising is on a satisfactory basis. The only line in which there appears to have been any interruption to the normal flow is men's clothing. The unseasonably cool weather last spring caused business in this field to be poor, and the stocks that were carried over to this fall have curtailed forward buying by manufacturers for the coming spring season. Clothing retailers are also buying sparingly for the autumn and winter, but the trade expects good business in heavyweights right through December, on the assumption that winter clothing last year was subjected to such prolonged usage that replacement will be much above the average during the next ninety days. The business for spring in the primary markets has been disappointing, and while this is sometimes referred to as a buyers' strike, dealers declare that it was more a strike of the weather than of the buyer. With normal temperatures last spring the story, they say, would have been quite different.

IS THE BONUS INEVITABLE?

Such arguments against the bonus as those advanced by the National Industrial Conference Board will be easily brushed aside by Commander Owsley. He said last week that selfish business interests would try to fight a delaying battle against adjusted compensation. What if the Conference Board is right in its estimate that the bonus will cost \$3,845,660,000? That is little compared with the profits made by big business while the soldiers were fighting for a dollar a day. What if it will add from \$102 to \$142 for every family to the national debt? The rich will pay most of it. Such are the assertions that will be brought to bear next fall on any Congressman who ares to vote against the bonus.

But practical legislators know that they will have to pass not merely a bonus bill; they will have to pass a tax bill to supply the money. They know that the National Industrial

Conference Board speaks not for wealthy corporations, but for the whole structure of business, from the farmer who sells corn and oats to the retailer who keeps a small shop in Boston or New York. There is no tax bill which will not hit the average man. The sales tax, which some leading bonus advocates want, will hit the poor the hardest. And the intelligent legislator knows that the board is right when it says that a bonus, with consequent inflation, will injure the well-being of the whole population.

The hope for defeating the bonus lies in second thought and non-partisan action by Congressmen. Their first thought will be of the soldier voters—not all, but probably most of them, for the bonus. Their second thought should be of the taxpayers, who will begin to sense the coming blow just about election week in 1924.

Not As It Should Be.

Everybody interested in association work will be interested in the fact that at the last annual convention of the Missouri retailers, there were only fifty-nine accredited delegates present, of which three weren't in the retail business. Think of that for the state of Missouri.

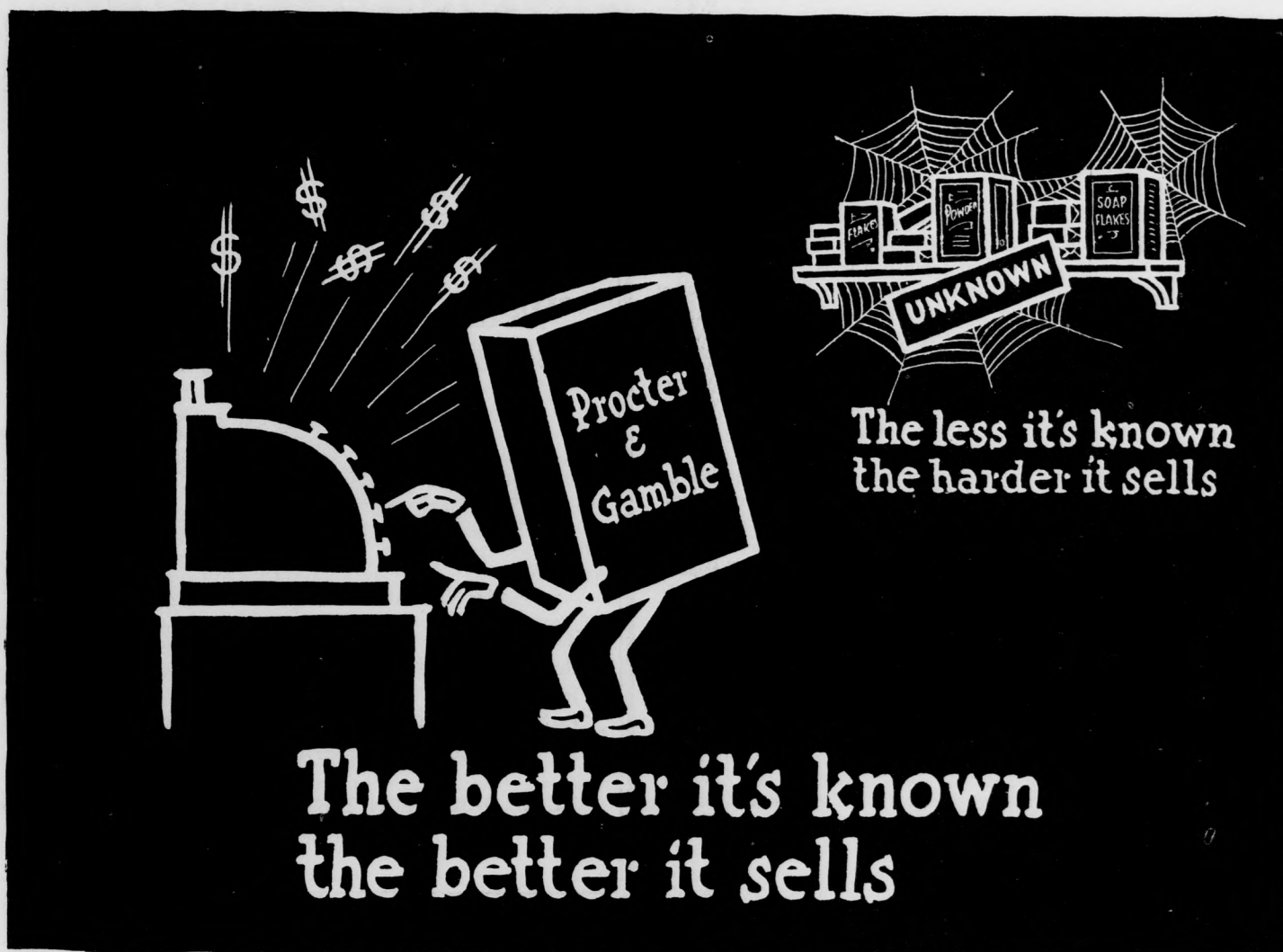
It would be a very useful thing if somebody could go among the retailers of Missouri, and among the retailers of every state, for that matter for in no state is the majority of the trade ever present at a convention, and ask them, "Why don't you take more interest in your state convention?" There is a reason of course. They don't go to the convention because they think it doesn't pay them to go. If it doesn't pay them, they are right in not going, naturally. In that case the fault lies with the convention. If it would pay them the fault is still with the convention for not convincing them of it and getting them there.

A retail member of a trade association that I represent—not a grocery association—told me a month ago that he had been regularly attending trade conventions for sixteen years and in all that time he had not gotten one concrete idea which he could put to practical use in his business. There were often some interesting talks, he said, and it was pleasant to mix with old friends again, but as for being paid in real coin for going, it wasn't there. That was the experience of sixteen years. This man's bump of loyalty is abnormal. The average man would have gone a year or two and then quit—"nothing to it."

Therefore the reason for the fifty-nine delegates in Missouri, the reason why the delegates even to what passes for a live convention always represent the small minority of the trade of the state, is that more often than not nothing lies at the end of the journey. Elton J. Buckley.

It is physically impossible for a well-educated, intellectual or brave man to make money the chief object of his thoughts.—Ruskin.

A great man marvels the the world calls him great.



Who doesn't want turnover instead of left-over?

Who doesn't *prefer* to have a customer name something he has in stock?

Who will question that "the better it's known the better it sells"?

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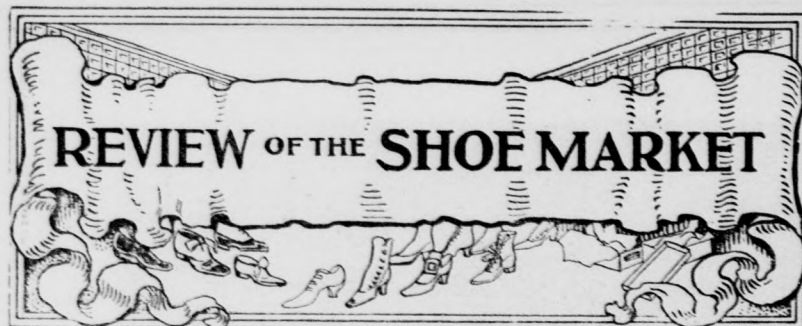
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Los Angeles
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New York
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Pittsburgh

St. Louis
San Francisco
Seattle
Syracuse
Toronto, Ont.





Requires Four Years to Build a Shoe.

Down in Gardiner, Me., there is an old man, John Quinn, employed in a mill where last blocks are made.

John has been doing the same thing for so many years he has become an expert at determining whether blocks are properly air-dried, or have any unseen imperfections. The process is simple. Taking a block in each hand, he knocks them together until the "ring" tells him the condition.

It is almost uncanny to think that John can listen and tell the exact state of something he cannot see.

Last blocks are made from hard or sugar maple of selected growth. Trees must be over 12 inches in diameter at the base, and under 20 inches at the butt, to meet requirements. The limbs and branches cannot be utilized: first, because of size; second, because of knots and wind shakes; and third, they are too crooked. The average maple trees which are particularly adapted to making last blocks do not attain their growth in less than 50 to 100 years. Larger trees, suitable for the larger of last blocks, require as much as 100 years or more to grow the proper size.

Michigan, New York and Maine are the three principal states from which last manufacturers have received their last blocks during the last 25 years. Wisconsin, Vermont and New Hampshire also have substantial supplies of hardwood, used to some extent for manufacturing blocks. Canada has an almost unlimited supply of standing hard maple, which will be utilized when necessary transportation facilities are provided. The Balkan States, Germany, France and a few other countries have wood supplies from which last blocks are made, but none can compare with the American hard wood maple.

It is important to know that the trees, after being felled, must be brought to the mill over the road, because they are too heavy for floating down the river by themselves, and soft wood rafts are impractical. This gives an idea of the hardness of this wood. Logs rarely run longer than 30 feet.

After the logs reach the mill, they are sawed into cylindrical pieces, 14 to 24 inches long, and 12 to 20 inches in diameter. The pieces of logs are either sawed, split or chopped into section resembling a piece of pie, with the exception of the center, which being unfit, is thrown away and used for fuel. The wedge-shaped pieces are generally rough turned in a copying lathe, which reproduces an approximate outline of the finished last. In some cases, however, the last blocks are trimmed by simply removing the bark, and chipping the

wood into pieces large enough to turn out finished lasts. It takes years of practice to center the split blocks to produce the largest rough turned blocks. A competent man can rough turn 1,000 or more blocks a day.

Last block models cover a range of sizes sufficient to produce all kinds, styles and shapes, as well as all widths and sizes of lasts, but are not produced in any variety of styles in particular sizes. The last styles vary so much that it is not practical to consider future styles when the last block models are made. The last manufacturers and the last block manufacturers have worked together to perfect standard last block models which suit the requirements of all concerned to the best possible advantage. Not all ordinary sizes are represented with last block sizes. For instance, there are six separate and distinct sizes of last blocks which cover the usual range of sizes and widths in lasts for mens and women's shoes. The difference between sizes in length is about one inch; other dimensions are in accordance.

After the blocks are rough turned, they are placed in specially constructed air-dry sheds, and allowed to air-dry for from six to nine months depending upon the weather.

The manufacturer must have enough air-dry space to accommodate at least the output for one season. Rough turned blocks should be placed in the sheds a few days after they are turned, if the weather is favorable.

If green blocks are mixed in with partially air-dried blocks, it will cause the partially air-dried stock to absorb some of the excess moisture from the green stock which leaves the blocks during the seasoning process, and thus cause an excessive amount of moulding. Inasmuch as small sizes air-dry much more readily than large sizes, it is essential that the various sizes be kept apart to insure uniformity throughout.

When tests show the blocks are sufficiently air-dried, they are sorted and placed in kilns for kiln drying.

The curing or kiln drying of last blocks presents one of the most difficult and uncertain problems of kiln drying in the allied lumber trades. It is possible to produce first-class air-dried blocks and then lose as much as 80 per cent. of them in the kiln drying process.

Experiments both by the government and private enterprises have proven that the old-time, slow drying method of curing last blocks, taking three or four months time, is the safest and surest at the present time.

Some blocks are taken out and test-

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will reflect this betterment first. Once these shoes are stocked the demands of your trade will keep them in stock thereafter.

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FROM HIDE TO YOU

SHOE MANUFACTURERS and TANNERS,

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ed every few days while the kiln is in operation. These tests include weighing, baking, measuring, etc., and when the blocks contain but five to six per cent. moisture, they are in condition to be shipped. Even after proving themselves apparently, the blocks may be checked badly inside, which can show after shipment.

Kiln dried last blocks are shipped in box cars only, boarded up, sealed and closed. If the roof of the car leaks and water gets in on the blocks, some of them are sure to be damaged, if not ruined. Upon receipt, the last manufacturer unloads the blocks as quickly as possible and stores them in a room where the temperature is 70 to 80 degrees Fahrenheit, day and night, winter and summer, with good air circulation, artificially stimulated, or natural, as is best determined by the weather outside.

The last manufacturer should have enough storage space to carry enough blocks of all sizes for six months in advance of actual requirements. Under ideal conditions, the last block manufacturer delivers the semi-finished product to the last manufacturer in one and one-half years time, from the cutting of the tree. The last manufacturer, in turn, delivers the finished last to the shoe factory in one and a half to two year's time.

Assuming that the conditions are ideal all along the line, it takes four years on an average to produce the foundation for a shoe. Sometimes these figures are shortened, but not often.

The Box Toe—A Hidden Factor.

Since the tip is the most prominent part of the shoe, the invisible backing of that tip is of vital importance. The essential quality here is firmness, and this is achieved to-day mainly by moulding stiffened pieces of felt or canvass over the last and then applying a coat of glue, or some other stiffening material, to make it especially hard.

Sole leather was formerly drawn upon for this purpose, but in recent years the fact of the supply being limited, as well as the desire to eliminate the higher priced factors in average production, encouraged the use of substitutes which have since proved equal to the demands made upon them.

Jaquettes in Steady Favor.

Garment wholesalers comment on the notable favor accorded the jaquette or short coat this season. For early fall retailers bought these garments freely, and, because of an excellent consumer reception, reorders have steadily come in. One of the

main appeals of the jaquette is that its price is considerably lower than the long coat. On certain types of jaquettes, because of this, the demand for basement store sales has been particularly good. Astrakhans are the chief cloths used for jaquettes and fabric jobbers have been active in supplying the recent demand. It is said in some quarters that the vogue of the jaquette will tend to increase the sale of heavier cloth dresses.

Trends in Men's Neckwear.

Considerable impetus has been given to retail sales of men's neckwear by Autumn Neckwear Week. Wholesale buying has been stimulated by the filling of needs for the holidays, and local manufacturers expect the season generally to be satisfactory. Cut silk ties are gaining headway, and in the better grades are particularly good at his time for gift purposes. The higher priced knitted ties are selling strongly, but the public is said to have lost its desire for the cheaper ones. The volume seller is still the silk and wool tie, according to both retailers and manufacturers, and novelty versions of it, particularly the so-called heather effects, are in active demand.

The Usual Cause.

"George and I had a terrible quarrel last night over the observance of our golden wedding anniversary."

"That's too bad. How long have you been married now?"

"Three days."

LOOK---Live Merchandisers

Campaigns arranged to fit any town from 500 to 5,500. My TRADE CAMPAIGN at Millington, Michigan, is in its fifth week. Town of 550, farming trade, getting Wednesday night crowds of 600 people, estimate their increased trade of these weeks as excellent. Their BIG SPECIAL days are yet to come. Mayville, Mich. opened their TRADE JUBILEE, under my supervision on the first of this month. First day's results were very gratifying. These campaigns extend over eleven to thirteen weeks and are financed on a percentage of sales amounting to but one per cent of total sales of all concerns entering same. I will be glad to explain details and furnish positive proofs of results elsewhere, in any trade center where they will make the effort to arrange a meeting of business men. Are you awake? Several towns now on the waiting list. E. B. Davis, North Branch, Michigan.

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Long Swing of Prices Up or Down.

Whether a period of inflation or of further deflation or of relative stability in price levels lies ahead of us during the next five years or so is a question on which economists and business statisticians are utterly unable to agree. There is one group which believes that the trend of prices will be toward the pre-war level just as it was after the American Civil War and the Napoleonic Wars. Those of this persuasion do not base their conclusions merely on historical analogy or repetition, though they see some resemblance between the present and the previous periods. They point particularly to the probability of our large gold holdings being drawn upon heavily by Europe when financial ability returns to that part of the world, and to our new position as a creditor nation with larger imports and therefore with keener competition as influences that will tend to bring prices to a lower level.

On the other hand, there are many careful students of price movements who can see little ahead but higher levels. The large gold holdings in this country, they allege, must eventually bring a certain degree of inflation. They also point to other factors conducive to high prices, such as the new tariff rates, the efforts to cheapen credit for farmers, the demand of labor for higher wages, and the exhaustion of natural resources.

The prophets of a higher price level are right in challenging any conclusion that is based on analogies between the present period and the period of the seventies. Such resemblances often occur alongside of differences that are even more striking. Those who expect a higher price level also point to the strenuous resistance to deflation, noted particularly in the agricultural districts, and they argue that when such a sentiment prevails there is little prospect of any pronounced recessions. Here, however, they are not on firm ground. There was equally strong opposition to deflation in the seventies and in the nineties, but this did not prevent a continual decline in prices. It is

also quite obvious that all the recent schemes which have been put through Congress to aid the farmers in boosting prices have been ineffective. The futures act, the high tariff, the revival of the War Finance Corporation, and the passage of a rural credits act were alike powerless to prevent the coming of dollar wheat. Deflation is unpopular with producers, but the fact of its unpopularity is no insurance against its advent.

The effect of gold upon the future course of prices is a matter on which economists also disagree. From 1897 to 1914 the increasing output of gold was the important factor in bringing on an advance in prices. Since the outbreak of the European war the world's gold production has received a sharp setback. Whether the pre-war rate of production will again be attained in the near future is problematical. There has been some increase in production, but it has not garded as normal before the war. The abnormally large gold holdings in the United States have not produced brought the output near what was re-inflation because they have not been employed as a basis for credit expansion. The country was actually being flooded with gold in a period of extreme deflation. So long as the metal is held here it is a potential influence for inflation. It is possible, however, that when Europe finally returns to the gold standard there will be a scramble for gold, just as there was in the late '70s and the '80s after the formation of the Latin Monetary Union. This, it will be recalled, tended to force prices to a lower level, and a repetition of the occurrence is not impossible.

In considering the future course of prices, one should not lose sight of the consumer. In 1920 he held the whip hand and forced deflation of retail prices, which naturally move more slowly either up or down than the prices of raw materials. While there is opposition on the part of producers and sellers to deflation, there is also at times a sharp manifestation of hostility by consumers to inflation. When prices of building

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A lawyer should draw your will, but we shall be glad to discuss with you its business phases and our services.

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materials began to soar unreasonably this spring, there was a temporary buyers' strike which had a good effect. Likewise, this spring consumer resistance to price advances was strong enough to cause many cotton mills to sell some of their lines of textiles without regard to the high price of raw cotton then prevailing. It was deemed by the mill owners a wiser policy than to suffer a shut-down with its consequent disorganization of labor forces. There are some commodities which are not likely to fall back to the pre-war level, even if the general tendency should be in that direction. One of these is anthracite. Another is cotton. The conditions in the case of these commodities is peculiar, and it would be hazardous to assume that prices in general cannot recede because a few articles seem sure to hold to a permanently higher level.

William O. Scroggs.

Government and Business Confidence

In some quarters it has become a generally accepted belief that business and government have little in common. The opinion of the general public, on the other hand, is inclined to swing to the other extreme.

The term "less government in business" means the least possible interference with the natural functioning of business—no unnecessary investigations. It means that business should be let alone to work out its own salvation under the law.

But laws such as the tariff, taxes, immigration—these have an important bearing on the business situation.

If, therefore, the operation of certain laws affect business, then Government leadership likewise is of great commercial importance.

For instance, there is no question that the handling of the Nation's finances during a very critical economic period has inspired general confidence in the Treasury Department. It means a great deal to the banker and the merchant that the refinancing operations of the Government have functioned almost without a ripple.

Perhaps no department has functioned more smoothly, considering the problems to be solved, than the Treasury Department. This is because the Department is under the direction of a mind that has a broad knowledge of national finances, and also the sound judgment of a trained business man. It is a great assurance of stability to the business interests of the country that such a man as A. W. Mellon sits in the councils of the Administration and it will be well if Congress heeds and adopts the practical suggestions which he has made regarding the modification of tax levies.

Taxes must ultimately be passed along to the consumer. That fact is the hardest thing in the world for the consumer to understand—or rather he perversely insists on misunderstanding it. So leadership in legislation affecting these things is of real importance to business interests.

The confidence of the country in

the administration of its finances encourages business. Congress can likewise furnish incentive by not hamstringing business with harmful and useless legislation.

Dr. Fosdick Assails Horrors of War.

Rev. Dr. Harry Emerson Fosdick strongly denounced war and religious controversy in his sermon last Sunday as follows:

"When one takes Jesus in earnest, he must see that war is the most colossal social sin that we are committing against Him; that war is utterly and irremediably un-Christian; that it means everything that Jesus does not mean, and it means nothing that He does mean; that it is a more blatant denial of every Christian ideal of God and man than all the theories atheists could devise.

"When one takes Jesus in earnest he must see that all these quarrels between High Church, Broad Church and Low Church, are nothing if Christians do not tackle this supreme moral issue of our time—Christ against war.

"For myself, the more I ponder war, its causes, methods and results, its debasing welter of lies, hatred and cruelty, its horror when it is here and its futility in the end to produce any good thing, the more difficult I find it to imagine any circumstances under which I should feel justified in participating in another war."

Day by Day.

Two students on a train were telling about their abilities to see and hear. One said: "Do you see that barn over there on the horizon?"

"Yes."

"Can you see that fly walking around on the roof of that barn?"

"No, but I can hear the shingles crack when he steps on them."

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54,000 SATISFIED CUSTOMERS

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GRAND RAPIDS SAVINGS BANK
THE BANK WHERE YOU FEEL AT HOME

Things To Consider in Locating the Causes of Fires.

Firemen often overlook the importance of determining whether doors and windows were locked or unlocked. When the evidence absolutely proves incendiary origin, the suspect usually pleads that he was absent at the time and that enemies or robbers must have set the fire. It becomes important to know the condition of doors and windows, whether there is any indication of forced entrance, whether there are evidences of robbery. In planning a crime a man usually overlooks some little detail which may prove his undoing if it is detected. Often he musses up things to indicate robbery, but cannot prove that anything was taken. And frequently he leaves every window and door securely fastened.

Another thing to note is whether furniture was arranged in such a way as to impede the firemen. Often beds and tables are placed against or near the doors. Also look for evidence of removal of furniture.

There will be occasions when finger print evidence would solve a case. In fact, finger print evidence is not used as often as it might be. The door knobs and the plant itself may yield the prints which will clinch the case. Therefore, do not allow anyone to touch things about the premises in a suspicious case and do not permit a plant to be handled. It may be that finger prints will be the only chance of connecting up the guilty person. We have had some cases this year where hose has been cut and nozzles stolen before the fire was set and in such cases the nozzles, if found, may yield the prints. They may also be found on the doors, axes and other things about the fire station which the crook may have touched in his operations.

One of the very important things which is often overlooked is the careful observing of people at the fire and how they act. Your business at the time of the fire is to extinguish it as soon as possible. You concentrate on that and do not have time to stand

around as observers. Nevertheless, someone should do this. It perhaps is the duty of the police officer to attend to this, but as a rule the policeman figures that it is his duty to keep the crowd back and prevent disorder. Some likely member of the fire department should be designated to note who is present and what they do and say. It is while the excitement of the fire is on that people respond naturally to their emotions and a man who makes it his business to observe soon becomes an expert in detecting things which may furnish the leads for an investigation.

Were the occupant and his family fully dressed, or partly dressed or in their night clothing? Be able to prove exactly their state of dress or undress. How did they act and what did they say? Were they interested in saving their belongings or didn't they seem to care? Did they seem overly anxious in offering a cause for the fire? These and other things should be noted. No detail is too small to overlook.

Who were at the fire when the department arrived? Was there anyone whose actions or statements aroused your suspicions? Sometimes you will hear talk or conversation among spectators which will indicate a good clue. You may hear someone confide to another one that the best furniture was moved away shortly before the fire. You may hear other significant things of similar character.

If it was a pyromaniac fire, you are likely to see the pyromaniac on the ground. He is usually one of the first ones to be seen. In most cases he cannot conceal the glee which he gets out of seeing the leaping flames. He usually wants to get in the thick of things and help in the fight.

In cases of an enemy or revenge fire, the firebug may be among the crowd. He often returns to watch the result of his work. He may be lurking on the outskirts of the crowd or he may be making a bluff to help remove contents, for appearance sake.

There is always the possibility of hearing or seeing something of value

CONSULT

us as to our charges for acting in any of the following capacities:

Trustee or Assignee for creditors

Trustee or Agent under private agreement

To care for, invest or disburse a fund created for any purpose.
To invest funds and pay you the income.
To take charge of property of those desiring to be relieved of its care.

To hold legal title to timber lands or other real estate and to handle and convey the same when sold.

To hold or dispose of papers or property under an escrow agreement.

Trustee under Mortgage or Deed of Trust of Property in Michigan or any state

To secure an issue of bonds.

To secure and account for a sinking fund or other special fund.
To continue, operate or wind up a business for creditors and others.

Transfer Agent for stocks of corporations.

Registrar for bonds or stocks of corporations.

THE MICHIGAN TRUST COMPANY

Organized in 1889

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The Mill Mutuals AGENCY Lansing, Michigan

Representing Your Home Company,

The Michigan Millers Mutual Fire Insurance Co.

And 22 Associated Mutual Companies.

\$20,000,000.00 Assets

Is Saving 25% or More

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INVESTMENT SECURITIES

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817-821 MICHIGAN TRUST BUILDING

GRAND RAPIDS

if the fire is crooked. Someone should keep his eyes and ears wide open at every fire.

It is of utmost value that it be determined who discovered the fire and how he happened to discover it. Also determine who turned in the alarm and whether there was anything suspicious in the way the alarm was turned in. Of prime importance also is the recording of the exact time the alarm was received and the probable time the fire started. When we check up the movements or alibi of the suspect, it is absolutely necessary to have the time of the fire in order to connect him up.

Your investigation of a fire is not complete until you have ascertained the amount of insurance. Sometimes there is no suspicion about a fire until you have the insurance data and find insurance far in excess of values.

In all cases where you are suspicious about a business loss, make a careful check of the stock of merchandise or goods. Does it seem to be intact or does it appear that some of it probably was removed before the fire? It is often advisable to get in touch with someone who worked in the store before the fire, or someone who had been in the habit of being around the place. Get the opinion of such persons as to the goods on hand before and after the fire. Seal and guard the place if the circumstances warrant.

Do not hesitate to follow leads which you may find and get what evidence you can. Get a statement from the suspect or anyone you may think has knowledge of the fire. Get these statements as soon as possible. I cannot overestimate the importance of this. When our investigator arrives, the suspect, his friends and relatives have framed their stories and alibis. They are all propped up, especially if they have seen a lawyer. But you have a chance at them before they have a opportunity to compare notes or work out their explanations. They are still under the mental stress of the fire. If they don't tell the truth, they are likely to say things which may trip them up and prove their undoing. If the evidence is strong enough, have the suspect jailed and grilled.

Half of Fires Declared Crooked.

It seems to me that the big fight against fire waste in this country

should be concentrated against arson. It is easy to see the reason behind the wave of crooked fires. In the first place, it was a case of selling out to the insurance companies after war prices dropped and left every line of business loaded with high-priced stocks on a falling market. The evil has continued largely because of over-insurance and I believe that responsibility may fairly be placed today on loose and careless underwriting by local agents. Otherwise we would not find the tremendous amount of over-insurance which we find in the great majority of cases we investigate; neither would we find insurance on the kind of risks which no company ought to carry, yet are being liberally insured right along and are constantly burning.

If we could eliminate this sort of underwriting, the crooked fire loss would be reduced to a very small figure at once. But this is something which is in the control of the underwriters, not us. I believe public sentiment will soon bring about this much needed reform. I believe the insurance companies realize something must be done. But in the meantime we still have the job on our hands of apprehending the firebug whenever possible and bringing him to justice. John G. Gamber.

CHANDLER & VANDER MEY

LOCAL INVESTMENT SECURITIES

707 Commercial Bank Bldg.

Citizens Phone 62425

Grand Rapids, Mich.

SAFETY SAVING SERVICE

CLASS MUTUAL INSURANCE AGENCY

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THE HARDWARE AND IMPLEMENT MUTUALS

DIVIDE THEIR RISKS INTO THREE CLASSES

CLASS A—HARDWARE AND IMPLEMENT STORES, DIVIDEND 50% to 55%
CLASS B—GARAGES, FURNITURE AND DRUG STORES, DIVIDEND 40%
CLASS C—GENERAL STORES AND OTHER MERCANTILE RISKS, 30%

These Companies are recognized as the strongest and most reliable Mutuals in the United States, with Twenty Years of successful Underwriting Experience. No Hardware Mutual has ever failed, No Hardware Mutual has ever levied an assessment. Ask the Hardware Dealer of your town.

If interested, write for further particulars.

Michigan Shoe Dealers Mutual FIRE INSURANCE CO.

Organized for Service, Not for Profit

We are Saving Our Policy Holders 30% of Their Tariff Rates
on General Mercantile Business

FOR INFORMATION, WRITE TO

L. H. BAKER, Sec'y-Treas.

LANSING, MICH.

The Michigan Retail Dry Goods Association

advises its members to place their
fire insurance with the

GRAND RAPIDS MERCHANTS MUTUAL FIRE
INSURANCE COMPANY

and save 30% on their premiums.

Other merchants equally welcome.

319-20 Houseman Bldg.

Grand Rapids, Mich.

OUR FIRE INS. POLICIES ARE CONCURRENT

with any standard stock policies
that you are buying.

The Net Cost is **30% Less**

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

WM. N. SENF, Secretary-Treas.

Reprinted From Detroit Saturday Night.

Grand Rapids, Oct. 5.—I observe your pleasant reference to Edward Denby as a possible candidate for United States Senator, to succeed James Couzens, and believe your suggestion will receive a hearty amen from every section of Michigan where merit is appreciated and sturdy manhood and far seeing statesmanship are regarded as requisites to the office. Mr. Denby would in my opinion, prove to be one of the best and ablest representatives Michigan has ever had in the upper house of Congress. I might be inclined to make this statement even stronger if I did not happen to live near neighbor to William Alden Smith, who resides across the street from me. Mr. Denby was the logical candidate for Governor in 1918 and would, undoubtedly, have been the Republican standard bearer in that campaign but for the fact that he was performing yeoman service for his country in the war precipitated by the Kaiser.

Speaking of Governor, reminds me that Detroit people appear to have entirely overlooked the singular circumstance that Western Michigan has never had a Republican Governor. We may have two candidates next year in the persons of Fred W. Green, of Ionia, and Charles R. Sligh, of Grand Rapids. Both are able business men who have come up from the ranks and are able to qualify in the millionaire class. I imagine Mr. Green will be so busy furnishing his new home, equipping his new furniture factory, keeping Ionia county on the map so far as good roads are concerned and creating this new hotel he proposes to erect in Ionia that he will have little time to devote to politics. Mr. Sligh will likewise be very busy erecting and equipping the new million dollar hospital for children he proposes to present to his home city, but because he never had a misunderstanding with hard work and because I think he would like the job of untangling the mess Groesbeck has gotten us into, he would prove to be a most formidable candidate, both in the primaries and the election. He has been a very busy man all his life, which is replete with good deeds and worthy acts. When the bicycle craze was on, a quarter of a century ago, he bought a bicycle factory in Dayton and removed it to Grand Rapids. The business was unsuccessful and would have gone into bankruptcy but for the almost unprecedented act of Mr. Sligh in voluntarily assuming obligations of \$150,000 and paying them off 100 cents on the dollar. During the kaiser's war he was one of the most efficient \$1 men the Government had on its pay-roll. Every training camp conducted by Uncle Sam finds Sligh workers enrolled. Their pay goes to the family every week, the same as though they were regularly employed in the factory. Mr. Sligh has been first and foremost in every good work for the Second City ever since he was a boy and, in my opinion, he would make the best Governor Michigan has ever had. I make this statement without any qualification whatever.

E. A. Stowe.

Immigration Increased Four Fold During Past Year.

In view of all that has been said about the labor shortage it may surprise many to learn that the net immigration to the United States during the past fiscal year was just four times as great as in the fiscal year 1921-22. During the twelve months ended with June 30, 1923 some 521,000 immigrants arrived and some 81,000 foreign-born returned to Europe, leaving a net increase of 441,000. In the preceding fiscal year 309,000 came over and 199,000 went back, leaving

a net increase of 110,000. During the last fiscal year more immigrants arrived in this country and fewer returned home. This reflects the increased prosperity in this country as compared with the previous year, and also perhaps the harder living conditions in some of the countries overseas as a result of unemployment or depreciated currency. There is a close connection between the volume of both immigration and emigration and the state of business prosperity in the United States, and the past two years, notwithstanding the legal restrictions upon the movement of aliens to this country, prove no exception to the rule.

When the immigration to this country is considered from the viewpoint of labor supply it appears that the gain in the past fiscal year has been even greater than is indicated by mere numbers. Some highly significant data with regard to the character of the immigration during the past two years have recently been prepared by the National Industrial Conference

Board. It appears that in the fiscal year 1921-22 nearly as many males returned as came over, and the net gain in male immigrants was only 6,518. Female immigrants are not nearly so mobile as the males, and the net gain of these in that year was 104,326, or about 95 per cent. of the total. During the past fiscal year, however, the net male immigration amounted to 253,000 and the female to only 188,000. In 1921-22 the net result of the movement was a gain of 17.3 females to every male; in 1922-23 there was a gain of 1.3 males to every female. Hence, there is a striking contrast in the two years in the character of the immigration in so far as it affects the labor supply. There was also a slight increase in the proportion of skilled laborers among the immigrants during the last year. The changes just indicated, along with the easing up of industrial activity after April, explain the diminished tension in the labor market during the second half of the current year.

Why the Retail Store Will Stay.

Once the railroads were held up in public prints as being iniquitous to the extent of a long string of adjectives that would remind one of the style employed by a circus press agent. Then the stockyards and the packing companies got theirs. Later came the steel mills and similar interests.

And now, in this year of grace 1923, the farmers and the retailers would seem to be the elements that are driving the country irresistibly on the downward road to the dogs or something worse. Some astute writers—so astute that they "uncover" conditions that do not exist—seem somewhat undecided as to the comparative responsibility of the farmer and the retailer for high prices, manipulated markets and some other evils which they picture as cursing these United States of America. But the retailer has been getting a little extra attention of late. It now appears that he is an unnecessary part of our

You're Doing a Great Job for Humanity!



Every time you hand out Kellogg's Bran you are helping just so many more people get better health because **Kellogg's is ALL BRAN**—necessary for the permanent relief of chronic or mild constipation!

When customers ask for BRAN they want **ALL BRAN** because **ALL BRAN**—Kellogg's—gives results! It has the "bulk;" it is the perfect "roughage!"

In newspapers all over the nation—backed by intensive sales work—we are spreading the great health news about Kellogg's Bran being **ALL BRAN**! Its work for Health is wonderful.

Kellogg's Bran Is Pushing Pill Money to the Grocery Trade

merchandising system and that he is slated for the skids.

There is nothing new about predictions of disaster for the independent retailer. This has been the practice ever since the retail mail-order houses began to grow great. Mail order, you will remember, was going to sweep the retail stores before it. It never could do this and never intended to try. The Rosenwalds, the Wards, the Rosenbaums and other mail-order masters are smart enough to realize and admit that their field, no matter how far it may expand, will represent only a fractional part of the country's retail trade. The same general reasoning applies to the chain store—also to the great organizations selling merchandise direct to the user.

The retailer as a class holds his ground. Why? Because the people demand service and he is the one who can give it to them. They demand price but if they can't have price and service they are going to take service. This is why the retailer is not going to be talked out or written out of existence. On the contrary his wits are being sharpened by his difficulties and he is making people realize that he means something to them after all. For the first time the retailer is awake to the necessity and value of advertising. The manufacturer is helping him more than ever before and advertising is going to show him the way out.

There is no vice that has not its beginning in a lie.

Are Farm Lands Overvalued?

While much has been said about crop diversification and a reduction in acreage as a remedy for the wheat growers' troubles, little has been heard about something equally important, and that is the deflation of war-time values on farm lands. In one estimate of the cost of growing wheat the average value of wheat lands in Colorado is given as \$250 per acre. Under no imaginable conditions at present can lands that are really worth that sum be made to produce wheat at a profit. The remedy in that case consists in using the land for something else than wheat or else in writing off some of its value, just as merchants and manufacturers wrote down their inventory in 1921. Wheat is frequently called a "pioneer crop" because it lends itself to extensive cultivation methods and is usually produced on lands just a grade above those used for grazing purposes. A valuation of \$250 per acre ascribed to lands that can be used only for raising wheat is fictitious. An examination of the tax lists in such communities to ascertain the figures at which these lands are actually assessed might bring out some interesting information.

If it is true that lands used for growing wheat are actually selling in the market at present at figures like those quoted above, they afford another illustration of the fact that rents do not enter into the determination of price. The high rents which such lands should command do not

force up the prices of wheat. On the contrary, the low price of wheat tends to bring down these high rents. The rental value of the land, in other words, is determined by the value of its economic service, and in the case of agricultural lands the value of the service depends on the market value of the product. The relation between rent and prices has been discussed recently at considerable length, but the recent happenings in the wheat belt afford such a good illustration of the principles involved that the question has been brought up again at the risk of some repetition.

Definition of Christianity.

Rev. Dr. Harry Emerson Fosdick, a Baptist and a professor in Union Theological Seminary, whose retention by the First Presbyterian church as its special Sunday morning preacher was the cause last May of a bitter fight in the General Assembly of the Presbyterian Church at Indianapolis, offers the following definition of Christianity:

"Christianity is the reproduction in our lives of the spirit and quality of Jesus.

"Many think that by the 'hokus pokus' of sacrament and ordinance they can make matters right with their own souls."

There are joys which long to be ours. God sends ten thousand truths which come about our souls like birds, seeking inlet; but we shut them out, and so they bring us nothing, but sit and sing awhile, and then fly away.

Wearing Qualities of Leather.

Experiments into the wearing qualities of shoe leather begun at various training camps in 1919 and since continued, have enabled the Bureau of Chemistry of the Department of Agriculture to gather considerable data which is incorporated in a bulletin just issued, known as Department Bulletin No. 1168, Wearing Quality of Shoe Leathers.

Experiments conducted by the Bureau determined the fact that shoe uppers made from the better portions of cow grain leathers of good quality will out-wear two or more soles, none of the upper leathers showing signs of being nearly worn out at the close of the experiments. Fiber soles of the kinds used were not suitable for the conditions of wear, owing principally to the fact that as soon as the soles had worn down through the stitches they frequently ripped and broke off. Imperfections such as ripping, bulging, chipping and breaking were numerous in the fiber soles; when these failures did not develop, however, the fiber soles wore well, being rated second in wear.

That certain features in the construction of the shoes played an important part in their serviceability was strongly indicated by the excessive toe wear frequently found during this investigation, officials of the Bureau state. Disregarding the possibility of misfitting, it seemed to these officials that a full double sole and double shank of heavy leather is responsible for the wasteful excessive toe wear.



*She and
millions of others will
buy more Aunt Jemima
this year*

Get extra value from this advertising

The Aunt Jemima advertising for 1923-24, in leading magazines and in more than 1500 newspapers in all parts of the country, will sell Aunt Jemima Pancake Flour and Aunt Jemima Buckwheat Flour for you.

The amount it will sell depends upon your own efforts. If you simply carry the goods in stock, it will sell some. If you really push the goods, feature them, display them, your sales and turnover will be increased many times.

Your customers know the package, and they know what's in it. The clerk doesn't have to stop and explain. That saves his time and your money.

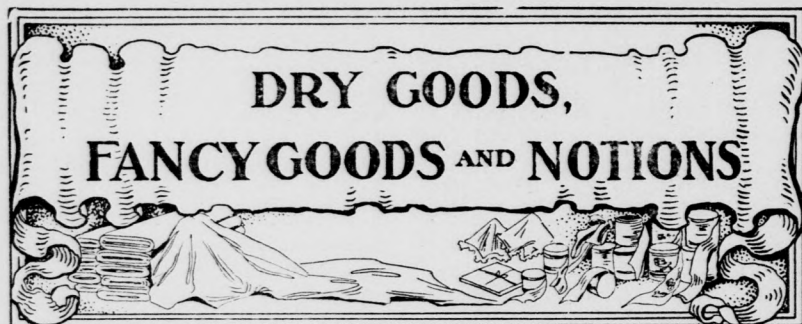
Get double value from this advertising. Feature Aunt Jemima. The winter selling season is beginning. Now is the time for displaying Aunt Jemima Pancake Flour. Start your customers on Aunt Jemima now and they will continue using it throughout the year.

*Even the package is
an advertisement.*



AUNT JEMIMA MILLS COMPANY

ST. JOSEPH, MISSOURI



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.

Price Changes in the Cotton Market.

The Government's September crop estimate, indicating a yield of 11,015,000 bales, was a surprise to most traders in that it was an upward revision of the August figure, whereas a downward revision had been expected. The market for this reason turned temporarily bearish, but a rally followed. Even with an 11,000,000-bale crop the carry-over at the end of the cotton year next July will be far below normal. Last year the world consumption of American cotton, according to the estimate of the International Federation of Cotton Spinners, amounted to 12,286,000 bales or considerably more than the indicated yield for the current year. Even for the preceding year, when trade depression had not yet run its course, consumption was estimated by the same authority at 11,750,000 bales. If consumption is sustained at its recent level the carry-over of 2,527,000 bales at the end of the last crop year will be cut down by more than a million bales, or to a point much below what is regarded as the margin of safety. In spite of the upward revision in the crop estimate, therefore, the statistical position of cotton remains strong.

It has become customary for financial writers to refer glibly to the easy conditions prevailing in the cotton belt as a result of the high price of cotton. This statement, however, is subject to a number of modifications. The situation is easy where the yield is fair, but there are large areas in which the condition is the lowest on record. Take, for example, the case of Georgia. The Department of Agriculture reports a condition for this State on September 25 of 31, which compares with a previous ten-year average of 57. In 1918, before the boll weevil got in its work in this region, Georgia produced 2,117,000 bales; this year the indicated yield for that State is only 700,000 bales. In spite of higher prices, therefore, the cotton-growing area of Georgia is a rather dark spot on the business map. The same holds true in somewhat less degree of South Carolina and Mississippi. On the other hand, North Carolina, Alabama, Arkansas, Oklahoma, and Texas—other important producing States—will have fair yields in spite of adverse influences, and will be greatly benefited by the prevailing prices.

The first index of wholesale prices shows that prices advanced 1.5 per

cent. This is the second consecutive advance after four months of recessions, but it leaves average prices slightly below the level of June 1. This index reached its high point for the year on April 1, when it stood at 60 per cent. above the 1913 level. On October 1 it stood at 58 per cent. above that level. The movement of prices for different commodities during the past month showed considerable irregularity. Of the seven groups three showed advances and four showed declines. The advances in breadstuffs and in clothing more than offset the declines in other groups. In spite of the rise in the general average there was nothing to indicate the beginning of a long upward swing.

Growing Favor for Flannels.

Flannels in either plain or novelty versions are coming to the fore strongly for sports wear for Spring. Mills which have been showing them report great interest, and large individual orders have been placed. Printed flannels in the intermediate and light shades and checked in dark colors are receiving most attention in both the high grade and popular priced cloths. A notable interest is being shown in broadcoths. It is predicted that the coming season will see much increased use of these weaves, formerly considered only staple cloths, for semi-sports purposes.

Corporations Wound Up.

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

Hamady Bros., Flint.
Witkowski-Widzowski Co., Detroit.
Shaftsbury & Williamston Telephone Co., Shaftsbury.
Great Lakes Fuel Co., Detroit.
Interstate Timber Co., Chicago, Ill.
L'Anse.
Sturdevant-Hyer Motor Sales Co., Flint.
Northern Wheel Co., Wilmington, Del.-Alma.
J. R. Beiersdorf & Brother, Chicago, Ill.-Detroit.
Upjohn Land Co., Kalamazoo.

Knitted Neckwear More Active.

After a period of extreme dullness the knitted neckwear industry is now enjoying one of the best seasons in its history. An example of the revived prosperity of the trade is supplied by the day and night operations of one of its leading members. Every machine in the plant of the concern in question is in operation and being crowded to its fullest production. Higher prices for raw silk, without compensating advances in the price of the finished product, supply the reason for this activity.

One of our big selling

"Dan Pat" Sport Coats

Is Number T462

@

\$32.00

Flat Knit, Loose fitting, with belt,
Dark Green and Brown Heather mixed

Daniel T. Patton & Company

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

The Men's Furnishing Goods House of Michigan

HOLIDAY GOODS

Are foremost in your mind at this time. See us for regular values in Handkerchiefs, Neckwear, Purses, Garter and Arm Band Combinations, Garters, Box Stationery, Perfumes, Dolls and Toys.

Larger assortments than ever shown before.

Quality Merchandise—Right Prices—Prompt Service

PAUL STEKETEE & SONS

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

Are You Satisfied?

You may be proud of your store—but not satisfied. The merchant who is satisfied does not progress. And if you are not satisfied, you are on the way to greater accomplishments.

We can help you to greater results by our Advertising Service. November is one of the best months in the year to make profits—December is your harvest, and in January, it takes great efforts to attain wanted results.

YOUR ENTIRE ADVERTISING AND MERCHANDISING CAMPAIGN EACH MONTH CAN BE BASED ON OUR SERVICE. November Service is now ready—SIGN AND MAIL COUPON NOW to insure getting your copy by return mail.

GRAND RAPIDS DRY GOODS CO.

Western Michigan's Dry Goods Wholesaler

GRAND RAPIDS DRY GOODS CO.,
Grand Rapids, Michigan.

October—1923

Gentlemen:

Please send us your ADVERTISING SERVICE for one year—to cost us \$2.10 per month, postage prepaid, and you may charge same to our account each month upon delivery of the Service.

Name _____

Address _____

P. S. We use—Cuts _____ Mats _____

(Check which you use or both)

No Michigan Need Apologize For His State.

Grandville, Oct. 9.—Michigan, my Michigan.

Once upon a time the writer as a small boy felt ashamed to confess that he was a son of Michigan.

In the lumber woods the larger part of the inhabitants came from other states, more particularly from the East. To be known as a native of such a wild, good for nothing state as Michigan, was indeed humiliating, and a child's sensibilities are put on edge when grown people little suspect it.

Most of my companions at the wildwoods school were from other states and were given to bragging of their ancestry, while I could only hang my head and say I was born in the woods.

That very woods produced men of whom the whole country was proud in after years. To be a Wolverine was something worth while in the days that tried men's souls from 1861-5.

"Michigan is on guard to-night," was significant of the fact that the army was safe from surprises in those brave days of war.

At Fredericksburg, when volunteers were called for to cross the river and silence the rebel batteries on the further shore which had been annoying the Union troops far too long, one of the first to spring to the call was the Seventh Michigan, which, with a Massachusetts regiment made the crossing and succeeded in the work they set out to do.

It was in this action that Robert Henry Hendershot, the Drummer Boy of the Rappahannock, won unyielding fame, the New York Tribune presenting him with a splendid new drum as a reminder of his bravery.

Michigan was regarded with little favor in its early days when the Government sent its surveyors to mark out its boundaries; in fact, reports were made that the territory was comparatively worthless, being mostly barren sand plains and swamps.

The great forests of pine were the means of bringing the State into its own, however. Lumbermen from the East cast longing eyes to the Westward when the pine woods of Maine began to fade.

Hardy sons of that state, who had long trailed the waters of the Penobscot and Kennebec went West, seeking new fields to pre-empt. In the new Pine Tree State of the West these lumbermen planted their camps and began anew the felling of the forests.

Muskegon, Saginaw and the Grand were soon famous as had been the Penobscot and Kennebec in days gone by. The billions of feet of pine cut from the lands of Michigan, if they stood now in their olden glory, would make the state the richest commonwealth in the world.

Ashamed of Michigan? Well, not to-day, my friend. There is no prouder title in all America than that of a Michigan birthright and the small boy of our state to-day may well feel proud of his nativity.

Of all the states in the American Union there is not one which has a nobler record than our own good State of Michigan. One of the first

in its appeal for liberty of the slave in the old days of ante bellum serfdom, it carried the torch at the head of the column until liberty and Union were secured under the leadership of Lincoln and Grant.

Rich in mineral deposits, what is known as the Upper Peninsula came to the State when the "Toledo War" was settled and Michigan gave up a narrow strip of land on the south-east border.

In old colonial days this territory figured in some of the most interesting events of that period. Pontiac's conspiracy, which had in view the capture of Detroit, will be called to mind. Many Indian battles and massacres occurred within the boundaries of the State.

It was not until after the territory became a state that Michigan prospered as became a member of the American Union.

To-day no prouder name than Michigan graces the map of the United States of America. The sons of Michigan are found in every state in the Union and down in Mexico and along the plains and hills of Western Canada.

Stephen A. Douglas once remarked that his native New Hampshire was a good state to emigrate from. Such cannot be said of Michigan. Her sons and daughters, wherever found, have great pride in the state of their birth and never tire of sounding its praises.

We cannot sing to-day as once we did, "From Saginaw's tall whispering pines to Lake Superior's farthest mines," because of the fact that Saginaw has no tall whispering pines to-day. Instead, we proclaim the grandeur of Michigan by singing, "From Indiana's Northern line to Lake Superior's farthest mine." Just as good music of course, yet the home builders of our beautiful state regret the fact of the destruction of our forests which were at one time the source of her greatest wealth.

The descendants of the early New Englanders and York State folks, who settled Michigan long ago, are an intelligent, brave and friendly people, who will compare favorably with any like number of Americans on the continent.

When counting the glories of Michigan we must not forget that many of her best citizens are descended from that hardy stock of manhood and womanhood which came to this country from Holland half a century ago. Although one of the smaller nations of the world, Holland is second only to the United States in wealth and prosperity. Michigan, My Michigan forevermore.

Old Timer.

NATIONAL DETECTIVE BUREAU Investigators

A progressive organization, managed and personally conducted, by two widely known investigators, that renders invaluable service and information to individuals, stores, factories and business houses.

Headquarters
333-4-5 Houseman Bldg.
Phones
Day, Citiz. 68224 or Bell M. 800
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ALEXANDER MacDonald
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Write us regarding the

Wolverine Carton Company

An Unusual Opportunity for
Investment

F. A. SAWALL COMPANY

313-14-15 Murray Building

Grand Rapids, Michigan

Your Jobber Sells Duro Belle Human Hair Nets



He sells them because dealers insist upon Duro Belle—because he knows a good proposition.

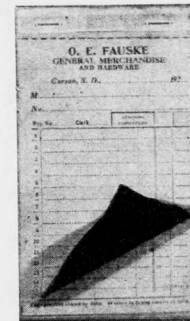
Dealers insist on Duro Belle because women demand them after one trial. They learn that no better hair net is made.

Everything a woman expects to find in hair nets is embodied in DURO BELLE.

Strength, durability, generous size, perfect colors, excellent service—and 20% more profit for you. Write us today.

National Trading Co.

630 S. Wabash Ave. CHICAGO, ILL.



LOOK

We print 50 sales books with your business card for

\$3.50

cash with order
Delivery in one week
Write for particulars and samples.
We make all styles and sizes, prices on request.

BATTLE CREEK
SALES BOOK CO
R-4 Moon Journal Bldg.
Battle Creek, Mich.

We are manufacturers of

Trimmed & Untrimmed HATS

for Ladies, Misses and Children, especially adapted to the general store trade. Trial order solicited.

CORL-KNOTT COMPANY,

Corner Commerce Ave. and
Island St.

Grand Rapids, Mich.

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 of platform wanted, as well as height. We will quote a money saving price.

Sidney Elevator Mfg. Co., Sidney, O.

We are making a special offer on

Agricultural Hydrated Lime

in less than car lots.

A. B. KNOWLSON CO.
Grand Rapids Michigan

The Old Reliable

Over 25,000 Patients
in West Michigan

New System Dentists

We've taken pain and high price out of Dentistry and substituted comfort and economy. After all, there's no place like the New System.

41 Ionia Ave. in G. R. Just a Step South of Monroe Ave.
One Flight Up; Write for Information.

THE TOLEDO PLATE & WINDOW GLASS COMPANY

Mirrors—Art Glass—Dresser Tops—Automobile
and Show Case Glass

All kinds of Glass for Building Purposes

801-511 IONIA AVE., S. W.

GRAND RAPIDS, MICHIGAN

Speed up your turnover —make more money!

YOU can do it with Wilmarth Show Cases and Wilmarth Interchangeable Sectional Units.

Wilmarth Equipment not only carries your stocks—it displays them in a sales-producing manner. It permits more goods to be carried in the same space. It makes possible more sales by fewer clerks. It gives you a constant check on merchandise. In short it keeps your goods moving—speeds up your turnover. Your sales volume increases, without a corresponding increase in overhead, and you make more money.

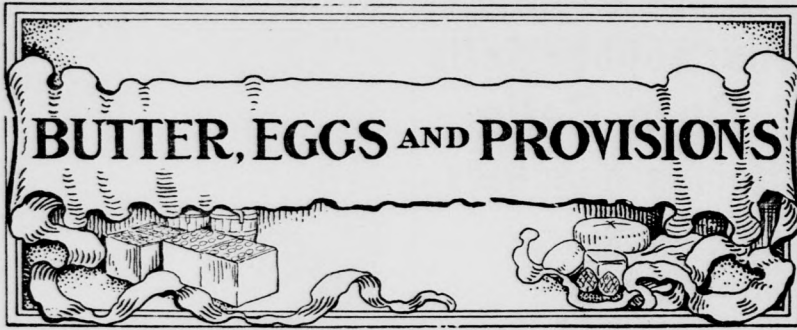
Investigate Wilmarth Equipment now Put your store on a higher profit making level.

WILMARTH SHOW CASE CO.
1542 Jefferson Ave.
GRAND RAPIDS MICHIGAN



This Michigan department store can trace much of its success to Wilmarth equipment. Is your store making fullest possible profits?

Made In Grand Rapids



Co-Operative Egg Marketing in the Middle West.

California has compelled respectful consideration of co-operative marketing as a solution of some of the problems that confront producers and consumers alike. In the egg business California and the Pacific coast have taught the trade that eggs can be standardized and that standardized eggs can be sold to quite an advantage over eggs of the same general quality that have not been standardized. It has not yet been proven that co-operative marketing of eggs on a large scale is the financial success in California that the co-operative marketing of some other products has been.

To produce the well graded egg which is sold on the New York market by Pacific coast co-operatives, it is necessary to exclude from the better grades a very large proportion of the product, and standardization on the ranch does not eliminate this necessity.

In the middle west, farm organization is different from that of the far west, and the differences are those which work against successful co-operative egg marketing in the middle west. Eggs are a by-product throughout the Mississippi valley and probably always will be, so long as mixed farming is the rule.

Co-operative egg gathering has been a success in some localities in the middle west. No general marketing system for eggs, built upon these local organizations, has yet proven its merits over old-line methods of packing and marketing.

Various reasons have been advanced by organizers as to why farmers have failed in the middle west where they have succeeded in Florida or on the Pacific coast. At present it is popular to attribute special merit to the long-time contract between the farmer and his organization.

The best statement of the fundamentals of co-operative marketing and the most authoritative, coming as it does from the late G. Harold Powell, who was general manager during the height of successful operation of the largest and best-paying co-operative organization in the United States, is to be found on pages 74 to 84 of House of Representatives Document Number 195, a report of the National Agricultural Conference called by President Harding shortly after taking office.

On the subject of the long-term contract, Mr. Powell says:

"A membership agreement should extend over a long period of years, if provision is made that any dissatis-

fied member may withdraw at some specified time. The long-term contract adds greater stability to the organization as an institution of business, while the withdrawal privilege, when reasonably safe-guarded, removes the dangers that are inherent in unwilling co-operation."

It is seen, therefore, that some of the radical legislation that has been advanced by organizers in the middle west, in connection with the long-term contract, is not based on the experience of a most successful co-operative organization, which sets definite limits to the long-term contract.

The experience of Danish farmers has often been advanced as a reason why co-operative marketing can succeed in the egg business of this country. The long-term contract is used in Denmark, and co-operatives control about 90 per cent. of the total milk production and 85 per cent. of the pigs slaughtered for bacon. The products of the creameries and bacon plants are largely exported, and so are eggs from Denmark, and the business is favored by a proximate market in Great Britain. In the egg business Danish farmers have not succeeded in dominating the production nor the marketing as they have in the creamery and bacon business. While about 80 per cent. of the eggs gathered by co-operatives in Denmark are exported, these exported eggs represent slightly over 10 per cent. of the total exports of eggs from Denmark. It will be seen from this fact that the egg business has not yielded to co-operative methods to the extent that other and more complicated industries (so the farmer might regard them) have done. Never-the-less, Danish eggs are the third largest export commodity of the country.

Eggs in Denmark are a side line for the farmer, as they are in the Mississippi valley in this country. That there are 550 egg-collecting associations in Denmark, and that there associations are successfully federated and control 10.8 per cent. of the country's third largest export commodity is proof that the egg business can be co-operatively done, even to the marketing, when still handled as a side line or by-product.

The by-product character of eggs in the middle west is probably the chief permanent handicap to standard-

BLUE GRASS

Superior
Quality.

Always
Reliable



Appeals
to the
Particular
Housewife

REPLENISH
YOUR STOCK
NOW



BE PREPARED
FOR THE FALL
DEMAND

KENT STORAGE COMPANY

GRAND RAPIDS ~ LANSING ~ BATTLE CREEK

Wholesale Grocers
General Warehousing and Distributing

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

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, Gran-
ulated meal, Buckwheat flour and
Poultry feeds.

Western Michigan's Largest Feed
Distributors.

MORRIS' Supreme Quick-Selling Foods

There is no need of a great variety of brands in canned foods if you sell the complete line of Supreme Foods, for your trade will not constantly be wanting to try a new brand.

All goods packed under the Supreme label are so satisfactory to the customer that she looks upon the trade-mark as a guarantee that the foods will be exactly what she requires.

Morris Supreme Foods completely satisfy the customer and offer you a quick turn-over line that will net a real profit on investment.



It Pays to Sell Supreme
Canned Foods

Moseley Brothers

GRAND RAPIDS, MICH

Jobbers of Farm Produce.

ization and to organized marketing. Whether the near future will see the development of poultry ranches in the middle west as they are developed on the Pacific coast may be questioned, but there can be no question that some of the fundamental elements of successful co-operation on a large scale are lacking in a federation, the units of which are composed of members interested in the product only as a side line.

No serious discussion of eggs in connection with co-operative packing and marketing can ignore the character of the product itself. In Europe, where more is known about eggs as a perishable product that should be standardized before sold, the difficulties arising out of their delicate structure and inherent weakness in shipping, as also the extreme variety in form, appearance and size, and variations due to feed and to condition, are recognized as marketing problems more complicated in their nature than are similar problems in connection with manufactured articles like butter. It is the expressed opinion of the larger egg operators of Europe that this product offers the most difficult problems, the necessary solution of which is a handicap to both co-operatives and independents, but especially to the more loosely organized co-operative, that loses through technical deficiencies what it gains in co-operation.

Any one who has attempted to grade eggs to the exact grades of Europe or the Pacific coast knows how serious these problems become when to five or six sizes are added as many distinct colors and shapes and, in the mixed run of eggs as found in the middle west, there are added large numbers of eggs in various degrees of freshness, not to mention a wide variation in the color of yolks and flavor of contents.

Yet any attempt at standardization must proceed along lines of a more uniform product, and sooner or later these problems must be faced in the middle west, as they have been in Europe and on the Pacific coast.

It is little wonder, then, that, with a lack of technicians in the regular egg trade who know something about the problems to be met, the Missouri or Iowa farmer who organizes for the purpose of revolutionizing the egg business, and especially the marketing end, is due for surprises.

The farmer can well pursue his efforts to better his egg market. One of the chief benefits of the co-operative movement in Missouri was to awaken an interest in the product itself, and this is a chief benefit to all co-operative producer movements.

Co-operative movements are in the nature of a "strike," the producer refusing to sell his product to the regular wholesale trade, thus forcing attention of the regular trade to his grievances. Some of them may be fancied grievances, but some of them are real, in the sense that they can and should be righted. On the other hand, a fancied grievance generally turns out to be one which only the farmer himself can right. In either case, good results from the effort,

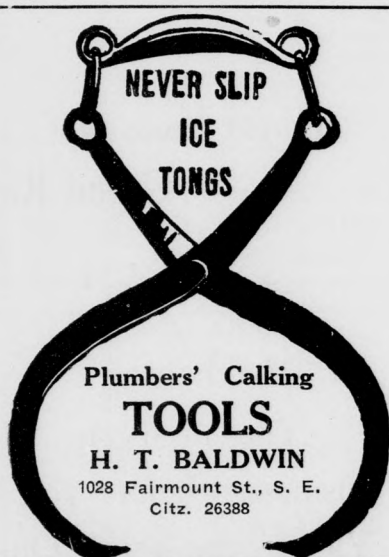
if begun from a real desire to improve conditions in the egg business, as related to production and marketing.

The farmer should not be discouraged by the apparent failures, most of which are due either to willful or unconscious misrepresentation. When an organizer "puts over" a program doomed to failure, whether done from motives hostile or friendly to the real interest of the farmer, something valuable has been lost; faith in the possibility of mastering his problems.

The United States is founded on the idea of federation. The constitution and governmental structure of our country was born in the minds and hearts of the pilgrim fathers during the 11 years of their sojourn in the Netherlands prior to sailing for New England. Our protestantism has at times led us away from the sound principles of responsible representative government, but we still survive, and to-day, more than ever before, these principles are being learned again in co-operative movements. It is not surprising that co-operation has made most progress in Denmark and the Netherlands, where our form of government and the idea of federated local units composed of the people had existed for a hundred and fifty years before the pilgrims left England to dwell for a time among them.

We can still learn from the experience of those countries and from those parts of our country where co-operation has succeeded, but the egg problem of the middle-west must be finally solved in the middle-west by middle-west producers, packers and market men. Paul Mandeville.

The great source of pleasure is variety.



NUCOA

"The Wholesome Spread for Bread"

The standard
by which all others
are judged

HIGHEST QUALITY
100% CO-OPERATION
SNAPPY SERVICE

I. VAN WESTENBRUGGE
DISTRIBUTOR

Grand Rapids Muskegon

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. 51 for Meat Markets
No. 75 for Florist Shops

McCRAY REFRIGERATOR CO.
2344 Lake St., Kendallville, Ind.

M. J. DARK & SONS

GRAND RAPIDS, MICH.

Receivers and Shippers of All

Seasonable Fruits and Vegetables

If its Quality

Demand the following brands:

Fortuna, Dayton and Paxton Canned Goods.

Lipton's Coffee, Lew Co. Extracts,
Swift, Pilford and Garcia Cigars.

Distributed Exclusively by

LEWELLYN & CO.

GRAND RAPIDS

MICHIGAN

We Are Now Offering
Best Quality—

CRANBERRIES SWEET POTATOES MICHIGAN ONIONS

THE VINKEMULDER COMPANY

Grand Rapids, Michigan



Michigan Retail Hardware Association.
 President—J. Charles Ross, Kalamazoo.
 Vice-President—A. J. Rankin, Shelby.
 Secretary—Arthur J. Scott, Marine City.
 Treasurer—William Moore, Detroit.
 Executive Committee—L. J. Cortenhorst, Grand Rapids; Scott Kendrick, Ortonville; George W. McCabe, Petoskey; L. D. Puff, Fremont; Charles A. Sturmer, Port Huron; Herman Digman, Owosso.

Handling Toys as a Hardware Side-line.

Written for the Tradesman.

The aggressive hardware dealer is always on the look-out for new side-lines which he can handle to advantage. In the selection of such lines, it does not pay to blindly "follow the leader," or, in other words, to merely imitate some other merchant, and, because the latter has made a success of a certain new line, to go ahead and stock that line without careful consideration of the real prospects.

No two hardware dealers are in exactly the same position; and the line which one merchant has found profitable may, in another community or in another store in the same community, fall absolutely dead. On the other hand, the line with which one merchant has "burnt his fingers" may in another store, and handled by another merchant, do a great deal to brighten the flickering fires of business.

Only a small percentage of retail hardware dealers carry a line of toys. Most hardware dealers would not even think of putting in such a line. Nevertheless, in isolated instances they have been handled by hardware dealers with marked success.

In most communities toys are handled largely by department stores, ten-cent stores, book and novelty dealers, and to a lesser extent by general stores, druggists and hardware dealers. When the average hardware dealer is approached regarding the carrying of a line of toys he is apt to scoff at the suggestion. Nevertheless, a casual examination of his regular stock will as a rule disclose that he has already, unconsciously, made a very substantial beginning, and without knowing it, has engaged in the toy business.

Thus we now find in the regular hardware store numerous items that belong also to the toy store. Sleds, wagons, velocipedes, tricycles, carts, magic lanterns, marbles, jacks, drawing slates, go-carts, croquet sets, ice-skates and numerous other lines, are often to be found; and these lines are regularly featured in a strong appeal to the Christmas trade.

In fact, the growing tendency to cater to the holiday gift trade has led the hardware dealer, unconsciously, to stock such lines far more extensively

than he did even a few years ago. To secure holiday business, he must feature gift goods; and the quickest way to interest and attract the parents is by displaying something for the children. So a lot of lines that are really in the toy classification have already crept into the hardware store.

Thus it is not so illogical a step as it may seem to extend just a little further and stock a more complete line of these goods.

Some practical suggestions as to how to handle this line came to me recently from a dealer who has made a success of toys. Indeed, most of the suggestions are applicable to the more limited gift lines handled in the average hardware store.

"My experience," said the dealer, "was that the attractive toy store would draw customers 75 miles to a larger city, and these toy stores carried the other lines of goods we had in stock. While our customers went to the city to buy their toys, they purchased other goods also. As a result, they cut into our holiday trade."

"After studying the situation carefully, we put about \$1,000 into assorted toys, including dolls, mechanical toys, tin toys, etc.; ranging in price (at that time) from a nickel to ten dollars each. On Christmas Eve of that year we had just enough left of the \$1,000 worth to fill an ordinary clothes basket; so we filled the clothes basket and sent the stuff to the Children's Shelter. The children at the Shelter enjoyed the gifts so much that we made it an annual practice after that to send them a lot of toys every Christmas Eve, along with our own Santa Claus to present them."

"The second year we put about \$1,600 into toys, and sold out. A year later we increased to \$2,000, got nipped by panicky conditions, and were stuck with about half of them. But after that we experienced a steady increase."

"Right here it is worth remembering that a single year does not constitute an absolute test of a line like this. If we had started on the panic year and got nipped, we might have voted the line a dead failure. But taking it by and large, it has been a steady source of profit."

"We find that a line of toys is the best attraction we can feature for the Christmas trade. Every youngster knows our store as Santa Claus headquarters."

"From the very first year we have had a Santa Claus. We always select a large, fleshy man who, when made up, will furnish an almost exact counterpart of the Santa of the

United Motor Trucks

A SIZE
AND
STYLE

To Fit Your Business

SALES SERVICE

ECKBERG AUTO COMPANY

310 IONIA AVE., NW.

Michigan Hardware Company

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICH.

Exclusive Jobbers of Shelf Hardware,
Sporting Goods and
FISHING TACKLE

Foster, Stevens & Co. Wholesale Hardware



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

Grand Rapids, Mich.

Mr. Merchant:

You need an Adding Machine in your business. Before you buy take a look at the Victor, the great One Hundred Dollar machine. Free trial, monthly payments. Sold in Michigan by the

Grand Rapids Store Fixture Co.

7 Ionia Ave., N. W.

Grand Rapids, Michigan

Use Tradesman Coupons

pictures. We make our preparations for a holiday opening during the month of November so that we can announce that on the first Saturday in December Santa Claus will come and open Toy Land to the public at two p. m. We usually feature this announcement in full-page advertisements in the local paper, and also use bill boards to play it up. Almost always we have been favored with excellent weather, cold enough to suggest Christmas but clear enough to permit crowds to turn out.

"Our Toy-land opening with its real, live Santa Claus has brought people to our store from a radius of 25 miles or better. Extra employees in most years have been added to handle the crowds.

"We manage to arrange for Santa to arrive in different styles each time. First he came by sleigh, then by train, later by automobile, and the last time he arrived by airplane. Once he descended through a chimney.

"Whatever the method, at 2 o'clock sharp on time, Santa Claus opened the doors of our store to the public and ushered them in. As a rule it was between 4 and 5 o'clock before the last procession had filtered through those doors. Santa Claus or one of his assistants would hand each child under fourteen a souvenir. We have handed away as many as 4,000 or 5,000 of these little souvenirs in a single afternoon.

"We make it a rule to keep our store open every evening from the formal opening till Christmas Eve; and there is always a Santa Claus on duty. This brings out parents with their children; many of them say they have "never been in the store" and others that "the youngsters bothered us until we simply had to come to keep them quiet." Those visits gave us opportunity to display all our Christmas and regular lines, with a background of attractive holiday decorations.

"Toys are sold for cash only, in our store; and this rule, strictly enforced, makes it possible to sell many other holiday lines for cash.

"I consider that the line is an excellent advertisement for the store. Of course, we lay out some money, and a lot of work, playing up the toy department. But not merely does it attract numerous people who otherwise would never visit our store, but it gives the children—the buyers of a few years hence—a permanent favorable impression of our place of business. You see, we are building for the future as well as for the immediate present. The young people as they grow up, when they are sent to buy anything will come first of all

to us. Thus they form the habit of buying here."

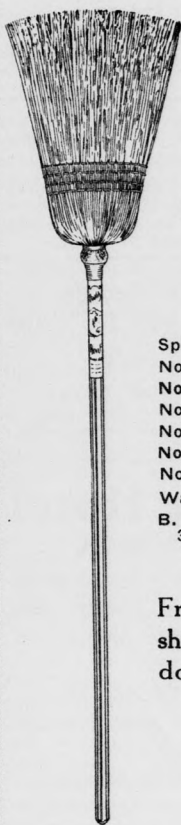
This is, of course, the toy business regarded in its favorable aspects. At the same time, it is a line which demands some study. The hardware dealer, before taking it up, should study the methods of merchants who handle this line regularly, and find out for himself what toys are popular. An inexperienced dealer, with untrained help, is apt to suffer considerable loss from breakages and pilfering; unless he is on his guard against these minor risks of the business.

The merchant I have quoted, after the annual stock-taking, puts away his toy stock until the ensuing November, when, with additions, it is once more brought out. But, where space is available, toys can be made a profitable all-the-year-round line.

Victor Lauriston.

You cannot increase your business by wishing. Trade is not secured by carrying a horse shoe or a rabbit's foot. Instead of wishing, advertise.

R. & F. Brooms



THE
DANDY
LINE

Also
B. O. E. LINE

Prices

Special	\$ 8.00
No. 24 Good Value	8.75
No. 25, Velvet	10.00
No. 25, Special	9.50
No. 27, Quality	11.00
No. 22 Miss Dandy	11.00
No. B-2 B. O. E.	10.50
Warehouse, 36 lb.	11.00
B. O. E. W'house,	
32 lb.	10.50

Freight allowed on
shipments of five
dozen or more.

All Brooms
Guaranteed

Rich & France

607-9 W. 12th Place

CHICAGO, ILLINOIS



Polar Bear Flour

A MONEY MAKER

Can Always be sold at a profit.
Quality in the Bag Brings Repeat orders.

J. W. HARVEY & SON,
Central States Managers
Marion, Ind.

The Best Known— The Best Liked

Fifty years of advertising has made Royal Baking Powder the best known Baking powder on the market. Its purity, and insurance of baking success have made it the best liked. These are reasons the demand for Royal has grown greater every year.

Today Royal stands as one of the quality products upon which you can depend for quick turnover and constant profits.

ROYAL

Baking Powder

Absolutely Pure

Contains No Alum—Leaves No Bitter Taste

Do you know?

THAT it takes a man about an hour and three quarters to weigh out a 350-lb. barrel of Granulated Sugar in 5-lb. paper bags?

THAT a man averages only about 69—5-lb. bags when he weighs out a 350-lb barrel?

THAT the 5 lbs. lost by spillage and down-weight represent 1.4% of the cost price of the sugar?

THAT, in addition to sugar wasted, bags, twine and labor amount to about 40 cents to the cost per cwt. of the sugar?

AND

THAT 350 lbs. of Domino Package Sugars mean 350 lbs. sold with a profit on every pound?

THAT no time is lost and no material or sugar wasted?

THAT therefore, a retailer makes more money per pound when he sells Domino Package Sugars?

AND THAT his customers prefer this clean cane sugar to any other made?

American Sugar Refining Company

"Sweeten it with Domino"

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



Annual Meeting of Hotel Men at Flint.

Battle Creek, Oct. 9.—The annual convention of the Michigan State Hotel Association, by far the most interesting and most largely attended of any in its history, was held at the Hotel Durant, in Flint, last week.

At the convention held at Grand Rapids in 1920, an attendance of forty-one was registered; 1921, at Muskegon, seventy-one, a year later, at Battle Creek, about an even hundred were accounted for, but this year the attendance record went over the top with 134. Some growth, due to the various presiding officers and willing and enthusiastic assistants.

The convention, preceded the night before with informal festivities provided the advance guard by Mine Host George Crocker, resident manager of the Hotel Durant, formally convened on Friday morning, opening with an address of welcome by T. W. Otto, Secretary of the Flint Chamber of Commerce, responded to by Walter Hodges, of the New Burdick, Kalamazoo, and followed by the customary reports of officers, including that of the President, C. H. Montgomery, Post Tavern, Battle Creek, in which he dwelt on the importance of organization and co-operation among landlords to offset the efforts on the part of labor and other bodies, whose activities in many instances were directed toward the furtherance of programs inimical to hotel interests. He spoke quite feelingly of the gratifying assistance which had been rendering him by his official family, whereby the membership of the Association had been increased by over 130 in two years.

Frank S. Verbeck, Cedar Springs Lodge, Glen Lake, briefly mentioned the methods by which this membership had been increased, expressing the hope that within the next year this membership strength would be so increased that the Michigan Association would be at the head of the list of all state associations.

John A. Anderson, Hotel Harrington, Port Huron, explained by what method hotel operation could be made profitable in applying true salesmanship in the disposition of rooms.

"Kitchen and Food Control in Small Hotels," was ably presented in a paper offered by M. F. Moore, manager of the Detroit Country Club, and interestingly discussed afterward.

Professor E. G. Allen, Cass Technical High school, Detroit, talked profitably on industrial education as related to the education of future hotel operatives, and Mr. Stevenson, representing H. L. Stevens & Co., hotel builders of Chicago, gave them interesting data concerning the cost of erecting modern hotels.

Adjournment was taken at 1 o'clock when the members were given a luncheon at the Hotel Dresden, as the guests of Thos. C. Riley, its manager according to the following:

Casaba Cocktail
Green Turtle Soup—Aux Quenelles
Queen Olives Celery Hearts
Salted Almonds
Roast Jumbo Squab—Au Cresson
Candied Yams June Peas
Tomato—En Surprise
Ice Cream in Form
Chocolate Nut and Angel Food Cake
Coffee

The luncheon was followed by a visit to the wonderful factories of the

Buick Motor Co., where every detail of manufacture from the original engineer's prints to the completed cars were explained carefully and interestingly.

The evening event was a dinner and dance at the Flint Country Club and I might say in connection with this that every guest was transported to and from the Club in a spick and span new Buick auto, through the courtesy of the manufacturing thereof.

At 9:30 a. m. Saturday the session opened with a symposium on the "Hotel" in its different public relations, handled by Fred Z. Pantlind, Hotel Pantlind, Grand Rapids; J. K. Blatchford, Secretary of the American Hotel Association; W. L. McManus, Jr., Cushman House, Petoskey; Chas. H. Stevenson, Hotel Stevenson, Detroit; and John Willy, editor of the Hotel Monthly, Chicago.

John D. Martin of Grand Rapids was to have represented the U. C. T. fraternity in this discussion, but the convention being advised of his serious illness passed a suitable resolution of sympathy and arranged for an appropriate floral offering to be sent him.

One of the real treats of the entire meeting was the scholarly address by Frank A. K. Boland, New York, attorney for the American Hotel Association, on "Legislation and Co-Operation." Mr. Boland, with the gift of unsurpassed oratory, said he had traveled 800 miles to deliver a message to Michigan hotel folks and he certainly handled his subject interestingly and understandingly. This offering of itself ought to have proven full repayment for any effort or expense undergone by members in attending the convention. At a later date I will take up this subject and supply you with Mr. Boland's views more in detail.

"Hitting the Right Spot in Hotel Advertising," was interestingly presented by D. G. Newton, advertising manager for the Statler interests.

Henry J. Bohn, editor of the Hotel World, Chicago, spoke of "Fifty Years Ago," and, as usual, gave the members a treat. Mr. Bohn was a participant at the organization of the Michigan State Hotel Association at Kalamazoo, a quarter of a century back, and demonstrated that he is some historian. He was followed by Harry Eastman, of the Hotel Bulletin, Chicago, who cleverly treated the subject "Fifty Years From Now."

At this juncture a delegation of the Great Lakes Tours Association, sixty in number, many accompanied by their wives, who were en route to Chicago from Toronto, joined the State Association and participated in the delightful luncheon tendered by George L. Crocker, manager of the Hotel Durant.

Luncheon over, a golf tournament for such as were interested in that sport; special entertainment for the ladies, arranged by Mrs. Crocker, the hostess, and a round table session for

HOTEL ARCADEA ALMA, MICHIGAN

Hotel Arcadea, at Alma, Michigan, for sale or rent. A widow and cannot manage hotel alone. Steam heat. Modern conveniences. Weekly rates. One Dollar per night.

Lansing's New Fire Proof HOTEL ROOSEVELT

Opposite North Side State Capitol on Seymour Avenue
250 Outside Rooms, Rates \$1.50 up, with Bath \$2.50 up.
Cafeteria in Connection.

Bell Phone 596 Citiz. Phone 61366

JOHN L. LYNCH SALES CO. SPECIAL SALE EXPERTS

Expert Advertising
Expert Merchandising
209-210-211 Murray Bldg.
GRAND RAPIDS, MICHIGAN

Livingston Hotel GRAND RAPIDS

European
Rates \$1.25 to \$2.50 per day

OCCIDENTAL HOTEL

FIRE PROOF
CENTRALLY LOCATED
Rates \$1.50 and up
EDWARD R. SWETT, Mgr.
Muskegon Michigan

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.

Stop and see George, HOTEL MUSKEGON Muskegon, Mich.

Rates \$1.50 and up.
GEO. W. WOODCOCK, Prop.

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.

The Center of Social and Business Activities THE PANTLIND HOTEL

Everything that a Modern Hotel should be.
Rooms \$2.00 and up. With Bath \$2.50 and up.

HOTEL BROWNING GRAND RAPIDS

Corner Sheldon and Oakes;
Facing Union Depot;
Three Blocks Away

150 Fireproof Rooms

Rooms, duplex bath, \$2
Private Bath, \$2.50, \$3
Never higher

HOTEL ROWE GRAND RAPIDS NEWEST HOTEL

350 Rooms—350 Servitors—250 Baths
Rates \$2 with Lavatory and Toilet \$2.50 with Private Bath
HOLDEN HOTEL CO., C. L. Holden, Mgr.

CODY HOTEL GRAND RAPIDS

RATES \$1.50 up without bath
\$2.50 up with bath
CAFETERIA IN CONNECTION



Hotel Whitcomb AND Mineral Baths

THE LEADING COMMERCIAL AND RESORT HOTEL OF SOUTHWEST MICHIGAN
Open the Year Around
Natural Saline-Sulphur Waters. Best for Rheumatism, Nervousness, Skin Diseases and Run Down Condition.
J. T. Townsend, Mgr.
ST. JOSEPH MICHIGAN



VAN DAM

MANUFACTURED BY
TUNIS JOHNSON CIGAR CO.
GRAND RAPIDS, MICHIGAN



the benefit of the smaller hotel operators, were on the program, the latter of more than passing interest to such as participated.

The annual election of officers resulted as follows:

President—H. Wm. Klare, Hotel Statler, Detroit.

Vice-President—Walter J. Hodges, New Burdick, Kalamazoo.

Secretary—Frank S. Verbeck, Cedar Springs Lodge, Glen Lake.

Treasurer—M. E. Magel, Hotel Clifton, Battle Creek.

Standing committees to be appointed by the president will be announced later.

Resolutions of appreciation for the many courtesies shown the membership by the United Hotels Company, represented by their resident manager, George L. Cdocker, Hotel Durant; Thos. C. Riley, manager of Hotel Dresden; Buick Motor Company and the Flint Chamber of Commerce, and our beloved retiring President, Carl Montgomery, were offered and passed as the closing incident of the business program.

The passing of the convention of 1923 was celebrated by the annual banquet at the Hotel Durant, the menu for which comprised the following offering:

Supreme of Fruit, Bohemian Celery Olives Salted Nuts
Green Turtle Soup—Amontillado
Filet of Black Bass—Michigan
Small Parsley Potatoes
Mignon of Tenderloin—Fresh Mushrooms
June Peas Potatoes Parisian
Salad Durant
Coupé St. Boniface
Cammenbert Cheese Wafers
Demi Tasse Appolinaris

The closing incident was the presentation to the retiring president, C. H. Montgomery, of a repeating rifle of special construction.

I cannot close this article without specially mentioning the magnificent hospitality of Mr. and Mrs. Crocker, host and hostess, whose untiring efforts were so largely responsible for the wonderful success of the convention, especially from a social standpoint, or the generosity of the United Hotels Company who supplied the sumptuous accommodations of their beautiful hotel to all members, free as grace.

The Great Lakes Tours Association, which I spoke of as "catching up" with the Michigan State Hotel Association, at Flint, was organized last year for the purpose of more closely cementing the interests of the hotels of lower Canada, such of the United States as border on Lake Erie, the resort regions of the entire state of Michigan and kindred relations with Chicago.

Their annual convention was held at Grand Rapids, but preliminary thereto the program consisted of a grand auto tour of its members, starting at Toronto, taking in Buffalo, Cleveland, Toledo and Detroit.

From Detroit their itinerary included Flint, where they were entertained in conjunction with the Michigan organizations, Lansing, where they enjoyed the hospitality of E. S. Richardson, Hotel Kerns, at luncheon Sunday; dinner Sunday evening and over night with Fred Z. Pantlind, Hotel Pantlind, and luncheon Monday with C. L. Holden Hotel Rowe, Grand Rapids; dinner Monday evening and over night with Edward R. Swett, Occidental Hotel, Muskegon; luncheon Tuesday with I. T. Townsend, Hotel Whitcomb, St. Joseph, winding up at South Bend, Indiana, as the guests of the Oliver and LaSalle hotels Tuesday night.

Their entire trip comprised one round of royal entertainment, contributed by the fraternity with whom they came in contact, coupled with the opportunity of enjoying the scenery en route as well as a chance to study road conditions.

From start to finish they were escorted by road officials, traffic officers and interested friends.

A portion of the itinerary, which

contemplated a visit to Cadillac, Petoskey, Traverse City and Manistee, was cancelled on account of road conditions and the lateness of the season; by reason of which most of the resort hotels are closed.

Since the organization of this Association, a little more than a year ago, many thousands of dollars have been spent in advertising and other forms of promotion, with appreciable results, and it is now the intention of its membership to enlarge its operations, still keeping to the original program of encouraging easterners to travel in the direction of Michigan, although loitering on the way, as it might be, enjoying stops in towns through which they pass which have good hotels, with an understanding that accurate travel directions and other information will be provided, useful in traversing the regions so associated. Comprehensive maps, folders and circulars have been prepared for general distribution and newspaper and magazine advertising freely indulged in.

The organization practically has no overhead expenses, consequently all assessments and contributions are disbursed without shrinkage of any nature, a situation almost without parallel in tourist promotion schemes.

The election of officers at the Pantlind Hotel, Grand Rapids, resulted as follows:

President—David Olmstead, Hotel Winton, Cleveland.

Vice-President—Fred Z. Pantlind, Hotel Pantlind, Grand Rapids.

Sec. and Treas.—D. G. Newton, Hotel Statler, Buffalo.

Much disappointment was expressed at the inability of participants to visit the real resort section of Michigan, but they had an opportunity of viewing the sand dunes, and tourists play grounds between Muskegon and Michigan City, revelations in themselves.

Work on an addition to the Bancroft Hotel, Saginaw, which will give that institution 350 rooms when completed, has already been started. The approximate cost of these improvements will be \$350,000.

Recently the New Republic Hotel, at Bay City, conducted by William Schindihette, was quite seriously damaged by fire, but the enterprising landlord has so manipulated his affairs that, to a great extent, he has been able to take care of his regular patrons without serious inconvenience, proceeding meanwhile to rebuild on a larger and improved scale.

An up-to-date restaurant will soon be in operation in connection with the LaVerne Hotel, at Battle Creek. Outside of the service supplied by the Post Tavern, that city has not recently been possessed of a cafe of particular merit or attractiveness, and this venture by George Southerton, proprietor of the LaVerne, ought to prove profitable, especially as he has promised me that it will not be of the paper napkin stamp.

Charley Renner, becoming known as a second Statler, who now operates the Edgewater Club, at St. Joseph, and the Hotel Mishawauke, Mishawauke, Indiana, will soon open his latest venture at Urbana, Illinois, a half-million dollar proposition. As a chef-steward Charley has in years gone by been connected with various catering institutions in Michigan, enjoys a large acquaintance among hotel operators, all of whom agree that he is possessed of the necessary pep to make a similar success of his latest enterprise.

The Hotel Columbia, or rather the New Columbia, at Kalamazoo, has re-established its former popular dining room service and thrown open the most of its new rooms to the public. Frank Ehrman, its owner, is due for honorable mention in the near future.

Also the New Lenawee, at Adrian, conducted by Birney Bros. will come in for similar treatment.

I find there is a pronounced tendency among the smaller hotel men who have been merchandising rooms only since war days to return to the American plan, not to the extent as formerly of giving up, at the suggestion of their guests, the entire contents of their kitchens and refrigerators, but on a somewhat modified plan, with reasonably priced table-d'hôte offerings, simplified but attractive. The invasion of the Greek, who is now much in evidence in many of the smaller towns, has much to do with this, and I am inclined to believe they will find it will stimulate business.

Traveling men as a rule have no particular grudge against their own digestive tracts and they are bound to put up at establishments which provide wholesome meals as well as comfortable lodgings. The Greek will find his entrance into the smaller communities where wholesomeness is a far more important factor and where deficiencies in the kitchen are more readily disclosed, a difficult undertaking, and the wise landlord will make it more so by catering in a modest way at a fair rate charge.

Quite likely the smaller hotel operators did not contemplate when they placed their establishments on the European plan, there would be such an influx of small restaurants and eating places, but it is now a matter of general knowledge that the restaurant man who to-day is ostensibly confining himself to feeding transients soon embarks in the hotel game by acquiring a few rooms which may be used for lodging purposes, and with the advantage of coming in contact with transients at his lunch counter, soon makes it interesting for his more pretentious competitor.

So long as you must necessarily feed your employees and quite usually members of your own family, why not go a step further and supply your lodgers with a simple, wholesome meal, such as you would your self relish, at a reasonable charge and discourage these interlopers?

Frank S. Verbeck.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Oct. 9.—Theodore Peterson, druggist at the corner of East Fulton street and Ransom avenue, has leased two stores in the new Stuyvesant apartment buildings, corner State street and Madison avenue. He will install a new drug stock in the corner store and conduct the store next north as a soda guild and tearoom. His brother, W. A. Peterson, will have charge of the new store.

Harv C. Hoag, who has traveled for stationery houses for the past eighteen years—ten of them with the Kalamazoo Stationery Co.—has rented the store building formerly occupied by C. J. Collar, at Lowell, and has installed therein a variety and notion stock. Mr. Hoag has removed his family from Grand Rapids to Lowell, locating them in a home he has purchased at the latter place.

Charles R. Phelps, who has been connected with the Miller-Michigan Potatoe Co. for the past nine years, has purchased the grocery stock of F. S. Adams, 1128 South Division avenue, and will continue the business at the same location.

Traveling men who cover Eastern Michigan insist that the model small town hotel is, beyond the question of a doubt, the Allendorf Hotel, at Holly. This hotel is ideal in appointments and service. Both Mr. and Mrs. Bartlett aim to meet the most exacting demands of their guests with scrupulous care and great cheerfulness. Their rooms and beds are clean and wholesome and their little dining room is a delight to the eye. No matter how late a guest may be in arriving he is never compelled to seek a restaurant to appease his hunger. No wonder traveling men make long jumps to get to the Allendorf, which is so far ahead of the average

hotel in country towns as to be in a class by itself.

L. Winternitz, who has spent the summer season at Charlevoix, is in Grand Rapids for a few days, en route to Chicago, Washington, New York and Los Angeles via the Panama Canal. He has already engaged rooms at Charlevoix for the season of 1924.

J. J. Berg (Pitkin & Brooks) has closed his cottage at Baptist Lake and resumed his residence in Grand Rapids for the winter months.

Removal of a Good Citizen.

Boyer City, Oct. 9.—Boyer City is losing one of its best boosters. S. A. Fleming, who with his wife came to Boyer City eight years ago and established a house furnishing business under the name of the Boyer City House Furnishing Co., has sold his business and will leave town soon.

Both Mr. and Mrs. Fleming have, aside from their business, been very active in all the civic and social matters of the city—Mrs. Fleming in the woman's club and church and social work and Mr. Fleming in Chamber of Commerce and Rotary Club work. They were both the kind of people who, when anything was asked of them, went and did it, and it was done well and promptly. We are sorry to lose the Flemings and we are certain that any community to which they may go will be favored.

The frost is on the pumpkin and the fodder's in the shock. The same old pageant is heralding the finish of another year's work. Mother Nature is tucking in the little seedlings and covering the seeds for another spring's glory. The hills are ablaze as always with the patch-work quilts. Old fashioned as the hills, but ever stirring our appreciation of Nature's beauties. Soon will come the blanket of snow and we can be assured that the returning sun will be the herald of a resurrection, the promise of the future. The old dies and passes away, but always leaves the germs of the coming life. And every year leaves a new fertility from the death of the old, that the coming generation may grow and flourish more abundantly. Maxy.

Kalamazoo Officers to be Guest of Honor.

Kalamazoo, Oct. 9.—Honoring Mr. George E. Kelly, of this city, Grand Councilor of the United Commercial Travelers of Michigan, Kalamazoo Council, will hold an entertainment at the hall on West South street Saturday night, Oct. 13.

The Supreme Council of the U. C. T. will be represented on this occasion by Daniel McCarthy, who is chairman of the Supreme Executive Committee and very active in U. C. T. circles in Ohio. Mr. McCarthy will speak.

The Ladies' Auxiliary of the Kalamazoo Council will serve dinner at 6:30. Mrs. Glen Stannard is chairman of the committee in charge.

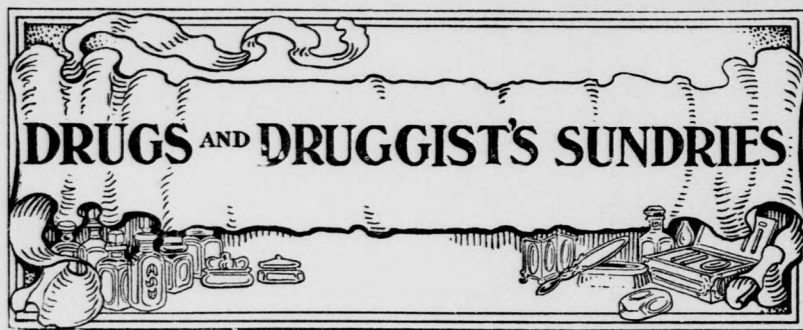
After the dinner Kalamazoo Council will convene to initiate a class of candidates, while the ladies' auxiliary members will hold a social session in the parlors. Auction bridge will be played.

Kalamazoo Council is recognized as one of the leading councils of the U. C. T. and its members are active in many ways looking toward the interests and the advancement of Kalamazoo. Herman Johnson is Senior Councilor and C. W. Siple Secretary of the local council. The Council extends an invitation to every traveling salesman to join the local U. C. T.

But We Won the War.

Nine hundred and twenty-seven ships of the Emergency Fleet Corporation lie idle.

Just to keep the record straight, let us record that the man who said Americans love to be humbugged wasn't a bootlegger.



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

Michigan Board of Pharmacy.
President—James E. Way, Jackson.
Vice-President—Jacob C. Dykema,
Grand Rapids.
Secretary—H. H. Hoffman, Lansing.
J. A. Skinner, Cedar Springs.
Oscar W. Gorenflo, Detroit.
Claude C. Jones, Battle Creek.
Director of Drugs and Drug Stores—
H. H. Hoffman, Lansing.
Next examination session—Grand Rap-
ids, Nov. 20, 21 and 22.

Showing a Drug Store in a Window.

Somebody is always getting up something different. Here is a new wrinkle or it may be an old wrinkle revamped. Anyhow, it is a good one. You use a narrow trim, but this is something to take the place of the panels, which have been going well for several years, but which are also beginning to seem familiar. Have the carpenter get you up a section of shelving. There is a board back-ground with the shelves on brackets just as they are often seen against the wall of a store. This is your main feature and certainly it is simple enough. Now have this section of shelving fastened so that it will stand upright in a sizable window. You don't want to use a small window for this display. It will, in fact, fill a long window. You can have your shelving of unvarnished pine or you can have it stained. Some displays showing shelves of unpainted wood are very attractive. They seem to drive home the idea in an attractive way.

You now have some shelves. They should be filled with goods.

Show a row of patent medicines. If you have some preparations of your own, mix them in. Attach little price tags. These are especially necessary if you have something you really want to push.

On the shelf below say we show a line of cameras. There they are, arranged neatly in a row on the shelf, just as one might notice them inside the store. On the shelf below perhaps we have a row of toilet waters and perfumery. And on the shelf below this we have a row of mixed specialties, a couple of Thermos bottles, maybe a couple of small electric fans, then a box of baseballs, next a shower bath outfit, and so on. Now step back and view your set of shelves. What have you? A drug store in a window, so to speak.

The very simplicity of the idea will make people look.

And don't forget the price tags.

Remember your price tags.

When people are looking, you want your price tags well to the front.

You can elaborate this main idea by having a row of drawers below the shelves, just as they appear within the store. These drawers may be pulled out, showing bulk drugs, sponges, bulk candies, anything you like.

On the shelves you can change trims with the utmost celerity. You can change everything every day, if you like. Or you can run four shelves as they are for several days and then change the trim on a single shelf every day, boosting safety razors one day, a line of borax in pound boxes the next, a line of spices the next and then showing the most swagger and expensive perfumes in the shop. An ultra smart drug store with everything in polished mahogany will sometimes show plain pine shelves in the window, and the display often makes a hit, too. There is something about it, hard to explain, but with real pulling power, as the advertisement writers say.

Now suppose we want to have a lot of quantity displays. The quantity display has impressive points and hits the spectator in the eye, so to speak. So, for instance, we line all the shelves with cartons of safety matches, a dozen boxes to a package. They are marked at a price that will show a saving, and you can even mark up a price in gross lots. You never know where the lightning is going to strike or who is going to buy. So it pays to be prepared for anything. A young druggist ought to put on a bold front and show a quantity trim now and then. People are inclined to go where they think there is a big stock. This is a trait which we cannot alter and there is no use in saying that things ought not to be so. Perhaps they should not, but the thing to do is to meet life as you find it. So the young druggist can show wooden toothpicks in packages, moth balls in pound boxes, camphor flake, borax in pound packages, small bottles of ink, stationery, such things as he has in sufficient quantities to make a good showing. He may be able to do this readily with simple lines, whereas he might not be able to fill the window with expensive perfumery.

There is another thing to bear in mind—selling drugs to well people. The drug business would be in a very bad way if there were no sales except to those actually ill. In these days we see sulphur, borax, bicarbonate of soda, powdered alum, and other household favorites put up in neat little packages. And the very sight of the goods will often tend to cause sales. This is a known fact. We

need not delve into the psychology of the thing. The good merchant will bear all these things in mind and force business at every point. More business without increasing the overhead is what we want. An instance comes to mind where a druggist put out a big window display of canary seed. He was running along, selling two or three packages a day, no more and no less, when the idea occurred to him of having a big window trim. That day he sold a goodly number of packages and half of the sales went to transients, people who happened to be waiting for a car or just ambling by. So he got extra business and still kept on selling his usual number of packages per day. This illustrates just what is meant by forcing business. You can't rush out and compel

people to buy, but a good window trim will often bring them into the store.

The druggist who has plenty of stock can use these window shelves to get up a goodly exhibit of cameras, or safety razors, or shower bath outfits—anything he wants to show. There are the goods in orderly array, with price tags attached. It is something different—a drug store in a window. People are bound to stop and look. When they stop and look the battle is half won. A paying percentage will come in and buy. Then we have the miscellaneous exhibit. The shelves are filled with anything that comes to hand and some expert trimmers will array all sorts of articles side by side. The effect is that we sometimes find in a country "general

NATION WIDE CANDY DAY SATURDAY, OCT. 13

The "Opening Day" of the Candy industry throughout the United States.

It is being nationally advertised and every candy dealer will reap the benefit.

STOCK UP FOR IT. TRIM YOUR WINDOWS.

PUTNAM FACTORY
GRAND RAPIDS, MICH.

DIAMOND TOOTHPICKS



DIAMOND CARTON CLOTHESPINS



are the best that can be made. Selling them means satisfied customers and helps build a reputation for "Quality" for your store, and last but not least furnishes a good profit.

Ask your jobber for Diamond Brand Toothpicks and Diamond Carton Clothespins, or write us for prices and particulars.

THE DIAMOND MATCH COMPANY

NEW YORK

NEW ORLEANS

CHICAGO

SAN FRANCISCO

ST. LOUIS

store" and the very oddity of this effect in the window of a fine drug store causes the people to halt.

"What is this?" the spectator says to himself, rubbing his eyes. Then he catches the idea and perhaps passes on. But he will carry that window trim with him in his mind. He will crane his neck the next day to see it from the street car as he passes by, and he will mention it to his friends. That is a triumph for the store.

This idea of a drug store in a window is easily carried out.

The expense is slight and you use only the goods already on your shelves. Some unique combinations may be arranged. Think it over. The idea has possibilities. We can't stick to the same old stuff all the time. The man who plays Columbus generally gets his reward. Certainly he deserves one.—National Druggist.

Reform Should Begin at Home.

The delegation of Northwestern bankers who waited upon the President last week and advocated the revival of the United States Grain Corporation as a means of boosting the price of wheat received some suggestions from the director of the War Finance Corporation that were as sound as they were perhaps unpalatable to the hearers. First of all, they were told that the best hope of relief lay through local self-help. They were urged to go back home and help to develop co-operative marketing associations in their communities. They were next told that many banks in the Northwest were charging too much interest on farm loans, and that back of this lay the practice in the section by some of the State banks of paying from 5 to 7 per cent. on time deposits, a policy which made it impossible for them to accommodate borrowers at a reasonable rate. This

calls to mind the reply of the head of the Federal Reserve Board about two years ago to the request of a Western Governor that the rediscount rates of the Reserve Bank in this Governor's district be lowered 2 per cent. The Governor's attention was directed to the fact that the country banks in his State were then charging farmers from 3 to 5 per cent. above the rediscount rate in their district, and the reform should begin at home.

This Language Again.

Little Georgie had been along the street window-shopping and returned full of curiosity.

"Mamma, is a music store where you buy music?"

"Yes, my son."
"And a 'hardware store' is where
you buy hardware?"

"Certainly. Get to the point and spring the gag!"

"Well, I just thought I'd go down the street and buy an army at the army store."

Fiegler's

Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

Sensible Holiday Goods

FOR THE 1923 HOLIDAY SEASON

Now on Display in Our New Building

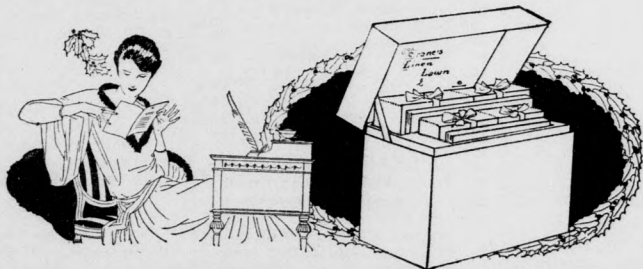
38-44 OAKES STREET

(73 Steps from the Union Depot)

Grand Rapids, Mich.

Better come at once, while the line is complete, for we are showing this year a line of Imported and Domestic Holiday Goods which every live druggist in the state should not fail to see, for it is the real Holiday Line of them all. Come early while the line is complete. Thousand of items to select from

FOR FIFTY YEARS AT YOUR SERVICE.



HAZELTINE & PERKINS DRUG CO.

Manistee

Michigan

Grand Rapids

WHOLESALE DRUG PRICE CURRENT

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

Acids		Almonds, Sweet.		Tinctures	
Boric (Powd.)	15 @ 25	Imitation	60@1 00	Aconite	@1 80
Boric (Xtal)	15 @ 25	Amber, crude	1 75@2 00	Aloes	@1 45
Carbolic	44 @ 51	Amber, rectified	2 00@2 25	Arnica	@1 10
Citric	62@ 70	Anise	1 00@1 25	Asafetida	@2 40
Muriatic	3½@ 3	Bergamont	4 50@4 75	Belladonna	@1 25
Nitric	9@ 15	Cajeput	1 50@1 75	Benzoil	@2 10
Oxalic	20½@ 30	Cassia	4 50@4 75	Benzoin Comp'd	@2 65
Sulphuric	3¼@ 3	Castor	1 55@1 75	Buchu	@2 55
Tartaric	43 @ 55	Cedar Leaf	1 75@2 00	Cantharides	@2 85
		Citronella	1 10@1 40	Capiscum	@2 20
		Cloves	3 25@3 50	Catechu	@1 75
		Cococnut	25@ 35	Cinchona	@2 10
		Cod Liver	1 30@1 40	Colchicum	@1 80
		Croton	2 00@2 25	Cubeb	@3 00
		Cotton Seed	1 40@1 60	Digitalis	@1 80
		Cubebs	3 50@3 75	Gentian	@1 25
		Elaeagn	3 00@3 25	Ginger, D. S.	@1 30
		Eucalyptus	80@1 20	Guaiac	@2 20
		Hemlock, pure	2 00@2 25	Guaiac, Ammon.	@2 00
		Juniper Berries	2 00@2 25	Iodine	@ 95
		Juniper Wood	1 50@1 75	Iodine, Colorless	@1 35
		Lard, extra	1 35@1 45	Kino, clo.	@1 40
		Lard, No. 1	1 25@1 35	Myrrh	@2 50
		Lavender Flow.	5 00@5 25	Nux Vomica	@1 55
		Lavender Gar'n	85@1 20	Opium	@3 50
		Lemon	1 50@1 75	Opium, Camp.	@ 85
		Linseed Boiled bbl.	@ 93	Opium, Deodor'd	@3 50
		Linseed bld. less 1	0 5@1 13	Rhubarb	@1 70
		Linseed, raw, bbl.	@ 96		
		Linseed, ra., less 1	0 3@1 16		
		Mustard, artifi. oz	@ 45		
		Neatsfoot	1 35@1 50		
		Olive, pure	3 75@4 50		
		Olive, Malaga,			
		yellow	2 75@3 00		
		Olive, Malaga,			
		green	2 75@3 00		
		Orange, Sweet.	5 50@5 75		
		Origanum, pure	@2 50		
		Origanum, com'l	1 00@1 20		
		Pennyroyal	3 00@3 25		
		Peppermint	4 25@4 60		
		Rose, pure	10 50@10 90		
		Rosemary Flows	1 25@1 50		
		Sandalwood, E.			
		I.	11 00@11 25		
		Sassafras, true	2 00@2 25		
		Sassafras, art'il	1 00@1 25		
		Spearmint	4 00@4 25		
		Sperm	1 80@2 05		
		Tansy	9 00@9 25		
		Tar, USP	50@ 65		
		Turpentine, bbl.	@1 15½		
		Turpentine, less 1	22@1 35		
		Wintergreen,			
		leaf	6 00@6 25		
		Wintergreen, sweet			
		birch	3 50@3 75		
		Wintergreen, art.	80@1 20		
		Wormseed	8 00@8 25		
		Wormwood	9 00@9 25		
		Potassium			
		Bicarbonate	35@ 40		
		Bichromate	15@ 25		
		Bromide	45@ 50		
		Carbonate	30@ 35		
		Chlorate, gran'r	23@ 30		
		Chlorate, powd.			
		or xtal	16@ 25		
		Cyanide	32@ 50		
		Iodide	4 61@4 84		
		Permanganate	30@ 40		
		Prussiate, yellow	65@ 75		
		Prussiate, red	1 45@1 50		
		Sulphate	35@ 40		
		Roots			
		Alkanet	25@ 30		
		Blood, powdered	30@ 40		
		Calamus	35@ 75		
		Elecampane, pwd	25@ 30		
		Gentian, powd.	20@ 30		
		Ginger, African,			
		powdered	25@ 30		
		Gir' ger, Jamaica	60@ 65		
		Gir' ger, Jamaica,			
		powdered	42@ 50		
		Goldenseal, pow. 5	50@6 00		
		Ipecac, powd. .3	00@3 25		
		Licorice	35@ 40		
		Licorice, powd.	20@ 30		
		Orris, powdered	30@ 40		
		Poke, powdered	30@ 35		
		Rhubarb, powd.	85@1 00		
		Rosinwood, powd.	30@ 35		
		Sarsaparilla, Hond.			
		ground	@1 00		
		Sarsaparilla Mexican,			
		ground	@ 60		
		Squills	35@ 40		
		Squills, powdered	60@ 70		
		Tumeric, powd.	17@ 25		
		Valeran, powd.	40@ 50		
		Seeds			
		Anise	35@ 40		
		Anise, powdered	38@ 45		
		Bird, ls	13@ 15		
		Canary	10@ 15		
		Caraway, Po. .50	35@ 40		
		Cardamon	2 00@2 25		
		Celery, powd. .45	35@ 40		
		Coriander pow. .35	27@ 30		
		Dill	12½@ 20		
		Fennell	25@ 40		
		Flax	08½@ 13		
		Flax, ground	08½@ 13		
		Foenugreek pow.	15@ 25		
		Hemp	8@ 15		
		Lobelia, powd.	@1 25		
		Mustard, yellow.	15@ 25		
		Mustard, black	15@ 20		
		Poppy	22@ 25		
		Quince	1 50@1 75		
		Rape	15@ 20		
		Sabadilla	23@ 30		
		Sunflower	11½@ 15		
		Worm, American	30@ 40		
		Worm Levant	@5 00		
		Leaves			
		Buchu	1 50@1 60		
		Buchu, powdered	@1 75		
		Sage, Bulk	25@ 30		
		Sage, ¼ loose	@ 40		
		Sage, powdered.	@ 35		
		Senna, Alex.	75@ 80		
		Senna, Tinn.	30@ 35		
		Senna, Tinn. pow.	25@ 35		
		Uva Ursi	20@ 25		
		Oils			
		Almonds, Bitter,			
		true	7 50@7 75		
		Almonds, Bitter,			
		artificial	4 00@4 25		
		Almonds, Sweet,			
		true	30@1 30		
		Paints.			
		Lead, red dry	14@ 14½		
		Lead, white dry	14@ 14½		
		Lead, white oil	14@ 14½		
		Ochre, yellow bbl.	@ 2		
		Ochre, yellow less 2½	@ 6		
		Putty	5@ 8		
		Red Venet'n Am.	3½@ 7		
		Red Venet'n Eng.	4@ 8		
		Whiting, bbl.	5½@ 10		
		Whiting	2 80@3 00		
		L. H. P. Prep.	2 80@3 00		
		Rogers Prep.	2 80@3 00		
		Miscellaneous			
		Acetanalid	47½@ 53		
		Alum	08@ 12		
		Alum, powd. and			
		ground	09@ 15		
		Bismuth, Subni-			
		trate	3 85@4 00		
		Borax xtal or			
		powdered	07@ 13		
		Cantharades, po.	2 00@2 90		
		Calomel	1 76@1 90		
		Capisum, pow'd	43@ 55		
		Carminc	6 00@6 64		
		Cassia Buds	25@ 30		
		Cloves	47@ 50		
		Cloak Prepared	14@ 14		
		Chloroform	57@ 60		
		Chloral Hydrate 1	35@1 81		
		Cocaine	11 60@12 25		
		Cocoa Butter	55@ 75		
		Corks, list, less	40@50 50		
		Copperas	2½@ 10		
		Copperas, Powd.	4@ 10		
		Corrosive Sublm 1	43@1 63		
		Cream Tartar	35@ 45		
		Cuttle bone	40@ 50		
		Dextrine	5@ 15		
		Dover's Powder 3	50@4 00		
		Emery, All Nos.	10@ 15		
		Emery, Powdered	8@ 10		
		Epsom Salts, bbls.	@ 3		
		Epsom Salts, less 3½	@ 10		
		Ergot, powdered	@1 60		
		Flake, White	15@ 20		
		Formaldehyde, lb	16½@ 30		
		Gelatine	1 25@1 60		
		Glassware, less 55%.			
		Glassware, full case	60@ 65		
		Glauber Salts, bbl.	@03 14		
		Glauber Salts less	04@ 14		
		Glue, Brown	21@ 20		
		Glue, Brown Grd	15@ 20		
		Glue, White	27½@ 35		
		Glue, White Grd.	25@ 35		
		Glycerine	22½@ 40		
		Hops	6@ 75		
		Iodine	6 30@6 75		
		Iodoform	7 60@7 85		
		Lead Acetate	18@ 25		
		Lycopodium	60@ 75		
		Mace	@ 80		
		Mace, powdered	95@1 00		
		Menthol	20 00@20 40		
		Morphine	10 70@11 60		
		Nux Vomica	@ 30		
		Nux Vomica, pow.	17@ 25		
		Pepper black pow.	32@ 35		
		Pepper, White	40@ 45		
		Pitch, Burgundy	10@ 15		
		Quassia	12@ 15		
		Quinine	72@1 33		
		Rochelle Salts	28@ 35		
		Saccharine	@ 30		
		Salt Peter	11@ 22		
		Soliditz Mixture	80@ 40		
		Soap, green	15@ 30		
		Soap, mot. cast.	22½@ 25		
		Soap, white castle			
		case	@11 50		
		Soap, white castle			
		less, per bar	@1 25		
		Soda Ash	3½@ 10		
		Soda Bicarbonate	3½@ 10		
		Soda, Sal	03@ 08		
		Spirits Camphor	@1 35		
		Sulphur, roll	3½@ 10		
		Sulphur, Subl.	04@ 10		
		Tamarinds	20@ 25		
		Tartar Emetic	70@ 75		
		Turpentine, Ven.	50@2 25		
		Vanilla Ex. pure 1	75@3 25		
		Witch Hazel	1 47@3 00		
		Zinc Sulphate	06@ 10		

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

Ammonia
Twine

DECLINED

Sash Cord

AMMONIA

Arctic, 16 oz.	2 00
Arctic, 32 oz.	3 25
1 X L, 3 doz.	3 75
Parsons, 3 doz. small	5 00
Parsons, 2 doz. med.	4 20
Parsons, 1 doz., lge.	3 35

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

Arctic, 7 oz. tumbler	1 35
Calumet, 4 oz., doz.	95
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 1/2
K. C., 15c doz.	1 37 1/2
K. C., 20c doz.	1 80
K. C., 25c doz.	2 30
K. C., 30c doz.	4 40
K. C., 30c doz.	6 85
K. C., 10 lb. doz.	13 50
Queen Flake, 6 oz.	1 25
Queen Flake, 16 oz.	2 25
Queen Flake, 100 lb. keg	11
Queen Flake, 25 lb. keg	14
Royal, 10c, doz.	95
Royal, 6 oz., doz.	2 70
Royal, 12 oz., doz.	5 20
Royal, 5 lb.	31 20
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



Original	
condensed Pearl	
Crown Capped	
4 doz., 10c dz.	85
3 dz. 15c, dz.	1 25

BREAKFAST FOODS

Cracked Wheat, 24-2	3 85
Cream of Wheat	6 90
Pillsbury's Best Cerl	2 20
Quaker Puffed Rice	5 45
Quaker Puffed Wheat	4 30
Quaker Brst Biscuit	1 90
Ralston Purina	4 00
Ralston Bran	2 70
Ralston Food, large	3 60
Saxon Wheat Food	3 75



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.	7 00
Fancy Parlor, 23 lb.	8 00
Ex. Fancy Parlor 25 lb	9 00
Ex. Fey. Parlor 26 lb.	10 00
Toy	2 25
Whisk, No. 3	2 75

Rich & France Brands

Special	8 00
No. 24 Good Value	8 75
No. 25 Velvet	10 00
No. 25, Special	9 50
No. 27 Quality	11 00
No. 22 Miss Dandy	11 00
No. B-2 B. O. E.	10 50
Warehouse, 36 lb.	11 00
B.O.E. Warehouse, 32 lb.	10 50

BRUSHES

Scrub	
Solid Back, 8 in.	1 50
Solid Back, 1 in.	1 75
Painted 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, 3 oz., doz.	2 85
Nedrow, 3 oz., doz.	2 50

CANDLES

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

CANNED FRUIT.

Apples, 3 lb. Standard	1 75
Apples, No. 10	4 50
Apple Sauce, No. 2	2 00
Apricots, No. 1	1 90
Apricots, No. 2	2 85
Apricots, No. 2 1/2	2 60
Apricots, No. 10	8 00
Blackberries, No. 10	9 00
Blueberries, No. 2	1 75
Blueberries, No. 10	11 00
Cherries, No. 2	3 00
Cherries, No. 2 1/2	4 00
Cherries, No. 10	10 50
Loganberries, No. 2	3 00
Peaches, No. 1	1 10
Peaches, No. 1, Sliced	1 40
Peaches, No. 2	2 75
Peaches, No. 2 1/2	2 25
Peaches, 2 1/2 Cal. 5 00	6 50
Pineapple, 1, sled	1 80
Pineapple, 2, sl. 3 10	3 25
Pineapple, 2, Brk. slic	3 00
Pineapple, 2 1/2, sliced	4 50
Pineapple, No. 2, crus.	2 50
Pineapple, 10 cru.	14 00
Pears, No. 2	3 25
Pears, No. 2 1/2	3 50
Plums, No. 2	2 25
Plums, No. 2 1/2	3 00
Raspberries, No. 2, blk.	3 25
Raspb's, Red, No. 10	9 75
Raspb's, Black, No. 10	11 00
Rhubarb, No. 10	5 25

CANNED FISH.

Clam Ch'der, 10 1/2 oz.	1 35
Clam Ch., No. 3	3 00
Clams, Steamed, No. 1	1 75
Clams, Minced, No. 1	1 50
Finnan Haddie, 10 oz.	3 30
Clam Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	2 75
Fish Flakes, small	1 35
Cod Fish Cake, 10 oz.	1 85
Cove Oysters, 5 oz.	1 75
Lobster, No. 1, wet	1 90
Shrimp, No. 1, wet	2 90
Sard's, 1/4 Oil, key	5 50
Sardines, 1/4 Oil, kless	4 75
Sardines, 1/4 Smoked	6 25
Salmon, Warrens, 1/2s	2 90
Salmon, Red Alaska	2 85
Salmon, Med. Alaska	1 85
Salmon, Pink Alaska	1 65
Sardines, Im. 1/4, ea.	10 28
Sardines, Im. 1/2, ea.	25
Sardines, Cal.	1 75
Tuna, 1/2, Albocore	95
Tuna, 1/2, Curtis, doz.	2 20
Tuna, 1/2s Curtis, doz.	3 50
Tuna, 1s, Curtis, doz.	7 00

CANNED MEAT.

Bacon, Med. Beechnut	2 40
Bacon, Lge. Beechnut	4 05
Beef, No. 1, Corned	2 25
Beef, No. 1, Roast	2 60
Beef, No. 1/2 Rose Sli.	1 75
Beef, No. 1/4, Qua. Sli.	2 10

Beef, No. 1, Qua. sli.	3 35
Beef, No. 1, B'nut, sli.	5 10
Beefsteak & Onions, s	2 60
Chili Con Ca., 1s	1 35
Deviled Ham, 1/2s	2 20
Deviled Ham, 1/2s	3 60
Hamburg Steak & Onions, No. 1	3 15
Potted Beef, 4 oz.	1 40
Potted Meat, 1/2 Libby	50
Potted Meat, 1/2 Libby	90
Potted Meat, 1/2 Rose	80
Potted Ham, Gen.	1 85
Vienna Saus., No. 1/2	1 35
Veal Loaf, Medium	2 30

Baked Beans

Beechnut, 16 oz.	1 40
Campbells	1 15
Climatic Gem, 18 oz.	1 25
Freemont, No. 2	1 25
Snider, No. 1	1 35
Snider, No. 2	1 35
Van Camp, small	85
Van Camp, Med.	1 15

CANNED VEGETABLES.

Asparagus.	
No. 1, Green tips	4 10
No. 2 1/2, Lge. Gr.	3 75
W. Beans, cut	2 1 45
W. Beans, 10, 7 00	7 50
Green Beans, 2s	1 45
Green Beans, No. 10	7 50
Lima Beans, No. 2, Gr.	2 00
Lima Beans, 2s, Soaked	95
Red Kid., No. 2	1 55
Beets, No. 2, wh.	1 60
Beets, No. 2, cut	1 25
Beets, No. 3, cut	1 40
Corn, No. 2, St.	1 00
Corn, No. 2, Ex-Stan.	1 55
Corn, No. 2, Fan	1 60
Corn, No. 2, Fy. glass	3 25
Corn, No. 10	7 25
Horned, No. 3	1 15
Okra, No. 2, whole	2 00
Okra, No. 2, cut	1 90
Dehydrated Veg Soup	90
Dehydrated Potatoes, lb	45
Mushrooms, Hotels	40
Mushrooms, Choice	48
Mushrooms, Sur Extra	70
Peas, No. 2, E.J.	1 25
Peas, No. 2, Sift.	1 60
Peas, No. 2, Ex. Sift.	2 10
E. J.	1 90
Peas, Ex. Fine, French	29
Pumpkin, No. 3	1 45
Pumpkin, No. 10	4 00
Pimentos, 1/2, each	15 18
Pimentos, 1/2, each	27
Sw't Potatoes, No. 2 1/2	1 35
Sauerkraut, No. 3	1 35
Succotash, No. 2	1 60
Succotash, No. 2, glass	3 45
Spinach, No. 1	1 10
Spinach, No. 2	1 20
Spinach, No. 3	1 85
Spinach, No. 10	5 75
Tomatoes, No. 2	1 30
Tomatoes, No. 3	1 90
Tomatoes, No. 2 glass	2 85
Tomatoes, No. 10	7 50

CATSUP.

B-nut, Small	1 80
Lilly Valley, 14 oz.	2 25
Libby, 14 oz.	2 25
Libby, 8 oz.	1 60
Lilly Valley, 1/2 Pint	1 45
Paramount, 24, ss	2 40
Paramount, 24, 16s	2 40
Paramount, 6, 10s	10 00
Sniders, 8 oz.	1 85
Sniders, 16 oz.	2 75
Van Camp, 8 oz.	1 75
Van Camp, 16 oz.	2 75

CHILI SAUCE.

Snider, 16 oz.	3 35
Sniders, 8 oz.	2 35
Lilly Valley, 1/2 Pint	2 25

OYSTER COCKTAIL.

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

CHEESE

Roquefort	65
Kraft Small tins	1 70
Kraft American	1 70
Chili, small tins	1 70
Pimento, small tins	1 70
Roquefort, small tins	2 60
Camenbert, small tins	2 50
Brick	29
Wisconsin Flats	30
Wisconsin Daisy	30
Longhorn	31
Michigan Full Cream	29
New York Full Cream	32
Sap Sago	40

CHEWING GUM

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

CHOCOLATE.

Baker, Caracas, 1/2s	37
Baker, Caracas, 1/4s	35
Baker, Premium, 1/2s	37
Baker, Premium, 1/4s	34
Baker, Premium, 1/2s	34
Hersheys, Premium, 1/2s	35
Hersheys, Premium, 1/4s	36
Runkle, Premium, 1/2s	34
Runkle, Premium, 1/4s	37
Vienna Sweet, 24s	1 75

COCOA.

Baker's 1/2s	40
Baker's 1/4s	36
Bunte, 1/2s	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, 1/2s	33
Hersheys, 1/4s	28
Huyler	36
Lowney, 1/2s	40
Lowney, 1/4s	40
Lowney, 1/2s	38
Lowney, 5 lb. cans	31
Van Houten, 1/2s	75
Van Houten, 1/4s	75

COCOANUT.

1/2s, 5 lb. case Dunham	50
1/2s, 5 lb. case	48
1/2s & 1/4s, 15 lb. case	49
Bulk, barrels Shredded	23
96 2 oz. pkgs., per case	8 00
48 4 oz. pkgs., per case	7 00

CLOTHES LINE.

Hemp, 50 ft.	2 00
Twisted Cotton, 50 ft.	1 75
Braided, 50 ft.	2 75
Sash Cord	3 50

COFFEE ROASTED

Bulk	
Rio	17
Santos	22 1/2
Maracaibo	27
Guatemala	27
Java and Mocha	39
Bogota	28
Peaberry	25
Christian Coffee Co.	
Amber Coffee, 1 lb. cart.	29
Crescent Coffee, 1 lb. ct.	26
Amber Tea (bulk)	47
McLaughlin's Kept-Fresh	
Vacuum packed. Always	
fresh. Complete line of	
high-grade bulk coffees.	
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.	7 00

MILK COMPOUND

Hebe, Tall, 4 doz.	4 50
Hebe, Baby, 8 doz.	4 40
Caroline, Tall, 4 doz.	4 00
Caroline, Baby	3 50

EVAPORATED MILK



Quaker, Tall	4 90
Quaker, Baby	4 80
Blue Grass, Tall, 4s	5 00
Blue Grass, Baby, 7s	3 75
Carnation, Tall, 4 doz.	5 25
Carnation, Baby, 8 doz.	5 15
Every Day, Tall	5 25
Danish Pride, Tall	

FRUIT JARS

Mason, ptt., per gross	7 95
Mason, qts., per gross	9 20
Mason, 1/2 gal., gross	12 20
Ideal Glass Top, ptt., 9 45	
Ideal Glass Top, qts., 11 20	
Ideal Glass Top, 1/2 gallon	15 70

GELATINE

Jello-O, 3 doz.	3 45
Knox's Sparkling, doz.	2 25
Knox's Acidu'd, doz.	2 25
Minute, 3 doz.	4 95
Plymouth, White	1 57
Quaker, 3 doz.	2 70

HORSE RADISH

Per doz., 6 oz.	1 10
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JELLY AND PRESERVES

Pure, 30 lb. pails	4 00
Imitation, 30 lb. pails	1 85
Pure 7 oz. Asst., doz.	1 20
Buckeye, 22 oz., doz.	2 10

JELLY GLASSES

8 oz., per doz.	35
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OLEOMARGARINE

Kent Storage Brands.	
Good Luck, 1 lb.	23 1/2
Gilt Edge, 1 lb.	23 1/2
Delicia, Nut, 1 lb.	19
Certified	24

Swift Brands.

Nut, old style	19
Nut, new style	23
Special Country roll	24

Van Westenbrugge Brands

Carload Distributor	
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Nucoa, 1 lb.	24 1/2
Nucoa, 2 and 3 lb.	24

Good Luck Margarine

1 lb.	23 1/2
2 lbs.	23

MATCHES.

Diamond, 144 box	8 00
Blue Ribbon, 144 box	7 55
Searchlight, 144 box	8 00
Red Stick, 720 lb. bxs	5 00
Red Diamond, 144 bx	6 50

Safety Matches.

Quaker, 5 gro. case	4 75
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MINCE MEAT.

None Such 3 doz.	4 95
Quaker, 3 doz. case	3 50
Libby Eggs, Wet, lb.	24

MOLASSES.



No. 10, 6 cans to case	5 35
No. 5, 12 cans to case	5 60
No. 2 1/2, 24 cans to cs.	5 85
No. 1 1/2, 36 cans to cs.	4 85

Green Brer Rabbit

No. 10, 6 cans to case	3 90
No. 5, 12 cans to case	4 15
No. 2 1/2, 24 cans to cs.	4 40
No. 1 1/2, 36 cans to cs.	3 75

Aunt Dinah Brand.

No. 10, 6 cans to case	2 85
No. 5, 12 cans to case	3 10
No. 2 1/2, 24 cans to cs.	3 35
No. 1 1/2, 36 cans to cs.	2 90

New Orleans

Fancy Open Kettle	55
Choice	42
Fair	28

Half barrels 5c extra

Molasses in Cans.	
Red Hen, 24, 2 lb.	2 70
Red Hen, 24, 2 1/2 lb.	3 25
Red Hen, 12, 5 lb.	3 00
Red Hen, 6, 10 lb.	3 00
Ginger Cake, 24, 2 lb.	3 00
Ginger Cake, 24, 2 1/2 lb.	3 90
Ginger Cake, 12, 5 lb.	3 60
Ginger Cake, 6, 10 lb.	3 35
O. & L. 24-2 lb.	4 90
O. & L. 24-2 1/2 lb.	5 75
O. & L. 12-5 lb.	5 00
O. & L. 6-10 lb.	4 75
Dove, 36, 2 lb. Wh. L.	5 60
Dove, 24, 2 1/2 lb. Wh. L.	5 20
Dove, 36, 2 lb. Black	4 30
Dove, 24, 2 1/2 lb. Black	3 90
Dove, 6, 10 lb. Blue L.	4 45
Palmetto, 24, 2 1/2 lb.	4 40

NUTS.

Whole	
Almonds, Terregona	19
Brazil, Large	20
Fancy mixed	20
Filberts, Sicily	15
Peanuts, Virginia, raw	09 1/2
Peanuts, Vir. roasted	12
Peanuts, Jumbo, raw	13
Peanuts, Jumbo, rstd	15
Pecans, 3 star	22
Pecans, Jumbo	30
Walnuts, California	23

Salted Peanuts

Fancy, No. 1	17 1/2
Jumbo	20

Shelled

Almonds	50
Peanuts, Spanish,	
125 lb. bags	13 1/2
Filberts	50
Pecans	1 05
Walnuts	53

OLIVES.

Bulk, 2 gal. keg	4 25
Bulk, 3 gal. keg	6 00
Bulk, 5 gal. keg	9 50
Quart, Jars, dozen	6 50
Pint Jars, dozen	4 00
4 oz. Jar, plain, doz.	1 45
5 1/2 oz. Jar, pl., doz.	1 60
9 oz. Jar, plain, doz.	2 30
16 1/2 oz. Jar, Pl. doz.	4 50
4 oz. Jar, stuffed	1 90
8 oz. Jar, Stu., doz.	3 40
12 oz. Jar, Stuffed, doz.	4 10
12 oz. Jar, Stuffed, dz.	5 00

PEANUT BUTTER.

Bel Car-Mo Brand	
8 oz. 2 doz. in case	3 30
24 1 lb. pails	5 75
12 2 lb. pails	5 60
5 lb. pails 6 in crate	6 10
14 lb. pails	19
25 lb. pails	18 1/2
50 lb. tins	18

IRON PRODUCTS

Perfection Kerosine	12.6
Red Crown Gasoline	
Tank Wagon	21.3
Gas Machine Gasoline	38.8
V. M. & P. Naphtha	25.2
Capitol Cylinder	42.2
Atlantic Red Engine	23.2
Winter Black	13.7

Polarine

Medium Light	57.2
Medium heavy	59.2
Heavy	62.2
Extra heavy	67.2
Transmission Oil	57.2
10 oz. cans, doz.	1.40
Finol, 8 oz. cans, doz.	1.90
Parowax, 100, 1 lb.	6.7
Parowax, 40, 1 lb.	6.9
Parowax, 20, 1 lb.	7.1

Iron Barrels.

Medium Light	57.2
Medium heavy	59.2
Heavy	62.2
Extra heavy	67.2
Transmission Oil	57.2
10 oz. cans, doz.	1.40
Finol, 8 oz. cans, doz.	1.90
Parowax, 100, 1 lb.	6.7
Parowax, 40, 1 lb.	6.9
Parowax, 20, 1 lb.	7.1

ROLLED OATS

Steel Cut, 100 lb. sks.	4 75
Silver Flake, 12 Fam.	2 20
Quaker, 18 Regular	1 80
Quaker, 12s Family	2 60
Mothers, 12s, ill num	3 25
Silver Flake, 18 Reg.	1 40
Sacks, 90 lb. Jute	2 75
Sacks, 90 lb. Cotton	3 00

SALERATUS

Arm and Hammer	3 75
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SAL SODA

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

COD FISH

Middles	16
Tablets, 1 lb. Pure	20
Tablets, 1/2 lb. Pure, doz.	1 40
Wood boxes, Pure	27
Whole Cod	12

Holland Herring

Milkers, kegs	1 15
Y. M. Kegs	1 10
Y. M. Half bbls.	8 50
Y. M. bbls.	16 75

Herring

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

Lake Herring

1/2 bbl., 100 lbs.	6 50
Mackerel	
Tubs, 100 lb. fancy fat	11 25
Tubs, 60 count	5 00

White Fish

Med. Fancy, 100 lb.	13 00
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SHOE BLACKENING.

2 in 1, Paste, doz.	1 35
E. Z. Combination, dz.	1 35
Dri-Foot, doz.	2 00
Bixbys, Doz.	1 35
Shinola, doz.	90

STOVE POLISH.

Blackline, per doz.	1 35
Black Silk Liquid, dz.	1 40
Black Silk Paste, doz.	1 25
Enamaline Paste, doz.	1 35
Enamaline Liquid, dz.	1 35
E Z Liquid, per doz.	1 40
Radium, per doz.	1 85
Rising Sun, per doz.	1 35
654 Stove Enamel, dz.	2 85
Vulcanol, No. 5, doz.	95
Vulcanol, No. 10, doz.	1 35
stovoll, per doz.	1 90

Veal.

Top	17
Good	15
Medium	13

Lamb.

Good	28
Medium	26
Poor	20

Mutton.

Good	15
Medium	13
Poor	09

Pork.

Heavy hogs	08
Medium hogs	11
Light hogs	11
Loins	22
Butts	15
Shoulders	12 1/2
Hams	09
Spareribs	09
Neck bones	05

PROVISIONS

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

Dry Salt Meats

S P Bellies	16 00@13 00
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Lard

80 lb. tubs	advance 1/4
Pure in tierces	15
California Hams	12 @13
69 lb. tubs	advance 1/2
50 lb. tubs	advance 1/4
20 lb. pails	advance 3/4
10 lb. pails	advance 1/2
5 lb. pails	advance 1
3 lb. pails	advance 1
Compound Lard	15@15 1/2

Sausages

Bologna	12 1/2
Liver	12
Frankfort	16
Pork	18@20
Veal	11
Tongue	11
Headcheese	14

Smoked Meats

Hams, 14-16, lb.	21@ 26
Hams, 16-18, lb.	21@ 26
Ham, dried beef	
sets	38 @39
California Hams	11 @12
Hams Boiled	
Boiled Hams	30 @32
Mixed Hams	34 @37
Bacon	14 @15
	22 @34

Beef

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

Mince Meat

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

Pig's Feet

1/2 bbls.	2 15
3/4 bbls., 35 lbs.	4 00
1/2 bbls.	7 00
1 bbl.	14 15

Tripe

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

Casings

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

RICE

Fancy Head	08
Flue Rose	07
Broken	03 1/2

ROLLED OATS

Steel Cut, 100 lb. sks.	4 75
Silver Flake, 12 Fam.	2 20
Quaker, 18 Regular	1 80
Quaker, 12s Family	2 60
Mothers, 12s, ill num	3 25
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SHOE BLACKENING.

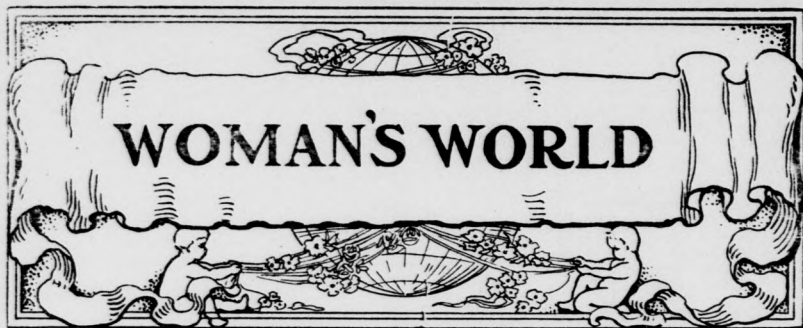
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stovoll, per doz.	1 90

Veal.

Top	17
Good	15
Medium	13



When the Girl's Training Came in Handy.

Written for the Tradesman.

"What do you know about that!" my excited niece exclaimed, inelegantly; "Hilda Gardner's father has lost all his money. Isn't it awful?"

"Is it?" I answered. "I never had the impression that it was an unmixed blessing—particularly to Hilda. I can remember the time two years ago when that money stood in the way of her doing something that she wanted very much to do. Can't you?"

"It didn't though; because she did what she wanted to do—she took that splendid kindergarten training and nearly broke up the family doing it. I don't think her mother, or her father either, has ever quite forgiven her."

"What is she going to do now?"

"She's doing it. She's got a profession of her own, and she's working at it. That's how I found out about what happened to her father. Mary Sanders and I went this morning to see her little nephew in his kindergarten, and there, as large as life, was Hilda, conducting the school. She didn't look a bit unhappy, either. I asked her how she ever got her parents consent to her actually going to work, and she just grinned and said they couldn't very well object, 'now.' She put a lot of emphasis on the 'now,' and when I asked her what she meant by that she said, 'Why, didn't you know?' and I didn't, and so she told me."

Two years before, when this fine young girl—of course, the names I have given are entirely fictitious—insisted upon going to a somewhat distant city to take the kindergarten training, it did, indeed, as my niece said, "almost break up the family." It will be long before I forget the heated conversation in which I slightly participated, and in which her father and mother respectively stormed and wept and were greatly disappointed in me.

"I will not have my daughter working anywhere for wages!" her father almost shouted. "It would really be a disgrace to me, for it would look as if I didn't make money enough to support her. It is absolutely unnecessary, as you very well know."

"What will become of your social position, all our plans for your coming out, and everything?" sobbed her mother.

"We have been all over that a dozen times," the girl said, "and I can't say anything more than I have said. I don't want to have any 'social position,' such as you mean, and I don't want my father to support me. I don't want any man to support me. I am able and willing to support myself. Besides, it isn't a question of

support. I want to do something useful in the world; I can't simply sit around home; and anyway, I want to do this particular thing. There isn't any good reason why I shouldn't."

"I don't know why you want to leave your home," said her mother pleadingly.

"I've been away from home for seven years; at school and at college—you didn't seem to think that so very terrible," remarked the daughter.

"That was very different," retorted her father. "That is quite the ordinary thing for the daughter of well-to-do people; it doesn't imply that she is dissatisfied with her home, and filled with crazy Bolshevik ideas about independence and not letting her own father support her. It is the proper thing in our class of society for girls to go to school and college; though I must say I never was enthusiastic about the college business; you are not the only girl that has got a lot of radical ideas at those places. But this wild scheme of yours, to get yourself trained for a working girl's position, is altogether another thing, and I won't stand for it."

"I had hoped!" broke in her mother, sadly, "that you would make a suitable marriage and follow the old-fashioned idea of being a good wife and mother."

Her daughter smiled a little, in spite of the intensity of her expression; this was a trying time for her.

"Well, I might do that, even yet," she said. "It seems to me that I should not be any the worse mother for having had two years of special training for the care of children. And anyway I want a profession to fall back on. You might not always be able—"

"Bosh!" her father snorted, angrily. "What man, such as we should be willing to have you marry, wants to

have a school teacher for a wife? You needn't worry about the future, if that's what you mean."

So it went on for some time. At last her mother turned to me with:

"Can't you say something to show Hilda what her duty is? Surely you have no sympathy with this absurd idea."

"I don't see that it is necessary," I said. "Hilda seems to have covered the subject very well."

"You don't mean to say that you take her side?"

Fanchon --- Red Star

The Flour Buying Question

Whether to buy or not to buy is a common problem that awaits solution on flour markets. To forecast the probable trend of prices for wheat and flour is the duty only of prophets. Some facts, however, are available for jobbers, bakers and others who seek the answer to the query, to buy or not to buy. The Canadian wheat movement is approaching its peak; spring wheat receipts are falling off, and winter wheat markets are receiving supplies in smaller volume. Feeds are relatively high in price, and clears and cheaper grades are bringing attractive prices, increasing the advantage to buyers of the better grades.

When to buy may be doubtful, even with these facts, but the purchase of flour from us now and always offers a profitable investment.

JUDSON GROCER COMPANY
DISTRIBUTORS

GRAND RAPIDS,

MICHIGAN

There is a very decided difference in flours, which is one of the many reasons **LILY WHITE FLOUR**, "The Flour the Best Cooks Use", is preferred — yes, demanded.

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.

VALLEY CITY MILLING COMPANY - GRAND RAPIDS, MICHIGAN

"I'm afraid I do."

So it ended rather coolly, as between Hilda's parents and myself, and I have not seen them since.

And Hilda won her point. She loves her parents dearly, and the end of it was that she took the training and her father paid for it.

No: that was not the end of it. So far as it has had an end, my niece told me about that. And something more:

"You know, Hilda told me to-day that she was engaged to be married to a wonderful young professor in the college she went to. They haven't said anything about it because his salary wouldn't let them marry. Now they are to be married next spring. Meanwhile she is supporting herself. No, she didn't say what her father thought about that."

Prudence Bradish.

(Copyrighted, 1923.)

Older Workers Seen as Death Rate is Reduced.

With the decline in the death rate the number of old men is increasing.

Some optimistic statisticians believe that the life extension work of the insurance companies, especially those doing a big "industrial" business, is responsible for a 3 per cent. increase in the population of the United States in the last few years. Undoubtedly our population is changing in its age composition.

From the standpoint of consumption this increase in population is a joke. But unless our older men are given a fair chance in productive industry, it will have an unfavorable reaction on the accumulation of national wealth. In the skilled trades there is not apparent any tendency to crowd out the gray beards. In some trades the tendency is the other way; and because of the limitation of apprentices some unions are becoming Grandfather's clubs. Seniority on the railroads has much the same effect. In some cities grand children can be seen driving grandad to his work.

But in manufacturing, which is mostly open shop, it is said there is a tendency in the other direction. Commenting on a recent story in regard to labor turnover, and the complaint in some quarters that industrial discipline is on the decline, Lars M. Thorson writes:

"One reason for the apparent lack of executive material may be found in the lack of a desire on the part of many employers to hire men of mature years, possessing the experience that can come only with the years. An increasing number of firms have adopted the policy of hesitating to hire men who are over 35 or 40 years old. This in spite of the fact that, in the highly skilled trades, a man reaches his highest efficiency about that age and retains that efficiency for many years. The result is that these men are forced to accept mediocre position. Men of less experience, because of their youth, are placed in positions of authority. Does it not seem that men of fifteen or twenty years' experience should be placed where they can give the younger men the benefit of their experience? Whenever there is a reduction of the working force the

highest priced men are laid off first, and the poorer paid men retained in the interest of economy. When the force is increased again, the men of lesser abilities, who were retained because of their smaller salaries, are promoted to foremanships on the strength of their seniority. Eventually the best talent is again hired for subordinate services."

Mr. Thorson does not give authorities for the above statement. The writer is under a contrary impression as to the general policy pursued in layoffs, although some managements do indulge in that practice.

"It is difficult," says Mr. Thorson, "to see why the highest paid talent goes begging in dull times. One would rather expect that when competition is most keen, the men of widest experience would be the ones in most demand in order to cope with situations requiring mature judgment and the requisite experience to meet unusually hard competition. You will probably agree with me that age should not be considered a handicap, when age is required to gain the required experience, unless it is also accompanied by such infirmities as would incapacitate a younger man."

Mr. Thorson's views are strikingly confirmed by Mr. Samuel Vauclain, whose management of the Baldwin Locomotive works is one of the outstanding triumphs of American labor management. Mr. Vauclain in a recent address, which has been widely quoted, says that the responsibility for labor conditions is laid almost entirely upon the foreman. But there is one thing that foreman cannot do without being held accountable higher up; that is to discharge an old employee. Mr. Vauclain considers that the influence and counsel of older men on the younger employees, out of working hours, is one of the most valuable assets that a corporation can have. He is convinced that the rank and file of workmen are inclined to listen with respect to older men in their trades. The advanced age of many American labor leaders is confirmatory of this. Building locomotives is not a tea table job, but Mr. Vauclain says that his company has many many men over 70 years of age, some octogenarians, and one man of 95 still in active work as a subordinate executive.

A Sop's Fables.

Once upon a time there was a man who obtained satisfaction from a postoffice pen.

He hurled it out of the window.

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

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 60 cents. Small display advertisements in this department, \$3 per inch. Payment with order is required, as amounts are too small to open accounts.

For Sale—Bakery and confectionery, retail store and wholesale bakery combined, also building, with living rooms above with all conveniences. Located in Central Michigan. Will sell all or part. This is a good, bonafide business. Reason for selling, sickness. Sales last year, \$50,000. Address No. 347, c-o Michigan Tradesman. 347

For Sale—General stock of dry goods, groceries, hardware, boots and shoes in good farming community, located seven miles north of Battle Creek, nine miles south of Hastings. Doing good business and have good reasons for selling. Stock and fixtures will invoice about \$6,000 or \$7,000. Wright & Mason, Dowling, Mich. 348

FOR SALE—Good live WHOLESALE and RETAIL BAKERY business in good town. Is a good proposition. Come and look at it, or write Yunkers, Traverse City, Mich. 349

For Sale—General store doing \$50,000 profitable business in Lake and lumbering region. Will require \$8,000 to swing deal. Health necessitates immediate sale. O. C. Henderson, State Line, Wis. 350

Wanted—A bright, competent young man to manage our Bargain Basement in a town of about 60,000 population. Address No. 351, c-o Michigan Tradesman. 351

WANTED—Manager for dry goods store. Must have some knowledge of ladies ready-to-wear. Town about 10,000. Have total of \$30,000 merchandise. State experience. Address K, Box 333, Grand Haven, Mich. 352

For Sale—One of the largest retail groceries in a city about ninety miles from Grand Rapids. Stock and fixtures, \$5,000 to \$7,000. Have been in business about twenty years. Wish to retire. Can get good lease of building. Good location. For particulars, address No. 353, c-o Michigan Tradesman. 353

Want to hear from a party having a good merchandise business or other business for sale. State cash price and particulars. John J. Black, 130th St., Chippewa Falls, Wis. 354

Store For Rent—Store 32x40, two stories high, and other necessary buildings. Two and half acres of land in connection. Located at Benson's Corners, on M 13. Well established trade. Stock of groceries and general merchandise for sale. Gasoline service tank and store fixtures furnished. Rent very reasonable. Good reason for renting. Write or call on Chas. A. Benson, Cadillac, Mich., c-o Smith Bros. Implement Store. 355

Clean stock dry goods, shoes clothing, in good Northern business town. Will sell, or consider Grand Rapids, income property. Box 42, Lansing, Mich. 356

Potato warehouse, old established business. Excellent territory. For sale. Box 42, Lansing, Mich. 357

FOR SALE—Stock of clothing, shoes, and furnishing goods in one of the best small towns in Michigan. Stock will inventory about \$8,500 or \$9,000. Good chance for somebody. Can reduce stock to \$5,000 if necessary. The best store in town. Address No. 341, c-o Michigan Tradesman. 341

For Sale—Good bakery in good small town. Bargain if taken at once. Roscoe Hazelton, Edmore, Mich. 342

For Sale Or Exchange For Farm—General store, stock, fixtures, residence, in small town. Doing nice business. Address No. 330, c-o Michigan Tradesman. 330

SOMETHING DIFFERENT—In Copper Country, for man who understands ice cream-confectionery business and has some money. Address N. J. Brodeur, Hancock, Michigan. 331

I. & M. Sign Mfg., Leroy, Minn. References, write postmaster and First National Bank. 334

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.

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

For Sale—Flour, feed and grocery business doing a fine business. Also buildings and real estate. Located on finest corner in the city. 87 feet on main street, 180 feet on side street. Store building 22x100. Hay barn, two small warehouses, large store shed, small store building on corner occupied as a millinery store. Good reason for selling. Address No. 208, c-o Michigan Tradesman. 208

For Sale—Old established meat and grocery business. Best location in Grand Rapids. Price right. Address No. 346, c-o Michigan Tradesman. 346

Economic Coupon Books

They save time and expense.
They prevent disputes.
They put credit transactions on cash basis.
Free samples on application.

Tradesman Company
Grand Rapids, Mich.

Sand Lime Brick

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

Brick is Everlasting

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

GRAND RAPIDS SAFE CO.

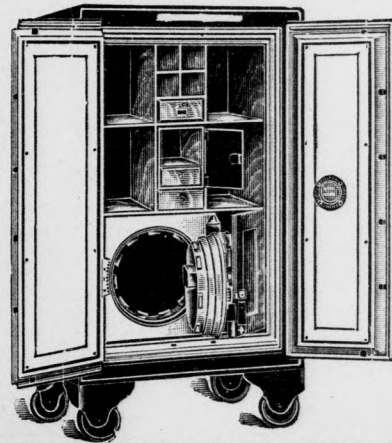
Dealer in

Fire and Burglar Proof Safes

Vault Doors and Time Locks

Largest Stock in the State.

Grand Rapids Safe Co.
Grand Rapids, Mich.



Review of the Produce Market.

Apples—Wolf River and Alexander bring 75c per bu.; Maiden Blush, \$1; Strawberry, \$1.25; Wealthy, \$1.
Bananas—9@9½c per lb.
Beets—\$1.25 per bu.

Butter—The make is about normal for the season. The quality arriving is about as usual for the season. The consumptive demand is good. The market is in a healthy condition at the moment and if we do have any change in price it is likely to be a further slight advance. Local jobbers hold extra fresh at 46c in 63 lb. tubs; fancy in 30 lb. tubs, 47c; prints, 48c; June firsts in tubs, 40c. They pay 25c for packing stock.

Cabbage—\$1.25 per bu.

Carrots—\$1.25 per bu.

Cauliflower—\$2.25 per doz. heads.

Celery—50c per bunch for home grown; \$2 per box of 4 doz. bunches.

Cranberries—Early Black from Cape Cod command \$10.50 per bbl. and \$5.25 per ½ bbl.

Cucumbers—Garden grown, 65c per doz.; hot house, \$1.25 per doz.

Cocoanuts—\$6.25 per sack of 100.

Eggs—The market is steady with a normal consumptive demand at prices about the same as a week ago. The receipts of fresh eggs are only fair. Strong eggs are in excess supply and the market is only steady and withdrawals from storage are very light. We do not look for much change from the present conditions until we have colder weather. Local jobbers pay 34@36c for strictly fresh. Cold storage operators feed out their supplies as follows:

Extras ----- 32
Seconds ----- 28
Checks ----- 25

Egg Plant—\$2.50 per doz.

Garlic—35c per string for Italian.

Grape Fruit—Fancy Florida now sells as follows:

36 ----- \$5.00
46 ----- 5.50
54, 64 and 70 ----- 5.50

Grapes—California Tokay, \$3 per 4 basket crate; California Malaga, \$2.75 per crate; Emporer, \$3 per crate; 4 lb. basket of blue varieties, \$3 per doz.; 7 lb. basket ditto, 30c per basket; wine grapes, \$1.75 per bu.

Green Beans—\$1.25 per bu. for either string or butter.

Green Onions—20c per doz. bunches for home grown.

Honey—25c for cob; 25c for strained.

Honey Dew Melons—\$3 per doz.

Lettuce—In good demand on the following basis:

Colorado Iceberg, per crate ---- \$6.50
Home grown head, per box ---- 1.25
Leaf, per bu. ----- 1.25

Lemons—The market is now on the following basis:

300 Sunkist ----- \$7.50
300 Red Ball ----- 7.00
360 Red Ball ----- 6.50

Musk Melons—Home grown Osage fetch \$1.50 per doz.

Onions—Spanish, \$2.75 per crate; Walla, Walla, \$4.50 per 100 lb. bag; home grown, \$3.50 per 100 lb. sack.

Oranges—Fancy Sunkist Valencia now quoted on the following basis:

100 ----- \$6.00
126 ----- 6.75

150, 176, 200 ----- 6.75
216 ----- 6.25
252 ----- 5.50
288 ----- 5.00

Peaches—Smocks, Lemon Free and Gold Drop fetch \$1.50@1.75 per bu.

Pears—Keefer, \$1.25 per bu.; Anjou and Sugar fetch \$2 per bu.

Potatoes—Home grown, 50c@75c per bu.

Parsley—50c per doz. bunches.

Peppers—Home grown, \$1.25 per bu.

Pickling Stock—Cukes, 20c per 100; white onions, \$1.60 per 20 lb. box.

Radishes—25c per doz. bunches.

Spinach—\$1 per bu.

Sweet Corn—40c per doz.

Sweet Potatoes—\$4 per bbl. for Virginia.

Tomatoes—\$1.25 per ½ bu. for ripe; \$1 per bu. for green.

Turnips—\$1 per bu.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Oct. 9.—The fair at Stalwart was held last week and was a success in spite of the snow and rain which came at intervals, but not enough to stop the races on the new track, just completed this year. Those who missed this fair surely missed a rare treat, as the races were all home talent—farm boys on farm horses, some in saddle and some bareback, with anywhere from three to ten horses in the race. The committee in charge would announce the race, then pass around the hat and, after announcing the purse, they were given the high sign by firing off a large horse pistol. Most horses started forward and some were so excited they had to be shoved off. Meanwhile the fastest horse was showing some speed and it was a pretty sight to see them on the half stretch, gaining on one another. All went well until they reached the three-quarter stretch, which happened to be the entrance to the track. Here is where the horse got the best of the jockey. The horses in the lead made a bolt for the stables, with most of the others closely following, and the last horses to start having the track to themselves were safely parked at the finish, winning the race. The ladies also had a riding race with three starters, but they all came in third and the purse was split. The only regret was that there was no movie men there to make a film.

Cool weather does not cure summer laziness, but it takes away the excuse for being lazy.

Sidney Smith, one of our thrifty farmers at Goetzville, arrived in town last Saturday with a real new wolf thriller. Friday morning at 2 o'clock he was aroused from his slumbers on the sleeping porch of his home by blood curdling howls of a wolf pack. Rushing from the house with his trusty rifle and three shells, Mr. Smith lost no time in approaching the place from where the howls came. Drawing near the pasture in which the cattle were herded, he witnessed a terrible spectacle of the wolf pack, fifteen to twenty in number, running down a deer, which was tearing down across an open space at a frenzied pace. Suddenly the pack swerved and brought to earth one of the farmer's calves. The maddened brutes, with the taste of blood in their mouths, tore apart their kill, eating one entire leg from the calf. Realizing that caution was the better part of valor and that his three shells would afford but little defense against the pack, Mr. Smith retired with honors to his home. On leaving his house Saturday morning and surveying the field of the midnight orgie, Mr. Smith found the ground badly torn and bespattered with blood and near by the portion that

was left of his calf, which he showed to those having any doubt of the story.

Saturday, but at a greater distance, Mr. Smith heard the pack again, though he very considerably rolled over in bed and went to sleep, resolved to keep all of his stock safely locked in the barn during the night hereafter.

This is bass fishing time at the Soo and numerous fine catches were shown on Sunday weighing from three to four and one-half pounds. Next week will find the mighty hunters after partridge, which are reported to be quite plentiful.

Rolla Washburn, of the Superior Mercantile Co., Brimley, has the sympathy of his many friends over the tragic death of his little daughter, who was trampled to death last week by a runaway team while playing about the depot at Brimley.

Laugh and the world thinks you are a tax dodger.

William G. Tapert.

Practice Which Robs Grocers of Their Profits.

Kansas City, Oct. 8.—One of the resolutions adopted at the recent convention of the National Retail Grocers' Association was as follows:

Whereas—It should be the purpose of the National Association of Retail Grocers to protect the interests of those who are engaged in retail food selling and at all times work for a higher standard of trade ethics; and

Whereas—From time to time, various injurious practices are brought to the attention of the association, such as the placing of package foods by the manufacturers with furniture and hardware dealers to be given by them as premiums with the sale of kitchen cabinets and other kitchen utensils; and

Whereas—The giving of such merchandise to the consumer not only deprives the retail grocer of profitable business which he is justly entitled to, but seriously retards efforts that are being made by associations to create better feeling between the grocer and his consumer customer; therefore be it

Resolved—That the National Association of Retail Grocers, in convention assembled, go on record as opposing this practice as it is indulged in by manufacturers and that it be clearly understood that the chief objection to this so-called form of advertising is founded on the fact that it seriously interferes with a work that is of particular importance at this time.

Several years ago practices of this kind were very common, but through the vigorous opposition of the organized grocers in the several local markets where deals of this kind were being offered, the practice was largely discontinued.

It seems of late a tendency has again developed for a renewal of practices of this kind. Some manufacturers will unfortunately lend themselves to schemes of this character by donating some of their products to furniture dealers and others for offering with the sale of kitchen cabinets. On the other hand, there are some manufacturers who are distinctly opposed, and are doing everything they possibly can to discourage practices of this kind by absolutely refusing to give their products away for such purposes, taking the position that a dealer selling kitchen cabinets has no more justification in asking the manufacturer to give his products away free for purposes of this kind than a manufacturer of a grocery commodity has for asking a dealer in kitchen cabinets to give his kitchen cabinets away free with an order of groceries.

If our local associations will watch this business carefully and call on the dealer who offers combinations of this kind, we are sure he can easily be convinced that he is developing a character of unfair competition which he should discontinue. And,

if you will get in touch with the manufacturers who have been influenced to donate their products for such purposes, we are sure they will be glad to discontinue doing so. We will also appreciate your reporting to the National office any of these deals which may come to your attention, advising just what action you have taken in reference to the same. We will then follow the matter up from this end of the line and do what we possibly can to co-operate with you.

H. C. Balsiger,

Sec'y. National Retail Grocers' Ass'n.

Hides, Pelts and Furs.

Hides.	
Green, No. 1	06
Green, No. 2	05
Cured, No. 1	07
Cured, No. 2	06
Calfskin, Green, No. 1	12
Calfskin, Green, No. 2	10½
Calfskin, Cured, No. 1	13
Calfskin, Cured, No. 2	11½
Horse, No. 1	3 50
Horse, No. 2	2 50

Pelts.	
Old Wool	1 00@2 00
Lambs	50@ 75
Shearlings	25@ 50

Tallow.	
Prime	06
No. 1	05
No. 2	04

Wool.	
Unwashed, medium	@30
Unwashed, rejects	@25
Unwashed, fine	@30

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