

Oct 18 '23

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# MICHIGAN TRADESMAN

PUBLISHED WEEKLY

TRADESMAN COMPANY, PUBLISHERS

EST. 1883

Public Reference Library  
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Forty-first Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 17, 1923

Number 2091

## Troubles of the First Woman

AT the beginning of time, Twashtri—the Vulcan of the Hindu mythology—created the world. But when he wished to create a woman he found that he had employed all his materials in the creation of man. There did not remain one solid element. Then Twashtri, perplexed, fell into a profound meditation. He aroused himself as follows:

He took the roundness of the moon, the undulations of the serpent, the entwining of climbing plants, the trembling of the grass, the slenderness of the rose-vine and the velvet of the flower, the lightness of the leaf and the glance of the fawn, the gaiety of the sun's rays and the tears of the mist, the inconstancy of the wind and the timidity of the hare, the vanity of the peacock and the softness of the down on the throat of the swallow, the hardness of the diamond, the sweet flavor of honey and the cruelty of the tiger, the warmth of fire, the chill of snow, the chatter of the jay and the cooing of the turtle-dove. He united all these and formed a woman. Then he made a present of her to man.

Eight days later the man came to Twashtri and said:

"My lord, the creature you gave me poisons my existence. She chatters without rest, she takes all my time, she laments for nothing at all, and is always ill."

And Twashtri received the woman again.

But eight days later the man came again to the god and said:

"My lord, my life is very solitary since I returned this creature. I remember she danced before me, singing. I recall how she glanced at me from the corner of her eye, and she played with me, clung to me."

And Twashtri returned the woman to him.

Three days only passed and Twashtri saw the man coming to him again.

"My lord," said he, "I do not understand exactly how, but I am sure the woman causes me more annoyance than pleasure. I beg of you to relieve me of her."

But Twashtri cried: "Go your way and do your best."

And the man cried: "I cannot live with her!"

"Neither can you live without her," replied Twashtri.

And the man was sorrowful, murmuring: "Woe is me! I can neither live with nor without her."—Translated from an old Sanskrit book entitled *The Surging of the Ocean of Time*.

W. L. Brownell.

## THEY SPEAK VOLUMES—

The ten thousand reports received in response to the Fleischmann Health Contest speak volumes for Yeast-for-Health. Here's a typical letter, written by E. H. Clark, formerly a famous athlete, of Boston, Mass.:

"Constipation and blood impurities became first an annoyance, then a menace, finally a chronic disability. I tried yeast. Inside a fortnight I noticed a distinct improvement in my health; in a month I was a come-back, literally a new man. I am a convert for life to Fleischmann's Yeast."

This contest—nation-wide in scope—has laid a new and solid foundation for your Yeast-for-Health sales. Build your profits on it.

### THE FLEISCHMANN COMPANY

Yeast

Service

# HEKMAN'S

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

GROCERS—Known baked goods are easiest to sell and are builders of prestige and good will. Hekman baked goods are well and favorably known throughout your section.



*Hekman Biscuit Co.*  
Grand Rapids, Mich.



## Grown for Heinz by Heinz methods

The farmer who grows fruits and vegetables used in the 57 Varieties is trained in Heinz ways to assure Heinz quality.

Experts go into the field with him and help him in planting, cultivating and harvesting so that his products may come up to the Heinz standard.

From the selection of the seed through every step in the growing and making of the 57 Varieties, Heinz quality is the ruling factor.

### H. J. HEINZ COMPANY

57 Varieties



## Look Out for Him, He'll Bear Watching

Whenever you run across a man who brands all business men as thieves and liars, you'd better play safe and make him pay cash.

You bet you had. We never knew a man who was suspicious of everything and everybody, who wasn't a good man not to do business with.

We have said it before and we say it again, there are other safes made just as good as ours but none any better. If therefore you need a safe—and if you haven't one you certainly do—we should like mighty well to tell you all about our safes, how they are made, what they are made of and the prices we can offer you.

Dropping us a card to-day asking for this information will place you under no obligation to us. Will you do it?

### GRAND RAPIDS SAFE CO.

Tradesman Bldg.

Grand Rapids, Michigan



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Forty-first Year

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## MICHIGAN TRADESMAN

(Unlike any other paper.)

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

DEVOTED TO THE BEST INTERESTS  
OF BUSINESS MEN.

Published Weekly By

TRADESMAN COMPANY

Grand Rapids

E. A. STOWE, Editor.

### Subscription Price.

Three dollars per year, if paid strictly  
in advance.

Four dollars per year, if not paid in  
advance.

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

Sample copies 10 cents each.

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

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

INCREASED 2750 PER CENT.

### Appalling Figures of Groesbeck's Prison Management.

The following comparisons, showing  
the extravagant manner in which  
our prisons are being conducted under  
Governor Groesbeck, are hardly  
believable. But read the figures for  
1916 and 1923:

	1916	1923
Ionia.....	\$52,225	\$802,700
Marquette..	39,175	531,572
Jackson....	Nothing	1,168,581
	\$91,400	2,502,853

This is an increase of 2750 per  
cent. No explanation can account for  
such discrepancy. Only the grossest  
dishonesty and bad management  
could ever produce such a result.  
This is the legitimate outcome of the  
corruption made possible by the one-  
man power plan which was put into  
autocratic effect by the present ex-  
ecutive head of Michigan.

Hudson, Oct. 15.—My attention has  
been called to an editorial appearing  
in a recent issue of your publication  
in which you touch upon the situa-  
tion in Michigan prisons.

Let me furnish you this informa-  
tion relative to the selling of prison  
made goods in competition with the  
same article made by free labor.  
Eight years' experience on the prison  
board and as Warden of Jackson  
prison during the period we were at  
war places me in position to posi-  
tively state that the products of a  
prison must be sold at as high a  
price as outside competition, provid-  
ing that prison is self-sustaining.

For six years prior to the Groes-  
beck administration not a dollar was  
appropriated or a cent of the tax-  
payers' money required for the main-  
tenance of Jackson prison. This can  
be verified by the records in Auditor  
General Fuller's office. The approp-  
riations for Jackson prison for  
three years of Groesbeck administra-  
tion exceeds the total appropriations  
for that institution for thirty years  
prior to that time.

I am enclosing an article from the

Lansing Bureau of the Michigan  
Citizen. My fault with this article  
is that it places too much stress on  
my individual accomplishment. Let  
me say that any business man who  
is successful in his own affairs can  
conduct Jackson prison or any other  
prison without asking one dollar of  
appropriation from the taxpayers,  
providing he is not hampered or inter-  
fered with by a bunch of grafting  
politicians.

The excessive cost of operating  
Michigan institutions is only the re-  
flection of incompetency, waste,  
squandering or robbery. So sure am  
I that the institution at Jackson can  
be conducted without cost to the  
taxpayers that I have offered to post  
a bond of \$100,000 that I can select  
the men to take charge and operate  
Jackson prison without an appropria-  
tion, providing the management was  
given the same authority as was  
granted under Gov. Chase Osborn,  
Gov. Woodbridge N. Ferris and the  
first term of Gov. A. E. Sleeper.

If the press of the State would give  
the public all of the information cov-  
ering the activities of this administra-  
tion, I am not sure but what a  
Vigilance Committee composed of  
thousands of taxpayers who have been  
robbed would march upon Lansing  
and seek satisfaction.

I doubt that the history of any  
State in the Union since this Govern-  
ment was established would reveal  
such a situation of plundering as  
does Michigan to-day.

I trust you will take the trouble  
to investigate conditions at Lansing  
thoroughly and either confirm or dis-  
credit the accusations I have made.

Edward Frensdorf.

The article referred to by Mr.  
Frensdorf is as follows:

While there are contradictions  
about the truth of the report yet  
Governor Groesbeck, who issues his  
own decisions on state affairs without  
regard to the opinions of others in  
state circles, has stated plainly that  
the binder twine industry at Jackson  
prison is to be eventually abandoned  
for the reason it is not profitable  
as are some other lines of the state's  
manufacturing business. Thereon  
hangs another vivid bit of Michigan  
political current history which shows  
what the taxpayers of the State have  
spent and will spend in the future  
for a one-man government.

The governor explains that due to  
the price the state is forced to pay  
for sisal, from which is made binder  
twine, the International Harvester  
Co. undersells state made twine to  
Michigan farmers. He says the  
prison twine must be sold in the  
western states, which cuts profit and  
renders the business one not longer  
worth while to the state. There-  
fore he maintains the business should  
be eliminated as a state prison ac-  
tivity.

There are two interesting angles  
to this matter. In the first place  
what would happen to the price of  
binder twine in Michigan if all com-  
petition should be eliminated and this  
field left solely to the International  
Harvester Co.? Price of binder  
twine to the farmers would be boost-  
ed, and boosted. That statement is  
self-evident, it is borne out by the  
history of the past 25 years in this  
country.

But that is really not the most sig-  
nificant angle of the situation nor the  
most important one at this time.

Back in the days of the administra-  
tions of former Governor Woodbridge  
N. Ferris and the first years under  
Former Governor Albert E. Sleeper,  
Edward Frensdorf, of Hudson, was  
acting warden of Jackson prison. He  
personally directed both the warden-  
ship and the management of the  
business industries of that institution.  
During those years Jackson prison  
did not cost the people of Michigan  
one cent. Its manufacturing indus-  
tries paid for its maintenance and  
operation. Neither was there any in-  
debtedness of any kind to be paid  
after Mr. Frensdorf left as acting  
warden. And remember Mr. Frensdorf  
performed that service without  
pay.

Here is the situation under the rule  
of Governor Groesbeck—that one-  
man form of government claimed to  
be so efficient and business-like: At  
this time one William Bailey is sales  
manager for the industries of all three  
state prisons, Jackson, Ionia and Mar-  
quette. He was formerly a deputy  
sheriff of Grand Rapids. He is on  
the payroll of the State at a salary  
of \$12,000 a year and, of course, all  
personal expenses. He could earn  
possibly \$100 per month in any other  
employment.

Then there is Henry L. Hulbert,  
who succeeded Mr. Frensdorf as  
warden of Jackson prison at a salary  
of \$7,500 a year and expenses. Some  
time ago, by enactment of the 1923  
Legislature which authorized the con-  
solidation of the industries of the  
three prisons under one business  
manager of all those industries and  
his salary has been boosted to \$10,000  
a year and expenses. That 1923 law  
also authorizes the State prison board  
with the advice and consent of the  
Governor and the Administrative  
Board, to employ a sales manager  
to assist Mr. Hulbert at a salary to  
be fixed by such State authorities.  
The same law authorized the increase  
in Hulbert's salary.

Hence, under the Groesbeck re-  
gime here are two newly created  
salaries total \$22,000 a year, plus  
liberal expense money, as compared  
with no salary for the same service  
and little expense under the manage-  
ment of Mr. Frensdorf. Now if this  
new order of things was bringing  
more profits and better business to  
the State it would be justified. But  
on the heels of its establishment  
comes the proposal from the Govern-  
or that the binder twine industry  
at Jackson prison is not paying well  
enough to justify its continuance and  
hence the binder twine business  
should be abandoned and left to the  
free hand of the International Har-  
vester Co.

But whether the Governor's will as  
to the binder twine plant prevails or  
not, there are still other phases of  
this proposition which positively put  
it "in the hole" and show that the  
people are being made the paymasters  
for a non-producing high salaried  
parade of one-man political job  
holders.

We said above that during the time  
of Mr. Frensdorf as warden of Jack-  
son prison and for five years there-  
after that institution did not cost  
the taxpayers one cent. That is true.  
Ask Auditor General Fuller and he  
will verify that statement.

Since Mr. Hulbert, the much self-  
advertised warden and business man-  
ager of State industries assumed the  
reigns at Jackson prison and the other  
two institutions, the following amounts

have been levied on the taxpayers  
and spent by the state to keep up  
Jackson prison: Fiscal year ending  
June 30, 1919, \$317,935; 1920, \$722,-  
447; 1921, \$1,154,117; 1922, \$1,189,-  
710; 1923, \$1,168,505.

Back in 1916, in the days of Ferris  
and Frensdorf, Ionia State Reforma-  
tory cost \$52,225; for the year ending  
June 30, 1923 that cost was \$802,700.  
With Marquette state prison in 1916  
its cost was \$39,175; for 1923 it was  
\$531,572.

There are two stock explanations  
of these figures by Groesbeck and his  
defenders. In the first place they claim  
big building programs cost a lot of  
money and secondly, that the popula-  
tion of the State prisons have all in-  
creased enormously. Now as a mat-  
ter of fact, building programs are not  
the larger part of any of these in-  
creases in expenses. That can be  
verified by the records of the auditor  
General. In the second place it is a  
fair proposition to maintain that if  
100 prisoners back in 1916, 1917 and  
1918 could maintain themselves and  
their institution under efficient man-  
agement through the prison indus-  
tries, 300 prisoners in their places  
now could also do the same thing.  
It would simply mean an enlargement  
of the industries, and facilities and  
labor for larger industrial activities  
means better advantages in such  
business, according to the logic of  
the industry.

Cost of State Government in its  
institution, as well as in its depart-  
ments, boards and commissions, ever-  
lastingly increases at an alarming rate.  
Where is the efficiency of one-man  
rule? Wherein does the taxpayer  
profit by perpetuating a one-man po-  
litical machine in Michigan govern-  
ment?

### Bald Shoe Clerk.

Brother Blank had a narrow es-  
cape the other day. You know, he  
clerks at Gay's store and shines  
with particular brilliance in the shoe  
department. And that shine is what  
caused the trouble (pointing to top  
of head). He was fitting shoes on  
a flapper the other day when she  
caught a glimpse of his white, bald  
dome. Hastily concluding that it was  
her bare knee, she quickly grabbed  
her skirt and covered it up—and we  
had to rush in to keep him from  
being smothered to death.

### Hard Subject.

My subject is a technical one and  
may be hard to understand, but I  
hope that you will not have as much  
trouble in digesting my remarks as  
my friend Blank had in digesting a  
pie in a restaurant this evening. He  
said to the waiter:

"Waiter, that was the toughest pie  
crust I ever ate in all my life." And  
the waiter said:

"My good man, you have eaten the  
paper plate upon which it was served  
to you."

Negaunce—John D. Lafkas has  
sold his ice cream and candy manu-  
facturing plant and retail stock to  
Nick Taseris and Angelo G. Lafkas,  
who have taken possession.

## IN THE REALM OF RASCALITY

## Cheats and Swindles Which Merchants Should Avoid.

Charley Blank, who has been engaged in trade at a nearby town nearly fifty years, called on me one day last week to "fess up" that he had been hooked by a scoundrel for the first time in his long business career. The man who did the job was the exceedingly clever chap who obtains the signature of merchants to "agency contracts" which turn out to be a sales contract instead. Mr. Blank said the Tradesman had been his guide and counsellor for forty years and how he came to permit the Maumee crook to string him is more than he can understand. He said the agent was certainly the most clever talker he ever met; that he disarmed suspicion by stating most emphatically that he wanted no money until the goods were sold; that he would make the territory every few weeks and check up the stock from time to time, taking pay only for the goods sold in the meantime. Not until he was ready to leave did he flash the agency contract and ask Mr. Blank to sign it as a "mere matter of form." By the time the goods arrived at his station, Mr. Blank realized the predicament he was in through the false representations of the salesman and refused to accept the shipment; and he proposes to stand pat and refuse to permit the stuff to come into his store. In the meantime the Maumee end of the conspiracy made draft on him through the local bank, which, of course, was refused. Instead of paying the draft he wrote the Maumee concern that if it would send the salesman who took the order to him, he would pay the account in full, on the theory that the agent would not look so handsome after the merchant got through with him.

I assured my visitor that he was on the right track; that he need not pay for goods where the order was obtained fraudulently; that he would probably never be given the satisfaction of a personal interview with the salesman. Then I casually remarked:

"Charley, when I make my will I think I will leave enough money to purchase 500 mirrors to hang in the stores of merchants who get caught on tricks of this kind. At the bottom of each mirror I will have inscribed these words: 'I am a fool.' Would you like to put in an application for your mirror now?"

"Yes," he replied; "but I want two mirrors."

Because they evidently find it cheaper to move than to pay rent, the Tradesman has lost track of the Beattys—Carl and Fred—who have loaded up the merchants of Michigan, Ohio and Indiana with alleged chicken medicine the hens will not drink. These worthies have victimized nearly every one who has had any dealings with them. The only safe way to deal with them is to leave them alone. Any one who can tell me where these scaly chaps are now

located will receive the thanks of the Tradesman.

Another shrewd swindler has been successful in defrauding a number of retailers of substantial sums of money through the medium of bad checks during the past few weeks. While his method is not new, involving as it does the name of a prominent manufacturer by whom the man was employed until recently, the swindler appears to have had fair success in getting his checks cashed by retailers whom he knows have dealt with his former employers.

The important details necessary to identify this swindler will be found in the following letter which we have received from Friedlander-Epstein, Inc., 105 Madison Ave., New York, his former employers. A quite accurate description will also be found at the end of the letter:

A young man by the name of Emile Homsany ran away about six weeks ago with a payroll amounting to about \$1100.00. Last week we received a telegram from (a prominent Chicago store) that a young man giving the name of Gomez represented himself to be connected with our firm and asked them to cash a check for him for \$125, which they did, and which check later came back to them, the signature being forged. Two days later we received a telegram from (a prominent Minneapolis store) who advised us that a young man came to see them with the same story as above, and they they cashed a check for \$100 for him. The check was drawn on a Chicago bank and was forged.

There is no doubt that he will try this on other accounts of ours throughout the country. We have sent telegrams to the stores with whom we are dealing warning them against him, but we are afraid that with some slick story he will go to other retailers who might cash checks for him.

We therefore request you to notify all your retail store members that if any such young man asks them to cash checks to have him arrested on sight.

Friedlander-Epstein, Inc.

The description of Homsany, alias Gomez, follows: Age 23 years; height about 5 feet 3 inches; nationality Syrian; dark hair; prominent teeth; sallow complexion; prominent nose; broad chin; knock-kneed and has decided limp in left leg; broad grin when laughing; soft speaking voice; speaks good English without foreign accent.

Cedar Springs, Oct. 15.—The following bonds were stolen from our vault and we are sending you the numbers of them in hopes that something might be done toward their recovery. The numbers are as follows:

S 02507205  
B 02785522  
B 01274752  
E 02787815  
S C 03225653  
D 03225654  
E 03225655  
E 03225656  
G 03225657  
H 03225658  
O 01443214  
6103293

Other bonds were taken but we have not the numbers.

Dennis D. Davis,  
Cashr. Farmers & M'rch'ts. State Bk.

Hastings, Oct. 15.—I have a few lines I wish you to publish for the

benefit of merchants at large in regard to the National Remedy Co., of Maumee, Ohio. Some time in July last an agent came into my store and asked me if I would take their remedies to sell on consignment and pay for same as I sold them, and when I got through they would take the remainder back. But Oct. 8 they sent me a bill for \$54, claiming I had not fulfilled the contract and if I did not settle they would proceed to collect. And I afterwards find out that that is what they are doing with several other merchants in this locality. As I took the goods in in good faith I began to think they are not so square as they might be; and I also think that they are entitled to a little advertising through your columns. H. A. Wood.

Hastings, Oct. 15.—About August 1 an agent representing the National Remedy Co. called on us and, after considerable controversy, finally persuaded us to handle some of their goods on consignment, stating that they would call about every ninety days and pick up the goods we did not sell and replace the goods we did sell; nothing to be paid for until sold. He further stated they would furnish us with advertising matter, also pay freight on goods and give us the exclusive sale of their line in this community—all being by verbal agreement.

The goods were sent and on Oct. 3 we received a letter containing a copy of a contract we never signed; also a letter demanding that we pay for goods at once or they would proceed to force collection.

In some manner they have our signature to a contract we never made. They had made similar deals with two other merchants in our community and in no way have lived up to the word of our verbal agreement. Their attorney was in town last week, threatening suit against one of the merchants. It is our intention to stand them a suit before we will submit to such a fraud.

We are writing you this letter trusting you will be able to give us some information regarding this company and some advice as to what to do. Wallace & Bumford.

The only thing to do is to stand pat and never pay a cent for goods shipped on an order fraudulently obtained. No sane jury will ever hand down a verdict against a merchant who is the victim of the cheap swindle the National Remedy Co. has perpetrated in this State during the past few weeks. E. A. Stowe.

## Small Damage to Filatures.

Filatures in the Japanese earthquake area numbered less than 10 per cent. of the total, and the direct damage to them was slight, according to advices received by the Japanese Embassy and given out recently by the Silk Association of America. At Yokohama 29,500 bales of raw silk were destroyed, the main loss being filatures' stocks in consignment. The Yokohama Specie Bank is financing filatures and has agreed to purchase export bills. Shipments to Yokohama are being made by automobile and boat, and testing is being done by individuals. Some of the large exporters there and in Kobe have already made shipments. On 300 bales sold the market was 140 to 150 yen above the pre-disaster figures.

Wait on a customer with your eyes fixed on something else somewhere else, and the customer will also think of something else.

## Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Oct. 8.—On this day was held the final meeting of creditors in the matter of Nick Cramer, Bankrupt No. 2158. There were no appearances. One additional claim was proved and allowed. The trustee's final report and account was approved and allowed. An order was made for the payment of administration expenses and for the payment of a first and final dividend of 2 per cent. 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 district court.

On this day also was held the first meeting of creditors in the matter of William Allen, Bankrupt No. 2349. The bankrupt was present in person and by attorney. No creditors were present or represented. Claims were proved and allowed. The bankrupt was examined without a reporter by the referee and it appearing that the case was a no asset one the meeting was adjourned without date and the case returned to the district court.

On this day also was held the first meeting of creditors in the matter of Jesse Chase, Sr., Bankrupt No. 2354. The bankrupt was present in person and by attorney, F. L. Blake. No creditors were present or represented. No claims were proved and allowed. The bankrupt was sworn and examined and it appearing that he had filed his petition with a pauper affidavit attached, and that he was earning substantial wages, he was ordered to file in the court the sum of \$50 as filing fee within sixty days from this date. The first meeting was then adjourned without date, and the return of the case held until the payment of the filing fee.

Oct. 9. In the matter of Charles Butterworth, Bankrupt No. 2348, the trustee having reported that the accounts on hand were of no practical value and asked that the same be abandoned, and an order was made allowing such course, the case closed and returned to the district court as a no-asset case.

On this day was also held the sale of the interest of the trustee in and to certain lots in the city of Flint. An original offer having been made in the sum of \$625, the same was raised to \$650 and sold to Joe Moore, of Flint. The interest is held by the estate of William Jandel, Bankrupt No. 2214. An order confirming the sale was made and the meeting closed without date.

Oct. 10. On this day was held the first meeting of creditors in the matter of Alfrede M. Clausen, Bankrupt No. 2347. The bankrupt was present in person. No creditors were present or represented. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. No trustee was appointed as there were no assets over and above the exemptions claimed by the bankrupt. The case has been closed and returned to the district court.

On this day also was held the first meeting of creditors in the matter of James Hartse, and also doing business as the Grand Rapids Flag Co., and as the Eclipse Flag & Awning Co., and also as Eclipse Awning & Tent Co., Bankrupt No. 2344. The bankrupt was present in person and by Dilley, Souter & Dilley, attorneys. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. It appeared that, while the bankrupt has some property, the same is mortgaged by valid mortgages for more than the worth of the property, therefore no trustee was appointed and the case closed and returned to the district court as a no-asset case.

Oct. 11. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Winfield J. Richards, Bankrupt No. 2368. The matter has been referred to Benn M. Corwin, as referee in bankruptcy. The bankrupt is a resident of Ionia. No occupation is given in the schedules filed. From such schedules it appears that there are assets in the sum of \$300, all of which are claimed as exempt to the bankrupt, with liabilities of \$2606.30. 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:

Estate of Daniel Chambers, Middleton	\$125.00
E. J. Alverson, Ithaca	5.50
Edward E. Wakefield, Ionia	191.00
J. B. Noll, Detroit	115.00
Earl Sellick, Ionia	50.00
Dr. Carl Ranger, Ithaca	45.00
The Hub, Ionia	25.00
Johnson Shoe Co., Ionia	30.00
Guy A. Cone, Lansing	25.00
Lansing State Journal, Lansing	42.50
Ionia Water Power Co., Ionia	19.00
Gas Light & Coke Co., Ionia	75.00
Mich. State Tel. Co., Ionia	16.00
Grace Rowell, Ithaca	25.00
Fleming Clothing Co., Ithaca	98.33
W. A. Crabb, Carson City	8.47
Gleaner Elevator Co., Middleton	24.00
Marten's Hardware Co., Middleton	25.00
J. G. Sibley, Riverdale	30.00
Redempsky Fuel Co., Ionia	150.00
Quality Store, Ionia	6.00
Fashion Store, Ionia	4.50

Dr. C. Burt, Ithaca	23.00
Coe Auto Sales Co., Ionia	20.00
Fred Witford, Orleans	23.00
J. A. Hodges, Ithaca	130.00
Gleaner Elevator Co., Ionia	26.00
Lowry & Fleming, Ionia	200.00
Connor Auto Supply Co., Ionia	50.00
Frank Wirtz, Ionia	35.00
Nellie E. Long, Detroit	60.00
R. W. Johnson, Ionia	11.00
Bert Thatcher, Ionia	122.00
Evisisers Market, Ionia	4.00
Harley Gibbs, Ithaca	50.00
Winchell & Giddings, Ionia	17.00
Charles A. Ireland, Ionia	20.00
Dr. E. F. Beckwith, Ionia	23.00
Dr. Joseph Johns, Ionia	77.00
George Mayor, Alma	65.00
Thomas A. Carten, Ionia	6.00
Glenn L. Pierce, Ionia	40.00
Geo. E. Nichols, Ionia	25.00
Yost & Hamilton, Ithaca	22.00
John W. Hallett & Son, Carson City	125.00
Scott Payne, Carson City	110.00
E. W. Krainbrik, Ionia	28.00
H. E. Bergy, Ionia	28.00
Guy Seymour, Ionia	28.00
James Van Keiren, Ionia	28.00
Thance Benedict, Ionia	28.00
Charles A. Ireland, Ionia	28.00
Godfrey Peterson, Ionia	18.00

Oct. 12. On this day was held the first meeting of creditors in the matter of Francis V. Broady, Bankrupt 2351. The bankrupt was present in person and by attorney, E. A. Maher. William Gillett and Charles H. Lillie were present for creditors. Claims were proved and allowed. Lyle Holcomb was elected trustee and the amount of his bond placed by the referee at \$250. The bankrupt was sworn and examined without a reporter. Appraisers were appointed. The first meeting was then adjourned without date.

On this day also an order for the payment of taxes and expenses was made in the matter of Shaheen Slayman, Bankrupt No. 2335. There being insufficient funds on hand to pay more than 10 per cent. on provable claims, the case will be held to one year from the date of adjudication.

On this day also was held the first meeting of creditors in the matter of Milton C. Orton and Justen C. Peters, individually, and as Willys Knight and Overland Service Co., and as Orton & Peters Service Garage and as Baldon, Orton & Peters garage, Bankrupt No. 2357. The bankrupts who are individually bankrupt were each present and by attorneys, Dilley, Souter & Dilley, Wicks, Fuller & Starr; J. R. Gillard and C. E. Ward were present for creditors. Claims were proved and allowed. Frank V. Blakely was elected trustee and his bond placed by the referee at \$500. The bankrupts were sworn and examined without a reporter. The appraisal taken by the receiver was approved and allowed. The first meeting was then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Samuel Kassel, Bankrupt No. 2336. The bankrupt was present in person and by attorneys, Watt & Colwell. Frank C. Miller and Charles A. Lillie were also present for creditors. Claims were proved and allowed. The creditors failing to elect a trustee, the referee appointed Eugene Vollers, of Ionia as such and placed his bond at \$1,000. The bankrupt was sworn and examined without a reporter. The appraisal taken was approved. The first meeting was then adjourned without date.

Oct. 13. On this day was held the adjourned first meeting of creditors in the matter of Joseph P. Rushem, Bankrupt No. 2346. The bankrupt was present in person and by attorney, Martin Carmody. Travis, Merrick, Warner & Johnson and Elvin Swarthout were also present. The trustee was present. Claims were allowed. The bankrupt was sworn and examined without a reporter. The meeting was then adjourned without date.

In the matter of William and Dwight Badgley, Bankrupt No. 2025, the trustee has filed his final report and account and the final meeting will be held at the referee's office Oct. 19. The trustee's final report will be passed upon, administration expenses paid and a first and final dividend to creditors made.

In the matter of Franks Manufacturing Co., Bankrupt No. 2270, the court has called a special meeting of creditors for the purpose of passing upon the report of the receiver in the Superior Court of Grand Rapids prior to the date of bankruptcy, paying administration expenses and the payment of a first dividend to creditors, if the same is possible at this time. The meeting is called for Oct. 22.

In the matter of Chinese Temple Cafe, Bankrupt No. 2008, the trustee is in receipt of an offer of compromise from Ryskamp Brothers and Peoples Savings Bank in the sum of \$800 in full settlement of any and all claims of the estate against said parties based upon a preference prior to bankruptcy claimed to be such by the trustee. A meeting is called for the consideration of such offer on Oct. 23. At the same time the creditors will pass upon administration expenses, it appearing that even if such compromise offer is accepted there will be insufficient funds in the trustee's hand for the payment of administration claims and preferred labor claims proved.

In the matter of Wolverine Electric Co., Bankrupt No. 2241, the court has called a special meeting of creditors for the consideration of the various items of administration expense and for the consideration of the report of the receiver in the Circuit Court for Kent county, prior to the adjudication in bankruptcy. The meeting will be held at the office of the referee on Oct. 25. At such meeting the court will also pass upon claims and determine whether or not a first dividend to creditors can be paid at this time.

In the matter of Ruben Eli Norton, Bankrupt No. 2363, the funds have been furnished and the first meeting will be held at the referee's office on Oct. 26.

Oct. 15. On this day was held the first meeting of creditors in the matter of John T. Robles, Bankrupt, No. 2355. The bankrupt was present in person and by attorney, J. R. Gillard. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. There being no assets over exemptions, the case was adjourned without date, closed and returned to the district court.

Oct. 15. On this day was held the special and final meeting of creditors in the matter of Adam J. Prus and Prus Electric Co., Bankrupt No. 2299. The bankrupt was not present or represented. The trustee was present in person. Creditors were present. The bill of the receiver in the Superior Court of Grand Rapids was considered and approved. The bill of the attorney for the bankrupt was approved. An order was made for the payment of administration expenses and for a pro rata distribution of 52 per cent. of the two labor claimants who had filed their claims and had them allowed. There were insufficient funds to pay more to the labor claimants. There was no objection to the discharge of the bankrupt. The meeting was then adjourned without date. The case will be closed and returned.

On this day also was held the special meeting of creditors in the matter of Grand Rapids Knitting Mills, Bankrupt No. 2295. The trustee was present in person. Creditors and bidders were present. The offer of Van Dyke Knitting Co., of Milwaukee, of \$10,000 was refused and the offer of Michael Tauber Co., in the guaranteed sum of \$10,000 and all over such sum less commission of 10 per cent. and selling expenses was accepted and the Michael Tauber Co. directed to proceed with the sale on this basis. The special meeting was then adjourned without date. This sale covered the balance of the machinery, equipment, furniture and fixtures of the estate.

**Gauntlet Cuff Helps Neckwear.**

The gauntlet cuff, which came into marked popularity with the long, tight sleeve, has been one of the biggest factors in the increased sale of women's neckwear this season. The bib neckpiece is still one of the biggest sellers in the trade, but it has now become sort of a staple. The result is that it has yielded place to the gauntlet cuff, which is seen on garments ranging from elegant gowns of black velvet to serge dresses for street wear. The introduction of the cuff has resulted in the sale of more made sets than bandings. The latter are still sold in quantity, however, as they are less expensive and more easily replaced. Another novelty of the season is the vogue for mocha-colored neckwear.

**Hides, Pelts and Furs.**

<b>Hides.</b>	
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
<b>Pelts.</b>	
Old Wool	1 00 @ 2 00
Lambs	50 @ 75
Shearlings	25 @ 50
<b>Tallow.</b>	
Prime	06
No. 1	05
No. 2	04
<b>Wool.</b>	
Unwashed, medium	@ 30
Unwashed, rejects	@ 25
Unwashed, fine	@ 30

The big things of life are never done by a fussy man. Poise is one of the earmarks of mental strength.

# CONFIDENCE

All business is founded on confidence—that trust which arises and grows with honest dealing, fair treatment and certainty of product.

The WORDEN GROCER COMPANY has confidence in itself, in its products, in its service and in its salesmen.

You dealers also have confidence in all of these, but we urge you to have more—to use it and to prosper by it.

In these days of struggle and fierce competition, the determination to survive is uppermost. There are goods being sold that do not always come up to standard. There is merchandise being offered that is not as represented and there are many temptations to perplex and harass you.

That is why we urge you to have even more confidence in WORDEN products, and in WORDEN salesmen.

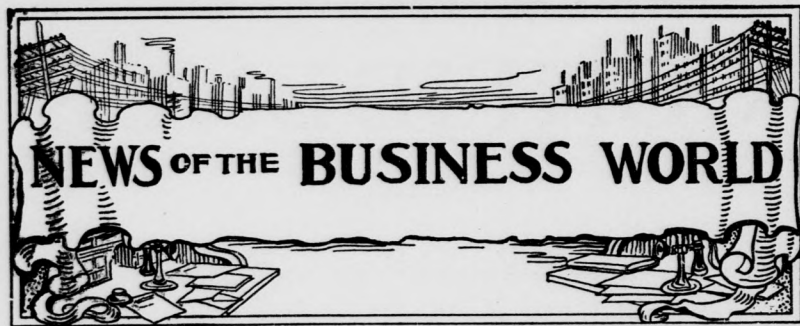
Our institution has been built up on confidence, and the value of this confidence is in our integrity—in our playing the game fair. Our products are of the highest type of merchandise, to be judged by QUALITY, not price. Our salesmen are to be trusted implicitly. Believe in them and ask their advice. They will tell you the truth, even if they lose a sale, because they know that in the end they have made a friend and won another man's confidence.

## WORDEN GROCER COMPANY

Grand Rapids

Kalamazoo—Lansing—Battle Creek

The Prompt Shippers.



### MOVEMENT OF MERCHANTS.

Conklin—Doc Sawyer has engaged in the meat business.

Coloma—Harrison Goff, recently of Scottville, has engaged in the grocery business here.

Amasa—The Rosebusch Rensch Co. has increased its capital stock from \$300,000 to \$500,000.

Whitehall—W. R. Dennis succeeds Mrs. Andrew P. Myrmel in the shoe and grocery business.

Alpena—The B. R. Young Hardware Co. has changed its name to the Huron Hardware Co.

Coloma—Goff & McConnell succeeds C. E. Coburn in the grocery and provision business.

Mulliken—Niles Litchfield succeeds P. O. McCrumb in the confectionery and ice cream business.

Petoskey—The O. C. St. John Co. has changed its name to the Petoskey Warehouse & Storage Co.

Union City—The Peerless Portland Cement Co. has increased its capital stock from \$850,000 to \$5,000,000.

Laingsburg—George Leffler and son, Verne, have opened a lunch room, billiard parlor and oil filling station.

Jackson—The Triangle Shoe Co., 115 West Main street, has increased its capital stock from \$5,000 to \$10,000.

Detroit—The State Savings Bank, Lincoln Park, has been incorporated with an authorized capital stock of \$25,000.

Lamont—Gerrit Ripma has sold his stock of general merchandise, store building and filling station to John Gunstra.

Detroit—Louis Harris, 11632 East Jefferson avenue, is offering to compromise with his creditors at 25 per cent. cash.

Elsie—E. Blunt has sold his grocery stock and store fixtures to Mr. Robinson, of Corunna, who has taken possession.

Mulliken—C. R. Quick has sold his grocery stock and store fixtures to Howard and Manley Cramer, who have taken possession.

Freeport—Fire destroyed the plant of the Freeport Farmers Elevator Co., entailing a loss of \$30,000, which is covered by insurance.

Grant—The J. C. Ballard Co., of Sparta, has leased the Jensen store building which it will occupy with a stock of furniture, Oct. 27.

Lansing—I. & S. Gross have opened a Hungarian restaurant and delicatessen, specializing in Hungarian dishes, at 110 West Ottawa street.

Arcadia—Harold Wilson has remodeled his store building and is occupying it with a lunch counter, confectionery, soft drinks, tobacco and cigar stock.

Newaygo—The Pike Laboratories, Ltd., has been incorporated to deal in auto accessories with an authorized capital stock of \$4,000.

Saginaw—Joseph W. C. Pendell, who conducted a grocery store here for many years, died at his home, Oct. 8, following a lingering illness.

Lansing—The Allen & DeKleine Co., printer and dealer in office furniture, supplies, etc., has changed its name to the Franklin DeKleine Co.

Coldwater—The Arlington Hotel has been sold by L. E. Eckel to Thomas H. Kohn, of Detroit, and George W. Kohn, of Van Wert, Ohio.

St. Johns—Mrs. C. A. Evey is closing out her stock of millinery goods at special sale, having accepted a position as traveling saleslady for a silver black fox farm company.

Lansing—The Hawkes Auto Supply Co., 110 East Ionia street, will discontinue the sale of tires and devote its entire attention to its wholesale auto accessories business.

Pottsville—Angelo Peterson has purchased the store building at the corner of Oak and Railroad streets and will occupy it with a stock of cigars, tobacco and bazaar goods.

Elmdale—M. G. Williams & Son have sold their stock of groceries and store fixtures to the National Grocer Co. and will remove to the farm which they recently purchased, near White Cloud.

Jonesville—Albert Talbott has sold his meat market, building and equipment to J. A. Mundy, recently of Fremont, Ind., who is installing modern fixtures and will open it to the public Oct. 20.

Detroit—The B. Square Cleaning Co., 7039-43 East Palmer street, has been incorporated with an authorized capital stock of \$25,000, of which amount \$12,500 has been subscribed and \$10,000 paid in in cash.

Mulliken—Mr. Hainer, recently of Eagle, has purchased the Whelpley store building and will occupy it with a stock of general merchandise as soon as the building can be remodeled and made modern.

Pigeon—The C. B. Cady Co. has been incorporated to deal in dry goods, clothing, furniture, groceries, etc., with an authorized capital stock of \$5,000, \$2,500 of which has been subscribed and paid in in cash.

Maple Rapids—Owing to ill health S. P. Horr is closing out his stock of general merchandise and will retire from business. A special sale is being conducted by an Ohio firm. Mr. Horr engaged in business here in 1893.

Woodland—Neithamer Bros. have dissolved partnership. Carl Neith-

amer has sold his interest in the garage, automobile supplies, etc., to Lloyd Hitt and the business will be conducted under the style of Neithamer & Hitt.

Detroit—Sol Sallan has merged his jewelry, etc., business into a stock company under the style of Sallan, Inc., 1200 Woodward avenue, with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in property.

Detroit—The Woodward Cross-town Sales Co., 5024 Woodward avenue, has been incorporated to deal in motor vehicles, accessories, etc., with an authorized capital stock of \$5,000 \$1,000, of which has been subscribed and paid in in cash.

Detroit—The Speitz Cigar Co., Ltd. 161 Larned street, West, has merged its business into a stock company under the same style, with an authorized capital stock of \$10,000 all of which has been subscribed and paid in, \$23.85 in cash and \$9,976.15 in property.

Woodland—George Neithamer has purchased the old livery barn and is remodeling it into a store building which he will occupy about Jan. 1, with a stock of automobile supplies, accessories, parts, paints and oils, under the style of the Neithamer Supply House.

Detroit—The H. S. H. Lunch Co., 14020 Aston Place, Highland Park, has merged its business into a stock company under the same style, with an authorized capital stock of \$25,000 all of which has been subscribed and paid in, \$5,856.01 in cash and \$19,143.99 in property.

Big Rapids—L. C. Laclaire, a local hardware dealer, set out last week on what he calls his first vacation in thirty-two years. With his wife he will visit his boyhood homes at Oneida N. Y., and Buffalo, later visiting his son at Washington, D. C.

Cadillac—Charles A. Benson has leased his store building at Benson Corners to William Hargrave, of Harrietta, who was formerly manager of the club house on Slagle Creek. Mr. Hargrave will get in his stock in time to open for business about Nov. 15.

Grand Rapids—Anton Reim & Co., Inc., has been incorporated to conduct a general importing and exporting business, with an authorized capital stock of \$10,000 and 15,000 shares at \$1 per share, of which amount \$2,000 and 1,000 shares has been subscribed and \$3,000 paid in in cash.

Flint—Thrown against a concrete safety zone, Saturday, Dr. F. D. Baker, former postmaster, well-known druggist, was injured seriously. His head struck the concrete zone, crushing the right side of his face. His right hand also was injured badly. Quick action on the part of Motor-man N. E. Macansh in applying the brakes, saved Baker from being crushed to death by a street car.

### Manufacturing Matters.

Saginaw—The Brooks Boat Co., Inc., Queen and Salt streets, has been incorporated with an authorized capital stock of \$40,000, all of which has been subscribed and paid in in property.

Bay City—The Bay City Dredge Works has increased its capital stock from \$30,000 to \$300,000.

Baroda—Fire destroyed the plant of the C. & G. Canning Co., entailing a loss of about \$30,000. The plant will be rebuilt at once.

Detroit—The American Tent & Awning Co., 305 Woodward avenue, has been incorporated with an authorized capital stock of \$20,000, all of which has been subscribed and \$2,000 paid in in cash.

Flint—The Flint Battery Co. has changed its name to the Battery Corporation of America and increased its capital stock from \$100,000 and 20,000 shares no par value to \$250,000 and 30,000 shares no par value.

Detroit—White Showers, Inc., 6451 Dubois street, has been incorporated to manufacture and sell irrigation equipment and allied accessories, with an authorized capital stock of \$25,000, \$10,000 of which has been subscribed and paid in in cash.

Detroit—The Oilheat Corporation, 39 West Milwaukee avenue, has been incorporated to manufacture, sell and install heating apparatus, with an authorized capital stock of \$30,000, of which amount \$8,000 has been subscribed and paid in in cash.

Traverse City—The Brady Machinery Co., Bay street, has been incorporated with an authorized capital stock of \$75,000 common and \$75,000 preferred, of which amount \$41,000 has been subscribed and paid in, \$200 in cash and \$40,800 in property.

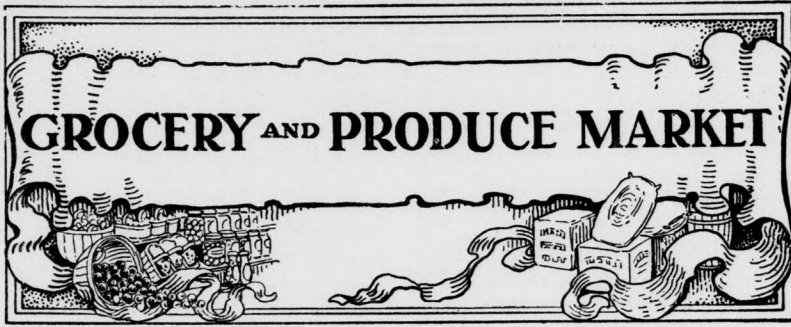
Detroit—The National Creamery Co., 2423 West Warren street, has been incorporated with an authorized capital stock of \$1,000 preferred and 100,000 shares no par value, of which amount \$1,000 and 2,500 shares has been subscribed, \$1,000 paid in in cash and \$25,000 in property.

Detroit—The Hutto Engineering Co., 6915 East Jefferson avenue, has been incorporated to deal in service tool equipment, tool manufacturing, etc., with an authorized capital stock of \$25,000, all of which has been subscribed and paid in, \$5,800 in cash and \$19,200 in property.

Detroit—The L. F. Mullin Co., 5850 Cass avenue, has merged its manufacturing of auto parts, etc., into a stock company under the same style with an authorized capital stock of \$50,000, of which amount \$45,000 has been subscribed and paid in, \$2,561 in cash and \$42,439 in property.

Port Huron—The Bunny Products Co., 717 Grand River avenue, manufacturer and dealer at wholesale and retail in chemical and cleansing compounds, has merged its business into a stock company under the same style, with an authorized capital stock of \$60,000, of which amount \$50,000 has been subscribed and paid in, \$3,000 in cash and \$47,000 in property.

Capac—Two new industries are starting at Capac. All stock has been subscribed in the Auto Stop Safety Signal Co., which will start production soon, employing twenty-five people. Leach Bros. have about completed construction work on the new casket factory and will soon install machinery. While this is not a large plant it will employ several men.



**Essential Features of the Grocery Staples.**

**Sugar**—The market is strong on the basis of 10 1/4c for granulated.

**Tea**—At the time of the Japanese earthquake, considerable quantities of medium and low grade Japan teas were being crowded upon the American market at prices lower than those now prevailing. This caused the holders of first crop Japan teas some anxiety and had a slightly depressing effect on prices of the higher grade tea. During the past ten days the market prices for second and third crop Japan teas have reacted and are fully three cents higher than the lower prices recently made.

**Coffee**—The local market for coffee is firm, notwithstanding the recent material increase in the visible supply of Brazilian grades. Demand has been active, closely absorbing the comparatively small increase of desirable selections in the stock arriving, and these continue to command substantial premiums. Mild coffees, particularly in the more popular grades, are scarce and will so continue until the new crops begin to come on the market, which will not be much sooner than three months hence. The market is, therefore, decidedly firm, with prices showing a constant upward trend.

**Canned Fruits**—There is no real excitement in fruits, except perhaps gallon apples. That line is not packing out up to the expectations up-State and canners are advancing their prices. Pineapple is steady and appears to be rather out of line with the market at other important points. California and Northwestern fruit are held with confidence in the country, but local jobbers are still playing a waiting game as to replacements.

**Canned Vegetables**—Canning tomatoes in the South is practically over as the amount of raw material, its quality and price all tend to bring the season to an end. Intermittent operation has been common which means no surplus of late season goods. All tomato products have been selling well recently except puree, which has been quiet. The advances of No. 10s have been quite conspicuous with \$4.75 now quoted on the inside. No. 2s and No. 3s are firm. California has been following the tri-States with No. 2 1/2s working up to \$1.15 as a minimum and with some \$1.20 confirmations. Coast gallons are doing relatively as well as Eastern. Peas showed a healthy undertone all of last week, but the acquisition of stocks by jobbers has slacked up somewhat following the narrowing of offerings from first hands. There are

very few of the cheaper or extra standards quoted by first hands and resales are not urgently necessary at the moment. Corn is affected by crop producing conditions and fancy lines are wanted. The short delivery by Maine canners who will have 50@60 per cent. on contracts, has made that line seem good property in all canning districts. Standard corn has been selling well. Minor vegetables are generally firm.

**Canned Fish**—A number of circumstances have tended to firm up pink salmon at the source, including purchases of Siberian stock by Japan for relief purposes, increased domestic buying for transient and later use and a realization by packers that available supplies are not excessive. The cheap \$1.20 Coast lots are being withdrawn. It is harder to buy at original opening among established canners, some of whom are holding at \$1.30 for assorted cans. Reds are held from opening to a 5c premium with fair business but with less general buying than of pinks. Chinnoks are unchanged. Maine sardines are in no surplus for immediate shipment and all canners are so firm in their views that they control the market in all styles. Buying, while mostly hand-to-mouth, is general and sufficient to prevent an accumulation. Down East Tuna fish is also firmer on the coast. White meat and striped are the two firmest items but advances are predicted upon blue and yellow fin. Shrimp is also selling well and while somewhat more plentiful at the source is in no surplus to weaken the market. Crab meat and lobster are in fair jobbing demand.

**Dried Fruits**—New crop Prunes have been under two handicaps which have checked future buying since opening prices were named, quotations were regarded as too high for prompt action and assortments were too limited as to the percentages of the larger sizes. Both conditions, packers assert, are the result of crop conditions which they cannot change and are the basis of actual conditions at the growing end. Old crop fruit took first place and the activity in that line has cut down offerings which confront the trade with the proposition of either buying new crop now or of running the chances of higher prices and less favorable assortments later on. During the closing days of last week there was a growing interest in new packs, both Association and independent, with the indication of business developing from the increasing inquiry for goods and quotations. Packers wire that other markets are already buying and they give that as an added reason

for the firmness at the source. Local distribution to the retailer is increasing and the metropolitan advertising of Sun-Sweet carton prunes of the old crop has increased the movement. Apricots have been another commodity to be advanced in California too fast to suit local interests. There has been some Eastern business placed but many traders are testing out the strength of the market by waiting. Peaches and Pears have shown no new developments but are held firm by packers in California, and here again local buying is restricted. Much the same conservatism as to stocking up is found in new crop Raisins. Independents are cutting under the big factor but are not able to put through large sales. Old crop offerings are restricted to a few grades. Currants are steady and are taken as they are needed.

**Rice**—Supplies of all kinds are short of requirements and outside prices are common. Anything near at hand is also readily sold. The primary markets are firm and recently have been higher. Although there have been more liberal receipts they have been readily absorbed. The whole country seems to want rice. Foreign rice is neglected and is dull at going prices.

**Provisions**—The week started out with demand strong for packinghouse products and the market active. Packers reported a good demand all along the line with hams selling readily and a broader outlet for salt meats in Michigan. Fresh meats sold stronger at Eastern market centers.

**Sugar Syrups**—A steady turnover of all grades is noted and the small amount of supplies on spot made for a firm market.

**Molasses**—Few changes of importance. Trading is along steady lines and prices are well maintained.

**Review of the Produce Market.**

**Apples**—Wolf River and Alexander bring 75c per bu.; Maiden Blush and Wealthy, \$1.

**Bananas**—9@9 1/2c per lb.

**Beets**—\$1.25 per bu.

**Butter**—Local jobbers hold extra fresh at 46c in 63 lb tubs! fancy in 30 lb. tubs, 47c; prints, 44c; June firsts in tubs, 44c. 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 1/2 bbl.

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

**Cocoanuts**—\$6.25 per sack of 100.

**Eggs**—Local jobbers pay 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	\$4.50
46	5.00

54, 64 and 70----- 5.00

**Grapes**—California Tokay, \$2.50 per 4 basket crate; California Malaga, \$2.75 per crate; Emperor, \$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 comb.; 25c for strained.

**Honey Dew Melons**—\$3 per doz.

**Lettuce**—In good demand on the following basis:

Colorado Iceberg, per crate	5.50
Home grown head, per box	1.25
Leaf, per bu.	2.25

**Lemons**—The market is now on the following basis:

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

**Onions**—Spanish, \$3 per crate; Walla, Walla, \$4.50 per 100 lb. bag; home grown, \$3.50 per 100 lb. sack.

**Oranges**—Fancy Sunkist Valencias now quoted on the following basis:

100	7.00
126	7.75
150, 176, 200	6.75
216	6.25
252	5.50
288	5.00

**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.

**Poultry**—Wilson & Company now pay as follows for live:

Heavy fowls	19c
Heavy springs	17c
Light fowls	12c
Light springs	12c
Turkeys	22c
Geese	15c
Ducks	16c

**Radishes**—25c per doz. bunches.

**Spinach**—\$1 per bu.

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

**Tomatoes**—\$1.25 per 1/2 bu. for ripe; \$1 per bu. for green.

**Turnips**—\$1 per bu.

When you are more anxious to make a sale than to stick to facts, you may make the sale but you will have complaints to take care of later.

The salesman who wants to better himself has two things to do. He should seek to please employer and public, and he should obey the former.

Be sure that every salesperson knows what goods are displayed in the window, and where they are to be found in the store.

Put off decision on a question until you have had time to give it proper consideration, but when you decide, don't put off action.

Don't hamper your business by lack of funds just so you and your family can travel a little faster than you can afford.

## ACTING PART OF POVERTY.

### How Germany Undertakes to Bluff the World.

In the theater of the world's affairs it is Germany who to-day is occupying the stage with her people, the chief actors upon whom the spotlight has been thrown dominating the attention of a motley, interested audience which fills the balconies and galleries. Germany has assumed a role and is playing it well, in a plot designed to appeal to the commiseration and sympathies of an instinctively human assembly of onlookers. All the characters have donned the garments of tragedians, in the effort to depict their present condition as the master tragedy of all time.

Is her dramatic genius great enough to convince the spectators of an extremity which exists only in the boundaries of a perverted mentality, but which forms the chief theme of a well-laid plot?

Intent upon the necessity of convincing the hearers of the truth of the parts to which they have been so thoroughly coached, they have rehearsed their lines so repeatedly that the mighty power of imagination is growing into the hallucination of belief. The play progresses without intermission and the Germans, in their assiduous application and indefatigable loyalty to the demands of their parts, succeed even more completely than anticipated. The actors have become so infused with the life of their assumed characterizations, so thoroughly imbued with the lines of their play, that they have become living impersonators of a melancholy which has left them in a mental desert of self-wrought bankruptcy. The serpent self-pity, wreathing itself around their true consciousness, is dyeing their mentalities, imprisoning them in the robes of their own theatric simulations. The result is that they have poisoned their own minds by the concentration of their bitter fancy, and are dancing to the discord of the false strains they have been fiddling to the public. Regarding France as her great oppressor, Germany does not yet recognize her self-commiseration as a greater tyrant.

Exaggerated propaganda is thwarting its own subtle purpose. Disillusionment, the destined follower of the folly, misrepresentation, is already playing havoc with the sympathies of an on-looking world.

The Germans have adopted the attitude of justified charity recipients, of a mistreated, wronged and injured race, to whom the rest of the world now owes an assured, substantial living—a people who are entitled to the compassion of the world in general, and compensation from America in particular. The impression was conveyed to me that America, who by her intervention had proven herself the chief factor in Germany's destruction, was morally bound to assume the responsibility of restoring, to some degree, a portion of her former prosperity, in order to make amends.

Crossing her border line, one finds

Germany shorn of her tragic stage garments. One heard of dire German needs; one saw a German people seemingly ably gratifying its every bodily desire and unwilling to deny any material impulse. It was puzzling to find cafes filled with people comfortably lounging around small tables eating pastries, drinking coffee and idly smoking. It was difficult to understand the innumerable flourishing wine rooms and beer gardens, always filled with leisurely gathering crowds, who ordered the best liquors. How could a starving nation indulge in such luxuries? It was surprising to find the opera houses and music halls constantly overflowing with people, and for many performances bearing the "Standing Room Only" sign.

One possible explanation lies in the fact that there is no incentive for the Germans to save the money he earns to-day, for to-morrow he always has less. Possessing the equivalent of 50 cents in German marks and saving it, he may have only 25 cents by next week, so quickly does its relative value and purchasing worth diminish in its present spasmodic fashion. Our little adage, "A penny saved is a penny earned," so worthy in normal times, has lost its significance in that country, and has been revised to the effect "One hundred thousand marks saved to-day may be two hundred thousand marks lost to-morrow."

So marks continue to be spent with reckless abandon even while a flaring placard, that German chanticleer crowing of all its undeserved ills, proclaims a lack of funds and other requisites. Loyalty to their country's role continues to demand dutiful repetitions of public complaining while secretly catering to the inner man. Eating and drinking are constant pastimes. In Germany every station waiting room becomes a dining room and every train coach a dining car.

Without number are the sins of the dollar. The German mind cannot be convinced that it is the mark which falls and not the dollar that rises. The dollar alone by its eager avarice and ambitious flight is the deliberate malicious destroyer of their financial unit of exchange. Galled by its willful shameless, scheming against their happiness, but fired by the magic of its buying power, Germany has become obsessed with the infection of an unquenchable quest for dollars. They are haunted by the magnified ghost of its predicted soaring and the desire of possession has dulled the edge of pride. Unabashed by any finer sensitiveness, even strong young men, too haughty to work, clamorously solicit Americans for the gifts of dollars. They woo one as another possible messenger to America who will chronicle their tales of bitter extremity. Is it lack of realization that in our own land we must pay in dollars as well as earn dollars, or just greed which causes them to chide moderate-circumstanced relatives living in America for not sending greater sums of money for their relief? They accept all in the spirit that it is owing

unto them and the gift merely a bit of retribution for our nation's eternal debt.

The theme of all their censure directed against America is that implicit belief in ex-President Wilson's fourteen points influenced her to stop fighting—they refrain from the use of the word "surrender." In their estimation we stand accused and guilty of preaching to the world an ideal expressed in the terms democracy, brotherhood and peace and then voluntarily abandoning the execution of that code of justice which we ourselves created.

At present Germany is a land caught, held, swayed and animated only by the dictates of the destructive triumvirate—turmoil, hatred and depression. Its former internal, political harassment, occasioned by its newly powerful Socialist Party in bitter opposition to the fallen Royalist (or Nationalists, as they now term themselves), and the Communists has been immersed in the greater menace of their common fear—the ever progressing French in their beloved Fatherland.

Deeply as the Germans mourn the invasion of that section of their country which has proved to be the center of their greatest industrial resources, greater is their grief over the occupation of the Rhine, with its deserted old castles and towers, still picturesquely reminiscent of those knightly old days of pomp and farce. Having sailed up this much storied stream, so rich in legends, one can better understand and appreciate the old patriotic German love of folk-lore and history.

It is a new public, a public of the masses, a public which appears at the opera clothed in the evening garments of royalty but otherwise reflecting the uncouth mannerisms of peasantry, a public which mistakes coarse gayety and arrogance for pleasure and culture, a public which knows no chivalry nor courtesy.

Economy, thrift and frugality, which have always been proverbial German attributes, are not so very evident in that country to-day except perhaps in the beautifully cultivated farmlands. Even the hillsides are developed into neatly laid-out plots of plowed earth and Spring-green, and seen from a distance give the impression of a fantastic crazy-patch quilt. The German people have only

just learned the precepts of economy through these last few years of adversity. Restless, rebellious and chafing under the inevitable compelling restrictions of limitation, they cannot forbear even to-day from indulging in various extravagances, such as excessive stocking of their cupboards with costly wines and liquors.

It is impossible to alter the Germans' conviction of Americans as coldly heartless, pitiless, unsympathetic, "geschäftlich," devoid of any characteristic save love of wealth. It is futile to explain that the boundless, energetic efforts toward work and success are actuated by love and interest in home and family. It is true that the Old World offers a charm of atmosphere and life of art which America has not yet had time to acquire. European culture, grown out of the ideals of its many nations and reflected in the art, poetry, philosophy and thought of its people of countless generations—who shall say that a culture will not in time grow out of the amalgamation of the varied types and inherent tendencies of the nationalities which now form America!

And what will be the nature of the last act when the curtain falls? Will Germany have won the admiration and warm applause or forfeited the sympathies of her international audience? Ima Eisenhart.

### Extradition for Arson.

There is need for speed in the handling of arson cases, particularly in those states which border on Canada. J. A. Tracy, state fire marshal of Iowa, found that extradition from Canada of a man accused of arson was undertaking an arson trial in itself. A man who is indicted for arson may not be taken from that country with extradition papers alone. It is necessary, if extradition is fought by the accused, to prove to the satisfaction of the Canadian courts that the man is guilty of the crime charged. Fire Marshal Tracy in one case succeeded in proving to the satisfaction of the Canadian courts that the man was justly accused of the crime of arson and later the prisoner was convicted in an Iowa court.

The man who hopes to leave his "footprints on the sands of time" must have the "sand" to begin with.



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**Proceedings of St. Joseph Bankruptcy Court.**

St. Joseph, Oct. 8—Joseph Schensul and Bert L. Kitchen, doing business as the College Inn, in the city of Kalamazoo filed voluntary petitions, both as co-partners and as individuals, and were adjudicated bankrupts and the matter referred to Referee Banyon. With the petitions and schedules were filed offers of composition by the bankrupts as to their individual creditors, Joseph Schensul offering 25 cents on the dollar in cash and Bert L. Kitchen 100 cents on the dollar in notes payable one year from date. The schedules show the following creditors:

Prior Claims.	
City of Kalamazoo, taxes	\$ 75.00
Albert Pick & Co., Chicago	1300.00
Union Trim & Lumber Co., Kalamazoo	500.00
National Cash Register Co., Dayton	180.00
United Appliance Co., Kalamazoo	125.00
	<b>\$2180.00</b>

Unsecured Claims.	
First National Bank, Kalamazoo	\$550.00
A. Nrenner, Kalamazoo	35.00
N. Clenewick & Son, Kalamazoo	91.00
Kalamazoo Paper Box Co., Kalamazoo	35.00
Northern Coca Cola Co., Kalamazoo	135.00
Star Paper Co., Kalamazoo	71.00
Shakespeare Press, Kalamazoo	41.00
Star Bargain, Kalamazoo	36.00
A. W. Walsh & Co., Kalamazoo	125.00
Dora Kitchen, Kalamazoo	700.00
M. Schensul, Kalamazoo	200.00
A. Scholter, Kalamazoo	93.00
Hanselman Candy Co., Kalamazoo	150.00
Western Normal Herald, Kalamazoo	150.00
G. F. Whitman Co., Kalamazoo	31.00
Bunte Bros., Chicago	49.00
Berdan Co., Toledo	500.00
Becker Paper Co., Fort Wayne	50.00
Taylor Produce Co., Kalamazoo	25.00
California Fruit Growers Exchange, Chicago	47.50
Durant, Mc Neil & Horan, Chicago	50.00
Hilker, Bletsch Co., Chicago	149.00
Hunnell Soap Co., Cincinnati	28.00
Lamp Mfg. Co., Terre Haute	36.22
Kayin White Produce Co., N. Y.	20.91
D. Nicholas & Co., Philadelphia	8.00
A. G. Morse & Co., Chicago	77.91
Newton, Lea & Specie Co., Cincinnati	25.00
Doll & Smutch, New York	88.00
W. C. Genpea, Adrian	20.50
Cincinnati Extract Co., Cincinnati	36.00
L. H. Sweet, Chicago	60.00
Cincinnati Coffee, Cincinnati	51.00
Rigg Bros., New York	15.00
Ad Dernelle & Sons Co., Milwaukee	36.35
S. L. Schwarz & Co., Chicago	11.00
A. B. Invens, Galesburg	85.00
	<b>\$3956.20</b>

Individual Creditors Joseph Schensul.	
Prior or Secured Claims.	
City of Kalamazoo, taxes	\$162.32
J. J. Walker, Chicago	350.00
Albert Pick & Co., Chicago	135.00
H. J. Walker Co., Chicago	200.00
Associate Investment Co., Chicago	250.00
	<b>\$1112.32</b>

Unsecured Creditors.	
Piper Ice Cream Co., Kalamazoo	\$2200.00
Hanselman Candy Co., Kalamazoo	278.00
Bert Kitchen, Kalamazoo	250.00
A. W. Walsh & Co., Kalamazoo	25.00
R. H. Donnelly, Kalamazoo	188.00
Kalamazoo Blow Pipe Co., Kalamazoo	14.27
Klose Electric, Kalamazoo	27.75
First National Bank, Kalamazoo	500.00
R. Brenner & Sons, Kalamazoo	200.00
United Appliance Co., Kalamazoo	30.00
B. Clenewick & Sons, Kalamazoo	100.00
Taylor Produce Co., Kalamazoo	130.00
R. Early Produce Co., Kalamazoo	187.00
H. J. Lewis Co., Kalamazoo	30.00
Worden Grocer Co., Kalamazoo	50.00
A. W. Walsh Co., Kalamazoo	50.00
M. E. Maker & Co., Kalamazoo	57.00
Cincinnati Extract Co., Cincinnati	15.00
A. Dinkell & Sons Co., Milwaukee	42.00
G. R. Dry Goods Co., G. R.	30.00
S. L. Whitman Candy Co., Philadelphia	150.00
M. Schensul, Kalamazoo	1500.00
	<b>\$6056.02</b>

Assets.	
Real estate	\$200.00
Automobile	150.00
Fixtures	150.00
	<b>\$500.00</b>

Individual Creditors Bert Kitchen.

Prior Claims.	
City of Kalamazoo	\$55.37
Unsecured Claims.	
Dr. Charles Gillette, Kalamazoo	\$283.75
Dr. Leslie De Witt, Kalamazoo	50.00
E. M. Ligeant, Kalamazoo	79.44
	<b>\$363.19</b>

Assets.	
Note	\$ 60.00
Automobile	150.00
	<b>\$210.00</b>

Oct. 9. John Maurice Closs, a mechanic of Plainwell, filed a voluntary petition and was adjudged a bankrupt and the matter referred to Referee Banyon. The schedules disclose no assets above the bankrupt's statutory exemptions, and the following are listed as creditors:

Unsecured Creditors.	
Badger Candy Co., Milwaukee	\$ 73.59
H. VanEenaam & Bros., Zealand	11.60

M. E. Maher & Co., Kalamazoo	62.51
Marshall Advertising Agency, Chicago	84.00
Watson-Higgins Milling Co., G. R.	98.50
Hanselman Candy Co., Kalamazoo	114.05
Connor Ice Cream Co., Owosso	16.78
Foote & Jenks, Jackson	23.90
Red Star Yeast Co., G. R.	211.55
L. R. Klose Electric Co., Kalamazoo	23.22
Wolverine Spice Co., G. R.	59.68
Easley Light & Power Co., Plainwell	59.21
Co-operative Ass'n., Plainwell	66.00
Cornwell Co., Kalamazoo	188.11
General Cigar Co., G. R.	50.00
C. E. Spencer, Plainwell	70.00
Blue Ribbon Ice Cream Co., Kalamazoo	275.00
Baker & Confectioners Supply Co., Chicago	176.31
Ray R. Johnson, Plainwell	170.00
	<b>\$1,815.11</b>

Oct. 10—James R. Steffey, a farmer of Sturgis township, St. Joseph county, filed a voluntary petition and was adjudged a bankrupt and the matter referred to Referee Banyon. The schedules show no assets above the bankrupt's statutory exemptions, and the following unsecured creditors, all being located at Sturgis except as otherwise noted:

Dr. Bays, Kalamazoo	\$160.00
Dr. Parrish	75.00
Dr. Robinson	15.00
Dr. Radabaugh	7.00
A. E. Richardson	34.25
Dr. Kane	15.00
Dr. Heald	21.50
Jas. L. Montgomery	66.00
Neuman & Gilmans	31.00
S. Griffith	12.00
C. W. Tribbette	9.85
Richard Collins	8.85
H. B. Jacobs	6.50
John Mc Donald	47.00
Dr. Miller	45.00
Charles Hafer	6.00
Tobey & Jackman	5.00
Dr. Weaver	2.00
H. E. Scattergood	5.50
Wm. Brokaw	10.00
Auto Supply Co.	15.00
Dr. Morrill	2.00
Wm. Mc Clave	16.00
A. T. Scattergood	15.00
Sturgis Grain Co.	12.00
Sturgis Gas Co.	20.00
Blue & Gilhams	15.00
Chas. Borgart	12.00
Chas. Zuber	50.00
Franklin Paint Co.	49.00
L. H. Myers	15.85
Middlers Garage	6.85
Hasslers Hardware	5.00
Classners Hardware	30.00
W. H. Haxen Lumber Co.	42.00
Citizens Lumber Co.	10.83
Harry Folkins, Sturgis	\$140.00
Carl Rehm, Sturgis	110.00
George W. Luce, Sturgis	68.00
Lena Strohpagle, Sturgis	69.00
Citizens Bank, Sturgis	30.00
C. A. Wells, Sturgis	50.00
Carl Lawrence, Moore Park	160.00
E. B. Strahley, Burr Oak	950.00
Jas. L. L. Montgomery, Sturgis	175.00
Carl Rehm, Sturgis	79.00
L. E. Carley, Moore Park	65.00
Lee Kennedy, Kalamazoo	20.00
E. C. Wright, Sturgis	250.00
	<b>\$2156.55</b>

Oct. 12. Jasper C. Edden, engaged in the roofing business and doing business as the Kalamazoo Roofing Co., filed a voluntary petition and in the absence of the district judge from the division of the district the matter was referred to Referee Banyon, who made an order adjudging the petitioner bankrupt. The schedules of the bankrupt disclose no assets above the bankrupt's statutory exemptions and the following are listed as creditors:

Secured Creditors.	
M. J. Stanley, Kalamazoo	\$255.00
Nettie C. Sroudy, Kalamazoo	500.00
	<b>\$755.00</b>

Unsecured Creditors.	
Fishers Brothers, Kalamazoo	\$ 57.50
Celery City Laundry Kalamazoo	32.18
Merit Paint & Varnish Co., Cleveland	33.40
The Richardson Co., Chicago	11.25
Robert M. Lucas Co., Chicago	14.40
Midwest Products Co., Chicago	67.95
Gazette, Kalamazoo	39.63
South Bend Paint & Varnish Co., South Bend	145.00
Dr. H. S. De Witt, Kalamazoo	100.00
Dr. Bennet and Gregg, Kalamazoo	43.73
Dr. Benjamin Nibblink, Kalamazoo	9.00
Mc Henry Milhouse Mfg. Co., South Bend	7.38
Sinclair Refining Co., Kalamazoo	258.75
J. Baum Safe & Lock Co., Kalamazoo	20.00
	<b>\$841.32</b>

Oct. 13. In the matter of John C. Hackenberg, bankrupt, of Three Rivers, the first meeting of creditors was held at Kalamazoo and George Wolfe of the former place was elected trustee, his bond being fixed at \$300. Charles Dougherty, Leon A. Yorton and George Skeer, of Three Rivers, were appointed appraisers. The bankrupt was sworn and examined by the referee and attorneys present without a reporter. Following the examination of the bankrupt the trustee was directed upon his qualifica-

tion and the inventory and report of appraisers being filed to sell the assets of the bankrupt estate at private sale. The meeting was then adjourned for 30 days at the referee's office.

**Canton Ginger Exports Are on the Increase.**

The ginger trade of Canton is showing large increases and, according to the most recent statistics, the year 1922 was very favorable for the industry. Exportation of fresh ginger from Canton increased from 7,046,074 pounds, valued at \$125,229 (gold) in 1921, to 9,779,357 pounds, valued at \$192,548 (gold) in 1922. Only a small amount of preserved ginger was exported from Canton, as most of it is prepared at Hongkong. The declared export of preserved ginger to the United States was 129,233 pounds, valued at \$13,387, in 1921, and 283,239 pounds, valued at \$28,189, in 1922.

Ginger is collected from many small up-country growers and brought to the Canton ginger factories by a few Chinese dealers, according to reports of Vice Consul M. M. Hamilton. Stem ginger, or the young, tender roots of the plant, is cut up into small sizes suitable for sale. Cargo ginger is treated as it comes from the growers and is brought into Canton in pieces weighing from one-fourth of a pound to a pound.

After arrival at the factory the ginger is given a preliminary washing in the river and then put into a vat with a capacity of about 360 cattie (equivalent to 480 pounds) and boiled for about an hour. After draining off the water, ginger and sugar are mixed in equal proportions, with enough water for boiling. This mixture is boiled in the vat for an hour, and the resulting preserved ginger is packed in casks of 168 cattie (224 pounds) for shipment abroad. It is also shipped in cases containing jars packed in straw. The cases are made of local timber.

The same process, up to the boiling with sugar, is followed in the manufacture of dry ginger. In the case of dry ginger very little water is added after the ginger is mixed with sugar. The ginger is removed from the vat and packed in one-ounce tin boxes. These boxes are also made locally. The small tin boxes are packed in wooden cases for shipment abroad. For the China trade a wooden case contains twenty-four twelve or six one-pound tins. For export abroad the ginger is packed in a bamboo-leaf wrapper and is placed in tin boxes. Wooden cases containing fifty or 100 pounds of the tinned ginger are prepared for the foreign trade.

The largest consuming centers for Canton ginger are England, the United States, the Netherlands, Germany and Australia. Ginger is packed in various ways to meet the demands of the various markets.

For the American market, the Vice Consul reports, preserved ginger is usually packed in cases containing twenty-four one-pound jars. England and the Netherlands require cases holding jars of five pounds, two and one-half pounds and one pound. When packed in casks New York shipments are made in casks of 168 cattie (224 pounds), of 135 cattie (180 pounds)

and of thirty-three cattie (forty-four pounds.) England the Netherlands and Australia take about the same size of casks. Dried ginger is packed in cases of fifty cattie (sixty-six and two-thirds pounds) for exportation to England and New York. Cases weighing fifty-six pounds, twenty-eight pounds and fourteen pounds are shipped to Australia and South Africa.

**Promotes Early Sale.**

Various department managers, including the shoe manager of the Harris-Emery Co., Des Moines, offer to their salespeople a 20 per cent. discount on the purchase price of all new goods arriving and permit the salespeople to pay a certain amount each week. In this way as soon as the goods arrive, the employees are making their purchases and the customers are seeing the goods being worn. The result is that the new goods do not remain so long as they otherwise would. On other merchandise which is staple, or old stock, only the regular discount is given.

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Michigan Tradesman

**ONE-MAN GOVERNMENT.**

No more severe arraignment of the one-man government inaugurated by Governor Groesbeck can be imagined than the figures presented by the Tradesman this week, showing that the cost of maintaining the three prisons of Michigan has been increased under his administration from \$91,400 (1916) to \$2,502,853 (1923).

Governor Groesbeck poses as a reformer and he is certainly entitled to that distinction. Unfortunately, his reforms are of such a character that they cost the taxpayers of Michigan millions of dollars.

His playing into the hands of Eastern bond houses in the enactment of the soldiers' bonus bond issue cost the taxpayers many millions.

His attempt to destroy the effectiveness of free labor in many industries by turning the prisons of Michigan into gigantic manufacturing institutions is costing the taxpayers millions of dollars.

His espousal and establishment of one-man government has changed the character of his associates and assistants from men on independent thought and impartial judgment to lackeys and putty men, who dare not pass on any matter which comes before them for consideration and action until they have first consulted with the Governor and ascertained his ideas on the subject, so they may function according to his dictation, instead of their own judgment.

There never has been a time in the history of the State when men of strength and influence were needed to overcome the pernicious, insidious and utterly wretched conditions established by the crafty executive who has clearly demonstrated the evils of the one-man government.

**GERMAN CURRENCY REFORM.**

This week the German mark sank to the low point of 60,000,000 to the cent. The figures mean little except the near extinction of this currency as a medium of exchange. The virtual demonetization of the depreciated paper serves to direct attention anew to the recently announced plan of currency reform by the German Government. This does not involve the retirement of the paper mark. It will be left to take care of itself, but no more will be printed. The printing of paper money by the Reichsbank will be discontinued, and this will be made possible by relieving it of the necessity of discounting treasury notes. Two new kinds of money will be introduced. One will be the mark covered by gold in the Reichsbank and issued through the discount of export and other commercial bills accepted by firms with high commercial rating. The second sort of money will be a Government note covered by a levy on capital. The holder of such a note will have something like a mortgage on the property of the German people.

The plan for the issue of gold notes is regarded as practicable, although there may be difficulty in making them circulated if the depreciated paper marks are not retired. The success of the Government note secured by the property levy will depend first of all on the willingness of the peo-

ple to submit to a Government programme of drastic taxation. In the second place, if the Government fails to balance its budget the new notes will soon begin to depreciate just as the old ones have done. The settlement of the reparations questions and the balancing of the budget are the essential preliminary steps to currency reform.

**SEEK CHEAP MONEY BOOM.**

That a cheap money party should develop in Great Britain as a result of the prolonged trade depression and the large amount of unemployment was only to be expected. For many months there have been protests from time to time against the Government's adherence to a policy of deflation, and one of the most outspoken critics has been John Maynard Keynes. Even some well-known bankers, however, have expressed the opinion that the restoration of sterling to parity within the near future was undesirable. This week it was reported from London that Chairman Goodenough of Barclay's Bank had proposed to the Government the issue of £100,000,000 in paper currency as a means of stimulating Britain's lagging trade, but the banker in question promptly denied authorship of the proposal. Members of the Government admit, however, that a number of inflationary proposals have been laid before them. Great Britain has suffered more than any other country except Germany itself from the occupation of the Ruhr, and it has also been placed temporarily at a disadvantage by the renewed slump during the current year in the exchanges of countries that are its trade competitors. This has developed pressure on the Government for both inflation and protective duties. There is little likelihood, however, that Great Britain will make any radical departure from its time-honored place as one of the world's sound money countries.

**ARTIFICIAL SILK OUTPUT.**

Production of artificial silk for the current year, if the rate of manufacture for the first six months is continued, as seems extremely likely, will be in the neighborhood of 33,000,000 pounds, the largest on record. Figures in the year book of the silk Association of America issued recently give manufacturers production totals for January to June as 16,526,700 pounds. This compares with 24,406,400 pounds last year, and 15,000,000 pounds in 1921. In 1920 and 1919 the production of the fiber was only 8,000,000 pounds.

The stability of price for the artificial product, as compared with raw silk, is one of the chief attractions it has for manufacturers. In addition its increased use now is favored by the late developments in piece goods production, through which it is combined with the real silk in order to turn out fabrics to meet buyers' price demands.

Stocking just a few samples of a line featured by a competitor, and cutting the price on them to the bone, is not the way to build up a business.

**WOOLS AND WOOLENS.**

Auction sales of wool abroad during the past week have been without special significance. The more notable of them have been those at Hull, England, where some of the pool wools have been offered, and those at Adelaide, Australia. A little better showing was made for cross-breds at the English sale, while at the Australian the best fleece wool went up a little. In August the consumption of wool in domestic mills amounted to 48,233,000 pounds, grease equivalent. This, although a little above that for the preceding month, was over 9,000,000 pounds less than for August, 1922. The reduction is bringing the use of wool to about where it was before the war. Curtailment of production, especially as regards fabrics for men's wear, has been quite pronounced although demand is expected to pick up as the season advances. The principal call in the men's lines has been for overcoatings. Fabrics for suits for Spring are not expected to show up strongly because of so much of the left over made-up goods. A touch of frosty weather is likely to put more vim in the clothing trade. The bright spot in the woollens continues to be in women's wear goods. These have been taken liberally in obedience to a strong consumer demand. Pile fabrics and twills figure largely in the business done. One line of woollens, namely rugs and carpets, are more than holding their own. The demand for these floor coverings has been continuous and promises to keep on indefinitely. The slight advances in cost in these goods have had no effect in curtailing purchases.

**CANNED GOODS CONDITIONS.**

Canned foods near at hand are in relatively stronger demand than those at the factory and to be of real interest the spot offering must be attractively priced. In other words, trading is still of a conservative character and mostly for transient requirements. The daily turnover is larger than in late summer, but it is not as heavy as expected in view of the stiffening in values in the country and the gradual shaping of the market into one which favors the seller more than the buyer. The market lacks almost all features necessary to make a healthy situation except that of speculative and advance buying by local merchants. Postings from canners are that many other markets have not held back but have bought ahead while the local dealer was inactive.

Don't spend your reading time feeding your brain with mental sawdust. Pass up the "Magazine of Sloppy Stories" for some good business publication.

No man who thinks only of his own rights, only of getting what is coming to him, regardless of the rights of others, is not showing good citizenship.

When a man gets to where he cannot take advice from anyone, he has gone as far up as he will. From that point he will proceed down grade.

**Might Be Arranged.**

They had spent the summer at the seashore and she had worn a one-piece Annette Kellerman most of the time.

When they parted in the early fall, he said:

"Well, I hope I'll see more of you this winter."

"In winter!" she exclaimed. "See more of me? Well, you might, at that, if we meet at a dinner party."

**Sound Advice.**

"Have you anything I could use to induce sleep?" asked the desperate-looking customer in the pharmacy section.

"Nothing I would be allowed to sell without a doctor's prescription, madam. But if you will step to the book department and buy just anybody's book of personal recollections, and try to read it, your trouble will be ended."

**Who's Right?**

Hardware dealer (rebuking clerk for rudeness to a customer): "Smith, you must remember a customer is always right."

Smith: Well, sir he said you were an old shark.

Paper money for Japan is to be printed in America until Japan is able to build up the official establishment that was dismantled by the earthquake. It is a fortunate thing that we are not called up on to print Germany's autumn foliage of bank-bills. Now that the output is climbing into the quadrillions, the hand-presses available at the Bureau of Engraving and Printing for emergency purposes could not cope with the publication of the fantastic currency which advertises the insolvency of mid-Europe to-day.

In figuring your rate of turnover let no one delude you into thinking you get the rate by dividing gross sales by inventory. Instead you must divide the cost of the goods sold.

Unless you know the goods you are selling so you do not have to answer "I don't know" to customers' questions you are in need of a better knowledge. Study up your line.

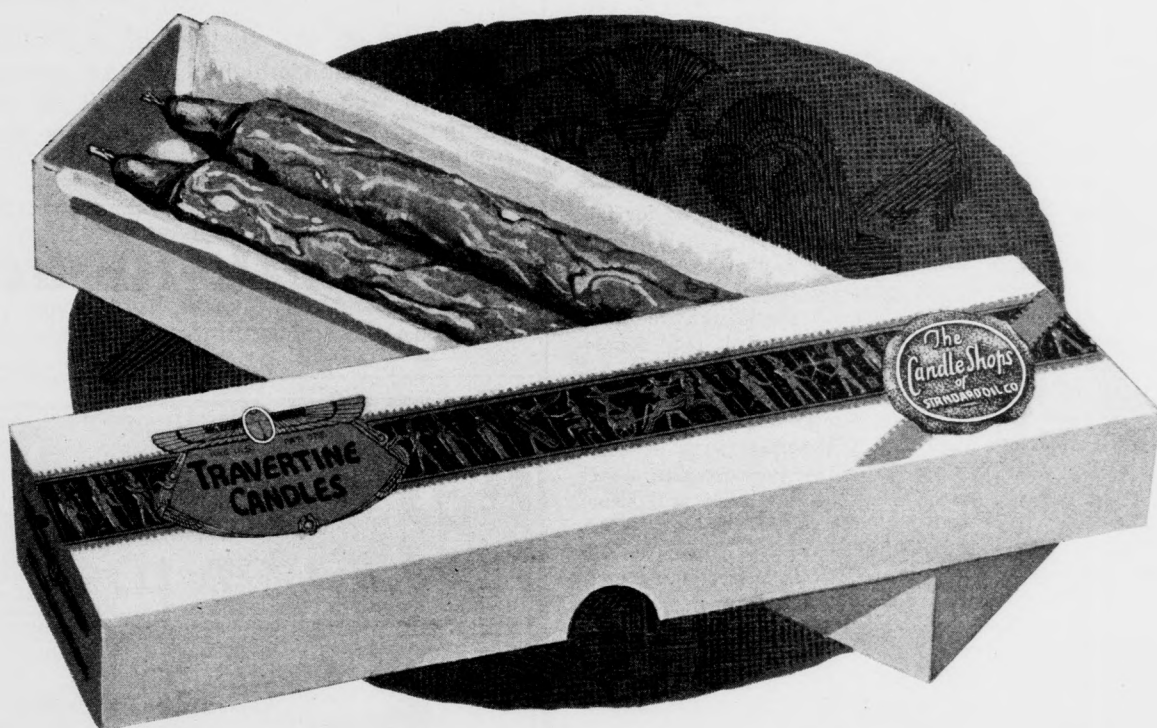
When a customer asks a question about goods that you can't answer, before you forget all about the matter, get the answer to that question from source and be ready next time.

An employe worth considering wants to become a proprietor. It requires time and experience, however, not mere capital, to equip one to act as a proprietor.

Everyone ought to have some time for recreation and it ought not all be after dark. Get out into the sunshine once in a while and play at something.

About the first thing to do to make sure of getting good help is to make yourself a good employer, the kind people like to work for.

Don't tie up to an employer who is adverse to using the newest and best in mechanical store helps and devices.



## You Can Sell Candles for Christmas Gifts

**Y**OU can profit by the experience of other merchants, who have proved that the decorative candles from the Candle Shops of the Standard Oil Company (Indiana) are a quick-turning, profit-making line for their gift tables.

Those beautiful candles are ideal Christmas gifts. Every woman realizes the touch of distinctiveness they lend to any room in which they are placed. You can sell them at a reasonable price (and allow yourself a good profit too) yet

their exceptional colors and shapes cause them to be esteemed far above their intrinsic value.

It will cost you very little to stock this fast selling, profit-making line from the Candle Shops of the Standard Oil Company (Indiana.) There are in it candles of every color and hue, rounded, squared, tapered and twisted, in large, small and medium sizes and of such originality that your most discriminating customers will be delighted with them.

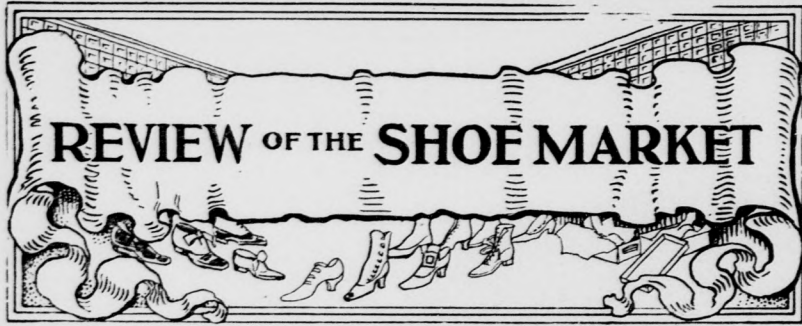
While our Kalo-Chromes, Travertines, Poly-Chromes and Jacobean Twists are most suitable for gifts, you may select from our salesman's catalogue, those which appeal to you as being the best sellers. If you order now delivery will be made in ample time for display prior to the holidays. 'Phone or write our nearest branch office today requesting our salesman to call upon you.

**STANDARD OIL COMPANY**  
(INDIANA)

910 S. Michigan Avenue

CHICAGO, ILLINOIS

Michigan Branches at Detroit, Grand Rapids and Saginaw



#### Proper Footwear for Various Suits and Overcoats.

What would you think of a man who appeared at a wedding or ball wearing full dress, but with tan shoes on his feet. Even the most poorly dressed man would instantly recognize this as bad taste. It is obvious this man is out of place at such an affair, yet from his personal appearance only the fact that his footwear is so out of balance with the rest of his attire reveals the fact.

While this is an extreme example, it proves conclusively the importance of a man's footwear if he is to be properly dressed. It is, of course, the thing to wear black footwear at weddings and in the ballroom. Every man knows this to be true, but every man doesn't realize it is out of fashion to wear tan shoes after six in the evening.

The man who wears tan shoes with full dress might well be stamped as a "hick." However, while he may be such, there are thousands of male Americans who in the matter of correct attire are mighty closely related to the "hick" family.

The clothing and garment manufacturers are swinging into line with correct-costume campaigns for both men and women. Great progress, of course, has been made in the women's field, but the men have been slower to fall in line, chiefly because the men's apparel merchant and his store salesmen have not been sold on the idea themselves and, therefore, could not sell their customers that "extra sale." As in the case of the man with the full dress suit and wearing tan footwear, the shoe merchant and his men, are necessary links in this great chain which must some time make the man style conscious. Certain shades and patterns of footwear are utterly out of place with some shades of suits and overcoats.

The four divisions of men's dress, formal, social, business and sport, call for different types of suits and footwear. And of the latter the type and color of the shoe worn to be correct should depend upon the color of the suit and its pattern. Yet a man entering a shoe store, a man who wants to be and feels that he is a nobby dresser, is rarely asked this question, "with what kind of a suit or overcoat are you going to wear these shoes?"

There is a proper way to wear overcoats. The well dressed man ought to have several overcoats, two or three to wear for different kinds of weather during the cooler months of the year. A man who buys a heavy ulster overcoat at the beginning

of the season and wears this for fall, winter and spring is shouldering a handicap in the way of weight which is not good for him in the long run.

For many years the clothing manufacturers regarded the double-breasted suit as a kind of by-product of fashion. Now, however, they are selling merchants on the idea that this suit is sure to yield "plus" business. A man who wears a three-button sack coat will listen readily to the appeal that a double-breasted suit entirely changes his appearance. That is how clothing merchants are selling more suits. With a double-breasted suit may well be worn a pair of black calf oxfords, especially if such a suit be blue or black in color. If the double-breasted model is of lighter shade a man will wear a pair of tan or brown shoes with same, but never in the evening hours, when a plain black oxford with blind eyelets should be worn.

The college man, contrary to general belief, is more thoroughly uniform than any other of the men. wear the same type of coat. The college man is receptive to many ideas in styles in shoes. He might buy a fancy ornamental shoe. Then again, he might wear a shoe such as one fashioned of pigskin with a black foxing and a black tip, but he is likely to favor at this time the trouser crease oxford in black or tan.

The college man is especially likely to listen to a well balanced sales talk.

#### Advance Shoe Buying Better.

Compared with the advance business placed in men's fine shoes for Fall, that coming in for similar merchandise for Spring shows up very favorably. One of the prominent makers of shoes of this kind said recently that in the first two weeks his men were on the road they turned in at least 10 per cent. as much business as they took in all of the preceding six months. Since that time orders have continued to flow in steadily. Low shoes have the call, and in the colors the lighter shades of tan have done best. For country club and sports wear a novelty that is doing well is a new two-eyelet blucher oxford made with a light-weight crepe rubber sole. This sole is only a quarter of an inch thick, as against soles three-quarters of an inch thick in crepe-sole effects previously offered.

Don't wait to advertise seasonable goods when the demand for them begins. Advertise them in advance of the demand and get the first customers coming your way.

#### Grief Defying

### Rouge Rex Shoes

For the Man Who Works

Would be on the shelves of every Live Michigan Shoe Merchant if he could but see the number of inquiries that come in each day as the result of our Big Advertising Campaign NOW RUNNING in the Michigan Farmer and the Michigan Business Farmer.

## Hirth-Krause Co.

FROM HIDE TO YOU

SHOE MANUFACTURERS and TANNERS, Grand Rapids, Mich.

## Herold-Bertsch Shoes

Michigan  Made



Genuine Comfort  
for  
Troubled Feet  
Roomy-Soft-  
No. 988

Wide, roomy, soft leather, bunion last. A favorite with thousands. Advertised in the Michigan farm papers. Order now for fall demand. This attractive newspaper cut free for your advertising.

### MORE WEAR PER DOLLAR

All leather, and all good leather, in H-B shoes. Good-looking, long-wearing, quality to the last stitch. A profit-making line for thousands of shoe merchants.

HEROLD-BERTSCH SHOE CO., GRAND RAPIDS, MICH.

Send for circular of line.

## The Wolverine Carton Company

Have you investigated this Company? Have you seen its statement of earnings, as of October first? Do you know what fine earnings are being made by all other Carton Companies? Let us answer these questions for you, and give you all the information regarding this exceptional opportunity for safe and profitable investment.

### F. A. SAWALL COMPANY

313-14-15 Murray Building

Grand Rapids, Michigan

**Getting Rid of the Odds and Ends.**

Merchandising of shoes at retail is a worrisome and hazardous pastime, probably for this reason more than any other, namely: that shoe stores are not generally well organized. Such an assertion is especially applicable to many retail shoe stores trading in hazardous novelties, or those, in other words, who are playing the "hit and run game" in styles for women. The big problem of the shoe merchant of to-day is concerned with his action as to the stocks of "has-beens," those odds and ends, and so-called staples, which burden his shelves.

The trouble with the average merchant is that his organization fails to develop an active and effective outlet during all months of the year for these undesirables. The stereotyped way of running sales periodically, or perhaps everlastingly, throughout the year does not work out nearly as well as it used to, because the public is generally soured on sales, receiving most announcements of them with "a grain of salt." So that sales today do not mean what they did a number of years ago when the public was less wise.

A number of smart retailers are now following out an entirely new idea of having more stores than one. Looking at it from a number of angles and studying the situation very carefully, considering the "where-ases" and "perhapses," it seems that the only logical solution of the merchandising tangle in the retail end of the shoe business is to have at least one outlet store for odds and ends of merchandise. For a retailer to be truly successful to-day he should have at least one more store besides his main store, intended for merchandising of odds and ends at prices considerably lower than usually maintained in the parent establishment. This idea of having more than one store successfully worked out not only in large towns like Chicago, but also in towns the size of Peoria, Ill., where some leading operators have not only one store, but two and three, and often as many as seven and eight. Such merchants seem generally more able to cope with the merchandising problems which are placed before them from day to day.

A sale, if not carried on in a dignified way, certainly subtracts from the general personality of the institution, and frequent sales will ruin the dignity of almost any store. Not that sales are unnecessary in nearly all cases, but it is so easy to lose the identity of a store by lowering prices to such a level that the public automatically gets the idea that John Smith's store, which formerly was a high grade and high style institution is now selling shoes at 3.45 to \$5.45, and therefore must be handling shoes of lower quality than formerly. Some merchants in medium-sized towns have found that another store for merchandising of odds and ends and cheaper shoes is quite profitable when located in a neighboring town ten to fifty miles away.

Where a retailer has more than one store he has the opportunity of maintaining his dignity and identity in his

high grade store; while his store for cheaper shoes, where he sells his odds and ends, undesirables and bad buys, builds up his reputation as a keen merchandiser and a wide-awake operator. With his cheaper store he can enter the market frequently to pick up good buys at attractive prices. These he adds to his odd lots, thus providing attractive bait for trade during all seasons of the year.

It probably is not advisable for a great many retailers to have more than one store. But those merchants who are so situated as to conveniently operate two stores should consider seriously what other successful merchants in various cities are doing along this line. As long as styles of women's shoes change as rapidly as they have changed during the past several years and are changing now, just so long will the merchant have more than his share of troubles. Styles are very apt to die shortly after they are born, which necessarily brings about a continuous accumulation of odds and ends, because few lines are sold out to the last pair. These odds and ends must be disposed of somehow. The extra store will do the trick very nicely in a great many cases.

**Chinese Rugs Sell Well.**

In the recent activity in the floor coverings markets, the Oriental rugs have not been neglected, and business done, in the Chinese grades particularly, is said to have been brisk. This is quite against the views expressed by some in the trade some months ago that the Chinese goods were declining in consumer favor. One well-known dealer, discussing the matter recently, said that he finds it is the cheap Chinese rugs that are waning in popularity, not the better grades. He said that the business done by his firm in the latter was well over

twice that of last year at this time. The larger sizes, from 9 by 12 and up, he said, are moving very well. Other dealers find a strong demand for the smaller sizes with available stocks none too large.

**Vogue For Silk Shawls.**

Embroidered silk shawls and printed scarfs are coming in for marked favor for formal wear, according to a Fifth Avenue distributor of these goods. The shawls are embroidered in Chinese floral patterns worked out in colors on white or black crepe grounds. They are sixty inches square and are fringed. The scarfs are two yards long and have printed or woven designs, the reverse side being, in some instances, of a contrasting color. Bandannas are expected to continue their popularity, and many of them, it is said, will be worn with fur coats this season.

Make yourself a sheep and the wolves will eat you.



**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.

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30,000 Sq. Feet  
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Watchman's Service  
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**P. M. R. R. and M. C. R. R.**

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**WHY NOT (MENTALLY) add another clerk to your force and (ACTUALLY) put \$15 per week into a building and loan account? This will build you a cash reserve of \$10,000.00 in about nine and one-half years. Of this about \$7,350 is the ACTUAL CASH invested. The rest is profits earned while the fund was accumulating.**

**Grand Rapids Mutual Building and Loan Association**

**Resources \$4,500,000.00**

**Chartered 1888**

**Second Floor Widdicomb Building**

**One of the outstanding features of bread baked from LILY WHITE FLOUR, "The Flour the Best Cooks Use," is its perfectly delicious flavor --- besides it stays moist longer.**

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**



### Errors of Some Business Forecasters.

There are many old-fashioned business men who take no stock in the theory of the business cycle. They admit that in the course of their experience there have been recurrent periods of lean and fat years, but they scout the idea that there is any regularity in the swings from good to bad times and back again. Then there is another group of opponents of the cycle theory who base their objections on psychological grounds and maintain that any assumption that a reaction is going to follow a boom is actually conducive to trade depression. Be this as it may, the next six months will give the professional forecasters an unusual opportunity to demonstrate how much or how little value their accumulations of cyclical data may have as a basis for forecasting business conditions. Just now there is disagreement among the statistical agencies as to what lies ahead. There is about a fifty-fifty division among them on the question whether we are still in the stage of expansion or whether we are in a minor depression. These differences of opinion do not disprove the cycle theory any more than a disagreement about next week's weather disproves the alterations of the seasons. The fact that some of the professional business forecasters sometimes guess wrong does prove, however, that our knowledge of cyclical phenomena is as yet too meagre to afford a basis for absolutely trustworthy prophecy.

The question as to how the world is going to get along with so little cotton next year may easily solve itself. Indeed, it appears to be already on the way to a solution. Doubts are being expressed in the trade as to the willingness of consumers to buy cotton selling on the basis of 30 cents for the raw material. Price may be governed by demand, but it is also true that price to a considerable extent governs demand. With cotton scarce, therefore, and prices high the demand is reported to be uncertain. The closing of an important group of New England mills for an indefinite period is one result. It is not that

prices are regarded as unreasonable in view of the cost of raw materials and operating costs, but consumers are simply curtailing their purchases of high quality goods to such an extent that the mills cannot operate on a practicable percentage of capacity without heavy accumulation of stocks. The news of the curtailment of operations by this group of mills caused a decline of about half a cent in the cotton market, as this was interpreted as clear evidence of the resistance of consumers to high prices. If the raw material stays near the present level it is more than likely that consumption will be below that of last year, and that the threatened wiping out of carry-over at the end of the current crop year may not materialize.

The silk situation is another in which uncertainties as to supplies and prices are showing their effect. A relatively small amount of raw silk was destroyed in the Japanese disaster, but the entire distributing mechanism was wiped out, and the total shipments from Japan to this country since the earthquake and fire are equivalent to not more than three or four days' consumption. Efforts to export silk from Kobe, pending restoration work at Yokohama are reported to be meeting with resistance from merchants in the latter place, who are threatening country sellers with a boycott if they dispose of their product through a rival port. According to latest advices a lighterage service has been installed at Yokohama to enable the ships of two trans-Pacific lines to collect silk shipments, and it is also probable that Kobe will become the main shipping center for the remainder of the year, notwithstanding the obstacles imposed by Yokohama. In spite of diminished imports stocks of silk in the United States were some 2000 bales greater in September than in August, due to smaller deliveries from warehouses to mills.

The purchasing power of farmers, as shown by the index of the Bureau of Agricultural Economics of the Department of Agriculture, stood at the

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

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

Combined Capital, Surplus and Undivided Profits over

**\$1,450,000**

**GRAND RAPIDS NATIONAL BANK**  
GRAND RAPIDS, MICH.

## Merchants Life Insurance Company

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GREEN & MORRISON—Michigan State Agents

## What Is A Testamentary Trust?

TESTAMENTARY TRUST is the legal name for a trust created in a will.

Such a trust is made by the simple expression of your wishes, as a part of your will.

If your wife is inexperienced in business and you would like to have this Company manage, for her benefit, whatever property you may leave, you can put your directions in your will, and when the time comes this Company will carry out your instructions, as your trustee.

Trust provisions can also be made for children, relatives, charities, and other beneficiaries.

In this Company's hands, the property will be conservatively managed, investments will be carefully made, and the income and principal will be paid as you direct. The fee for our service is fixed by law—no more than that which would be charged by an individual as a trustee.

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

Send for a copy of "Safeguarding Your Family's Future," a 24-page booklet on the subject of wills and trusts and their advantages.

**GRAND RAPIDS TRUST COMPANY**

GRAND RAPIDS, MICH.

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### ACCEPTABLE DURATION

BONDS may be purchased to provide funds at a given future time to meet any requirement, giving you during the time intervening a satisfactory rate on the funds so invested. We undoubtedly have a bond to suit your requirements.

Ask for our current list of offerings.

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end of August at the highest point in sixteen months. Since August the trend of cotton, grain, and live stock prices has been so much higher than those of the products which the farmer must buy that it seems safe to conclude that an index of present purchasing power, if it were available, would show as high a level as has been attained at any time since the beginning of the great deflation of 1920. This fact is not without its political significance, and it may mean that the radicals in Congress will be somewhat mellowed by the coming of better times to their constituents. It is only the wheat belt that is not experiencing improvement, but the recent advance in wheat prices has created a somewhat more optimistic feeling even in that section.

William O. Scroggs.

**Improves Collections With Yellow Paper.**

The Wisconsin Telephone Company recently found that when bright yellow paper was used for collection notices and letters that collections improved 50 per cent. The study of color psychology is an interesting one, but there are many important things relative to color understood by the hardware merchant.

Color probably sells more goods than any one single agency. That is one reason why so much of the bulk goods formerly sold from box or barrel are now put up in attractive packages. The color in windows has a lot to do with their drawing power and we find that color has a big influence with each of us, although we may not know it at the time.

Business stationery is usually white in color and statements and letters are usually white. This telephone company secured the brightest canary yellow paper to be found for statement and collection purposes. It attracted the attention of the subscriber at once. An official of the company vouches for the statement that this color increased their collections 50 per cent.

Saginaw—Formal organization of the Saginaw Retail Furniture Club, intending to procure co-operation in maintaining the highest standards in the furniture business in Saginaw, was effected at a meeting at the Bancroft Tuesday evening, attended by representatives of most of the furniture concerns of the city. The dealers discussed plans for a better homes week Oct. 8 to 14, during which they will work toward education of the public to the best in furniture. They plan to keep their stores open Tuesday and Thursday evenings during that week to give all Saginaw people an opportunity to see their special displays of furniture. Another object of the association is to make arrangements for the annual convention of the Michigan Retail Furniture Dealers' Association, which is to be held here next spring.

When you have sold goods for credit, the money is yours and there is no reason why the customer should be offended over your asking for it. Go get it!

**Heavy Demand For Tax Exempt Securities.**

Since we are now a Nation with 13,000,000 automobiles, it is inevitable that we must spend a lot of money for improved highways. Some of this money is without doubt unwisely spent, but the furore that is being raised over the rapid increase in State expenditures on highway construction is not likely to have much effect in checking this sort of outlay, so long as the people have the cars and want a place on which to drive them. It is devoutly to be wished, however, that the agitation may have the effect of checking the extravagant disbursements that have been reported from some localities. In a recent article in the Budget, William P. Helms, jr., points out that the average cost in taxes of road building per family last year was \$25.60 in Colorado, \$20.25 in Minnesota, \$12.65 in Illinois, and \$12.05 in New Jersey. The family with, say, \$1,500 invested in a car will not worry over the \$25 spent in making the roads better for the purpose of "joy riding." The real matter for concern is more as to the future than the present. Road building on the present scale is likely to continue for many years, and bond issues are going to pile up at a still greater rate than heretofore. It may not be an easy matter to prevent over-borrowing in view of the heavy demand for tax exempt securities.

**A Losing Game.**

She lost her poise when he tried to hold her hand and openly rebuked him.

When he attempted to put his arm around her she lost her temper and told him a thing or two.

He begged her pardon and promised not to do it again.

Then she lost interest.

**BUY  
SAFE  
BONDS**



ESTABLISHED 1853

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

Buy Safe Bonds from

**The Old National**

**Fenton Davis & Boyle**

**BONDS EXCLUSIVELY**  
G. R. NAT. BANK BLDG.  
**GRAND RAPIDS**  
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(Incorporated)

Fourth Floor Grand Rapids Savings Bldg.  
GRAND RAPIDS, MICHIGAN



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**54,000 SATISFIED CUSTOMERS**

**RESOURCES OVER  
\$18,000,000**

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THE BANK WHERE YOU FEEL AT HOME

**Fourth National Bank GRAND RAPIDS MICHIGAN**

United States Depository

**Capital \$300,000  
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**3%** interest paid on Savings Deposits, payable semi-annually.

**3 1/2%** interest paid on Certificates of Deposit if left one year.



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### Prohibition in Some Form Here to Stay.

Detroit, Oct. 16.—Senator Couzens makes the statement that he has given the prohibition question considerable careful study recently and has prepared a report on the result of his investigation, which he will present to the U. S. Senate at an early period of the coming session, provided he finds that body in a receptive mood. Otherwise he believes in "letting sleeping dogs lie."

I am of the opinion that no action of either legislative body will ever result in any change in the status of liquor legislation. The eighteenth amendment will remain a matter of organic law for all time, but I am not saying that prohibition will always prevail, for it has been the fate of all legislation to stand or fall on the foundation of public sentiment, and Volstead enactments are bound to meet the same fate.

Just at present the news columns are announcing President Coolidge's program for prohibitory law enforcement, but this can only afford temporary comfort for the "drys." Spasmodic enforcement will quite likely continue for a time, but public sentiment will eventually prove to be the final arbiter.

Many of the "blue laws" of New England still remain in full effect, technically, but who ever heard of anyone being penalized for breaking an egg for breakfast or kissing his sweetheart on the Sabbath day?

One of our most learned judges recently told me that even now the conviction of a violator of the Volstead act was more or less problematical, the temper of each jury being based on the real sentiment of his neighbors, the law playing but a very small part in the issue. A popular enactment will always be enforced, but one which has not the weight of public approval behind it will speedily become inoperative.

Mayor Dever, Chicago's recently installed chief executive, is possibly a good man and a good official. He is rigidly enforcing the prohibition law and with evident results, but he admits he is going it for two reasons: First, the stopping of slaughter which is so prevalent from the consumption of poisonous liquors, and, secondly (and here is the milk in the cocoanut), because he believes a rigid enforcement will make the law unpopular.

Now there may be something worth considering in the first proposition, though it is highly probable that were prohibition not in force there would be little or no so-called "poisonous" beverages vended, but what

can he offer to bolster up his idea of the result of "rigid enforcement?"

The chief trouble is that rigid enforcement must naturally be local in its character. Recognition of the law in Chicago would not take us anywhere in Detroit. The people in wet districts are as much opposed to prohibition as any enforcement can make them, but their opposition is futile in respect to National laws unless they can secure National co-operation, and this, at least, at present, is a strenuous accomplishment.

If, as is claimed, a majority of our National legislative body, were they not "afraid of the cars," are really opposed to prohibitory measures, they might and quite likely would be influenced by sentiment at home, but a repeal of the eighteenth amendment with all the conditions favorable, would be a slow and laborious process. Many of the Southern states, for instance, have for several decades favored prohibition because they wanted to keep liquor away from the negro. It was never a matter of sentiment, and the white man of these states still indulges in the luxury of toddies and mint juleps undisturbed. In other political divisions of the Nation prohibition was voted because of the human inclination towards the guardianship of fellow man by those who could "either use it or leave it alone." These conditions still obtain and the slow process of amending the constitution is still further hampered by this class of electors who only believe in law observance by the other fellow.

The weakness of prohibition does not lie in any real disrespect for any principle or regulation which has been accepted by the American people as a whole as being within the proper domain of general law, nor does it mean disrespect for law in the abstract: but with many who regard the law as an infringement on so-called personal liberty, a certain feeling of resentment has been engendered and this coupled with the fact that many enforcement officers possess the human element to a more or less degree, may be given as the principal reason for non-enforcement.

Senator Couzens no doubt possesses the courage of his convictions, but if he is the diplomat we think he is, will not press the matter of further legal entanglement until he is pretty sure of his ground.

Maybe the American farmer, who is now in the "dumps" will secure some relief from the incoming Congress, but any announcement here-

# Starting Ninth Year

## Non-Assessable Policy by Experience

### Assets Over \$375,000.00

The Citizens' Mutual Automobile Insurance Company of Howell, has had a remarkable growth. Over 12,000 members were insured within a year from the date of organization. The company has now finished eight years and is starting on the ninth season. The company has never had to borrow a dollar and has increased its assets each year. The policy holders pay one renewal each year. In a mutual company the money accumulated is left in the treasury for the benefit of all policy holders. No dividends are paid. With about 45,000 policy holders the company has a state-wide organization of adjusters, agents and attorneys in every county seat and town in the state of Michigan to give them service.

See Local Agent or Write

## The Citizens' Mutual Automobile Insurance Company

Howell, Michigan

## 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

GRAND RAPIDS

Citizens 4267

Bell, Main 2435

### A. E. KUSTERER & Co.

#### INVESTMENT SECURITIES

GOVERNMENT, MUNICIPAL,

PUBLIC UTILITY, RAILROAD,

CORPORATION BONDS

817-821 MICHIGAN TRUST BUILDING

GRAND RAPIDS

### PERKINS, EVERETT & GEISTERT

CITZ. 4334.

BELL, M. 290.

BONDS STOCKS

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

Orders promptly executed in all markets. Quotations gladly furnished.  
We invite you to use our statistical service.





## Two Sides to the Mail Order Question.

Grandville, Oct. 16.—To advertise or not to advertise is the question.

Better not advertise if you go at it in the wrong way and make enemies instead of friends.

A young man who was just starting in business was talking with a merchant in a large outside town who had not made a pronounced success of his business, yet who felt qualified to give his young friend advice.

"I understand this is a strong mail order town, and that this is the great block in the way of local success in trade."

"I have heard something of the kind," agreed the other.

"If I were starting in business here," said the older merchant, "I'd put a piece in the local paper pointing out to the farmers how wrong and unjust it is for them to send their money away from home. There's a mighty good argument can be put up favoring home trade and that's what these mail order chaps ought to be told right off the bat."

"You think so, Norton?"

"I most certainly do, Tom."

"I can't agree with you there," pursued the new merchant. "Although I am new in this business, I think I know something of human nature and I find that it doesn't pay to stroke the hair the wrong way. You can't get customers to come to your store by scolding them or even mildly reminding them of their duty. The force of example is stronger than any talkfest ever invented."

"Well, but you know how unreasonable it is for these men to pass by the local merchant and send their money to Chicago or New York. It spoils the local town and adds nothing to the value of farm property hereabout. When you convince the farmer that he is cutting his own throat you will bring in the sheaves, my boy."

Enthusiastic? Yes, Mr. Norton was all that and more, yet he failed to convince his friend.

"Although the mail order house has a strangle hold on this community," returned Tom, "I shall not remind the customer that he is in the wrong. What I propose to do is to meet competition with moderate prices, advertising thoroughly and truthfully, and produce the goods to justify myself. Another thing. If a customer becomes miffed at anything I may do without intent to wrong him, I shall never question him when he goes to my competitor in business. I believe that nine times out of ten such customer will return after feeding for a time on outside husks."

"I have a standing catalogue order with one of the biggest mail order houses in Chicago, and feel that people will learn of their own observation how I am meeting their prices. There's nothing like being fair and square with the public."

The young merchant's friend went his way, prophesying disaster to the new merchant, which, however, failed to materialize.

On many occasions Tom cashed mail order checks for those who presented them, treating the trader with outside companies with the utmost cordiality.

Tom understood human nature better than many older heads. He believed that men and women meant to do the fair thing and soon found his sales augmenting as his advertising was sent throughout the country.

Although old, mossdried competitors referred to him as "the Jew" and tried their best to ridicule and discredit him, the farmers found the new man a fellow with a most kindly feeling for them, and his prices were not of the profiteering order.

Some of the wise ones declared that Tom would not last six months. He hung on, however, year in and

year out, gaining and holding friends, his trade growing slowly yet surely.

The main trouble in small towns is that the merchants aren't sufficiently enterprising to keep what the people want. If people have to drive to a distant city after some important item they are not likely to stop with the purchase of that one necessity, but buy enough other merchandise to last them awhile.

Those who patronize the mail order houses do the same. While they are sending for the thing they want, and which the local house does not keep, they stuff their order, thus discriminating against the home merchant, when if said home merchant had been supplied with the articles needed the trading would have been done at home.

There is always two sides to any question.

Local merchants who fail to keep an assortment, towns which keep only the common necessities of life, force the nearby dwellers to patronize outside merchants, and that is how, in a great measure, so much mail order trading is brought about.

While living on a farm the writer encountered this mail order question full up. He never patronized outside merchants when he could buy the articles at home which he felt he must have. Nevertheless there were times when it became necessary to send off for goods else do without.

When agents came from big city grocery stores requesting orders, he pointed them to the local grocery ducts, reminding said agents that he where he sold some of his farm product it incumbent upon him to patronize his home store before all others. There were farmers who bought groceries of these outside concerns without thinking how unjust it was to the home dealer. There is so much to this question it will be impossible to completely cover it in a single article. Old Timer.

## Does Your Advertising Hit the Mark?

At a recent convention attended by advertising men from several big cities in the East, one of the speakers delivered an address that made a profound impression, on the subject of "Morons." He referred to the mental tests conducted in the U. S. Army during the war, which he declared showed that little more than 10 per cent. of the men in service could be classed as intelligent and mentally alert. He believed that about the same percentage would hold good for the whole population, in which case nearly 90 per cent. of the people would have to be classified under the medical term of "morons" or persons who are in some degree mentally subnormal.

From this it was argued millions of dollars spent in advertising are being wasted every year because the advertising lacks the elements of simplicity and directness which appeal to simple minds. Logical and convincing selling arguments may appeal to intelligent persons, but in advertising to the masses it is essential to use language and a line of thought that will impress minds whose reactions are elementary and instinctive, rather than analytical and reasoning.

Although we may consider exaggerated the views of this particular expert, we cannot deny that much advertising does fail to "hit the mark" because it lacks simplicity and the direct appeal. Even the most intelligent are best convinced by an argument that is direct and expressed in simple terms. When Lincoln de-

livered his address at Gettysburg he expressed himself in words so simple that there was hardly a soldier in his audience who could not understand. Yet that address is a literary masterpiece.

Down in Maine there is a small college whose reputation in scholarship or athletics had never made it known to more than comparatively few people until it began to achieve remarkable records in intercollegiate debating. Teams representing the greatest universities went down to defeat before the orators of this small college and even Oxford was decisively beaten. The reason was not because this New England college was especially favored in drawing orators, but because it had on its faculty an instructor who realized that most arguments fail because they lay around the mark instead of driving straight home. He insisted that every statement and every word should count with telling force.

The same holds good in advertising and selling. Many merchants pay thousands of dollars a year for newspaper space, yet rarely put into that space a line or a word giving anyone a good reason for buying from them instead of from Smith or Jones. The simple mind is easiest sold on some single dominating idea. It cannot follow an argument that is complex or involved, especially when that idea is presented in a newspaper advertisement.

If the store is a specialty store, where one idea is dominant in the merchandising policy, then the advertising problem is greatly simplified. Whether the policy is style or price, present that idea in every advertisement so as to command the reader's attention, remembering the psychological force of repetition.

Cato hammered away on a single phrase in all of his orations until he sold the Senate and the Roman people on "Carthage must be destroyed." Assuming the proposition is reasonable, you can make people believe in it if you repeat it often enough in terms that can be easily understood. This doesn't mean that all advertisements should be alike. Changes of copy and layout are as important in advertising as changes of merchandise in display windows. Merchants who are most successful change both most frequently. At Cammeyer's, New York, the windows are changed every day. Not all of the shoes, but at least their arrangement.

Shrewd politicians recognize that the public, considered as a voting unit, is mentally incapable of weighing and deciding between any considerable number of complicated issues. That is why the attempt is made in every campaign to crystalize public sentiment on one or two dominant issues. Mass psychology in selling is exactly the same as in politics. If you can sell the public

on one big idea, you have gone a long way toward building a business that will grow. Always assuming, of course, you are able to make good your claims. The surest, most certain way to destroy confidence is to promise something and then fail to make good.

## Not a Debtor Nation.

The report on the balance of international payments to the United States in 1922, recently published by the Department of Commerce, has evoked some criticism because of the manner in which it was presented in abstract form to the newspapers. This presentation caused many papers to interpret the report as showing that the United States is still a debtor nation. As a matter of fact, the full text of the report contains the statement that "the United States has outgrown its former condition as a debtor nation and is now able to enter the money markets of the world on equal terms with Great Britain and the other lending nations." It was unfortunate that this statement failed to come under the eye of the headline writers, who saw only the presentation of a tabulation of credit and debit items in which the sum of the debits exceeded that of the credits. Not many headline writers are skilled accountants or students of international finance, though generally speaking they are a versatile lot. To them a debit item was a debit item. It so happens, however, that in the classification of the "invisible" imports and exports made for the Department of Commerce by some of the foremost statisticians in the country the term debit in one instance was not used in the accustomed manner, and that is what caused the trouble.

## State Soldier's Bonuses.

It will doubtless surprise many people to know that in the fourteen States for which data on debts and taxation in 1922 have been made available by the Census Bureau, borrowings for a soldier's bonus are far in excess of those for highway construction. These States include about a third of the population of the country. Between 1917 and 1922 they borrowed \$160,000,000. Of this \$67,000,000 was for the soldier's bonus and \$48,000,000 was for highway construction. The amount borrowed to pay a gratuity to the able-bodied soldiers was three times as much as the entire original debts of these States in 1917. Yet the beneficiaries are not satisfied and are planning a renewed drive on the Federal Treasury. The French have a proverb to the effect that the appetite comes with the eating, and this is one more instance attesting its truth.

An ideal wife is one who begins each day cheerfully, being unable to remember what she was pouting about yesterday.

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.

City 65440

# The Mill Mutuals

## Agency

Featuring the  
**Michigan Millers Mutual Fire  
Insurance Co.**  
of Lansing, Mich.

(Your Home Company)

And 22 Associated Mutual Companies  
with Combined Assets of \$20,000,000.00

Insures  
**Factories and Mercantile Risks**  
Against  
**Fire and Tornado**

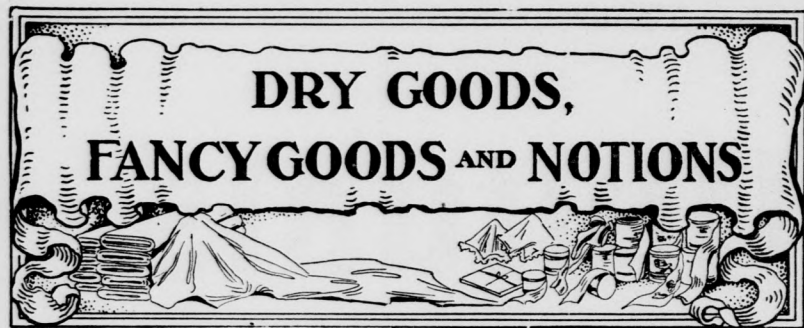
Is Saving Its Clients 25% or More

Are YOU Getting This Benefit?

---

*Address*

A. D. BAKER, Secretary-Treasurer,      LANSING, MICH.



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.

#### Silk Situation Growing Acute.

A month has elapsed without any substantial shipments of raw silk from Japan, and the shortage of supplies will be keenly felt in the next few weeks. The curtailment announced recently by one of the foremost silk manufacturers is regarded as highly significant by the trade. Prices for spot lots continue to advance slowly and manufacturers are hesitating to operate at the prevailing levels when stocks are found available. The Yokohama market is still entirely closed, according to advices received by H. L. Gwalter & Co., Inc., and the very small arrivals from some of the filatures are apportioned on open contracts at steadily rising prices. Means of transportation from the interior are lacking. Prices at Canton have again turned upward and are firm at advances of 50 cents a pound over last week. The fifth crop amounted to 5,000 bales of mediocre quality, and the outlook for the sixth and seventh crops also is poor. Steam filatures at Shanghai are sold out for some time to come. Reelers at Milan are quoting only for January-March delivery.

#### An Agreeable Disappointment.

That part of the clothing trade which has been adopting the pessimistic attitude with regard to the volume of Spring business that will be booked may be agreeably disappointed, according to a prominent manufacturer. "Some have been talking down-in-the-mouth so long," he said recently, "that even before the men go out on the road the Spring business is reckoned a failure. It seems to me that the matter is rather one of going out and 'plugging' for orders than sitting back and giving up. And if the enquiries I have received lately are any criterion, I think that the business done will, by comparison with what was anticipated, be in the nature of a surprise."

#### Growing Demand for Yarns.

Appreciable betterment continues to be reported in the worsted yarn demand. Spinners are showing more confidence, evidenced by their larger purchases of wool lately. The raw material angle of the yarn situation, according to one of the large dealers, is now the most important factor from a price standpoint. This is so by contrast with low prices quoted

during recent months by some spinners to keep their machinery going and which were made possible by ownership of cheap and long-carried wool. These levels were met by many spinners at considerable loss, but the situation is now changing. Strong activity is noted in yarns for the knit goods trade, principally for the popular brushed, astrakhan and boucie goods. Those for jersey cloths are increasingly called for. Dress goods yarns, including mohairs, are moving better. Men's wear yarns are still slow.

#### Learning Names of Colors.

So encouraged have leather tanners become as a result of reports by retailers that the shopping public is rapidly learning to recognize new colors by their trade names, that strenuous efforts are being made by them to make use of only the color names and numbers embodied in the so-called shoe color card that is worked out twice a year in conjunction with the Textile Color Card Association. In no field, it was said recently, is more attention being given to the unification of colors than in the shoe industry and each time a new selection of shades is made cards bearing them are sent to members of tanners', manufacturers' and retailers' associations by executives of those bodies. Other associations that are now working in close conjunction with the Textile Color Card Association are those comprising the millinery, knitted outerwear, waist and women's underwear trades.

#### Changes in Selling Policies.

It would not be surprising to some in the clothing trade if the recent handicaps which the industry has been laboring under, are productive of some marked changes in selling policies. The manufacturers have had to face, higher overhead costs, and labor charges and advances in wools and, on top of these, a poor demand from the retailer, which left their operating margin very slim. The solution of part of the problem according to some, is a change in the method of sending men on the road for three or four trips a year and letting it go at that. The new idea which, it is said, some are experimenting with is to have the men on the road all the year around. Distributing points are selected from which the road men operate, and the latter keep in touch with their trade constantly. Having only small areas to cover, their expenses do not run up as large as when sent on great distances, although the larger number of men required would mean a higher total cost.

## OCTOBER SALES

You can increase your sales, during this month, by creating interest in the NEW GOODS for

### FALL AND WINTER

Both advertising and personal effort show the customer the advantage of buying early. As stocks are complete, sizes and patterns selected can be had in all lines.

If your own stock is not complete see our salesman, or visit our establishment. Mail and phone orders given prompt attention.

Quality Merchandise—Right Prices—Prompt Service

## PAUL STEKETEE & SONS

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

## Announcement

We have bought the NAME, GOOD-WILL, and EQUIPMENT of the LOWELL MANUFACTURING CO. of this city. We will move it into our Building and continue the operations under the same name.

We will manufacture a complete line of Ladies House Dresses, Aprons, Night Gowns, Mens Pajamas and Night Shirts, Childrens Dresses, Play Suits, Rompers, etc. In addition, we will gradually develop a line of Men's Overalls, Work Shirts, Coveralls, etc.

It will be our aim to manufacture good merchandise only, in the latest styles and at lowest prices.

The equipment also includes a complete HEMSTITCHING OUTFIT which we will further emphasize. We will soon furnish every merchant with a card to hang in his store soliciting HEMSTITCHING, and we will specialize on GOOD WORK and PROMPT SERVICE.

This step is in line with OUR EFFORTS TO CARRY A COMPLETE LINE of the BEST MERCHANDISE, PROPERLY PACKED, WITH PROMPT SERVICE, and LOWEST PRICES.

**GRAND RAPIDS DRY GOODS CO.**

THE LINE TO DEPEND ON

## MEN'S MACKINAWS

Two extra good orders

T12—Blue and Green Plaid

Short Belt behind ..... \$5.00 each

T15—Fine Brown and Blue Heather Plaid.

Full Belt ..... \$7.00 each

**Daniel T. Patton & Company**

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

The Men's Furnishing Goods House of Michigan

**Men's Hats for Spring.**

Re-orders are coming through on men's Fall hats and, according to one leading manufacturer, these have been so good that the production for the current season is lapping over into that for the Spring. Salesmen have been on the road now for the latter period for two or three weeks and, while it is still somewhat early, the indications are said to point to a very satisfactory volume of business. The light colors are again stressed, and it appears that the pearl gray shade has a good chance of duplicating the favor that it received for the Fall. The manner of wearing men's hats is having considerable to do with the models that retailers are selecting, and one of the latest tendencies is for one side of the brim to be rolled down. The lightweight crusher is being accorded increasing favor.

**Jewelry Box Shortage Ahead?**

According to comment heard in the local trade, manufacturers of jewelry boxes for retail jewelers and department stores are being "rushed to death" to supply the demand for this merchandise that has arisen lately. The trouble, it was said, is due to the delay on the part of the retailers, some of whom refused inducements earlier in the year to place their orders at that time. The situation was described as so chaotic that hardly more than a third of the orders retailers want to place can be accepted. An instance was cited in which a certain prominent retailer was said to have refused a special 10 per cent. discount last Spring to place his order in advance, only to come to the same manufacturer recently and pay a premium of 15 per cent. in order to get his boxes when he wants them.

**Mohair Favored for Furniture.**

Increased activity lately in the furniture trade has resulted in a strong revival of the demand for mohair velvet for upholstery purposes according to one of the leading sellers of these fabrics. The concern's mills are now running to capacity on them, and the indications are that this will continue for some time to come. The neutral shades, particularly the taupes and browns, are those mostly favored owing to the current tastes in interior decoration. Blues come next, but the interest in them is said not to be as strong as it was. Velours or cotton velvets for hangings are selling well, particularly to the metropolitan trade. The stores make these up in regulation length and width, with the French edgings being in strong favor.

**Cloches Lead in Millinery.**

Cloches continue to be the most popular shapes in millinery, and the news that Descat has introduced some variations has served to intensify the interest shown. Their success, according to the Millinery Bulletin, has been such that the type is bound to be given every possible style twist. Those with double brims are doing very well, and other irregularities are adding to the charm of the cloche. Backs are coming into more prominence, this development occurring both

in the trimming placements and the brim treatments. When the larger shapes are wanted, the fitted mushroom types are in growing vogue for dressy wear and they develop into picture hats of various kinds. Crowns are likewise receiving more attention, the sectional ones being stiffened and made higher.

**Umbrella Orders Increase.**

Although the dearth of rain in many sections has caused the turnover in the umbrella departments of stores to be somewhat less than last year, retailers are now covering to some extent their holiday needs in this merchandise. Novelties continue to rule in the demand, those with fancy handles, tips and ends being most desired. Umbrellas having embossed silks are the latest to be placed on the market. These are of the sun or rain type, from twenty-four to twenty six inches long, and are meeting favor with buyers to whom they have been shown. The design is a floral all-over effect and is shown in six solid colors, including black. The handles are of various fancy effects in imitation amber or crystal, and have leather straps attached. The umbrellas wholesale for \$6.25 each.

**Brushed Coats Still Lead.**

Brushed coats still lead by a wide margin in the demand for women's knitted novelty garments. The call for "chappie coats" continues active, and little change is looked for until the coming of colder weather. For delivery in November and later months a good business is reported in brushed golf jackets and side-button jacquette effects for wear under heavy coats. The best sellers generally in brushed goods are the solid colors, especially camel. Deliveries continue well behind schedule in many cases, due to the size of the demand and the slowness with which brushed garments come through the mills.

**Crepes Still Style Leaders.**

Crepes still lead in broad silks for Fall, and there is every indication that this will be also true of the Spring season. Satin crepes are in outstanding favor now, followed by cantons, satin-backed moires, sheer goods and the better grades of crepe failles. This trend, according to manufacturers, will further complicate the raw silk situation, as crepes use up more silk in the production of a given yardage than other weaves. Satins are coming into use as substitutes for satin crepes and it is said that the use of them may be considerably expanded during the Spring.

**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.

From June to June **FITRITE'S** A Year-Round Seller



FITRITE is quality, first and last. Its sensible pricing assures prompt and regular turnover.

Every merchant who has really examined FITRITE concedes it to be a triumph of value-giving.

The splendid material in the FITRITE LINE — the unexpectedly fine needling—the intensive care to insure the proper shaping and perfect fit — make the price and the profit to you seem almost incredible.

Ask Us to Name Nearest Distributor

**FITRITE UNDERWEAR**

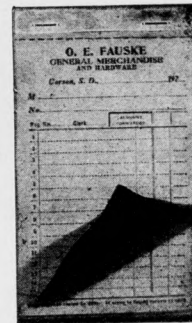
350 Broadway NEW YORK CITY  
 MAKERS AND DISTRIBUTORS TO JOBBERS ONLY

**INDIA TIRES**

HUDSON TIRE COMPANY  
 Distributors  
 16 North Commerce Avenue  
 Phone 67751 GRAND RAPIDS, MICH.

We are making a special offer on  
**Agricultural Hydrated Lime**  
 in less than car lots.  
**A. B. KNOWLSON CO.**  
 Grand Rapids Michigan

*Henry Smith*  
**FLORIST**  
 139-141 Monroe St  
 Both Phones  
 GRAND RAPIDS, MICH.



**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.

**TAKING INVENTORY**  
**BARLOW BROS.** Grand Rapids, Mich.  
 Ask about our way

**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  
 601-611 IONIA AVE., S. W. GRAND RAPIDS, MICHIGAN



### Preserve the Beautiful While Developing the Useful.

Progress in poultry breeding has suffered somewhat from the tendency on the part of utility and standardbred breeders to develop their stocks along somewhat different lines. Many utility breeders, in their efforts to develop heavy-laying strains, have overlooked standardbred qualities, and frequently their stocks have suffered through deterioration in constitutional vigor. The standardbred breeder, on the other hand, sometimes has laid undue emphasis on standard points of minor importance, irrespective of the development of the egg-laying proclivities of his stock.

The danger to the poultry industry because of the inclination toward two extremes is noted by Dr. Morley A. Jull, new man in charge of poultry investigations of the United States Department of Agriculture. So far as the great majority of standardbred and utility breeders are concerned, Dr. Jull is of the opinion that everyone should agree that the maintenance of standardbred qualities is fundamentally important. One might really say that the poultry industry of the United States is founded on the standardbred industry. Not only should practically every poultry raiser keep purebred poultry, but his stock should signify something more. It should signify standard quality to a fairly high degree, and should be free from the more important disqualifications. It is desirable above all else, for the best development of the industry, to maintain the more significant standard qualities of the breeds, even where egg production is the principal object in view.

#### Extreme Care is Necessary.

It is obvious, as Dr. Jull points out, that when one is breeding for standard points and egg production at the same time progress must be relatively slower than where only a single objective is sought. That perhaps is the crux of the whole breeding situation; some breeders are wont to develop one line to the total exclusion of the other. In this connection, two important things must always be kept in mind. First, since separate breeds and varieties long since have received official recognition, all poultry breeders should exercise reasonable efforts to maintain breed and variety characteristics. Second, since the continued expansion of the poultry industry depends in a very large measure upon the productive capacity of the birds kept, standardbred breeders naturally should be expected to give some consideration to economic qualities.

The chief difference between the practice of some standardbred breeders and some utility breeders is largely a matter of degree. The object in view should determine the method of procedure in breeding operations. If the breeder wishes to develop Silkies, Frizzles, or certain varieties of games, for instance, to the highest possible state of perfection in respect to body type and feathering characteristics, he is certainly justified in adopting as standard points whatever may please his fancy. In fact, breeding for fancy points has done much to stimulate interest in the science and art of breeding. On the other hand, if the strictly commercial poultryman is interested exclusively in egg production, he may be justified in running his plant more or less on the factory plan. The keeping of birds that are just "chickens" in order to make a living is justifiable, as long as a living can be made. These two phases of the breeding industry, however, are incidental to the principal point which Dr. Jull discusses in this article.

The poultry industry of the United States, which has attained a magnitude of such great value, has been developed for the most part through the extensive breeding of Brahmas, Anconas, Leghorns, Orpingtons, Plymouth Rocks, Rhode Island Reds, Wyandottes, and other breeds. It is in connection with the breeding of these breeds particularly that there must eventually be more or less common ideals as between the utility and standardbred breeders. The safe line of development in the breeding industry would seem to be to preserve the beautiful while developing the useful. Those who admit that we must have pure breeds must also admit, to be logical, that we must try to maintain certain standard qualities of those pure breeds. Those who insist upon maintaining all standard qualities as nearly perfect as possible must surely admit that the economics of the poultry industry demand that the great majority lay enough eggs to make poultry keeping profitable.

The very keen demand for heavy-laying strains has sometimes led to injudicious practices and has frequently produced harmful results. In many cases breed types and other characteristics have been neglected and constitutional vigor has been

### Moseley Brothers

GRAND RAPIDS, MICH.

Jobbers of Farm Produce.

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.

## Follow the Carlot Premiums

Flour buyers who measure the price of flour by the price of wheat futures expect the impossible, because millers cannot grind futures. Quality wheat, with high protein and desirable for milling, is commanding a sharp premium over the futures basis. Cash wheat does not always follow futures. Flour buyers should watch the trend of the cash markets as the basis for fluctuations in flour quotations.

The wheat that is delivered on future contracts made in the pits of the grain exchanges is of an average quality. However, when millers buy wheat of certain protein content and heavy test weight, they must pay a premium and that premium over the future price advances or declines according to the amount of choice wheat available. Premiums now are high, because choice wheat is not moving from the country.

## JUDSON GROCER COMPANY

DISTRIBUTORS

GRAND RAPIDS,

MICHIGAN

# 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

lowered. Sometimes, also, the size of the birds is below standard and there has been evidence of decreased egg size. The value of high individual egg records from a breeding standpoint has often been over emphasized. In this connection the fact should not be overlooked that flock averages are much more significant than individual records.

There have been certain features in the management of many flocks which seem open to questions. There has been very extensive use of pullets as breeders when it is becoming more apparent that yearling birds lay larger eggs which produce larger and stronger chicks. Constitutional vigor is certainly inherited, but the extremely poor hatches of the past season would indicate that breeders in general are not paying enough attention to this important problem. Then again many breeders feed rather heavy rations to their layers to force production and then use the eggs for incubation purposes, and this practice may be a major cause of poor results.

On the other hand, breeders can adopt a system in the management of the breeding stock that will give much better results. The breeding stock on the investigational plant at Beltsville, Md., over which Dr. Jull has charge, is not fed a forcing ration. Electric lights are not used and the breeders are given as much free range as possible. In fact, the plant is being so arranged that certain parts will be allowed to lie idle once every three or four years. Moreover, every effort is being made to maintain high standard quality while developing laying abilities, this having been the custom for the past several years.

If breeders were more moderate in their demands in respect to increased egg production, Dr. Jull contends that it would be possible to maintain standard qualities and to conserve constitutional vigor to a greater extent than is now being done in so many cases. The poultry industry of the United States should be developed along stable lines. Breeders should endeavor to build on a solid foundation of combined standard and utility qualities. Such seems to be the safe line of development of the poultry industry.

Morley A. Jull.

**Potatoes Foremost Among Our Vegetables in Value.**

The potato is foremost in value among our vegetables. It is the chief money crop of large areas, an important staple in many others, and is grown for home supply and local markets in almost every farming district. The wise or unwise marketing of the potato crop may easily mean a difference of millions of dollars in the farmers' income in a year, according to the United States Department of Agriculture. This is particularly true of the late or main crop of potatoes, which comprises about four-fifths of the total production.

Potato crop and market news supplied by the United States Department of Agriculture includes crop and market reports and summaries

of many kinds published at eight field stations located in the prominent shipping sections and at about a dozen market stations, including the Washington office. These reports contain the necessary facts of production condition, shipment, prices, demand, and quality. By persistently using and comparing reports from day to day and season after season, they become more and more useful in showing the potato holder when, how, and where to sell.

The general condition and course of the market is best indicated by the leading grades of the most important commercial varieties in the largest and most active markets. Among the regular price developments to be looked for in average seasons is a comparatively low price at digging time with some gain as shipments decrease or when winter conditions begin, then several months of moderate ups and downs, and then another swing, upward or downward, with the opening of spring activity. The proportion of stocks held by dealers on January 1 has often proved an indication of the course of the late winter and spring markets.

**The Guava as a Commercial Fruit.**

The guava is at once a valuable and a neglected fruit, possibly because it grows wild in Florida from the central section south on almost any kind of soil and without care. Like the lime, it is gathered and utilized to some extent but little or no attention is paid to its cultivation and scarcely any to propagation. Only in a few instances have efforts been made to market the guava on a commercial scale. During the past two years a preserving plant has been established at Miami which has capacity for much more fruit than can be obtained, and some have planted acreage to guavas in anticipation of this offering a quantity market.

For many years guava jellies, pastes and preserves have been manufactured on a small scale by numerous persons. One manufacturer in Florida was awarded the blue ribbon at the San Francisco exposition for his products when exhibited in competition with the best of the kind from many quarters of the globe. These products have been given first award wherever exhibited, and this manufacturer has a steady demand for all that his small plant will turn out.

Last year a Florida manufacturer entered into a contract with a dining car company to furnish guava products for use on dining cars. Thus by degrees the fruit is getting into trade.

**Danger Signals.**

An ingenious American has invented a device to prevent such motoring accidents as arise from over speeding. He describes his contrivance as follows:

When the car is running fifteen miles an hour a white light shows on the radiator. At twenty-five miles a green light, at forty a red light, and when the driver begins to bat 'em out at around sixty, a music box under the seat begins to play, "Near-er, My God, to Thee."

**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*

**Of course repeat**  
**sales make profits!**

**What better**  
**repeaters in the**  
**whole food line**  
*than*  
**DEL MONTE**

**CANNED FRUITS**  
**VEGETABLES &**  
**FOOD SPECIALTIES**

**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



**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. Cortenhof, Grand Rapids; Scott Kendrick, Ortonville; George W. McCabe, Petoskey; L. D. Puff, Fremont; Charles A. Sturmer, Port Huron; Herman Digma, Owosso.

#### Preparedness For The Christmas Campaign is Advisable.

Written for the Tradesman.

There is undoubtedly a certain limited amount of business which will come to a merchant if he just sits in his store and waits for customers. The very fact that the store, the stock and the merchant are there for business is an invitation which some people will accept without further urging.

So, too, in the Christmas season, the merchant can probably count on a proportion of Christmas trade which will come to him anyway, even if he puts forth no extra effort. In these days of keen competition, however, no merchant should count with too much certainty upon the business that will come his way without the asking.

Extra effort is necessary to secure the utmost possible trade, and extra effort is required to offset the like effort of competitors. If you try hard enough and in the right way, you can induce the other fellow's customers to do some of their buying from you; and you can induce your own customers to purchase more. And finally, in connection with the Christmas season, by extra and earlier effort you can induce a proportion of your customers to buy in the early part of the season, thus minimizing the burden of "that last awful week."

Haphazard extra effort will undoubtedly produce more business than if you did not put forth any extra effort at all. But, to produce the biggest results, your extra effort must be systematized. You must put preparedness into your Christmas campaign.

It's hard to carry out a plan in every detail, you say? Granted. There's never been a plan that ran like so much clockwork. In fact, clocks themselves occasionally run fast or run slow, and sometimes run down. That's one of the contingencies which every merchant must foresee in preparing his plans. The unexpected will persist in happening.

The unexpected, however, is quite as likely to help as to hinder; and the alert hardware dealer is able to adapt his plans to the unexpected contingencies when they arise.

Right now, with Thanksgiving still in the future, is the time to plan for the Christmas campaign. Most

dealers commence their definite planning early in November or late in October. I know of one merchant who starts gently leading up to his Christmas campaign the latter part of October, and that in turn necessitates planning still further ahead.

In the first place, look to your Christmas stock. You have it ordered, of course, and most of it in, perhaps; but there may be items which need hurrying up. The goods which don't come in until the week before Christmas will very likely have to be carried over.

Look, also, to your arrangement of the stock in the store. Some staple lines should be moved back to make way for the seasonable goods. The gift lines, the lines which after December 25 will no longer be timely, should be played up very early in the Christmas campaign, and given the predominant position in the store. See to it that the goods in most demand are easiest of access. The Christmas season is no time for clerks to needlessly waste steps. A little forethought now will save your salespeople later on.

In most stores it is necessary to hire additional help for the two or three weeks when the Christmas rush is at its height. Is it good business to postpone the hiring of this help until the day before it is actually needed? The answer is obvious.

One wide-awake retailer about the middle of November starts looking around for high school boys and girls who want temporary employment for the Christmas holidays. He has all his arrangements made ten days or two weeks ahead of time; and in the intervals the young people help in the store on Saturdays, and are coached for their work. This coaching deals particularly with the seasonable Christmas lines. The temporary salespeople find out what goods are handled, where to look for them, prices, and other main essentials of "rush" selling. Of course, you can't turn a high school student into a skilled salesman by two weeks of this training; but you can rub off a lot of the rough edges. This will mean more business, and better pleased customers.

Of course, it costs a little extra to have the new recruits at the store on Saturdays and after school hours. You have to pay them for this. On the other hand, the training you give them pays you.

Christmas advertising can all be mapped out well beforehand. This will save a lot of extra work and worry. The merchant who tries to think up new ideas and to prepare advertising copy while the selling

## 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

# United Motor Trucks

A SIZE  
 AND  
 STYLE

## To Fit Your Business

SALES SERVICE

**ECKBERG AUTO COMPANY**

310 IONIA AVE., NW.

## Use Tradesman Coupons



campaign is humming all about him is likely to make a pretty poor fist of it. Too many other things are calling for his attention at the same time. Good advertising copy demands concentration.

On the other hand, if, after you have every advertisement prepared for the Christmas season, some bright new idea crops up suddenly as new ideas will when you aren't looking for them—then it is easy to graft your new idea upon your pre-arranged advertising program.

Plot out your Christmas advertising now while you have ample time. First study your stock, with a view to finding out just what you want to feature. Then ponder your public, to ascertain what will most likely appeal to them. Then you can line up your copy. Last year's trade papers, and this year's, too, will have many helpful suggestions.

There are some advertisers who make a practice of studying the advertising of merchants in other towns, and even of local competitors; and writing their own advertisements as the season progresses. The difficulty of this system is that the merchant who adopts it will always be just a little late. It is, however, an excellent practice to clip good newspaper advertisements wherever you find them, and preserve them for future reference. A merchant who can turn to a file of such advertisements, collected from year to year, will find there a mine of ideas which he can readily bring up to date.

In repairing your advertisements, don't be satisfied to merely copy the other fellow. Aim to adapt and improve.

If you advertise in more than one paper, have sufficient copies of each advertisement made now. Date them ahead. Have all these details in readiness. If you want to make changes later, you can easily do so.

Then there are your window displays. You can't put on every display in November and be done with it; but you can design every display long before the selling season starts. Here, again, trade paper suggestions are helpful, and should be reserved from year to year.

First, determine what goods to display, how often to change your displays, what to include in the big display put on the week-end before Christmas. Often it is a good plan to have your displays and your newspaper advertising "mate up." That is, if for Tuesday and Wednesday of this week you advertise cutlery, put your cutlery lines in the window on Tuesday and Wednesday, or Wednesday and Thursday. Thus display and newspaper advertising work together, to produce better results.

Having determined what goods to feature in your displays from time to time, the next thing is to invent or adapt ideas for playing up these goods effectively.

Then, too, it is necessary to secure the incidental seasonable decorations in Christmas colors, to prepare show cards and price tickets, and occasionally to build forms on which to display small articles.

Jot down your display plans on

paper. Then, when the time comes to put on a display, you have your ideas all in readiness.

Circularizing, too, can be planned, and your list of prospects prepared or revised. It is a good scheme to have a suggestion list of presents suitable for various members of the family printed to enclose with your Christmas circular letters.

Finally, the store should be brightened up in every possible way.

Getting all this preparatory work done now will lift a great burden from your shoulders at the time, a few weeks later, when every minute of the proprietor's time is required for actual selling, or for directing his salespeople. Victor Lauriston.

#### Extra Seats if Space is Crowded

The shoe merchant who finds seating capacity lacking will do well to look around his store and discover space here and there which can be occupied by a seat or two. A Chicago store utilizes the space next to the windows to good advantage. The merchant probably feels he should leave a clearance for the display man to enter the window—a break in the seats, but little wider than one seat, is ample. In many shoe departments overhead space is used to excellent advantage. A mezzanine of a certain type of footwear, such as dress shoes, white shoes, or house and bathing slippers, or even for stock, would be valuable to the average merchant crowded for room. One Indiana manager uses a mezzanine, covering one-third the downstairs floor space for his office and the repair department. The office is in front and from his desk he can see if everyone is being served.

#### A Refund Sale as a Novelty.

D. Loveman, Nashville, Tenn., hit upon an idea not long ago that drew attention to a special discount being offered. Instead of giving the customer a discount of 10 cents on the dollar in the regular mark down way booths were established on each floor for refund purposes. Newspaper advertisements informed the public that 10 cents on each dollar would be refunded during the sale and for every dollar spent, the customer was given a ticket entitling him to the rebate of 10 per cent.

In reality it was only a discount sale, but customers seemed to be much more impressed; in fact, the spirit current was that they were getting something for nothing.

Every shoe in the house was put out on tables and patrons returning from the refund booth frequently stopped to purchase house slippers, hosiery, other shoes, etc., on display.

#### Couldn't Phase Him.

An insurance man says their company recently took on a new office boy who is a wonder. A man came into the office the other day and asked:

"Can you insure the immortal soul?"

"I don't know," the kid replied, "but if you will wait just a minute, I will ask the manager of the fire department."

## A New One Every Week

A new breakfast cereal is born every week, and a certain number of your customers will try "the new ones"—but they always come back to

## Shredded Wheat Biscuit

the one staple universal cereal food, always the same high quality, always clean, always pure, always wholesome—100 per cent. whole wheat, made digestible by steam-cooking, shredding and baking. A steady demand all the year that yields a good profit to the distributor.

MADE ONLY BY

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



Double  
Package

Double  
Sealed

TELL YOUR CUSTOMERS THIS! ! :

Big in conception—Big in Quality value, WHITE House Coffee is the very BIGGEST buy in the coffee world.

Be sure the "White House" is on every label  
1, 3 and 5 lb. packages only

**WHITE HOUSE**  
DWINELL-WRIGHT CO.  
BOSTON — Principal Coffee Roasters — CHICAGO  
**COFFEE**

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



**News and Gossip About Some Michigan Hotels.**

Detroit, Oct. 16.—The other day I paid a visit to Port Huron and naturally drifted into the Hotel Harrington, which is now conducted by my good friend, John Anderson, recently assistant manager of the Detroit Statler. The air of prosperity plainly to be noticed everywhere is no camouflage, for John is certainly making good the predictions of his friends, the majority of whom are traveling men, that he is the right man properly placed.

Under his supervision all the rooms have been supplied with running water—many with bath—something this institution has felt a crying need of for years. Lobby, dining rooms and halls throughout have been newly decorated and a much needed coffee shop has been added to the equipment. Already this latter innovation has been found to be inadequate to the demands of his patrons and will in time have to be greatly enlarged.

Here is a dollar dinner which was being served in the main dining room the day I was there, and I am calling special attention to the fact that the words "choice of" do not appear thereon.

Hearts of Celery	India Relish
Long Island Clam Chowder	Buena Vista
Baked Whitefish	Lobster a la Newburg on Toast
Pilet Mignon Saute Piedmontaise	Combination Grills a la Demidoff
Cured Ham Steak, Sauce Champagne	Spring Chicken, Oyster Dressing
Baked and Mashed Potatoes	Buttered Red Beets
Corn and Green Peppers Saute	Fruit Salad Maraschino
Apple, Pumpkin, Raspberry and Rhubarb Pie	
Cookies Francaise Almond Macaroons	Wheat and Graham Bread Rolls
Beverages	

In addition thereto a dollar chicken dinner is served optionally and if you want a sirloin steak with French fried potatoes, \$1.25 foots the bill.

Mrs. Anderson heartily co-operates with her husband in conducting the affairs of the Harringtons and their work is certainly most effective.

Also at Port Huron is the Hotel Lauth, owned and conducted by Earl Norris, who is pronounced by travelers to be "a hotel man right." Always an up-to-dater, Mr. Norris has recently completed the undertaking of equipping all of his rooms with running water, installing baths in many of them. The Lauth enjoys a good patronage and its proprietor deserves it as a reward for his initiative.

Mr. Sperry, who is one of the principal owners of the Gratiot Inn, Port Huron, a popular summer resort, conducts one of the largest department stores in that city. I am not going to speak of the hotel at this time, but rather of a wonderful system he applies to draw custom to his mercantile establishment. Using as a unit each township within a radius of forty miles, he sends out an invitation to the head of every family in the said township, asking him to bring his family for a barbecue dinner on a certain date and, as an additional inducement, reimburses each participant for the gasoline used in making the trip.

Taking up one or more township units each day, this entertainment is continuous during several weeks each autumn, and, as a consequence, Port

Huron has a circus day air during that entire period, with consequent flattering results in merchandise sales.

I am mentioning this system at this time for the reason that the idea is a very good one, and not being copyrighted, it might be utilized by Tradesman readers who are on the lookout for a method to stimulate trade.

On my return to Detroit, stopping at Mt. Clemens, I was most agreeably entertained by my friend, W. W. Witt, manager of the celebrated Colonial Hotel, at dinner. Some meal, I will say.

The Colonial, which enjoys a wonderful patronage, does not find it necessary to place any restriction on the variety of food selected by the guest, and I have much satisfaction in submitting its dinner menu:

Clam Bullion, Bellevue	Lemon Butter
Celery Hearts Radishes Queen Olives	Potatoes Parisian
Green Onions Chow Chow Sweet Gherkins	Boston Fish Croquettes, Egg Sauce
Broiled Lake Erie Whitefish	Filet Mignon Saute, Stuffed Peppers
	Sweetbread Patties a la Toulouse
	Roast Milk-fed Chicken, Sage Dressing
	French Fried Potatoes Baked Potatoes
	Succotash Cauliflower au Gratin
	Crab-Meat Salad
	Cold Cup Rice, Whipped Cream
	Apricot Pie
	Meringue Glace Macaroons
	Roquefort and Nippy Cheese
	Toasted Bent's Crackers
	Beverages

Mr. Witt is one of the Michigan State Hotel Association's most enthusiastic members and likes to talk about the benefits he derives from being a regular attendant at its sessions.

The Jackson City Club, at Jackson, is now under the management of F. A. Matz, formerly with the Peninsular Club, Grand Rapids, and the Hotel Browning. The City Club is the recognized social center of Jackson and I noticed at luncheon the other day the ladies were as much in evidence as the sterner sex. The noonday clubs are all entertained here, and dinner dances are frequent. Members whom I met there were warm in their praises of Mr. Matz's capabilities.

Ypsilanti possesses easily the most pretentious small city hotel in the State—The Huron. It is a community owned affair, but is conducted by Geo. H. Swanson, formerly connected with the United Hotels Association. It is of fire-proof construction, was completed and opened last New Year's day, and represents a cash outlay of \$225,000. The Huron contains sixty rooms, all with running water, telephones and a large percentage with baths. Public baths are also provided on every floor. The furniture throughout was supplied by the Berkey & Gay Furniture Co. All of the beds are equipped with box springs and the very best grade of hair mattresses. The lobby is most exquisitely decorated. This also applies to the dining rooms, of which there are three, including a well patronized coffee shop. This latter is

**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.

**HOTEL KERNS**  
 Largest Hotel in Lansing  
 300 Rooms With or Without Bath  
 Popular Priced Cafeteria in Connection  
 Rates \$1.50 up  
 E. S. RICHARDSON, Proprietor

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

**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** 150 Fireproof Rooms  
 GRAND RAPIDS  
 Corner Sheldon and Oakes; Facing Union Depot; Three Blocks Away  
 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.**

**NEW MERTENS FIRE PROOF**  
 One half block East of the Union Station  
 GRAND RAPIDS MICH

**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

**STRAIGHT SIZE—**  
 The Johnson Original 10¢ Cigar  
**VAN DAM**  
 MANUFACTURED BY  
 TUNIS JOHNSON CIGAR CO.  
 GRAND RAPIDS, MICHIGAN

probably as well and expensively equipped as any in the State, and on account of its size is utilized as a cafe when banquets are being given in the larger rooms.

The rates at the Huron are most equitable, ranging from \$1.50 to \$3, with suites at a slightly advanced price, and Mr. Swanson's management is so satisfactory the entire community is behind him and the traveling public are enthusiastic in their praise of the institution.

To show how fairly disposed he really is I am giving you his menu for a 60-cent luncheon, unlimited selection, served on the day I was there:

Chicken Broth with Rice  
Anglaise Meat Pie  
Chicken Pataties, Bostonian  
Roast Young Veal, Sage Dressing  
Boiled and Mashed Potatoes Hot Slaw  
Rolls and Butter  
Assorted Pie and Ice Cream  
Beverages

A very sensible bill and one which could be utilized by others to good advantage.

Hon. Frank A. K. Boland, general counsel for the New York and American Hotel associations, and who delivered a masterly address at the recent Flint convention on the desirability of co-operation among hotel operators, has supplied me with a digest of the laws of every state pertaining to the conduct of hotels, and it certainly is interesting, more especially where in many instances they have been so obnoxiously framed they have become a dead-letter, their enforcement meaning absolute annihilation of hotel interests.

In two states in particular, where hotels were placed under regulation of commissions, surveys and expert valuations of the interested properties have warranted the authorities in advancing rates above those formerly charged, which creates an interesting situation for such as are continually charging hotels with unfairness.

Frank S. Verbeck.

#### Corporal Punishment of Children Seldom Needed.

Grandville, Oct. 16.—So much juvenile delinquency of which the daily press makes mention—the arrest of mere children caught in the act of stealing—is enough to make one wonder what the country is coming to.

We read of a school teacher who is arrested for assault and battery, fetched into court like a common criminal at the behest of the parents of a child of seven. There was no proof that an assault had been made and the young woman teacher was released. The extent of punishment administered proved to be a slight furling of the hand.

In an early day this was the common method of punishment administered scholars. Nothing was thought of it in those days and we never heard of any youngster going wrong afterward because of such chastisement. Corporal punishment has gone out of favor in modern schools, and perhaps it is better so.

The old idea that sparing the rod spoiled the child was an archaic one and may not apply to the present enlightened age. It does not appear that severe corporal punishment is necessary to keep the children in the right path.

Some months ago I attended a meeting in a church where an evangelist of some renown was to hold the boards. His severe aspect was not calculated to win the regard of the younger members and when he opened his discourse with a severe arraignment of parents who neglected using the rod indiscriminately, I certainly did not feel drawn toward him.

He declared that the rod and the bible went hand in hand. The admonition, "Children obey your parents," went far with this evangelist. "The last thing when I left home yesterday," said he "was to punish my girl. I got out the strap, a good

heavy one, and gave her a good thrashing. She is 15 years old, and I did not spare the punishment. Why did I do it? you ask. Because she disobeyed me. Ah, my fellow Christians, the sin of omission is even a greater one than the sin of commission. We fail in our duty when we neglect our children's upbringing. Sparing the rod spoils the child."

Splendid opening, was it not, for a series of meetings devoted to the worship of God! As I sat there regarding that stalwart, dark-browed man, chuckling inwardly at the thought of how he had thrashed his little daughter, my blood began to boil and I felt like stepping up there and yanking him down from the pulpit he disgraced.

I went no more to the meetings. To me there was nothing sacred about them. It was revolting to see how his hearers accepted his brutal creed with nods and smiles of approval.

I call to mind an incident in my early life, now more than seventy years in the past. In the pine woods where every class and creed mingled and people from all over the world commingled, it would seem a wonder if there were not some of the more hardened characters, and yet there were fewer criminals in those days than we have now. In fact, a robbery or murder was of such rare occurrence as to cause the utmost horror when such took place.

The pistol was not in evidence then as now. Nearly all personal quarrels were settled in fist fights or in the courts.

We had some pretty tough lads in our school, and from them as a chap of five, I learned things not proper for a kindergartner to know. Profanity was often indulged in. At home I was taught better, but when outside, playing with all sorts of boys, I did learn to utter a cuss word now and then.

One time, on the big millpond in winter, while I was sliding on the ice, not having yet attained to the ownership of a pair of skates, I heard some boys talking and swearing in a manner that should have shocked me. It did not, however, from the fact that such language was of common occurrence and my ears had heard it almost daily.

The water was falling in the pond which caused the ice to crackle and rumble like distant thunder.

What did I do but imitate my older companions and vent my indignation at the growls of the shrinking ice crust. In fact, I was rolling some very big and very naughtily words from my tongue when I felt a touch on my shoulder. Looking up I beheld the stern yet sad face of my father.

I sank a little then. I knew I had done wrong and deserved punishment. Father understood child nature, however, better than did the elder of whom I have spoken.

It was half a mile home, and as he led me along, he talked very gently, yet firmly, picturing my sin in colors that rather hurt down deep and by the time we neared the door of home, tears were streaming from my eyes. Although nearly three-quarters of a century have elapsed since that hour, it remains in my memory as a never forgotten lesson.

I believe I suffered more keenly than I would have had he administered the strap, as the evangelist spoke of doing. From that time onward I was kept from profanity by what my father had told me in that short lecture while we walked home from the big millpond.

That corporal punishment is sometimes necessary may be true, but that children who are continually thrashed are any better than others who are made to see the right through the kindly words of admonition I do not believe.

Treat your children as human beings. Let them know that you have

faith in them, and that you trust them to do what is right, and you may be sure they will honor you in after life, and seldom need the heavier punishment of the strap.

Old Timer.

#### Late News From Michigan's Metropolis.

Detroit, Oct. 15.—The Scotten-Dillon Co. has declared a dividend of 3 per cent. and 3 per cent. extra, payable Nov. 14 to stock of record at the close of business Nov. 6. Books close Nov. 7 and open Nov. 15.

The Peter Smith Heater Co. has recently moved into their new plant at 6200 Hamilton avenue, where extensive building and remodeling is now going forward. Part of this property was originally occupied by the Detroit Auto Specialty Co., who will move to Milwaukee avenue at Mt. Elliott avenue about Jan. 1. The entire plant is being rebuilt and a substantial addition with a floor area of 32,000 square feet is being erected. In addition to the space required for the Peter Smith Heater Co., there will be about 47,000 square feet of space left which will be leased. Of this space, half is immediately available for rental and the other half will be available within sixty days.

All property, equipment and rights of the defunct Kendell Engineering Co., which has been engaged for the last two years in the manufacture of piston rings, has been taken over by the Kendell Motor Products Co. The Detroit branch will be maintained, and a million-ring production is planned for 1923-24. The directors hope to erect a small plant before this fall. The old company had approximately 250 domestic and foreign distributors who will be served with Kendell piston rings.

According to a survey made by Collector of Internal Revenue Fred L. Woodworth, covering registrants who hold permits under the Federal Government to manufacture, dispense and use narcotics in the first collection district, it was found that there are in this district approximately 800 delinquent restraints who have failed to file the necessary return. The collector warns such delinquents that the fact that they hold no narcotics in their possession does not relieve them from the necessity of registering, and that if they retain any order forms for narcotics, issued by the internal revenue bureau, and fail to register, or to return same to the department for cancellation, they hold such forms illegally and render themselves liable to penalties under the Harrison narcotic act. A list of all delinquents is being prepared and field officers of the internal revenue office will check up those who should have qualified not later than July 1. A penalty of \$2,000 or a term of imprisonment of five years, or both, may be imposed upon violators.

#### Gabby Gleanings From Grand Rapids.

Grand Rapids, Oct. 16.—The Grand Rapids Dry Goods Co. has purchased the machinery and business of the Lowell Manufacturing Co. and will remove the property from the Barnhart building to the sixth floor of its own building. In addition to the former line, the new owner of the business will engage in the manufacture of overalls, blouses and work shirts.

Arthur Gregory (Judson Grocer Co.) is spending several weeks in California, accompanied by his wife. They have investigated San Francisco and inspected Los Angeles and are now visiting in San Diego.

John D. Martin has recovered his health to such an extent that he is able to be up and about the house. He also takes a ride every day with his wife in the family automobile.

Moses Dark is in Ann Arbor, where he took his wife for medical treatment. His daughter and son, Father Dark, of Saginaw, accompanied him.

Joseph Dettling & Son have purchased the grocery stock of L. Wenzel & Son, 716 Wealthy street, and will continue the business at the same location.

George E. Seamon has engaged in the retail grocery business at Muskegon Heights. The Judson Grocer Co. furnished the stock.

Ed. R. Harris, formerly engaged in general trade at Conklin under the style of the Harris Mercantile Co., has opened a grocery store at the four corners in the Northwestern portion of Rockford. The Judson Grocer company furnished the stock.

Gerald F. Cogswell (John D. Martin Furniture Co.), is the happy father of a 7½ pound boy who put in an appearance at the family residence at 16 South Fuller avenue Oct. 10. Both father and mother are doing as well as could be expected.

#### Two New Additions.

Boyer City, Oct. 16.—Boyer City has acquired two new additions to its force of thinkers and workers. M. Walker, who has been connected with the Detroit Edison Co. for some years, has purchased the Boyer City House Furnishing Co. from S. A. Fleming and taken possession of the property. Mr. Walker has had a large experience in the house furnishing business and will help to make Boyer City the merchandising center of Charlevoix county. Mr. Walker not only brings a good business experience to our community, but adds materially to our school census.

We have also an acquisition to our professional life. Robert Miller, who comes to us from Ripon, Wis., takes the place vacated by the transfer of R. W. Merrill to Alma as the pastor of the M. E. church. Mr. Miller comes to us very highly recommended and we are expecting that he will not only occupy Mr. Merrill's place, but fill it. No two men do the same thing the same way, so we expect Mr. Miller to show us some new stunts in the preaching business, always the most fundamentally important business the world knows.

Wesley Dilworth, of the co-op Marketing Association, has his sleeves rolled up and ready for the biggest fall business that organization has had so far. We'll tell about that later. Potato digging is getting under way in good shape and here's hoping that the farmers get a good price. Not too good. We are on the other end of the deal, but we are perfectly willing to split even up. Maxy.

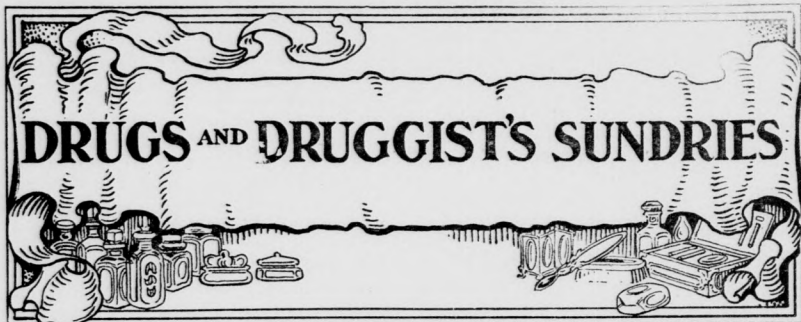
Home-made whisky stills are responsible for an increasing number of small fires throughout the country. Fire insurance companies have found that they are having dozens of losses due to exploding or boiling over stills. Most of them are located in private homes. It is difficult for insurance companies of course to know where these stills are located or they would cancel their insurance.

Big business successes are usually made up of little successes along the line. Similarly the big faults or failures are made up of a succession of minor faults.

Grandpa may have been able to conduct a profitable business without displaying his goods, but grandpa was doing business under different conditions.

When you say "This is just as good as" you practically admit that it is not quite as good. You make the other thing the standard.

The less a man's income, the more important that he live well within it.



Mich. State Pharmaceutical Ass'n.  
 President—George H. Grommet, Detroit.  
 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 Rapids Nov. 20, 21 and 22.

#### Bills Destined For Failure.

The National Association of Retail Druggists held its annual convention in Boston last week and very seriously discussed and attacked cut prices. Julius H. Reimetscheider, chairman of the Executive Committee, said that the evil of price cutting is spreading, particularly in the large cities and at a time when operating costs are at the peak and still going up. One reason for it is that there is an increasing competition not only in the drug stores, but in other lines of stores which handle goods formerly exclusively carried in drug stores. Both the chain stores and the merchandising policy of many manufacturers are responsible for price cutting, he thought, but who ever is responsible, price cutting is on the increase. The Association demanded the enactment of some of the bills pending in Congress, permitting specialty manufacturers to fix the retail price of their products.

Well, gentlemen, these bills will never pass. Any Congressman who voted for a bill to prevent price cutting would be politically dead and buried before the sound of his vote had died away. I believe that no dealer except under extraordinary circumstances should be permitted to deliberately slaughter a product so that its desirability as an article of merchandise is ruined, but legislation to stop him would be loaded with dynamite and therefore will never pass. Elton G. Buckley.

#### The Physician in Court.

R. B. Newcomb, a Cleveland attorney, sums up what the attitude of the physician should be in court procedures as follows:

First: No doctor should enter the courtroom as a professional witness unless he leaves behind all prejudice and bias and takes the stand with a judicial mind to render evenhanded justice to both sides, in exactly the same way he would do if the trial judge had called him to court to testify.

Second: The doctor in court should avoid technical medical terms as far as possible, and, when using them,

should explain to the jury in simple language what they mean. Otherwise, the value of his testimony is almost wholly lost.

Third: No doctor should be called to court to give his time from his practice without the assurance from the lawyer calling him that he will be paid for the time that he gives from his practice, that amount which he would have received had he remained at his office or in his own professional work.

Fourth: The doctor in court is able to contribute very substantially to the administration of justice; and when his demeanor is fair and just, he need have no fear whatever that the lawyer who cross-examines will undertake to trap him or humiliate him in any way. It would injure the lawyer's case to the jury far more than it could possibly help him.

Fifth: If more doctors would be more willing to attend court and give testimony, the expert medical service would not fall into so few hands as at present.

And last, but not least. The doctor should always keep in mind that his appearance on the stand makes him the representative of a high and noble calling and it befits him to maintain that standard throughout his testimony.

If these few simple suggestions are followed, the prevailing distaste for court service on the part of medical men, will largely disappear.

#### The Uses of Boric Acid.

Boric acid and sodium tetraborate, the chemical name of ordinary borax, are the most important derivatives of the element boron. The largest use for borax is in making enamel coatings for wire and steel ware. It also finds large application in the glass industry, in the laundry, and the kitchen. It is a convenient water softener and is sometimes found in starches designed to give a high gloss. It is used as a coating for book paper and playing cards, and, as a solvent for shellac, finds extensive application in the hat trade. In tanning, both borax and boric acid are used for cleaning hides and dressing the leather. In the textile industry borax assists in dyeing, and in some parts of the world boric acid is still employed in the preservation of foods. It is permitted in the salting of fish because such foods are soaked in water before cooking and most of the boric acid removed. Being an antiseptic, boric acid is employed for external washes and it finds a place in cosmetics. It is used as a larvacide where it is recommended for the destruction of fly larvae in manures, for it destroys the larva without affecting the bacteria which increase the fertilizer value of the manure. Finally, borax is a well-known flux used in metal working.

The merchant who succeeds while being tightfisted makes so small a success of it as to be insignificant.

#### Will Taxes Be Reduced?

Often it has been said that there is nothing certain but death and taxes. The only question to-day is, will taxes be reduced? All of us are interested. Even he who possesses nothing is a taxpayer. No tax bill is rendered him, but he pays taxes just the same. Indirectly he is taxed on everything he requires to live, from the shoes on his feet to the hat on his head. He is taxed even on the shelter over his head. The party in power would like to reduce taxes at the session of Congress which convenes in December. It would like to go before the voters in the Presidential campaign next year with a better record for tax reduction. It claims a very good record in the form of heavy reductions in public expenditures. The chairman of the Ways and Means Committee and the chairman of the Appropriations Committee of the National House of Representatives are not agreed as to the possibility of tax reduction. The former frankly announced that it will be impossible if Congress passes and the President signs the soldier bonus bill. Chairman Madden, of the Appropriations Committee, thinks it will be possible in any event. The Ways and Means Committee and not the Appropriation Committee will decide. The Secretary of the Treasury has experts working and his recommendation to the coming Congress will undoubtedly favor tax reduction, especially in the surtaxes. Secretary Mellon, however, has already told Congress that there cannot be tax reduction if Congress passes the soldier bonus bill and necessitates additional expenditure from the public treasury. Senator Smoot, chairman of the Finance Committee of the upper branch of Congress, which controls tax legislation in that body, thinks that the necessary revenue for a soldier bonus bill might easily be obtained from a tax on extravagance, as he expresses it. By this the Senator means a tax on sales of commodities above certain prices. This, of course, would be a sales tax, but differs from the original Smoot sales tax submitted to Congress, which was rejected. The drug trade is not in agreement as to the wisdom of a sales tax. Some of the manufacturers feel about it like manufacturers generally—they look

with favor on substitution of a general sales tax for many of the existing taxes. Retailers, however, are vigorously opposed to a sales tax in any form. They fear that it will be passed on from the manufacturer to the wholesaler and in turn by the wholesaler to the retailer, who will have to absorb it or pass it on to the consuming public. The retailer insists that he cannot do this without increasing the protest of the public against "profiteering" by retailers. —National Druggist.

#### Vanillin in the Potato Plant.

It may be taken as a well-known fact that vanillin is widely spread in nature; it has been found of late even in arable soil. The potato is one of the plants in which it occurs, the layers next to the peel sometimes tasting distinctly of vanillin. But also the flowers of the potato plant, although they generally do not smell at all of vanillin and only occasionally quite faintly, may contain quite appreciable quantities of this body, according to E. O. v. Lippmann. He noticed for instance that the beautifully blue flowers (but not the white ones) of potato plants grown near Kissingen exhaled a surprisingly strong vanilla perfume, which was purest and strongest in the early morning but disappeared completely after isolation for some time. The picked flowers likewise lost their smell very soon. It was possible to prepare, with the aid of ether, an extract smelling of vanilla, from which vanillin was isolated by means of its bisulphite compound.

#### Yeast as a Laxative.

As a result of a careful and detailed investigation of the action of yeast on normal men, it has been found that it has a distinctly laxative effect. In addition, putrefaction is diminished by the injection of yeast. Examination of the urine showed a prolonged increased excretion of uric acid. Boiled yeast does not produce so much laxative effect as fresh yeast. A number of French clinicians have attributed valuable therapeutic properties to brewer's yeast in intestinal disorders. According to some it is a useful laxative, while others recommend it as an important remedial agent in enteritis.

**Putnam's**

MENTHOL HOREHOUND

**COUGH DROPS**

Packed in an Attractive Display Case



**PUTNAM FACTORY**  
 GRAND RAPIDS, MICH.



# 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		DECLINED	
Syrup	-----		
Starch	-----		
Nucoa Margarine	-----		

**AMMONIA**

Arctic, 16 oz.	2 00
Arctic, 32 oz.	3 25
I X L, 3 doz., 12 oz.	3 75

**AXLE GREASE**

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



**BAKING POWDERS**

Arctic, 7 oz. tumbler	1 35
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.	21 20
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 Brfst Biscuit	1 90
Ralston Purina	4 00
Ralston Branzen	2 70
Ralston Food, large	3 60
Saxon Wheat Food	3 75

**SHRED. WHEAT BISCUIT**

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 90
Post Toasties, 24s	2 85
Post's Bran	2 70

**BROOMS**

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

**Rich & France Brands**

Special	6 75
No. 24. Good Value	7 50
No. 25. Special	8 00
No. 25. Velvet, plain	8 75
No. 25. Velvet, pol.	9 00
No. 27. Quality	10 00
No. 22 Miss Dandy	10 00
No. B-2 B. O. E.	9 00
Warehouse, 36 lb.	9 75
B.O.E. Whouse, 32 lb.	9 00

**BRUSHES**

Solid Back, 3 in.	1 50
Solid Back, 1 in.	1 75
Pointed Ends	1 25

**Stove**

No. 1	1 10
No. 2	1 85

**Shoe**

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

**BUTTER COLOR**

Dandelion,	2 85
Nedrow, 3 oz., doz.	2 50

**CANDLES**

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

**CANNED FRUIT.**

Apples, 3 lb. Standard	1 75
Apples, No. 10	4 60
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 Mich	2 25
Peaches, 2 1/2 Cal.	3 00
Peaches, 10, Mich	5 50
Pineapple, 1, slied	1 80
Pineapple, 2 sl.	3 10
P'apple, 2, br sl.	2 75
P'apple, 2 1/2, sl.	3 80
P'apple, 2, cru.	2 40
Pineapple, 10 cru.	14 00
Pears, No. 2	3 25
Pears, No. 2 1/2	1 25
Plums, No. 2 1/2	2 50
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

**CATSUP.**

B-nut, Small	1 80
Lilly Valley, 14 oz.	2 25
Libby, 14 oz.	2 85
Libby, 8 oz.	1 60
Lilly Valley, 1/2 Pint	1 60
Paramount, 24, 8s	1 45
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

**CANNED FISH.**

Clam Ch'der, 10 1/2 oz.	1 35
Clam Ch., No. 3	3 00
Clams, Steamed, No. 1	1 75
Clams, Minc'd, No. 1	2 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. 1/4, Star	2 90
Shrimp, No. 1, wet	2 00
Sard's, 1/4 Oil, key	6 00
Sardines, 1/4 Oil, K'less	5 50
Sardines, 1/4 Smoked	7 00
Salmon, Warrens, 1/2s	3 00
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., 1/2	1 75
Tuna, 1/2, Albocore	95
Tuna, 1/4s, Curtis, doz.	2 20
Tuna, 1/2s, Curtis, doz.	3 50
Tuna, 1s, Curtis, doz.	7 00

**CHEESE**

Roqufort	65
Kraft Small tins	1 70
Kraft American	1 70
Chili, small tins	1 70
Pimento, small tins	1 70
Roquefort, small tins	2 50
Camembert, 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	65
Beechnut	70
Doublemint	65
Juicy Fruit	65
Peppermint, Wrigleys	65
Spearmint, Wrigleys	65
Wrigley's P-K	65
Zeno	65
Teaberry	65

**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. 1/2, Qua. Sli.	1 90
Beef, No. 1, Qua. sli.	3 10
Beef, No. 1, B'nut, sli.	5 10
Beefsteak & Onions, s	2 75
Chili Con Ca., 1s	1 35
Deviled Ham, 1/4s	2 20
Deviled Ham, 1/2s	3 60
Hamburg Steak & Onions, No. 1	3 15
Potted Beef, 4 oz.	1 40
Potted Meat, 1/4 Libby	50
Potted Meat, 1/2 Libby	90
Potted Meat, 1/2 Rose	80
Potted Ham, Gen. 1/4	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 ozz.	95
Fremont, No. 2	1 25
Snider, No. 1	95
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. Bean, cut	2 1 45
W. Beans, 10,	7 00
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 20
Beets, No. 2, wh	1 50
Beets, No. 2, cut	1 15
Beets, No. 3, cut	1 35
Corn, No. 2, st.	1 00
Corn, No. 2, Ex-Stan.	1 58
Corn, No. 2, Fan	1 60
Corn, No. 2, Fy. glass	2 25
Corn, No. 10	7 25
Hominy, No. 3	1 15
Okra, No. 2, whole	2 00
Okra, No. 2, cut	1 90
Dehydrated Veg Soup	95
Dehydrated Potatoes, lb	30
Mushrooms, Hotels	38
Mushrooms, Choice	45
Mushrooms, Sur Extra	45
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	2 10
Pumpkin, No. 3	1 45
Pumpkin, No. 10	4 00
Pimentos, 1/4, each	15 18
Pimentos, 1/2, each	27
Swt Potatoes, No. 2 1/2	1 85
Sauerkraut, No. 3	1 35
Succotash, No. 2	1 60
Succotash, No. 2, glass	1 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

**COCOA.**

Baker's 1/2s	40
Baker's 1/4s	36
Bunte, 1/2 lb.	43
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, 5 lb. cans	31
Van Houten, 1/2s	75
Van Houten, 1/4s	75

**COCOA.**

1/2s, 5 lb. case Dunham	50
1/4s, 5 lb. case	43
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

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**COCOA.**

Baker's 1/2s	40
Baker's 1/4s	36
Bunte, 1/2 lb.	43
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
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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
Amber Tea (bulk)	47
McLaughlin's Kept-Fresh Vacuum packed. Always fresh. Complete line of high-grade bulk coffees.	
W. F. McLaughlin & Co., Chicago	

**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
Carolene, Tall, 4 doz.	4 00
Carolene, Baby	3 50

**EVAPORATED MILK**

Quaker, Tall	4 90
Quaker, Baby	4 80
Blue Grass, Tall, 48	5 09
Blue Grass, Baby, 72	3 75
Carnation, Tall, 4 doz.	5 25
Carnation, Baby, 8 doz.	5 15
Every Day, Tall	5 25
Danish Pride, tall	5 25
Danish Pride, 8 doz.	5 15
Every Day, Baby	4 10
Goshen, Tall	5 00
Goshen, Gallon	4 90
Oatman's Dun., 4 doz.	5 25
Oatman's Dun., 8 doz.	5 15
Pet, Tall	5 25
Pet, Baby, 8 oz.	5 15
Borden's, Tall	5 25
Borden's, Baby	5 15
Van Camp, Tall	5 25
Van Camp, Baby	3 95

**COUPON BOOKS**

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

**CIGARS**

Lewellyn & Co. Brands Garcia Master	
Cafe, 100s	37 50
Swift	
Supreme, 50s	110 00
Bostonian, 50s	95 00
Perfecto, 50s	95 00
Blunts, 50s	75 00
Cabine, 50s	75 00
Tilford Cigars	
Clubhouse, 50s	110 00
Perfecto, 50s	95 00
Tuxedo, 50s	75 00
Tilcrest, 50s	35 00

**Worden Grocer Co. Brands**

Henry George	37 50
Harvester Kiddies	37 50
Harvester Record	
Breaker	75 00
Harvester Perfecto	95 00
Webster Savoy	75 00
Webster Plaza	95 00
Webster Belmont	110 00
Webster St. Reges	125 00
Starlight	

**FRUIT JARS**

Mason, ptt.s., per gross 7 95  
 Mason, qts., per gross 9 20  
 Mason, 1/2 gal., gross 12 20  
 Ideal Glass Top, ptt.s. 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 Acid'd, doz. 2 25  
 Minute, 3 doz. 4 06  
 Plymouth, White 1 55  
 Quaker, 3 doz. 2 70

**HORSE RADISH**

Per doz., 6 oz. 1 10

**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

**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 80  
 16 1/2 oz. Jar, Pl. doz. 4 50  
 8 oz. Jar, Stuffed, 1 90  
 9 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  
 5 lb. tins 18

**PETROLEUM PRODUCTS**

Iron Barrels  
 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

**OLEOMARGARINE**

**Kent Storage Brands.**

Good Luck, 1 lb. 24 1/2  
 Good Luck, 2 lb. 24  
 Good Luck, solid 23  
 Gilt Edge, 1 lb. 24 1/2  
 Gilt Edge, 2 lb. 24  
 Delicia, 1 lb. 20  
 Delicia, 2 lb. 19 1/2

**Swift Brands.**

Nut, old style 19  
 Nut, new style 23  
 Special Country roll 26

**Van Westenbrugge Brands**  
 Carload Distributor



**MATCHES.**

Diamond, 144 box 8 00  
 Blue Ribbon, 144 box 7 55  
 searchlight, 144 box 8 00  
 Red Stick, 720 ic bxs 5 80  
 Red Diamond, 144 bx 6 00

**Safety Matches.**

Quaker, 5 gro case 4 75

**MINCE MEAT.**

None Such 3 doz. 4 85  
 Quaker, 3 doz. case 3 50  
 Libby's, Wet, lb. 24

**MOLASSES.**



**Gold Brer Rabbit**

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 50  
 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

**Polarine**

**Iron Barrels.**

Medium Light 57.2  
 Medium heavy 59.2  
 Heavy 62.2  
 Extra heavy 67.2  
 Transmission Oil 57.2  
 Finol, 4 oz. cans, doz. 1.40  
 Finol, 8 oz. cans, doz. 1.90  
 Parowax, 100, 1 lb. 6.7  
 Parowax, 40, 1 lb. 6.9  
 Parowax, 20, 1 lb. 7.1



Semsdac, 12 pt. cans 2 70  
 Semsdac, 12 qt. cans 4 00

**PICKLES**

Medium Sour  
 Barrel, 1,200 count 16 00  
 Half bbls., 600 count 9 00  
 10 gallon kegs 6 75

**Sweet Small**

30 gallon, 3000 37.50  
 5 gallon, 500 7 50  
 10 gallon, 1000 14 50

**Dill Pickles.**

600 Size, 15 gal. 9 00

**PIPES**

Cob, 3 doz. in bx. 1 00 @ 1 20

**PLAYING CARDS**

Broadway, per doz. 2 40  
 Blue Ribbon 4 00  
 Bicycle 4 25

**POTASH**

Babbitt's 2 doz. 2 75

**FRESH MEATS**

**Beef.**

Top Steers & Heif. 18 @ 19  
 Good Steers & Heif. 16 @ 17  
 Med. Steers & Heif. 12 @ 13  
 Com. Steers & Heif. 10 @ 12

**Cows.**

Top 12  
 Good 11  
 Medium 9  
 Common 8

**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 80  
 Walnuts, California 28

**Veal.**

Top 15  
 Good 13  
 Medium 11

**Lamb.**

Good 28  
 Medium 26  
 Poor 20

**Mutton.**

Good 15  
 Medium 13  
 Poor 9

**Pork.**

Heavy hogs 08  
 Medium hogs 11  
 Light hogs 11  
 Loins 22  
 Butts 15  
 Shoulders 12 1/2  
 Hams 13  
 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

**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 1/2  
 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  
 Picnic Boiled Hams 30 @ 32  
 Boiled Hams 34 @ 37  
 Minc'd Hams 14 @ 15  
 Bacon 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**

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

**Tripe**

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

**Casings**

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

**RICE**

Fancy Head 08  
 Blue 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  
 Silver Flake, 18 Reg. 1 40  
 Sacks, 90 lb. Jute 2 75  
 Sacks, 90 lb. Cotton 3 00

**SALERATUS**

Arm and Hammer 3 75

**SAL SODA**

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

**COD FISH**

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

**SHOE BLACKENING.**

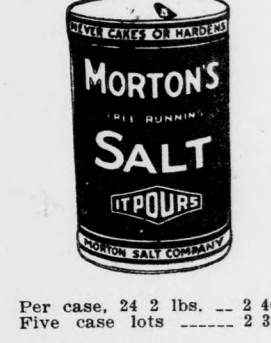
2 in 1, Paste, doz. 1 35  
 E. Z. Combination, dz. 1 35  
 Dri-Foot, doz. 2 00  
 Bixbys, Doz. 1 35  
 Shinola, doz. 90

**STOVE POLISH.**

Blackine, 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 80

**SALT**

Colonial 24, 2 lb. 90  
 Med. No. 1, Bbls. 2 30  
 Med. No. 1, 100 lb. bg. 95  
 Farmer Spec., 70 lb. 95  
 Packers Meat, 56 lb. 63  
 Packers for ice cream 100 lb. each 95  
 Blocks, 50 lb. 47  
 Butter Salt, 230 lb. bbl. 4 50  
 Baker Salt, 230 lb. bbl. 4 25  
 100, 7 lb. Table 6 07  
 60, 5 lb. Table 5 57  
 30, 10 lb. Table 5 30  
 28 lb. bags, Table 40



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

**SOAP**

Am. Family, 100 box 6 00  
 Export, 120 box 5 00  
 Flake White, 100 box 4 55  
 Fels Naphtha, 700 box 5 50  
 Grdma White Na. 100s 5 00

**Rub No More White**

Naphtha, 100 box 5 00  
 Swift Classic, 100 box 4 35  
 20 Mule Borax, 100 bx 7 55  
 Wool, 100 box 6 50  
 Fairy, 100 box 5 50  
 Jap Rose, 100 box 7 85  
 Palm Olive, 144 box 11 00  
 Lava, 100 box 4 90  
 Pummo, 100 box 4 85  
 Sweetheart, 100 box 5 70  
 Grandpa Tar, 50 sm. 2 00  
 Grandpa Tar, 50 Lge 3 35  
 Fairbank Tar, 100 bx 4 00  
 Trilby, 100, 12c 8 00  
 Williams Barber Bar. 9s 50  
 Williams Mug, per doz. 48

**Proctor & Gamble,**  
 5 box lots, assorted

Chipso, 80, 12s 6 40  
 Chipso, 30, 32s 6 00  
 Ivory, 100, 6 oz. 6 50  
 Ivory, 100, 10 oz. 10 85  
 Ivory, 50, 10 oz. 5 50  
 Ivory Soap Flks., 100s 8 00  
 Ivory Soap Flks., 50s 4 10  
 Lenox, 100 cakes 3 65  
 Luna, 100 cakes 3 75  
 P. & G. White Naphtha 4 50  
 Star, 100 No. 13 cakes 5 50  
 Star Nap. Pow. 60-16s 3 65  
 Star Nap. Pw., 100-12s 3 85  
 Star Nap. Pw., 24-60s 4 85

**CLEANSERS.**

**KITCHEN KLENZER**

HURTS ONLY DIRTY TRY IT

80 can cases, \$4.80 per case

**WASHING POWDERS.**

Bon Ami Pd, 3 dz. bx 3 75  
 Bon Ami Cake, 3 dz. 3 25  
 Climaline, 100, 5c 4 20  
 Grandma, 4 doz. 4 00  
 Grandma, 24 Large 4 00  
 Gold Dust, 100s 4 00  
 Golden Rod, 24 4 25  
 Jinx, 3 doz. 4 50  
 La. France Laun, 4 dz. 3 60  
 Luster Box, 54 3 75

**MIRACLE WASHING CREAM**

HARMLESS AS WATER MAKES CLOTHES LAST LONGER

Miracle C., 12 oz., 1 dz 2 25

Old Dutch Clean, 4 dz 4 00  
 Queen Ann, 60 oz. 2 40  
 Rinso, 100 oz. 6 40  
 Rub No More, 100, 10 85

**TEA.**

Medium Japan. 30 @ 35  
 Choice 41 @ 58  
 Fancy 62 @ 70  
 No. 1 Nibbs 62  
 1 lb. pkg. Siftings 16 @ 17

**Gunpowder**

Choice 28  
 Fancy 33 @ 40

**Ceylon**

Pekoe, medium 52

**English Breakfast**

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

**Oolong**

Medium 36  
 Choice 45  
 Fancy 50

**SPICES.**

**Whole Spices.**

Allspice, Jamaica @ 11  
 Cloves, Zanzibar @ 42  
 Cassia, Canton @ 25  
 Cassia, 5c pkg., doz. @ 40  
 Ginger, African @ 15  
 Ginger, Cochin @ 20  
 Mace, Penang @ 75  
 Mixed, No. 1 @ 22  
 Mixed, 5c pkgs., doz. @ 45  
 Nutmegs, 70-80 @ 38  
 Nutmegs, 105-110 @ 33  
 Pepper, Black @ 17

**Pure Ground in Bulk**

Allspice, Jamaica @ 15  
 Cloves, Zanzibar @ 50  
 Cassia, Canton @ 25  
 Ginger, African @ 30  
 Mustard @ 32  
 Mace, Penang @ 80  
 Nutmegs @ 34  
 Pepper, Black @ 17 @ 22  
 Pepper, White @ 28 1/2  
 Pepper, Cayenne @ 33  
 Paprika, Spanish @ 42

**Seasoning**

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

**STARCH**

**Corn**

Kingsford, 40 lbs. 11 1/4  
 Powdered, bags 04  
 Argo, 48, 1 lb. pkgs. 3 75  
 Cream, 48-1 4 80  
 Quaker, 40-1 7

**Gloss**

Argo, 48, 1 lb. pkgs. 3 75  
 Argo, 12 3 lb. pkgs. 2 74  
 Argo, 8 5 lb. pkgs. 3 10  
 Silver Gloss, 48 ls 11 1/4  
 Elastic, 64 pkgs. 5 35  
 Tiger, 48-1 3 50  
 Tiger, 50 lbs. 05 3/4

**CORN SYRUP.**

Penick Golden Syrup

6, 10 lb. cans 2 90  
 12, 5 lb. cans 3 10  
 24, 2 1/2 lb. cans 3 20  
 24, 1 1/2 lb. cans 2 20

**Crystal White Syrup**

6, 10 lb. cans 3 40  
 12, 5 lb. cans 3 60  
 24, 2 1/2 lb. cans 3 75  
 24, 1 1/2 lb. cans 2 55

**Penick Maple-Like Syrup**

6, 10 lb. cans 4 15  
 12, 5 lb. cans 4 35  
 24, 2 1/2 lb. cans 4 50  
 24, 1 1/2 lb. cans 3 05

**Corn**

Blue Karo, No. 1 1/2, 2 doz. 2 25  
 Blue Karo, No. 5, 1 dz. 3 15  
 Blue Karo, No. 10, 1/2 doz. 2 95  
 Red Karo, No. 1 1/2, 2 doz. 2 60  
 Red Karo, No. 5, 1 dz. 3 65  
 Red Karo, No. 10, 1/2 doz. 3 45

**Imt. Maple Flavor.**

Orange, No. 1 1/2, 2 doz. 3 05  
 Orange, No. 5, 1 doz. 4 35

**Maple.**

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

**Maple and Cane**

Kauack, per gal. 1 65  
 Sugar Bird, 2 1/2 lb., 2 doz. 9 00  
 Sugar Bird, 8 oz., 4 doz. 12 00

**Maple.**

Michigan, per gal. 2 50  
 Welch's, per gal. 2 60



**EGG TRAYS**

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

**Mop Sticks**

Trojan spring 2 00  
 Eclipse patent spring 2 00  
 No. 2, pat. brush hold 2 00  
 Ideal, No. 7 1 65  
 12 oz. Cot. Mop Heads 2 55  
 16 oz. Ct. Mop Heads 3 00

**Pails**

10 qt. Galvanized 2 40  
 12 qt. Galvanized 2 75  
 14 qt. Galvanized 3 00  
 12 qt. Flaring Gal. Ir. 5 50  
 10 qt. Tin Dairy 4 50  
 12 qt. Tin Dairy 5 00

**Traps**

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

**Tubs**

Large Galvanized 8 50  
 Medium Galvanized 7 50  
 Small Galvanized 6 75

**Washboards**

Banner, Globe 6 00  
 Brass, single 6 50  
 Glass, Single 7 00  
 Double Peerless 9 50  
 Single Peerless 7 50  
 Northern Queen 6 00  
 Universal 8 00

**Window Cleaners**

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

**Wood Bowls**

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

**WRAPPING PAPER**

Fibre, Manila, white 05 3/4  
 No. 1 Fibre 07 1/4  
 Butchers Manila 06 1/4  
 Kraft 09

**YEAST CAKE**

Magic, 3 doz. 2 70  
 Sunlight, 3 doz. 2 70  
 Sunlight, 1 1/2 doz. 1 35  
 Yeast Foam, 3 doz. 2 70  
 Yeast Foam, 1 1/2 doz. 1 35

**YEAST-COMPRESSED**

Fleischmann, per doz. 30



### Extracts From an Old Recipe Book.

Poking under the eaves of an old garret last summer, one day when the rain was drumming on the roof, and with an electric flashlight to disclose corners that old-time folks never would have seen in the days of candles and oil lamps, I came upon an old recipe book. Judging by the dust upon it it must have lain there untouched for fifty years. Perhaps twice that long. It was in manuscript; the pages were yellow with age, the handwriting of that fine and dainty kind that long since has gone out of fashion. The first thing I noticed was a date. Almost 125 years ago—

"Christmas Pudding 1800."

On the margin beside it was noted the source and satisfaction: "Delicious—given me by Grandmother Lucina Jane Van Hoesen." And this is the recipe:

Chop one-half pound of suet fine. Stone and chop one pound of raisins.

Wash, pick clean from grit, and dry one pound of currants.

Soak one-half of a six-penny loaf of bread in one pint of milk. When it has taken up all the milk add to it the raisins, the currants, the suet, and two eggs, beaten, a tablespoonful of sugar, one wineglassful of brandy, one nutmeg grated, and any other spice desired. Boil four hours.

Grandmother Van Hoesen probably never dreamed of the possibility of a day when her "I wineglass of brandy" would be both immoral and criminal!

If we are to make this Christmas pudding this year we shall have to use cider or grape juice. It will not be the same, but the pudding will be good. The six-penny loaf probably was not very different in size from our ordinary loaf. The pudding no doubt was tied up in a pudding-bag and boiled in an ordinary kettle; now we shall put it in a tin mold and boil that in a kettle.

"Aleany Breakfast Cakes—1815. Aunt Sally's.

Ten eggs.  
Three pints of milk.  
One-quarter pound of butter.  
Two teaspoonfuls of salt.  
One-half teaspoonful of saleratus.  
Indian meal to make a thick batter.  
Pour in tins holding about a pint each and bake in a quick oven for half an hour.

Ten eggs: Aunt Sally must have had quite a family—maybe one of those old-fashioned ones, with a dozen children, to eat up such a huge amount of Johnny cake or corn bread, as we should call it now. I have copied it exactly as it is in the old book, and it says ten eggs and three pints of milk. She must have mixed it in a dishpan! Albany is a friendly city—perhaps they shared their food with Troy.

Another One—"Whig Cakes—1812: Uncle Hiram's Wife."

1½ pounds of fine flour.  
½ pint of warm milk.  
1 gill of brewer's yeast.

Work this into a dough. Set in a warm place to rise for an hour or two. Then add 1 pound of sugar rolled fine.

½ pound of butter and ½ grated nutmeg. Work these well into the risen dough. Roll thin. Cut in small cakes and bake in quick oven.

You can make this now, but I don't know where you will get the "brewer's yeast." The modern yeast cake will do, however, very well.

These recipes are all interesting because they show how much more simply we do things now. Our grocers have in packages things that used to cost much labor to prepare.

"Uncle Erastus's Daughter Jane" is credited with the "Democratic Tea Cakes" of about the same period, of this construction:

Take three quarts of fine flour.  
Half tea cup of yeast.  
Half pound of butter dissolved in warm milk.

Yolks of three eggs, well beaten.  
One teaspoonful of salt, one nutmeg grated.

Use enough warm milk to make a good dough. Lay in buttered basin in a warm place to rise. Roll, cut thin and bake in quick oven.

Nothing is said as to whether the Whig Cakes and the Democratic Cakes should be served on the same occasion. Uncle Hiram's wife was more liberal with her pound of sugar and the extra butter; but whether this had political significance, who knows?

"Dolly Madison's Whim" bears the date of 1817, but it does not appear whether that was the date of the whim or of the acquisition of the recipe, which, it seems, was "given me by herself." It has a luscious look; I have not tried it:

Two pounds of flour.  
Two pounds of sugar.  
Two pounds of butter beaten to a cream.

Twelve eggs—yolks beaten with the sugar, whites to a froth.  
Two wineglassfuls of rosewater or brandy in which lemon rinds have been steeped.

Two nutmegs grated.  
One teaspoonful of saleratus dissolved in hot water, or volatile salts in place of saleratus (it makes a lighter cake).

Beat well, add two pounds of raisins. Bake in quick oven.  
This cake is good for three months' keeping.

"Dolly's Whim" has something of a body, and does not pass quickly! With all those eggs it ought to stand up until the family is tired of it.

One more from the funny old book; there are many others. "Rich Bride's Cake—My Own, 1812." It does not say which was rich; the cake, I guess, with a pound of but-

ter and six eggs to every pound of flour!

Four pounds of flour.  
Four pounds of sweet, fresh butter.

Two pounds of white sugar.  
Mace and nutmeg, one-half ounce ground fine.

Four pounds of currants.  
Four pounds of raisins.  
Two pounds of citron, cut in pieces.

One pound of almonds, cut in pieces.

Add spices lastly and one-half pint of brandy and the whites of eggs. Bake in pans lined with paper, the mixture 2 inches deep. Bake three or four hours in moderate oven.

Yes, I will say it is a rich cake, and perhaps the bride was rich, too; for under later dates I find recipes marked Savoy, Portugal, Milan, Rome, Venice. And "French Cakes." And there is one of "Rout cakes" I wonder what she wore and with whom she danced at the Rout.

Prudence Bradish.

(Copyrighted, 1923).

### Sport Skirts in Demand.

Sports skirts of rough weave are receiving by far the greater amount of buyers' attention at the moment. The silks, according to one of the most prominent wholesalers, are not being accorded the favor that was anticipated earlier. The demand, is largely concentrated on those of camel's hair cloths in either plain or novelty weaves, the wrap-around style or variations of it being most desired. The velour or homesun skirts are also sought by buyers. Colors such as the wood stones that match or contrast harmonizingly with the favored blouses are liked most. The vogue of the jacquette has helped the skirt demand considerably. In about four weeks the models for the resort season will be ready for the trade.

### Style of Children's Dresses.

More activity in the demand for children's dresses is shown with the coming of cooler weather. A leading type, according to one of the largest manufacturers, is the combination dress of French crepe and twill-back velvet, the brown, cocoa and tan shades being in favor with buyers. The better grades of merchandise generally, said this wholesaler, recently, have been in demand. The serges and the jersey dresses have been in strong request, but for later season wear these are not stressed. Lines of holiday dresses are being prepared and will be shown to the trade shortly. Preparations for Spring are proceeding and men will be out for the initial road trip about the first of next month.

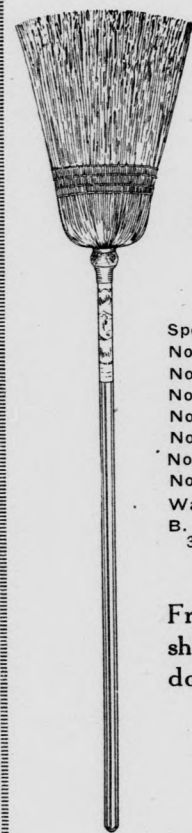
### Blouse Demand is Good.

A good demand for Fall blouses is reported by wholesalers, and the volume of business taken generally is said to be much ahead of last year. The overblouse is one of the leading types in demand, selling better with most manufacturers than the jacquettes. The velvets and the duvetyns are most favored in the higher priced costume styles. The call for tailored tuck-ins has been showing notable gains and some wholesalers are sold well ahead in these. Blouses of this kind generally have Bramely collars and are fashioned of broadcloth, crepe de chine, radiums and dimities. Work is progressing on the selection of basic Spring styles for both blouses and skirts, and announcement of these by the joint committee of the United Waist League and the new United Skirt League is expected shortly.

### Contradictions in Terms.

Ideal husbands.

## R. & F. Brooms



THE  
DANDY  
LINE

Also  
B. O. E. LINE

### Prices

Special	-----	\$6.75
No. 24 Good Value	-----	7.50
No. 25, Special	-----	8.00
No. 25, Velvet pl.	-----	8.75
No. 25 Velvet pol	-----	9.00
No. 27, Quality	-----	10.00
No. 22 Miss Dandy	-----	10.00
No. B-2 B. O. E.	-----	9.00
Warehouse, 36 lb.	-----	9.75
B. O. E. W'house,	-----	9.00
32 lb.	-----	

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.



**Counter Prevents Running Over.**

The stiffening in the back or heel of the shoe, called a counter, supports the heel and prevents the shoe from running over. In order to prevent the outline of the counter from showing through the outer covering, its edge is beveled along the top, making what is called a scarf, usually wide, thus allowing it to conform to the shape of the shoe. But this flexibility is graded away until along the lower part great rigidity is developed. A certain rigidity must also be retained in that part of the counter along the heel seam of the shoe. In short, a good counter conforms to the last, and its strength around the entire heel seat should be uniform.

Once counters were almost invariably made of leather, but during recent years the increased value of leather encouraged the now wider use of other materials such as principally hemp fiber and also leather board which is made from scraps of leather pasted and pressed together, as well as even indurated fiber which is paper pulp treated with acid and then shaped. Besides being cheaper and more uniform in quality than leather, the fiber counter made from hemp is not affected by moisture from the foot or in the atmosphere.

Hemp fibers, the longest and strongest vegetable fibers, are derived mainly from Russia, with the Philippines and the United States giving their bit. After a process of rotting required to free the fibers from the gum substances, they are prepared in sheet form and passed under tremendous pressure through machines from which they then issue in the desired shape to be finished.

**Am They a Hell?**

The newly appointed pastor of a Negro church faced a packed audience when he arose to deliver his sermon on this burning question: "Is There a Hell?"

"Bredern," he said, "de Lord made the world round like a ball."

"Amen!" agreed the congregation.

"And de Lord made two axles for de world to go round on and He put one axle at the north pole and one axle at the souf pole."

"Amen!" cried the congregation.

"And the Lord put a lot of oil and grease in de center of de world so as to keep the axles well greased and oiled."

"Amen!" said the congregation.

"And then a lot of sinners dig wells in Pennsylvania and steal de Lord's oil and grease. And they dig wells in Kentucky, Louisiana, Oklahoma and Texas, and in Mexico and Russia, and steal the Lord's oil and grease.

"And some day dey will have all of de Lord's oil and grease, and dem axles is gonna git hot. And den, dat will be hell, bredern, dat will be hell!"

**Real Wages Higher.**

The decline in employment in August, as compared with July, reported by the Bureau of Labor Statistics, amounted to only 0.2 per cent., while wages increased 0.7 per cent. The cost of living during the month, as reported by the National Conference

Industrial Board, declined 0.2 per cent. All this points to a gain in the wage-earner's real income during a month when business is normally dull. Figures from the Bureau of Labor Statistics covering 2,593 different establishments show that there were 15.2 per cent. more persons employed last month than in August, 1922, and that there was an increase of 27.8 per cent. in total wages paid, and of 11 per cent. in average weekly earnings. The index of living costs during this period shows a rise of only 4.5 per cent. This points to a satisfactory volume of retail trade during the autumn.

**Enquire Into Wrong Size Evil.**

About 6,500 questionnaires dealing with the question of shipment of wrong garment sizes to retailers have been sent out to members by the National Garment Retailers' Association, Secretary John W. Hahn announced a day or two ago. The effort is made to discover if this evil is of a widespread nature, and when the questionnaires are returned, they will be studied and the results laid before a joint committee of manufacturers and retailers with the view of correcting the abuse. The complaints, according to Mr. Hahn, seem to be confined entirely to orders for the popular priced merchandise. The retailers are asked whether this is because merchandise is generally bought in larger quantities, with the result that wrong sizes are harder to dispose of than when they occur in the higher priced garments. The retailers are also asked, among other things, in what lines the most difficulties, if any, are experienced and what is the direct cause for substitutions.

**Russian Linen.**

The world has felt the withdrawal of Russia from the linen market. In the state controlled industries of Russia the factories of the linen industry are working under a practically full load. The crop of flax fiber, the withdrawal of which influenced the European and American market, is estimated at 8,000,000 poods (one pood equals 36 pounds), of which not less than 4,500,000 poods would be placed on the market, the total demand of the industry being at 3,000,000 poods.

Unless you have a lot of goods you want to get rid of, don't boost special sales that mean business but no profits.

**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 50 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—Lunch and pool room. Stock and fixtures, with lease of building. Doing good business. Cheap. Address No. 358, c-o Michigan Tradesman. 358

Blackboard Signs—All sizes. Describe your kind. I & M Sign Mfg. Co., Leroy, Minnesota. 359

For Sale—Detroit Standard computing scale. Like new. \$100. Address No. 360, c-o Michigan Tradesman. 360

For Sale—Half interest in auto and horse livery in heart of fishing and lumbering region. Established over twenty years. County seat. Also modern house and lot. Address Box 381, Gaylord, Mich. 361

Position Wanted—By young man with many years' experience in general store. Can manage grocery department, and has had several years' experience in furniture, shoes, and men's furnishings. Speaks Norwegian. References furnished. Harold K. Sorvik, Cooperstown, North Dakota. 362

For Sale—Grocery stock and fixtures. About \$1,500. Will rent building. Living rooms above. F. J. Tucker, 817 Wright Ave., Alma, Mich. 363

Best outside location in Lansing for small drug store and ice cream parlor. 517 W. Ionia St. 1 1/2 blocks from Catholic school and church, three blocks from capitol. Building 18x25 ft., brick, large plate glass front. Paved street. For further information write O. H. Bailey, 519 W. Ionia St. 364

For Sale—Eighty acres good land and buildings. Good market. Reason, poor health. J. E. Guenther, Newaygo, Mich. 365

For Sale Or Trade—Stevens cooler. 10 feet x 21 feet. Will trade for smaller. Ford Davis, Coldwater, Mich. 366

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 seventeen 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

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

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

**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

**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**

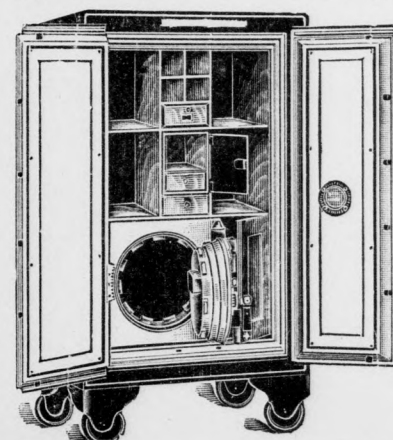
Grande Brick Co., Grand Rapids  
Saginaw Brick Co., Saginaw  
Jackson-Lansing Brick Co., Rives Junction

**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.

**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.

**NEW ISSUE****\$1,570,000****Wolverine Power Company****7% First Mortgage Sinking Fund Gold Bonds****Dated June 1, 1923****Due June 1, 1943**

Interest payable June 1 and December 1 at Chicago, Toledo, New York City, and Grand Rapids without deduction of Normal Federal Income Tax up to 2%. Coupon bonds in interchangeable denominations of \$1,000, \$500 and \$100. Registerable as to principal. Redeemable as a whole or in part upon sixty days' notice at 107½% and accrued interest until June 1, 1933, and thereafter less 1% premium each year until June 1, 1937, and thereafter less ½% premium each year until maturity.

THE OHIO SAVINGS BANK AND TRUST COMPANY, TOLEDO, OHIO, OHIO TRUSTEE.  
THE MICHIGAN TRUST COMPANY, GRAND RAPIDS, MICHIGAN, MICHIGAN TRUSTEE.

Tax exempt in the State of Michigan

Present Pennsylvania, Connecticut, and Maryland personal property tax and Massachusetts income tax refundable upon application.

The Wolverine Power Company and the issuance of its securities are under the jurisdiction of the Michigan Public Utilities Commission.

	Authorized	Issued
First Mortgage Sinking Fund Gold Bonds (this issue) -----	\$3,500,000	\$1,570,000
Preferred Stock—6% cumulative -----	800,000	800,000
Common Stock (no par value) -----	10,000 shares	10,000 shares

The letter of Mr. Frank I. Wixom, President of the Company, giving further information regarding these bonds, has been summarized as follows:

**Location:** Wolverine Power Company owns approximately 12,600 acres of land and water flowage rights and four hydro-electric power plants now under construction on the Tittabawassee and Tobacco Rivers, at Sanford, Edenville, Smallwood, and Secords, Michigan. Of this acreage approximately 7,250 acres are owned in fee.

**Capacity:** The installed capacity of the four stations will be 15,000 horsepower. Based upon the stream flow record of these rivers for seventeen years, the annual electrical output of these four plants, as delivered at Edenville, has been estimated by Holland, Ackerman & Holland, consulting engineers of Ann Arbor, Michigan, and by Stone & Webster, Inc., Boston, Mass., at approximately 50,000,000 kilowatt-hours.

**Contract for Sale of Power:** The Consumers Power Company, which owns and operates in lower Michigan one of the most modern and well-maintained systems engaged in the generation, transmission and distribution of electric light and power in the United States, has contracted for the entire electrical output of the Wolverine Power Company, when and as generated and delivered to the Edenville sub-station, for a period of 99 years, at a price estimated by Holland, Ackerman & Holland, and Stone & Webster, Inc., to net \$221,500 per year, or over twice the maximum annual interest charges of this issue, after deduction of taxes and operating expenses.

This obligation is in effect an operating expense against Consumers Power Company's gross earnings, which were \$15,718,701 for the twelve months ended July 31, 1923. In order to avail itself of this power, Consumers Power Co. is expending approximately \$800,000 in the construction of its transformer station at Edenville and the high tension transmission line from its main line at Zilwaukee to Edenville.

**Security:** These bonds are secured, in the opinion of counsel, by a first mortgage on all the Company's property now or hereafter acquired, including lands, flowage rights and plants.

Holland, Ackerman & Holland, under whose supervision these lands have been assembled, appraise the entire property of the Company, including land and water flowage rights and the four hydro-electric plants when completed at \$3,500,000.

**Purpose:** The purpose of this issue is to provide for the completion of the four power plants and the purchase of necessary equipment.

**Safeguards:** The mortgage provides for a cumulative sinking fund of 1% per annum for the purchase of bonds in the open market or for call by lot at the prevailing redemption price. This sinking fund is to be increased annually by the amount of the saving of interest on the bonds so retired and will amortize approximately one-third of the issue before maturity. The contract with the Consumers Power Company provides for the payment of the purchase price for power directly to the Trustee each month, the Trustee deducting proportionate interest and sinking fund requirements and crediting the balance to the Wolverine Power Company. Further bonds of this issue may be sold only under conservative restrictions of the trust deed. Funds for completion of this development will be deposited with the Trustee to be expended only on contractor's vouchers approved by Mr. Henry E. Riggs, Consulting Engineer, of Ann Arbor, Michigan, as supervising engineer for the underwriters. Surety bonds, for the completion of construction, issued by the United States Fidelity and Guaranty Company, of Baltimore, and the Northwestern Casualty and Surety Company, of Milwaukee, and contracts for sale of power are deposited with the Trustee as additional security.

**Legality:** Messrs. Tracy, Chapman & Wells, of Toledo, Ohio, for the Company, and Messrs. Calfee, Fogg & White, of Cleveland, Ohio, and Messrs. Travis, Merrick, Warner & Johnson, of Grand Rapids, Michigan, for the underwriters.

Bonds of the above issue are offered when, as, and if issued and received by us, subject to approval of our counsel.

Definitive bonds ready for delivery October 17, 1923

**Price: Par and accrued interest, to yield 7%**

**Howe, Snow & Bertles**

INVESTMENT SECURITIES

GRAND RAPIDS

DETROIT

CHICAGO

The information set forth in this advertisement, while not guaranteed, has been carefully compiled from sources we regard as trustworthy and is the information upon which we have based our purchase and appraisal of the issue.