

MICHIGAN TRADESMAN

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Forty-first Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 7, 1923

Number 2094

The Little Dog Angel

High up in the courts of heaven today
A little dog angel waits.
With the other angels he will not play,
But he sits alone at the gates;
"For I know that my master will come," says he,
"And when he comes he will call for me."

And his master far on the earth below,
As he sits in his easy chair,
Forgets sometimes, and he whistles low
For the dog that is not there.
And the little dog angel cocks his ears,
And dreams that his master's call he hears,

And I know when at length his master waits
Outside in the dark and cold
For the hand of death to ope the gates
That lead to those courts of gold,
The little dog angel's eager bark
Will comfort his soul in the shivering dark.

Norah M. Holland.

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A coffee is known
by the customers
it keeps

That is why

Seal Brand

is the best-known coffee
in the country

Chase & Sanborn
CHICAGO

HEKMAN'S

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

GROCERS—You can sell Hekman
baked goods with absolute confidence
that your customers will be completely
satisfied.



Hekman Biscuit Co.
Grand Rapids, Mich.

MULTIPLY YOUR SALES BY THREE---

It's just as easy to sell a two to three days' supply as it is to sell
two to three cakes.

You know Fleischmann's Yeast is a fresh food that will keep
fresh two to three days in a refrigerator.

Tell your customers this and then watch your sales climb.

THE FLEISCHMANN COMPANY

Yeast

Service

Better Refrigeration for Every Requirement

For your particular requirements—in whatever
capacity needed—Brecht Mechanical Refriger-
ation will provide important advantages:

Sustained high efficiency, with uniformly low
temperature and dry atmosphere, augmented by
unusual overall economy, simplicity of install-
ation and operation, and perfect control.

Call into service the Refrigeration Engineers of
the House of Brecht. Get the benefit of over
three quarters of a century of manufacturing
progress, and the accumulated experience of
over a decade of refrigeration machinery de-
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Plans for Refrigerators, Refrigerator Display Cases,
Coolers, Storage Rooms, Water Cooling Systems, and
in fact for any refrigeration requirement, will be sub-
mitted without obligation. Write—

THE Brecht
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Acting as a great supply depot and manufactory of machinery, equipment
and supplies for the meat and allied industries, The Brecht Company has
contributed largely to the present efficiency with which the world's food
is now marketed.



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Forty-first Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 7, 1923

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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.

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of Grand Rapids as second class matter
under Act of March 3, 1879.

UPS AND DOWNS OF COTTON

Many more or less concerned with cotton prices rather resented the idea of the Agricultural Department issuing a report giving an estimate of the crop as of Oct. 25. They were mainly persons who were convinced that the previous estimates had been too hopeful and were somewhat apprehensive that another one would not be especially helpful. But as the time drew near for the issuance of the report they became more reconciled because convinced that it would show deterioration of the crop in consequence of the recent weather conditions. But it is a curious circumstance that even those who have been loudest in pooh-poohing the value of the department's findings checked their operations for some days prior to Friday, when the latest report was issued, thereby recognizing its importance as a factor. That report placed the condition of the crop at 47.8 per cent. of "normal," as against 49.5 on Sept. 25. The latest guess of the probable yield was 10,248,000 bales. This conclusion was regarded as a good bull argument and resulted in an immediate advance in quotations. It is now pretty well established that the supply of cotton for the year will be comparatively small and that with anything like a normal demand high prices must pre-emptly uncertain factor is how much vail until another crop comes in. The demand will be reduced by the high price of the raw material. This applies to exports as well to the domestic requirements. The great revelation in connection with the crop is how little was done to combat the ravages of the boll weevil, which was the main cause of the small yield, although so much was said about doing this before the planting season began. All that apparently was done was to supply a larger acreage for the

bugs to travel over. Maybe next year something better will be attempted. This has been promised.

The goods market is a little stronger than last week. There is a further firming up of gray goods prices and some advances in bleached goods and denims are announced. As against this is the rather spectacular drop by the Amoskeag Company of 2c per yard on one line of dress gingham, which is met by another concern on similar goods, which has led to some unfounded statements of a general cut in prices. It is presumed that the Amoskeag had rather more of the gingham in stock than it could conveniently dispose of and took this way of moving them at an immediate loss instead of holding on to them. Some more of the Eastern cotton mills are curtailing production of fabrics because of lack of demand. Nothing very notable is going on in underwear or hosiery.

CANNED FOODS SITUATION.

The canned food market exhibits its usual characteristics for early November, but as distributing conditions are not normal the situation presents some new angles. Retailers have begun to specialize in holiday stocks and are already putting staple canned foods in second place, and a revival of interest will not occur until the turn of the year. Realizing this tendency distributors are not buying freely from first hands as they have sufficient working stock on hand and in sight to take care of their needs.

There is very little heavy buying going on, but no sign of weakness is noticeable. On the contrary, the outlook is for a firm and active market after January 1, continuing during the early part of 1924 and leading to a pronounced shortage of stocks next spring and consequent high prices.

Many observers believe that there will be scurrying to get staples, many of which are getting out of first hands, which will make for an active resale market and as jobbers and retailers have liquidated closely, a large amount of merchandise will be needed to fill gaps in stocks until new goods arrive. Conditions suggest the accumulation of goods but banks are conservative in loaning money to be invested in what might be considered speculative ventures. The jobber who has had a year of hand-to-mouth buying with gratifying results is not averse to continuing the same policy, at least until after the inventory period. All of these conditions were all strongly emphasized last week, the market developed no new features but ruled firm in tone at primary points.

Tomorrow: The days when idle men work and fools reform.

GROESBECK AS A TRIMMER.

Death-bed repentance has never been very highly regarded by people who live decent lives, but perhaps it is better than no repentance, providing it enables the "repenter" to slide into the pearly gates and thus face the people he has wronged during his lifetime.

It is possible that Governor Groesbeck may think he can transfer himself from the governors chair to a seat in the United States Senate by his humiliating back-down on the gasoline tax question; but if previous political history in Michigan is any criterion, Groesbeck will find, to his everlasting regret, that his action in this matter will be construed by well-meaning and deep-thinking people as the work of a trimmer—a man who trims his sails to meet every passing breeze, so he can sail into port ahead of his more steadfast competitors. Such methods may do very well in fair weather but in periods of storm and stress such as are in store for Michigan, due to the autocratic and high handed policy of our present executive, the trimming schemer will necessarily receive the contempt he deserves and be consigned to everlasting oblivion. The people are not all fools and they cannot be fooled very long by the clap-trap and subterfuge of cheap and bogus politicians of the Groesbeck stripe.

WORTHY EXAMPLE.

The Tradesman feels no hesitation in commending the action of the Caro attorneys who refused to dirty their hands and defile their reputation by handling the trumped-up claim of the National Remedy Co. against a Silverwood merchant.

If more attorneys would take such a high minded position on the claims of crooks and shysters, the legal profession would stand higher in the estimation of the people.

Any merchant who is threatened with suit in behalf of the National Remedy Co. should immediately place all his papers and a file of the Tradesman in the hands of the attorney who has the claim. If, after perusing these documents, the attorney persists in his intention to proceed with the case on the plea that he is forced to do so by legal ethics (fudge), he may safely be set down as a crook on a par with Farmer Jones and other swindlers of his ilk.

"INTENTIONS TO PLANT."

The publication of the farmers' intentions to plant, which was an innovation introduced by the Department of Agriculture last spring, will be continued next year, according to press dispatches from Washington. The publication of intentions to plant

brought some criticism from a few leaders of farm organizations, who disliked the possible bearish effects that might follow the issue of a statement pointing to an increase in the acreage of staple crops. The Department of Agriculture states, however, that the farmers really desire this information to guide them in their plantings, so that they may avoid both overproduction and underproduction. Last spring the report showed that farmers were planning to put more acreage in cotton in the South, less in wheat in the Northwest, and more in flax in that section. Later information shows that these forecasts were correct. The head of the American Cotton Association did not like to have it announced that more cotton was likely to be planted, but the outcome has certainly done no harm to the cotton grower.

WHICH IS THE REMEDY?

The underwriters will put down fire waste amounting to millions of dollars this year as the past, over against the specific cause of smokers' carelessness. It will be talked about in the newspapers and condemned in public utterances. Yet the smokers—some of them—will keep right on throwing down their lighted matches, cigarettes and cigar butts without giving any thought whatsoever to where they fall and what will happen in property losses. These careless smokers will leave a wake of destruction.

What is the remedy? There are two suggested remedies. One is for the smokers to start agitation to curb the careless ones among them from the habit of throwing fire in every direction, with attendant serious results. If each smoker could be impressed with the necessity of extinguishing the cigarette or cigar he discards before casting it aside, these stupendous property losses could be prevented.

The other remedy is to make those who cause fires, whether carelessly or maliciously, responsible for their acts. Which course shall be pursued to put an end to such an inexcusable loss of property?

Moses Dark and family have the sympathy of the trade in the death of the wife and mother, who passed away at the family residence at 8 o'clock this morning. Mrs. Dark was a woman of great fortitude and high Christian character. She brought up her family of three sons, one of whom is a Roman Catholic priest in charge of a parish at Saginaw, and one daughter, in the fear of the Lord. She was a worthy companion to her worthy husband and leaves a record of good deeds which is a priceless heritage to her relatives and friends.

IN THE REALM OF RASCALITY

Cheats and Swindles Which Merchants Should Avoid.

Silverwood, Nov. 3.—In regard to the Maumee affair, you requested that I would keep you in touch with the situation and any action the National Remedy Co. took against us.

On Sept. 21, J. E. Johnson, representing the Hanna Agency (Direct Legal Service) called at my place of business and said that suit would be forthcoming if we did not settle at once and that was the last of him.

On Oct. 25, we had a notice from Wixson, Quinn & Wixson, of Caro, that there was a claim for \$54 against me and they had instruction to collect at once or start suit. Wixson, Quinn & Wixson are very reliable people and when we had presented to them the swindling tactics of the National Remedy Co. in its fullness, they returned the claim they had against us to the Maumee crooks.

We believe the Michigan Tradesman has saved the merchants of Michigan a good many thousand dollars in this matter in its fearless and untiring effort to ensure justice for merchants who have made such asses of themselves as to get caught in such a cheap swindle as this Farmer Jones has put across on us.

We once again thank you, Mr. Stowe, for your interest in Mr. Merchant.

L. P. Temple.

On receipts of the above letter, the Tradesman immediately wrote the legal firm at Caro as follows:

Grand Rapids, Nov. 5.—In behalf of the 10,000 retail merchants whom I (unofficially) undertake to represent to the best of my ability, permit me to thank you most heartily for the prompt and effective manner in which you turned down the claim sent you, directly or indirectly, by the swindling concern at Maumee, Ohio, which mas-

querades under the style of the National Remedy Co. In taking such action you demonstrated to me the high character of your firm and showed very plainly that you are safe men for any honorable merchant to tie to, because you will not dirty your hands by handling trumped up claims concocted by cheap swindlers of the Jones ilk. If any merchant in Tuscola county ever writes me for legal assistance, it will give me much pleasure to refer him to you, because I know he will be treated honestly as well as intelligently. E. A. Stowe.

J. Leonard Mahoney is still conducting an alleged sales agency for mercantile stocks at Room 727, 30 North LaSalle Street, Chicago. As the Tradesman has frequently stated, he is a good man to keep at a distance, because he does not make good on verbal agreements. He does business under the high sounding name of Federal Selling System, but if all reports are true, he "sells" more merchants than he does mercantile stocks. One glance at his little den and a short period devoted to listening to his glib tongue are sufficient to convince the writer that the further the average dealer keeps away from Mahoney, the more money he will have in his pocket.

Department stores, music stores and garages should be on the lookout for a man passing bad checks. He has a supply of checks printed for the Beardsley Tire Shop, of Pontiac (now out of business), and signs them M. A. Leach, made payable to J. H. Martin. He is working in this State.

Zephyrs From Progressive Onaway.

Onaway, Nov. 6.—The Community Council of our city is preparing to stage a drama, "My Dream Girl," on Monday and Tuesday nights of next week under the management of Mr. Bird, a professional director. The cast is composed of all home talent, including some business men, also a chorus of seventy-five voices. While it is probable that the company will not attain the notoriety of the famous Julia Moore, the sweet singer of Michigan forty-five years ago, as told by the editor of the Tradesman in a recent issue, they do expect a crowded house and the public may be assured of an entertainment that will demand return dates, judging from the progress already towards a professional goal.

The writer was much interested in the interview between Editor Stowe and Mrs. Moore, who subsequently conducted a general store at Haire, because it recalls an incident that occurred to him at that place sixteen years ago while on a trip from Big Rapids to Onaway. I was driving through with a young horse and arriving at Manto, late in the afternoon, decided to continue to Walton Junction for supper. Arriving at the bridge on the big Manistee River I found the approaches gone and was compelled to return and stopped at a farm house at Haire to obtain lodging for the night. I was told by the good wife that their accommodations might not be to my liking, but that I was welcome. I replied that a roof of any kind would be acceptable, for I was tired and the horse as well. I will never forget the evening spent in that comfortable farm house. After partaking of a good bountiful supper we gathered around the table. The farmer's name was Horner. While his good wife mended, the two little girls studied their lessons for the next day, Mr. Horner and I visited while

I tried to repair the colt's harness. Such a happy home in that quiet little place. Arising early next morning after a nights sound sleep and partaking of a hearty breakfast, I started on my way, following the directions given by Mr. Horner as nearly as possible through the woods on a road that would bring me to another bridge East of Fife Lake. Of course, I became lost in the woods and, after trying several trails up and down a trout stream and across pole bridges, managed to reach the bridge late that afternoon, where we enjoyed a good rest by the river before reaching South Boardman.

Should we ever return that way again I am sure the old horse would remember the place, for he is still active and, no doubt, the hospitality shown us at Haire made as lasting an impression on old Teddy as upon me for he is a wise old horse and appreciates good usage.

Charlie Fish, the "fishin tackle feller," is a good sportsman. His middle name must be Hunt, for he enjoys hunting as well as fishing. Charlie is popular with the boys, for in connection with his billiard parlor he conducts a clean lunch counter and sells fruits, ice cream and favorite brands of cigars and tobacco; yes, and a taxicab service to all parts of U. S. and Canada. It's a live Fish that swims up-stream. Any dead one can float down. Squire Signal.

In-And-Out Hat Bands.

Some of the severe little felt cloche hats achieve greater distinction by the use of an intermittent ribbon band, the crown having slits through which inch and a half ribbon is strung. When solid color is not desired, a two-stripe ribbon with metallic edge is chosen.



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

Barney says—

It is a long time since you have let me say anything to our customers about business.

But—By Golly—I want to say right now that business lately has been just like old times.

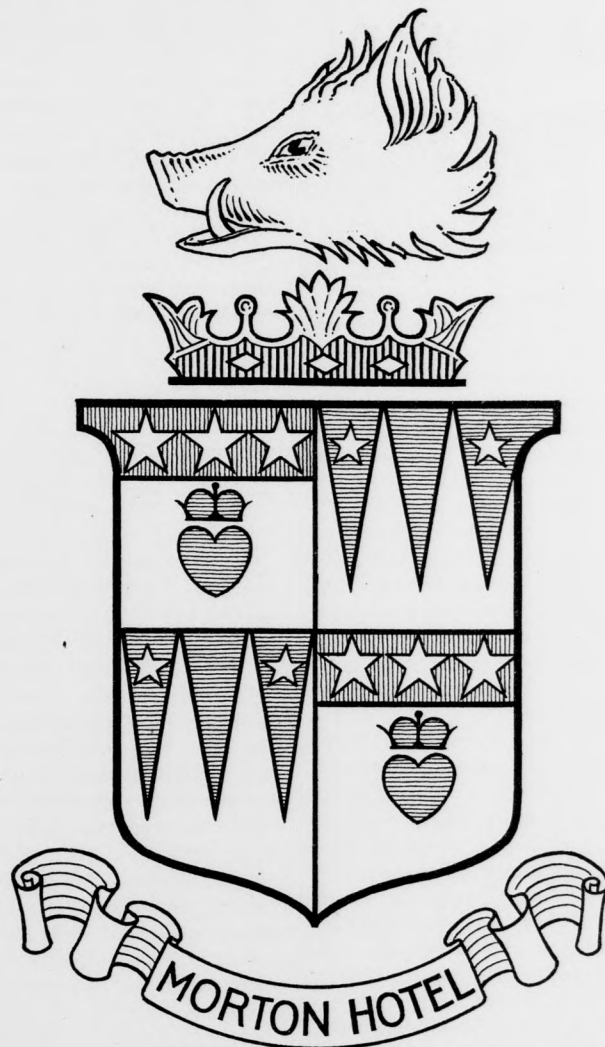
And—By Jiminy—everybody seems to want some more QUAKER MILK.

WORDEN GROCER COMPANY

GRAND RAPIDS

KALAMAZOO—LANSING—BATTLE CREEK

THE PROMPT SHIPPERS



GRAND RAPIDS

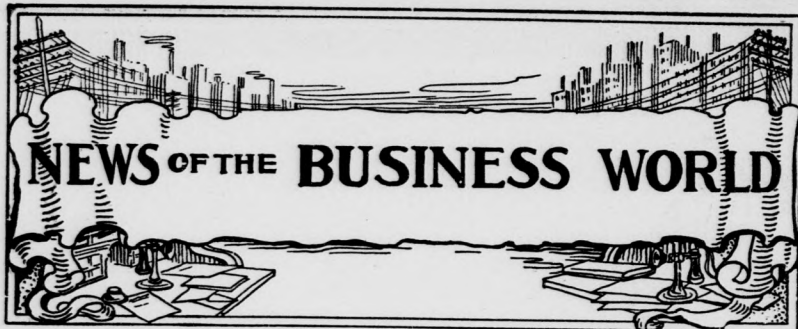
TO THE PUBLIC:
The
Morton Hotel
NOW OPEN FOR BUSINESS

*You are cordially invited to visit the Beautiful New
Hotel established on the old location made famous
by Eighty Years of Hostelry Service.*

400 ROOMS—400 BATHS

MENUS IN ENGLISH

ENTRANCE FROM MONROE AVE. OR IONIA



MOVEMENT OF MERCHANTS.

Cadillac—John Boyce succeeds Edward Small in the grocery business.

Otsego—C. E. Spangler succeeds F. W. Nichols in the grocery business.

Ida—John R. Martin is closing out his stock of general merchandise and drugs at special sale.

Holly—R. D. Bird has closed out his hardware stock and will remove to Florida about the middle of November.

Escanaba—The Emporium Escanaba Co., 1200 Ludington street, has increased its capital stock from \$12,000 to \$30,000.

Mulliken—Frank Withey has purchased the plant of the Mulliken Creamery Co. and will continue the business under the same style.

Owosso—John C. Calkins has sold his grocery store fixtures to F. D. Thomas, of Ann Arbor, who will continue the business at the same location.

Ann Arbor—The Abbott Gasoline Co., capital \$50,000, all subscribed, has been formed with H. J. Abbott and H. B. Earhart as the principal stockholders.

Lansing—August Klein, formerly in the grocery and meat business at 435 North Magnolia avenue, has engaged in the same line of business at 822 East Mt. Hope avenue.

Cheboygan—Cueny & Galbraith, hardware dealers, have dissolved partnership and the business will be continued by W. F. Cueny, who has taken over the interest of his partner.

Ishpeming—Mrs. O. Paulson has sold her stock of bazaar goods and gift novelties to Mrs. Elizabeth Wilbers, who has removed it to the Wilbers' building on Canda street, where she will continue the business.

Ishpeming—C. Berg & Son, who conduct a cash grocery store in the Nolan building on Second street, have opened a modern meat market in connection, under the management of Edward Berg.

Hamtramck—The S. & D. Hardware Co., 9240 Joseph Campau street, has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in property.

Breckenridge—W. O. Watson & Son have sold their stock of drugs, stationery, wall paper, etc., to C. L. McKellar, recently of St. Charles, who will take possession Nov. 15 and continue the business at the same location.

Bay City—Edward Cozendai, thirty-one years old, department manager of Piggott Brothers store and associated in the Cozendai dye works

in company with his two brothers, is dead, following two operations for acute appendicitis.

Detroit—The Jefferson Jewelry & Optical Co., 13202 East Jefferson avenue, has been incorporated with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed, \$500 paid in in cash and \$4,000 in property.

Detroit—Edward C. Kinsel, 100 Michigan avenue, has merged his drug business into a stock company under the style of the Kinsel Drug Co., with an authorized capital stock of \$100,000, all of which has been subscribed and paid in in property.

Detroit—I. S. Solomon, manager of the Grand Trumbull Department Stores, which will open Nov. 10 in the market at the corner of Grand River and Trumbull avenues, spent several days recently in New York where he purchased a stock of bargain basement merchandise.

Owosso—Arthur Ward, 73 years old, president of the Arthur Ward Co., biggest furniture and hardware firm in Owosso, died in Rochester, Minn., according to a message received by his son-in-law, W. R. Goodrich. Ward had been at the hospital for two weeks. He came here from Marquette twelve years ago.

Kalamazoo—Oscar K. Buckhout died at his home here last Friday. He entered the grocery business in Kalamazoo sixty years ago and at various times was identified with chemical, paper-making and real estate enterprises. He was the founder of the Buckhout chemical company. Death followed an illness of many months.

Detroit—The Kahn Co., Inc., 1526 Woodward avenue, has been incorporated to deal in ready-to-wear garments at retail, with an authorized capital stock of \$25,000 preferred and 1,500 shares at \$10 per share, of which amount \$10,000 and 1,500 shares has been subscribed, \$10,000 paid in in cash and \$15,000 in property.

Manufacturing Matters.

Ypsilanti—The Michigan Ladder Co. has started to build a large addition to its plant.

Detroit—The Wayne Oil Corporation has increased its capital stock from \$50,000 to \$250,000.

Detroit—The Riverside Scrap Iron & Metal Co., 2100 East Ottawa street, has increased its capital stock from \$85,000 to \$200,000.

Detroit—The Riverside Machinery Depot Co., 2100 East Atwater street, has increased its capital stock from \$75,000 to \$145,000.

Detroit—Larned, Carter & Co., has increased its capital stock from \$750,

000 to \$1,000,000. The company manufactures overalls.

Ann Arbor—The Abbott Gasoline Co. has been incorporated with an authorized capital stock of \$50,000, all of which has been subscribed and \$12,500 paid in in cash.

St. Joseph—The Superior Motor Sales Co., 421 State street, has been incorporated with an authorized capital stock of \$25,000, \$10,000 of which has been subscribed and paid in in cash.

Detroit—The Blue Ribbon Beverage Co., 7401 Dubois street, has been incorporated with an authorized capital stock of \$32,000, \$20,100 of which has been subscribed and paid in in property.

Detroit—The Detroit Oil Burner Co., Inc., 532 Macomb street, has been incorporated with an authorized capital stock of \$5,000, \$1,000 of which has been subscribed and paid in in cash.

Detroit—Cutler Jewelers Supply Co., Inc., Liggett building, has been incorporated with an authorized capital stock of \$25,000, \$15,000 of which has been subscribed and \$5,000 paid in in cash.

Detroit—The National Ice Co., 2302 First National Bank building, has been incorporated with an authorized capital stock of \$5,000, \$1,000 of which has been subscribed and paid in in cash.

Grand Rapids—The Wood Products Corporation, 310 Winter avenue, has been incorporated with an authorized capital stock of \$50,000, \$30,000 of which has been subscribed and paid in in property.

Levering—The Northern Dairy Products Co., with business offices at R. F. D. 2, Charlevoix, has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Iron Mountain—The Winkler Motor Car Co. has been incorporated with an authorized capital stock of \$25,000, of which amount \$15,000 has been subscribed, \$2,614.68 paid in in cash and \$1,385.32 in property.

Detroit—Peninsular Warehouses, Inc., 643 Book building, has been incorporated with an authorized capital stock of \$30,000, of which amount \$15,000 has been subscribed and paid in, \$1,000 in cash and \$14,000 in property.

Detroit—The LaFay Thermos Heating Co., 97 West Warren street, has been incorporated with an authorized capital stock of \$50,000, of which amount \$34,000 has been subscribed \$1,500 paid in in cash and \$26,000 in property.

Kalamazoo—The Kalamazoo Boiler Co., 301 West Ransom street, has been incorporated with an authorized capital stock of \$100,000, of which amount \$50,000 has been subscribed, \$50 paid in in cash and \$25,000 in property.

Deckerville—The Deckerville Farm Produce Co. has been incorporated with an authorized capital stock of \$15,000 common and \$10,000 preferred of which amount \$6,150 has been subscribed and paid in, \$2,150 in cash and \$4,000 in property.

Detroit—The Brennan-Taylor Corporation, 24th street and M. C. R. R., has been incorporated to deal in autos, tire carriers, auto accessories, etc., with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in property.

Detroit—The European Hairdressing Academy, Inc., 7718 Woodward avenue, has been incorporated to manufacture and sell hair goods and general merchandise, with an authorized capital stock of \$5,000, \$2,500 of which has been subscribed and paid in in cash.

Niles—The A. Meister Sons Co. has been incorporated to manufacture and sell railway cars, motor coaches, mechanical devices, etc., with an authorized capital stock of \$500,000 common and \$500,000 preferred, of which amount \$2,250 has been subscribed and paid in in cash.

Dowagiac—The Farrell Products Co. has been incorporated to manufacture and sell washing machines, laundry equipment, accessories, etc., with an authorized capital stock of \$100,000, of which amount \$50,200 has been subscribed, \$17,000 paid in in cash and \$16,200 in property.

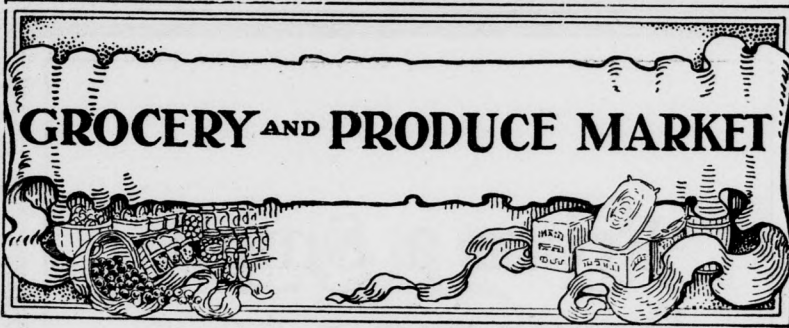
Grand Rapids—The Despres Dowel Manufacturing Co., 1057-1101 Elizabeth street, N. W., has merged its business into a stock company under the same style, with an authorized capital stock of \$34,000, all of which has been subscribed and paid in, \$17,000 in cash and \$17,000 in property.

Saginaw—The machinery, good will and the right to use the name Brooks Boat Co. has been purchased from Wylie & Wilson by Joseph Pilon and Charles W. Forsythe, who will continue the manufacture of boats. The machinery will be removed to the Malcolm property. The company is organized as follows: President, Joseph Pilon; Vice-President, Wilfred J. Pilon; Secretary and Treasurer, Charles W. Forsythe.

Winter Tops Made in Grand Rapids.

The Hayes-Ionia Service Co., of Grand Rapids, has recently purchased the property of the old Harrison wagon works, located on Richmond street, and has remodeled the buildings, adding more floor space, now totaling 60,000 square feet. This company was established in September, 1921. It has been compelled to find more adequate quarters three times since the inception of the business and now feels, since the purchase of this property, that it is in a position to take care of the increasing volume of business. It devotes its entire efforts to the building, repairing and painting of automobile bodies and is now installing winter enclosures which convert an open car into an enclosed car, minus the weight, investment and depreciation. This is the most complete institution of the kind in Western Michigan. The officers of the company are Dudley E. Waters, President; A. A. Ginsberg, Vice-President, and D. H. Waters, Secretary and Treasurer.

The mere fact that a window trim attracts a mob is not proof positive that the man who got it up understood his business.



Essential Features of the Grocery Staples.

Sugar—The market is lower again. Local jobbers have reduced their quotations on granulated at 9.40c for cane and 9.20c for beet.

Canned Fruits—The only business of consequence is in the liquidation of present holdings, just as has been the case for several months. Buying at the source is at a minimum although the lack of demand does not change the tone of the market on the Coast, where canners have faith in the market and expect to work out their stocks later on at advances.

Canned Vegetables—Tomatoes are not being taken so freely for later account as jobbers are getting in goods, but when they come to buy they find California and the South as strong in their sentiments as ever. Corn is also a promising item in both grades and is active where it is offered from the country. Peas are perhaps the strongest member of the canned vegetable list and are almost entirely out of first hands. Seasonal vegetables, like pumpkins and other items wanted for the holidays, are given attention and are the most prominent of all offerings at present.

Canned Fish—Canners are long on Alaska salmon, but nearly all other lines favor the packer, and in some instances the present shortage is serious now and will get more so as the year advances. Salmon, however, is rather urged to sale, but distributors want better than opening, while packers are holding for that level, if for no other reason than to protect their guarantees to January 1. Sardines, shrimp, tuna and other items are all short of present requirements.

Dried Fruits—Only one outstanding feature has developed in the dried fruit market this week and that is so unpopular with the distributing trade that it has been dismissed, but not forgotten. To afford possible new outlets and to serve as the means of moving old crop prunes the California Association considered the auction method of sale selling, but distributors filed such a strong protest that the auction scheme was shelved. Roughly, 140 cars of old crop prunes are held by the association and will have to be moved before new goods will be freely taken. Some jobbers are running out of 1922 crop and are inclined to switch to new. This necessitates a wider outlet for old fruit in new channels if necessary or keeping present distributors working on this line. New crop has been advanced to widen the differential,

but this has not made old more attractive. The 1922 crop is of good quality and of desirable sizes, but, nevertheless, it is more or less of a wet blanket. Raisins remain weak and are strongly urged to sale, with few takers. Where independents offer at concessions buyers often turn down the offering because they say that they are quoted even lower figures. It is a buyers' market, but one in which the operator is not taking full advantage of his position. He is buying for nearby wants, but January, February and March shipments from the Coast are of little interest. Currants are steady. The spot market is somewhat depressed by the large quantity of rain damaged fruit here, which is not wanted, since the booze making outlets are more or less closed. Apricots are showing gradual improvement in tone, particularly on the Coast. Spot offerings are not so pressed for sale.

New Selling Policy—The Liggett & Meyers Tobacco Co. has announced a new selling policy covering drop shipments. In the future this company will accept no drop shipment orders through any wholesaler, sub-jobber, co-operative buying association, desk jobber or any other distributor of their products that does not regularly furnish salesmen to call upon the retail trade. Phrased differently, the policy of the company henceforth will be to reserve their drop shipment privilege exclusively for the wholesale grocery houses and tobacco houses which travel representatives regularly over territories in which the drop shipment deals are in effect.

Holiday Wares—It is the merchant who is first to display his line of purely holiday food products who garners the trade of the early buyer and who proceeds with ever increasing sales momentum throughout the period of the holiday season. As suggested last week, early covering of requirements means also that when the usual season "outs" make their presence felt, the merchant who planned ahead can go merrily on his way making sales and profits while his less foresighted competitor is trying to placate the public with excuses and promises.

Review of the Produce Market.

Apples—Standard winter varieties such as Spy, Baldwin, Jonathan, Russett, etc., fetch 1 per bu.

Bagas—Canadian, \$1.50 per 100 lb. sack.

Bananas—9@9½c per lb.

Beets—\$1.25 per bu.

Butter—The market is stronger and higher. Local jobbers hold extra

fresh at 49c in 63 lb. tubs; fancy in 30 lb. tubs, 50c; prints 51c; June firsts in tubs, 45c. They pay 25c for packing stock.

Cabbage—\$1 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.

Chestnuts—28@30c per lb. for Michigan or Ohio.

Cranberries—Early Black from Cape Cod command \$12 per bbl. and \$6 per ½ bbl.

Cucumbers—Hot house, \$2.75 per doz.

Cocoanuts—\$6.25 per sack of 100.

Eggs—Local jobbers pay 45c for strictly fresh. Cold storage operators feed out their supplies as follows:

Extras ----- 33c

Seconds ----- 29c

Checks ----- 26c

2c extra for cartons.

Egg Plant—\$2.50 per doz.

Garlic—35c per string for Italian.

Grape Fruit—Fancy Florida now sells as follows:

36 ----- \$4.00

46 ----- 4.25

54 ----- 4.50

64 and 70 ----- 5.00

Grapes—California Tokay, \$2.25 per crate.

Green Beans—\$2.50 per bu. for either string or butter.

Green Onions—\$1.20 per doz. bundles for Chalotts.

Honey—25c for comb; 25c for strained.

Lettuce—In good demand on the following basis:

California Iceberg, per crate ---- \$5.50

Home grown head per box ---- 1.50

Leaf, per pound ----- 14c

Lemons—The market is now on the following basis:

300 Sunkist ----- \$7.00

300 Red Ball ----- 6.50

360 Red Ball ----- 6.00

Onions—Spanish, \$2.50 per crate; home grown, \$3.50 per 100 lb. sack.

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

100 ----- \$7.00

126 ----- 7.50

150, 176, 200 ----- 7.75

216 ----- 7.25

252 ----- 6.00

288 ----- 5.50

Floridas fetch \$5.50@6 per box.

Pears—Keefer, \$1 per bu.

Potatoes—Home grown, 50@55c per bu.

Parsley—50c per doz. bunches.

Peppers—Home grown, \$1.50 bu.

Poultry—The market on fowls is weak and very much lower. Growers of turkeys are evidently in for a bad bump, because buyers of turks refuse to meet the high prices which have prevailed for several years, preferring to purchase cheaper poultry. Wilson & Company now pay as follows for live:

Heavy fowls ----- 16½

Heavy springs ----- 16½

Light fowls ----- 11

Light springs ----- 11

Turkeys ----- 25-26

Geese ----- 15

Ducks ----- 16

Radishes—25c per doz. bunches.

Spinach—\$1 per bu.

Squash—Hubbard, \$2 per 100 lb.
Sweet Potatoes—\$4.50 per bbl for Virginia.

Tomatoes—Southern grown, \$1.25 per 5 lb. basket.

Turnips—\$1 per bu.

Disgraceful to the Last Degree.

Grandville, Nov. 6.—I have been handed by the editor of the Michigan Tradesman, an article clipped from the National Tribune, entitled "Was Lee a Great Man?"

Whether Lee was great as a man need not be discussed when the veriest schoolboy knows that as a great American he ranks as among those who tried to destroy his country and build upon its ruins a slave empire whose corner stone was slavery.

That such a man should be held up to our American youth as one whose character is to be emulated is so shocking to American manhood as to be absolutely indefensible. I read the article in the American Magazine with regard to the seven greatest Americans, and blushed with shame that the man who basely betrayed his country, and who ranks alongside Benedict Arnold and Jefferson Davis, should be catalogued as "America's greatest military genius, and a truly noble character as proved by his loyalty to the Republic after his defeat."

Alas for his greatness of soul! His loyalty to the Republic came too late. Unlike his comrade in arms, that other great Virginian, General George H. Thomas, who gave his sword to the defense of his country, who proved his patriotism despite the fact that Virginia was his birthplace. There has been a maudlin sentiment in vogue with regard to the "noble Lee," which is nauseating to every true blue American, and the presence of Lee's statue in the hall of the National Capitol is anything but complimentary to those who laid down their lives that the American Union might be preserved.

The writer accepted the American Magazine's offer as a bona-fide desire to get American opinion on the truly great men of the Republic. His contribution to the lot mentioned Washington, Lincoln and Grant as among the seven greatest Americans. To say that he was shocked when the magazine awarded the prize to Lee over Grant is stating it mildly, and any flowery exhortation in favor of R. E. Lee as a great American by a superintendent of public instruction is disgraceful to the last degree and should result in the sending such a crippled American intellect into the limbo of forgotten things.

It is unnecessary to say here that U. S. Grant outfought, outgeneraled and outdid the Virginia rebel on every field in which the two came in contact. Let it not be said that we are teaching treason to our rising generation of boys and girls who attend our public schools. The truth of history places General Grant head and shoulders above Lee as a commander of armies, and immeasurably above him in all that goes to make a loyal citizen of the Republic and a conservator of the highest morality.

The American people know that U. S. Grant was the greatest American general, the award of the American Magazine to the contrary notwithstanding. Lee has his place in history, but that place is not one to be revered by the citizens of the United States, and his example must not be used to debase the intellectual manhood of our country.

J. M. Merrill.

The more selling helps used in the way of display equipment the more goods sell themselves, which means a reduction in salesmanship expense.

Many a pedigreed family tree was started by grafting.

How Old Timer Regards Armistice Day.

Grandville, Nov. 7—Fall in line for Armistice day.

It is a day all true Americans should celebrate with vim and satisfaction because of the fact that on this day, five years ago, the greatest war the world ever saw was brought to a close with righteousness in the ascendant and monarchical despotism crushed to earth as never before in the history of the world. It is certainly a day worth celebrating. The Memorial day for the Grand Army of the Republic honors the dead who fell in our Civil War, but this date marks the ebb of despotism in the old world and the uplift of nations long ground beneath the feet of tyrannical governments.

We hail Armistice day as the one great day of all the ages; as the day militarism received its hardest blow, and the dominion of the Hohenzollerns went down in the dust of a humiliating defeat.

However, the idea of taking Germany's word to be good hereafter was a mistake which even the wise heads of our generation are realizing to their sorrow. Peace should have been signed in Berlin. Much of the present trouble over reparations would have been avoided had this been the outcome of the war planned and started by the kaiser.

America's part in the struggle which threatened democracy was an important one and the Stars and Stripes were at the front when the bloody ensign of the Hun fell on that last day of the war. America did her duty nobly then, and by keeping out of Europe in time of peace will do her duty now.

Only last month Americans celebrated the birthday of America's greatest commoner, and beside the grave of the dead Roosevelt we should pledge new devotion to our flag, newly consecrate ourselves to the upbringing of American citizenship to that lofty plane which all the world may see, understand and feelingly honor.

The visit of Britain's greatest statesman may influence some to the idea of our putting forth a hand to save our European neighbors from themselves, but the wise nation as well as the wise man keeps hands off when family quarrels are on the horizon. Stay at home and work out our own domestic problems is the real meat in the cocoanut.

The 11th day of November marks the beginning of a new dispensation in the ruling and destinies of nations of this old world. The war which slew its millions of young men opened the eyes of a long dead people, spiritually, and the light of new revelation dawned upon them as never before. The churches might profit by this great upheaval had they the instinct for self preservation which abides in most human lives.

We have learned a good deal since 1914.

We know our European cousins better than we did then. We have found that human nature is the same in every land where the light of religious and civil liberty abounds. As to forgiving our enemies, we have gone a long way toward carrying out that scriptural injunction. In fact, those who were our enemies are appealing to us to come to the rescue and save them from paying their just debts.

The world war is a landmark on the page of time.

For the first time the American Republic enlisted to fight in a foreign land, if we except the three months' skirmish with the Spaniards. The Yankees made themselves felt over there, and it is to be presumed that no foreign power will soon again prey upon American shipping as did the kaiser in his blind madness when he

imagined himself master of the world.

One man power isn't so popular as it once was. Thrones are less stable since Germany was humbled. Little republics springing up here and there announce the fact that the world has learned through blood and poisoned gas the way out from under the thrones of despotic government, and it is going to be a long time before the old order of things comes back, if it ever does.

The news coming five years ago that Germany had furlled her banners and pleaded for peace on any terms the allies might grant swept over land and sea like a benediction from on high. Hearts that were despondent beat high with hope once again and the whole world rejoiced as never before in its history. Terms were unprecedentedly merciful. No murderers were brought to book and the unspeakable cruelties of 80,000,000 wild beasts were forgiven if not forgotten.

The world is, perhaps, nearer to peace to-day than it has been in many decades, all of which may be credited to the gallant army of the United States which mobilized to cross the seas to engage a conquering horde of merciless invaders on the fair soil of France and Belgium.

The flag first brought into being by the fingers of Betsy Ross of revolutionary fame pressed to the front, mingling its stripes and stars with the tri-color of France and the lion and unicorn of Old England United, these flags—or, rather, the gallant soldiers under them—contributed to the greatest victory ever achieved by any army of the world.

We are proud of our part in the war for the salvation of republicanism. After winning the victory, the flag of stripes and stars lingered a while on the border of the conquered country; returning, however, to Yankee land when everything was settled to the seeming satisfaction of all concerned. Armistice day has its lesson to teach and that is that it does not pay to tread on a peaceable people in the hope that they will not fight. The kaiser might to-day be occupying the throne of nearly all Europe had he had the wisdom to restrain his undersea craft from interfering with a neutral nation such as Uncle Sam.

Old Timer.

Screen With Ribbons and Beaver Board.

A fire screen that is both useful and pleasing to the eye is made on a beaver board frame covered with heavy plain material on which is mounted a panel of brocaded ribbon, vividly colored. Metallic ribbon borders the screen, glinting in the light. The fabrics are attached to the frame with glue.

Fiegler's

Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

From a Small Beginning to a Big Business in Ten Years

1,400 Bbls. Daily Capacity to
a Capacity of 13,500
Bbls. Daily

The story of the progress of
Larabee's Best Flour is quite
remarkable.

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



Long-Bell Lumber 6's To Yield 6.90%

We believe that these bonds offer a splendid investment bargain in today's bond market.

The Company's total available assets exceed \$86,000,000, or over \$4300 for each \$1000 bond. Its average earnings available for interest, sinking fund and Federal taxes for the past ten years have exceeded \$6,800,000 annually.

Investors buying these First Mortgage Bonds now receive nearly 7% secured by the assets of one of the premier industrial companies of this country. The Company owns:—

11 modern sawmills with a capacity of 570,000,000 feet per year.
¶ 127 retail lumber yards selling 78,000,000 feet of lumber yearly. ¶ 363 miles of railroad and equipment. ¶ Over 11,000,000,000 feet of standing timber of highest commercial quality. ¶ \$20,188,964.09 of net quick assets—figures from latest statement—or more than the entire bond issue.

Based on long and intimate knowledge of the Company, and after complete appraisal of all properties by the Lacey Organization and our study of the present security market, we strongly recommend these bonds for immediate purchase.

Sign and mail the coupon for full information

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TREND OF TRADE STRONGER.

Quite a lot of persons in business of one kind or another have ascribed recent conditions as due to a state of mind. They have marshaled an array of facts which under ordinary circumstances could be counted on as spelling prosperity, but which do not seem to have produced that very desirable outcome. Therefore, the only explanation must be some self-hypnosis on the part of the public, inducing the latter to follow apprehensions rather than actualities. A rather long-continued slump in the prices and volume of securities dealt with in the stock market tended somewhat to fortify the notion referred to, especially on the part of those who have been led to believe that the stock market anticipates future conditions instead of reflecting existing ones. But there are other factors to take into account which have a bearing on the volume of business passing in various channels. Aside from the high and rising cost of many necessities, including shelter, food and clothing, there is more of a tendency to spend a larger percentage of income on diversions, leaving less available for other purposes. A facetious writer the other day observed that when it came to a choice for certain persons between buying a case whisky and a suit of clothes—each being rated at about the same figure—the selection of the former had a little the better of it. While this particular illustration is one of rather limited scope, the idea underlying it applies quite extensively.

Expenditures for sports and amusements of different descriptions are larger, proportionately, now than ever before. Obvious instances are those of the large sums paid out in attendance on the big prize fights and baseball and other games. The large toll taken also in the purchase of motor cars and their maintenance accounts for a decided restriction of purchases in other directions. Radio outfits are looming up as another element having a similar effect, while the increased patronage of the other forms of public amusement acts as a further absorption of earnings. Even the wage increases of so many workers are not sufficient to take care of the enlarged expenses and leave enough to provide for all the things which used to be considered as prime essentials. The skimping made necessary shows itself mainly in the buying of apparel, because little or nothing of it can be done in food. This is mainly shown in regard to men's attire in which economies are very evident. A single suit is made to do the duty which several used to do. This is the case even among those who are considered fairly well-to-do. It is a rare thing nowadays to see a man with a silk hat or with a tail coat. The extra suit is often dispensed with, while the overcoat is made to cover one that would ordinarily be cast off. The fair sex in the same way make sport suits frequently take the place of more ornate and expensive garments. All of which does not help the makers of attractive costumes.

Had the little touch of cooler weather during the week persisted, its effects on retail buying would have been quite marked. Even as it was it was much of a help in stimulating sales. The seasonal buying ought to be under way now so as to bring in its results before the start of the holiday purchasing which is supposed to begin after Thanksgiving day. Some of the gift buying is in fact going on at the present and all the stores have the needed goods in stock and on display. Reports of a better volume of general buying come in from different portions of the country, mostly in goods for women's and children's wear. There is not so much balking at the prices asked as was expected, and this may be due to the fact that they have not been advanced to any considerable extent. The primary markets are also beginning to show more signs of activity and a disposition to enter into forward commitments. But there is a great deal of filling-in business going on, and the general disposition continues to buy in small lots. A bright spot in the market has been the demand for rugs and other floor coverings, as well as for other household furnishings. In other directions trade is accommodating itself to the new conditions which have the advantage of having goods remain sold, once they are disposed of. The cancellation evil is not much in evidence.

FACTS TO BE DETERMINED.

It is strange that in all the talk about the amount which Germany can pay for the damages she wrought there should be forgetfulness of the obvious fact that she can pay any sum, however large, if only so be that she is not required to pay it all at once.

If a debtor can pay so much a year, he can keep up such payment for all time. The real question, therefore, is, How much can Germany pay year by year?

When an honest debtor and a merciful creditor meet for the purpose of arranging for payment in such a way as to enable the debtor to continue in business and make the money to be paid, the first thing they do is to agree on the total amount to be paid, and then on the dates and amounts of the instalments.

In the case of Germany's indebtedness for the damages which she so ruthlessly inflicted on France and Belgium, her liability for them and the total amount to be paid have been fixed in accordance with a solemn treaty signed by her. She cannot dodge this fact by calling it a scrap of paper. She has failed to keep her agreement as to payment of the instalments. Was her failure due to inability or dishonesty? That is a question of fact. If the latter, the only thing that could be done was to do exactly what the French did do, take possession of a portion of her territory as security. It has, however, turned out, exactly as the English feared it would, that the security is not of the best. The occupation has not produced the desired results in ready cash.

As Germany still claims that her nonpayment was by reason of inability rather than dishonesty, the time has arrived when that question, one of fact, must be determined. It can best be determined by the Reparation Commission with the aid of expert financiers from the various countries interested. If Germany's failure to pay was really due to inability, she must, of course, be given time. If to dishonesty, and that dishonesty is not repented of, the only thing to do is to take enough of her territory to wipe out the debt and leave to future generations the questions of peace and war which will surely arise. Sufficient unto the day is the evil thereof.

Whether pending such enquiry France shall give up or return possession of the Ruhr is an unrelated question. It is for France to decide, and may be dismissed with the obvious reflection that where a creditor has possession of a security it is not usual for him to surrender it until he obtains an equivalent.

This was the course Germany pursued when she conquered France, fifty years ago, and was the policy Germany would have adopted toward France and Belgium with brutal vindictiveness if she had been the victor, instead of the vanquished, in the war planned and conducted by the kaiser. How any one can find fault with France for the position she has taken in obtaining her just deserts is more than any honest man can understand who believes in justice and fairness and the proper punishment of the guilty for crimes committed against the peace of the world.

NOW AT HIGHEST POINT.

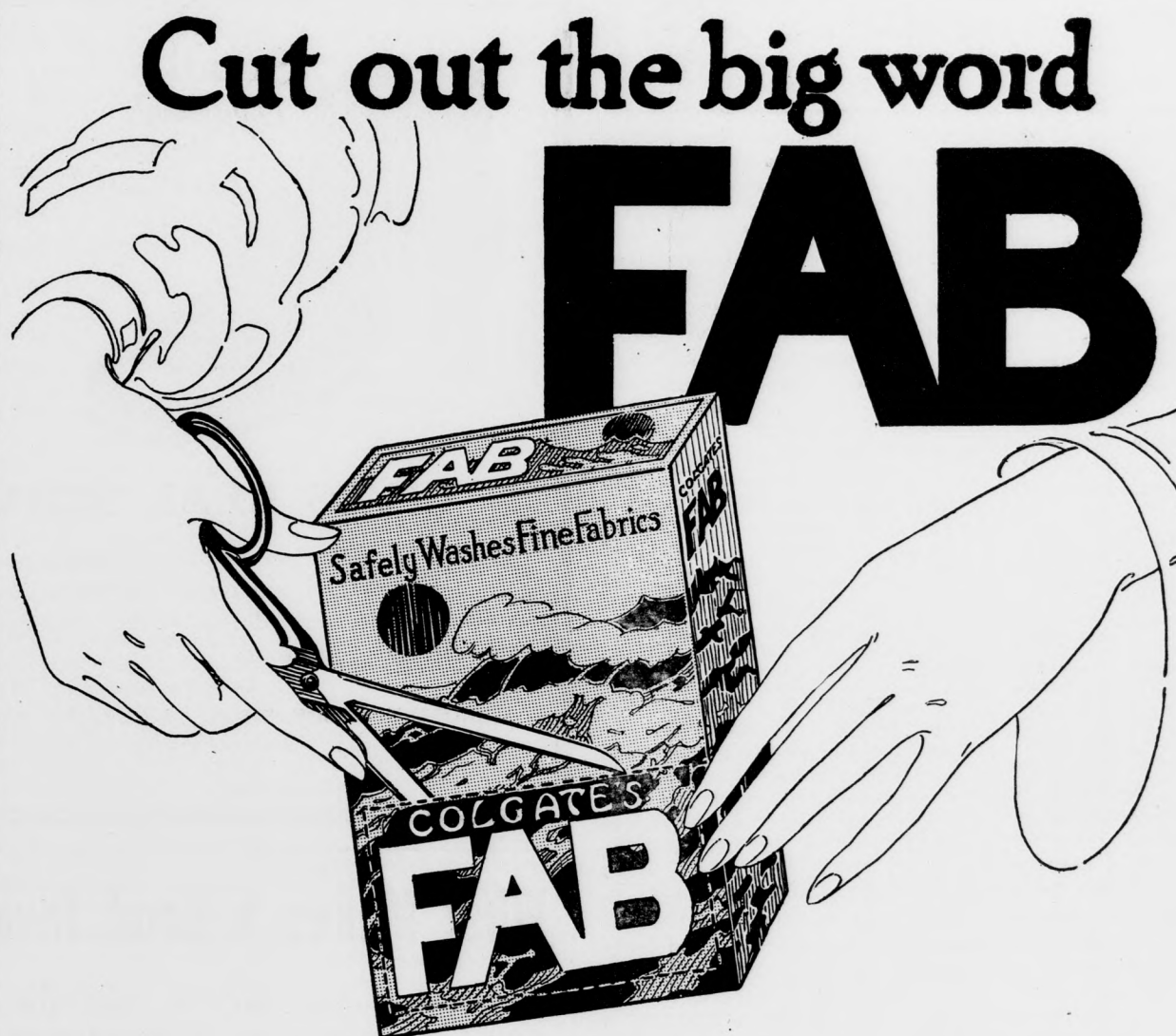
The index of purchasing power of farm products prepared by the Bureau of Agricultural Economics of the Department of Agriculture now stands at 75, on the basis of 1913 as 100. This compares with 73 in August and with 64 a year ago, and is the highest point in three years. The average price of field crops at the farm, according to figures of the department is 28 per cent. above that of a year ago. This movement is in the direction of bringing prices of farm products back into line with those of other commodities and is to be welcomed as a trend towards normal. It is a curious fact, however, that this trend towards the normal is due in part to an abnormal situation. A good part of the advance in the price level for farm products is a result of unusual conditions in the cotton-growing industry. It would have been more satisfactory if the advance could have come without any such extreme variation from the normal in any single line of production.

Gratifying as the better outlook is for farmers, there is a noticeable tendency on the part of a few professional boosters to make figures prove too much. One of the statistical tricks most frequently resorted to is to take the recent peak price of corn and multiply the total yield of the crop by this price to show how much money will go this year to the corn belt. Then, to make the picture still more rosy, the estimated value of the live stock is added to the computed

returns from the corn crop. This is as much too optimistic as the recent plaint in the market letter of an Eastern brokerage house about the West "going broke" from feeding hogs on dollar corn was too pessimistic. It is evident that to add the total value of live stock to the total value of corn amounts to counting the same thing twice. Only a small percentage of the corn raised on the farms reaches the market and becomes a cash crop. The rest is marketed in the form of cattle and hogs. Moreover, very little corn was available for the market at a dollar a bushel, and the average value of the new crop will be nearer 80 cents than a dollar. Finally, there is no use in city folk worrying about farmers fattening cheap hogs on dollar corn. The corn that was selling for a dollar was going into food products for human consumption, and the hogs at that time were getting their living in quite a different fashion.

There is another factor to be noted in considering the various estimates that are being made of the farmers' purchasing power. The index of the Bureau of Agricultural Economics referred to above, shows the purchasing power of products and not of persons. It is based on the estimate of what a pound or a bushel will buy of other commodities. If the producer has his usual number of bushels or pounds, the higher purchasing power of his product, of course, means an increase in his well-being. In the case of the wheat growers in the Northwest and of some of the cotton growers, such is not true. There are many sections of the cotton belt in which a larger acreage was planted than a year ago, but in which the yield this fall will be only about half what it was in 1922. The cost of labor, fertilizer, and other materials was greater than a year ago. In such cases the recent sharp rise in cotton has not meant higher purchasing power for the growers, and in the districts adversely affected in this way, trade is reported to be slowing down. This condition prevails in parts of Mississippi, Alabama, South Carolina, Georgia, and Tennessee, while Texas and North Carolina have good crops and will prosper.

Taking the agricultural industry as a whole, however, there is every reason to believe that the higher purchasing power of products means also a higher purchasing power for persons, the cases cited in the foregoing paragraph being exceptional. This is a good omen for business during coming months. Along with this account should be taken of the fact that "real" wages, which are a gauge of the purchasing power of workers, are still very near the peak of the year. According to data compiled by the National Industrial Conference Board, the peak was attained in June and was held during August. Later figures, when available, may show some recession owing to slight advances in living costs during the autumn, but the level will remain very high throughout the current year. The volume of trade in coming months, therefore, should remain satisfactory.



CUT out the big word "FAB". This message has a real interest for your customers. Many of them use Octagon Soap Products and regularly obtain Octagon Premiums in exchange for coupons. They will appreciate your telling them that the big word "FAB" has the value of an Octagon premium coupon and may be combined with Octagon premium coupons to obtain any of hundreds of valuable premiums. Give your customers the benefit of this offer. It will bring you goodwill and increased profits.

COLGATE & CO.

Est. 1806

NEW YORK



The Shank is the Backbone of the Shoe.

The wear, the ultimate shape and many of the comforts available from any shoe depend largely on the way its foundation is laid. A chain is no stronger than its weakest link. One weak part may ruin an entire shoe. There are many parts which go to make up a shoe, each having its function to perform.

A manufacturer may go to the four corners of the earth in search for choice materials. He may use the finest brocades, the best upper leather and soles; but if the shoe is not built right from the bottom up, if a proper foundation is not laid, it will not yield full service.

The box toe, the insole, the shank piece and the counter are important as far as shape retaining and comfort features are concerned. If the box toe falls down, the shoe is practically worthless from a style standpoint. This also is true of the counter. The insole must be right or the shoe will not hold its shape. The shank is equally as important as any of the foregoing, as it comes in for hard usage.

The shank is really the backbone of the shoe. When you walk, the shank of the shoe is subjected to a hard grinding and friction process which the layman seldom recognizes.

Have you ever dissected a pair taken from the shelves in order to find out just exactly how the shank was built?

There are several ways to find out what is in the inside of the shoe. One is by cutting the shoe to pieces and the other is by using the X-ray. Fortunately, a number of shoe stores are equipped with X-ray machines. An X-ray machine will show the way a shank is placed in the shoe, the amount of leverage, and whether or not it is properly fastened. Some merchants use the buzz-saw test, literally sawing a shoe to pieces before offering any line to the trade. Such merchants no longer take for granted the wearing qualities, the comfort features or the shape-retaining possibilities of the shoes which they buy for public consumption.

The shank, as almost everyone knows, is that part, usually narrower than the rest of the bottom of the shoe, which begins at the breast of the heel and extends forward to points where the sole abruptly widens out immediately behind the ball joint on one side and the little toe joint on the other. A substantial shank to perform this duty is not only necessary for the comfort and good health of the wearer, but as

a reinforcement to the shoe, holding it to its original shape.

It has been in comparatively recent years that many manufacturers have seen the need of a shoe with a strong and substantial shank, and have attempted to supply this demand with what is called an arch support line. Observation proves that arch support shoes are becoming more and more popular. Two classes of shoes certainly require a strong steel shank, namely: those built with high heels and the cheaper grades. The former having too narrow a heel seat to keep it from wobbling, the shank must be securely anchored to the shoe by means of a substantial shank piece. If in the case of a cheaper grade of shoes the shank is made of low grade material, it is likely that such an arrangement cannot hold the shape of the shoe long or bear the weight of the body.

Nine-tenths of the criticism directed toward steel shanks to-day is due to their improper placement in the shoe. Shank pieces should be of various sizes in order to fit different sizes of shoes. One will not do for all sizes. Yet some manufacturers use a single size shank for all sizes of shoes. The shank should completely bridge the distance between the heel seat and the ball, and ought to have sufficient bearing, say, a full half to three-fourths of an inch on the heel seat. Without proper bearing on the heel seat the shoe will wobble and twist, causing it to wear more on one side than on the other.

The retailer should be the judge as to whether or not the shanks of his shoes are properly built, and the way for him to know is to dissect a shoe, cutting it apart or by using an X-ray machine.

By paying close attention to the shank a retailer will receive fewer

Look Are You One?

NEVER BEFORE were so many merchants so tied up in stock and "short" ready cash. The term "sale" in the past has meant naught but CUT and SLASH—no profits, only a merry trade of goods for money. I will absolutely conduct for any store a STOCK REDUCTION—CASH OBTAINING—TRADE MAKING event that will produce more than its cost in profits, improve appearance and display and BUILD NEW TRADE for every employer of my service. Twenty-five years a merchant and student of modern every day SELLING and TRADE BUILDING.

E. B. DAVIS, North Branch, Mich.

Herold-Bertsch Shoes

Michigan  Made



A favorite with farmers because it can be worn the year-round. Advertised in the Michigan farm papers. Send order now and be ready for fall demands.

GIVES REAL SERVICE

This is a light service shoe. Made of good leather throughout. Cool and roomy for warm weather and can be worn under arctic during winter. Shoe merchants retail this shoe at good profits.

HEROLD-BERTSCH SHOE CO., GRAND RAPIDS, MICH.
Send for circular of line.

What Makes a Good Investment?

The factors necessary to make the securities of any Company a good investment are that it must have honest and capable men in charge of the affairs of the Company; it must be engaged in a business in which good profits can be made; it must have plenty of business to keep the Company running; it must be well located with reference to its market; it must have sufficient capital to enable it to carry on its business advantageously, but must not be over-capitalized; and it must be organized in such a manner that the stockholders will be assured of receiving the earnings on their investment.

Write us for full information regarding the WOLVERINE CARTON COMPANY so that we can explain to you how this Company fulfills every one of those requirements.

F. A. SAWALL COMPANY
313-14-15 Murray Bldg.
Grand Rapids, Mich.

Gentlemen:

Please give me full information regarding the Wolverine Carton Company and how it fulfills every requirement mentioned in your advertisement.

Name _____

Address _____

complaints from his trade about shoes not holding their shape, or not affording the amount of comfort they were intended to give. Proper co-operation with the manufacturers will, in nine cases out of ten, remedy such faults, and in the long run tend toward greater customer satisfaction and good will.

The Goring in the Shoe.

Shoe goring is rubber thread woven in combination with other threads of cotton, wool or silk. It should be unnecessary to say it is a perishable material like all rubber, and when not in use is best kept in a dark cool place, not exposed to light or heat of any description, especially bright sunlight.

All rubber thread is made from the best Para crude rubber. Other grades of rubber are not suitable for thread, consequently there is no inferior rubber in shoe goring.

The quality of goring is regulated by the amount of rubber used, the various kinds of other materials, different methods of weaves, and degree of fineness of texture.

The rubber thread is woven in the warp under tension. When the gore is made, there is about one inch of rubber to every two inches of goring. Thus it will be seen that like a rubber band when in use the rubber is always under tension, and when the gore is cut, the tendency of the rubber thread is always to pull itself away from the edges of the gore to the center of the fabric. For this reason $\frac{3}{8}$ of an inch lap of gore back of the stitching in the shoe has always been considered a conservative inlay to protect the gore from the rubber threads pulling away from the edges.

The goring should not be cut too small, a round pointed needle as small as possible should be used, stitches about 16 to the inch, gores stitched in soon as possible after they are cut.

The designer should make provisions for a gore of suitable width, with ample inlay of goring back of the side stitches, taking into consideration that whereas a woven fabric requires a larger margin of material than leather back of the stitches, an elastic fabric requires a still greater margin on account of the reason already mentioned.

From the different designs, and complaints made, it is evident that the present generation of shoe manufacturers on account, in many cases, of not having made gored shoes for a long time, have lost sight of the essential features of the application of goring in shoes. If attention to these details is not observed, the popularity of the shoe will be short lived.

These thoughts are the result of observation and study of many years as a maker of high grade goring. Most of the trouble in the past in regard to gored shoes is attributable to the fact that these essentials of fitting the gores were not observed and lack of realization that rubber will perish quickly if exposed to undue heat or light.

Outlook For Silver.

The French have a proverb to the effect that the appetite comes with eating, and in the case of the bounty which the silver miners have enjoyed until recently, the truth of this statement appears to be well attested. For about five years, under the Pittman act, the silver miners in the United States were able to get an artificial price of a dollar an ounce for their product, regardless of prices in the world market. For a short period in 1919 and 1920, the world price was above a dollar an ounce, but for three years the American producers were getting a dollar while the world price was at 70 cents or less. This meant a bounty of about 45 per cent. and, of course, it was temporarily of great benefit to the domestic industry. In July, the Government discontinued buying the metal at the artificial price, as it had completed all purchases required under the provisions of the Pittman act. There has been much pressure brought for further Government assistance, but so far it has brought nothing more tangible than the appointment of a Senate Commission of Gold and Silver Inquiry at the last session of Congress and the initiation of investigation under the auspices of the Bureau of Standards of ways to promote the further use of silver in the arts and industries. The chairman of the Senate Commission is Senator Oddie of Nevada, whose activities at the last session of Congress show that he is committed to some sort of Government aid to one of his own State's important industries, and it will be interesting to see if he succeeds in swinging the other members of the commission to his views.

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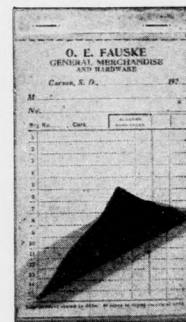
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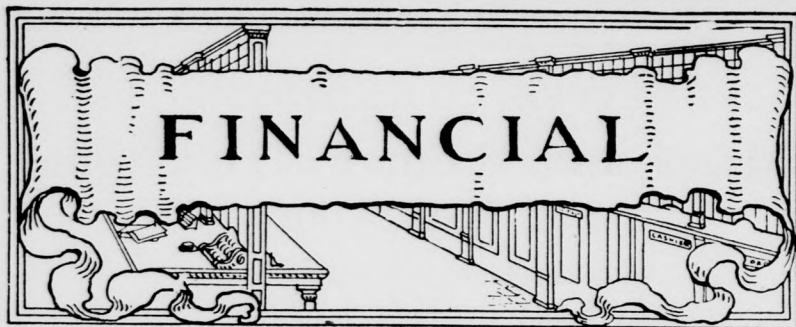
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What Can You Tell Your Banker?

There come times in even the best capitalized and managed stores when it is necessary, because of improvements or large purchases to secure loans at the bank. And in such instances, the merchant who is best equipped to give the banker all the desired information is the merchant who will get the loan the most easily and quickly.

Just what does the banker want to know when the merchant comes to him and applies for a loan?

The desired information varies, of course, according to the amount of money wanted by the merchant, the merchant's standing in the community, the length of time he has been in business, his general reputation and so on. In case of a merchant who had no bank loans and who was doing a good business and who had a splendid reputation, the bank might not ask any information at all to amount to anything if the sum asked for was only \$1,000 or so. In such a case the bank might extend the loan to the merchant almost without question. But in the case of a merchant whose credit was shaky and whose business was known to be slumping the information asked for would, in all probability, be much more extensive.

Here, for instance, is a complete classification of all the information secured by a Middle Western banker from a merchant who applied to him for a loan:

1. Complete financial statement including detailed information on all these points:—Outstanding accounts receivable and age of these accounts, merchandise bills due and overdue, value of stock on hand according to last inventory with age of the stock as a whole, all liabilities including bank loans and age of these loans and total assets of the store with all items summarized.

2. History of the store with information regarding the number of employees originally employed, number now employed and peak number employed; data regarding the biggest year of business done by the store

and summary of the owner's opinion as to why so much business was done that year; information about all improvements and extensions made to the store and information about any changes made in the character and quantity of goods carried.

3. History of the owner of the store. This included his present age, age at which he started in business, various trips he had taken, date when he was married and present situation of his family and information about the lodges he belonged to, church attended, etc.

4. Summarization of the owner's reasons why he had gotten in his present position. Was it due to stiff competition which he had tried to meet with cut prices? Was it due to the accumulation on his shelves of a large quantity of high priced goods which didn't move? Was it due to any dishonesty on the part of his employees? Was his overhead too great for the amount of business he was doing? Had he been doing too much credit business with customers who wouldn't pay their bills when due or who always compromised their indebtedness for less than the face value? Was it due to unwise outside investments or due to speculations by the owner of the store? Was it due, in the owner's opinion, to adverse local business conditions and what likelihood, if the owner felt this way about the matter was there that the local business conditions would improve so that he could get out of his financial difficulties if the loan was extended to him?

5. Summarization of the methods by which the store goes after business and the amounts spent on such promotion methods? How much advertising did the store do and what percentage of the gross receipts of the store was being spent for advertising? Did the store make use of the advertising material supplied for its use by the manufacturers and distributors of the articles it handled? Did the store use direct mail advertising in trying to get more business? Was the telephone ever employed in calling up prospects and in trying

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"Now, all premiums are automatically paid when due, and furthermore I am sure that when my family receives my insurance, it will be under the supervision of this trust company, which protects the fund from fake promoters and distributes the income to my family."

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YOUR choice of investments should be in keeping with current interest rates. By careful selection one can secure a fair income and at the same time properly safeguard the principal.

*We shall be pleased to discuss the matter of
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GRAND RAPIDS, MICHIGAN

to sell them goods? How much personal solicitation of business outside the store was done by the store owner himself or by his employees? How often were the store's show windows retrimmed? Did the store make special drives for business on the occasion of its birthday or on any other special occasion? In what ways did the store go after business more alertly than its competitors?

6. Survey of the store's employees. How many employees were on the store's pay roll at the time the loan was applied for? What were the salaries of these employees? What volume of sales per week on the average was made by each of the employees? How long had all of the employees been employed at the store?

7. Personnel work among the stores employees. Did the store have regular staff meetings from time to time? If so what topics were discussed at these meetings? How did the store do about adopting any of the suggestions made by employees at these meetings? What sort of interest was manifested by the employees at the meetings? How many changes in the personnel of the employees had the store made within the past one or two years and just why had these changes been made? Which of the employees did the store consider to be the most valuable to the institution and just why did it consider these employees worth the most?

8. Handling of customers. How many lost sales, on the average per 100 visitors to the store was the store having at the time the loan was applied for? What were the main reasons for these lost sales? How was the store trying to cut down the number of lost sales? How many of the customers who were patronizing the store last year were not patronizing it this year and why? What efforts was the store making to get back the patronage of these lost customers? How many complaints from customers, on the average, was the store getting per week? What sort of complaints were being registered by the customers? How was the store trying to do away with the causes of these complaints? How quickly, on the average, were customers being handled by the store after the patrons came into the establishment and how were those who couldn't be waited on at once, made to feel at home and perfectly willing to wait?

9. Buying methods. Did the store buy in small quantities or in large quantities and what were its reasons for adopting such buying methods? How could the store improve its buying methods so as to make the buying end of the business bring in more money? How closely did the store watch the markets so as to make sure that it was getting the best things for its money all the time?

Of course, the banker didn't secure all this information by direct questioning of the merchant. Much of it was secured by making a visit to the store in the company of a merchant from another city and this latter merchant, who was a live wire, was

a big help to the banker in appraising the stock of and in suggesting better methods of merchandising and all that sort of thing.

All of this information was gathered in the course of a week and thoroughly digested by the banker before he gave his decision to the merchant as to whether or not the desired loan would be extended to him.

At the end of the week the banker told the merchant that the loan would be given to him under certain conditions and among the most important of these conditions were the following.

A 50 per cent. reduction in the number of customers given credit, all the poor pay customers to be excluded.

Two of the old employees who were in a rut to be discharged as they were of no real good to the store and were critical and careless with customers.

Repainting of the interior of the establishment.

Buying of goods in much smaller quantities for a period of at least six months.

Weekly reports to the bankers on the store's financial condition and business done with regular monthly payments of a specified amount on the loan.

All of which is submitted in the hope that it will offer worth while ideas to various merchants for getting more business and keeping away from the necessity of having a banker go so vigorously into their business. In short, know where you stand.—Frank H. Williams in Hardware Age.

Every cent wasted in the handling of your business, comes out of your net profits. It is money you otherwise might have had for your personal use.

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

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Rise of Prices During September.

Business statisticians and forecasters are still unable to agree as to the future course of prices. Those who believe that prices are now at a permanently higher level, and that they will continue to advance point to the rise of more than 2 per cent. in September in support of their point of view and maintain that this marks the resumption of the upward trend after the lag during the spring and summer months. It happens, however, that the September trend is not being sustained in October. According to Prof. Irving F. Fisher's copyrighted index prices were 1.2 per cent. lower on October 27 than on October 13. This decline occurred while cotton prices were soaring. During the second half of October prices of coal, metals, wheat and corn declined.

The September advance, on which so much emphasis has been laid, was due to causes that were partly accidental. At any rate, there was no tendency in evidence for prices to advance throughout the whole commodity list, as should be expected, if a permanent rise in prices were on the cards. The rise in September was partly due to the accident of the weather, if it is ever permissible to refer to the weather as an accident. An abnormally cool spring retarded the crops. In September there was little old crop corn to be had pending the arrival of the new. The lateness of the cotton crop also gave the boll weevil a better chance and alternate droughts and floods further curtailed the yield. The rise in raw cotton that followed adverse crop reports was reflected in a rise in cotton goods. Now an examination of the index number of the Bureau of Labor Statistics will show that the September advance was due to the movement in the farm products, foods, and clothing and clothing groups, while prices in other important groups either receded or remained stable. It was the weather, then, and not inflationary influences that affected the general average.

Wholesale trade during September made a somewhat better showing than retail trade, according to the monthly summary of the Federal Reserve Board. The Reserve Board's index showed that wholesale trade was 9 per cent. above September, 1922, and

was the largest in three years. Retail trade, however, failed to register the full rate of increase usual at this season of the year, though it was above September a year ago. Department store sales showed a gain of 6 per cent. over September, 1922, and stocks at the end of the month were 13 per cent. larger than twelve months before. This gain in stocks does not mean that these establishments are accumulating heavy inventories, as stocks in the autumn of 1922 were small and the larger sales volume this year would require somewhat larger supplies of goods. The only marked increase of stocks reported is of dry goods in wholesale establishments. In this case inventories are considerably heavier than they were a year ago.

William O. Scroggs.

Wages and Prosperity.

During the current week one nationally known concern has been advertising that high wages and prosperity go hand in hand, while a well known financial institution has come out with a statement that present high wages are a menace to the country's prosperity. And so there we are. There are truth and error in both statements, as any business man knows. Everything depends on whether the laborer is worthy of his hire. Higher wages tend to increase the worker's productivity as a general rule and to that extent they are conducive to prosperity; but there are also occasions when high wages have the opposite effect, tending to "spoil" the worker, as has been noted in recent months in some of the building trades. Recently one of the leading manufacturing concerns of the country published a statement showing that since 1843 its average earnings per week had risen from \$3.08 to \$29.18, while the weekly working period had declined from 72 hours to 48. These changes are in the direction of human well-being and no one would care to revert to the conditions of 1843. On the other hand, between 1914 and 1923 average weekly earnings jumped from \$11.22 to \$29.18. There has been nearly as much increase in the last decade as there was in the previous seventy years. It is the rapid advances of this character which sometimes cause misgivings.

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chosen them
most carefully—
after 33 years'
experience—
as safe investments.

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MICHIGAN TRUST
COMPANY

Organized in 1889

GRAND RAPIDS

Good System for Checking Up Policies.

Following are some good rules for the agent to follow in checking up the policies issued through this office. They were prepared by special agent T. C. Naulty, of New York:

Does the amount of the policy coincide with the amount on the form?

Does the expiration agree with the term stated?

Is the assured mentioned the actual owner or has he only an insurable interest in the property insured?

If the assured's interest is not sole and unconditional is the interest of the other parties properly noted?

If the subject of insurance be personal property and the trust and commission clause has been used have you excluded the assured's interest in property which may be otherwise specifically insured?

Does the form correctly state the property desired to be insured and state the correct street address, town, city, county, state?

If the subject of insurance is building and stands on leased land has proper permission been given on the form?

If there is other insurance to be allowed have the words "other insurance permitted" been placed on the form?

If the subject of insurance be a manufacturing plant have the words "Privilege to work at all hours" been put on the form?

If the risk is a manufacturing plant has permission been given to cease operations for not exceeding thirty days as allowed by the rules?

If it be other than a manufacturing plant has the proper permit for vacancy and unoccupancy as permitted by the rules been placed on the policy?

If the risk is specifically rated has the standard work and materials clause been placed on the form?

Has the ordinary alterations and repairs rider been put on the form and what extraordinary alterations and repairs permit as permitted by the rules?

Has the lightning clause been put on?

Has the electricity clause been placed on the form?

If written at a co-insurance rate has the proper average clause been put on?

If the subject of insurance is building and the average clause is used have you excluded cost of excavations and if you believe they are in-

destructible have you excluded foundations below the basement and brick stacks, etc.?

Above all if there is other insurance on the risk does your policy read form for form, clause for clause alike?

Nature is kind to those who have taken pains to understand her.

\$10,000.00 DAMAGE CASE

Sued While Touring in Oregon

Boyne City, Michigan,
October 20, 1923.

Citizens' Mutual Auto Ins. Co.,
Howell, Michigan.

Gentlemen:

I have just been advised that the suit started against me for \$10,000 as the result of an automobile accident which occurred the 4th day of August, near Salem, Oregon, in which Mrs. Alice Lenon was fatally injured, was adjusted and dismissed. I wish to say that my wife and I are greatly pleased that this matter has been disposed of.

We have lived in Michigan a long time and were taking a trip this summer, going to California. When this sad accident occurred in Oregon, it took the pleasure out of our trip. When they held the inquest and later started suit against us, we were very thankful that we had an automobile insurance policy. While we had been a member of your company for a number of years we had never needed this protection before. Your Secretary, Mr. Robb, came to Oregon to give his personal attention to this matter. From his large experience in handling personal injury claims and his knowledge as a lawyer, we found that he was able to cope with the attorneys who had been employed to try this case against us and now that the matter has been adjusted so that all parties are satisfied by the payment of a total expense of \$1961.00, we are greatly relieved. Any one who has ever been in an accident of this kind can appreciate the consolation of service.

We thank your company for the services rendered and for the able way in which this case was handled.

Sincerely yours,
(Signed) S. B. STACKUS.

Citizens 4267

Bell, Main 2435

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"The Agency of Personal Service"

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

If interested, write for further particulars.

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that you are buying.

The Net Cost is **30% Less**

Michigan Bankers and Merchants Mutual Fire Insurance Co.
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WM. N. SENF, Secretary-Treas.

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GRAND RAPIDS MERCHANTS MUTUAL FIRE
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Other merchants equally welcome.

319-20 Houseman Bldg.

Grand Rapids, Mich.

Michigan Shoe Dealers Mutual Fire Insurance Co. Lansing, Michigan

GENERAL MERCANTILE RISKS

Write

L. H. BAKER, Secy-Treas.

LANSING, MICH.

P. O. Box 549

KU KLUX KLAN.

It May Have Evolved From Sons of Malta.

Written for the Tradesman.

During the year 1857 I received my initial acquaintance with the engaging mysteries of fraternal organizations. My mother had observed, "Anything secret, mysterious and difficult to comprehend has a great attraction for boys."

Thus it was that I was deeply puzzled and full of wonder when I read in the Grand Rapids Eagle that our town was to be treated to a grand demonstration—"A torchlight parade and a spectacular Calithumpian Walk" by the "Ancient and Antique Horribles," as demonstrated by the Knights of Malta.

In a general way we boys had a vague sort of idea that the Knights embodied an adjunct of the free masons. And, as a rule, we had faith in that conclusion, despite denials by some of our companions whose fathers were members of the masonic fraternity.

We could comprehend a torch-light parade, but could not understand a "Calithumpian Walk," even though it was to be indulged in by the "Ancient and Antique Horribles." Unanimously and instinctively we accepted the theory that it was to be very terrifying and amazing. And it was!

That is to say, the walk served to present to our boyish view all sorts of unusual moving and clearly human figures in a great variety of costumes and make up. There were two especial concoctions which impressed me. One was a walking figure encased in kegs and barrels of various sizes which cleverly concealed the wearer's head, neck, body, arms and all, except the feet. It must have weighed at least 150 pounds. The other figure was at least eight feet tall and represented a cock-of-the-walk. As I afterward learned, it was devised, built and worn by the late Dr. J. C. Parker. It had a head and neck that would turn and stretch as it crowed boastfully and pecked freely at the wide, wide world; wings that would flop and a tail that was rich in pride and conceit and the entire contraption was in full and effective feather—white plumage. It was a sort of woven-wire construction and an excellent tribute to the ingenuity and skill of Doctor Parker, who for many years was the leading dentist in the city.

At the time of the walk the late Capt. Samuel A. Judd was freely credited with being the inventor, maker and wearer of the barrel-and-kegs-costume, and the chief support of the claim was that he was a muscular, large and public spirited man. "Capt. Sam," as he was familiarly addressed, fell at the head of his company in the battle of Bair Oaks, Va., June 1, 1862, in which engagement his brother, George, lost an arm and his younger brother, Elliott, was taken prisoner.

However the "Ancient and Antique Horribles" and the "Calithumpian Walk" not only entertained the great throng in the city's streets, but they

provided abundant interest and somewhat systematic enquiry and observation as to fraternal organizations, with the result that "Johnny Helson"—of course that name is pure fiction—returned to his home in Grand Rapids, as a graduate from the University of Michigan and the winner of a C. E. degree. His leaving the city before the war as a graduate from the upper room (Michigan didn't have high schools those days) of the stone school house on the hill had been a real event. When we learned that his father had decided to send him to college we boys were no less than amazed. To think that one of our crowd had won such distinction was almost unthinkable and so juvenile reminiscences were numerous.

In the first place Johnny's father had advocated the acquiring of a profession ever since we could remember, so that when we heard that Johnny, a man and a college-graduate would upon his return begin work in his father's store, much of the envy and jealous spirit too commonly evident as boyish instinct cut loose.

"Seems to me Johnny's father is a funny man to set his boy right-at-work-for-a-living. What did he send him to college for? And, anyway, Johnny was never any good at sticking to anything very long," was one criticism.

"Yes," continued another youngster, "the old man says Johnny's got to learn the business from the ground up. And I tell you, it'll be a regular hired man's job Johnny'll have."

It so happened that the youngster who made the dire prediction met and congratulated the college graduate very shortly after his return and, finding him in wamus and overalls, cleaning the paved street before the store, just a bit viciously asked:

"How'd you like your job, Mr. Civil Engineer?"

"Well, it is right along my line, this cleaning of streets," pleasantly answered Johnny as he warned his old pal against planting a foot into a pile of damp street refuse.

At this the would-be critic resumed: "Kinder hard, aint it, after having things so soft so long? And Johnny's reply went deep under the skin, as he said: "It is a lot easier than loafing."

"But what's the use of spending a lot of time and a lot of money going to college just to be a hired man and do dirty work?" the critic continued.

"Say," remarked Johnny, "how would you unload from a big railway truck a couple of hogsheds of damp brown sugar? There comes the truck now. Stand by and you'll see me do it without busting anything."

"Meanwhile a great platform truck laden with two hogsheds of brown sugar had been carefully and skillfully backed up to the curb, while Johnny busied himself removing three or four empty tea chests from the curb.

"Mean to say you and the truck driver are going to unload those things alone? Oh, I see," interpolated the critic, as he espied the skid on

the back of the truck-end. "Course! that's easy—with a skid."

Johnny made no reply except, "Hold your breath and see."

With the truck satisfactorily and surely located, Johnny placed one of the empty tea chests at the end and just below the truck, resting on the sidewalk. Then the truckman put his shoulder to the hogsheds and with Johnny watching things calmly, he quite readily rolled the big thing slowly down the inclined truck bed to the edge; another tug mildly indulged in, and about half a ton's weight of freight rolled to and over the edge onto it. It gave just the needed resistance and, crashed flat, it let hundreds of weight down to the sidewalk without breaking anything, except the inquisitor's silence.

The other hogsheds was similarly handled and Johnny observed: "There are a good many things we learn without going to college, but had it not been for the science of the thing, we would never have learned that."

The satisfaction of the father and the surprised attitude of the critic over the clear and convincing effect of Johnny's illustration of the value of knowing something that his critic did not know, and that he learned this thing at college was too potent to admit of further discussion.

One of the direct results was an enthusiastic solidifying of our entire crowd. There were eight of us—from 15 year of age to the dignity of 17—and we were all employed as clerks in stores on Monroe and Canal streets, with sleeping in the store nights as our most interesting duty.

And Johnny Helson, fresh from college, one of the most earnest and interesting, because he at once advocated the organization of a secret society, so that we could have grips for handshaking, pass words for mysterious places and doings and signs and motions that outsiders couldn't comprehend. The easily

believed statement that we could become like free masons or at least as select and efficient as were the knights of Malta was tempting.

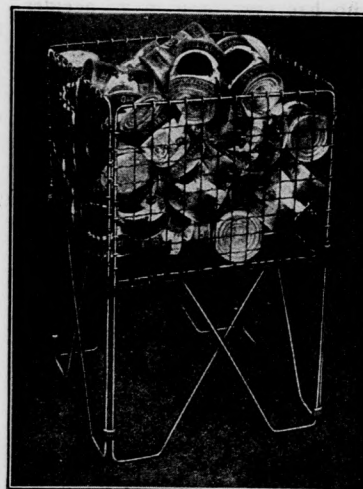
The proposition took our crowd by storm, especially when Johnny explained that he hadn't been in college half a year when he was approached by students further advanced than himself who urged him to join a Greek letter society and that he had joined and had received wondrous helps and benefits therefrom. When asked to specify what and how such values had come to him, he was silent and mysterious and when asked as to some history as to the birth and development of Greek letter organizations, his sole reply was: "Everybody has to join to learn that. I can tell you this much. Such societies are older than our United States and all big colleges and universities all over the world have got 'em."

At all events, the mystery and Johnny's frankness won the day, so that presently we had a uniformed society of seven members which had Johnny's promise that he would get a permit—he called it a charter—from his college fraternity to organize us with a branch of a Greek Letter Association.

Whether he obtained the promised authority establishing us as a chapter or a lesser sub-council of the K-D-G we never ascertained, but we had many meetings. So far as ever we knew, the weird existence of the organization—it existed for nearly six months—ended because, through increased age and removals without notice, the membership which at one time had reached the limit of eleven individuals passed away.

My present interest in the matter is as to the possibility that other boys have had similar experiences; that mayhap they joined the Sons of Malta or something and that, the routine we followed and the interest we felt have, among other youngsters, evolved the cardinal vices as well as virtues of the Ku Klux Klan.

Charles S. Hathaway.



Announcing The Grand Rapids Collapsible Display Baskets

FOR GROCERS WHO CARE—

Made of strong crimped wire, with a beautiful green enamel finish. — — — Cut shows how to sell a stock of shelf-worn canned goods quick.

Equally good for Fruits, Vegetables, Soaps and Green Stuffs. Keep your floors clean.

Attract attention to what you have to sell.

Let us quote you on six or a dozen. We also make wire baskets for counters and windows.

Grand Rapids Wire Products Co.

430 Front Avenue

GRAND RAPIDS, MICHIGAN

AGENTS WANTED

-why it pays to Push Prunes

Let us say you buy 5 boxes [125 pounds] at 12 cents. You will have \$15 invested. So \$15 is your capital.

Now, suppose you consider 30% margin on sales—which is equivalent to 43% on cost—the right margin on prunes. Then your selling price, based on 12 cents cost, will be a little over 17 cents the pound. Therefore, to be perfectly safe, you can sell at 18 cents the pound, 2 pounds for 35 cents.

Here's a safe and sane way to figure out what happens: allow 1 pound on the box [or 4%] for shrink, sampling, overweight. Figure 17% average expense. Together these will make a total burden of 21% on the sales and leave you

9% NET Profit

In this case your earnings will be even greater. Because the 125 pounds of prunes on this basis will sell for, say, \$22.20 or:

Gross spread	\$7.20
Deduct the 21% burden	4.66
And you have as net earnings	\$2.54

This is actually over 11.44%. It happens because the selling price will average more than 17½ cents.

Now, suppose you turn your prune stock once each month on this plan, you will have 12 turns at \$2.54 each, or \$30.48. This shows net annual earnings of over 200% on your capital of \$15. If you buy and sell out every two weeks, you will have \$60.96, or more than 400% on your capital.

These are the plain facts and figures showing what can be made on prunes in any store. It can be done by any merchant who watches his margins and keeps his prune stock active. Fair margins plus rapid turnover work real magic with your profits—remember that!

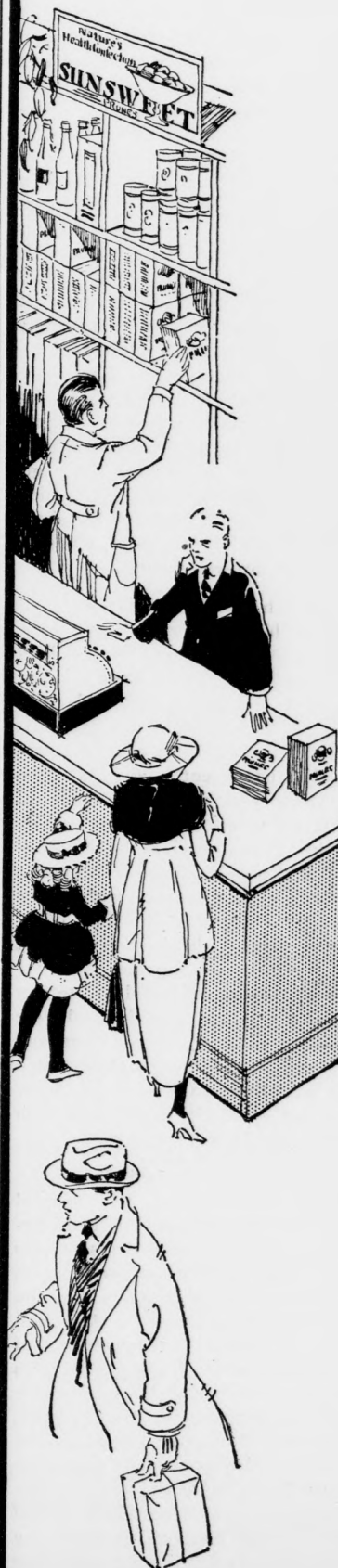
SUNSWEEET

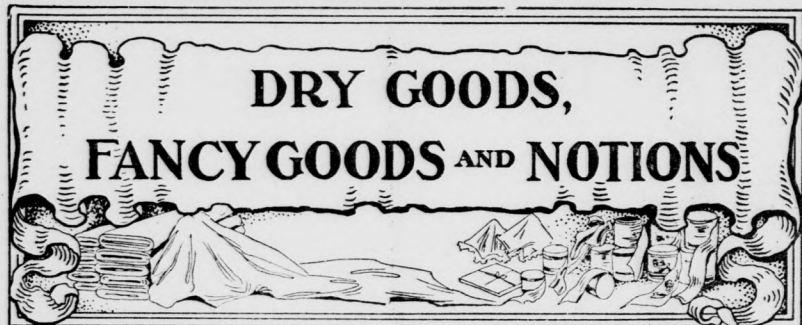
CALIFORNIA'S NATURE-FLAVORED
PRUNES

CALIFORNIA PRUNE AND APRICOT GROWERS ASSN.
3111 MARKET STREET, SAN JOSE, CAL. • 11,000 GROWER MEMBERS



Be sure to ask your jobber for Sunsweet Prunes—the nationally advertised brand. Packed in the sanitary, handy 2-lb. carton in three sizes—Large, Medium, Small—and in bulk. We will be glad to supply you free with sales helps—window displays and merchandising “pointers” which will help you boost your prune sales and profits.





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.

Novel Hats Seen Here.

An interesting line of dance and "fur coat" hats is now being shown by a well-known concern specializing in medium-priced millinery. In keeping with the latest reports from Paris, this line plays up strongly models made up of slipper satin of heavy quality in black and brown. Shapes are small generally, and the crowns are new in that they stand out a little from the heads of the wearers. Small poke brims and turned back front cuffs are very effective, especially those worked out in brown, with imitation jewel trimmings. These are red, green, blue and amber flat "jewels," and are stitched with gold thread in conventional motifs around the crown or outlining the brim edge. Other novelties in the line, which wholesales at from \$4 to \$6, show wired gold lace flares with crowns of transparent brown maline.

Ostrich Feathers Advance.

Strong bidding prevailed at the London ostrich feather auction held during the first three days of last week, and all grades advanced, with the exception of body feathers. At the first sessions white wing feathers rose 15 per cent., and at the close there was another advance of 5 to 10 per cent. in them, according to cable advices received by E. Eise-mann & Co. Feminas and byocks advanced 10 per cent., with body feathers unchanged. The final offerings were small, having a value of only £60,000. A representative of the firm mentioned said yesterday that there was a strong demand here for ostrich feather trimmed hats and fans. Initial orders placed are said to be from three to four times larger than those since the last big ostrich period about four years ago.

Denims Join Upward Trend.

Denims have joined the upward turn in prices that has marked several lines of standard fabrics since the upturn in cotton became pronounced, and a continued high price for the staple has been assured. Although making no formal announcement of the fact, one of the leading producers of the goods has taken a considerable volume of business in a quiet way, for delivery during the first quarter of 1924, on the basis of 24 cents for 2.20 yard white-back indigo goods and 22 cents for 2.40 yard double and twists. These figures represent an advance of a cent a yard over the

prices at which the goods were sold for delivery during this and next month.

Knitted Suits for Spring.

A considerably increased call for women's knitted suits for Spring is looked for by local wholesalers of these garments. The demand for them during the Fall was by no means small, and, despite the lateness of the season, retailers are said to be still showing interest in them. The sports wear trend for the coming season, however, is expected to be so strong that the knitted suits will have a much greater run. Those having the slip-over effect are said to be favored most. The lighter colors are being stressed.

Overblouse Still Leads.

While the blouse demand is spread notably over diversified types and materials, the overblouse continues to lead in popularity. Its vogue is looked upon as practically sure during the Spring season. This style in plain or brocaded velvets and chevilles is in good demand now. Models with Peter Pan collars are attracting more attention in dimities and imported broad cloths. The favor accorded slip-on sweaters, according to a well-known resident buyer, is a factor in the increased buying of these kinds. The tuck-in types generally are expected to sell in the tailored models during the Spring.

Sconce Shades of Ribbon.

Handsome double sconce shades are making their appearance, created from that beautiful ribbon that is velvet of solid color down the middle, with borders of chiffon in soft, cloudy blending tints. Make a buckram foundation the width of the velvet center to fit the frame, and simply glue the ribbon to it. Use an excellent quality of liquid glue, spread sparingly from the tube around the outer edges of the buckram, allow it to "set" and place the ribbon carefully.

The pathway to power lies through service.

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.

The Cotton Market

Cotton Middlings were quoted at 32.8c on the Exchange and the Mills are paying around 36 for cotton that they are making into cloth. They claim they have not advanced prices to that basis but even on the prevailing prices many of the Mills have not been able to secure sufficient orders to run to a capacity that will show them a profit, hence many of the larger Mills have partially or totally shut down.

The Government issued a special report on Cotton on Nov. 2nd reducing their former estimate to about 10,250,000 bales for 1923.

The supply and demand will later determine whether the present price of cotton is justified or whether it will advance further as many predict.

We realized early in the summer that Cotton would be short and bought a good quantity of various kinds of Wash Goods, Hosiery, Underwear, Bathing Caps and other lines for Spring 1924. Most of our Underwear is already sold up.

Our salesmen have just received samples for Spring on Wash Goods and will show them to you beginning this week.

Our line is most complete and covers everything from Gingham to the latest Novelties and Combinations. Our prices are based on our purchases made early in the summer when cotton was selling around 23 and goods based on even lower priced cotton.

We believe that every conservative merchant should buy at least a small amount of the different items that he will use next Spring, as there is nothing to lose when prices are based on last summer's Cotton, and in addition you will secure good deliveries and the best selection of patterns by buying early.

If you will therefore give our salesmen an opportunity to cover you for a part of your requirements you will be favoring both of us.

GRAND RAPIDS DRY GOODS CO.

Your Dry Goods Wholesaler

Twenty-Two Numbers of Brushed Wool Mufflers On the Floor

Probably the most complete and attractive line ever carried in this territory.

Samples sent on request.

Write now while the line is complete.

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

Fall and Winter Flannels

Outings, Light and Dark, in both 27 and 36 in.

Special Light Outing Bundles 27 in. @ 13½c

Royal and Esmond Robe Flannels, very pretty patterns, both in 27 in. and 36 in.

Dress Flannels 27 and 54 inch in popular shades.

Wool Serges and Dress Goods 32 to 54 inch width.

Samples mailed on request.

Quality Merchandise—Right Prices—Prompt Service

PAUL STEKETEE & SONS
 WHOLESALE DRY GOODS GRAND RAPIDS, MICH.

High Surtaxes Defeat Own Purpose.

Announcement by the Treasury Department that the number of taxable incomes of \$1,000,000 or more had declined from the high record of 216 in 1916 to twenty-one in 1921, affords one more illustration of how some of the provisions of our Federal revenue laws are defeating their own purpose. The heavy surtaxes on incomes in the so-called higher brackets have driven the well-to-do taxpayer into the haven of tax-exempt securities. This is not only depriving the Government of revenues, but it has created an artificial demand for bonds issued by the States and their political subdivisions and has served to encourage expenditures for public improvements that have not always proved wise investments. The remedy for these two things has several times been clearly pointed out by the Secretary of the Treasury. The first step is to reduce the surtaxes to a point at which they will become productive. The second is to amend the Constitution so as to put an end to further issues of tax-exempt securities. Both these measures will be laid before Congress again at its next session, and both will encounter opposition and inertia, as they did at the previous session. The tax question is going to be one of the chief matters before Congress however, notwithstanding the counsel on the part of a few leaders to "let well enough alone." The trouble is that very few people believe that the tax system is yet to be properly designated as "well enough."

According to Senator Curtis, a member of the Senate Finance Committee taxes can be reduced and the ex-service men can have the bonus too. So the country may be in a fair way to have its cake and eat it. The trouble with this view of the tax and bonus question is that it extends only through the next fiscal year. Under the proposed scheme for a bonus the charge on the Treasury during the first year will not be heavy, and the payments for that period may not require heavier taxes. It is not easy to see however, how even this small extra charge can be met if taxes are decreased. The cur-

rent fiscal year may not bring another surplus to the Treasury. In the previous year the unexpected increase in imports and the short business boom of the spring served to swell the receipts of the Treasury. During the present fiscal year, however, imports have been shrinking and production has slackened, and this will be reflected in the Government's income. But whether or not we can have both a bonus and lower taxes next year, in the long run the "adjusted compensation" is going to take some \$4,000,000,000 out of the pockets of the taxpayers and the only way to get it is to raise taxes.

William O. Scroggs.

Hazard in Filling of Gasoline Tanks.

So many deaths and serious injuries have occurred recently from static electricity generated during the filling of automobile tanks with gasoline that W. E. Mallaleiu, general manager of the National Board of Fire Underwriters, recently issued the following:

"While flowing through hose such as is customarily used by filling stations and supply trucks," said Mr. Mallaleiu, "gasoline generates static electricity from the friction incident to its passage. The electrical charge in the hose attempts to escape and in doing so will jump a fair-sized gap to the nearest metal surface, thus creating a spark."

"Recently, a number of people have lost their lives and others have been badly burned while seated in automobiles whose gasoline supply was being replenished, because in each case, such static sparks have ignited the gasoline vapor escaping at the mouth of the tank; in several instances explosions have followed."

"Tragedies of this kind may be easily avoided, however, by making sure that the nozzle of the hose is in continuous contact with the unpainted mouth of the tank. With tank trucks the additional precaution of a grounding chain should always be employed. Considering that most of the nation seems to be 'a motoring,' it is important that these simple precautions should be generally observed."

Are You Going to Drive Your Open Car This Winter?

NOW IS THE TIME to think about having a glass enclosure built on your car and have all the comforts of a closed car at a relatively small expense. Prices on all makes of cars range from \$50.00 to \$125.00.

HAYES-IONIA SERVICE COMPANY

Richmond at Muskegon Ave.

Citizens Phone 72-395

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Soot and dust on window sill
Keep the Cold, Soot and Dust Out
Install "AMERICAN WINDUSTITE" all-metal Weather Strips and save on your coal bills, make your house-cleaning easier, get more comfort from your heating plant and protect your furnishings and draperies from the outside dirt, soot and dust.

Storm-proof, Dirt-proof, Leak-proof and Rattle-proof

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Exclusive Chain Store Opportunity

To DOMINATE the large and growing business in Ford Supplies in your territory.

SEND FOR CATALOGUE and note the low retail prices quoted therein. You can send this catalogue with your imprint, to EVERY FORD OWNER in your territory, at the low cost of a few cents each. These low prices represent a mark-up of 50 per cent. average profit for you.

INSTALL a Cut-Rate Ford Department in your present business, under our exclusive Chain Store Franchise, and get this profitable business and beat all competition, including Mail Order houses.

ASK for suggested opening stock assortments and copy of Franchise. Your regular business will benefit greatly and you will turn your investment in Ford Supplies very rapidly with our Chain Store System of small quantities, just the fast sellers and most staple items which you can replace JUST AS SOLD, three or more times each week.

YOU DESERVE this business and with Our System and Service you are bound to get it.

Do you want it? If so, you will have to act promptly. When in Chicago come and see us.

Cut-Rate Ford Stores

608 S. Dearborn St.

Chicago, Ills.

A Real Non-Assessable Automobile Policy with a Real Company---

Not non-assessable by experience — non-assessable by depositing \$100,000 with the State of Michigan for the protection of its policy holders. This is the only way you can get a real non-assessable policy at mutual rates, with no assessments, in the strongest and most popular Auto Insurance Co. in Michigan.

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

Mary J. Field Company

Grand Rapids Representative

Auto Owners Insurance Company

514-515 Widdicomb Bldg.

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EGG ECONOMY.

Interesting Facts About America's Great Staple.

When the Psalmist saw rain come down from the heavens he concluded there was a supply above them which he called the "waters above the heavens." There were waters under the earth and above the heavens as well as in the seas.

If egg packers could be a little more simple in their thought about the waters above the heavens, they would find them not hard to understand, nor to control for purposes of keeping their supplies, their poultry and their eggs in an atmosphere neither too dry nor too wet.

Right now, in the Northern sections, packers will want to dress poultry without refrigeration, and will attempt to do it sometimes at great risk of the poultry going bad on them. It is a risky operation under any climatic conditions to dry-cool dressed poultry without refrigeration. At this season of the year it requires that one know clearly what can and cannot be done in the presence of the "waters above the heavens."

We are going to say a few things about the water in the atmosphere. It is always present, and without it there would be no life. It is closely related to heat and is, in fact, the great heat modifier. We think of rain as the result of a sudden change of temperature. We can also think of a change of temperature as the result of rain. Water in the atmosphere is the reserve mass in which the sun's heat is stored so as to give us a uniform supply. Without water in the atmosphere, the temperature at the surface of the earth would, so scientists tell us, be so cold that nothing could live.

A glass of ice water illustrates what takes place when dew forms or when it rains, and a cup of hot coffee tells the whole story of pre-cooling. Because we can see the glass sweat and the coffee steam, it is easier to tell what takes place. We know, too, that when a saucer is placed over the steaming coffee, it keeps warm much longer. Right at this point the thoughtful observer will need no further hint to conclude that, if poultry is to cool off safely, it must be kept evaporating, and if it cannot evaporate, owing to heavy atmosphere, its cooling will be retarded, no matter what the temperature.

We can see the dew forming on the cold glass but we cannot see it on the surface of the cold water. When water meets water the colder absorbs the warmer instantly, and we do not see the result. One might almost say that when water is cold it is not wet; at any rate, it does not give off moisture.

On a dry day perishable and living things are self cooling. Whenever water can evaporate it cools the evaporating surface. Cover the surface with a waterproof cloth, and cooling is greatly retarded. Living things lose their resistance when they cannot give off water. It is not

the temperature but the high humidity that makes a crowded room so uncomfortable and so unsafe for people susceptible to colds.

There is a normal relation between the temperature and the right moisture for that temperature. It is not necessary to know what moisture is right for any particular degree of temperature, in order to understand that there is a normal relation and, if the water content is higher than normal, the water tends to condense; in other words, to seek the normal. On the other hand, if the water content of air is below normal, nature will tend to force evaporation from the nearest body that can supply the thirsty air.

What is wanted for rapid pre-cooling is thirsty air. Almost any temperature will suffice if the air is thirsty enough. On the dry plains of Arizona drinking water is cooled by the simple method of placing it in a porous or unglazed earthenware vessel so as to afford a large evaporating surface.

Water can be drawn off from the air just as it can be vaporized, and the process is the reverse of vaporizing. A cold surface is wanted, and preferably one which will absorb the dew as fast as it forms. Cold water is the ideal substance for this purpose, since water meets water, and the moisture in the air simply disappears.

We speak of the cooling shower because when it rains cold water the air is instantly dried, and our body begins to evaporate freely. All rain is not cooling. If a mist is formed from a fairly warm cloud meeting a surface of hotter earth, which in turn is trying to get rid of some moisture in an effort to cool off, the resulting rain is warm and the atmosphere is highly charged with moisture. Don't be afraid of the rain, then, if it is a cold rain and you want to pre-cool, or to cool off yourself.

Since changes in temperature are constantly occurring, there is no getting away from the evaporating and condensing waters but by closing off the room to be regulated. The more effectively you can close it off from temperature changes the more surely you can control the moisture, and if you can accomplish your purpose without artificial heat or refrigeration—in other words if the room is so insulated that you are not continually adjusting it to the outside temperature—your problems are half solved.

There are many simple ways of moistening and drying the air of a room if you can hold it, as it were, in your hand. One of the simplest is to utilize the changes in the outside air itself by introducing it under the conditions and at the time wanted. It is obviously beyond the scope of our subject to try to describe even a few of the ways to moisten and dry the air. First provide yourself with a well insulated plant or home and you can work out simple ways of your own. The lighter the insulation the more

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BE PREPARED
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Wholesale Grocers
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You Make
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Blended For Family Use
The Quality Is Standard and the
Price Reasonable

Genuine Buckwheat Flour
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J. F. Eesley Milling Co.
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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.

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RED STAR FLOUR

RED STAR FLOUR is milled from the choicest of Kansas hard winter wheat, justly noted for its well balanced gluten. RED STAR is designed especially to please the housewife who bakes her own bread, rolls and cakes. RED STAR will please the small baker who caters to the family trade.

RED STAR is made right and priced right.

Ask our salesmen more about it.

JUDSON GROCER COMPANY
DISTRIBUTORS

GRAND RAPIDS,

MICHIGAN

you will have to resort to artificial heat or refrigeration and the more complicated your problem of regulating the moisture becomes.

The waters above the heavens, being in the form of vapor, are far less in weight than the waters under the earth or in the seas. Nevertheless, they form a considerable portion of the supply used by living things. If all the water in the atmosphere were condensed it would raise the level of the seas several inches, according to estimates of scientists.

The atmosphere nearest to the surface of the earth is most highly charged with moisture, while the higher heavens are relatively free from moisture. It is only by poetic license that we can join with the Psalmist in calling these waters the waters above the heavens. We are immersed in them, and we live upon them. Like fire, they are dangerous to perishable as well as to living things when not under full control.

Packing the 30 Dozen Case.

The standard 30 dozen case is not fool-proof by any means, but it can be packed so the eggs will arrive unbroken after shipment. The two points to be observed are, first, to lock the top filler and, if possible, also the second and third fillers, and, second, to fill the case.

These are the points most often neglected and at the season of the year when eggs are shipped long distances locally or by express good packing is especially important.

Good nailing and a square case in which the fillers fit snugly but not too tight are both important, but most shippers are warned on these points.

The most successful shippers are using some method for locking the top fillers which are especially liable to shift on a smooth flat. Where six pads are used, two at top, two at bottom and two somewhere between, it is best to place the last-mentioned two between the second and third fillers from the top, which will lock the three top fillers and result in better ventilation than by placing a pad both above and below the top filler.

Of course, if the contents do not press against the case, there is no locking, and a loose package is faulty. Export packers allow the cover to spring moderately over the contents, and, where the eggs are not too large, there can hardly be too much spring. The contents tend to settle in transit, and the case should be nailed up with considerable spring over the bulging contents. An extra nail close to the edge on the center board will stiffen the package and is easily removed.

Frosted Eggs.

A frosted egg is watery and has lost its firm body. Under the action of freezing cold, the fine texture of flesh of the new-laid egg is expanded and the cells are ruptured.

An egg, when frozen hard, will expand until the shell bursts, when anyone can see the effects. But when the shell is not broken, a frosted egg can be detected only

before the light.

A fresh egg has considerable native heat and can resist frost for some hours if not too full and if not too far below freezing. Plump, full, new-laid eggs burst rather easily.

Eggs are carried in modern storages as low as 28 degrees, and at 26 degrees they will resist frost for several days. But that is the limit when protected by the standard case and honey-comb filler, quite a protection against frost.

The packer should take no unnecessary risk with fresh eggs at this season. To bring the extreme prices paid for fresh eggs in the fall and winter, eggs must be as nearly perfect as possible. A frosted egg, even when the shell is sound, has lost value. It is often frosted in the nest and must be guarded against in buying. It belongs to the watery class.

Show interest in your shipment when you deliver it to the express agent. The express companies have educated their employes in recent years to care for eggs. They know what to do under most conditions and when a shipper shows interest in his eggs the express agent is more likely to do the same.

The Hot Tongue Test.

Speaking of the native heat of an egg, your editor once saw a practical joke played on an unsuspecting customer of a wholesale house in Pittsburgh. The proprietor came along when the customer was arguing with the salesman over the freshness of 10 cases of storage eggs under sale. The proprietor soberly lifted one egg after another from the top filler and held the butt end for a moment to his tongue. After sampling eight or ten eggs in this manner he walked to the back of the store with the remark that the man who didn't know a fresh egg when the heat was still in it, had to go a long way to find an excuse for kicking.

The customer, who was a restaurant-keeper and who was not well informed about the character of storage eggs, began testing in the same way and soon bought the eggs.

Storage eggs are not now, as a rule, shrunken at the butt end so badly as they were commonly shrunken ten or fifteen years ago, but if you have an opportunity to test shrunken eggs in the manner suggested, the warmth of the tongue will so quickly warm the empty shell at the butt end that you will readily understand the joke on the restaurant keeper.

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

Moseley Brothers
GRAND RAPIDS, MICH.
Jobbers of Farm Produce.

IT'S TRUE Swift Cigars

Nothing Fancy But the Tobacco

Distributed by

LEWELLYN & CO.
WHOLESALE GROCERS

GRAND RAPIDS

MICHIGAN

We Are Now Offering
Best Quality—

**CRANBERRIES
SWEET POTATOES
MICHIGAN ONIONS**

THE VINKEMULDER COMPANY

Grand Rapids, Michigan

**SUPERIOR
BRAND
METWORST**
Sausage

WHOLESALE ONLY

YOUR TRADE WILL LIKE THEM

HERMAN DEMMINK CO.

557 Michigan
GRAND RAPIDS MICHIGAN

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

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

Receivers and Shippers of All

**Seasonable
Fruits and Vegetables**



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 Digman, Owosso.

Some Methods of an Aggressive Stove Dealer.

Written for the Tradesman.

As a rule, the best hints to be gleaned from the actual experience of hardware dealers are along the lines, not of novel selling stunts, but of old and tried methods which merit constant reiteration.

I asked an experienced and successful stove dealer for some opinions as to the proper handling of that department. In reply he said:

"First, be careful in selecting a good line of stoves and ranges. Limit yourself to one line only, and then you are talking the same stove day after day, and it also makes less confusion in the handling of repairs. Your customers will never forgive you if you are not able to furnish repairs for the stove you sold them.

"Having made your selection, arrange your stoves neatly, in rows if possible, on your floor. Avoid crowding them together; and, above all, do not use them for shelves or keep the tops littered with other goods. See that they are kept well brushed and that the nickel is cleaned often.

"We have made it a point lately to thoroughly brush our stoves every morning and to thoroughly clean the nickel every Friday, and so keep them shining. We have all our stoves mounted on trucks, so they are easy to show and easy to sweep under.

"We think it a good plan to keep our stoves on display on our floor the year around. Some dealers, as soon as the heavy stove trade is over, huddle them away in some unused corner and forget about them until a customer comes in and asks to be shown one. Almost daily, even at this time of year, when customers come in and are being waited upon, they will wander back through our stove department and stand and admire the stock. It is an easy matter, if you see them taking an interest in a stove, to ask, before they leave the store, if they intend buying. Possibly the customer will say no; but even then the customer has seen the stoves and, if pleased with them, will sooner or later mention them to someone who does intend to buy.

"A customer may say, 'No, I don't want to buy now, but perhaps will later on.' Jot this down in your prospect book. Always keep a prospect book. It pays. Now you gain

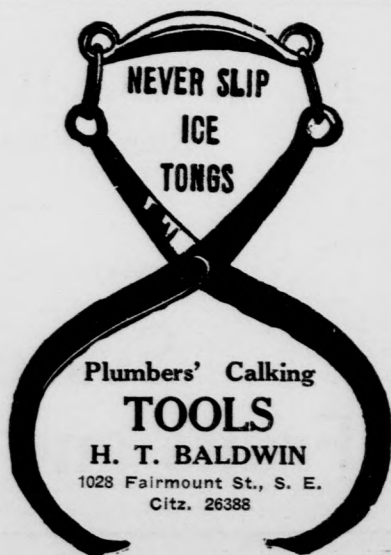
this information by having your stoves on the floor the year around. You cannot otherwise.

"Having made a selection of stoves and arranged them in the most attractive manner possible, if you have a window space you can spare, place a stove in the window. You can change this around, a range for a while, then, towards fall, a parlor heater. But, above all, keep both stove and window clean. If you don't purpose doing this, better keep the stove out.

"Now you are ready to start your advertising campaign. On Saturday, our market day, we send circulars, telling of the quality of our stoves, to the market place. We instruct the boy to place them in the baskets or to hand them to the farmers and their wives. Next he visits all the hotel sheds and parking places and makes the round of the streets, placing them in rigs and automobiles. We also mail a goodly number of these circulars.

"Take a prominent space in the newspaper and start talking stoves and nothing but stoves in that space. Don't spoil this ad by mentioning any other article unless it is something pertaining to the stove. If your space in the newspaper will permit, invariably use a cut, and, if you have more than one cut, change them every week when you change the wording of your advertisement.

"We are firm believers in road advertising, provided it is properly done. Our company helps us a lot. There are five roads leading into our town, and on each road we have a beautiful lithographed sign supplied by the manufacturers, set up in a conspicuous place and not too far from town, advertising our stoves and ranges. Then we place the small signs furnished us at inter-



Foster, Stevens & Co. Wholesale Hardware

157-159 Monroe Ave. :: 151 to 161 Louis N. W.
Grand Rapids, Mich.

SCALES

We Offer
 Splendid Values
 in

Used Scales

See them
 before you buy

We
 Sell
 Office
 Desks
 and
 Chairs
 New
 and
 Used

Cash Registers

Nationals
 Americans
 St Louis

New and Used.
 Cash or Time
 Payments

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.

Michigan Hardware Company

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICH.

Exclusive Jobbers of Shelf Hardware,
 Sporting Goods and

FISHING TACKLE

Use Tradesman Coupons

vals on each side of the road about five miles out, each way.

"Of course we do not stop there. We could not expect the company to supply us with all the signs needed. Each year we make a number ourselves. We make them of galvanized iron, paint them yellow and letter them in black. We find these colors stand the weather best and they are more attractive.

"Last spring we put out over 200, and are putting out more this fall. Care must be taken not to put too much wording on the road signs. Just have enough so that a person driving past may read the sign at a glance. Try and have them as different in wording as possible, and see that they are well put up, in conspicuous places. Keep them up by placing new ones here and there between old ones a few times a year. This is bound to bring results.

"When our wagon starts out delivering in the country (for in our town we have to deliver all the stoves we sell, to points as much as 15 miles distant) we throw a few signs into the wagon and put them up on the return trip at the point furthest away from the store.

"When the stove season opens, start talking stoves to every adult customer who comes into your store. If the customer tells you he is not going to buy, take him back and show him the stock anyway. Tell him how good a stove you have, and prove it by showing him your line. He will surely tell others who may intend buying.

"When the buyer comes along and expresses a desire to look at our stoves, we first ascertain about the size stove he requires. This avoids going over all the stoves, where the customer has his mind definitely made up before he comes in. Our plan is, on finding out the size he wants, to take him to the best stove in the class he desires. If he finds this too high priced, then we show him the cheaper ones. In a good many cases he will turn back and buy the high-priced stove.

"Do most of your talking on the most expensive stove. Never start on the cheaper one and try to work up to the high priced stove; for if you do, the customer will be dissatisfied that he cannot buy the more expensive stove at the price of the cheaper one.

"Don't be afraid to take a stove apart and explain it. It tires a customer to stand and look at a stove and look at you and have you do the same.

"Start at the fire-box and show him how the heat travels. Explain to him the construction of the flues. If you have draw out grates, draw them out and tell him how easy it is to make repairs on grates without removing the furnace linings. Lift off a cover and let him see it. Show him the linings on the bottoms of the centers. Lift out the reservoir and explain to him the weight of copper from which it is made. Instruct him in the use of all dampers.

"Having done this, take up the general appearance, the design and

finish of the stove, and above all say nothing detrimental about any other make of stove. Every time you do that, you advertise the other fellow. We find it is a good way, if a customer asks us regarding another make of stove, to simply say: 'Yes, we think all stove manufacturers to-day are making a first class article,' and there drop the subject. Never attempt to argue.

"Get acquainted with your stoves before trying to sell a customer. Know every part of it and its entire construction so you would be capable of replacing every part. You cannot expect to tell your customer something you don't know yourself. It may be tiresome to go through this ordeal with every customer who comes in, and you may have black hands and face when you get through, but it is the only way to sell stoves.

"When you feel you have imparted to your customer every bit of knowledge you have regarding your stove, immediately proceed to close the sale. Not too hurriedly of course; but there is no use wasting time at this stage. You should know whether you have convinced the customer or not. All that remains then is to settle the terms."

Victor Lauriston.

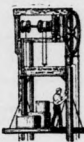
The successful man is always busy, whether he feels like it or not. Any man can work when he feels like it.

MCCRAY REFRIGERATORS for ALL PURPOSES

Send for Catalogue

- No. 95 for Residences
- No. 53 for Hotels, Clubs, Hospitals, Etc.
- No. 72 for Grocery Stores
- No. 84 for Meat Markets
- No. 75 for Florist Shops

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



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.

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

MILLER MICHIGAN POTATO CO.

Wholesale Potatoes, Onions

Correspondence Solicited

Frank T. Miller, Sec'y and Treas.

Wm. Alden Smith Building
Grand Rapids, Michigan



Polar Bear Flour

A MONEY MAKER

Can Always be sold at a profit.

Quality in the Bag Brings Repeat orders.

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

The 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.

FRESH Every Day

NOT MANY fresh vegetables this month—
But the supply of fresh biscuit is as good as ever.

Point out to your customer the good flavor of N.B.C. products; tell her how much has been done to shorten the interval between our ovens and her table.

She will show her appreciation by coming back for more—and repeat orders are the backbone of your profits.

NATIONAL BISCUIT COMPANY

"Uneeda Bakers"



Salesmen Arouse Nation to Danger of Railroads' Propaganda.

Since the railroads of the country have organized and launched nationwide propaganda, spending millions of dollars, in an effort to block transportation reforms which have been proposed, and some of which have already been passed, by Congress; and since the carriers of the country are boldly opposing public opinion which is clamoring for some relief from present excessive passenger and freight rates, the various trade and territorial divisions of the Commercial Travelers' organizations are working as a united body to solidify public sentiment and support towards such action as may be necessary in order to compel the early inauguration of such remedial measures.

One of the most offensive irritants in the eyes of the traveling salesmen's associations, is the pending injunction obtained by the railroads restraining the Interstate Commerce Commission from enforcing its order restoring the pre-war reduced rate mileage books. Steps are being prepared now for contesting the lower court's injunction before the next session of the United States Supreme Court, this fall. Abstracts were filed August 1. Regardless of the final outcome of the present attempt to accomplish the issuance of the mileage books which were granted by unanimous act of Congress, and approved by President Harding, the salesmen plan to carry on their campaign for legislative re-enactment to overcome the legal technicalities raised by the decision of the lower court, it and should these points be sustained by the opinion of the Federal Supreme Court.

The salesmen will make a strong bid for active support of all business interests in these undertakings which they regard as being not only beneficial to business generally and the prosperity of the Nation at large, but which they insist, and presented sufficiently convincing evidence before the Interstate Commerce Commission to bring about the majority opinion of that body, really will inure to the greater prosperity of the railroads, as well.

The travelers' contention is, briefly that the same economic laws apply to the railroad business as in all other lines, namely: increased turnover stimulated by lower prices will result in far greater volume, correspondingly cutting the overhead costs and materially increasing the net profits to the carriers.

In a communication recently received by the National Council of Traveling Salesmen's Associations,

United States Senator Joseph T. Robinson (Arkansas) says: "It is incomprehensible to me that those responsible for the operation of the railroads should seek to prevent the use of mileage books, and should also insist on collection of the Pullman surcharge.

"The Congress dealt liberally with the railroads in the 'Esch-Cummins' transportation act in the belief that the public would be given efficient service at reasonable rates.

"The failure of the railway executives to co-operate to this end has resulted in a reaction in the public sentiment which is widespread and general. This change in public sentiment will probably reflect in the deliberation of the next Congress."

Killed Him With Kindness.

While traveling through Michigan with a brand new line of flashlights I encountered a dealer who very coldly turned down my request for an interview. He absolutely refused to glance over my samples which I spread before him.

In the course of repacking my sample case, a customer walked into the store with a competitive make of searchlight and handed it to the dealer with the remark that it was purchased the day before but failed to operate properly. This was music to my ears and I decided to stall around by taking great pains in strapping up my sample case.

Mr. Dealer, with his flashlight in hand, commenced to remove the various parts which he reassembled with a view of obtaining light. For fully five minutes he worked but the flashlight failed to function.

Here I quickly stepped up to the counter, took the flashlight into my hands and in unscrewing the head noticed that the contact strip was bent out of range of the reflector. To straighten out the strip required about five seconds and the dealer handed the flashlight over to his customer in operating condition.

My action seemed to impress the dealer favorably and he turned to me with the question as to what kind of a line I was handling.

Here I placed my sample case before him and by laying heavy emphasis on the fact that the flashlights I carried had their contact strips imbedded in the tube thereby making a repetition of his previous difficulty impossible an order was obtained.

Jas. Kenna.

Might Be Worse.

Customer—It's tough to pay fifty cents a pound for meat.

Butcher—Yes, but it's tougher when you pay twenty-five,

Hotel Rowe

SAFETY
COMFORT
ELEGANCE
WITHOUT EXTRAVAGANCE.

Cafe Service Par Excellence.

Popular Priced Lunch and Grill Room.

Club Breakfast and Luncheons 35c to 75c.

Grand Rapids' Newest Hotel.

350 Rooms

350 Servitors

250 Baths

Circulating Iced Water.

Rates \$2 with Lavatory and Toilet.

\$2.50 with Private Bath.

HOLDEN HOTEL CO.

C. L. HOLDEN, Manager.



The Pantlind Hotel

The center of Social and Business Activities.

Strictly modern and fire-proof. Dining, Cafeteria and Buffet Lunch Rooms in connection.

550 rooms—Rates \$2.50 and up with bath.



New Hotel Mertens

GRAND RAPIDS

Union Station

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



75 Steps East

Fire Proof

CODY HOTEL



IN THE HEART OF THE CITY
Division and Fulton

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

CODY CAFETERIA IN CONNECTION

U. C. T. Activities in Grand Rapids.

The regular Saturday noon luncheon of the You-See-Tea Club was held at the Pantlind on the third.

Harry Behrman stirred up the diners with the "free-for-all, everybody sing" opening exercise. Behrman and Dan Viergiver are an excellent team for this work.

Roll call brought the usual "razz" from those who know their friend's style of response.

Fred Pantlind talked very interestingly on the subject of the United Commercial Travelers. He said, among many other things, that it was an advantage to a member to sign the letters U. C. T. after his name when writing for a hotel reservation or signing a hotel register.

L. F. Allen, instructor in the Sheldon Course of Salesmanship at McLaughlin Business University, will deliver a series of talks before the You-See-Tea Club beginning Saturday, Nov. 10. Mr. Allen has just located in Grand Rapids. He has been a U. C. T. member for twenty years at Seattle, Wash.

Entertainment Committee: Harry Behrman, Dan Viergiver, August Kayser.

Publicity Committee: W. O. Cascadden, Gilbert Moore, Wm. Bancroft.

Membership Committee: Ray Bentley, Perry Larrabee, Wendell Insk.

Perry Larrabee is the general chairman of all three committees and will oversee and co-ordinate their work. The combined committees will act as the Ways and Means Committee.

The regular meeting of Grand Rapids Council was held on Saturday evening, Nov. 3, at the K. of C. hall on Ransom street. The meeting was preceded by a stag supper prepared by Arthur Borden and his staff. Served cafeteria style and the boys helped themselves as often as they pleased. It didn't take long for the piles of sandwiches and pitchers of coffee to be depleted. It is well to come early to these feeds and they always start at 6 o'clock. After the eats were disposed of there was instrumental music by Davidson and Duncan, also some good singing by both these entertainers. Viergiver and Behrman rounded up some assistance and the U. C. T. quartet and U. C. T. trio rendered the old "barber-shop harmonies" for some time.

Art Borden had a new song and story. Five applicants were elected to membership in the order: C. M. Smith, William A. Schriver, William Roy Lemonnier, L. A. Christopher, R. C. Schrader. Initiations followed.

There will be initiations every meeting night if plans do not miscarry. All members should remember the first Saturday in each month and attend these sessions.

Next meeting will be preceded by a supper, and the ladies are invited. Tell your wife or sweetheart and come.

The United Commercial Travelers have their season's dance schedule arranged. There will be five dances this season instead of ten dances as has been the custom for several years.

The dances will be held in the

splendid Pantlind ballroom, where the accommodations are excellent.

The dates are Nov. 24, Dec. 15, Jan. 26, Feb. 23, March 22. Season tickets will be on sale immediately and will admit one couple to all five dances. Music will be furnished by one of the local orchestras, and this orchestra will be selected prior to Nov. 10. W. O. Cascadden.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Nov. 6.—A Howard City correspondent writes as follows: "The Golden Hotel has not in the past been popular with the traveling public. It has been sold by J. A. Golden, who built it twenty years ago (and who will continue in the auto business) to R. H. Periolat, who has conducted the Montcalm Hotel here the past two and a half years. The Montcalm has been closed. Mr. Periolat is an experienced hotel man, having conducted the hotel at Trustin some years ago. Later he managed a hotel in Chicago. I wish you would run a little story giving these facts in the next Tradesman, speaking of the new management and that Mr. and Mrs. Periolat will look after all transient and tourist trade in the right way. Rates have been reduced."

William P. Conklin and Mr. and Mrs. C. W. Hoyle leave next Thursday for St. Petersburg, Florida, where they will spend the winter. They will make the trip via automobile.

Gaus W. Perkins, who has spent the summer at Northport Point, leaves Nov. 17 for Peoria, where he will remain about ten days before heading for Los Angeles for the winter. Of course Mrs. Perkins will accompany him.

A well-known traveling man writes Gabby as follows: "Martin Welsh, at Greenville, runs a good hotel in the Winter Inn, but an unsanitary toilet, one that smells to heaven, kicks over a lot of the good service he otherwise gives. Couldn't you give this condition a touch that would help all concerned? Welsh is a good hotel man and is deserving of praise—but that toilet undoubtedly drives away many people I can still smell it, although I have been away from the hotel a week."

Douglass Malloch, the famous poet and lecturer, writes as follows from Petoskey: "The people in Petoskey are mad right now, and so are the people in Cadillac, Grand Rapids and other points between. The Pennsylvania has taken off the night train out of here, the last train leaving for the south at 2:50 in the afternoon. After that, the Pennsylvania expects the people of Petoskey to go to bed, which they refuse to do. They do not love the Pennsylvania in Petoskey just at present."

Corporations Wound Up.

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

Allan Coal Co., Lansing
Lakeside Estates, Detroit.
R. Carr Corporative Grocery, Mt. Clemens.

Charlevoix Machine and Tool Co., Detroit.

Columbia Ribbon and Carbon Mfg. Co., New York.

Central Fuel and Supply Co., Flint.
Marshall-Wells Sales Co., Duluth.
Contractors Service Co., Detroit.
Charles W. Berbig Co., Detroit.

Do you realize that dirty reflectors and light bulbs may easily mean a reduction of 25 per cent. in the amount of light you get from the current used?

Pere Marquette Railway Co.

First Mortgage 5%
Gold Bonds

Due July 1, 1956

To Be Listed on New York Exchange

Secured by a direct first mortgage on 1,809.55 miles of Railroad and on equipment valued at over \$30,000,000; also secured by a second mortgage or second mortgage lien on other property and equipment.

The road is bonded at only \$27,000 per mile of road owned. Earnings nearly 2½ times interest charges on entire funded debt.

Price to Yield Over

5.40%

Howe, Snow & Bertles, Inc.

Investment Securities

GRAND RAPIDS
New York Chicago Detroit

**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

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.

HOTEL BROWNING

GRAND RAPIDS

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

150 Fireproof
Rooms

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

HOTEL 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 City 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.

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.

Henry Smith Floral Co., Inc.

52 Monroe Ave.

GRAND RAPIDS, MICHIGAN

PHONES: Citizen 65173 Bell Main 173

SCHOOL SUPPLIES

Pencils

Tablets

Paints

Ruled Papers, etc.

WRITE US FOR SAMPLES

The Dudley Paper Co.

LANSING, MICH.



Turkish Baths

WHEN
IN

KALAMAZOO

Stop at the

Park-American Hotel

Headquarters for all Civic Clubs
Excellent Cuisine
Luxurious Rooms
ERNEST McLEAN, Mgr.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Oct. 29.—On this day was held the first meeting of creditors in the matter of William Perry, Bankrupt No. 2371. The bankrupt was present in person. No creditors were present. No claims were proved or allowed. The bankrupt was sworn and examined without a reporter. It appeared from the examination of the bankrupt that there was a small amount of property over and above exemptions claimed, all of which is of questionable value, and a trustee will be appointed to investigate the value of the same and report to the court. The first meeting was then adjourned without date.

On this day also were received the schedules, order of reference and adjudication in bankruptcy in the matter of George D. Brice, Bankrupt No. 2381. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of Grand Rapids and is an automobile painter by trade. The schedules filed list assets of \$160, of which \$100 is claimed as exempt to the bankrupt, and liabilities of \$588.66. The first meeting will be held Nov. 16. A list of the creditors of the bankrupt is as follows:

Lansing Vulcanizing Co., Lansing	\$46.10
Lansing Floral Co., Lansing	5.00
Stabler Bros., Lansing	5.00
Mrs. L. B. Hanne, Lansing	70.00
Adjustment Co., Grand Rapids	45.34
Economy Wall Paper Co., Grand R.	43.00
G. R. Wood Finishing Co., Grand Rapids	38.50
Michigan Telephone Co., Grand Rapids	5.65
Shipman Coal Co., Grand Rapids	13.50
Furniture City Sign Shop, Grand Rapids	28.00
Al's Service Garage, Grand Rapids	28.00
Grombacher & Major, Grand Rap.	21.95
Furn. City Nickel Plating Co., Grand Rapids	6.50
G. R. Advertising Co., Grand Rap.	15.00
Columbus Paint & Varnish Co., Columbus	18.47
J. Stein Paint & Varnish Co., Chicago	6.65
M. L. Campbell, Des Moines	60.00
Central Garage, Grand Rapids	32.00
Diris Chapin, De Witt	100.00

Oct. 30. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Joseph Vorac, Bankrupt No. 2379. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of the city of Ludington and is a shoe merchant at such place. The schedules filed list assets of \$7,313.20, of which \$1,100 is claimed as exempt to the bankrupt, with liabilities in the sum of \$5,557.95. Out of the assets stated to be in the estate \$3,600 represents the face of insurance policies, the cash surrender of which may be, and in all probability is, greatly less. The first meeting will be held Nov. 14. A list of the creditors of the bankrupt is as follows:

Stevens Strong Shoe Co., Milwaukee	\$154.80
Dudley Paper Co., Lansing	8.37
J. W. Baldwin Shoe Co., Grand Rapids	48.43
Wiley-Breckford-Sweet Shoe Co., Worcester	40.00
Bradley & Metcalf, Milwaukee	169.20
Ainsworth Shoe Co., Toledo	416.20
Anderson Owens Shoe Co., Lynn	142.50
Chicago Rawhide Mfg. Co., Chicago	21.81
Columbia Shoe Co., Sheboygan	134.81
Davies Shoe Co., Racine	70.00
Kreider Creveling Shoe Co., Boston	12.78
Henry Kleine & Co., Chicago	48.90
Geo. W. Hubler Shoe Co., Auburn, Wis.	146.30
J. P. Hartray Shoe Co., Chicago	169.45
Ideal Shoe Co., Milwaukee	94.00
Hoosier Rubber Co., Mishawaka	42.78
Geo. James Co., Boston	17.64
Federal Shoe Co., Lowell	28.80
F. Mayer Boot & Shoe Co., Milwaukee	108.52
Votruba Leather Co., Traverse City	78.08
U. S. Rubber Co., Milwaukee	361.46
Outing Shoe Co., Boston	158.31
Northwestern Shoe Co., Milwaukee	341.19
Susheimer Bros. & Co., Chicago	70.00
Swartzberger & Glazer, Grand R.	68.59
Wrensh & Hernan Shoe Co., Milwaukee	199.50
Wobst Shoe Co., Milwaukee	136.20
W. H. Tomlinson, Bay City	58.62
J. B. Yunker & Sons, Milwaukee	205.12
W. Bord Foot Appliance Co., St. Louis	53.63
Morley Bros., Saginaw	415.10
Herold-Bertsch Shoe Co., Grand Rapids	1,135.62
Frank Bradl, Ludington	100.00
Ludington State Bank, Ludington	300.00

Oct. 30. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Merritt R. Wade, Bankrupt No. 2382. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of Lake Odessa and has been conducting a grocery and general store at such place. The schedules filed list assets of \$3,172.74, of which \$760 is claimed as exempt to the bankrupt, and with liabilities in the sum of \$2,741.42. The first meeting has been called for Nov. 16. A list of the creditors of the bankrupt is as follows:

Village of Lake Odessa	\$ 31.09
State Savings Bank, Lake Odessa	697.62

Andrew A. Walters, Lake Odessa	150.00
Armour & Co., Chicago	53.38
Bell, Conrad & Co., Chicago	129.81
E. J. Brock & Sons, Chicago	38.25
Bauerle Candy Co., Lansing	46.99
Brown Seed Co., Grand Rapids	57.37
Calendar Pub. Co., Grand Rapids	19.35
Coladero Prod. Co., Atascadero, Cal.	1.90
Crescent Macaroni & Cramer Co., Davenport, Ia.	14.88
M. J. Dalk & Sons, Grand Rapids	119.74
Jewett & Sherman, Milwaukee	47.69
Hakman Biscuit Co., Grand Rapids	29.58
H. J. Heinz Co., Detroit	35.15
Kent Storage Co., Grand Rapids	59.15
Karts Flouring Mills, Lake Odessa	11.09
Michigan State Telephone Co., Grand Rapids	5.26
E. P. Montague, Comstock	37.60
Henry Meyer, Grand Rapids	26.40
Mills Paper Co., Grand Rapids	10.45
Harry Meyer, Grand Rapids	9.32
Manitowoc Seed Co., Manitowoc	30.00
National Biscuit Co., Grand Rapids	33.67
E. W. Preston, Grand Rapids	3.80
Phelps, Krog & Co., Detroit	47.18
Reliable Match Co., Ashland, Ohio	32.08
Geo. F. Reiser, Lake Odessa	15.70
Jerome Rice Seed Co., Cambridge, N. Y.	6.21
Rademaker-Dooze Grocer Co., Grand Rapids	308.54
Smith Flavoring Extract Co., Grand Rapids	

Grand Rapids	2.25
Steindler Paper Co., Muskegon	13.58
Southwestern Broom Co., Evansville	54.00
Schust Cracker Co., Saginaw	62.77
Standard Oil Co., Grand Rapids	1.72
Vinkemulder Co., Grand Rapids	50.00
Thomas Milling Co., Lansing	16.52
I. Van Westenbrugge, Grand Rap.	23.05
Woodhouse Co., Grand Rapids	13.86
A. R. Walker Candy Co., Muskegon	70.23
X Cigar Co., Grand Rapids	7.50
William McCartney, Sr., Lake Odessa	2.00
Geo. A. Weed, Lake Odessa	100.00
Harry Jones, Lake Odessa	3.33
Wear-U-Well Shoe Co., Columbus	185.35
Fred Urtel, Lake Odessa	5.00
Acme Collection Bureau, Cincinnati	5.31
Verne Bishop, Lake Odessa	11.70

Oct. 31. On this day was held the special meeting and sale of certain assets in the matter of Grand Rapids Knitting Mills, Bankrupt No. 2295. The two lots of merchandise, consisting of buttons, trimmings, bindings, etc., were bid on together, the final offer being made by Michael Tauber Co., of Chicago, for \$765. An order was made confirming the sale. The special meeting was then adjourned without date.

Nov. 1. On this day was held the first meeting of creditors in the matter of

John Steenhagen, Bankrupt No. 2362. The bankrupt was present in person. No creditors were present or represented. No claims were proved and allowed. The bankrupt was sworn and examined without a reporter. No trustee was appointed, and the case having no assets over and above those claimed as exempt, was closed and returned to the district court. On this day also was held the first meeting of creditors in the matter of Winfield J. Richard, Bankrupt No. 2368. The bankrupt was present in person and by Watt & Colwell, attorneys for the bankrupt. Creditors were present. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter, and the estate, having no assets, was closed and returned to the district court.

On this day also was held the final meeting of creditors in the matter of Hyland & Clark, Bankrupt No. 2271. The trustee was present in person. Additional claims were proved and allowed. The bills of the attorneys for the trustee and the bankrupt were considered and passed upon. The expenses of administration were ordered paid and a final dividend of 6½ per cent. paid to general creditors. There was no objection made to the discharge of the bankrupts. The final meeting was then adjourned without date.



Only as our
candies excel for
the price asked
do we hope to ob-
tain your interest
and merit your con-
tinued patronage



A. R. WALKER CANDY
CORPORATION
MUSKEGON MICHIGAN

News Items From Ishpeming.

Ishpeming, Nov. 6.—C. Berg & Son have added a meat market to their cash and carry store, in the Nolan building, with Ed Berg, who has had several years' experience as a meat cutter, in charge. The store room has been enlarged to make room for the additional fixtures and stock.

Mrs. Henry Willers has opened a gift shop in the Willers' building, Canda street, having purchased a large line of novelties that are suitable for Christmas gifts. She has also taken over the stock of Mrs. Olaf Paulson and has added this to the recent purchases.

Dan B. Bilkey and son, Harvey, have resigned their positions with the Hewitt Grain & Provision Co. and will at an early date engage in the wholesale business on their own account. Mr. Bilkey has been the manager of the Hewitt local branch for a number of years, while Harvey has been looking after sales in this county for four years. The new firm, which is now seeking quarters, will handle hay, grains and groceries and will be known as a brokerage and commission house. They will sell in small lots and car lots and believe that they will be able to work up considerable business in this territory, where Mr. Bilkey has been known to the trade for a number of years. Prior to opening the Ishpeming branch for the Hewitt Co., Mr. Bilkey was the representative in the district for the Dousman Flour Mills Co., of DePere, Wis., and has been with the Hewitt Co. for five years.

Late News From Tekonsha.

Tekonsha, Nov. 6.—W. C. Abel, who has been in business in the F. G. Abel block for the past eight years, has been forced to discontinue business on account of his health failing him. Mr. Abel removed his stock to his residence.

Leo McNall has closed his bakery and restaurant and ice cream parlor and has purchased the Home bakery in Marshall.

S. J. Cook has purchased the Cook grocery, in Battle Creek, taking possession Monday. Mrs. Cook will have charge of his Tekonsha store and Charles Cook will be manager of the

Battle Creek store.

Warner & Doolittle have leased the F. G. Abel store building for an auto sales room for Star and Durant cars.

W. A. Howard has sold his ford garage and salesroom to Hillsdale parties, who took immediate possession.



VAN DAM

MANUFACTURED BY
TUNIS JOHNSON CIGAR CO.
GRAND RAPIDS, MICHIGAN

Holiday Goods

Remember our stock.

The best ever shown.

And if you have not looked the line over better do it at once

Because; the best goes first—still we have plenty of firsts.

But they are moving fast. Come at once. Don't delay. A most wonderful line for you to select from.

ON DISPLAY IN OUR OWN BUILDING AT GRAND RAPIDS
50 YEARS AT YOUR SERVICE

HAZELTINE & PERKINS DRUG CO.
Manistee Michigan Grand Rapids

THE TELEPHONE MANAGER

*Will Help Solve Your
Problems*



The Telephone Manager holds his position because he is expert in every branch of the telephone business. He passed through years of experience before he became manager.

He is, therefore, able to understand and help solve any telephone problem you may have. In his organization are men and women who are at your service.

Consult them freely. Take your telephone problems to them.

They will be glad to be of service to you.



MICHIGAN STATE
TELEPHONE COMPANY

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

Allspice
Karo Syrup

DECLINED

Cloves
Black Pepper
Mustard
Export Soap

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. 8 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. ----- 31 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 Branos ----- 2 70
Ralston Food, large ----- 3 60
Saxon Wheat Food ----- 3 75



Shred. Wheat Biscuit 3 85
Vita Wheat, 12s ----- 1 80

Post's Brands.

Grape-Nuts, 24s ----- 3 80
Grape-Nuts, 100s ----- 2 75
Postum Cereal, 12s ----- 2 25
Post Toasties, 36s ----- 2 85
Post Toasties, 24s ----- 2 85
Post's Bran ----- 9 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. Warehouse, 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 35

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 50
Apple Sauce, No. 2 ----- 2 00
Apricots, No. 1 ----- 1 90
Apricots, No. 2 ----- 2 85
Apricots, No. 2 1/2 ----- 2 60
Apricots, No. 10 ----- 9 00
Blackberries, No. 10 ----- 9 00
Blueberries, No. 2, 1-75 ----- 2 50
Blueberries, No. 10 ----- 11 00
Cherries, No. 2 ----- 3 00
Cherries, No. 2 1/2 ----- 4 95
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 25
Peaches, No. 2 1/2 ----- 3 00
Peaches, 2 1/2 Cal. 3 00 ----- 6 50
Peaches, 10, Mich 5 50 ----- 2 25
Pineapple, 1, sled ----- 1 80
Pineapple, 2, sl. ----- 3 10
Pineapple, 2, br sl. ----- 2 75
Pineapple, 2 1/2, sl. ----- 3 80
Pineapple, 2, cru. ----- 2 40
Pineapple, 10 cru. ----- 14 00
Pears, No. 2 ----- 3 25
Pears, No. 2 1/2 ----- 3 50
Plums, No. 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

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 ----- 1 75
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
Sardines, 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, Cal. ----- 1 75
Tuna, 1/2, Albocore ----- 95
Tuna, 1/4s, Curtis, doz. ----- 2 20
Tuna, 1/4s Curtis, doz. ----- 3 50
Tuna, 1s, Curtis, doz. ----- 7 00

CANNED MEAT.

Bacon, Med. Beechnut ----- 2 70
Bacon, Lge. Beechnut ----- 2 70
Beef, No. 1, Corned ----- 2 70
Beef, No. 1, Roast ----- 2 70
Beef, No. 1/2 Rose Sl. ----- 1 75
Beef, No. 1/2, Qua. Sl. ----- 1 90
Beef, No. 1, Qua. Sl. ----- 3 10
Beef, No. 1, B'nut, sl. ----- 5 10
Beefsteak & Onions, ----- 2 75
Chili Con Ca., 1s ----- 1 35
Deviled Ham, 1/4s ----- 2 20
Deviled Ham, 1/4s ----- 3 60
Hamburg Steak & Onions, No. 1 ----- 3 15
Potted Beef, 4 oz. ----- 1 40
Potted Meat, 1/2 Libby ----- 50
Potted Meat, 1/2 Libby ----- 90
Potted Meat, 1/2 Rose ----- 80
Potted Ham, Gen. ----- 1 85
Vienna Saus., No. 1/2 ----- 1 35
Veal Loaf, Medium ----- 2 30

Baked Beans

Beechnut, 16 oz. ----- 1 40
Campbells ----- 1 15
Climatic Gem, 18 oz. ----- 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 ----- 4 40
No. 2 1/2, Lge. Gr. 3 75 ----- 4 50
W. Bean, cut 2 1 45 ----- 1 60
W. Beans, 10, ----- 7 00
Green Beans, 2s 1 45 ----- 3 65
Green Beans, No. 10 ----- 7 50
Lima Beans, No. 2 Gr. 2 00
Lima Beans, 2s, Soaked ----- 95
Red Kid. No. 2 1 20 ----- 1 35
Beets, No. 2, wh. 1 60 ----- 2 40
Beets, No. 2, cut 1 15 ----- 1 45
Beets, No. 3, cut 1 35 ----- 1 80
Corn, No. 2, St. 1 00 ----- 1 10
Corn, No. 2, Ex-Stan. 1 55
Corn, No. 2, Fan 1 60 ----- 2 25
Corn, No. 2, Fy. glass 3 25
Corn, No. 10 ----- 7 25
Hominy, No. 3 1 15 ----- 1 35
Okra, No. 2, whole ----- 2 00
Okra, No. 2, cut ----- 1 90
Dehydrated Veg Soup ----- 90
Dehydrated Potatoes, lb ----- 45
Mushrooms, Hotels ----- 36
Mushrooms, Choice ----- 48
Mushrooms, Sur Extra ----- 70
Peas, No. 2, E.J. 1 25 ----- 1 80
Peas, No. 2, Sift. ----- 1 60
Peas, No. 2, Ex. Sift. ----- 1 90
Peas, Ex. Fine, French ----- 29
Pumpkin, No. 3 1 45 ----- 1 75
Pumpkin, No. 10 ----- 4 00
Pimientos, 1/4, each ----- 15
Pimientos, 1/2, each ----- 27
Sw't Potatoes, No. 2 1/2 ----- 1 35
Sauerkraut, No. 3 1 35 ----- 1 50
Succotash, No. 2 1 60 ----- 2 35
Succotash, No. 2, glass 3 45
Spinach, No. 1 ----- 1 10
Spinach, No. 2 1 20 ----- 1 35
Spinach, No. 3 1 85 ----- 2 00
Spinach, No. 10 ----- 6 75
Tomatoes, No. 2 1 30 ----- 1 60
Tomatoes, No. 3 1 90 ----- 2 25
Tomatoes, No. 2 glass 2 85
Tomatoes, No. 10 ----- 7 50

CATSUP.

B-nut, Small ----- 2 25
Lilly Valley, 14 oz. ----- 2 25
Libby, 14 oz. ----- 2 25
Libby, 8 oz. ----- 1 75
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 80
Sniders, 16 oz. ----- 2 75
Royal Red, 10 oz. ----- 1 40

CHILI SAUCE.

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

OYSTER COCKTAIL.

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

CHEESE

Roquefort ----- 57
Kraft Small tins ----- 1 70
Kraft American ----- 1 70
Chili, small tins ----- 1 70
Pimento, small tins ----- 2 50
Roquefort, small tins ----- 2 50
Camembert, small tins ----- 28
Brick ----- 28
Wisconsin Flats ----- 28
Wisconsin Daisy ----- 29
Longhorn ----- 27
Michigan Full Cream ----- 31
New York Full Cream ----- 30
Sap Sago ----- 30

CHEWING GUM

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

CHOCOLATE.

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

COCOA.

Baker's 1/4s ----- 40
Baker's 1/4s ----- 36
Bunte, 1/4s ----- 43
Bunte, 1/4 lb. ----- 35
Bunte, 1/4 lb. ----- 32
Droste's Dutch, 1 lb. ----- 9 00
Droste's Dutch, 1/2 lb. 4 75
Droste's Dutch, 1/4 lb. 2 00
Hersheys, 1/4s ----- 33
Hersheys, 1/4s ----- 28
Huyler ----- 36
Lowney, 1/4s ----- 40
Lowney, 1/4s ----- 40
Lowney, 1/4s ----- 38
Lowney, 5 lb. cans ----- 31
Van Houten, 1/4s ----- 75
Van Houten, 1/4s ----- 75

COCOA BUT.

1/4s, 5 lb. case Dunham ----- 50
1/4s, 5 lb. case ----- 48
1/4s & 1/2s, 15 lb. case ----- 49
Bulk, barrels shredded ----- 26
96 2 oz. pkgs., per case ----- 8 00
48 4 oz. pkgs., per case ----- 7 00

CLOTHES LINE.

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



COFFEE ROASTED

Bulk
Rio ----- 19
Santos ----- 22 1/2
Maracaibo ----- 29
Guatemala ----- 29
Java and Mocha ----- 41
Bogota ----- 30
Peaberry ----- 27

McLaughlin's Kept-Fresh
Vacuum packed. Always
fresh. Complete line of
high-grade bulk coffees.
W. F. McLaughlin & Co.,
Chicago

Coffee Extracts

N. Y., per 100 ----- 11
Frank's 50 pkgs. ----- 4 25
Hummel's 50 1 lb. ----- 10 1/2

CONDENSED MILK

Eagle, 4 doz. ----- 9 00
Leader, 4 doz. ----- 7 00

MILK COMPOUND

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

EVAPORATED MILK



Quaker, Tall, 4 doz. ----- 4 90
Quaker, Baby, 8 doz. ----- 4 80
Blue Grass, Tall, 4s ----- 5 00
Blue Grass, Baby, 72 ----- 3 75
Carnation, Tall, 4 doz. ----- 5 25
Carnation, Baby, 8 doz. ----- 5 15
Every Day, Tall ----- 5 25
Every Day, Baby ----- 4 00
Goshen, Tall ----- 5 00
Goshen, Gallon ----- 4 90
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

CIGARS

Lewellyn & Co. Brands
Garca Master
Cafe, 100s ----- 37 50

Swift

Supreme, 50s ----- 110 00
Bostonian, 50s ----- 95 00
Perfecto, 50s ----- 95 00
Blunts, 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 ----- 75 00
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 Rouse ----- 85 00
Starlight Peninsular ----- 150 00
Club ----- 58 00
La Azora Agreement ----- 58 00
La Azora Washington ----- 75 00
Little Valentine ----- 37 50
Valentine Victory ----- 75 00
Valentine DeLux ----- 95 00
R B Londres ----- 58 00
R B Invincible ----- 75 00
Tiona ----- 31 00
New Currency ----- 35 00
Picadura Pals ----- 25 00
Qualitiy First Stogie ----- 18 50
Vanden Berge Brands
Chas. the Eighth, 50s ----- 75 00
Whale-Back ----- 50s
Blackstone ----- 50s
El Producto Boquet ----- 75 00
El Producto, Puri-
tano-Finos ----- 92 00

CONFECTIONERY

Stick Candy Pails
Standard ----- 18
Jumbo Wrapped ----- 20
Pure Sugar Stick 600s ----- 4 25
Big Stick, 20 lb. case ----- 21
Kindergarten ----- 19
Kindergarten ----- 18
Leader ----- 18
X. L. O. ----- 15
French Creams ----- 21
Cameo ----- 22
Grocers ----- 13

Fancy Chocolates

5 lb. Boxes
Bittersweets, Ass'ted ----- 1 75
Choc Marshmallow Dp ----- 1 75
Milk Chocolate A A ----- 2 00
Nibble Sticks ----- 2 00
Primrose Choc ----- 1 35
No. 12 Choc, Dark ----- 1 75
No. 12 Choc, Light ----- 1 90
Chocolate Nut Rolls ----- 1 90

Gum Drops

Anise ----- 17
Orange Gums ----- 17
Challenge Gums ----- 14
Favorite ----- 20
Superior ----- 21

Lozenges.

A. A. Pep. Lozenges 20
A. A. Pink Lozenges 20
A. A. Choc. Lozenges 20
Motto Hearts ----- 21
Malted Milk Lozenges 23

Hard Goods.

Lemon Drops ----- 20
O. F. Horehound dps. ----- 20
Anise Squares ----- 22
Peanut Squares ----- 20
Horehound Tablets ----- 20
Cough Drops Bxs.
Putnam's ----- 1 30
Smith Bros. ----- 1 50

Package Goods

Creamery Marshmallows
4 oz. pkg., 12s, cart ----- 1 05
4 oz. pkg., 48s, case ----- 4 00

Specialties.

Walnut Fudge ----- 23
Pineapple Fudge ----- 21
Italian Bon Bons ----- 20
National Cream Mints ----- 32
Silver King M. Mallows ----- 32
Hello, Hiram, 24s ----- 1 50
Walnut Sundae, 24, 5c ----- 85
Neapolitan, 24, 5c ----- 85
Yankee Jack, 24, 5c ----- 85
Gladiator, 24, 10c ----- 1 60
Mich. Sugar Ca., 24, 5c ----- 85
Pal O Mine, 24, 5c ----- 85

COUPON BOOKS

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

CRISCO.

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

CREAM OF TARTAR

6 lb. boxes ----- 40

DRIED FRUITS

Apples
Evap. Choice, bulk ----- 13
Apricots
Evaporated, Choice ----- 16
Evaporated, Fancy ----- 20
Evaporated, Slabs ----- 14
Citron
10 lb. box ----- 50
Currants
Package, 15 oz. ----- 19
Boxes, Bulk, per lb. ----- 18
Greek, Bulk, lb. ----- 16

Peaches

Evap. Choice unp. ----- 14
Evap., Ex. Fancy, P. P. 20
Peel
Lemon, American ----- 25
Orange, American ----- 26

Raisins

Seeded, bulk ----- 10 1/2
Seeded, 15 oz. pkg. ----- 12 1/2
Seedless, Thompson ----- 11 1/2
Seedless, 15 oz. pkg. ----- 12 1/2

California Prunes

90-100, 25 lb. boxes ----- 07
80-90, 25 lb. boxes ----- 09
70-80, 25 lb. boxes ----- 10
60-70, 25 lb. boxes ----- 11
50-60, 25 lb. boxes ----- 12
40-50, 25 lb. boxes ----- 14
30-40, 25 lb. boxes ----- 16

FARINACEOUS GOODS

Beans
Med. Hand Picked ----- 06 1/2
Cal. Limas ----- 12
Brown, Swedish ----- 11
Red Kidney ----- 08 1/2

Farina

24 packages ----- 2 10
Bv., per 100 lbs. ----- 05

Hominy

Pearl, 100 lb. sack ----- 2 50

Macaroni

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

Pearl Barley

Chester ----- 4 50
00 and 0000 ----- 6 25
Barley Grits ----- 04 1/2

Peas

Scotch, lb. ----- 08
Split, lb. ----- 07 1/2

Sago

East India ----- 10

Topioca

Pearl, 100 lb. sacks ----- 10
Minute, 8 oz., 3 doz. ----- 4 05
Dromedary Instant ----- 3 50

FLAVORING EXTRACTS



FRUIT JARS

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

GELATINE

Jello-O, 3 doz.	3 45
Knox's Sparkling, doz.	2 25
Knox's Acidu'd, doz.	2 25
Minute, 3 doz.	4 06
Plymouth, White	1 55
Quaker, 3 doz.	2 70

HORSE RADISH

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

Pure, 30 lb. pails	4 00
Imitation, 30 lb. pails	1 90
Pure 7 oz. Asst., doz.	1 20
Buckeye, 22 oz., doz.	2 10

JELLY GLASSES

8 oz., per doz.	35
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OLEOMARGARINE

Kent Storage Brands.	
Good Luck, 1 lb.	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	

NUCOA

NUTMARGARINE

OLEOMARGARINE

Nucoa, 1 lb.	25 1/2
Nucoa, 2 and 5 lb.	25

MATCHES.

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

Safety Matches.

Quaker, 5 gro. case	4 75
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MINCE MEAT.

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

MOLASSES.

Parowax, 100, 1 lb.	6 7
Parowax, 40, 1 lb.	6
Parowax, 20, 1 lb.	7 1

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

NUTS.

Almonds, Terregona	20
Brazil, Large	20
Fancy mixed	20
Pilberts, 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

Salted Peanuts

Fancy, No. 1	17 1/2
Jumbo	20

Shelled

Almonds	50
Peanuts, Spanish,	13 1/2
125 lb. bags	32
Pilberts	1 05
Pecans	56
Walnuts	56

OLIVES.

Bulk, 2 gal. keg	4 00
Bulk, 3 gal. keg	5 75
Bulk, 5 gal. keg	9 00
Quart. Jars, dozen	6 00
Pint Jars, dozen	3 50
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
4 oz. Jar, Stuffed	1 90
8 oz. Jar, Stu., doz.	3 40
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 3/4
50 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

Polarine

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
Parowax, 20, 1 lb.	7 1

Iron Barrels.

Medium Light	57.2
Medium heavy	59.2
Heavy	62.2
Extra heavy	67.2
Transmission Oil	57.2
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
Parowax, 20, 1 lb.	7 1

Semitac, 12 pt. cans

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

PICKLES

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
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PIPER

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

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

POTASH

Babbitt's 2 doz.	2 75
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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	09
Common	08

Veal.

Top	15
Good	13
Medium	11

Lamb.

Good	28
Medium	26
Poor	20

Mutton.

Good	15
Medium	13
Poor	09

Pork.

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

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

Sausages

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

Smoked Meats

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

Beef

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

Condensed Meat

Condensed 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
3/4 bbls.	7 00
1 bbl.	14 15

Tripe

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

Casings

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

ROLLED OATS

Steel Cut, 100 lb. sks.	4 75
Silver Flake, 12 Pam.	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	2 85

SALERATUS

Arm and Hammer	3 75
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SAL SODA

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

COD FISH

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

Holland Herring

Milkers, kegs	1 15
Y. M. Kegs	1 10
Y. M. Half bbls.	9 50
Y. M. bbls.	18 00

K K K, Norway

8 lb. pails	1 40
Cut Lunch	1 00
Boned, 10 lb. boxes	22

Mackerel

Tubs, 100 lb. fine fat	16 00
Tubs, 60 count	5 25

White Fish

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

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

STOVE POLISH.

Blackline, per doz.	1 35
Black Silk Liquid, dz.	1 40
Black Silk Paste, doz.	1 25
Enamaline Paste, doz.	1 35
Enamaline Liquid, dz.	1 35
E Z Liquid, per doz.	1 40
Radium, per doz.	1 85
Rising Sun, per doz.	1 35
654 Stove Enamel, dz.	2 85
Vulcanol, No. 5, doz.	95
Vulcanol, No. 10, doz.	1 35
Stovall, per doz.	1 80

SALT

Colonial, 24, 2 lb.	95
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, 280 lb. bbl.	4 50
Baker Salt, 280 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

Packers Meat,	56 lb.	63
Packers for ice cream		
100 lb., each	-----	95

Old Time Pantlind Dinner—Opening of New Morton.

Battle Creek, Nov. 6—Mr. C. H. Montgomery, manager of the Post Tavern, has in his possession a bill of fare of which the following is an exact copy:

Restaurant Michigan Central R. R. Marshall, Mich.
A. V. Pantlind, Proprietor
Saturday, May 16, 1868
Bill of Fare
Soup
Julienne
Fish
Boiled Lake Trout, Egg Sauce, Baked Trout, Port Wine Sauce
Boiled
Turkey, Egg Sauce, Ham, Corned Beef
Spring Chicken, White Sauce
Roast
Loin of Beef, Sirloin of Beef Pork, Apple Sauce, Loin of Veal, Brown Sauce, Loin of Mutton.
Entrees
Chicken Livers, Saute, Cottell de Veal, Tomato Sauce, Chicken Pie, a la Burgevisse, Turkey Wings, Fricassee
Vegetables
Boiled Potatoes, Mashed Potatoes, Turnips, Asparagus, Spinach, Hominy
Relishes
Lettuce, French Mustard, Club Sauce, Cucumber Pickle, Onions, Worcestershire Sauce
Pastry and Confectionery
Maderia Wine Jelly, Lady Fingers, Blanc Mange, Jelly Cake, Port Wine Jelly, Meringues, Tartlets, Champagne Jelly
Georgia Custard, Swiss Cake, Boston Cream Cake, Apple, Peach, Rhubarb and Custard Pie
Puddings
Cottage, Cream Sauce, English Plum, Brandy Sauce
Dessert
Raisins, Almonds, Oranges, English Walnuts, Filberts, Ice Cream, Roman Punch
Tea and Coffee

It is hardly necessary to state that the price of this meal was 50 cents, and I do not find the words "choice of" thereon.

A. V. Pantlind, mentioned above, was an uncle of J. Boyd Pantlind, so well known to many of us, and becomes the proprietor of the Morton House, at Grand Rapids. J. Boyd Pantlind's initial hotel experience was at the self-same Michigan Central eating house at Marshall.

At Battle Creek, when the transient innocently violates the traffic laws by leaving his car parked at the curb front for all night, instead of taking him up before the police judge the next morning, they attach to his auto a tag, worded like this:

'Good Morning, Neighbor! You have inadvertently violated our traffic laws. However we're glad you're here and we want to make your visit to Battle Creek as pleasant as we can. Our information bureau is at your service. There are some worth while places to visit which we will be pleased to tell you about.'

Here follow facts and figures about Battle Creek and on the reverse side is a communication from the Mayor, giving a complete resume of the traffic laws, which are reasonable and only compatible with public safety. Other municipalities would do well to copy the courteous example provided by the Food City.

It was my pleasure to be present at the opening of the new Morton Hotel at Grand Rapids, on Saturday last, and while I have not the time to go into details just now—a pleasure I am postponing to a future date—I must say the formal opening, participated in by hotel operators from various sections of the State, as well as prominent business men of Grand Rapids, constituted an event long to be remembered.

The floral tributes from hotel brethren, including a magnificent offering from the Michigan State Hotel Association, were in great profusion.

The banquet in the main banquet hall was interspersed with music, both vocal and instrumental numbers, as well as dancing.

The banquet menu follows:

Canape of Esturgeon
Cream of Chicken, Monte Carlo
Heart of Celery, Mousseline
Salted Almonds
Lobster Gourmets

Sherbet, Cliquot
Saddle of Young Lamb
Potatoes Morton
Giant Asparagus, Sauce Malthise
Alligator Pear, Theodora
Bombe Suzette
Friedises
Fruit Basket
Coffee

The banquet hall, which is situated on the mezzanine floor, immediately adjoining the ball room, is decidedly a work of art. The ceiling is done in soft, warm, grey tones, with wide wall panelings, mouldings and brackets finished in gold leaf. The ceiling is of most elaborate Italian design.

Approaching the ball or Florentine room, the elevator lobby on the mezzanine floor is of soft green antique effect, while the ball room decorations are ingeniously arranged to afford a proper setting for colorful gowns. Amber lights are here most effectually used.

Floors of both Florentine and banquet rooms are of hard wood, cushioned to prevent vibration.

On the mezzanine floor are three auxiliary private dining rooms so constructed that they may be opened up into one large room, with decorations in antique ivory with blue and gold hangings, paneled walls and over curtains, also of blue and gold.

The ladies' retiring room, adjoining all these, is most home like, cheerful and comfortable, with the same effects in decorations and a marble floor.

Of the sleeping and sample rooms, as well as the general mechanical equipment of the Morton, I will speak at a later date, but I cannot refrain from mentioning, briefly, the general approach to all this magnificence, the lobby and its appurtenances.

There are two entrances thereto from Monroe and Ionia streets, which bring one to the main lobby which is of oval shape, 69 by 31, with a

For Your Best Trade

Seaside Limas and Baby Limas are thoroughly cleaned, graded and inspected.

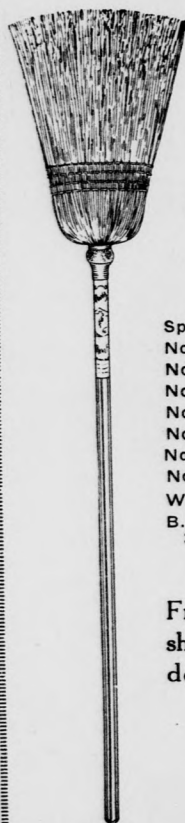
You can always recommend them without hesitation to your customers.

SEASIDE
CALIFORNIA
LIMAS and BABY LIMAS



California Lima Bean Growers Association
Oxnard, California.

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,
32 lb. 9.00

Freight allowed on
shipments of five
dozen or more.

All Brooms
Guaranteed

Rich & France

607-9 W. 12th Place

CHICAGO, ILLINOIS



Anticipate Your Wants For Christmas Sweets

Franklin XXXX Confectioners, Old Fashioned Brown and Fine Granulated—for candies.

Franklin Sugar-Honey, Cinnamon and Sugar and Golden Syrup for pastries, etc.

The Franklin Sugar Refining Company
PHILADELPHIA, PA.

"A Franklin Cane Sugar for every use"

marble floor covered with the choicest rugs.

Hand carved tables, tapestried sofas and chairs and artistic lamps are placed in profusion. The walls are of travertine marble and palmed plaster, ivory finished, and are relieved by myriad lighting fixtures, harmonizing with one grand decorative scheme.

From the vaulted ceiling hang large chandeliers with clusters of amber lights. The ceiling effects blend into a balcony, which is to be used for a cony, which is to be used for a promenade and writing room.

Along the sides of the lobby are the registration counters, booths for sale of cigars, etc., and the offices of the assistant managers. Telephone booths are also located here. These are all finished in highly polished woods and are very attractive.

Elevators are numerous and of the most modern mechanism.

The Morton is provided with 400 guest rooms, each with bath, circulating ice water and every known convenience, elegantly furnished and beds of the greatest comfort.

The new Morton will undoubtedly carry with it the prestige of the old.

The original Morton was built in 1872, and was conducted for a time by Smith & Morton, but afterward acquired by Panlind & Lyon, (A. V. and his nephew, J. Boyd Pantlind).

The success of the Morton, and its reputation for hospitality, service and cuisine are matters of history.

It eventually became the sole property of J. Boyd Pantlind until his death.

Personally, I have known William C. Keeley, the manager of the new Morton, for many years, especially during the period of his life when he was successfully conducting the Julien hotel at Dubuque, Iowa.

He virtually grew up in the hotel business, starting in at the Merrill House at Hartford, Conn., well known in its day. Within a very

short time he became manager of the Marshall Hotel, at Roanoke, Virginia, going from there to the famous Leland Hotel, Chicago, eventually becoming manager of same.

The remodeling of the Julien Hotel, Dubuque, which during his regime had a most enviable reputation throughout the State of Iowa, was followed by a complete re-organization, including several hotels in Wisconsin and Illinois.

Mr. Keeley is a large stockholder in the new Morton, hence his title managing director. He has a most happy faculty of approach and will soon have a personal acquaintance with all his patrons. Mrs. Keeley is also largely in evidence and possesses a pleasing personality which is bound to prove an important factor in the social life of the organization.

The new Morton will have about 200 employees. His principal assistants are L. E. McQuillan, of the Hotel Durant, Flint, and A. A. Fro formerly associated with Mr. Keeley in his Wisconsin and Chicago enterprises. E. L. Gump, Maitre 'de Hotel, was formerly associated with the Congress Hotel, Chicago; C. T. Daniels, auditor, with the General Motors Corporation in Wisconsin. Mrs. E. Hill is the housekeeper and Miss Margaret Stace is social hostess.

The new Morton was officially opened to the public on Monday of this week and is fully organized and equipped for the patronage it is bound to enjoy.

Frank S. Verbeck.

TAKING INVENTORY

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

Better Biscuits—Better Business

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

Shredded Wheat Biscuit

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

MADE ONLY BY

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



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

Grain Elevator at Sparta, Michigan.

Bargain. GRAND RAPIDS TRUST COMPANY, Receiver, Grand Rapids.

Wanted—To hear from owner of good business for sale. State cash price, full particulars. D. F. Bush, Minneapolis, Minn. 340

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

Confectionery—One of the best in good town of about 2000. Fine fixtures, electric piano, booths, fountain back bar, show cases. Doing a fine business of about \$20,000 and making money. Building, fixtures, stock, invoice or lump. Address No. 383, c-o Michigan Tradesman. 383

Will consider buying a variety store, grocery or restaurant. Not in a large city but prefer where there are electric lights, city water and sewer. Address No. 384, c-o Michigan Tradesman. 384

Consignment Goods—Have general merchandise to consign, also receive consignments of merchandise. Our opportunity to move stock. Clip this ad now. Answer No. 385, c-o Tradesman. 385

Excellent Business Chance Modern Front Store

Corner location in central part of business district in Muskegon. A good opening for somebody who wants to get into a Live City with a stock of general merchandise, furniture or house furnishing goods.

For further particulars write:

THAYER REALTY CO.

20-22 So. First St.

Muskegon, Michigan

For Sale—Good grocery in one of the best, growing resort towns in Michigan. On M. 11. Good farming trade year around. Don't delay, it will go quick. Address No. 377, c-o Michigan Tradesman. 377

Quick cash for your merchandise. Responsible, rated concern will assist retail merchants in conducting special reduction or quit business sales on their stocks. Greene Sales Co., 216 E. Main, Jackson, Mich. 379

FOR SALE—A stock of groceries and crockery in the best town in Michigan 4,000 population. Stock around \$4,500 including fixtures: sales from \$40,000 to \$50,000 a year. The reason for selling, I am going on the road with a line of merchandise, commencing Jan. 2, 1924. Frank J. Ward, St. Johns, Mich. 380

For Sale or Exchange—General stock and brick store building located in strong country trading point near Grand Rapids. Will accept Grand Rapids income real estate in part payment. Good location for live man. Knowledge of Holland and Polish languages would be advantageous. Address No. 372, c-o Michigan Tradesman. 372

For Sale—Drug stock and fixtures in Kalamazoo. Good opportunity for young man. Address No. 380, c-o Michigan Tradesman. 380

COUNTRY STORE, general stock, fine location, ample living rooms, electric lights, furnace, garage, gasoline pump, long-established trade. Will invoice or lump. Trade for good CITY income property. Address No. 381, c-o Michigan Tradesman. 381

COUNTRY STORE—Doing a fine business on good corner. Has nice living apartments, good garage, gasoline pump of latest design on front porch, general stock of goods. Will sell buildings, land, stock and fixtures at just about price of buildings, \$4,500. NO TRADES. Address No. 382, c-o Michigan Tradesman. 382

For Sale—I have a good established business and a nice general store, clean and staple stock. Located in the busiest town for its size in the Thumb. Would sell or lease the building. Reason for selling, single and want to retire to country life. Abe Koffman, Owendale, Mich. 375

For Sale Or Trade—Stevens cooler, 10 feet x 12 feet. Will trade for smaller. Ford Davis, Coldwater, Mich. 366

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

Best outside location in Lansing for small drug store and ice cream parlor. 517 W. Ionia St. 1½ blocks from catholic school and church, three blocks from capitol. Building 18x50 ft., brick, large plate glass front. Paved street. For further information write O. H. Bailey, 519 W. Ionia St. 364

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WOOLS AND WOOLENS.

Results of the wool auctions in London, Australia and elsewhere during the past week showed a maintenance of prices at recent levels. But it is still necessary, except in the case of the finest merinos, to resort to bidding in order to keep up the prices. For certain kinds of cross-breeds there is a better market abroad than here and re-exports from this country of such grades still continue. Not a great deal is doing in domestic wools. The consumption of wool in American mills in September was 46,615,997 pounds, grease equivalent. This is lower than for any month, excepting July, than for a very long time. Of the wool used in September 67 per cent. was foreign. In connection with the figures given it should be borne in mind that they are incomplete and do not include the wool used by the American Woolen Company and a dozen or more other concerns. So far as the goods market is concerned, there has been very little further movement for Spring, although there is still a chance of a fair amount of re-orders should clothing sales at retail pick up. In the women's wear field the makers of high-class fabrics seem to be faring better than those who have been trying to imitate their productions. In women's ready-to-wear there seems to be some "distress" merchandise on the market, but much of it is of a kind that does not appeal.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Nov. 6.—The Soo Handle and Enameling factory was totally destroyed by fire Saturday night, throwing out of employment fifty hands, and stopping the payroll of \$75,000 annually. The plant was one of our new industries. It had orders enough on hand to keep in operation until the first of the year. Whether or not the plant will be rebuilt has not as yet been decided.

The mighty deer hunters are getting ready for camp, laying in supplies, hiring cooks and shipping their equipment. There seems to be plenty of deer, judging by what some of the prospectors report. If the season starts with a snow fall there will be a great slaughter. The partridge season, which closes on Friday, resulted in a goodly number left over for the next season. The slaughter has been comparatively small, while large flocks are still in the woods. They are hard to get this year. The birds are exceptionally wild and stay in safe places.

The board of supervisors are taking steps to have the State take over the Dunbar school property to use as an experimental station. A committee has been appointed to place the matter before the State Agricultural Department. Chippewa county came into possession of the Dunbar property in 1910. An Agricultural school was established. The school was a financial burden until it was discontinued a few years ago and a county-controlled farm inaugurated.

Game is the easiest thing to find. All you have to do is to go hunting without a gun.

Chester Long, the well-known merchant of Rosedale, was a business visitor last week.

Walter McKinney, of the P. T. McKinney & Sons grocery, left last Friday for Washington, D. C., to receive final instructions and his appointment to the U. S. consular service. A complimentary dinner was given in his honor at the Sault Club.

Mr. McKinney has been manager of a grocery here for the past several years.

Ride a bicycle and exercise your body. Ride in an automobile and exercise your dodging ability.

William G. Tapert.

Lee M. Hutchins as a Michigan Asset.

Written for the Tradesman.

He never has aspired

To climb the rungs of fame,

Or sought to win a triumph

In any sort of game.

But always in his quiet

And forceful way,

Is sincerely urging

Square dealing and fair play.

A man of varied talents,

Of eloquent address,

The first to be responding

To call of real distress.

Maybe to serve as preacher,

Toastmaster at a spread

Or speak a word of comfort

In the presence of the dead.

A living fine example

Of all a man should be,

A man with friendly handshake

And smile for you and me.

In affairs of public import

The problem of the day,

You'll always find him cheering

And backing up the play.

No mercenary motive,

Or thought of self in mind,

Just a great desire

To better mankind.

He just can't keep from reaching

Out a helping hand,

And all the time is boosting,

To beat the band.

Richard M. Hoffman.

Don't Want a Bonus.

Detroit, Nov. 6.—As a veteran of the kaiser's war, I write what I feel is the opinion of most of us, although we don't say much.

Apparently we are not held in very high estimation when we are offered money for doing not only what was our duty, but what was also a privilege. As a rule, we do not resent this openly, but what conscientious ex-soldier does not have a shamefaced appearance when bonus is mentioned in his presence? Our conscience is eased when we think: "Well, all the other fellows are taking it, so why not I?" Still, as we get older and look back, I think the sentiment and glamour of our sacrifice will be tainted by the thought of that bonus if we receive it.

Then turn to the practical features of the bonus. What has happened to our patriotism if, after first serving our country, we then turn around and injure it economically, causing first more inflation, followed by the usual hard times, unemployment and its attendant evils? Furthermore, we would only spend our bonus paying increased taxes. To the ex-service men either successful or only mediocre in business, the bonus is unnecessary; to one inherently incapable it would be but a lift that he may fall harder. To the spendthrift it would mean just one good time for a short while. How much better that those injured should be properly cared for, which is far more likely if we accept this sacrifice, if some consider it so?

Let us again aid our country, by writing our Congressmen to oppose the Federal bonus.

We know there is no good reason why we should receive a bonus, and we feel that having done our duty is its own reward. E. K. Smith.

They are but beggars that can count their worth.—Shakespeare.

Ku Klux and American Ideas.

Detroit, Nov. 6.—The nature, principles, and objects of the Ku Klux Klan are sufficient to occasion a perennial fit of laughter in any unprejudiced rational being when we consider some of the fundamental ideals and principles upon which our country rests and upon which it has developed from thirteen poor, independent colonies of a few hundred thousand souls into a united, prosperous nation of one hundred million. Let us mention a few thoroughly American doctrines: (1) We have equality of all men before their Creator; (2) equality of all men before the law; (3) religious freedom; (4) representative government; (5) trial by jury. The Ku Kluxers, taking the opposite of these principles, which have become doctrine with every real American, have the absurd idea that they are loyal Americans. On the contrary, they are a small band of adventurous, ignorant imposters of real Americans.

Americans who are organized for the welfare of their country detest concealment. Supposed Americans who are organized for the purpose of undermining the fundamental principles of their country seek concealment. The hidden countenances and night rides of the Ku Kluxers are in harmony with their ends. Cowards always seek cover when betraying their best friends.

In a nation of 100,000,000 people it is not surprising to find 200,000 adherents of the Ku Klux Klan. But be their numbers ever so large, there will never rise from among them a George Washington, a Nathan Hale, a Thomas Jefferson, a John Adams, or an Abraham Lincoln.

Percales Still "at Value."

Despite the rise in cotton and the resultant advance in goods in the gray, the indications are that new percales prices will not be made for some time. Barring some unforeseen circumstance the goods will be higher when the new quotations are issued, but in the meantime the little business passing in them is being done "at value." Although not placing new business to any extent, jobbers are taking goods previously ordered in an active way. This was said yesterday to indicate good buying by their customers and to presage an active business in the primary market when the jobbers come back for replenishments.

Slow Deliveries the Catch.

With one of the best seasons ever enjoyed by the knitted outerwear trade at hand, both from the standpoint of units sold and the value of the merchandise, manufacturers of the goods are facing production difficulties that promise all kinds of trouble before the season is over. These difficulties are not caused by labor disturbances, but by the hesitancy with which many buyers bought brushed goods at the beginning of the season. The rapidity with which

consumers took them up forced buyers back into the market for large quantities for quick delivery. This situation is troublesome at any time, but, with the great bulk of the orders calling for brushed garments which come through the mills slowly, it is made especially trying. Delays in deliveries up to a month are not uncommon.

Elizabeth Porter, the Kalamazoo merchant in ladies' wear, celebrated the tenth anniversary of her establishment as a dealer last Saturday. Few women have accomplished so much in a decade as Miss Porter has done. Her success is to be measured not in the stock she carries, the accounts she has on her books or the volume of sales she has secured, but in the friends she has made—friends who believe in her and have implicit confidence in her integrity and her masterful judgment and discrimination in the selection of garments adapted to the needs of her customers. Therein lies her success, which is unparalleled in the history of Michigan merchandising.

Window lighting is something you ought to study. Along most business streets better results could be gained with half as much current used efficiently.

Successful display in the window or inside the store must be something more than just putting goods where people see them. It means making people want to buy them.

The things that count are the things you can't count.

Meat Market Equipment

Best outfit Tuscola county offered less than 50c on dollar. Consists of one 10x12x11 foot cooler, one 10 foot and one 12 foot refrigerator counter, with paneled base, one 2 ton Brunswick Ice machine, one 5 horse Electric Motor (alternating current) wiring and piping all complete. All condition, new less than two years ago. Set up in working order.

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