

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS. EST. 1883

Forty-first Year

GRAND RAPIDS, WEDNESDAY, ~~NOVEMBER 28~~ DECEMBER 5, 1923

Number 2098

Give Them a Place to Play

Plenty of room for dives and dens
(glitter and glare and sin!),
Plenty of room for prison pens
(gather the criminals in!),
Plenty of room for jails and courts
(willing enough to pay!),
But never a place for the lads to race;
no, never a place to play!

Plenty of room for shops and stores
(Mammon must have the best!)
Plenty of room for the running sores
that rot in the city's breast!
Plenty of room for the lures that lead
the hearts of our youth astray,
But never a cent on a playground spent;
no, never a place to play!

Plenty of room for schools and halls,
plenty of room for art;
Plenty of room for teas and balls,
platform, stage and mart,
Proud is the city—she finds a place
for many a fad to-day,
But she's more than blind if she fails
to find a place for the boys to play!

Give them a chance for innocent sport,
give them a chance for fun—
Better a playground plot than a court
and a jail when the harm is done!
Give them a chance—if you stint them now,
to-morrow you'll have to pay
A larger bill for a darker ill
so give them a place to play.

Dennis A. Mc Carthy.

ance Library.
ty St



Anticipate Your Wants For Christmas Sweets

Franklin XXXX Confectioners, Old
Fashioned Brown and Fine Granu-
lated—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"

Uniform

You may depend on Seaside limas
and baby limas for they are
thoroughly cleaned and graded and
carefully inspected before being
packed under the Seaside brand.

SEASIDE
CALIFORNIA
LIMAS and BABY LIMAS

California Lima Bean Growers Association
Oxnard, California



Larabee's Best Flour

"The Most Bread from the
Least Flour"

Economy

Distributors of LARABEE'S BEST FLOUR

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



MICHIGAN TRADESMAN

Forty-first Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 5' 1923

Number 2098

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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BILLIONS FOR SOLDIERS.

More than \$2,000,000,000 has been spent by the National Government for the relief of soldiers of the kaisers war or their families. This expenditure is continuing at the rate of more than \$400,000,000 a year. In the face of these figures the proposal for an indiscriminate bonus looks pretty sordid. The table of expenditures presenting the first official compilation of the money appropriated for ex-service men is convincing evidence of the generous and intelligent way in which the Government approached the problem of caring for those who suffered in the war and for their families. Allowances for dependents, compensation in case of death or disability, medical and hospital service, vocational rehabilitation—all these services were devised and supported in an effort to repair so far as possible the loss sustained by those who stood forth in their country's defence.

Now a bonus is proposed. It is not proposed as substitute or even a partial substitute for the existing expenditure. The \$400,000,000 a year which is being spent will continue to be spent. The bonus is a sheer addition to the \$2,000,000,000 which has been expended and to the other billions which are in the way of being expended. It is also an addition to the state bonuses which have been voted to so large an extent as to reach half of the total number of ex-service men. For such an expenditure there is only one argument deserving consideration. This is the mismanagement which has crippled the work of the Veteran's Bureau and rendered that service much less effective than was intended. If a blanket bonus, however costly, could repair the mistakes of this Bureau it could not be voted too quickly. But the bonus is not pressed upon any such ground. Being indiscriminate, making no distinction between the well-to-do and the indigent, the healthy and the disabled,

the bonus would do too much for some men and not nearly enough for others.

Nor would the evil effect of the bonus stop here. Instead of alleviating the lot of the disabled ex-service men, the bonus would actually tend to make it harder. The one hope of bringing the Veterans' Bureau to the plane of usefulness for which it was organized is by centering attention upon its activities. How much chance will there be for such concentration if a bonus is voted? All eyes would at once be fastened upon the way in which the huge sum was distributed and the disabled veterans would be more neglected than ever.

Evil in itself, the bonus would be the signal for a train of evils. Whenever a Secretary of the Treasury succeeded in showing a surplus it would be dissipated in pork-barrel legislation, in river and harbor bills, in public building bills, in general and private pension bills. Now is the time to establish the principle that the creation of a surplus—for in these days surpluses do not just grow, like Topsy—is the creation of an opportunity to reduce taxation. Let the present surplus be used as an excuse for a bonus instead of for reducing taxes, and tax reduction will be indefinitely postponed. Under such circumstances, why should a Secretary of the Treasury try for a surplus?

Billions for ex-service men and their families in the way of relief and rehabilitation, but not one cent for a hit-or-miss bonus—this is the only self-respecting policy for either the Nation or the men themselves.

COMMISSION UNDER FIRE.

The Federal Trade Commission is perhaps the most criticized Government agency in Washington. Some of this criticism is deserved and some is not. It has done its best work in attacking dishonest sales methods, particularly the misbranding of goods, and in this line of activity it has contributed materially to the improvement of trade ethics. Certain false labels for example, had been used for such a long period that it had come to be taken for granted in the trade that they did not mean what they said, although consumers, it was shown, were generally ignorant of such practices and took the trade labels at their face value. These practices undoubtedly are a form of unfair competition within the meaning of the anti-trust laws, and various trade associations have co-operated with the Trade Commission in correcting such abuses.

On the other hand, there is ground for complaint against some of the Commission's methods. A conspicuous example was furnished last week, when the Commission's complaint

against a firm of wholesalers was argued before the Supreme Court. The Commission had brought action against this firm because it had written to a manufacturer stating that unless the manufacturers ceased selling directly to retailers the firm would withdraw its business. No evidence was presented to show that it had acted jointly with other wholesalers to force the manufacturer to comply with its terms. It was simply exercising its own right to confer or withhold its business in case of a given concern, and yet it was haled to court like a criminal. The case was so weak that the Supreme Court did not think it necessary to hear the arguments of the defendant company.

In this connection it is worth noting that a Western Congressman has announced that he will introduce a bill this week for the abolition of the Federal Trade Commission. He maintains that its duties can be conducted at much less expense by transferring them to the Department of Commerce. Whether the Department of Commerce should be charged with the duty of investigating violations of the anti-trust laws and of appearing as complainant against alleged violators is a debatable question. There is danger that the exercise of such functions might militate against its usefulness as an advisory and co-operative body. The Federal Trade Commission, however, can undoubtedly increase its usefulness by adopting a broader view of its functions and dropping its nagging, inquisitorial methods. The fault appears to lie more in the personnel of the Commission than in the institution itself.

THE SATURATION POINT.

The production of passenger automobiles in October has been exceeded in only three other months within the history of the industry. The predictions that the industry is headed towards a reaction have so far lacked much of realization. Roger W. Babson has raised the question whether the next industrial depression will not be brought about by the automobile. He believes that this industry is "eating in on the others," and that the heavy output of automobiles may produce a condition resembling that brought about by the too rapid construction of railways after the Civil War. It was this excess of railway building, he maintains that was the prime factor in producing the panic of 1873. The depreciation of the automobiles now in use in the United States he estimates at from seven to ten million dollars per day, not to mention expenditures for gasoline, and so on, and such a drain on our national wealth, in Mr. Babson's opinion, will eventually necessitate a drastic readjustment.

Well, we shall see. There are undoubtedly thousands of persons using cars who cannot afford them, and some day these individuals will have to pay the piper. No one can cite a single industry, however, which has failed to get the needed financing because of the demands of the motor car industry for funds. Money is easy and savings deposits are increasing, and yet people are buying automobiles more than ever before. It is sometimes said that the automobile is injuring the sale of other products, that people who have cars must deny themselves other useful things. Statistics, however, fail to indicate any such inroads by one industry upon others. Department store sales go on increasing, and this is a fair indication that people are not denying themselves clothing and furniture in order to have a car, though individual instances of this can probably be cited. The good year which the mail order houses are having does not indicate that the farmer's flivver is causing him to cut down his other purchases. The time may come when the domestic market for motor cars will be thoroughly saturated. In fact, statisticians have already announced several times that the saturation point has been reached but each time they have been compelled to revise their estimates upward.

FIGHTING PRISON GOODS.

Several cities are fighting the sale of prison-made merchandise successfully, but the most notable results along this line appears to have been obtained in Decatur, Ill. All of the manufacturers and retailers in the city, with the support of the public, are said to have gone on record as opposed to handling prison-made garments in any way. The retailers have refused to sell prison-made merchandise of all kinds, and enterprising citizens are reported to have formed committees to prevent consumers, so far as possible, from buying goods made in penal institutions.

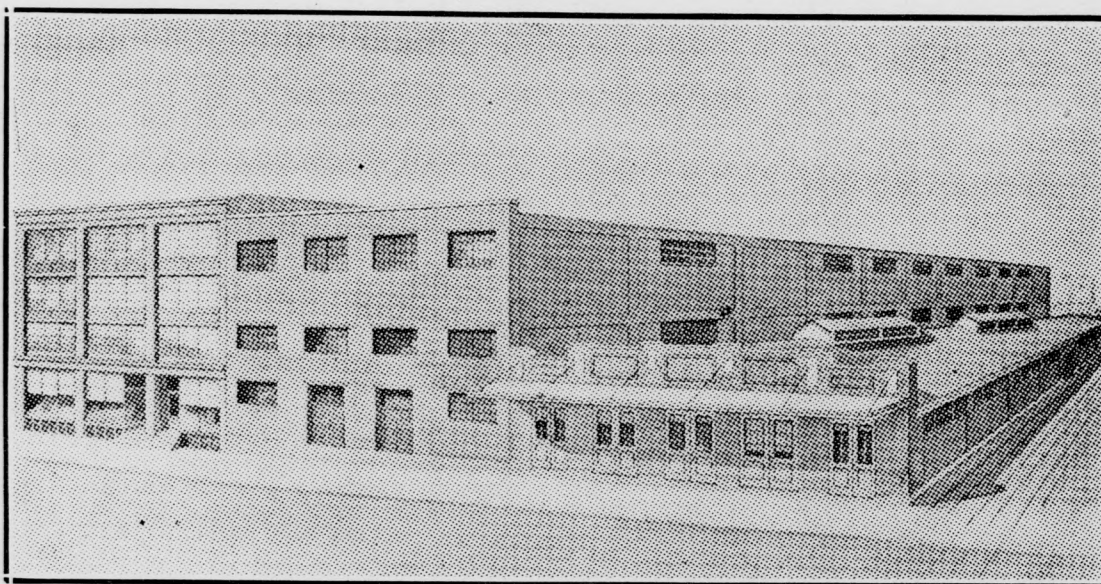
Tammany wants a wet plank in 1924. Tammany would. Brennan, of Illinois, who is more concerned about Chicago than about a Democratic Party in the Nation, will stand with Murphy. It might, even as Murphy suggests, be an excellent plan to settle the liquor question once and for all by a referendum. Nevertheless, the Democrats of the West and South will refuse to be bound to the wheels of the Tammany beer-truck chariot. If Messrs. Murphy, Brennan et al. of the wet wing of the Democratic Party wish to hand the election of 1924 to the Republicans on a waiter's tray, they are proposing the best and easiest way to do it.

\$100,000.00

Richards Realty Company

GRAND RAPIDS, MICHIGAN

First Mortgage 6½% Serial Gold Bonds



Interest payable November 1 and May 1, at the Home State Bank for Savings, Grand Rapids, Michigan. Without deduction for any normal Federal Income Tax, deductible at the source insofar as it is lawful, not to exceed two (2) per cent. Exempt from all present local taxes in the State of Michigan

MATURITIES	
1926	\$ 4,000
1927	4,000
1928	4,000
1929	4,000
1930	4,000
1931	4,000
1932	4,000
1933	4,000
1934	4,000
1935	4,000
1936	60,000
Denominations, \$100 \$500 \$1,000	

Security: The bonds are secured by a closed first mortgage on the land and buildings conservatively appraised at \$200,000.00.

Location: The Property consists of two buildings located on Campau Ave., N. W., and Pennsylvania Railroad.

Denominations: Coupon bonds, \$100, \$500, \$1,000. Redeemable as a whole or part at the option of the Mortgagor on any interest date upon sixty days' notice at 105 and interest after November 1, 1926.

SECURITY

These bonds are in the opinion of counsel secured by a direct closed first mortgage on the property as follows:

- LAND:** The land lies on the west side of Campau St., near the Pennsylvania Railroad Tracks, has a frontage of 133½ feet on Campau St. and is 198 feet deep, is located in the center of the fast growing wholesale district, is only two blocks from Monroe Ave. It is conservatively estimated that property in this location will double in value in a very few years.
- PROPERTY:** This property consists of two buildings Nos. 25 to 35 Campau St. One building is four stories in height 66 2-3 feet by 100 feet, brick construction, equipped with automatic sprinklers throughout, the other is a three-story steel concrete and brick construction 66 2-3 by 198, entirely fireproof. Both buildings are steam heated also equipped with large modern elevators. The Company has leased the property next to it for a term of years and will build a one-story fireproof building about 80 by 173 feet, giving it a splendid railroad siding to its property.
- EARNINGS:** The income from this property is assured, the entire property has been leased for enough to pay the annual interest charge, about five times, on this Bond issue.
- APPRAISAL:** An independent appraisal by Kinsey & Buys Co., Real Estate Dealers, and Owen, Ames, Kimball Co., General Contractors, of Grand Rapids, Michigan, places the replacement value of these buildings and land at approximately \$200,000 or twice the bond issue.
- PURPOSE OF BOND ISSUE:** These bonds are being issued to pay off a mortgage on the property and make necessary improvements and changes.
- TRUSTEE:** The Guarantee Bond & Mortgage Company of Grand Rapids, Michigan, is Trustee and has approved the mortgage and certified the bonds.
- INSURANCE:** The borrowers agree that all buildings be insured against loss or damage by fire or lightning. All insurance policies shall be made payable and delivered to the Guarantee Bond & Mortgage Company.
- SAVINGS BANK INVESTMENT:** These bonds being a first mortgage on real estate in the State of Michigan, having an appraised value of twice the mortgage based on appraisals, they are in the opinion of counsel a legal investment for Savings Banks in Michigan.

Price: 100 and accrued interest, yielding 6½%

We recommend the purchase of these bonds.

CHAS. E. NORTON

INVESTMENT BANKER AND BROKER

521-2-3 Michigan Trust Bldg.
Grand Rapids, Michigan

KALAMAZOO OFFICE:
210 Kalamazoo National Bank Bldg.
Kalamazoo, Michigan

TELEPHONES:
Citizens 51384
Bell Main 1073

Plea for Toleration in Case of La Follette.

Muskegon, Dec. 4.—The Chicago Tribune does not want Senator La Follette to become chairman of the Senate Committee on Interstate Commerce, an honor which as ranking member of that committee he would be entitled to in the event of the elevation of Senator Cummins to the pro tem presidency of that body. This is what the Tribune has to say about it:

Our own theory is that Senator La Follette has no claim to seniority which the Republican leaders need recognize. Seniority is modified by the rule which recognizes party organization. The senior of the majority party becomes chairman; the senior of the minority party, though he be senior in service to the former, is merely ranking member of the minority. Senator La Follette calls himself a Republican for his advantage, but in fact he is no more a Republican than the Farmer-Labor party senators. He has no loyalty to the party and his political philosophy is hostile to fundamental Republicanism. It would be no real abrogation of the seniority rule if he were passed over in case Senator Cummins should not succeed himself as chairman of the committee.

There are lots of us who would not particularly care to have Senator LaFollette as a candidate for the presidency, still others who do not agree with his policies; but no fair minded individual will question his honesty or consistency.

Senator LaFollette most certainly possesses the courage of his convictions, even if he does not agree with many in his personal views on many public policies.

But Senator LaFollette bears an unquestioned record of loyalty to his party. Many times he has disagreed with the policies of its leaders and he has even been accused of disloyalty; but he has always been "regular" when it comes to party matters.

No living member of the Republican party has a record comparable

with his when it comes to party successes.

From the time when he was first elected to Congress by his college mates, forty years ago, upon a Republican ticket in a strongly entrenched Democratic district, he has never met with defeat and he has never run on any other than a straight Republican ticket, and it might not be out of place right here to say that last year his absolute majority of 285,000 was probably larger than the combined pluralities of all of the other members of the Committee on Interstate Commerce.

As Speaker Tom Reed, once said of a member of the House who stated that he "would rather be right than be President," that he need not worry because "he would never be either," it may be that LaFollette may never be right, according to the views of some, but he is and has been "regular" and he has always been in evidence, and if he is accorded the honor to which he is entitled by seniority he will show the country that he considers his duties something more than perfunctory. In other words, his committee will function.

If the incoming Congress accomplishes any more than its predecessors there will be many cases of heart failure throughout the Nation.

Michigan has two Senators and one Congressman, Woodruff, of the Bay City district, who will be heard from. Possibly one or two other members will raise their voices above a whisper at roll call, but the same routine will continue. A few more pensions will be secured—possibly more than common, because there are no longer any garden seeds to distribute—but there will be no initiation of any kind, and if through any accident the props should be removed, the undertaker will have his harvest.

There will be no reward of accomplishment.

Why?

Because of the feeling among the individual members that they are helpless.

Why not try, and let the folks at home know that they are represented? It may be true that all is lost and nothing really can be accomplished, but an attempt at something worth while, though futile, will arouse the sympathy of the press agent and the folks at home will hear of it.

Just now the greatest stumbling block to National prosperity is the incubus known as the Interstate Commerce Commission, which at all times justifies what President Lincoln once said of commissions, when he remarked:

"I don't like commissions. I think they are contrivances to cheat the Government."

I have the verbal promise of one Congressman to the effect that very soon after the opening session, he will introduce a bill shearing the Interstate Commerce Commission from every vestige of authority except what it was originally given, i. e., to prevent discrimination between the large and small shipper.

Wouldn't it be great if the time would ever come in Michigan when the student of current events would be able to name at least two contemporary members of Congress?

Some silly anti-ist or ism has taken Senator Ferris to task because he expressed some doubts as to the expediency of the present policy for the enforcement of prohibition, and would like to make out that the Senator is what he is not, an anti.

In his life's work of forty years in our midst the venerable schoolmaster has proved that he is strong for every good thing and especially for law enforcement.

The Senator has dared to say to this element whose heads are buried in the sand that the law, in this instance, is not being enforced. Which is no more or less than Dr. Perry,

head of the Child Welfare movement in Michigan, recently remarked in public, and added that "the old order of things under pre-Volstead regulations was much to be preferred to the present enforcement program, which had driven liquor from public places to private homes."

The only criticism I have to make of Senator Ferris was that he went to the trouble of explaining his position in public print, a proceeding absolutely superfluous, for even if some of us disagree with Mr. Ferris, politically, we all know that he is always right on all moral questions.

Frank S. Verbeck.

Napoleonic Crime Wave.

Detroit, Nov. 27.—A hundred years ago, during the period following the Napoleonic wars, hold-ups and robberies were as epidemic in London as they now are in this country. To foil the robbers the London banks adopted a plan of using uniformed messengers each of whom carried a locked bag or wallet chained to his waist. In the case of payrolls, the bag can be locked in the bank and a duplicate key at the office of the factory where it is opened, so that the messenger himself carries no key at all. The same plan can be employed in transporting money between a bank's branches and its head office.

R. H. Towner.

Model Order to Merchant.

A citizen out of town sent the following order to a merchant:

Send me a sack of flour, 5 pounds of cofo, and 1 pound of tee.

My wife gave birth to a bigg baby boy last night.

Also 5 pounds of corn starch.

A screw driver and a fly trap.

It weighed ten pounds.

And a straw hat.



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

Barney says—

Well, our inventory is done again and we certainly have a big stock of goods, and all of them in good condition, and,

By Golly—the way people are beginning to order goods, we are going to have a good, big business.

I hope everyone will get their orders in early so as not to be disappointed.

WORDEN GROCER COMPANY

GRAND RAPIDS

KALAMAZOO—LANSING—BATTLE CREEK

THE PROMPT SHIPPERS



MOVEMENT OF MERCHANTS.

Armada—Fred A. Kipp, proprietor of Kipp Table Supply Place, died Nov. 16.

Lake Odessa—W. E. Noble succeeds O. A. Lapo in the grocery business.

Jackson—The P. & C. Nut Co. has changed its name to the Auto Products Co.

Marquette — Dolph Larmie has opened a grocery store at 119 Champion street.

Detroit—Lydia Hansen's millinery store, 10224 Twelfth street, has been sold to Walter Castle.

Detroit—Ansel Shiffman, 9124 Mack avenue, boots and shoes, has filed a petition in bankruptcy.

Detroit—D. Kane will open a men's and women's furnishings store at 3663 Hastings street.

Detroit—Wm. B. Morris is the purchaser of Nishan Bogoaian's confectionery at 5698 Dix avenue.

Ironwood—Lindbloom & Peterson, shoe dealers, are reported to have made an assignment.

Detroit—J. T. Coyne expects to move his pharmacy from 8130 Mack to 12741 Gratiot in the near future.

Detroit—The Kiever Co-Operative League has changed its name to the Wayne County Co-Operative League.

Detroit—Bernard Taylor and wife have sold their grocery business at 59 Sturtevant avenue to George Durbin.

Detroit—Adolph Klein transferred his grocery business at 6000 Van Court avenue to Roza Klein on Nov. 27.

Detroit—W. A. Dalje took over the Paris Fur Co., 5257 Grand River avenue, from A. J. Gauthier on Nov. 27.

Detroit—B. Rosedale is the proprietor of the Mack Avenue Furniture Co., which held its formal opening on Dec. 3.

Grand Rapids—Sagelman & Kroon succeed C. M. Clark in the grocery and meat business at 590 Jefferson avenue.

Detroit—Mr. Judson, manager of the Dr. A. Reed Cushion Shoe House, recently added a hosiery department to his store.

Detroit—H. J. Bolton and H. G. Wellard opened the Bolton & Wellard Pharmacy, at 3722 Mack avenue, on Dec. 3.

Milan—Walter B. Frisbie, shoe dealer for many years, died at his home as the result of a stroke of paralysis.

Detroit—Among the recent additions to the ranks of the druggists in this city is Mrs. Romaine Naeyaert, who opened the Naeyaert Pharmacy a few days ago.

Blanchard—Thomas Mulholland, formerly engaged in trade at Tru-fant, succeeds Moody & Courser in general trade.

Detroit—The Franklin Meat Market, 8594 Russell street, has been sold to Ben Dobin et al. Nathan Fradkin was the former owner.

Detroit—Louis Harris, boots and shoes, East Jefferson street, has filed a petition in bankruptcy and a receiver has been appointed.

Detroit—Joseph Brothers Grocery, 3535 Cass avenue is now known as the Royal Garden Grocery. Shakaeb Farray is the owner.

Detroit—R. J. Fields has purchased the grocery stock and meat market formerly owned by Benjamin Kahn, at 3038 Beaubien street.

Lansing—The Bishop Furniture Co. has leased a store building in Battle Creek and will open a branch store there soon after Jan. 1, 1924.

Detroit—The Clifford Drug Co. (Jack and Isadore Schneider) will open on the corner of Clifford and Duffield avenues about Dec. 15.

Detroit—Benjamin C. Salt is serving the customers of the confectionery at 4167 McGraw, having bought out Hyman Zickerbram Nov. 27.

Detroit—William and Dave Cohen are the new owners of the meat market formerly conducted by Louis Cohen at 3117 Hastings street.

Rockwood—D. Valrance & Son have sold their hardware stock and store building to James Story, of Detroit, who will take possession Jan. 2.

Detroit—Michael Ammer and others have taken over the business of Mourad Brothers, grocers, 7834 Charlevoix avenue, and will operate as Ammer & Nouné.

Detroit—The Mukulla Market, 11531 Hamilton boulevard, opened on Nov. 21 with a complete line of groceries, fruits and vegetables. Charles Mukulla is manager.

Gladwin—Thieves entered the hardware and implement store of John E. Capling, Nov. 23, carrying away the contents of the cash register and considerable stock.

Pontiac—The Lewis Furniture Co., 54-56 Saginaw street, has been incorporated with an authorized capital stock of \$30,000, all of which has been subscribed and paid in in cash.

Detroit—Pernick's Pharmacy will open another store at John R. and Nevada as soon as the building is completed. The present store is several blocks north on John R. street.

Detroit—M. D. Sanders, druggist at 5745 John R. street, will open an annex in the vacant store next door to him for the holiday season. The

annex will be open from Dec. 5 to about Jan. 1.

Lansing—A 20 per cent. increase in the number of retail grocers in Lansing in 1923 over the preceding year, is noted in census recently taken. There are now 289 grocers and last year there were 241.

Clare—Wm. H. Bicknel & Co. is remodeling the store building it recently acquired, giving it the same appearance as their big store. It will be used for the clothing and men's furnishing department.

Detroit—The Wilson-Robinson Co. is closing out all men's shoes with a view to eliminating the department and carrying only women's shoes in the future. Lack of room in present quarters is given as the reason.

East Lansing—Francis Smith and Margie Heil Howland have formed a co-partnership and will engage in business at 214 Abbott avenue, about Dec. 15. Exclusive gowns, lingerie, infants' and childrens garments will be featured.

Lansing—Bert C. Edington, manager of the Edington Rug Co., 323 South Washington avenue, will build a modern store building at 422 South Washington avenue which he will occupy with his stock as soon as it has been completed.

Detroit—The Dixie Wholesale Co., 4049 Lafayette Blvd., cigars, tobacco, candy, etc., has merged its business into a stock company under the same style, with an authorized capital stock of \$20,000, all of which has been subscribed, \$500 paid in in cash and \$5,000 in property.

Adrian — Representatives of the Northrup Lock Co., of Orion, are conducting a stock sale in this city, which is expected to bring the company here to become one of the city's permanent industries. An effort is being made to sell \$20,000 worth of stock in Adrian and vicinity.

Holland—The Peoples Auto Sales Co., 209 Central avenue, has been incorporated to deal in new and second hand autos, auto parts, accessories and supplies, with an authorized capital stock of \$25,000, of which amount \$21,000 has been subscribed \$4,800 paid in in cash and \$10,000 in property.

Manufacturing Matters.

Niles—The Acme Red Cedar Chest Co. succeeds the Acme Manufacturing Co.

Detroit—The Wise Electric Shera-dizing Co. has changed its name to The Wise Industries.

Weidman—The Holmes Milling Co. has increased its capital stock from \$15,000 to \$60,000.

Detroit—The Federal Engineering Co. has increased its capital stock from \$15,000 to \$25,000.

Detroit—The Witchell-Sheill Co., shoe manufacturer, has opened a branch factory at Windsor, Ont.

Big Bay—The Lake Independence Lumber Co. has increased its capital stock from \$1,250,000 to \$1,500,000.

Stanton—Fire destroyed the grain elevator of the Stanton Co-Operative Co., entailing a loss of about \$7,000.

Grand Rapids—The Powell Electro-pure Creamery Co., 820 Shawmut

street, has increased its capital stock from \$50,000 to \$75,000.

Berrien Springs—The local branch of the Clark Equipment Co. has reopened, giving employment to a number of men.

Kalamazoo—Thomas D. Stafford, district sales manager of the Noe-Equal Hosiery Mills, Inc., has opened a sales office in the Chase building.

Hudson—The Rafex Manufacturing Co., manufacturer of chemical engines fire extinguishers, etc., has been incorporated with an authorized capital stock of \$25,000, \$4,200 of which has been subscribed and paid in in cash.

Battle Creek—The Opalume Sign System, 79 South Division street, has been incorporated with an authorized capital stock of \$40,000, \$33,200 of which has been subscribed and paid in, \$200 in cash and \$33,000 in property.

Mt. Clemens—The Myers Machine Tool Co., with business offices at 901 Book building, Detroit, has been incorporated with an authorized capital stock of \$180,000 preferred and 50,000 shares no par value, of which amount \$35,000 and 33,600 shares has been subscribed and paid in in property.

Detroit—The Arrow Pump Co., 304 Buhl Blk., has merged its business into a stock company under the same style, with an authorized capital stock of \$100,000 preferred and 5,000 shares at \$1 per share, of which amount \$10,000 and 4,000 shares has been subscribed, \$1,000 paid in in cash and \$4,000 in property.

Detroit—The Duplex Manufacturing Co., manufacturers of automatic hair cutters, vacuum washers, etc., with business offices at 315 Lightner building, has merged its business into a stock company under the style of the Duplex Manufacturing Co., Inc., with an authorized capital stock of \$25,000, \$1,000 of which has been subscribed and paid in in cash.

Detroit—The T. E. P. Manufacturing Co., 2-114 General Motors building, has been incorporated to manufacture and sell advertising novelties, mechanical toys, etc., with an authorized capital stock of \$50,000 preferred and 25,000 shares at \$1 per share, of which amount \$24,250 and 13,750 shares has been subscribed and paid in, \$4,500 in cash and \$33,500 in property.

Monroe—Monroe's newest industry, the Monroe Board and Lining Co., will be in full operation by Dec. 10. The company is moving its machinery from its plant at Barberton, Ohio. Five carloads have arrived and there are about five carloads in transit. The company will bring about thirty skilled workmen to Monroe. Most of these workmen are married and have families. The company manufactures pasted and lined board, fiber specialties, box board, marble jute, trunk fiber and chair seats. Much of its product will be shipped to automobile factories in Detroit.

If you take good care of the little tasks as they come along, the big tasks will take care of themselves.

Some men succeed when all conditions are favorable. Some men succeed anyway. It's in the man.

Essential Features of the Grocery Staples.

Sugar—Local jobbers hold cane granulated at 9.85c and Michigan beet at 9.45c.

Tea—The holiday interfered with the demand for tea, as it always does, and the aggregate demand since the last report has, therefore, been light. Prices, however, are still very strongly tending upward, although there has been no further advance during the week. All the advices that come from the tea-raising countries are strong and point to advances.

Coffee—The general condition of the market for Rio and Santos coffees, speaking of them sold green and in a large way, early in the week was strong, but later in the week was rather soft. Prices for the week, however, show no particular change, except that some grades of Rio are a shade lower than they were a week ago. Demand has been quiet. Milds are just where they were a week ago, with a quiet demand.

Canned Fruits—The entire fruit line lacks features. It is dull as to replacement and only normally active as to movement from wholesaler to retailer. Coast buying is nominal, although the market in California remains firm and there is no pressure to sell.

Canned Vegetables—Tomato packers are not free sellers. To do anything big lower prices would no doubt be required, and canners are not liquidating. The few who are unloading cause irregular prices but do not make for extended weakness. Buying is mostly in small parcels. California conditions are parallel and no price changes are recorded. Peas are selling to some extent but the buyer wants to control the trend of the market in both packs, and when he cannot do so he lays back. Old packs are pretty well out of first hands in all grades, but more particularly cheap lines. Second hands are not trying to unload as it will be seven or eight months before new peas come on the market. Futures in the lines now short are wanted, but in straight lots without restrictions. Corn is firm, but quiet and routine in character. While stocks are moving well toward the retailer, wholesalers are buying conservatively.

Canned Fish—As to Maine sardines, the situation is unchanged. Supply of fish comparatively small and prices, therefore, firm. Imported sardines, including Norwegian and Portuguese brands, are in short supply and, therefore, strong. The demand for salmon, speaking of all grades of Alaska fish, is light on account of the season. Eastern buyers are not buying very largely from the coast just now and this is slowing down the market, although prices remain about as they were. Fancy Columbia River salmon is still scarce and firm. Other varieties of canned fish, notably shrimp, crab meat, lobster and white meat tuna, are scarce and firm.

Dried Fruits—The general market for dried fruits is quiet but steady. The so-called Independents among the packers, or scalpers, are shading the established prices heavily, but it is understood that their supplies are

running low. They are killing their golden egg goose by impoverishing the growers whom they are using in the attempt at breaking down their organization. Wholesalers report that retail grocers are buying freely of all kinds and grades of dried fruits and nuts, and that preparation is evidently being made in anticipation of the largest Christmas and holiday trade in the history of this country. Thanksgiving surpassed any previous period in sales by retailers and still greater results are looked for the last week of this month.

Salt Fish—Mackerel is wanted right along and the aggregate demand is very fair. Prices are quite reasonable and this ought to be a good mackerel season. Imported mackerel of good quality is not so abundant as the domestic fish and therefore is not selling so actively. Codfish is in fair seasonable demand at unchanged prices.

Beans and Peas—The market for all varieties of white beans is quiet, with weakness in most varieties. Practically all varieties of white beans are a shade weaker than a week ago, including California limas, which have stood up recently better than the other varieties. Green and Scotch peas unchanged and quiet.

Syrup and Molasses—The market for sugar syrup is steady, with no change in price and with a fairly active demand. Compound syrup is off a substantial fraction for the week, due to the decline in glucose. The demand is fair. High-grade molasses, suitable for the grocery business, is quiet and is moving out every day, but is scarce. Prices are firm. The new crop cane is not yielding a very large percentage of good molasses, and this is strengthening the market.

Cheese—The market remains unchanged from last week. The receipts are rather light, but about normal for this season. The average quality is good and the demand fair.

Provisions—The market on lard remains steady, with quotations about the same as previous quotations. The market on lard substitute is steady and unchanged. The market on smoked meats is somewhat easier, prices having declined in the neighborhood of about 1 cent. per pound on the different styles. The market on dried beef is steady and unchanged. The market on barreled pork and canned meats is steady and unchanged.

Christmas Trees—Once again a suggestion to place your orders for Christmas trees to come forward not later than Dec. 15. This means you will get the pick of the stock whereas shipments at a later time are liable to mean you will get picked over stock.

Canned Sea Turtle—There is likely to be a new food delicacy offered in cans if experiments now being carried on in British Honduras are successful. Many varieties of food sea turtles are caught in that country, says Consul William Wallace Early, Belize, in a report to the Department of Commerce, of which the green turtle is the most delicious. The manager of the recently established lobster canning factory in that colony

has been making investigations regarding the possibilities of adding turtle meat and turtle soup to the products of his cannery.

Why Shipments Are Late—Retailers should bear in mind that many grocery items cannot be shipped in regular freight cars at this time of the year, but must await the somewhat spasmodic movement of refrigerator or heated cars. A little consideration of this fact would doubtless reduce the number of complaints received by jobbers of the receipt of but a part of the merchandise covered by the invoice.

Review of the Produce Market.

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

Bagas—Canadian, \$1.75 per 100 lb. sack.

Bananas—9¼@9¾c per lb.

Butter—The market shows a somewhat firmer tone. The receipts are about normal for this time of the year and with the foreign butter coming into the market, we do not look for any advance in the immediate future. There is a fairly good consumption of all grades of creamery butter, but the recent changes have been mostly on the very top grades. Local jobbers hold extra fresh at 51c in 63 lb. tubs; fancy in 30 lb. tubs, 52c; prints 53c; June firsts in tubs, 47c. They pay 25c for packing stock.

Cabbage—\$1 per bu.

Carrots—\$1.50 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—Late Howes from Cape Cod command \$13 per bbl. and \$6.50 per ½ bbl.

Cucumbers—Hot house, \$2.75 per doz.

Cocoanuts—\$6.25 per sack of 100.

Eggs—The market is fairly steady following the declines of the last few days. There has been a noticeable increase in the receipts of fresh-gathered eggs and as a result we have had a decline of about 10 cents per dozen. The market on fresh eggs at the present time depends very largely on the weather conditions. The market on storage eggs remains barely steady, there being a very heavy supply and a fairly active demand. Local jobbers pay 48@50c for strictly fresh. Cold storage operators feed out their supplies as follows:

Extras ----- 34c
Seconds ----- 28c
Checks ----- 24c

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 ----- \$3.25
46 ----- 3.50
54 ----- 3.75
64 and 70 ----- 3.75

Grapes—California Emperor, \$2.25 @2.50 per crate.

Green Beans—\$3 per box.

Green Onions—\$1 per doz. bunches for Chalotts.

Honey—25c for comb; 25c for strained.

Lettuce—In good demand on the following basis:

California Iceberg, per crate ---- \$5.25
Leaf, per pound ----- 15c

Lemons—The market is now on the following basis:

300 Sunkist ----- \$5.50
300 Red Ball ----- 5.00
360 Red Ball ----- 4.50

Onions—Spanish, \$2.50 per crate; home grown \$3.25 per 100 lb. sack.

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

100 ----- \$6.00
126 ----- 6.50
150, 176, 200 ----- 6.50
216 ----- 6.50
252 ----- 6.00
288 ----- 5.50

Floridas fetch \$4.50@5.

Parsley—50c per doz. bunches.

Pears—Keefer, \$1.25 per bu.

Potatoes—Home grown, 50@55c per bu.

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

Turkeys ----- 19
Heavy fowls ----- 18
Heavy springs ----- 17
Light fowls ----- 11
Light springs ----- 11
Geese ----- 18
Ducks ----- 18

Peppers—75c per basket containing 16 to 18.

Radishes—80c per doz. bunches for hot house.

Spinach—\$1.25 per bu.

Squash—Hubbard, \$3.50 per 100 lbs.

Sweet Potatoes—Delawares fetch \$2.25 per hamper.

Tomatoes—Southern grown \$1 per 5 lb. basket.

Turnips—\$1.25 per bu.

Whose fault is it when a new family comes to town and starts in to trade with your competitor instead of with you?

Price-cutting is a low down way of selling goods if it may be called selling at all.

Hides, Pelts and Furs.

Hides.
Green, No. 1 ----- 05
Green, No. 2 ----- 04
Cured, No. 1 ----- 06
Cured, No. 2 ----- 05
Calfskin, Green, No. 1 ----- 12
Calfskin, Green, No. 2 ----- 10½
Calfskin, Cured, No. 1 ----- 13
Calfskin, Cured, No. 2 ----- 11½
Horse, No. 1 ----- 3 50
Horse, No. 2 ----- 2 50

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

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

Wool.
Unwashed, medium ----- @35
Unwashed, rejects ----- @25
Unwashed, fine ----- @35

WM. D. BATT

FURS

Hides, Wool and Tallow

28-30 Louis St.

Grand Rapids, Michigan

MEN OF MARK.

**Charles E. Wilde, Division Manager
Michigan Telephone Co.**

Charles E. Wilde was born on a farm on what is now the site of Camp Custer, near Battle Creek, on Christmas day, 1869. His grandparents on both sides were of Welsh and English descent. They were originally Quakers, but five generations were born in America. His grandfather, John C. Wilde, emigrated to Michigan from the State of New York in 1837, in the great western movement of that period, and settled in Battle Creek. He was originally a Whig and was later "under the oaks at Jackson" when the Republican party was born. He was an active man of affairs in that pioneer day, but moved to Northern Michigan forty-five years ago and died in Petoskey in 1901. Mr. Wilde attended country school for six years. In 1881 he removed to Petoskey and there passed through the public schools. He entered the employ of the Michigan Bell Telephone Co. on Nov. 13, 1884, as a day operator, boys being quite generally utilized for this purpose at that time in the smaller offices. He was appointed manager of the Petoskey exchange in 1886 and transferred to the same position at Battle Creek in 1889. He was successively manager of the Alpena, Muskegon and Kalamazoo exchanges of the company. In 1899 he was appointed Superintendent of the Southern Division of the company, with headquarters at Kalamazoo. In 1901 he consolidated the independent exchanges in Southwestern Michigan with the Bell system. In 1902 he was transferred to Marquette in a similar position, his territory covering the Upper Peninsula. In 1904 he was transferred to Grand Rapids as a district manager, which position he has held to the present time, with the exception of one year (1912), when he was located in Detroit as Commercial Superintendent for the entire state. November 1 he was appointed Division Manager for ten Michigan counties, which served forty-two exchanges and 63,729 subscribers on October 1.

In 1890 Mr. Wilde married Miss Emily A. Peet, of Iowa. They have three daughters, all grown to womanhood. He has one grandson, Robert Edward Jones, of Grand Rapids, four and one-half years old, who says that when he grows up he intends to "be a business man."

Mr. Wilde has been a member of the Peninsular Club for over twenty years. He is also a long-time member of the Masonic fraternity.

When asked to state the qualities to which he attributed his success, Mr. Wilde replied: "Such small success as may have been mine has been secured by paying the price in work. I am a thorough believer in work, and I wish all of the young folks starting out in life loved work as I do. Most of the young men and women of to-day who fail to make good will be found, on analysis, to be mentally or physically lazy. They cannot or do not concentrate on the job. Opportunity is knocking loudly

every day to men and women of energy and action. The business world wants the thing done, thoroughly and well, and will pay the price to those that can do it and have the punch to carry it through."

Those who know Mr. Wilde well and are familiar with the fundamental features of his remarkable career will agree with him that the attributes he names are essential to success. He himself affords a striking example of success attained under such influences, because no man has ever been more faithful to his duties and more loyal to his employer than Mr. Wilde has been.

Mr. Wilde, however, possesses another essential quality which few men enjoy—the quality of affability and

this misuse of authority on the part of venal and unscrupulous men, they made little headway unless they were men of commanding genius in conciliating antagonisms and converting enemies into friends through the power of their own personality. Mr. Wilde made the most virulent enemies of the old Bell regime his personal friends solely through his geniality and patience. Now that the Bell company has shaken off the incubus of dishonesty and autocracy which made the life of its official representatives anything but pleasant, Mr. Wilde's friends will rally to his support with much pleasure and satisfaction. He has always been the greatest asset the company possessed in Western Michigan and under exist-



Charles E. Wilde.

the ability to deal with critics and competitors in such a manner as to acquire and retain their admiration and good will. Few will question the statement that the Bell Telephone Co. was a very unpopular institution in Michigan for many years. Its unpopularity was due largely to the arbitrary methods and dishonest practices of the men who were at the head of the organization at Detroit. Few men can stand up under such pressure from above without breaking; in fact, one of Mr. Wilde's predecessors in the Grand Rapids field permitted his Celtic blood to remain at the boiling point for months. This kept him in such a wretched and beligerent mood that he could not deal fairly or courteously with any man who questioned the wisdom of the Detroit management and he made many a sorry spectacle of himself by abusing every one within the small circle in which he confined his efforts. No matter how hard the district representatives and local agents worked to counteract the evil effect of

ing conditions his superior officers at headquarters will find his influence greatly enlarged and his achievements greatly augmented.

Mr. Wilde has always been a student of men and methods, as exemplified in business practices and governmental policies. Few men are in closer touch with existing conditions than he is, because the moment he lifts his eyes from his desk, after a long and faithful day's service, he finds his greatest delight in perusing the books of the best authors and the solid magazine reviews which give him the widest and most profound views of the ablest financiers and statesmen. No one can converse with him for ten minutes without discovering that he is exchanging ideas with one of the best read men in Michigan.

Aside from his love for books, he is a profound nature lover. Few men know more about where the good roads of this State are to be found and probably no resident of Grand Rapids is more familiar with the

beauty spots within fifty miles of the city than he.

Mr. Wilde's career can be accurately summarized in a few words: Worthy ancestors; good bringing up; faithful service to life-long employer; steadfast adherence to lofty ideals; loyalty to family, friends and country.

Function of Motors in Freight Transportation.

A comprehensive plan for linking organized motor transportation with the railroads in the development of a balanced national system of transportation is outlined in the report of the Committee on the Relation of Highways and Motor Transport to Other Transportation Agencies just submitted to Julius H. Barnes, president of the Chamber of Commerce of the United States.

Sweeping changes in prevailing methods of handling and distributing freight are proposed. Store-door collection and delivery to relieve congestion within the crowded terminal areas of large cities, the use of organized and responsible motor transport to relieve the railroads of various forms of uneconomical service, including the unprofitable short haul, the wider use of self-propelled railway cars and the extension of passenger bus service to supplement existing facilities are recommended.

To pave the way for these changes in the public interest the committee suggests the regulation of common carrier operations of motor vehicles by the federal and state commissions which have supervisions of rail and water carriers, and the systematic development of highways in response to general traffic needs.

The committee, of which Alfred H. Swayne, vice-president of the General Motors Corporation, is chairman, is one of five designated by the president of the national chamber to study different phases of the transportation problem and lay the groundwork for a national policy to be discussed at a general transportation conference to be announced later. Its recommendations represent the unanimous view of all the important interests directly concerned in or affected by transportation. Its personnel includes railway traffic officials, officers of farm and labor organizations, representatives of the motor industry, motor haulage companies, water carriers and the shipping public.

The committee has given very special attention to the use of organized motor transport in moving the constantly growing stream of traffic, and in this connection reaches the following conclusions:

The best interests of the public and the rail, water and motor carriers lie in co-operation between the various agencies of transportation rather than in wasteful competition. The greatest opportunity for co-operation is at the points where the capacity of the railroads is most limited and expansion is most difficult and costly; that is, in the terminal areas of our great cities.

Store-door delivery by motor truck, which would relieve congestion in these terminal areas and greatly increase the capacity of the freight stations, is undoubtedly the greatest contribution which can be made to the solution of the terminal problem.

Organized motor transport can also

relieve the railroads of various forms of uneconomical service, such as trap-car service, switching between local stations and short-haul shipments within the terminal area. This will reduce yard congestion and release many cars for more profitable line haul.

To secure the fullest benefit from this organized motor transport will require the utilization and further development of modern technical equipment, such as demountable bodies, trailers and semi-trailers, containers and container cars and mechanical handling appliances.

Outside of the terminal areas there are distance zones, varying in different localities and for different commodities, in which one type of carrier, the motor for short haul and the railway (or waterway) for long haul, is clearly more economical than the other, and intermediate zones in which competition is inevitable. The motor vehicle also has a wide field where there is no other agency available. Motor trucks and busses should be used to supplement the facilities of existing common carriers.

In all cases where the railroad can handle traffic with greater or equal efficiency, all factors being considered the public interest requires that it be allowed to do so. Unprofitable steam railroad service can in some cases be successfully replaced by the use of self-propelled railroad motor cars.

The committee takes the position that it is to the public interest as well as to the interest of the respective carriers that the economic limitation of each type of carrier be recognized, that the railroads be permitted to discontinue unprofitable service to which the motor is better suited and that the motor abandon its efforts to handle general traffic over excessive distance. However, because of the public interest which affects the operation of railroads, they have performed and must continue to perform some service which is unprofitable, chiefly in territory where the performance of highway transportation would also be unprofitable.

If the railroads are to be deprived of a substantial share of their more remunerative traffic through unfair and uneconomical methods, the committee believes that the traffic remaining to the railroads must take on an added burden in the form of higher rates or impaired service.

"In all cases where the railroad can handle traffic with greater or equal efficiency, all factors being considered, the public interest requires that it be allowed to do so," says the committee "Unprofitable steam railroad service can in some cases be successfully replaced by the use of self-propelled railroad motor cars."

Wonderful Natural Phenomena Near Onaway.

Onaway, Dec. 4.—The big addition to the American Wood Rim plant is being rapidly pushed forward. This has become necessary to take care of the increased production in the finishing department of steering wheels. The new building will be 70 feet long with an abundance of glass for lighting. The big plant is running full time and employs large numbers of expert workmen.

The Shoe-pac Outing Club, owning 350 acres of land within the borders of the State Forest Reserve, is making great improvements by additions to their club house and several private cottages. It is only thirty minutes drive from Onaway to this beautiful spot and no tourist visiting the North should ever miss it. In addition to its natural beauty it is a

natural wonder on a big scale and cannot be properly described. Must be seen. The entrance to the grounds is between two beautiful lakes, known as Shoe-pac and Francis. They are very close together, but for some reason there is a difference in the level of the lakes' surfaces of about twenty feet, which never varies. There is a large spring of pure cold water emptying into the lower lake from the dividing bank which evidently has no effect on the upper lake. These lakes abound in all the different species of lake fish. In driving around Francis lake we come to still greater wonders, known as the Big Sink Holes, the origin of which, or formation rather, still remains a mystery—evidently caused by an underground passage causing the phenomena. The name "sink hole" gives a bad impression to the reader, as one is apt to believe they are of a muddy nature. On the contrary, they are beautiful to behold.

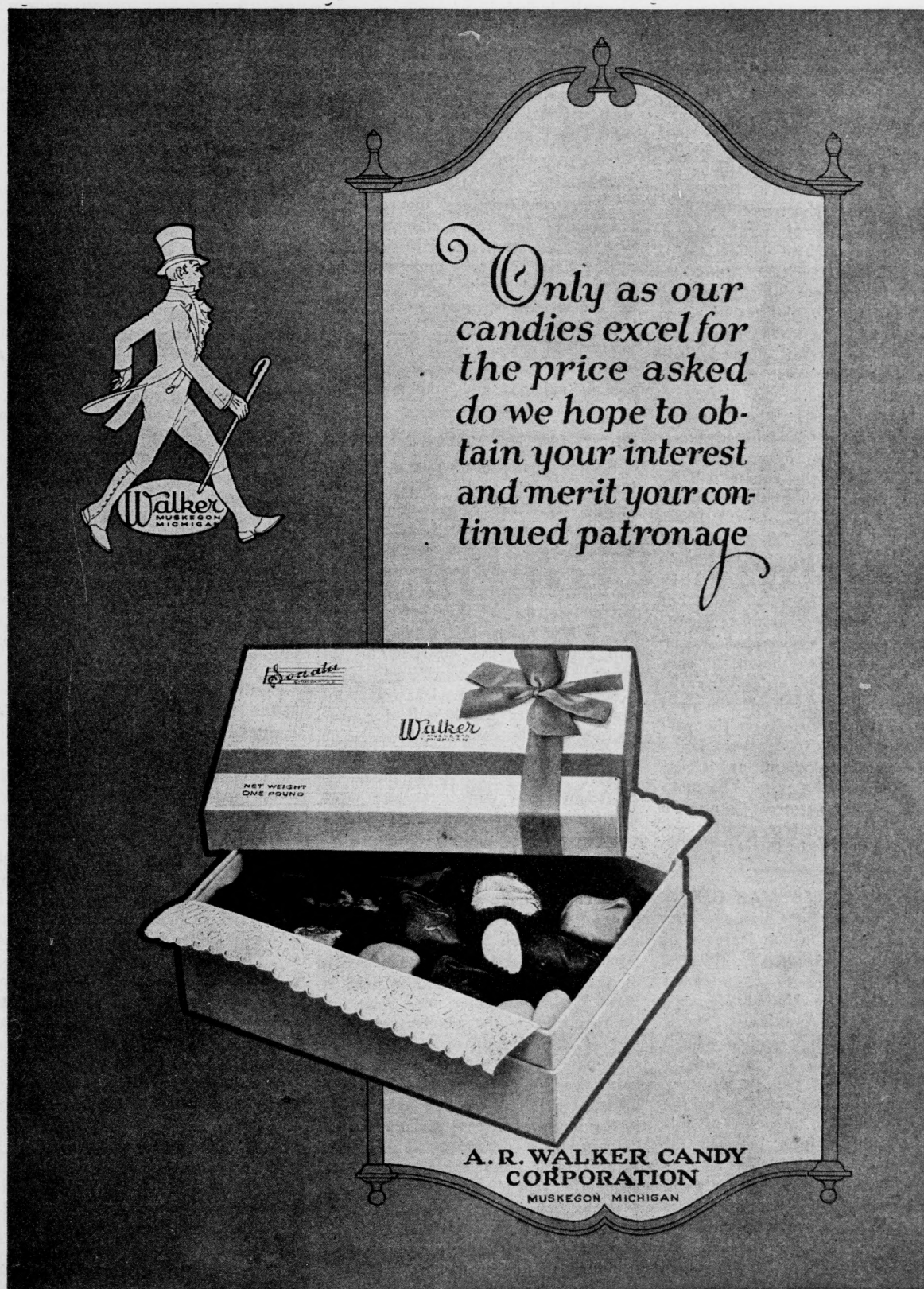
There is a range of five big depressions in the earth, 150x175 feet deep, perfectly dry and in some of them quite a growth of trees and bushes. In one a fine spring of cold water which disappears after running a few feet. This is a favorite place for deer to come to drink. Its quite an experience to go down into these large cavities, because it requires plenty of exertion to climb out.

Christmas is a wonderful time. Wonderful are the people who contribute to its pleasures and we might say "wonderful is a county which can and will contribute," but we must draw the line on some things and here is one: it makes our heart ache to see load after load of our fine young spruce trees being cut and shipped out of town. Four carloads, representing 16,000 trees, have already been shipped this Fall. This destroys the natural cover for game and song birds, denudes the earth of all its beauty and removes a

growth which has taken from ten to twenty years to produce, while the State is expending our money for re-foresting. Seedlings and re-set trees do not begin to make the same growth that native trees do. Why such a waste? Spruce timber during the war was one of our most valuable woods. Can we afford to sacrifice it now in times of peace? Let us have legislation prohibiting the destruction of young trees from private lands as well as public. Squire Signal.

One mistake in an advertisement will attract more attention than ten correct statements, but it will not sell the goods.

You may know enough about your business to make it a success, and yet you may need the stimulation of good trade paper editorials to make you do the best you know.



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

Walker
MUSKEGON MICHIGAN

NET WEIGHT
ONE POUND

A. R. WALKER CANDY
CORPORATION
MUSKEGON MICHIGAN

WOOLS AND WOOLENS.

As regards wool, the situation abroad appears rather more optimistic than it does here. The sales at auction in the antipodes indicate continued firmness in prices. Beginning this week, sales will be resumed in London. In the new series 160,800 bales will be offered. Of these 60,000 are of wool pooled in the British Australian Wool Realization Association. The remainder is nearly all Australian and New Zealand wools in about equal proportion. Demand from domestic mills for raw material is not yet very marked. As to the general outlook for wool, Andrew Williamson, Chairman of the English, Scottish and Australian Bank, Ltd., took a very hopeful view in an address at the annual meeting of his institution. He said the world's consumption has outrun production. Last year the total production was only 2,800,000,000 pounds, while the consumption was half a billion pounds more. He figured out that this year there would be a shortage of at least 450,000,000 pounds. The pooled wools only amount to about 130,000,000 pounds and they will probably be exhausted by March. Thereafter, he said, an actual shortage of about 300,000,000 pounds of wool a year will be the case. The defect in this sort of calculation is that, ordinarily, supplies are forthcoming to meet a demand and the possibilities of sheep growing are by no means exhausted.

The goods' market showed little change during the past week. The only notable happening was the opening of blanket lines by the American Woolen Company at fair advances. Some have tried to figure out from these about what the course will be for Fall fabrics, but there is no relation between the two. Reorders for Spring suit fabrics are still unsatisfactory and promise to remain so until retail clothing business picks up more. There is much talk, but none of any definite character, regarding the next heavyweight season. Some lines have been shown sub rosa and it is said that orders for the present must be "at value." There is not apt to be any rush on the part of cutters to acquire stocks. Dress fabric demand is about as it has been for some weeks past. The making up of Spring garments is now in progress and the movement of these will be awaited with interest.

SCOPES OF CHRISTMAS GIFTS.

The habit of giving Christmas gifts is a strong factor in the increase of the apparel business at this time of the year, according to a statement issued recently by the United Women's Wear League of America. This is especially true of the smaller articles of wearing apparel, and particularly so of the type that one person may select for another without abusing the exchange privilege. Articles of this type often fall midway between the necessities and the luxuries.

"There are certain garments of practical value," the statement goes on, "that no man would take the responsibility of choosing for the women of his family. On the other hand, there are expensive and luxuri-

ous articles for which a practical use can never be found, and these have for years absorbed the bulk of the Christmas expenditure. The trend in recent years, however, has been toward a greater degree of usefulness in the gifts purchased.

"Collar and cuff sets and women's neckwear of various other types have been among the most desired merchandise of the season. One reason for this is the strength with which these goods have come back within the last few months. Another is that there is such a variety in neckwear as to make the choice easy, whether it is a question of harmonizing styles of dress with accessories or merely a matter of matching the gift with the amount of money available. In the articles now selling for gift purposes practically every style of neckwear is included, as well as every grade of this merchandise.

"Leather belts, which are ordinarily classed as dress accessories, are being shown in many news patterns and with original touches in metal trimmings that make them acceptable as gifts.

"Petticoats are also an important item in the Christmas apparel trade. The gayer and more elaborate ones are moving the more briskly just now. Sales of silk underwear are being boosted by the holiday demand, as are negligees, night-gowns, step-ins, princess slips, etc. Of particular interest to college girls and young women are several interesting novelties in pajamas and smoking suits."

ELIMINATING TRADE EVILS.

Efforts continue to put a stop to long-continued trade evils. Prime among these are cancellation of orders and unwarranted returns of goods. Some recent cases in the courts brought by vendors have had the effect of putting the fear of the law before the breakers of contracts and a little more vim in this direction will repay for the effort. On the other hand, missionary work is in progress by various trade associations for agreements which will do away with the evils complained of. The matter came before the convention of the Associated Dress Industries at Atlantic City during the past week and the stamp of approval was placed on measures for making contracts inviolable. Incidentally, also, the question of piracy of designs was broached. This is one of the things which has long afflicted the women's wear industry. Such piracy was quite brazenly indulged in on the occasion of the first merchandise fair held in New York and came near wrecking the reputation of the garment retailers' end of it. One phase of the piracy was quite openly told of at the dress industries convention. One of those present told how he had paid \$5,000 to the buyer of a store to look at and copy models produced by a rival manufacturer, and these were subsequently reproduced on a cheaper scale by the pirate. Manifestly, there is a call for reform from practices of this kind which are, in essence, as criminal as pocket picking or other forms of larceny.

COTTON AND FABRIC PRICES.

Quotations for cotton went to new high levels during the past week and it began to look as though a price of 40 cents a pound might not be impossible before the upward movement ran its course. In some trade circles, a story went the rounds that large operators who were "long" intended holding on until after the close of the year, so as not to have the profits appear in this year's income tax returns. No one would vouch for the truth of this, but there is a well-defined impression, possibly combined with hope, that prices will yet see a considerable drop before the final crop figures are announced in March next. But the American Cotton Association, which always insists that the cotton crop is a failure and will never be content with less than 40 or 50 cent cotton, gravely announced on Thursday that this year's yield would be only 9,480,000 bales. This conclusion was apparently reached by the simple device of taking about 10 per cent. off the recent estimates. A falling off lately in exports of cotton is said to be due to reduced demand from Great Britain. Early in the season buyers from there were active and obtained supplies at prices much below those now prevailing. They differed in this respect from a number of the spinners here who held back. Now the advances in the cost of the raw material are causing domestic mills to curtail or shut down because of inability to get prices for fabrics at anything like a parity with the staple. Some rises in price were announced during the past week, certain fabrics were placed "at value" and others, again, were withdrawn. In the latter class were prints and percales. Better sales of ginghams at retail are said to give promise of more movement of these goods in primary hands. In the knit goods field the Southern mills which opened Fall underwear lines at quite a substantial advance are said to be sold up into June next.

GERMANY'S NEW MONEY.

Conflicting reports come from Germany with regard to the reception given the new currency, known as the Rentenmark. No one apparently believed that it would give more than a brief respite from the inflation and allow the overworked calculators to erase nine or twelve ciphers when doing their sums. The Rentenmark was not altogether satisfactory to its inventors, but they hoped that it would prove a bridge to facilitate the passage from the old paper mark to a gold-secured currency. It would enable the Reichsbank to discontinue the printing of paper marks by the quadrillion, and while the old paper would still remain in circulation and still be legal tender, its value would eventually become stabilized and thus put an end to the troubles that have previously been experienced from its rapid depreciation. According to one report, the issue of the new currency is already being heavily inflated and it appears destined quickly to follow in the steps of the old paper mark. A still later report, unconfirmed as this is written, has come from London

that the reception of the new issue abroad has been so unfavorable that the Government has discontinued its issue. Whether this report is true or not, the German people will probably continue the custom recently adopted of using the gold mark of the pre-war period as a standard of value and of deferred payments, while employing either the old or the new currency as a medium of exchange, converting gold mark values into paper at the current rate.

LAW AND COMMON SENSE.

Cases have been fairly common in which manufacturers have tried to curb wholesalers in their dealings, and occasionally, as in the instance of the chain stores seeking jobbers' discounts, where producers and wholesalers combined for the protection of their mutual interests. But it is rather novel to meet with an attempt by a wholesaler to protect himself against a manufacturer invading his territory and selling therein direct to retailers. Such a case was the subject of a decision by the United States Supreme Court on Tuesday last. It appears that a wholesale firm in Nebraska notified a manufacturing firm that it would cease to do business with it if it continued to sell to certain retailers or if it did not give the complainants the usual commissions on such sales. For some unexplained reason the Federal Trade Commission at the instance of the manufacturers issued an order "to cease and desist" against the wholesale firm. The latter promptly took an appeal to the courts against this order. At the hearing before the Supreme Court the Judges there did not even ask the wholesalers to put in any argument whatever. There was no pretense that there had been any combination or conspiracy against anybody and this took the case out of the jurisdiction of the Federal Trade Commission. Any merchant, it was again decided, has the right to do business with any one he pleases or to refrain from so doing, no matter what his reason may be for the course. This has always been common sense as well as good law, terms which are not always synonymous.

Canada proposes to buy the part of Labrador lying along the Atlantic Coast which now is part of the independent jurisdiction of Newfoundland. The rest already belongs to Canada. The purchase should materially aid the development of Labrador's resources, and thus encourage settlement along the sparsely inhabited shore. Largely owing to our tariff, which prevents the sale of Newfoundland fish in American markets, Newfoundland is too poor to help the "liveries," as the coastal settlers of Labrador are called. Hence the continuing need of the ministrations of the Grenfell mission, in which so many Americans are deeply interested.

An old weatherbeaten sign may be indicative of age and conservatism, but are those the qualities people look for first in seeking a place to trade?

Recent News From Michigan Manufacturers.

New Haven—The New Haven Gray Iron Works has increased its capital stock from \$15,000 to \$30,000.

Detroit—The Homel Shirt Manufacturing Co. has increased its capital stock from \$250,000 to \$500,000.

Detroit—The DeLuxe Products Co., 941 Calumet avenue, has changed its name to the Universal Standard Co.

Jackson—The P. & C. Nut Co., 533 South Park avenue, has increased its capital stock from \$30,000 to \$100,000.

Muskegon—The Whyte Motor Products Co., of Chicago, will remove its plant here and start production about Jan. 1.

Detroit—The National Shingle Lock Roofers, 1454 Penobscot building, has increased its capital stock from \$20,000 to \$500,000.

Holland—The Western Foundry is planning on more than doubling its capacity with the addition of a building commensurate with its growth.

Kalamazoo—The Upjohn Co., is planning the erection of a large addition to its plant. It will be four-story and basement, of reinforced concrete 120x78.

Lansing—Hugh Lyons & Co., Inc., manufacturer of display fixtures, etc., is building an addition to its plant, which will be 60x200 feet, two stories high.

Oxford—The Peninsular Sand Co. has been incorporated with an authorized capital stock of \$50,000, all of which has been subscribed, \$6,000 paid in cash and \$12,000 in property.

Detroit—The Auto Springs Stabilizer Co., 1731 16th street, has been incorporated with an authorized capital stock of \$10,000, \$9,000 of which has been subscribed and paid in in property.

Cadillac—The Cadillac-Soo Lumber Co., 230 North Mitchell street, has been incorporated with an authorized capital stock of \$5,688,400, all of which has been subscribed and paid in in property.

Detroit—The Baker Reduction Gear Co., 10228 Woodward avenue, has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in property.

Ferndale—The Randall-Stark Lumber Co. has been incorporated with an authorized capital stock of \$20,000, \$9,000 of which has been subscribed and paid in, \$3,000 in cash and \$6,000 in property.

Holland—The new plant of the Federal Stamping Works will be completed about Jan. 1. The plant is of steel, concrete and brick construction and is expected to mark the beginning of a building boom in the east end of the city.

Detroit—The Republic Gear Co., with business offices at 2030 Penobscot building, has been incorporated with an authorized capital stock of \$100,000, \$60,000 of which has been subscribed and \$6,000 paid in in property.

Detroit—The Superior Novelty Co., 3343 Gratiot avenue, has been incorporated to manufacture and sell pocket finger nail cleaners, novelties, etc., with an authorized capital stock of \$3,000, all of which has been sub-

scribed and \$1,510 paid in in cash.

Detroit—The Ideal Demountable Wheel Corporation, with business offices at 1442 Majestic building, has been incorporated with an authorized capital stock of \$20,000, all of which has been subscribed and paid in, \$1,000 in cash and \$19,000 in property.

Detroit—The Motor City Enameling Co., 440 E. Garfield street, has merged its business into a stock company under the same style, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in, \$2,000 in cash and \$8,000 in property.

Owosso—The Owosso Boiler & Welding Works has added a new line namely, large truck tanks for gas and oil companies. The tanks are of steel. The company a year ago took up the manufacture of steel burial vaults and has had a big business in this line.

Alma—Charles E. Glen, of Flint, and Allen Hathaway, of Pontiac, have purchased the plant of the Maxwell Manufacturing Co. and will take possession Dec. 1, continuing the business of manufacturing interior finish, doors, sash, etc., under the style of the Alma Wood Working Co.

Owosso—The Zimmerman Manufacturing Co. was recently dissolved as a corporation. It will continue to operate under the same name, but will be owned exclusively by James N. Zimmerman, who was president of the company. He manufactures handles for shovels, axes, hammers, etc.

Owosso—E. W. Brown has sold a half interest in the stock of the Standard Machinery Co. to Fred Glanders, who will assume the management of the plant while Mr. Brown devotes his entire attention to the business offices of the company. No change will be made in the name of the concern.

Detroit—The Dusenbury Corporation 7-269 General Motors building, has been incorporated to manufacture and deal in textiles, with an authorized capital stock of \$5,000 and 500 shares at \$1 per share, of which amount \$2,000 and 400 shares has been subscribed, \$600 paid in in cash and \$400 in property.

Advising Germany To Pay.

Grand Rapids, Nov. 27—Paris correspondents repeatedly state that Poincare wants 26,000,000 gold marks (approximately \$6,500,000,000) for France, and that if England and the United States desire payment, she must have an additional 15,000,000,000 gold marks, making a total of 41,000,000,000 gold marks, or about \$10,500,000,000. France has shown what a nation can do when put to the test in raising approximately \$6,500,000,000 or 100,000,000,000 francs with the franc at 6½c, for the restoration of her devastated regions. Would it not be better instead of having further occupation of territory, threats of war and general world turmoil for the friends of Germany, which apparently includes official England and the United States, to advise Germany to accept this offer of France, and make arrangements for the payment of same? Germany is apparently able to pay at some future time, having unloaded approximately \$7,000,000,000 in worthless marks on the world, and since much of this is in real wealth to the credit of German industrialists, Germany should eventually realize on this wealth. F. Chappell.

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History of the Crepe Rubber Sole.

During the year 1920 the young men on rubber plantations at Colombo who enjoy the game of tennis, desired a softer shoe bottom as the hot sun causes the courts to become baked and very hard, therefore, it occurred to them to put some crude crepe rubber on the shoe, as a sole. This they did and the crepe rubber was so comfortable and serviceable they made it known to their English firms who in turn interested some leather shoe manufacturers in using this crepe rubber on their standard models. The use of this new type of sole proved so satisfactory that large quantities were used in 1921. In fact, some of our progressive merchants in the United States imported shoes with the crepe rubber soles and the soles were so satisfactory that it was freely predicted by these merchants that during 1922 a great many of these shoes would be sold in America and in the years to come.

The writer, knowing (because of his position and knowledge as a crude expert) the process of coagulating and drying the latex for this special kind of crepe material, believed it possible to improve the crepe rubber as it came in its crude form to this market, and make it uniform, with each sole alike and also give it more cushion and wear. He evolved the "Rajah" sole.

At first a one sole was placed on the market but it did not take long to show that by sewing through the entire mass a channel formed, which because of the nature of the rubber, became deeper and deeper, therefore, leaving a weak rand around the outside which too easily broke off.

This serious defect caused the writer to apply for a patent on what is known as the unit process.

The two unit process consists, first, of cementing a piece of rubber to the leather bottom, then sewing the two to the welt and then cementing the outer sole which has been formed under tremendous pressure to the already sewn inner sole. The channel caused by this sewing the inner sole to the welt, is covered up by the outer sole and, as it is the nature of this kind of rubber to form easily, it follows into this channel making a permanent or continuous unit as the shoe is placed in service.

Many people are asking, "How is a sole of this type manufactured?" The ordinary rubber sole is what is known as a vulcanized sole, meaning one of compounded rubber using many ingredients, principally oxide zinc, cotton fiber, coloring materials and sulphur. After these ingredients have been mixed with the rubber, it is

then sheeted and a piece about the size of a shoe sole is cut, placed in a cavity between two metal plates and under about 2,000 pounds pressure to the square inch, allowed to remain for several minutes at a temperature around 310 degrees.

The crepe rubber sole is not mixed with any of the above ingredients, is not vulcanized and receives only such pressure as is obtained by passing the rubber between two rolls which forms the mass into a sheet of the desired thickness.

Ordinary crepe soling rubber is made as follows: The latex or rubber milk as it comes from the rubber tree is placed in a large tank containing about a two per cent. solution of acetic acid, which causes the milk to coagulate. The coagulent or rubber mass taken out is around 40 per cent. and the remaining liquid is water and albumen which has no value. Another method of coagulating the rubber is to blow carbon dioxide gas into the solution and is a much better method for crepe soling.

The 40 per cent. coagulent is like a slimy sponge and is placed between two rolls with water playing on it as it gradually passes between the rolls. This mass soon becomes tough and very strong. It is then run between another set of rolls gauged to a thickness desired for the sole of a shoe. More of this 40 per cent. sponge is run through rolls which have indentations which gives the effect such as you see on the outer soles of shoes with the ordinary crepe soles.

David A. Cutler.

Traveling Man Tells How He Sells Shoes.

What I know about salesmanship was learned behind the counters of my own store, selling general merchandise, and the few years on the road selling footwear. I would give more for an idea that comes to me on the spur of the moment than any rule I have read on salesmanship. I find it takes a lot of knowledge of your customer and his trade, and above all, your line.

A great help in making a sale is a practical demonstration, thus proving to the customer what your goods are made of. If you see he has a number which he does not sell, take a little time and sell a few pairs at retail in his store, showing him your selling arguments, proving to him before you leave the store that they are sellers. I had a customer whom I called on, about September 1, and when I asked how my new women's arctic was selling, he said it was too early; weather too warm. I asked if I could sell a few pairs, as I had to wait two hours

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Michigan

for my bus. I got the laugh from the clerks whom I heard say, "He can't sell them now."

After the boy and I had obtained several pairs from the basement, I went to work fitting on a few pairs and when my bus called I had sold four pairs to home trade and three school teachers from out of town. The merchant remarked that I had done more than they all had in a month, and that he had too many order-takers in his store. I am sure they will be stronger for my line, for I showed them they were sellers.

My hardest sale for 1923 was in a new territory given me this year. When talking with a friend about my new country he said I should see a friend of his. I soon got him on the telephone. He informed me he had bought and that he was not interested in my line. I told him I would be in to see him on the next train which was in about two hours. When I reached his store I made the usual acquaintance of the proprietor and some of the salespeople. I was soon told not to lose my train for he had never bought my line and was satisfied with the line he was selling. After I had talked a few minutes a shoe salesman said they could sell anything. I told him he positively could not, and hold his trade, and I would try to prove it before I left.

The next morning I was at the store when it opened, but did not get the opportunity I wanted until about 10 o'clock. The merchant was talking to a friend whom I took to be a good customer. I approached and asked

why he was not buying his rubbers in this store. He remarked that he and his brother and their children going to school, had all tried his rubbers, but they could not afford to buy a pair every six weeks, and said they were buying across the street. I turned to the clerk and asked what his argument of the day before was good for, and made sure that he saw I was right. Next I turned to the customer and said, "You have on a very good rubber, but I am selling a better one." Producing my sample I proved to them mine was better and told him I would send him a pair free by parcel post to show they would outwear the rubber he was wearing. Then I showed the rest of my line and obtained a nice opening order. I have had several since, and have a promise of good business from the concern's five big stores next year.

It takes a whole lot of endurance to follow up such demonstrations every day but I find the man who does not tax himself to the limit every hour and six days a week every week, cannot get big business. Grit should be your middle name and if you have not the endurance, do not look for big results on the road.

A. T. Root.

Don't Sacrifice Goloshes.

Under the caption "Goloshes" the following was carried in the November bulletin of the Pittsburgh Shoe Retailers' Association:

"What does it profit a man if he sells all the goloshes in Allepheny

county and loses 10 cents on each pair he sells?

"The next two months will to a great measure depend on the sale of goloshes and rubber footwear—and it is up to you to see that it will prove a profitable business.

"Already we are seeing signs and advertisements of special sales on goloshes. At the prices quoted we can hardly see how the retailer can sell them. If they are seconds, or thirds or punched goods, he should be honest enough with his customers to tell them the quality and also he should be honest enough with his brother shoemen. If they are firsts that he is selling he is not honest with himself—and the first thing he knows his goloshes will be shot—and

when the big snow comes—as it surely will—he will not be prepared to meet his customers' demands. The fellow who has maintained his fair price will get the business and at a reasonable profit."

Miles of Travel.

Many different forms of guessing problems have been offered to customers by the retailer but one which holds an unusual amount of interest and publicity value is "Guessing the Number of Miles Your Delivery Auto Will Travel During the Next 30 days." Your autos, of course, would need to be equipped with mileage counters. Convenient inducements for successful estimates can be offered.

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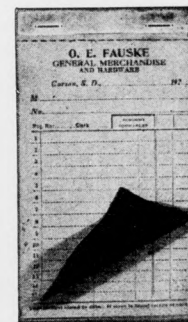
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Effect of European Pacification on This Country.

Just what will happen to this country when Europe is eventually pacified and settles down to work is a question that is now frequently asked. Shall we then become more prosperous, or will there be depression in industries which will suffer from increased competition from the countries overseas? These questions are too broad to be answered with a direct yes or no. If European production should be resumed at full capacity, some industries will feel the effects of sharper competition while others will profit by Europe's greater buying power. If every workman in Great Britain, for example, were employed at good wages we might sell that country more of our farm products and raw materials, but our textile industries would experience some difficulty here and in their foreign markets from the revival of their competitors.

It is necessary, too, to distinguish between the immediate and the long-run effects. When the French marched into the Ruhr last winter, some industries in both Great Britain and the United States found the immediate effects beneficial, but the long-run effects have not contributed to the general prosperity of any country. The principle which has been observed in the case of the Ruhr applies in general to all of Europe, so far as the United States is concerned. We have actually heard it argued that the recovery of Europe will be a bearish factor for this country. This may be true for some individual industries which are now profiteering from the elimination of European competition, but it is certainly not true as a general proposition or when considered from the long-run viewpoint. We cannot get permanent prosperity out of our neighbors' adversity. Every one sympathizes with the handicaps under which the agricultural population of the United States has labored during the past three years as a result of the maladjustment in the prices of farm products, and it is gratifying

to note that these adverse conditions are being gradually removed. During the past twelve months prices of agricultural commodities have been moving into line with the general average for all commodities, with the result that the purchasing power of farmers is now at the highest point since 1920. The Department of Agriculture reports that on November 1 the average yield per acre of all crops combined was 96 per cent. of the average of recent years. In all the Atlantic States, except Pennsylvania, New Jersey, South Carolina, and Georgia, yields were above the average. In the two States last named the decline is due to the short cotton crop, which has been offset in part by higher prices. The South Central States, except Kentucky, had a yield below the average for the same reason, and again there is the same mitigating influence of high prices. In the North Central States there has been a decline in wheat acreage, and this has brought current yields below the average in North Dakota, Minnesota, Kansas, and Wisconsin, while elsewhere yields are above the average. The decline in this instance is not an unfavorable sign in view of the prospective world supply of wheat. Of the Western States, Colorado, Wyoming, and New Mexico will produce less than their average this year, while all the Pacific States will exceed their average.

Altogether this is a most encouraging showing. The farmers are rapidly getting back on their feet, and many of them are already there. When the conditions in agriculture today are compared with those in the latter part of 1920, the progress towards the normal that has been achieved in this interval is most gratifying. Three years ago the farmers were virtually bankrupt. Their banks were struggling under a load of "frozen" credits, and the businesses which were dependent upon the farmer for their prosperity, such as mail order houses and concerns producing fertilizers and agricultural implements, were likewise in a tight

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place. But the situation has been slowly righting itself. The only district where depression still hangs on is the spring wheat belt, and it is there that political remedies have been applied on the most extensive scale with little result. The grain futures act and the tariff on wheat were aimed at the ills, real or imaginary, which troubled this district, but they have failed to remedy the trouble. The next Congress will see a flood of other political remedies with the same intent, which, if adopted, will prove equally ineffective. Conditions, however, are slowly correcting themselves in spite of the politicians.

William O. Scroggs.

Practical Rural Fire Fighting.

For the past four years I have been attempting to promote an original plan of county fire protection. The plan has been slowly assimilated by the farmers until now they are taking serious steps for its adoption. But then, can we reasonably expect the laymen to enthuse over this system of fire protection when fire chiefs the country over frown upon it and are entirely lacking in the use of chemicals. Not many chiefs will approach a burning building with only chemicals as their attacking weapon because they do not appreciate its potential capacity for overcoming fires of any size.

Briefly, the plan for county fire protection provides for the installation of chemical fire trucks throughout the county at strategic points. They will be so placed that they each operate a circle of seven miles radius and are of a number sufficient to patrol the county entire. Each unit will consist of a fast motored chassis mounting three twin forty gallon chemical tanks, roof and extension ladders and about twenty extra charges for the tanks. It is anticipated that service can be given to any location within the seven mile radius in about ten minutes after receipt of the call.

This plan has not as yet been adopted, but present indications are that the point has been reached where it will be accepted. At this moment a number of county organizations are working to have the plan adopted, including the Grange and the Farmers Mutual Insurance companies. In fact, it has been suggested that policyholders of the companies carry the cost of having the tax spread upon their rolls. The feeling exists that more than the price of the apparatus can be saved during the first year in maintaining property that would otherwise have been lost. All in all the success of the project seems insured and its adoption is anticipated eagerly by many.

My theory is that a six tank chemical truck and two experienced men is all we need to handle the average farm fire. I want the people in this seven mile radius to buy the truck and employ two men. The city will employ the other man and keep the truck in working order. In return the truck shall become available for use in the city and the city will send one of its men on country alarms.

In the period of twelve months

ending October 1, 1922, farmers living within the seven mile radius from Adrian had forty-eight losses by fire, with a total amount of damage aggregating \$35,000.

Of these forty-eight fires, twenty-eight were in farm residence buildings and twenty were barns. In each of fourteen cases, the loss was \$1,000 and more. The other individual losses ranged between \$10 and \$950.

These figures were compiled in the office of the Farmers' Mutual and do not include fires in which the policies were held in other companies. The total amount of claims filed for fire losses in this seven mile radius last year was \$35,933.63. The total amount of insurance paid by the company was \$21,841, more than twice the amount of the cost of the equipment which I believe could reduce that annual loss to a negligible quantity.

H. A. Whitney.

Chief Adrian Fire Dept.

Eighty Thousand in Bad Accounts.

A traveling salesman who recently handled the clothing output of the Michigan prisons drew down \$27,000 in commissions inside of seven months.

Because the man who passed on the credit of merchants who made these purchases was "easy" the State now has \$80,000 of bad accounts on its books.

This is a part of the \$2,500,000 it cost the taxpayers of Michigan to conduct the prisons of Michigan during the past year, as compared with an annual cost of \$93,000 per year under the Ferris administration.

A clerk will not be fired as quickly for making mistakes in change and stock handling as for being careless in his appearance and in his treatment of customers.

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Trade Commission Renews Activity.

The Federal Trade Commission has reopened its campaign to compel the business men of the country to discontinue the practice of guaranteeing their products against decline in price. The latest movement in this direction is an order just issued against the St. Louis Wholesale Grocers Association, which requires the Association and its respondent members to cease and desist from "coercing and threatening" manufacturers into giving these guarantees. The Commission's bulletin with regard to this order is in part as follows:

The Commission's findings state that the respondents acting in co-operation among themselves used various methods in an effort to compel manufacturers to protect respondents against loss when the price of the manufacturers' products was lowered. Among the methods used and specifically prohibited by the Commission's order are the following:

1. The practice of reporting to respondent association the names of manufacturers who do not guarantee the prices of their commodities against decline;

2. To publish in bulletins and letters a list of such manufacturers together with information emphasizing the advisability of respondents confining their purchases to manufacturers who do guarantee against price decline;

3. By boycotting or threatening to boycott, or threatening with loss of patronage, any manufacturer who does not guarantee against price decline;

4. And, by utilizing any other equivalent co-operative means of obtaining from manufacturers guarantees or assurances against decline in price of their commodities.

Refund Checks.

The best asset a store can have is good will and the confidence of its trade. There are many ways, inexpensive and convincing by which the merchant can emphasize certain features of this store's policy, which are conducive to building both good will and confidence. As illustrative, one merchant had received some merchandise and had placed it on display before the bill had arrived. The display attracted attention to the articles and several made purchases. He sold the articles at selling price based on the quotation made by the salesman at the time the order was given. In the meantime the manufacturers' price had been reduced a few cents per dozen and when the bill came the merchant was given the benefit of the reduction.

Now the reduction per article, amounted to only a few cents, which the average person would consider hardly worth mentioning. This merchant, however, had foresight, so he wrote each purchaser that he had just received the manufacturer's bill of the article the customer had purchased and had noticed the billed price was somewhat lower than that at the time of buying. The reduction rightfully belonged to his customer as he had figured his profit on the basis of the buying price, therefore he

was enclosing refund check for the few cents.

This merchant's letter and refund created a confidence in his integrity that would be attained ordinarily only through years of custom and acquaintance. In addition every refund check sent out was an insurance that the customer would soon make another purchase in order to use the refund check.

The Latest Bonus Stunt.

That the bonus advocates in Congress should be planning to put the dole to the ex-service men ahead of tax revision is not surprising. Under the proposed mode of paying the bonus the total burden on the Treasury during the first year will be moderate. The bill which Congress passed last year, but which was vetoed by the President, involved an initial payment of only about \$80,000,000. This is being used as a basis for an argument that since the cost is so small it will be possible to provide for the bonus and to reduce taxes at the same time. Such a statement should deceive no one. To enact the bonus bill this year and then to reduce taxes will only mean that the tax reduction thus secured will be temporary, because the annual bonus payments will continue to increase until their total reaches the sum of \$4,000,000,000. The only way this sum can be raised is to tax the people. In that event, of what avail will be a reduction for a single year if it means that eventually taxes are to be higher than ever? If the politicians are to be checked, business men must line up solidly behind Secretary Mellon's programme.

Corporations Wound Up.

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

J. B. Shaughnessy Co., Grand Rapids.

The Ulmer Mortgage Co., Cleveland-Detroit.

Corset Artistique, Inc., Jackson.

Globe Theater Co., Flint.

Alfred J. Ruby, Inc., Detroit.

Champion Radio Co., Detroit.

Subway Auto Supply, Inc., Detroit.

Peninsular Paper Can Co., Detroit.

Chetwood Farm Co., Detroit.

Detroit Thread Co., Inc., Detroit.

Lincoln Syndicate, Inc., Chicago-Detroit.

U. S. Industrial Alcohol Co., New York-Detroit.

D. & D. Realty Co., Detroit.

Fifth Avenue Corset Shop, Detroit.

Parker Avenue Land Co., Detroit.

Windowcraft Studio's, Belding.

G. F. Brennan, Inc., Detroit.

Bradt Wheel Co., Rochester.

William Campbell Co., Detroit.

Peninsula Engineering Corp., Flint.

Armstrong Tanning Co., Detroit.

The Northeastern Building Co., Detroit.

Killins-Stuhrberg Real Estate Co., Ann Arbor.

Mat Co., Muskegon.

Vhay Fisheries Co., Detroit.

Crapo Realty Co., Flint.

Hicks Engineering Co., Iron Mountain.

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

Mary J. Field Company

Grand Rapids Representative

Auto Owners Insurance Company

Bell Main 1155

514-515 Widdcomb Bldg.

Cltz. 65440

Preferred Lists of Safe Investments

FOR the guidance of clients this organization maintains constantly revised lists of bonds of all types that offer unquestionable security plus attractive yield.

Lists Supplied Only Upon Application

Telephones: Bell Main 4678. Citizens 4678.

HOPKINS, GHYSELS & CO.

Investment Bankers and Brokers

Michigan Trust Bldg., Ground Floor, Grand Rapids

A FRIEND OF YOURS

should never be burdened with all the intricate and complicated details of settling your estate. Instead you should name this Company your executor. It has had 33 years' experience. It has a big organization and it costs no more.

THE MICHIGAN TRUST COMPANY

Organized in 1889

GRAND RAPIDS

The Wolverine Carton Company

offers an unusually fine opportunity for investment. We shall be glad to furnish you with complete information regarding this Company, its organization, its management and its earnings. Write us today for this information.

F. A. SAWALL COMPANY

313-14-15 Murray Bldg.

GRAND RAPIDS, MICH.

CHANDLER & VANDER MEY

LOCAL INVESTMENT SECURITIES

707 Commercial Bank Bldg.

Citizens Phone 62425

Grand Rapids, Mich.

Open Drive to Bar Prison-Made Goods.

Delegates to the annual convention of the Associated Dress Industries of America at Atlantic City, voted to take the initiative in a movement to prohibit the distribution of prison-made merchandise on the open market because of alleged unfair competition. Two other resolutions were passed bearing upon other phases of marketing, ordering and manufacturing. Nationwide support is asked in the resolution dealing with convict labor, which reads as follows:

Whereas—There are in the penal institutions of the United States some million prisoners, a large percentage of whom are employed in producing merchandise that is sold in competition with free American labor; and,

Whereas—This constitutes unfair competition and endangers the business of innumerable manufacturers and prevents the employment of thousands of persons in the open market at legitimate wages; therefore, be it

Resolved—That the Associated Dress Industries of America, in convention assembled, deprecates this un-American practice and heartily endorses and assumes the initiative in a movement which seeks to obtain the support of every manufacturers' trade organization, every retailer's trade organization, women's clubs and every Chamber of Commerce, with the ultimate object of securing uniform legislation in every State which will prohibit the distribution of prison-made merchandise in the open market.

To this resolution there is added a clause suggesting that since the employment of prison labor cannot be eliminated the merchandise thus manufactured be distributed among publicly supported institutions throughout the country.

The second resolution empowers the Executive Council of the Associated Dress Industries to devise ways and means to protect members against the losses and inconveniences against the losses and inconveniences sustained by reason of the fact that much of the piece goods received on orders are not up to the standard of the samples shown.

In the third resolution there is contained a warning against the placing of verbal orders.

Macaroni Industry in Bad Shape.

Not over a dozen firms out of more than 500 manufacturing macaroni in this country can be termed successful. These have attained success through years of steady progress, beginning in a small way and building conservatively. The others are merely existing, showing very unprofitable returns on the millions of

dollars invested. Prior to the world war nearly half of the macaroni, spaghetti, noodles and similar products consumed in this country were imported from Italy or France, the Italian leading heavily. Upon entry of these countries into war their exportations were naturally restricted and the existing American factories profited. Business boomed, every press was running to capacity and established plants made some welcome profits. When America joined the conflict the macaroni industry was given a setback through the governmental decree to "Save Wheat." Macaroni being a purely wheat food suffered heavily when the Government ruled that plants would be allowed only 70 per cent. of their pre-war capacity in the form of flour or "semolina." The sudden termination of the war had a healthful effect, especially after the wheat restrictions were removed. With the supply of raw material unlimited, and facing a heavy demand to fill depleted stocks in warehouses, groceries and pantries, plants produced to capacity to supply the profitable market. Many firms foolishly believed that this heavy demand was a permanent one, expanded unduly, adding new units, erecting additions and are this day paying for their folly. The business lull in 1921 caused failure after failure in this industry.

Viewing the Spring Outlook.

Although optimism cannot be said to be lacking, there does not appear to be any superabundance of that feeling in the garment trade as it swings into the Spring season. This is attributed primarily to the not over-satisfying results thus far with Fall merchandise. The condition is tempered by the experiences of some houses which have done well, and in some cases better than they did last Fall. But it is the general opinion that conservatism will guide the trade in every important direction. Strong insistence on goods at "a price," which narrows the profit margin, is what the trade feels it will again have to meet. There is this about the Spring season, however, that is encouraging, namely, that buying action is generally quicker and more decisive than is the case in the Fall, which is usually a long, drawn-out period, allowing time for miscalculations and mistakes of judgment.

Don't say "Good-bye" by your manner any more than by your words before the customer starts to go.

Citizens 4267

Bell, Main 2435

A. E. KUSTERER & CO.

INVESTMENT BANKERS & BROKERS

GOVERNMENT, MUNICIPAL,
PUBLIC UTILITY, RAILROAD,
CORPORATION BONDS

205-217 MICHIGAN TRUST BUILDING

GRAND RAPIDS

The Michigan Retail Dry Goods Association

advises its members to place their
fire insurance with the

GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE COMPANY

and save 30% on their premiums.

Other merchants equally welcome.

319-20 Houseman Bldg.

Grand Rapids, Mich.

SAFETY SAVING SERVICE CLASS MUTUAL INSURANCE AGENCY "The Agency of Personal Service"

C. N. BRISTOL, A. T. MONSON, H. G. BUNDY.
FREMONT, MICHIGAN

THE HARDWARE AND IMPLEMENT MUTUALS DIVIDE THEIR RISKS INTO THREE CLASSES

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

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

If interested, write for further particulars.

Michigan Shoe Dealers Mutual Fire Insurance Co. Lansing, Michigan

PROMPT ADJUSTMENTS

Write

L. H. BAKER, Secy-Treas.

LANSING, MICH.

P. O. Box 549

OUR FIRE INS. POLICIES ARE CONCURRENT

with any standard stock policies
that you are buying.

The Net Cost is **30% Less**

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

WM. N. SENF, Secretary-Treas.



The Christmas Problem of What to Give.

Written for the Tradesman.

"I am not so much troubled about doing my Christmas thinking, and shopping, early, as you have so wisely urged in a recent 'Tradesman' article," says one of my correspondents who read what I said on that subject recently, "as I am about knowing what to give to people to whom I am glad to give, but of whose tastes I am not sure. Perhaps you have some ideas on the subject."

Without arguing about the question whether one really needs to make Christmas gifts to persons whom one does not know well enough to know something about his or her tastes, I can say that there are some general ideas that may help to solve that momentous problem.

Unless one knows what would be acceptable, it seems rather foolish to give a gift that is not in itself either useful—certain to be of service—or a thing of unquestioned beauty suiting her home; or something of a personal utility. Taste is a curious thing; you have only to look at the furnishings of some houses to know that nothing that you possibly could buy would fit with the rest of the things! And then there are houses where a hired "interior decorator" has dictated every detail, and the owner of the place has not the initiative or courage to insert a thing, for fear it might not agree with the purchased taste which was not her own at all. That is a sad situation, and perhaps one would better not intrude upon it.

Such a case is difficult, and you'd better do that thinking early. For my part, I have a habit of prowling around queer little shops off the beaten track, and picking up little oddities and quaint bits in the way of inexpensive jewelry, odds and ends for the dressing table; pieces of fine lace, and so on. You can do wonders if you take a little pains.

In selecting gifts for children, use all the wisdom you possess. At Christmas time many useless, silly and even injurious toys are on the market; many a "children's book" which ought never to be in the hands of any child. Doting uncles labor under the delusion that they are doing the child a kindness by purchasing some expensive mechanical toy which they would like to play with themselves.

Get the best advice you can. Remember first that very simple things are the best for little children. Ask a well trained kindergartner what to get in the ways of toys; and, as for books, any competent librarian, especially one in charge of a "child-

ren's room," will give you a wonderful list of books—and they won't cost much, either.

Let us grant at the start that Christmas is especially the children's day. And then let us remember that the saying "it is more blessed to give than to receive" is particularly true as regards children. It is a dreadful thing for a child to look upon Christmas as primarily a time when he is to receive things. Any child is cheated who is not taught to enjoy the giving part of Christmas as much as the receiving.

Last summer I saw a little girl playing rather drearily with a huge mechanical doll given her last Christmas by a devoted but uninformed aunt—uninformed about the interests of childhood.

"What a wonderful doll!" I exclaimed. "I suppose you love her very much?"

"I don't even know her!" she said, with quiet scorn. "But if I don't play with her, nobody will, and it isn't her fault that she isn't as nice as Betty. But I love Betty."

"Who is Betty?" I asked.

"Oh, Betty is my really truly doll. I take her to bed with me, and I just love her to death. Here she is—dear old Betty!"

And she turned to a battered old doll that was sitting in the little chair beside her.

Two days after that I saw her again, alone with Betty.

"Where is the other—the big doll?"

"Oh, I gave her away yesterday. I saw a little girl who didn't have any doll. She will love her, because she hasn't any Betty."

A man I know has a liking to give in odd ways. One of the things he does is to ask a person to whom he intends to make a present to walk with him through some shops and help him select a gift for some one else—perhaps for some one known to them both. Then as they walk about he takes pains to observe the things at which his companion looks with special interest; a few casual questions bring out taste and preference, and then he knows what to give in that case, beside having gained the other help needed.

When you buy in a hurry, in the last moments before Christmas you not only are not in a happy spirit about it—you select things that do not even represent your own judgment; you buy haphazardly, without sense or proper economy. You are wasting your time and your money and contributing to that mad chaos of rush and bad temper and commercialism which has done so much to take the spirit of Christ out of

Christmas. You cannot put yourself into your gift when you do it in that fashion. Remember:

Not what we give, but what we share;

For the gift without the giver is bare.

Prudence Bradish.

(Copyrighted, 1923).

Styles in Millinery.

Single rows of dark Milan straw are appearing in some of the tailored hats of faille silk that are now offered to millinery buyers. Banded bangkoks are also selling, according to the current bulletin of the Retail Millinery Association of America, but leghorn styles have yet to come.

"When they do come," the bulletin goes on, "they will follow the new French vogue of permitting metal cloth combinations and facings, an excellent Palm Beach idea. Glace, moire visca allover are being fitted on brims like blocked shapes, and when crowns are draped to accompany them the draping is slight and apparently more pulled than 'fulled.' These moire, glace and brocaded viscas in the 'high' shades appear almost entirely in gros de Londres and gros de France. Felts supply the current want with a touch of braid, a satin or metallic cloth facing, or even a velvet one. Many of the smarter houses report very healthy sales of hatters' plush, Lyons velvet and brocaded velvet models that are, after all, Southern resort merchandise.

"As to trimmings, fluttering ribbon loops and flat plumage share the demand. Both are very much in fashion and also in favor. Plumage that is stripped, clipped, pasted in pads or bristles upright is approved for the new small hats. Ostrich in 'high' matching Summer colors, and fluffier than is now seen, is en route. For the most part, however, it has the natty, almost mannish look that 'fancies' are striving for these days. The ribbon and galloon braid loops succeed last season's vogue for cordes."

Safeguard Your Premises.

Remember that the great majority of fires could be avoided by a little timely foresight and care. Precaution in looking after your premises may be the means of saving lives as well as valuable property. See that your chimneys and stovepipes are in good condition and keep the cracks in your chimneys cemented up. Guard against the accumulation of old dry leaves and rubbish in fence corners and buildings. "An ounce of prevention is worth a pound of cure" in averting fire loss. Safeguard your premises against fire and you will be surprised at the effect it will have on your property. Remember it is the people and the policyholders who pay the loss.

Home Dressmaking Contest.

Detroit, Dec. 4—Get the merchants to put on a Home Dressmaking Contest, offering a prize of, say, \$50 (to be made up pro rata) as a first prize, \$25 as a second, and five prizes of \$5 each for third, for the best dress, suit or coat entered, provided all materials were purchased from one of the merchants. This contest was put on very effectively by one store in this city, but the prizes offered were rather

small, and interest was not as high as it would have been had all the dry goods stores shared in it. This calls for a lot of advertising, and the return to the merchant is enormous for the money spent, for your advertising service. Professional dressmakers are barred.

I Think I Was a Tree.

Very, very long ago—
Two thousand years, maybe,
When Jesus Christ was but a lad—
I think I was a tree.

Perhaps I was a little birch
On a hillside green and steep,
And on the breast of the stream below
My image went to sleep.

My arms seem to remember
How once they were outspread
To gather all the sunshine
That shone from overhead.

It is not strange my fingers
Droop from my hands like leaves,
Or that my body's movement
Is one of sighing trees.

The wind was then my lover:
It swept my shining boughs
And lashed them into frenzy!
I feel its passion now.

Whenever I am done with pain,
And pain is done with me,
I shall not go to heaven, God;
I'm going to be a tree!
Mary Jane Daniels.

Hard to Answer.

"You writing a sermon, pop?" the small son of a minister asked, interestingly.

"Yes, my boy," was the reply of the divine, as he looked up from his manuscript.

"How do you know what to write, pop?" was the next question.

"God tells me what to write, my son," the minister replied, impressively.

The little fellow looked doubtful.

"If He tells you what to write," he demanded, "why do you go back and scratch out a lot of it?"

Fiegler's

Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

SCHOOL SUPPLIES

Pencils

Tablets

Paints

Ruled Papers, etc.

WRITE US FOR SAMPLES

The Dudley Paper Co.
LANSING, MICH.



It's on the map to Stay

Last year the California Prune and Apricot Growers Association packed 13,000,000 lbs. of prunes in the 2-lb Sunsweet carton.

This year we are packing 25,000,000 lbs. of prunes in the 2-lb Sunsweet carton.

The 2-lb Sunsweet carton is on the map to stay! It is a *better* way to buy — and sell — prunes.

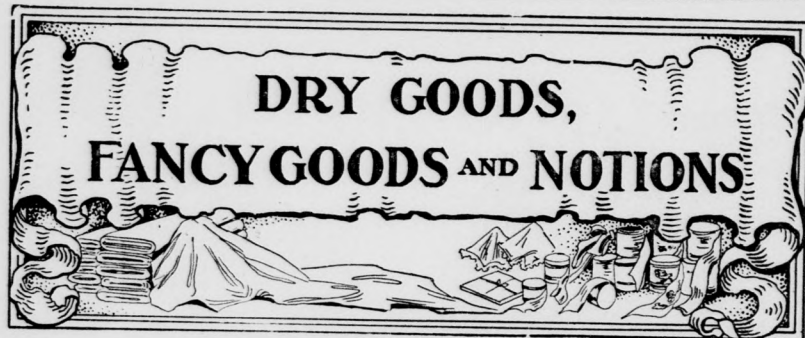
It is clean, compact, convenient. No shrinkage of fruit. No loss from down

weight or sampling. You lose no time wrapping. You have no packaging expense. It automatically increases your unit of sales. And it gives you an automatic display of Sunsweet Prunes for your windows and shelves.

Three sizes are packed in the 2-lb carton — Large [40-50's], Medium [a blend of 50-60's and 60-70's], Small [a blend of 70-80's and 80-90's]. But *all* Sunsweet top quality. Stock up!

CALIFORNIA PRUNE & APRICOT GROWERS ASSOCIATION · SAN JOSE, CALIFORNIA

A non-profit co-operative association of 11,000 growers



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.

Creating Good Will Among the Farmers.

A Colorado retailer who enjoys an out-of-town business which extends outside his normal trade territory keeps in close touch with his customers and treats them in a way to cultivate their good will when they do come into the store.

One of his plans to create good will was used when there was a side-street door to his store. Just inside this door there was a stand on which was this placard:

Come in and oil your work shoes free. Come whether you trade here or not.

In the top of the stand was a pan and a brush or dauber. This the wearers of work shoes were invited to use in applying preserving oil to their shoes. The service not only made good will, but it also sold quantities of the oil, and prevented shoe-kicks to some extent.

As soon as this merchant gets the name of a new prospect or customer he has it put on an addressing plate. Then regularly he sends literature with special announcements from time to time. It means work and expense, but he finds that it pays—he can see that in the distance from which he draws trade, people whom he could not reach except through the mail.

Another plan that made friends of the farmers was a series of one hundred large bulletins which he placed in the country. Each one bears his advertisement; also the name of the farmer beside whose gate it is placed. Then there is space for the farmer to write with chalk on the bulletin board any items he has for sale or wants, such as eggs, chickens for sale, or help wanted. It has been a good-will maker as well as roadside advertising.

One year as the Christmas holidays drew near he staged a contest in one of his windows—an event for the boys and girls. He gave out a slogan that referred to a line of juvenile shoes he carried. He offered a prize to the boy or girl who would write this slogan on a postal card the greatest number of times. Each entry was to be mailed to the store on the card.

As the cards began to accumulate they were shown in the window, and the exhibit attracted considerable attention from adults in addition to that aroused among the school children.

Close Co-Operation Essential.

The show windows are a big factor in the success of any store, and they should receive consideration in proportion to their importance. Shrewd dealers realize the value of window space, and spend liberal sums of money to make them attractive.

To get the best and most effective results from the show windows they should be made modern in construction. The store front construction is the first consideration, and it must be built in a way that is best suited for the merchandise to be displayed. The window should be well and scientifically lighted. The fixtures should harmonize with the surroundings as well as with the footwear. These are the essential requirements to display merchandise effectively.

The advertising and the window displays should exploit the same idea at the same time. This can be carried even farther by having the sales people read the advertisements in order to be informed and to learn what is being displayed in the windows. The closest co-operation should exist between the advertising manager and the display man because the success of one depends to a great extent on the other. Some of the larger establishments place both departments under one head.

Millinery in Vogue.

Silk hats are selling "tremendously well" in this market, and satin is coming in for more and more prominence despite the early attempts to offer a touch of braid, according to the current bulletin of the Retail Millinery Association of America. The silk and strawbraid types, even in the single row embellishments that are already appearing, are not nearly so numerous as the more conservative fur and satin combinations.

"Straw is likened to fur in this silk hat period," the bulletin goes on, "inasmuch as it is used as a trim instead of being part of the hat. A lighter look and more seasonable style results, the silk-trimmed straw hat being a Summer item just as the

fur toque is meant for cold weather wear. Hence the in-between seasons have their own individual styles.

"Baronet visca hair, glaze hair and haircloth in the duller effects make some of the blocked shapes now seen here, but a noticeable amount of gros de France, gros de Londres and gros de Paris, moire grosgrain and plain moire is seen with them. If this is not the case, lace is used to lighten the dark colors that hair has taken to.

"Maline and satin offerings are highly salable, flanges and flares of unbound layers of maline on smaller satin underbrims being the fetish. Suede or kid is appearing on some of the faille hats. Silk hats are appearing in large numbers in corded,

tucked, fitted or draped effects, or else combined with metal cloth or faced with fine tagal braids or plat-eaus in matching colors. Some Milan straw, in single split rows and tiny cuffs, or else in coronet flanges or disks, is used to enhance the beauty of the new tailored hats. It generally matches the hat in color."

Good Spring Business Reported.

Although there is no excess amount of optimism current in the garment trade over the Spring outlook, some firms are doing a business that is described as surprising. One of these is a leading style house making tailored dresses. Its lines for Spring were opened a short while ago and orders that total several hundred

DECEMBER

The Holiday Month

The Month of Sales and Profits

We have a complete Holiday Stock. Don't lose sales and profits by being out of any merchandise.

ORDER FROM US

By Mail, Salesman, or Personal Visit Here.

(Just as an added inducement to visit us in December, we are selling off Odd Lots, Clean-Ups, Etc., at Bargain Prices. Also many Specials for House Trade Only.)

IT WILL PAY YOU BIG TO VISIT US IN DECEMBER

GRAND RAPIDS DRY GOODS CO.

The "Best assortment and most attractive line we have ever seen," is what many dealers have said to us about our

MUFFLER LINE

The Christmas urge is on—get busy.

Daniel T. Patton & Company

Grand Rapids, Michigan - 59-63 Market Ave. N.W.
 The Men's Furnishing Goods House of Michigan

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.

thousand dollars are said to have already been placed. The position of this concern, however, it is pointed out, is somewhat different, and this accounts for the substantial amount of early business placed in generally quiet conditions. The firm concentrates its production usually on a comparatively few models. It has been found to work with a remarkable certainty and correctness in its styles and this has built up in the buyers' mind a large amount of confidence which hastens early orders.

Early Buying to be Light?

In many quarters of the men's wear trade, including the piece-goods market, the feeling is growing that when the heavyweight lines are opened, within the next six or seven weeks, the early buying will be light. This idea is not being particularly encouraged in reports from the piece-goods division, but clothing manufacturers in discussing the question stress the importance of conservatism. Certain of the leading lines of some men's wear fabrics in the market, it is pointed out, may sell fairly well, particularly Whitney finish and plaid back overcoatings, the business to be done with the larger clothiers. As far as the rank and file are concerned, however, it is thought that the volume may not, as far as the early business is concerned, shape up as well as is hoped. No excess amount of optimism appears to be current over the outlook for suitings. Thorough liquidation by retailers this Fall, greatly delayed so far, would do much to change the aspect of the market for the better.

Gingham Stocks About Exhausted.

The improved demand for gingham that has been reported from New York in the last two or three weeks is said to have eaten into existing stocks of the goods in mill centers to such an extent that they are now practically exhausted. One of the largest producers of the goods in the country was "unofficially" said to have no goods in stock, the last 500 cases it held having been sold in the last few days. In addition to this, the concern was said to have a comfortable volume of advance business booked. Reports from and concerning other producers of gingham as to stocks are of an almost similar tenor, and at least two of the lower-priced Southern brands have been advanced half a cent a yard in the last few days. Certain Southern mills that until lately had not been selling production are now keeping their stock sheets well cleaned up.

Floor Coverings Now Quiet.

The between-seasons lull is being felt in wholesale floor coverings circles. Following the excellent sales they had during October and the early part of this month, retailers are now tending to center their attention on the departments handling strictly holiday merchandise. With the turn of the year both retail and wholesale activity is expected to pick up. Reviewing the orders placed for Spring thus far, leading manufacturers find no cause for worry. On such merchandise as the low-end tapestries, the

axminsters and the velvets the buying has been good. The linoleum business was also very satisfactory. On Wiltons there is a division of opinion in the market. Production of them is described as being curtailed, although other factors say they are getting good results. The retailer, however, is in the position of waiting for lower prices on these goods, which he feels are necessary to his turnover. Certain of the metropolitan stores and others elsewhere are selling imported Wiltons with favorable results.

Herringbones to Come Back?

Although it was predicted that the long popularity of herringbone patterns in men's wear fabrics some seasons ago had put them out of the running for some time, interest in them is said to be reviving. Reports from London say that several of the exclusive custom tailors there are experimenting with herringbones, with good results, in the belief that the makers of popular-priced clothing are afraid of them as patterns that have been "overdone." In the market here some of the leading tailors are credited with placing fair orders for the finer imported fabrics of this design. The Scottish mills, however, have been producing these patterns only in a limited way, and the present sampling business will be delayed until additional quantities are put in process. Some of these mills are planning to produce limited amounts of the goods for stock purposes.

Uneven Demand for Handbags.

The wholesale demand for women's handbags is spotty. Some manufacturers report orders up to now as very satisfactory, while others complain strongly of the lack of activity. Certain of the novelties are having a fairly good run for the holiday trade, but the demand is of a scattered nature. In leather bags the under-arm kind is meeting with favor, and retailers are said to have placed reorders for the attractively priced ones. Beaded bags to retail at from \$1 to \$2 are being featured by many stores. The larger portion of them is imported. The draw-string type is the volume seller, although good results are reported with those having fancy metal filagree frames.

Want Coats Delivered Quickly.

The lower temperatures of the past week or more have resulted in numerous demands on manufacturers of women's brushed golf coats to rush deliveries of these goods. In addition to this, despite the lateness of the wholesale season, orders are still coming in for these garments from buyers who early in the season placed most of their business on brushed coats of another type. Because of delays in delivery, partly due to the lateness with which many of the original orders were received and partly due to the slowness with which brushed goods come through the mills, some manufacturers are said to be frowning on business that under other circumstances, they would be very willing to take.

Business is Good

Send us your Holiday Rush Orders

Good assortment Handkerchiefs, Neckwear, Umbrellas, Toys, Etc.

Prompt shipments on all orders.

Quality Merchandise—Right Prices—Prompt Service

PAUL STEKETEE & SONS

WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

Ever Notice This?

Folks everywhere think more about good eating around the holidays than they do at any other time.

Don't let a stale biscuit get on any table YOU serve during the holidays.

We'll cooperate; our nearest Branch will furnish you with fresh biscuit regularly.

**NATIONAL
BISCUIT COMPANY**
"Uneeda Bakers"



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.

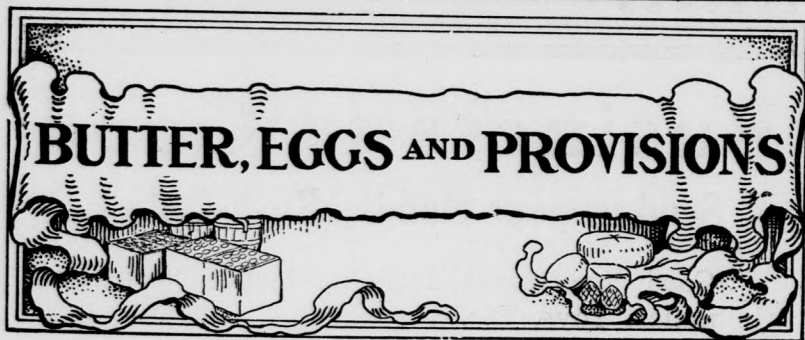
Storm-proof, Dirt-proof, Leak-proof and Rattle-proof

Made and Installed Only by

AMERICAN METAL WEATHER STRIP CO.

144 Division Ave., North

Citz. Telephone 51-916 Grand Rapids, Mich.



The Story of Ice Cream.

The discovery of the refreshing quality of cooled drinks and foods is an interesting study. Even in Biblical days the people of Palestine appreciated snow at harvest time, and the idea of cooling drinks by means of snow first occurred to the Ancient Greeks, Jews and Romans. When snow was not available they put the drink into a porous earthen jar or urn and cooled the contents by swinging it vigorously in the air. In some parts of Spain and Turkey where snow can be obtained from the nearby mountains it still takes the place of ice for chilled drinks. The snow is saturated with water and packed down. After it has frozen into a slushy ice they use it for packing drinks and desserts to be chilled by allowing them to stand in the ice until cold.

Finally the Italians discovered that if saltpeter was added to the ice the liquid would freeze more solid. They next tried turning the dish containing the liquid while it stood packed in the ice, and they found it froze much more quickly. They then began to make frozen ices out of wine and fruit juices in the same way that we freeze creams and ices to-day.

Ices are still made in this way, in the Orient, but all ice cream must be shipped from the United States, for our country is the home of the ice cream industry.

When first discovered as a relishing dish ice cream was known as butter ice, and then later as cream ice, as it is still called in England. Cream ice was first known in Paris in 1774. It is thought that the recipes for making water and milk ices were brought to Europe from Asia, by Marco Polo, who visited Japan in the 11th century.

Cream ice is mentioned in an account of a banquet given by Charles I of England. It was made by a French cook named De Mireo. The king was so pleased with the "frozen milk," as it was first called, that he pensioned the cook with twenty pounds a year, provided he would keep the recipe a secret and make the dish for no one else. Well might Charles I been called "The Glutton." Some historians, on the other hand, claim that the first dish of ice cream was set before Duc de Chartres in 1774 by his chef, who had depicted the Duke's coat-of-arms on the cream.

At an entertainment given by Louis XIV, a dessert resembling a freshly laid egg was served in silver gilt cups. At first the guests were so surprised at the strange dessert that they failed to touch it. Then some

brave person discovered it was a delicious sweetmeat, hard and cold, and was so introduced to his honor, ice cream.

English cook books 150 years ago gave recipes for making ice cream and a French cook, Clermont, in London, explained explicitly just how to make it.

It is not definitely known where ice cream was first made, but it is certain that it was the Germans who first showed the English how to mold ice cream into fancy shapes and molds such as we have to-day.

The first advertisement of ice cream in this country appeared in the issue of the Post Boy on June 8, 1786, thus: "Ladies and gentlemen may be supplied with ice cream every day at the City Tavern by their humble servant Joseph Crane."

A negro named Jackson who had worked at the White House during Mrs. Hamilton's residence there learned the recipe for making ice cream and started a confectionery, selling ice cream at \$1.00 a quart. He always made excellent cream and consequently amassed a fortune before he died.

The wholesale ice cream business was started by Jacob Fussell, who owned a dairy in Baltimore, Md. He tried to supply his customers with cream whenever they wanted it, and consequently he usually had a supply left on his hands. Finally he conceived the idea of using the surplus for making ice cream which proved so profitable that he abandoned the dairy business entirely, devoting all his time to the manufacture of ice cream, instead. It then sold at \$1.25 a quart.

The business built up by Mr. Fussell has prospered for three generations; there are now three plants, one at Washington, D. C., one at Boston, and the original still at New York City, where the first factory was located.

A friend of Mr. Fussell, Mr. Perry Brazelton of Mount Pleasant, Iowa, in 1857 visited him at Washington, and learned the recipe. He later opened a factory in St. Louis, and later two more, one at Cincinnati and the other at Chicago, bringing the industry West.

Within the last fifteen years the manufacture of ice cream has made phenomenal strides. In the year 1910 about 100,000,000 gallons were sold in the United States and approximately \$150,000,000 were spent on ice cream. It is to-day used on all steamship lines, which carry enough to supply their passengers who always demand the American product. Every express steamer of the North German

RED STAR FLOUR

A flour may be very high in quality or very low in price. It never is both. Mostly the flour buyer gets just what he pays for. Usually the greatest bargain is a cheat. Good flour is always worth a decent price. We have no flour to give away, but we are always willing to sell RED STAR *worth the money.*

JUDSON GROCER COMPANY

DISTRIBUTORS

GRAND RAPIDS,

MICHIGAN

BLUE GRASS

Superior
Quality.

Always
Reliable



Appeals
to the
Particular
Housewife

REPLENISH
YOUR STOCK
NOW



BE PREPARED
FOR THE FALL
DEMAND

KENT STORAGE COMPANY

GRAND RAPIDS - LANSING - BATTLE CREEK

Wholesale Grocers
General Warehousing and Distributing

You Make
Satisfied Customers
when you sell
"SUNSHINE"
FLOUR

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

Genuine Buckwheat Flour
Graham and Corn Meal

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

Watson-Higgins Milling Co.
GRAND RAPIDS, MICH.

NEW PERFECTION
The best all purpose flour.
RED ARROW
The best bread flour.

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

Western Michigan's Largest Feed
Distributors.

Lloyd Line carries enough ice cream to furnish the Japanese, Chinese and Australian service of the company.

The ice cream cone was first introduced into this country at the St. Louis Exposition and fried ice cream or Alaska fritters, as they are sometimes called, were first served at the World's Fair in Chicago, in 1893.

Facts Regarding the Retailer's Butter Profit.

One of the most popular post-war fads was a general razzing of the retail grocer. He was probed, prohibited and restricted without mercy, and very often without a semblance of cause. The fad waned and became passe, but news travels slowly in some sections and now a hick journal in the West broadcasts a statements charging the retailer with exorbitant profits on butter.

In this vicinity the average gross profit is from 4 to 6 cents on a pound of butter costing between 45 and 60 cents. Take the average overhead of 16 per cent, add a bit for ice and spoilage and you can hide the net profit in a gnat's eyelash.

However, the slander will do the grocer little or no harm, because not one housewife in a thousand ever heard of the paper making the charge and if that antiquated crack at the retailer is a fair sample of the contents, I'll bet my shirt half the subscribers don't read it. Folks don't like to have their intelligence insulted.

What gets me is how anyone draws pay for writing such unmitigated drivel. I don't know whether to file the article under "Gross Ignorance," "Sublime Assininity" or "Deliberate Fabrication with Malice Aforethought." Probably it should go under "Humorous," because, in a way, it is funny to hear a creamery publication talk of selfishness and scruples in the butter business.

Some authorities claim oleo is more nourishing than butter, and it's no dark secret that it tastes better than some butter. Butter prices were riding to a fall until the "interests" put through a bill necessitating a

stiff license to sell oleo. (Wouldn't it be soft if the rest of us could sock our competitors with a law like that?) It was slick inside work, with scruples running wild, and it saved the day for high-priced butter. But, say—ain't it the cat's adenoids—how the pot calls the kettle black?

James E. Sheridan.

Pecan Industry Expanding.

The pecan business is proving a big industry for south Georgia and thousands of pounds of the nuts are being gathered. The harvesting affords employment to large numbers. Good wages are paid, according to ability. Some are shakers and some are gatherers, the shakers climbing the trees and shake down the nuts that are open and ready to fall; long fishing poles are utilized, too, for knocking the nuts from the outside of the trees, where the limbs are too high and too widespread to make it safe for climbing. The pecan broker seems to be doing a good business, judging from the number engaged in it. These brokers go around the country in the growing sections of both Georgia and Florida, and buy up the nuts by the quantity and sell them out in smaller lots. The pecan industry is growing every year and with the increased knowledge gained of the nature of the trees, by experience and experiments, it is believed that they may be so handled that there will be no "off" years in the crop.

The Greatest Man.

The greatest man I ever knew
Was not a statesman nor a king;
No magic healing could he do
Nor any other wondrous thing.

He wasn't famed in politics,
In circles, cliques nor clans;
He had no cleverness in tricks,
Nor boasted of his plans.

And yet he was a hero sure—
A prince in spite of that;
He was as homely clean and pure—
On that I'd stake my hat.

"What secret had he?" you exclaim;
"What talent did he show?
If lacking rank and wealth and fame,
Why do you praise him so?"

Because a smile he always had—
He never practised hate;
He had a way of being glad—
And, Gee! that made him great!
John C. Wright.

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

MILLER MICHIGAN POTATO CO.
Wholesale Potatoes, Onions

Correspondence Solicited

Frank T. Miller, Sec'y and Treas.

Wm. Aiden 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.

**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**

IT'S TRUE
Swift Cigars
Nothing Fancy But the Tobacco

Distributed by

LEWELLYN & CO.
WHOLESALE GROCERS

GRAND RAPIDS

MICHIGAN

Fruit for the Holidays

"Eatmor" Cranberries
O K Grapefruit
Navel Oranges

Emperor Grapes, Dates, Figs and Nuts
of all kinds. Green Vegetables.

THE VINKEMULDER COMPANY
Grand Rapids, Michigan



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

Casual Purchasers May Be Made Regular Customers.

Written for the Tradesman.

If old, steady customers are the backbone of the hardware business, the dealer is none the less, anxious to add to their number. Every casual customer converted into a permanent patron represents an asset to the business; a source of future revenue the amount of which can in many instances be estimated at so much per month or per year. If casual customers help to swell the aggregate receipts, it is none the less the regulars who make the business a reasonable certainty and relieve the hardware dealer of a lot of anxiety as to how next year or the year after is going to measure up.

The wideawake hardware dealer never misses the chance to convert the casual purchaser into a regular customer.

The Christmas season is a great time for getting acquainted with casual customers. People who as a rule make their regular purchases from favorite dealers often find it necessary to shop about, in order to secure some specific article the regular dealer may not have in stock. A good many of these casual customers come to the hardware dealer. His primary objective of course is to get their immediate trade; but at the same time he can do a great deal toward getting a line on them with a view to securing their future patronage.

First impressions are lasting. The impression which the new customer secures when he first deals at your store is apt to determine whether or not he will purchase from you again.

A tired shopper a few years ago went into a hardware store. She was fairly "done out" in the search for appropriate Christmas gifts, and irritated by the difficulty of securing attention from salespeople just as sadly harassed as she was.

This time she encountered a bright young salesman who set out to make things pleasant for her by giving genuine service. He enquired as to whether she desired presents for young people or old, and proceeded to suggest gifts of which she had not thought but several of which instantly and strongly appealed to her. Then he considerably offered to wrap her previous purchases and her present

ones into a single compact parcel and have it delivered for her. "Thank you, and we'll be glad to serve you again, any time," he told her in conclusion.

The shopper went home with a pleasant impression of that store; and when, early in the new year, she received a circular letter suggesting seasonable goods and inviting her further patronage, she was at once mentally predisposed to buy there again. In fact, her trade with that store since then has run into a considerable amount—all due to a pleasant, tactful clerk who knew just how to handle a tired customer.

Of course, at the busy Christmas season it is difficult to give people the generous measure of attention they expect and desire. Salespeople have to hustle to cover the ground at all; and it's merely natural for them to occasionally show impatience, and to give individual customers in some cases the impression that they are being slighted. So it will pay the hardware dealer to give even his extra salespeople as careful coaching as possible regarding the correct handling of customers. The more tactfully the customers are handled, the more efficient the salespeople, and the more satisfactory the store service, the more favorable will be the impression left on the mind of the transient purchaser and the greater the likelihood that he will come back.

Whatever the store service, the merchant will in the course of the holiday season be brought into contact with many new customers. Does it pay to put forth a little extra effort in order to secure if possible their regular patronage? The answer is obvious. The fact that a person is disposed to buy once, in an emergency, is in itself evidence that, properly handled, he or she may be induced to buy again.

To this end, a follow-up campaign should be planned for the purpose of reaching these casual customers.

The first essential is to secure the correct names and addresses. Where there are parcels to be delivered, this is of course an easy matter. Yet in a good many stores the memorandum of name and address is duplicated on the label of the parcel, and the original carelessly thrown away; when, if carefully preserved, it might help pave the way to future business.

Of course a large proportion of Christmas shoppers carry away their purchases; but in many instances the tactful clerk can secure even the names of these, and make note of them for future reference.

One merchant uses his calendar advertising at Christmas time to get

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

a line on new prospects. He issues each year a very elaborate calendar, bearing his advertisement. Copies of this calendar are prominently displayed in the store. The salesman, when he makes his first sale to a new customer, remarks: "By the way, have you got a copy of our 1924 calendar? If you leave your address we'll be glad to send you one." The customer is almost always willing. On Christmas morning reliable boys distribute the calendars from house to house. The hardware dealer, for his part, has the names and addresses of the recipients on his mailing list; and follows up the calendar by means of monthly circulars discussing seasonable goods. Thus the calendar is made the bait to secure the addresses of prospective customers, while, delivered with the hardware dealer's seasonable good wishes on Christmas morning it creates a favorable impression in the mind of the customer.

The mailing list, secured during the Christmas season, should be carefully reviewed after the rush is over. Often a weeding out process is desirable. There is no use carrying in the regular mailing list the names of dead beats or even doubtful customers. Wherever possible, the merchant should secure some information regarding the status of the prospects listed.

With one store it is the practice immediately after the Christmas rush is over to go over the accumulated list of names, and compare it with previous prospect lists. Duplicates are weeded out; and the sales staff, in conference, furnishes all available information regarding individual prospects. A special staff conference to discuss the mailing list is the established rule at the commencement of each new year. "Is he good credit?" "What is his trade or occupation?" "Is he wealthy, just making a fair living, or heavily in debt?" These are some of the questions which individual members of the staff try to answer regarding prospects. Usually each member of the staff is given a list of "unknowns" to check up; his duty is, not merely to get a line on their financial position, but to get in touch with them personally and tactfully solicit their continued patronage.

This is, of course, an aggressive and thorough-going method of going after new customers. The main idea in any followup system is, first to select the right prospects, and second, to keep after them persistently, month after month, and, wherever possible, to get in touch with them personally. Persistence is essential in business-getting of this sort. Victor Laurison.

Intensive Selling Makes Better Business.

Written for the Tradesman.

The farm is the mainstay of our country. But there are various kinds of farms, and various kinds of farming—also intensive farming.

In the old days, if a farmer wished to make more money, he bought extra land and put in additional crops.

Nowadays, when a farmer wishes to make more money, he pays better attention to the land he has, and

raises a larger crop, and a better quality of produce, from the same area.

The first sort of farming is extensive; the second is intensive.

It's just the same with selling. There are salesmen who go on the timeworn and shop-worn assumption that there are just so many customers, and that these customers will purchase just such-and-such a quantity of goods. If a merchant is to make more money, there is only one way—by the addition of new customers.

And there are other merchants—and these are the kind who succeed—who aim, not merely to increase the number of customers, but to sell more to each individual.

With these last, there is more to selling of an article than just handing it over and ringing up the sale on the cash register.

Here comes a customer who wants a pane of glass. He desires a particular size.

"Single glass or double glass?" enquires the intensive salesman. He proceeds to point out that the difference in cost for that particular size—the difference between 35 cents and 60 cents—is more than made up by the difference in durability and the better light furnished. The argument suggests to the customer's mind new possibilities. He will buy single glass; but the way is paved for the sale of double glass in the future; and the buyer, in this slight degree, is educated on the subject of quality.

"How much putty would you like?" is a question which reminds the customer of an item which six buyers out of ten forget. Putty is cheap—all the more reason, then, why every buyer of a pane of glass should buy also a few cents worth of putty.

"And," adds the salesman, "have you a supply of glazier's points?"

Here the customer scratches his head. He doesn't know what glazier's points are until you show them. Then he remembers what a deuce of a time he had putting in the last pane of glass, and how the wind later whisked it out, putty and all.

Incidentally he remarks that he is busy, that he doesn't know when he'll find time to put in the pane. In fact, he adds, there are very likely half a dozen panes in the house badly cracked or broken but which still manage to endure with the aid of paste and paper.

"Why don't you let us do the work for you, and do all six panes while we're at it?" is the natural question for the intensive salesman to put.

The intensive farmer gets all he can out of his land. He does it by cultivating and fertilizing. The intensive salesman isn't satisfied with just the one sale which each customer brings. He uses that one sale as a foothold, from which to reach out for additional sales to which it logically leads. The first sale is important chiefly for the prospect it gives of adding other sales, and the opportunity it affords for cultivating a customer, and, through the loophole of his present patronage, securing a strangle-hold upon his permanent good will. Victor Laurison.

RICHMOND STAMP WORKS RUBBER STAMPS

Brass Stencils—Steel Stamps—Stencil Cutting Machines
8 SOUTH IONIA AVENUE CITIZENS 51518

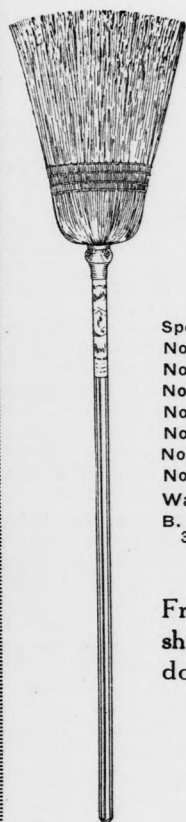
Are You Going to Drive Your Open Car This Winter?

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 Bell Main 2406

R. & F. Brooms



THE
DANDY
LINE

Also
B. O. E. LINE

Prices

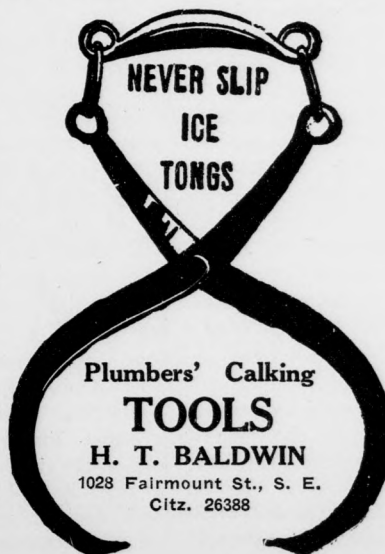
Special	-----	\$6.75
No. 24 Good Value	7.50	
No. 25, Special	8.00	
No. 25, Velvet pl.	8.75	
No. 25 Velvet pol	9.00	
No. 27, Quality	10.00	
No. 22 Miss Dandy	10.00	
No. B-2 B. O. E.	9.00	
Warehouse, 36 lb.	9.75	
B. O. E. Warehouse,	32 lb.	9.00

Freight allowed on
shipments of five
dozen or more.

All Brooms
Guaranteed

Rich & France

607-9 W. 12th Place
CHICAGO, ILLINOIS



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 Mnfg. Co., Sidney, O.

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.

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.,
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209-210-211 Murray Bldg.
GRAND RAPIDS, MICHIGAN

INDIA TIRES

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



Out Around Among Michigan Hotels.

Muskegon, Dec. 4.—At Lapeer J. F. Miles, of the Hotel Elaine, has a comfortable and modern establishment, enjoys a good patronage and in the summer season has many tourists with him for meals. Here is a dinner. Eat all you want and pay 75 cents:

Chicken Asparagus Soup
Queen Olives
Boiled Tongue, with Spinach
Roast Prime of Beef, with Gravy
Roast Chicken, with Cranberries
Boiled and Mashed Potatoes
Creamed Lima Beans
Fruit Salad
Cherry Pie
Ice Cream and Cake
Beverages

Also at Lapeer is the Connor Hotel, well and enthusiastically conducted by E. W. Connor, a new candidate for public consideration, but most deserving. Whether or not Mr. Connor is enabled to carry out his program for improvements, he will prove to be a most desirable member of the State Hotel Association, of which he is one of the newest members.

Joseph F. Murphy has renovated and brightened up the Inn, at Brighton, and made it exceedingly attractive. He is in line for a fine tourist trade in the summer and has recently established a coffee shop for customers enroute from Detroit to Lansing by auto bus, who patronize him liberally. He is making good and ought to.

The new hotel at Fremont, as yet unnamed, will be opened about March 1. In architecture it is of the old English style, with gabled roof and porte-cochere, has about forty rooms, all with running water and quite a number with baths, commodious lobby, dining room and cafeteria.

When the old De Haas Hotel was purchased by one of the banks as a site for a new building, hotel possibilities in Fremont looked very discouraging, but through the advice of the Tradesman editor, the writer and others, the bank people were induced to co-operate with other local capitalists, with the result that the new establishment will be one of the finest and most complete of its class in the state. The new hotel will be conducted by the Hildebrands, who already conduct successful hotels at Bay City and Pontiac.

The old Courtright House, at Newago, no longer has an ancient appearance, but is spick and span as the Valley Inn, E. N. Manning, proprietor. Mr. Manning, a successful coffee salesman for a quarter of a century, decided he wanted to run a hotel, and knew that if any town in Michigan needed such an institution, it was Newago, whereupon he secured the property and completely rehabilitated it, so that to-day the traveler need no longer approach that thriving little city with fear and trembling.

New beds and other furnishings, a complete renovation, with paint and paper, have transformed the establishment into a most attractive stopping place, and Mr. Manning knows how to operate it.

Newago is a subject for congratulation.

Casnovia has a neat, homelike little hotel, the Casnovia, owned and conducted by Mr. and Mrs. H. E. Tooker, experienced in their lines, and

is the very embodiment of comfort and hospitality.

The Kent City House, which is owned by J. S. Bowen, caters especially to dinner parties.

All of the above are now members of the Michigan State Hotel Association through the kindly assistance of Edward R. Swett, Hotel Occidental, Muskegon, who provided his car, acted as chauffeur for the writer a exercised his powers of moral suasion to secure them.

By the way of all the kindly invitations I received to help in dissecting Thanksgiving turkey the one from Landlord Swett was the most appreciated.

The very sumptuous old-fashioned meal, at what is known as the "shack" the summer home of Mr. Swett, prepared by his charming wife, was a treat not soon to be forgotten.

On Saturday, December 15, the various committees of the Michigan State Hotel Association will meet at Lansing as the guests of the several hotels in that city.

The new President of the Association, H. Wm. Klare, manager of the Detroit Statler, has mapped out a program for territorial meetings at short intervals, to which not only the committees will be called, but all members of the Association as well, within a reasonable radius of each of the meeting points.

These meetings are not intended to be junkets, but business affairs, at which seasonable and timely topics of interest to hotel men of every class will be taken up and discussed, all of which proceedings will be printed in the form of bulletins and mailed out to every member of the Association. Frank S. Verbeck.

Experience of a Detroit Caterer.

Written for the Tradesman.
The contributions of Frank S. Verbeck describing the hotels he visits from time to time, with comments upon management are valuable features of the Michigan Tradesman. Mr. Verbeck is able to look behind the scenes and bring out for the contemplation of the traveling public facts and conditions that are generally overlooked.

In this connection the experiences of I. Doubmeyer, a caterer of Detroit, will be found interesting. Doubmeyer had not prospered and finally decided to seek a fortune on the Pacific coast. He arrived in Berkeley, California, a few years ago with a meager capital of \$50. He acquired a desirable location, constructed counters, tables and other necessary furniture with his own hands and opened a lunch shop.

His wife, an excellent cook, took charge of the kitchen. The shop attracted immediate attention and shortly the proprietor found himself traveling over the road which leads to wealth. Within a year he sold the shop for \$1,500 and decided to return to Detroit. A few weeks later he opened a cafeteria in that

Hotel Rowe

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Cafe Service Par Excellence.

Popular Priced Lunch and Grill Room.

Club Breakfast and Luncheons 35c to 75c.

Grand Rapids' Newest Hotel.

350 Rooms - 350 Servidors - 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

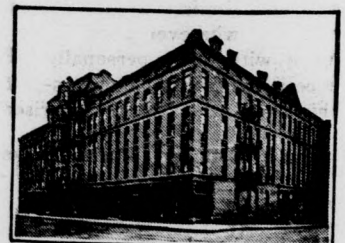
Union Station

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.



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

city and fortune again favored him. His patronage started strong and continued to increase in volume. An offer for his setabishment, so liberal that he could not refuse it, was accepted and Doubmeyer again turned his steps towards the Pacific coast. He arrived in San Diego early in the year 1914, leased a commodious double store in the Timken building, purchased lumber and constructed tables, counters, shelving, cabinets and other articles of furniture needed in the operation of a cafeteria, with his own hands.

Between forty and fifty hotels were located in San Diego. Meals were served at only a small number of them. Mr. Doubmeyer visited such hotels, became acquainted with the clerks and invited them to call at his place and refresh themselves when so inclined, free of cost. Naturally the clerks became interested in Doubmeyer's welfare after they had inspected the cafeteria and tested the food served and they plugged for Doubmeyer with the guests of the hotels.

The San Diego exposition opened a few weeks later and Doubmeyer's place attracted the attention of thousands of sojourners. When the exposition season of about four months closed, Doubmeyer had banked a profit of \$11,500. From San Diego he moved to Miami, Florida, where he established the largest catering business in that city. At the close of each day in San Diego, Doubmeyer distributed the unsold portions of his food to the poor. Every night hundreds of unfortunate recieved packages of meat, vegetables, bread, fruits and pastry and when, as in many instances, the supply of food was insufficient to serve the unfortunates, Doubmeyer ordered from the bakeries and other sources of supply the food needed to provide for all who applied for it.

Doubmeyer lost patience when he learned that the pastors of churches had sent many of their dependents, whom the churches were in duty bound to serve, to his cafeteria to share in his gratuitous distribution of food. Arthur S. White.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Dec. 4.—The meeting of Grand Rapids Council last Saturday evening, was what some of the boys called a "humdinger." We don't know exactly what "humdinger" means, but we believe that some of the committee in charge of the dinner, which preceded the meeting, could better explain the meaning of that expression. A great deal of credit is due the members of the committee, H. S. Penny, Dan Viergever, W. O. Cascadden, A. V. Telder, H. C. Gilb, August Kaser.

Sharply at 6 o'clock everything was in readiness to sit down to the bountifully prepared tables. During the dinner music was furnished, both instrumental and community singing. This community singing, by the way, needs special notice, for, under the leadership of Dan Viergever, it certainly was good. Some of those present thought it was just a little bit mean of Dan's part to have the ladies sing one verse and then the men the next verse, because, naturally with a lot of great big husky guys (we will not mention names) it was but natural that the singing of the men was louder than that of the

ladies. But there was no question as to which was the most musical. Laparge brothers (the Horseradish twins) gave some selections of their unique and original music and for the wind-up they formed on the floor and danced a quadrille with original calling by one of the Laparge brothers. One of the very enjoyable features of the entertainment was the beautiful solos rendered by past Grand Counsellor J. M. VanderMeer.

Eight o'clock being the time for the calling of the meeting of the Council, the U. C. T. quartette, assisted by many of the members, gave the ladies a farewell song, "Good-night Ladies." But at the close of that song, to the surprise and the amusement of many, the ladies filed back into the hall and started to sing, "We Won't Go Home Until Morning," and it looked like it might be necessary for Senior Counsellor Perry Larrabee to wield the gavel real vigorously to induce the lades to depart.

The meeting of Grand Rapids Council, following this dinner, proved that the membership committee were doing good work. Secretary-Treasurer Allan F. Rockwell read off a large list of applications to be voted on, which will ensure a good big class for initiation at the January meeting. A messenger sent out into the anti-room brought back the news that there were seven candidates waiting to be initiated. At the close of the meeting, seven more men good and true, went to their respective homes, wearing the button, the emblem which stands for unity charity and temperance.

The Hotel Doherty, which has been erected at Clare by the Doherty Hotel Co., will be formally opened for business Jan. 1. The leading spirit in the undertaking is Hon. A. J. Doherty. The hotel has sixty-one sleeping rooms, thirty-six with bath. Room service will be priced at \$1 for rooms without bath and \$2.50 for rooms with bath. Dining service will be furnished for 50 cents for dinner and supper, and breakfast a la carte. Paul T. Clancy, of Ludington, has been secured as landlor. The Hotel Doherty is located on the corner formerly occupied by the Calkins House, which burned some years ago.

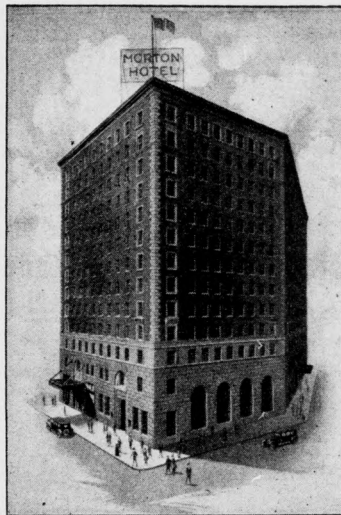
William H. Anderson, President of the Fourth National Bank, has recently developed into an ardent disciple of Isaac Walton. Those of his friends who are familiar with the situation insist that he has just as good a time when he fails to land any fish as he does when he comes home loaded down—that the thing which really attracts him is getting near to Nature in all her changing moods and phases.

If current reports are correct, there will be important changes in the management of both of the local trust companies at the annual meetings to be held next Wednesday.

The retirement of Claude Hamilton from the position of Vice-President of the Michigan Trust Company is a matter of deep regret to his many friends. Mr. Hamilton is retiring from all business activities in order to restore his shattered health.

Lloyd Max Mills, who covered Western Michigan territory about twenty-five years for the Hazeltine & Perkins Drug Co., resigning about fourteen years ago to engage in the real estate business at Portland, Oregon, is back in the hotel business again after a couple of years' experience as traveling soap salesman. His hotel is located at Salem, the capital city of Oregon. His son-in-law conducts hotels at Albany and Roseburg, each a city of about 5,000 population located South of Salem.

The Hazeltine & Perkins Drug Co. has furnished a soda fountain to the Flint Drug Co., at Flint.



Morton Hotel

YOU are cordially invited to visit the Beautiful New Hotel at the old location made famous by Eighty Years of Hostelry Service.

400 Rooms—400 Baths
Menus in English

WILLIAM C. KEELEY,
Proprietor.

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



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Stop at the

Park-American Hotel

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

OCCIDENTAL HOTEL

FIRE PROOF
CENTRALLY LOCATED

Rates \$1.50 and up

EDWARD R. SWETT, Mgr.

Muskegon :: Michigan

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.

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.

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

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Stop and see George, HOTEL MUSKEGON

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Rates \$1.50 and up.

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Western Hotel

BIG RAPIDS, MICH.

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

A good place to stop.

American plan. Rates reason-
able.

WILL F. JENKINS, Manager.



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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

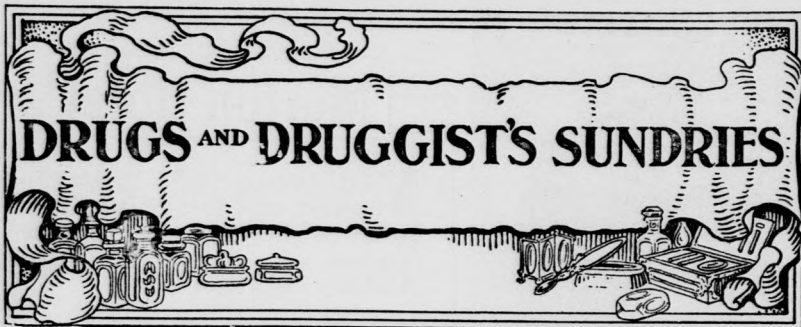
The Old Reliable

Over 25,000 Patients
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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.



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 J. A. Skinner, Cedar Springs.
 Oscar W. Gorenflo, Detroit.
 Claude C. Jones, Battle Creek.
 Director of Drugs and Drug Stores—H. H. Hoffman, Lansing.
 Next examination session—Grand Rapids, Nov. 20, 21 and 22.

Some Peculiarities of Drug Buyers.

The drug clerk and his ways in his native haunts—behind the counter, or on the floor—a few impressions of a New York American field man.

A drug clerk must have the patience of Job. He listens to the other fellow's troubles, and whatever his inner thoughts may be at least his face and voice always register a smile.

There is the woman who expects the drug clerk to know the name of some patent medicine she bought years ago at some other store, and the elderly gentleman who believes that a tonic is worthless unless it accomplishes the same results that one would expect from a Steinach operation.

Then the pale, anaemic fellow who says he is too healthy to go to a doctor and expects the clerk to recommend some medicine that takes away this "little sickness."

A very domineering fellow will shout loudly that he can buy some article several cents cheaper, at some other store, but when he is questioned closely he has a lapse of memory and cannot remember either the name or address of the store where things are so cheap.

Then the worrisome kind, the people who have been advised by their physician that they have a minor disorder, but who, when coming with the prescription feel that the doctor withheld the true seriousness of their case and try to cross-examine the clerk as to the use of the drugs prescribed in an attempt to verify their own foolish imaginations.

Then the grouchy old gentleman who states specifically that he wants a particular brand of ointment, when he actually needs internal treatment and comes back a week later to blame the clerk because the ointment failed to cure his rheumatic pains.

Then the pretty girl who thinks she should get a discount on her purchase because she smiled sweetly when giving her order.

And the others in the course of a day are the men and women who want guarantees that there is no

habit forming drug when buying headache powders, and the excitable fellow with an ulcerated tooth who insists that oil of cloves will cure it.

There are the people who are almost daily callers for stamps and change for telephone, but who, when buying, make their purchases in the little store across the street which has no such conveniences and by saving this expense in clerk hire can cut prices.

Lastly comes the pugilistic-looking individual who blushes and looks about so sheepishly to see that no one is overhearing his order, as he asks in a whisper for talcum powder, but who, when he receives it, bel-lows out in a voice like a mountain torrent that he uses it only for shaving.

E. F. Crowley.

Dominica Limes in Danger.

The lime industry of the Island of Dominica is threatened for the first time in its history, with the withered tip disease, and unless this can be controlled, the industry may be seriously curtailed and the price of limes and lime juice would be greatly increased. Dominica is the most important district in the world in the production of limes, and normally should produce at least a half million barrels of limes with about 1,500 limes to the barrel. Except for a comparatively small production of cacao, vanilla and bananas, the island is wholly devoted to the growing of limes and preparing at four factories raw lime juice and concentrates into extracts of lime and citric acid, together with lime oil from the skins.

Removal of Tattooing.

For removing tattoo marks it has been suggested that a concentrated solution of tannic acid be placed on the marks by means of a tattoo needle; the marks then treated with a silver nitrate pencil and the silver allowed to remain until the whole tattooed area has become black. The excess of silver salt is then washed off with water. In the upper layer of the epidermis silver tannate is formed, and a slight inflammation of the skin is produced which disappears within about 16 days and only a red spot is left on the skin. After a short time it is said that the skin regains its normal appearance.

When you make people like you, you make them like the store in which you work, and then they like to go to that store to trade.

If you have a clerk who is always saying or thinking "I wasn't hired to do that" show him you can fire him for not doing it.

PRIVATE TELEPHONE EXCHANGE PROBLEMS



THE Michigan State Telephone Company maintains a school for training telephone operators. Office managers may send the young women whom they have chosen for telephone work to this school for special training, without charge.

Here they will be taught to become thoroughly efficient private exchange operators. The methods they will learn will help improve the service within your establishment.

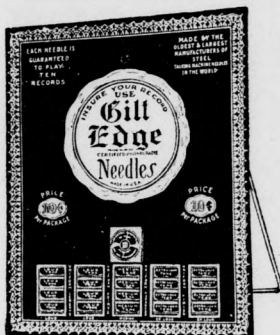
This is part of the service the Michigan State Telephone Company offers.



MICHIGAN STATE TELEPHONE COMPANY

Gilt-Edge "Brilliantone" Needles

SAVES YOUR RECORDS



EACH NEEDLE PLAYS 10 RECORDS

Gilt Edge Needles are "Brilliantone" Needles, a Bagshaw Product, put thru our own special process to make them play 10 records perfectly on any phonograph. There is a great demand for this type of multi-playing needles made in four tones—Dance Tone, Extra Loud, Loud and Medium. Packed 50 needles to a box—100 boxes to the carton.

FREE METAL DISPLAY STAND

with each order for 100 pkg. assorted upon request. The above handsome 3 colored metal display stand holds 100 boxes assorted in the following four tones: 40 Loud, 20 Extra Loud, 20 Medium, 20 Dance Tone. Increase your needle sales.

ORDER A SAMPLE STAND

Packed 100 Boxes to the Carton or Display Stand. Retail at 10c per box or \$10.00 per stand. PRICE \$5.00—PROFIT 100%.

Mail Us This Order at Once

HAZELTINE PERKINS DRUG CO.

Grand Rapids, Mich.

Gentlemen—Kindly ship us via.

Parcel Post
Express
Next Order

1 ONLY Gilt Edge Metal Display Stand and 100 Packages of Needles
Total Cost to be \$5.00

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50 YEARS AT YOUR SERVICE

HAZELTINE & PERKINS DRUG CO.

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THE TOLEDO PLATE & WINDOW GLASS COMPANY

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

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GRAND RAPIDS, MICHIGAN

Multi-Graphing
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FAVORITAS (Java Wrapper) 2 for 25c; PERFECTO (Sumatra Wrapper) 10c
STRAIGHT SIZE (Java Wrapper) 10c
BLENDED AND MANUFACTURED BY
TUNIS JOHNSON CIGAR CO. GRAND RAPIDS, MICH.

WHOLESALE DRUG PRICE CURRENT

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

Acids		Almonds, Sweet.		Tinctures	
Boric (Powd.)	15 @ 25	Amber, crude	1 50@1 75	Aconite	1 80
Boric (Xtal)	15 @ 25	Amber, rectified	2 00@2 25	Aloes	1 45
Carbolic	42 @ 49	Anise	1 00@1 25	Arnica	1 10
Citric	62 @ 70	Bergamont	4 50@4 75	Asafoetida	2 40
Muriatic	3 1/2 @ 3	Cajuput	1 50@1 75	Belladonna	1 35
Nitric	9 @ 15	Cassia	4 50@4 75	Benzoin	2 10
Oxalic	20 1/2 @ 30	Castor	1 65@1 85	Benzoin Comp'd	2 65
Sulphuric	3 1/2 @ 8	Cedar Leaf	1 75@2 00	Buchu	2 55
Tartaric	40 @ 50	Citronella	1 50@1 75	Cantharides	2 55
Ammonia		Cloves	3 50@3 75	Capsicum	2 20
Water, 26 deg.	10 @ 13	Cocanut	25 @ 35	Catechu	2 10
Water, 18 deg.	8 1/2 @ 13	Cod Liver	1 35@1 45	Cinchona	2 10
Water, 14 deg.	6 1/2 @ 12	Croton	2 00@2 25	Colchicum	2 10
Carbonate	20 @ 25	Cotton Seed	1 40@1 60	Cubebs	2 30
Chloride (Gran.)	10 @ 20	Cubeb	8 50@8 75	Digitalis	2 10
Balsams		Eucalyptus	1 25@1 50	Gentian	2 10
Copaiba	60@1 00	Hemlock, pure	2 00@2 25	Ginger, D. S.	2 10
Fir (Canada)	2 50@2 75	Juniper Berries	2 00@2 25	Guaiac	2 30
Fir (Oregon)	80@1 00	Juniper Wood	1 50@1 75	Guaiac, Ammon.	2 20
Peru	3 00@3 25	Lard, extra	1 35@1 45	Iodine	2 95
Tolu	3 50@3 75	Lard, No. 1	1 25@1 35	Iodine, Colorless	2 10
Barks		Lavender Flow	6 50@6 75	Iron, clo.	2 10
Cassia (ordinary)	25 @ 30	Lavender Gar'n	85@1 20	Kino	2 40
Cassia (Saigon)	50 @ 60	Lemon	1 50@1 75	Myrrh	2 50
Sassafras (pw. 40c)	40 @ 40	Linseed Boiled bbl.	@ 95	Nux Vomica	2 10
Soap Cut (powd.)	15 @ 20	Linseed bld. less	1 02@1 15	Opium	2 50
Berries		Linseed, raw, bbl.	@ 93	Opium, Camp.	2 50
Cubeb	1 25	Linseed, ra. less	1 00@1 13	Opium, Deodor'd	2 50
Fish	25 @ 30	Mustard, artifl. oz	@ 45	Rhubarb	2 10
Juniper	7 @ 10	Neatsfoot	1 35@1 50	Paints.	
Pricky Ash	1 @ 30	Olive, pure	3 75@4 50	Lead, red dry	14 @ 14 1/2
Extracts		Olive, Malaga, yellow	2 75@3 00	Lead, white dry	14 @ 14 1/2
Licorice	60 @ 65	Olive, Malaga, green	2 75@3 00	Lead, white oil	14 @ 14 1/2
Licorice powd.	70 @ 80	Orange, Sweet	5 00@5 25	Ochre, yellow bbl.	@ 2
Flowers		Origanum, pure	@ 50	Ochre, yellow less	2 1/2 @ 6
Arnica	25 @ 30	Origanum, com'l	1 00@1 20	Putty	5 @ 8
Chamomile (Ger.)	35 @ 40	Pennyroyal	3 00@3 25	Red Venet'n Am.	3 1/2 @ 7
Chamomile Rom	2 50	Peppermint	4 25@4 60	Red Venet'n Eng.	4 @ 8
Gums		Rose, pure	10 50@10 90	Whiting, bbl.	5 1/2 @ 4 1/2
Acacia, 1st	50 @ 55	Rosemary Flows	1 25@1 50	Whiting, 5 1/2 @ 10	
Acacia, 2nd	45 @ 50	Sandalwood, E.	11 00@11 25	L. H. P. Prep.	2 80@3 00
Acacia, Sorts	22 @ 30	I.	11 00@11 25	Rogers Prep.	2 80@3 00
Acacia, powdered	35 @ 40	Sassafras, true	2 50@2 75	Miscellaneous	
Aloes (Barb Pow)	25 @ 35	Sassafras, art'l	1 00@1 25	Acetanalid	47 1/2 @ 53
Aloes (Cape Pow)	25 @ 35	Spearment	4 00@4 25	Alum.	98 @ 12
Aloes (Soc. Pow.)	65 @ 70	Sperm	1 80@2 05	Alum. powd. and	09 @ 18
Asafoetida	65 @ 75	Tansy	8 00@8 25	Bismuth, Subni-	3 85@4 09
Pow.	1 00@1 25	Tar, USP	50 @ 65	trate	
Camphor	1 20@1 30	Turpentine, bbl.	@ 1 07	Borax xtal or	07 @ 13
Guaiaac	70	Turpentine, less	1 14@1 27	powdered	07 @ 13
Guaiaac, pow'd	70	Wintergreen,	6 00@6 25	Cantharides, po.	2 00@3 00
Kino	85	Wintergreen, sweet	3 50@3 75	Calomel	1 76@1 96
Kino, powdered	90	Wintergreen, art.	80@1 20	Capsicum, pow'd	6 00@6 60
Myrrh	80	Wormseed	9 00@9 25	Carmine	6 00@6 60
Myrrh, powdered	90	Wormwood	9 00@9 25	Cassia Buds	25 @ 30
Opium, powd.	13-70 @ 13 92	Potassium		Cloves	47 @ 50
Opium, gran.	13 70@13 92	Bicarbonate	35 @ 40	Chalk Prepared	14 @ 14
Shellac	90 @ 100	Bichromate	15 @ 25	Chloroform	57 @ 6
Shellac Bleached	1 00@1 10	Bromide	45 @ 50	Chloral Hydrate	1 35@1 81
Tragacanth, pw.	@ 1 75	Carbonate	30 @ 35	Cocaine	11 60@12 25
Tragacanth	2 00@2 25	Chlorate, gran'r	23 @ 30	Cocoa Butter	55 @ 75
Turpentine	25 @ 30	Chlorate, powd.	16 @ 25	Corks, list, less	40 @ 50
Insecticides		Cyanide	32 @ 50	Copperas	2 1/2 @ 10
Arsenic	20 @ 30	Iodine	4 61@4 84	Copperas, Powd.	4 @ 10
Blue Vitriol, bbl.	@ 07	Permanganate	30 @ 40	Corrosive Sublim	1 48@1 63
Blue Vitriol, less	8 1/2 @ 15	Prussiate, yellow	65 @ 75	Cream Tartar	33 @ 40
Bordeaux Mix Dry	14 @ 29	Prussiate, red	@ 1 00	Cuttle bone	40 @ 50
Hellebore, White		Sulphate	35 @ 40	Dextrine	5 @ 15
powdered	20 @ 30	Roots		Dover's Powder	3 50@4 00
Insect Powder	70 @ 90	Alkanet	25 @ 30	Emery, All Nos.	10 @ 15
Lead Arsenate Po.	23 @ 41	Blood, powdered	30 @ 40	Emery, Powdered	8 @ 10
Lime and Sulphur		Calamus	35 @ 75	Epsom Salts, bbls.	@ 3
Dry	10 @ 25	Elecampane, powd	25 @ 30	Epsom Salts, less	3 1/2 @ 10
Paris Green	35 @ 52	Geatian, powd.	20 @ 30	Ergot, powdered	@ 1 50
Leaves		Ginger, African,	25 @ 30	Flake, White	15 @ 20
Buchu	1 50@1 60	powdered	25 @ 30	Formaldehyde, lb	16 1/2 @ 30
Buchu, powdered	@ 1 75	Gr. ger. Jamaica	60 @ 65	Gelatine	1 25@1 50
Sage, Bulk	25 @ 30	Gr. ger. Jamaica,	60 @ 65	Glassware, less 55%.	
Sage, 1/4 loose	@ 40	powdered	42 @ 50	Glassware, full case	60 %
Sage, powdered	@ 35	Golden Seal, pow.	5 50@6 00	Glauber Salts, bbl.	@ 03 1/2
Senna, Alex.	75 @ 80	Ipecac, powd.	@ 3 75	Glauber Salts less	04 @ 10
Senna, Tinn.	30 @ 35	Licorice	35 @ 40	Glue, Brown	21 @ 20
Senna, Tinn. pow.	25 @ 35	Licorice, powd.	20 @ 30	Glue, Brown Grd	15 @ 20
Uva Ursi	30 @ 35	Orris, powdered	30 @ 40	Glue, White	27 1/2 @ 35
Oils		Poke, powdered	30 @ 35	Glue, White Grd.	25 @ 35
Almonds, Bitter,		Rhubarb, powd.	85 @ 1 00	Glycerine	22 1/2 @ 40
true	7 50@7 75	Rosinwood, powd.	30 @ 35	Hops	65 @ 75
Almonds, Bitter,		Sarsaparilla, Hond.	@ 1 00	Iodine	6 30@6 75
artificial	4 00@4 25	Sarsaparilla Mexican,	@ 60	Iodoform	7 60@7 85
Almonds, Sweet,		Squills	35 @ 40	Lead Acetate	18 @ 25
true	30 @ 1 30	Squills, powdered	60 @ 70	Lycopodium	60 @ 75
Seeds		Tumeric, powd.	17 @ 25	Mace	@ 80
Anise	35 @ 40	Valeran, powd.	40 @ 50	Mace, powdered	95 @ 1 00
Anise, powdered	38 @ 45	Leaves		Menthol	20 00@20 40
Bird, ls	13 @ 15	Alfalfa	15 @ 25	Morphine	10 70@11 60
Canary	10 @ 15	Flax	07 1/2 @ 12	Nux Vomica	@ 30
Caraway, Po.	50 @ 55	Flax, ground	07 1/2 @ 12	Nux Vomica, pow.	17 @ 25
Cardamon	2 00@2 25	Foenugreek pow.	15 @ 25	Pepper black pow.	32 @ 35
Celery, powd.	45 @ 50	Hemp	8 @ 15	Pepper, White	40 @ 45
Coriander pow.	35 @ 40	Lobelia, powd.	@ 1 25	Pitch, Burgundy	10 @ 15
Dill	12 1/2 @ 20	Mustard, yellow	15 @ 25	Quassia	12 @ 15
Fennell	25 @ 40	Mustard, black	15 @ 20	Quinine	72 @ 1 33
Flax	07 1/2 @ 12	Poppy	22 @ 25	Rochelle Salts	28 @ 35
Flax, ground	07 1/2 @ 12	Quince	1 75@2 00	Saccharine	@ 30
Foenugreek pow.	15 @ 25	Rape	15 @ 20	Salt Peter	11 @ 22
Hemp	8 @ 15	Sabadilla	23 @ 30	Selditz Mixture	30 @ 40
Lobelia, powd.	@ 1 25	Sunflower	11 1/2 @ 15	Soap, green	15 @ 30
Mustard, yellow	15 @ 25	Worm, American	30 @ 40	Soap mott cast.	22 1/2 @ 25
Mustard, black	15 @ 20	Worm, Levant	@ 5 40	Soap, white castle	@ 11 50
Poppy	22 @ 25	Seeds		Soap, white castle	@ 1 25
Quince	1 75@2 00	Anise	35 @ 40	less, per bar	@ 1 25
Rape	15 @ 20	Anise, powdered	38 @ 45	Soda Ash	3 1/2 @ 10
Sabadilla	23 @ 30	Bird, ls	13 @ 15	Soda Bicarbonate	3 1/2 @ 10
Sunflower	11 1/2 @ 15	Canary	10 @ 15	Soda, Sal	03 @ 03
Worm, American	30 @ 40	Caraway, Po.	50 @ 55	Spirits Camphor	@ 1 35
Worm, Levant	@ 5 40	Cardamon	2 00@2 25	Sulphur, roll	3 1/2 @ 10
Seeds		Celery, powd.	45 @ 50	Sulphur, Subl.	04 @ 10
Anise	35 @ 40	Coriander pow.	35 @ 40	Tamarinds	20 @ 25
Anise, powdered	38 @ 45	Dill	12 1/2 @ 20	Tartar Emetic	70 @ 75
Bird, ls	13 @ 15	Fennell	25 @ 40	Turpentine, Ven.	50 @ 75
Canary	10 @ 15	Flax	07 1/2 @ 12	Vanilla Ex. pure	1 75@2 25
Caraway, Po.	50 @ 55	Flax, ground	07 1/2 @ 12	Witch Hazel	1 47 @ 2 00
Cardamon	2 00@2 25	Foenugreek pow.	15 @ 25	Zinc Sulphate	@ 15
Celery, powd.	45 @ 50	Hemp	8 @ 15		
Coriander pow.	35 @ 40	Lobelia, powd.	@ 1 25		
Dill	12 1/2 @ 20	Mustard, yellow	15 @ 25		
Fennell	25 @ 40	Mustard, black	15 @ 20		
Flax	07 1/2 @ 12	Poppy	22 @ 25		
Flax, ground	07 1/2 @ 12	Quince	1 75@2 00		
Foenugreek pow.	15 @ 25	Rape	15 @ 20		
Hemp	8 @ 15	Sabadilla	23 @ 30		
Lobelia, powd.	@ 1 25	Sunflower	11 1/2 @ 15		
Mustard, yellow	15 @ 25	Worm, American	30 @ 40		
Mustard, black	15 @ 20	Worm, Levant	@ 5 40		
Poppy	22 @ 25				
Quince	1 75@2 00				
Rape	15 @ 20				
Sabadilla	23 @ 30				
Sunflower	11 1/2 @ 15				
Worm, American	30 @ 40				
Worm, Levant	@ 5 40				

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

California Prunes
Argo Starch

DECLINED

Barley
Scotch Peas

AMMONIA

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

AXLE GREASE



48, 1 lb. ----- 4 25
24, 2 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

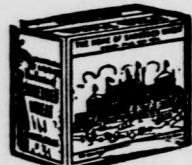
Arctic, 7 oz. tumbler 1 35
Queen Flake, 6 oz. ----- 1 25
Queen Flake, 16 oz. ----- 2 25
Queen Flake, 100 lb. keg 11
Queen Flake, 25 lb. keg 14
Royal, 10c. doz. ----- 95
Royal, 6 oz. doz. ----- 2 70
Royal, 12 oz. doz. ----- 5 20
Royal, 5 lb. ----- 31 20
Rocket, 16 oz. doz. 1 25

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 20
Pillsbury's Best Cer'l ----- 2 90
Quaker Puffed Rice ----- 5 45
Quaker Puffed Wheat ----- 4 30
Quaker Brist Biscuit ----- 1 90
Ralston Purina ----- 4 00
Ralston Branzen ----- 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 ----- 2 70

BROOMS

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

Rich & France Brands

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

BRUSHES

Scrub
Solid Back, 8 in. ----- 1 50
Solid Back, 1 in. ----- 1 75
Pointed Ends ----- 1 35

No. 1 Stove

No. 1 ----- 1 10
No. 2 ----- 1 35

No. 1 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 ----- 30
Tudor, 6s, per box ----- 30

CANNED FRUIT.

Apples, 3 lb. Standard 1 75
Apples, No. 10 ----- 4 50
Apple Sauce, No. 2 ----- 2 00
Apricots, No. 1 ----- 1 90
Apricots, No. 2 ----- 2 85
Apricots, No. 2 1/2 ----- 2 60
Apricots, No. 10 ----- 8 00
Blackberries, No. 10 ----- 9 00
Blueberries, No. 2, 1-75 ----- 2 50
Blueberries, No. 10 ----- 11 00
Cherries, No. 2 ----- 3 00
Cherries, No. 2 1/2 ----- 4 00
Cherries, No. 10 ----- 10 50
Loganberries, No. 2 ----- 3 00
Peaches, No. 1 ----- 1 10
Peaches, No. 1, Sliced ----- 1 40
Peaches, No. 2 ----- 2 75
Peaches, No. 2 1/2 ----- 2 25
Peaches, 2 1/2 Cal. ----- 3 00
Peaches, 10, Mich ----- 5 50
Pineapple, 1, sled ----- 1 80
Pineapple, 2, sl. ----- 3 10
Pineapple, 2, br. sl. ----- 2 75
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 ----- 13 00
Raspb's, Black
No. 10 ----- 10 50
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 80
Clams, Minced, No. 1 ----- 1 50
Finnan Haddie, 10 oz. ----- 3 30
Clam Bouillon, 7 oz. ----- 2 50
Chicken Haddie, No. 1 ----- 2 75
Fish Flakes, small ----- 1 35
Cod Fish Cake, 10 oz. ----- 1 75
Cove Oysters, 5 oz. ----- 1 85
Lobster, No. 1/4, Star ----- 3 25
Shrimp, 1, wet ----- 2 10
Sard's, 1/4 Oil, ky ----- 6 00
Sardines, 1/4 Oil, k'less ----- 7 50
Sardines, 1/4 Smoked ----- 7 50
Salmon, Warrens, 1/2 ----- 3 80
Salmon, Red Alaska ----- 2 85
Salmon, Med. Alaska ----- 1 85
Salmon, Pink Alaska ----- 1 65
Sardines, Im. ----- 10 28
Sardines, Im., 1/2, ea. ----- 25
Sardines, Cal. ----- 1 75
Tuna, 1/2, Albocore ----- 95
Tuna, 1/2, Curtis, doz. ----- 2 20
Tuna, 1/2, Curtis, doz. ----- 3 50
Tuna, 1s, Curtis, doz. ----- 7 00

CANNED MEAT.

Bacon, Med. Beechnut ----- 2 40
Bacon, Lge. Beechnut ----- 4 05
Beef, No. 1, Corned ----- 2 70
Beef, No. 1, Roast ----- 2 70
Beef, No. 1/2, Rose Sil. ----- 1 75
Beef, No. 1/2, Qua. Sil. ----- 1 90
Beef, No. 1, Qua. Sil. ----- 3 10
Beef, No. 1, B'nut, sil. ----- 6 10
Beefsteak & Onions, s ----- 2 75
Chili Con Ca., 1s ----- 1 35
Deviled Ham, 1/2 ----- 2 20
Deviled Ham, 1/2 ----- 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 ----- 85
Vienna Saus., No. 1 ----- 1 85
Veal Loaf, Medium ----- 2 30
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 35

CANNED VEGETABLES.

Asparagus.

No. 1, Green tips ----- 10 40
No. 2 1/2, Lge. Gr. ----- 3 75
W. Bean, cut ----- 1 45
W. Beans, 10, ----- 7 00
Green Beans, 2s ----- 1 45
Green Beans, No. 10 ----- 7 50
L. Beans, 2 gr. ----- 1 35
Lima Beans, 2s, Soaked ----- 95
Red Kid. No. 2 ----- 1 20
Beets, No. 2, wh. ----- 1 60
Beets, No. 2, cut ----- 1 15
Beets, No. 3, cut ----- 1 35
Corn, No. 2, St. ----- 1 00
Corn, No. 2, Ex stan ----- 1 40
Corn, No. 2, Fan ----- 1 60
Corn, No. 2, Fy. ----- 2 25
Corn, No. 10 ----- 7 50
Hominy, No. 3 ----- 1 15
Okra, No. 2, whole ----- 2 00
Okra, No. 2, cut ----- 1 80
Dehydrated Veg Soup ----- 90
Dehydrated Potatoes, lb ----- 45
Mushrooms, Hotels ----- 36
Mushrooms, Choice ----- 48
Mushrooms, Sur Extra ----- 70
Peas, No. 2, E.J. ----- 1 50
Peas, No. 2, Sift ----- 1 90
Peas, No. 2, Ex. Sift ----- 2 60
Peas, Ex. Fine, French ----- 25
Pumpkin, No. 3 ----- 1 35
Pumpkin, No. 10 ----- 4 00
Pimentos, 1/4, each ----- 12 44
Pimentos, 1/2, each ----- 27
Swt Potatoes, No. 2 ----- 1 35
Saurkraut, No. 3 ----- 1 40
Succotash, No. 2 ----- 1 60
Succotash, No. 2, glass ----- 1 45
Spinach, No. 1 ----- 1 10
Spinach, No. 2 ----- 1 35
Spinach, No. 3 ----- 1 80
Spinach, No. 10 ----- 5 50
Tomatoes, No. 2 ----- 1 30
Tomatoes, No. 3 ----- 1 90
Tomatoes, No. 2 glass ----- 2 85
Tomatoes, No. 10 ----- 6 50

CATSUP.

B-nut, Small ----- 2 25
Lilly Valley, 14 oz. ----- 2 50
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 ----- 3 40
Paramount, 6, 10s ----- 10 00
Sniders, 8 oz. ----- 1 85
Sniders, 16 oz. ----- 2 85
Royal Red, 10 oz. ----- 1 40

CHILI SAUCE.

Snider, 16 oz. ----- 3 35
Sniders, 8 oz. ----- 2 35
Lilly Valley, 8 oz. ----- 2 10
Lilly Valley, 14 oz. ----- 3 00

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 ----- 1 70
Roquefort, small tins ----- 2 50
Camembert, small tins ----- 2 50
Brick ----- 28
Wisconsin Flats ----- 28
Wisconsin Daisy ----- 28
Longhorn ----- 29
Michigan Full Cream ----- 28
New York Full Cream ----- 32
Sap Sago ----- 30

CHEWING GUM

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

CHOCOLATE.

Baker, Caracas, 1/2s ----- 37
Baker, Caracas, 1/4s ----- 35
Baker, Premium, 1/2s ----- 37
Baker, Premium, 1/4s ----- 34
Baker, Premium, 1/2s ----- 34
Hersheys, Premium, 1/2s ----- 35
Hersheys, Premium, 1/4s ----- 36
Runkle, Premium, 1/2s ----- 31
Runkle, Premium, 1/4s ----- 31
Vienna Sweet, 24s ----- 1 75

COCOA.

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

COCOANUT.

1/2s, 5 lb. case Dunham ----- 50
1/4s, 5 lb. case ----- 48
1/2s & 1/4s, 15 lb. case ----- 49
Bulk, barrels shredded ----- 27
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 ----- 25
Guatemala ----- 29
Java and Mocha ----- 41
Bogota ----- 30
Peaberry ----- 37

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

CIGARS

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

Swift
Wolverine ----- 130 00
Supreme, 50s ----- 110 00
Bostonian, 50s ----- 95 00
Perfecto, 50s ----- 95 00
Blunts, 50s ----- 75 00
Cabinet, 50s ----- 75 00
Tilford Cigars
Clubhouse, 50s ----- 110 00
Perfecto, 50s ----- 95 00
Tuxedo, 50s ----- 95 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 ----- 135 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
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 58 00
Blackstone ----- 50s 95 00
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 85
Chocolate Nut Rolls ----- 1 90

Gum Drops

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

Lozenges.

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

Hard Goods.

Pails
Lemon Drops ----- 20
O. F. Horehound dps. ----- 20
Anise Squares ----- 20
Peanut Squares ----- 22
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. Mallowes ----- 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 1/4
Ten cases ----- 20
Twenty-five cases ----- 19 1/2
6s and 4s
Less than 5 cases ----- 20 1/4
Five cases ----- 19 1/4
Ten cases ----- 19 1/4
Twenty-five cases ----- 19

CREAM OF TARTAR

6 lb. boxes ----- 38

DRIED FRUITS

Apples
Evap. Choice, bulk ----- 13
Apricots
Evaporated, Choice ----- 14
Evaporated, Fancy ----- 13
Evaporated, Slabs ----- 12
Citron
10 lb. box ----- 50
Currants
Package, 15 oz. ----- 19
Boxes, Bulk, per lb. ----- 18
Greek, Bulk, lb. ----- 16

Peaches

Evap. Choice, unp. ----- 12
Evap., Ex. Fancy, P. P. 15

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

99-100, 25 lb. boxes ----- 6 00
89-90, 25 lb. boxes ----- 6 00
70-80, 25 lb. boxes ----- 6 10 1/2
60-70, 25 lb. boxes ----- 6 11 1/2
50-60, 25 lb. boxes ----- 6 13
40-50, 25 lb. boxes ----- 6 14
30-40, 25 lb. boxes ----- 6 17 1/2

FARINACEOUS GOODS

Beans
Med. Hand Picked ----- 06 3/4
Cal. Limas ----- 12
Brown, Swedish ----- 08
Red Kidney ----- 08 1/2
Farina
14 packages ----- 2 10
Bu., per 100 lbs. ----- 05

Hominy

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

Macaroni

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

Pearl Barley

Chester ----- 4 25
00 and 0000 ----- 6 00
Barley Grits ----- 04 3/4

Peas

Scotch, lb. ----- 07 1/4
Split, lb. ----- 07 1/4

Sago

East India ----- 10

Taploca

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 Acid'd, doz.	2 25
Minute, 3 doz.	4 05
Plymouth, White	4 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.	25 1/2
Good Luck, 2 lb.	25
Good Luck, solid	24
Gilt Edge, 1 lb.	25 1/2
Gilt Edge, 2 lb.	25
Delicia, 1 lb.	21
Delicia, 2 lb.	20 1/2

Swift Brands.

Gem Nut	24
Special Country roll	27
Van Westenbrugge Brands	
Carload Distributor	



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

MATCHES.

Diamond, 144 box	8 00
Blue Ribbon, 144 box	7 55
Blue Seal	7 60
Searchlight, 144 box	8 00
Red Stick, 720 lb. box	5 50
Red Diamond, 144 box	6 00

Safety Matches.

Quaker, 5 gro. case	4 75
None Such, 3 doz.	4 85
Quaker, 3 doz. case	3 50
Libby Kags, Wet, lb.	24

MOLASSES.

Gold Brer Rabbit	
No. 10, 6 cans to case	5 35
No. 5, 12 cans to case	5 60
No. 2 1/2, 24 cans to case	5 85
No. 1 1/2, 36 cans to case	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 case	4 40
No. 1 1/2, 36 cans to case	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 case	3 35
No. 1 1/2, 36 cans to case	2 90

New Orleans	
Fancy Open Kettle	55
Choice	42
Fair	28

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

NUTS.

Whole	
Almonds, Terregona	20
Brazil, Large	22
Fancy mixed	20
Filberts, Sicily	15
Peanuts, Virginia, raw	09 1/2
Peanuts, Vir. roasted	11
Peanuts, Jumbo, raw	13
Peanuts, Jumbo, rstd	15
Pecans, 3 star	22
Pecans, Jumbo	20
Walnuts, California	24

Salted Peanuts

Fancy, No. 1	17
Jumbo	23
Shelled	
Almonds, Spanish	50
125 lb. bags	13 1/2
Filberts	32
Pecans	1 05
Walnuts	56

OLIVES.

Bulk, 2 gal. keg	3 85
Bulk, 3 gal. keg	5 50
Bulk, 5 gal. keg	8 75
Quart, Jars, dozen	6 00
Pint, Jars, dozen	3 50
4 oz. Jar, plain, doz.	1 40
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
5 oz. Jar, Stu., doz.	3 40
9 oz. Jar, Stuffed, doz.	4 10
12 oz. Jar, Stuffed, dz.	4 90

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 75
12 2 lb. pails 6 in crate	6 20
14 lb. pails	19
25 lb. pails	18 1/2
50 lb. tins	18

PETROLEUM PRODUCTS

Iron Barrels	
Perfection Kerosine	11.1
Red Crown Gasoline	
Tank Wagon	12.7
Gas Machine Gasoline	33.8
V. M. & P. Naphtha	20.2
Capitol Cylinder	39.2
Atlantic Red Engine	21.2
Winter Black	12.2



Iron Barrels.

Light	57.2
Medium	59.2
Heavy	62.2
Special heavy	64.2
Extra heavy	67.2
Transmission Oil	57.2
Finol, 4 oz. cans, doz.	1.40
Finol, 8 oz. cans, doz.	1.90
Parowax, 100, lb.	7.2
Parowax, 40, 1 lb.	7.4
Parowax, 20, 1 lb.	7.6

Semdac, 12 pt. cans	2 80
Semdac, 12 qt. cans	4 15

PICKLES	
Medium Sour	
Barrel, 1,200 count	16 00
Half bbls., 609 count	9 00
10 gallon kegs	6 75

Sweet Small	
30 gallon, 3000	38 00
5 gallon, 500	7 25
10 gallon, 1000	14 75

Dill Pickles.	
600 Size, 15 gal.	9 50

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

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

POTASH	
Babbitt's 2 doz.	2 75

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

Cows.	
Top	12
Good	11
Medium	09
Common	08

Veal.	
Top	12
Good	10
Medium	08

Lamb.	
Good	24
Medium	22
Poor	16

Mutton.	
Good	12
Medium	10
Poor	06

Pork.

Heavy hogs	08
Medium hogs	09 1/4
Light hogs	09
Loins	15
Butts	12
Shoulders	10
Hams	12
Spareribs	11
Neck bones	05

PROVISIONS

Barreled Pork	
Clear Back	23 00@24 00
Short Cut Clear	22 00@23 00
Clear Family	27 00@28 00
Dry Salt Meats	
S P Bellies	16 00@13 00

Lard	
80 lb. tubs	advance 1/4
Pure in tierces	15
69 lb. tubs	advance 1/4
50 lb. tubs	advance 1/4
20 lb. pails	advance 1/4
10 lb. pails	advance 1/4
5 lb. pails	advance 1/4
3 lb. pails	advance 1/4
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@24
Hams, 16-18, lb.	21@26
Ham, dried beef	
sets	38 @39
California Hams	12@13
Picnic Boiled	
Hams	30 @32
Boiled Hams	34 @37
Mince Hams	14 @15
Bacon	18 @36

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

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

Pig's Feet	
1/4 bbls.	2 15
1/2 bbls., 35 lbs.	4 00
3/4 bbls.	7 00
1 bbl.	14 15

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

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

RICE	
Fancy Head	08
Blue Rose	06 1/2
Broken	03 1/4

ROLLED OATS	
Steel Cut, 100 lb. sks.	4 75
Silver Flake, 12 Fam.	2 20
Quaker, 18 Regular	1 80
Quaker, 12s Family	2 60
Mothers, 12s, Ill'num	3 25
Silver Flake, 18 Reg.	1 40
Sacks, 90 lb. Jute	2 85
Sacks, 90 lb. Cotton	2 90

SALERATUS	
Arm and Hammer	3 75

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

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

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

Herring	
K K K K, Norway	20 00
8 lb. pails	1 40
Cut Lunch	1 00
Boned, 10 lb. boxes	22

Lake Herring	
1/2 bbl., 100 lbs.	6 50
Tubs, 100 lb. fncy fat	16 00
Tubs, 60 count	5 25

White Fish	
Med. Fancy, 100 lb.	13 00

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

STOVE POLISH.	
Blackene, 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, ds.	2 85
Vulcanol No. 5, doz.	95
Vulcanol No. 10, doz.	1 85
Stovoil, per doz.	3 00

SALT

Colonial, 24, 2 lb.	95
Med. No. 1, Bbls.	2 80
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, 3 lb. Table	6 07
60, 5 lb. Table	5 57
30, 10 lb. Table	5 30
28 lb. bags, Table	40



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

SOAP

Am. Family, 100 box	6 00
Export, 120 box	4 75
Flake White, 100 box	4 80
Fels Naphtha, 700 box	5 50
Grdma White Na. 100s	5 00
Rub No More White	
Naptha, 100 box	5 00
Swift Classic, 100 box	4 75
20 Mule Borax, 100 bx	7 55
Wool, 100 box	6 50
Fairy, 100 box	5 50
Jap Rose, 100 box	7 85
Palm Olive, 144 box	11 00
Lava, 100 box	4 90
Pummo, 100 box	4 85
Sweetheart, 100 box	5 70
Grandpa Tar, 50 sm.	2 00
Grandpa Tar, 50 Lge	3 35
Fairbank Tar, 100 bx	4 00
Trilby, 100, 12c	8 00
Williams Barber Bar. 9s	50
Williams Mug, per doz.	48

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

CLEANSERS.



80 can cases, \$4.80 per case	
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WASHING POWDERS.	
Bon Ami Pd, 3 dz. bx	3 75
Bon Ami Gals, 2 dz. 2 25	



TANGLEFOOT FLY SPRAY

HERE it is—the greatest of them all—an entirely new and scientific household insecticide with a name and reputation known around the world.

TANGLEFOOT FLY SPRAY is announced by the O. & W. Thum Company, manufacturers of TANGLEFOOT Fly Paper for over two generations. Instead of rushing to the market with an ordinary liquid insecticide, The Thum Company has taken its time and developed a product of superior merit that in every way meets the great growing demand for a thoroughly satisfactory insect-exterminating spray.

The same incomparable quality that has always distinguished TANGLEFOOT products from the rank and file is found in this latest addition to the famous TANGLEFOOT line.

No insecticide on the market is more effective against Flies, Bedbugs, Moths, Mosquitoes, Fleas and certain other household insects.

TANGLEFOOT quality costs you no more than the other liquid insecticides on the market and it will pay you to get full particulars about this latest and greatest TANGLEFOOT product before placing your orders for the coming year.

THE O. & W. THUM COMPANY
GRAND RAPIDS, MICHIGAN



TANGLEFOOT

FLY SPRAY - FLY PAPER - FLY RIBBON - ROACH & ANT POWDER - TREE TANGLEFOOT

Are You Thinking of Changing Your Job?

Sooner or later nearly everyone finds it necessary to decide if he will remain with his old position or if he will change to another.

The following list of question is offered by the Business Consultation Bureau of LaSalle Extension University to assist in making this decision. The bureau advises persons to answer these questions and make the decision on that basis.

Are you happy in your work

Are your business associates congenial?

Do you actually feel that there is adequate opportunity for future development?

Do you have a free hand in handling whatever responsibilities are given you?

Is your environment conducive to the proper exercise of your ability and training?

Is your financial compensation sufficient to obtain for you those necessities and luxuries which you consider absolutely essential to your happiness?

Is the policy of your company progressive and constructive, or has it a backward nature?

Does your company adequately show its appreciation of your efforts, or the efforts of your associates, by proper promotion and financial advancement?

Is the potential development of your company and your department such that it will give the fullest opportunity for a display of your ability?

How are you situated from the point of view of your own personal likes and dislikes?

What would your answers to all of these questions be from the point of view of any other position you might be considering?

"By using these questions as a test, and being absolutely fair in answering them, any person should be able to arrive at a decision," concludes the bureau.

Harding's Home to be a Shrine.

The home of Warren G. Harding at Marion, Ohio, is to be preserved as a national shrine. In the simple dwelling to which his thoughts often turned longingly in his days of public life will be collected keepsakes of his boyhood, objects associated with him

in his years as a newspaper man, and records of his service in the Senate and in the White House.

America's wish to perpetuate his home in remembrance of him, his friends believe, is the thing that would have pleased him most, for he was a home-loving man, and his home life was famously happy. In the years when public duties kept Mr. and Mrs. Harding away from their own threshold, they used to say that "home was wherever they were together." But both were best content in the unpretentious and democratic house in Marion where they went in 1891 as bride and bridegroom.

The three-fold object of the Harding Memorial is to erect a mausoleum over the late President's last resting place, to preserve his home for future generations, and to endow a Harding chair of diplomacy and functions of government in some university not yet selected. This work will be carried out by the Harding Memorial Association, headed by President Coolidge.

The Main Thing.

An old dinky got up one night at a revival meeting and said: "Bruders an' sisters, you know an' I knows dat I ain't been what I oughter been, I've robbed hen roosts an' stole hawgs, an' tole lies, an' got drunk, an' slashed folks wi' mah razor, an' shot craps, an' cussed an' swore; but I thank de Lord der's one thing I ain't nebber done; I ain't nebber lost mah religion."

\$3,000 Gets Lansing 33x46 Factory

24 ft. high, rock well, \$7,000 for 80x20 rods (sell more up to 120 acres \$20,000) on Mich. United Ry. siding, possession at once. P. O. Box 5, Lansing, Mich.

NATIONAL DETECTIVE BUREAU Investigators

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

Headquarters
333-4-5 Houseman Bldg.
Phones
Day, Citz. 68224 or Bell M. 800
Nights, Citz. 32225 or 63081
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STEPHEN G. EARDLEY

Holiday Chocolates IN FANCY PACKAGES

Putnam's

Paris

LOWNEY'S

ORDER EARLY WHILE THE LINES ARE COMPLETE

PUTNAM FACTORY

MANUFACTURERS AND DISTRIBUTORS

GRAND RAPIDS, MICH.

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.

Gasoline Engine For Sale

6 H. P. Novo gasoline engine for sale by owner. First class condition. Used carefully for less than year. Have installed motor and have no use for engine. Will make attractive price.

National Co-Operative Oil Co.
Grand Rapids, Michigan

FOR SALE—Tin and plumbing shop in Sanilac county, city of Croswell, with 1600 population, including stock, tools, and building. If interested, see owner. Good reason for selling. Nick Degel, Croswell, Mich. 386

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

Merchants—Advertising letters with a punch. Your own copy typed, illustrated, addressed, and stamped, ready for the mail. Ask us for samples and prices. Clark Typing and Multigraph Service, East Jordan, Mich. 398

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

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

For Sale—The Rowe Building, on Main street Elk Rapids, Mich. Two-story brick and frame construction. Fine modern living rooms upstairs. Write Earl Rowe, 1402 Madison Ave., Grand Rapids. 400

For Sale—Two stores (archway between), stock and fixtures. One dry goods, shoes and furnishings; other ice cream, lunches, cigars, candy, etc. Flint is booming. Only store of kind in my end of city. Write for particulars. Ben Wagonlander, 2708 Richfield Road, Flint, Mich. 401

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.

For Sale—One of best small grocery and meat markets in Southern Michigan. Stock, fixtures inventory \$2,800. Doing a \$30,000 business. Rent very reasonable. Address No. 402, c-o Michigan Tradesman. 402

For Sale—Finest equipped meat market in Michigan. Tile floors, tile walls, and mechanical refrigeration. B. L. Tripp & Sons, Bad Axe, Mich. 403

TO RENT—Second floor of store next to Kresge's 25c to \$1 store, located in Michigan city of 35,000 population. A real opportunity to the right parties. Address No. 404, c-o Michigan Tradesman. 404

For Sale—One seven-drawer National cash register; one Bowser self-measuring 100 gallon oil tank; one McCaskey fire-proof bill file; one 1200 pound safe; one fancy six-jar candy case. Inquire A. F. Rust, 1701 Indiana Ave., Sheboygan, Wisconsin. 405

For Rent—General store with bargain basement. Busy locality. Have been in business twenty-three years. Inquire A. F. Rust (formerly Rust & Hinge) 1701-9 Indiana Ave., Sheboygan, Wisconsin. 406

Signs of the Times Are

Electric Signs

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

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

THE POWER CO.

Bell M 797

Citizens 4261

TAKING INVENTORY

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

The Grand Rapids Collapsible Display Basket

(FOR GROCERS WHO CARE)

Made of strong crimped wire, with a beautiful green enamel finish.

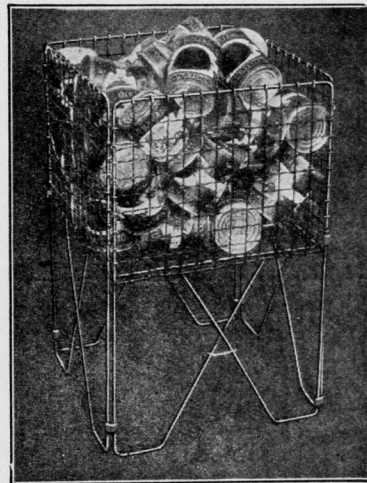
Cut shows how to sell a stock of shelf-worn canned goods quick.

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

Attract attention to what you have to sell.

Send for our circular.

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



Patent Applied For

Grand Rapids Wire Products Co.

430 Front Avenue

GRAND RAPIDS, MICHIGAN

AGENTS WANTED

GAINING GROUND.

More Dealers Decide to Sidetrack Profiteers Brands.

Grand Rapids, Dec. 4.—I have had some very enthusiastic replies to my letter, soliciting the opinion of the grocers of this State on whether it would be advisable to relegate those goods to the background which are being bought by chain stores at jobbers' prices. I send you a few more replies this week and will say again there are some prominent grocers in the State who have not answered my letter as yet and I wish they would hustle to do so, to the end that when the executive board meets this month we will be certain of the sentiment among the grocers. So far all are strong for my plan as outlined, but we also want to hear the other side—if there is such an animal.

Paul Gezon, Sec'y.

Clare, Nov. 26.—Your ideas as to nationally advertised goods and chain stores are in line with my views and I believe a good suggestion along your ideas made through the Tradesman, forcibly expressing the movement, might jar up the manufacturer and jobber to a fuller realization that means more than a passing thought.

I believe that if you were to write an article for the Tradesman, setting forth your views on the subject, Mr. Stowe would follow it or perhaps supplement it with one of his strong editorials. Then it would be in order for President Christensen to write an article for the Tradesman, endorsing the stand taken by both you and Mr. Stowe in the name of the State Association. I will also write an article for the Tradesman, setting forth my views on the subject.

The independent retailer must do something or quit and the only way out of it is to make our dollar have the same purchasing value that the chain store dollar has.

I believe that if the manufacturer of Nationally advertised food stuffs understands that the greatest of all distributors of his goods, instead of giving them a conspicuous place in the store will place them in the back room or under the counter, selling from case only, he may wake up to the fact that the retailer has a big voice in the matter. We do not permit Corn Flakes or Post Toasties put in our show windows at all. We have pursued this policy for a long time.

J. F. Tatman.

Ann Arbor, Nov. 23.—Pardon delay in replying to your recent letter, but the fact is I waited to also write some news, of which I am sending a clipping of the paper.

I have taken off my shelves Pet milk and substituted for it a milk put out by another house, bearing a fine looking label, and have had no trouble in getting my customers to try it.

I see that the cans of peas, corn, etc., say net weight 2 pounds 4 ounces or whatever it might be. I have thought this over and believe if no law is in effect now one should be passed calling for say two pounds peas or corn and ¼ pound of liquid and that all canned goods should state the actual amount of solid matter and also liquid. By so doing it would stop the cheap goods by not having as much peas or corn in the can as honest packed goods, as liquid weighs as much as solids in the can. Have the Government state what the quality should be and I think on peas three grades will do as well as five sieves. Also I still maintain my net idea that the manufacturer should be forced to sell his product for a flat price, regardless of the quantity bought—one case or a car load—and the jobber who violates his contract on commission should be cut off from supply or dealers purchasing from him. Victor Sorg.

Three Rivers, Nov. 24.—We could

do a good deal of good if we could unite closer together and work more in unison. We will have to co-operate more than we have been to realize what we should.

I believe that we should push more private brands and keep the others out of sight. And in time the manufacturer would come to time and do the same with independent stores as with the chain stores. E. J. Ash.

If any dealer has any misgivings as to the legality of his sidetracking brands sold by manufacturers direct to chain stores at manufacturers' prices, all he needs do is to refer to a decision of the United States Supreme Court last week upholding in a suit brought by the Federal Trade Commission, the right of the jobber to refuse to do business with a manufacturer who sells direct to the chain stores. This decision as covered by a Washington dispatch of Nov. 27 in the daily newspapers of the following day was as follows:

A wholesaler can without violating any law give notice to a manufacturer that he will discontinue dealing with him unless the manufacturer ceases selling directly to retailers in the wholesaler's territory or pays him a regular wholesaler's commission on such business.

This was clearly demonstrated today as representing the views of the Supreme court in its hearing of a case brought by the Federal Trade Commission against Raymond Brothers-Clark Co. of Nebraska. After counsel for the government had concluded its argument, the court, which had poured upon him a flood of questions, was so satisfied that the practice complained by the commission was not in violation of law that it refused to hear counsel for the Raymond Brothers-Clark Co.

The case presented a trade question of unusual interest to manufacturers, wholesalers and retailers. The Federal Trade commission charged that the Raymond Brothers-Clark Co., wholesalers, had notified a manufacturing company that unless it ceased selling directly to the Basket Stores Co. of Nebraska and Iowa retailers, or give it the regular wholesale discount on all business with the Basket Stores Co., it would discontinue doing business with the manufacturers. The commission insisted that this constituted unfair competition and was in violation of the Federal Trade Commission act.

After developing by a series of questions that it was not contended by the Government that the Raymond Brothers-Clark Co. had entered an unlawful combination or conspiracy to restrain trade by the notice it had given the manufacturer, the court did not consider that the government's case warranted the hearing of the other side.

During the questioning of Government counsel members of the court expressed the view that a merchant had the right to decide for himself with whom he desired to do business, and that in the case presented by the Government the manufacturer had been given complete freedom to decide whether he would continue to sell directly to the Basket Stores Co. or would accept the terms offered by the Raymond Brothers-Clark Co.

That this decision is of high importance to wholesale grocer and independent retailer alike is obvious and would appear to be an interesting new chapter in the controversy between the independents and the chains.

Don't be afraid to hire a green inexperienced clerk but fight shy of the stupid one no matter how many years of experience he has had.

IN THE REALM OF RASCALITY

Cheats and Swindles Which Merchants Should Avoid.

The notorious Beatty brothers—Carl and Fred—were born and reared at West Unity, Ohio, where they are regarded in anything but a favorable light by those who know them best. They have been engaged in shady transactions for many years, but will probably soon be confronted with an opportunity to play checkers with their noses.

Farmer Jones, who conducts the swindling National Remedy Co., at Maumee, Ohio, is possibly headed for Leavenworth, owing to the character of some of the threatening letters he has been sending through the mails. Uncle Sam is patient and long suffering in many ways, but when he gets after a man for wrong use of the mails, he usually makes short shift in landing him behind prison bars. Jones, being a plain dirt farmer, would probably plead ignorance of the law, but such a plea would avail him nothing in a Federal court.

Fred Stevens Coming Home.

Grand Rapids people are to be congratulated over the fact that Hon. Frederick W. Stevens, of Ann Arbor, is soon to return to the city as a permanent resident. Mr. Stevens studied and practiced law in Grand Rapids. He subsequently removed to Detroit to continue as general counsel of the Pere Marquette Railway. Later he became a partner in

the banking house of J. P. Morgan & Co. and took up his residence in New York. During recent years he has resided in Ann Arbor although he has spent much time in China as a member of the commission created to assist China in extricating herself from her present financial difficulties. He is very generally conceded to be one of the ablest financial authorities in the United States. He returns to the city of his youth to take the executive management of one of our largest financial institutions.

Kalamazoo Travelers to Touch Elbows.

Kalamazoo, Dec. 4.—Kalamazoo Council United Commercial Travelers, will hold a dinner, business and social meeting Saturday night, Dec. 8, at Odd Fellows temple.

The meeting will open with a banquet at 6:30, to be served by the Ladies' Auxiliary of the U. C. T., with Mrs. Frank Saville as chairman. After the dinner the Council will convene for its business session.

During the Council meeting the Ladies Auxiliary will enjoy a social program in the club rooms. Card games will be played. All members of the U. C. T. and their ladies are invited.

Meeting of Veteran Traveling Men.

Detroit, Dec. 4.—The fourteenth annual reunion of the Veteran Traveling Men's Association will be held at the Hotel Tuller, Detroit, on Thursday, Dec. 27. Business meeting at 3 o'clock and banquet at 6:30. All traveling men are invited to meet with us and have a good time visiting with their old friends. They will be welcomed to the business meeting and banquet. E. F. Bush, Sec'y.

Miscellaneous Stock Offerings

The following list of stocks (wants and offerings) are inquiries emanating through our Stock Service Department. Our only interest in them is to render a stock brokerage service to our customers. All offers and bids are subject and without recommendation.

WE OFFER:

100 Reynolds Shingle Pfd.	9 3/4
50 United Truck Pfd.	Bid Wanted
100 Robert Irwin Pfd.	Bid Wanted
200 Globe Knitting Pfd.	8 3/4
100 Worden Grocer Pfd.	Bid Wanted
50 Berkey & Gay Pfd.	94
100 American Box Board Com.	Bid Wanted

WE BID:

100 Belmont Gravel Com.	Offering Wanted
100 Alabastine Com.	Offering Wanted
100 American Box Board Pfd.	Offering Wanted
100 Michigan Guaranty	81 1/2
100 Consumers Power 6% Pfd.	86
100 Globe Knitting Com.	Offering Wanted
200 Coca Cola Bottling	Offering Wanted

Stock Service Department

Howe, Snow & Bertles

(Incorporated)

INVESTMENT SECURITIES

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NEW YORK

DETROIT

CHICAGO