

MICHIGAN TRADESMAN

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Forty-first Year

GRAND RAPIDS, WEDNESDAY, JANUARY 16, 1924

Number 2104



The Way of the Soul

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

—John Oxenham

More Miles *per* Gallon- *Lower* Hauling Costs

ONE of the easiest ways for you to reduce the cost of operating your automobiles and trucks, is to use a gasoline which gives more miles per gallon. Fuel is one of the most important items of expense. An addition of only one more mile, from each gallon you now use will reduce your fuel bill from 6% to 25%,

a substantial saving during the course of the year.

It is possible for you to secure this saving if you will realize that there is a difference in the many brands of gasoline, just as there is a difference in the quality of the other products which you buy.

Other car and truck owners have found that

RED CROWN GASOLINE

gives more power, more miles per gallon than do many other brands of gasoline. The reason for this is obvious. Red Crown is made for only one purpose—to produce *power* in the modern internal combustion engine. Red Crown is made to definite specifications, determined after a careful study of all factors necessary to

make your engine function properly. Consequently there is not a wasted drop of Red Crown. It gives your machine a quick start, an easy pick-up, and all the power your engine will develop.

More miles per gallon mean less cost per mile. Decide now to use Red Crown and reduce your hauling costs.

"What Is Good Gasoline?"

Realizing the importance to the truck owner of a clear knowledge of what constitutes good gasoline, we have prepared a booklet in which the subject is discussed in simple, non-technical language. Now in its fourth edition, the booklet is regarded by many as a valuable addition to their business library.

A copy will be sent you with our compliments if you will request it on your letterhead. Address our nearest branch office or write direct to



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GRAND RAPIDS
PUBLIC LIBRARY

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MICHIGAN TRADESMAN

(Unlike any other paper.)

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

Each Issue Complete in Itself.

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly By

TRADESMAN COMPANY

Grand Rapids

E. A. STOWE, Editor.

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in advance.

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WOOLS AND WOOLEN GOODS.

In Australia, New Zealand and South Africa they are having auction sales of wool. All of these have been well attended and the prices obtained have been fully up to recent levels. In some instances they have been a little higher. At the South African sales, according to reports from Port Elizabeth, Americans were among the best bidders. Sales in this country are not especially noted. As has been stated, the domestic mills will be governed in their buying of supplies by the response that is made to the offerings of fabrics for fall. Within a week or so the openings will be had, in all likelihood. It is taken for granted that the new prices will be somewhat higher than the former ones. Exactly how far these advances will go is a question, but there will be no disposition to push them any further than need be because the mills must have business to keep them going. At the start it is hardly likely that anything more than sample pieces will be taken by most of the cutters-up. They want a chance to see how the retail trade will take to the fabrics offered. Retail clothiers have done none too well in many localities because of the peculiarly warm winter and are in no hurry to make commitments for fall. They are not in as good shape as most of the manufacturers, who, as a rule, did not make up much in advance of orders. In women's wear, while the retail demand has been better, there was not as much conservatism in cutting up by the manufacturers. The dress goods end of the trade has been showing up well.

Venizelos is his old self again. He did not wish to become Premier of Greece, but he soon found that in the political welter of Athens he was the only rallying post, the only man who could speak with authority and be listened to, the only politician with the

skill at compromise who could reconcile mighty and bitter opposites under a single banner. To calm the civil strife raging in Greece will require all his craft, all his energy. No peace-maker can be popular there. The Greeks do not know exactly what they are fighting about, but they crave excitement. The man who wants to take from them the stimulant by which they live will be about as popular with the masses as a narcotic squad is with dope addicts.

COTTON MARKET DOWNWARD

In cotton the general course of the market was downward last week. The movement was aided by the publication of the ginning figures, which turned out to be larger than some expected. Up to Jan. 1 the amount of cotton ginned was 9,807,138 bales. How much more is yet to come no one can estimate with any degree of certainty, but it looks as though the total crop yield would be in excess of 10,000,000 bales. On the very day that the ginning figures were published a statement appeared from J. S. Wannamaker, President of the American Cotton Association, putting the whole crop lower than the amount of cotton already ginned. Fewer predictions are now made that there will not be enough of the material to go around. For it is already apparent that the world stocks are fairly large and that higher prices of cotton are curtailing its use. New England mills keep reducing the number of workdays per week because of lack of orders. In some of these mills it looks as though they would run only three days a week for six months unless more business shows up. There are still some cotton goods that can be bought at below replacement cost and these are being fed out. In gray goods second hands are offering cloths at lower than mill prices, but even at that sales are limited. There is more of a prospect for selling fine, fancy and novelty fabrics, for which there is a good demand at retail counters. Underwear lines for Fall are mostly priced at somewhat higher levels. This is in anticipation of the arrival of jobbers here this week. In other cotton lines there is little activity.

It would probably be easier to interview President Coolidge on dogs than on holding an economic conference in Europe. Senatorial lunchers and diners at the White House report that their host talks freely—on bringing up children in Washington, on walking as the ideal form of exercise, on living on a farm in New England, but that once they ring up a question of National policy he becomes as noncommittal as one of his own New England hills.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Jan. 15—For nineteen consecutive years the Hazeltine & Perkins Drug Co. has handed out checks at the beginning of each year in the shape of extra compensation to its employees. This year the distribution covered 104 employees at the Grand Rapids and Manistee establishments and represented one month's extra wages. In other words, every employee who had been with the company for a full year received thirteen months' pay for twelve months' service.

The company also carries group insurance on its employees ranging from \$750 to \$1500. One lady connected with the stenographic force passed away last year and her parents received a check for \$800 within a few days after the death occurred.

Charles W. Reattoir, who was at one time engaged in the manufacture of cigars at this market under the style of Dornbos Cigar Co., is now on the road for the Borgwardt-Stilb Cigar Co., of Evansville, Ind. His territory includes the principal cities of Michigan, Indiana, Illinois and Wisconsin. Mr. Reattoir has resumed his residence in Detroit, being located at 13,278 Strathmoor boulevard.

C. C. Follmer (Boyne River Power Co.) sailed from New York Monday midnight for a four months' trip around the world. Mrs. Follmer accompanied him. Mr. Follmer will probably write several letters for the benefit of Tradesman readers during his absence.

Clarence J. Farley, President of the Grand Rapids Dry Goods Co., left Sunday for New York, where he will devote a week to the purchase of spring goods.

Samuel Krause and wife and Mrs. W. W. Huelster leave to-day for Palm Beach, where they will remain about three months. Mr. Huelster will join the mlater. Mr. Krause has greatly improved in health and strength.

J. J. Dooley (Pepsin Syrup Co.) has gone to Lake Worth, Florida, where he and the madam have already spent several winters.

With the closing of the second week of the January furniture market, there were 2121 buyers registered. It promised to be the largest market in point of number of buyers, as well as lines shown. At the close of the second week there was twice as many buyers as came to the entire market of January, 1915, and has been just a little better in point of arrivals than the entire market in January, 1922, and there is no doubt that it will be the greatest and largest market ever held in any place, at any time, in the world.

One of the largest drawing cards of the market is the line of fiber goods shown on the sixth floor of the Rindge furniture building. These goods are manufactured and shown by the Thwaites Furniture Co. They are representing every buyer or representative from the different firms that visit them with an attractive cane made the same way as their furniture is manufactured.

Plans for the annual banquet of the Grocers and Meat Dealers Protective Association at the Hotel Pantlind, Feb. 19, will be made at a meeting of the banquet committee Thursday.

U. S. Leads World In Canned Milk Trade.

One of the important productions in the United States of canned foods is

that of condensed, evaporated and powdered milk. Some years ago this country imported enormous quantities of prepared milk from European countries, for the industry was then in its beginning and there were only two or three canneries in the United States which made prepared milk. Now the industry has grown so large that we are exporting prepared milk to nearly every country in the world.

The report of the United States Department of Commerce for the month of November, 1923, shows that the value of prepared milk exported by this country to all other countries during that month was as follows:

Condensed milk, \$998,269.

Evaporated milk, \$1,547,164.

Powdered milk, \$61,628.

Total, \$2,607,061.

This exportation of prepared milk, probably aggregating \$30,000,000 annually, is a tremendous change in the situation from when we were heavy importers of the article, and shows the trend of industrial conditions in the United States. The report shows that the exportations of prepared milk during November last were to sixty-seven or more countries.

The great advertising service rendered to the other industries of the United States by the foreign business in prepared milk is a very satisfactory and important consideration. We still import some prepared milk from Switzerland and a few other localities abroad, but the quantities are comparatively unimportant.

John A. Lee.

A startling sense of the continuity of human existence and the essential resemblance between one period and another comes from all the excavation and exhumation which scientists pursue so relentlessly. We are told that relics of North African civilization disclose boudoirs equipped with face powder, rouge, mirrors and other toilet articles, not to mention pipe organs, perfume atomizers and spectacles with thick lenses, although whether any of them had tortoise-shell rims is not revealed. As soon as further excavations disclose the manuscripts wherein the women of the period are denounced for the abuse of cosmetics the record will be complete and the resemblance perfect. But what did reformers of the day do without the fall of Rome to hark back to?

Before buying merchandise that looks good to you, ask yourself the question, "Who is going to want to buy this? How many possible purchasers of this are there within reach of my store?"

The more a merchant knows about the characteristics of individual customers, the more easily he will be able to influence them to purchase.

HOUSE-TO-HOUSE CANVASSER

How This Kind of Competition Can Be Minimized.

The last year or two has seen a tremendous growth in the competition to which retailers are subjected by house-to-house canvassers. In the hosiery field particularly the inroads made into the established trade seem to have been particularly large. The largest concern in the hosiery field doing business through house-to-house canvassers is the Real Silk Hosiery Mills of Indianapolis. This concern produces great many thousands of pairs of hose a day and advertises extensively in such publications as the Ladies' Home Journal Saturday Evening Post and other alleged advertising media. Almost invariably the advertisements of this concern play up the fact that their product is "not sold in retail stores."

Many smaller concerns in the hosiery field have sprung up as house-to-house canvassers. We are informed by manufacturers of hosiery that it is a daily occurrence for them to receive requests from people who want to handle their hosiery by house-to-house canvassing. Most concerns, however, prefer to do business through the established retail stores rather than have their wares hawked about from house to house.

A great many retailers throughout the country have complained of this type of competition and apparently have regarded it as something unfair to the established retailer. The subject has been discussed in several conferences of merchants called together by the National Retail Dry Goods Association and as a result of all such conferences we are of the opinion that the retailer should recognize the following basic facts.

1. Neither the retail store nor any other system of distribution enjoys an exclusive franchise to serve the public. It is true, we believe, that the established retail store best serves the public and for that reason enjoys the majority of the patronage of consumers. If, however, a new form of retail distribution arises at any time, or an old system is revived and extended, retailers should recognize that anyone who will may offer service to the public and, if the public finds such service more satisfactory or less costly than the established system, it is up to the established retailer to meet such competition by merchandising more carefully and effectively.

2. House-to-house canvassing as such, is entirely legitimate, provided house-to-house canvassers operate within the laws of the state and the community. If it can be proven that they are guilty of unfair practices, of misrepresentations with regard to their product and its value, there are laws to meet that situation and the Better Business Bureaus wherever they exist will lend powerful and effective assistance to put a stop to such practices.

3. The retail store usually is a consistent advertiser, its show windows and interior displays are powerful stimuli for the sale of goods, and, all things considered, it should be possible for the established retail

store to meet the competition of the house-to-house canvasser.

4. It seems extremely probable that the house-to-house canvassers will kill their own game. While there are comparatively few house-to-house canvassers operating there may be a certain convenience and service for the housewife in having goods brought to her door. She probably is glad to spare the time to look at the merchandise and if it measures up to the claims made by the canvasser, or to the values that she can get in the local stores, she may be led to purchase. But as more and more concerns, influenced by the success of a few of the leaders, go into the house-to-house canvassing business it seems certain that the housewife is going to react disadvantageously to this form of business. When her door bell is sounded every half hour or so by someone who wants to sell her merchandise that she doesn't need, it will get to be a nuisance. It seems safe to predict that the greater the success of the present house-to-house canvassers the more quickly the field will be overrun and women will begin to tell the "bell ringers" that they do not care to be bothered and that they want to shop in their local stores.

Meanwhile, the best way to meet this form of competition is to merchandise the lines that are peddled in your vicinity as effectively and as closely as possible. One of the favorite methods in the hosiery field among house-to-house canvassers is to sell a box of four pair of hose at one time. Hosiery is a more or less staple line. Why not have your salespeople endeavor to sell every customer four pair instead of one? It might be very effective in meeting such competition to realize that the woman who has plenty of hosiery is not likely to buy more from the house-to-house canvassers. Why not hold a "Box Sale" of hosiery from time to time? Give your customers the best value obtainable—four pairs in a box. It is particularly worth while to go after the trade of office workers for we are assured that the office buildings are a fruitful field for house-to-house canvassers.

How many lines of goods do you suppose are sold by house-to-house canvassers? It will surprise you to check up. The head of a large department store in Detroit asked his merchandise men and buyers to give him a list of all the merchandise lines carried in the store which are also sold by house-to-house canvassers. As a result he has sent us the following list:

Hosiery
Brushes
Vacuum Sweepers
Washing machines
Books
Religious articles
Soaps
Perfumes
Aluminum and other kitchen utensils
Laces
Rugs
Magazines
Furniture polish
Pianos
Victrolas
Fuller brushes and mops
Sewing machines

Rumford baking powder
World Star Knitting Co. goods, stockings and underwear
Coupons on Babbitts' soaps and powders (also Colgate's)
Housedresses
Window boxes
Step ladders
Willow chairs
Camp chairs
Carpet sweepers
Feather dusters
Larkin toilet preparations
Silver polish
Floor wax
Rattan chairs
Embroidered goods
Aprons
Brass polish
Clocks
Corsets
Disinfectant
Electric irons
Handkerchiefs
Hair nets
Madiera and cluny lace articles
Photographs
Thread, needles and shoe laces
Water filters
Table linen
Bed linen
Floor oils
Groceries of various kinds
Ironing boards
Wringers
Lux
Rinso
Glue
O'Cedar mops
Face powders
Knit gods
Shoes
Stove polish
Paring knives
Pictures
Notions
Flavoring extracts
Dutch Cleanser
Cleaning fluids
Brooms
Umbrellas
Dishes
Stationery
Silverware
Fireless cookers
House furnishings
Gas stoves
Water heaters
Jewelry
Yard goods
Kimonas
Paintings
Uniform sanitary belts
Nottingham lace curtains
Aluminum grills
Sechrist cookers
Broilers
Linoleums
Woolens
Underwear
Lamps
Collar buttons
Whisk brooms
Gas lighters
Matches
Pencils
Towels
Wall paper
Couch covers
Gloves
Shirt waists
Portieres
Woodenware
Steam cookers
Kitchen aprons
Radio sets
Blankets
Comfortables
Linens
Hair brushes
Rug beaters
Screens
Rubber aprons
Sewing baskets
Furs
Bluing
Clothes lines
Window shades
Veilings
Handkerchiefs
Leather goods
Patent medicines
Confectionery
Tooth brushes
Magazine subscriptions
Baskets

Feather dusters
Hose supporters
Bathing caps
Ammonia
Insurance
Feet base floor coverings
Toilet creams
Children's bibs
Picture frames
Oil cloth
Gas mantels
Talcum powder
Thimbles
Spool silk
Needle cases
Clothes dryers
Shrubs
Potted plants
Eggs
Poultry
Salad dressing
Hams
Fruit
Safety pins
Dust caps
Iron holders
Dress shields
Coat and trouser hangers
Canvas gloves
Palm leaf fans
Rubber sanitary aprons
Beads
Pens
Enamelware
Tinware
Floor mops
Starch
Letter boxes
Raincoats
Wicker furniture
Indian head cotton
Sheets
Pillow cases

This is a startling list and if the quantity of goods in each line sold by house-to-house canvassers should increase as rapidly as has been the case with hosiery it would have a serious effect on the business of many stores.

In meeting this form of competition great care should be taken to see that the action proposed does not increase the difficulty rather than ameliorate it. For example, in several cities merchants have considered the possibility of co-operating to put a force of canvassers in the field to represent the stores. Such action, we believe, would have the effect of placing additional emphasis on this form of distribution. It always has been the endeavor of the retail merchant to serve the consumer in his own store and so long as this continues to be his ambition he should not, except in very unusual circumstances, undermine this cardinal principle of retailing by taking his wares into the homes of the consumers.

The merchant at whose request the list quoted above was prepared lays down this very intelligent policy:

It is our policy to prepare a list of the lines of merchandise sold in the community by house-to-house canvassers and then take up the list with each of the buyers in the store as to how the values of similar merchandise in the store compare. Our plan is to make certain that people can get just as good or better values in our store than they can by buying from these canvassers, and trust to the intelligence of our customers to give our merchandise preference.

This is wise policy beyond a doubt and the retailer may take this additional bit of consolation; he may be sure that house-to-house canvassing as now carried on is not an economical system. In some cases solicitors are paid 20 per cent. and there must be a lot of expensive advertising and other expenses which bring up the cost to at least the retailer's overhead.

WHY PAY DOUBLE?

What the Bonus Bill Will Do To Michigan.

From the beginning of the government until the end of next June there will have been paid out in pensions to soldiers and sailors, not counting the soldiers and sailors of the world war, the sum of \$6,606,684,244.71.

At the end of the next fiscal year there will have been paid out to soldiers and sailors of the world war the sum of \$3,000,000,000.

The Nation's defenders in the last war have already received nearly one-half as much as the Nation paid to its defenders in all other wars, from the beginning of the Revolution.

Whether there is to be a bonus or not, the United States will be called upon to spend additional hundreds of millions in behalf of the soldiers and sailors of the late war.

In addition to the \$3,000,000,000 expended by the Government, twenty-two states have expended \$427,000,000 in bonuses for soldiers and sailors of the late war.

It is now proposed that a bonus shall be voted by Congress, to aggregate \$5,000,000,000, according to the Secretary of the Treasury. He warns Congress that taxes can not be reduced for a generation to come, if this expense is added to the Government's budget.

The twenty-two states which have voted bonuses have been taxed from \$1,500,000 to \$45,000,000 each for that purpose. The taxpayers of those states would be compelled to pay double taxation if a National bonus should be voted by Congress. The money paid out in taxes for the bonus would not be returned to those States by the soldiers and sailors receiving the bonus. New York State has paid out \$45,000,000 for a soldiers' bonus. It furnished 10 per cent. of the soldiers during the war, but it pays 29 per cent. of the income tax. Not counting what it has paid out of its State treasury for a bonus, New York State will be inequitably treated if its citizens are compelled to pay 29 per cent. of the National soldiers' bonus, of which its citizens receive only 10 per cent. Pennsylvania pays 12 per cent. of the income tax, but its citizens would receive only 8 per cent. of the bonus.

Massachusetts pays 6½ per cent. of the income tax, and her soldiers will receive only 4 per cent. of the bonus. Illinois pays 9.53 per cent. of the income tax, and her soldiers would receive 6.6 per cent. of the bonus. Illinois has already paid \$55,000,000 in soldiers' bonus. Michigan pays 5.6 per cent. of the income tax and her soldiers would receive 3.3 per cent. of the bonus.

The States that have voted bonuses to their soldiers are: Illinois, Iowa, Kansas, Maine, Massachusetts, Michigan, Minnesota, Missouri, New Hampshire, New Jersey, New York, North Dakota, Ohio, Oregon, Rhode Island, South Dakota, Vermont, Washington, Wisconsin, Colorado, Montana and Pennsylvania.

How can the representatives of these States vote for a bonus that will force their taxpayers to pay double taxes for the benefit of soldiers in

other states which have refused to pay their soldiers?

Are twenty-two states to be over-taxed in order that twenty-six other states may escape taxation for a bonus?

There is glib talk of Congress passing the bonus bill "overwhelmingly" over the President's veto. The same talk was indulged in when President Harding courageously vetoed the bonus bill. It did not pass over his veto. The House repassed the bill, but it knew very well that the Senate would not muster a two-thirds vote against the President. As usual, the House attempted to show the soldier boys that its heart was with them, but that a cruel President and a heartless Senate defeated the bill. If the House had been put to the naked test of passing the bill over the veto, without reference to the Senate, the final vote for the bonus would have shrunk considerably. Members can fool their constituents easier than they can fool the President. They will run counter to the White House when they think it is safe, but they will avoid a stand-up fight. The reason for this is found in the lack of courage among many members, as compared with the courage which such men as Warren Harding and Calvin Coolidge possess and exercise when necessary.

President Coolidge and Secretary Mellon tell Congress that tax reduction is impossible if a bonus bill is passed. The country demands tax reduction. Congress is under the eye of the public. No subterfuge will meet the situation. It may be possible for Congress to reduce taxation and at the same time grant a bonus which will be acceptable to veterans, but this seems improbable. If there is a doubt it should be resolved in favor of tax reduction, which in a true sense is a bonus to everybody, including veterans.

Congressmen should reflect that no bonus that would be really serviceable to individual veterans can be provided without running into the billions. The soldier boys would not thank Congress for an inadequate bonus, but the taxpayer, on the other hand, would feel keenly any increase of his burden.

Hotel Doherty To Open Next Month.

Clare, Jan. 15—Clare's big new Hotel Doherty will be open for business about Feb. 1. A grand opening will be held sometime during February and every citizen of Clare will assist in this big event.

At last week's meeting of the Chamber of Commerce William McAllister was elected President for the remainder of the year, which ends July 1. Rev. Johnson, of the Congregational church, was elected Secretary to fill vacancy for the same time. Mr. Johnson has had a lot of experience in Chamber of Commerce work and Mr. McAllister is our hustling furniture dealer, so with the co-operation of the members we shall expect much good work for the next few months.

You are in business to make money by any honest means. Don't be afraid to take on a new line or a side line that is not just exactly a logical part of your stock.

Clerks who take a real interest in your business are particularly valuable to you. Try to pay them accordingly.

1924

GENERAL FORECAST

Below we are giving you the opinions of the ten best authorities in the United States on business conditions and prospects for 1924.

"While no boom impends, normal business prosperity well into 1924 can reasonably be expected."

"Banking conditions should lead to a good average volume of business during the coming year."

"Business this year should involve less speculative risk than for a number of years."

"The fundamental situation is strong and the outlook for the first half of 1924 is for improved business."

"Prevailing conditions justify a moderately optimistic outlook for domestic business as a whole."

"First half of 1924 should see continuance of generally good business—possibly much improvement."

"Existing conditions will presumably pave way for trade revival, possibly late in the spring."

"Vast amount of readjustment necessary before foundation for another sustained boom will be sound."

"Nothing approaching real depression is possible now. Second quarter 1924 business will be better than first."

"Total 1924 business should be equal to that of 1923, with progressive improvement until at least midyear."

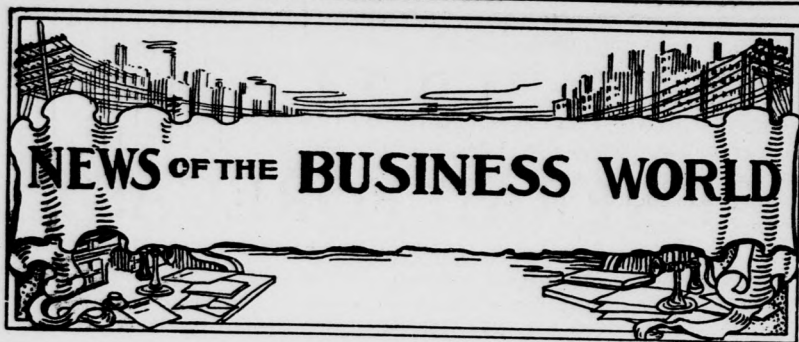
This leads us to say again that successful merchandising is getting the greatest possible volume from the smallest possible stock—the greatest turnover with a fair profit.

WORDEN GROCER COMPANY

Grand Rapids

Kalamazoo—Lansing—Battle Creek

The Prompt Shippers.



MOVEMENT OF MERCHANTS.

Detroit—Robin's jewelry, 8917 12th street, will close about Feb. 1.

Niles—A. Meister Sons Co. of Michigan has changed its name to the Meister Corporation.

Highland Park—Robert Leach has sold his grocery store at 13618 12th street to Wm. J. Mayer.

Detroit—Meyer Stein has been appointed receiver for the W. G. Tailoring Co., bankrupt.

Detroit—William Becker has purchased the grocery store of Nathan Seltzer, 1508 Pallister avenue.

Detroit—Rubin Glasman has sold the Fitwell millinery shop, 2609 Hastings street, to Bessie Charal.

Lansing—The Ziegler-Eastman Co. has opened a retail cigar and tobacco store at 332 South Washington avenue.

Detroit—John Schwarzenzer has sold the Cylinder Welding Co., 273 Alfred street, to Sara Lieberman.

Turner—The Turner Lumber & Manufacturing Co. has increased its capital stock from \$9,000 to \$20,000.

Detroit—Warren J. Cook has transferred the title to his drug store, 8640 Russell street, to his wife, Vesta M. Cook.

Belleville—E. S. Pullen has purchased the grocery stock of J. C. Pullen & Son, taking immediate possession.

Pittsford—O. B. Lane has sold his store building and hardware stock to Howard Lamb, who has taken possession.

Detroit—The S. & G. Toggery, 5105 Hastings, has changed hands. Max Fonberg bought the business from Sam Silverman.

Detroit—The Walker Shoe Co., 8438 Grand River avenue, is moving across the street to 8515. L. H. Walker is the proprietor.

Detroit—Leon the Hatter has moved from 10 West Adams avenue to 1554 Broadway. Leon Pantzer is the proprietor.

Detroit—Emil J. and Carl J. Rohde bought the cigar stand in the Old Whitney building from Anthony Derus recently.

Detroit—Nathan Bloom has bought out his partner, Abraham Baer and is operating the B. & B. Toggery, 8726 12th street, alone.

Detroit—The grocery store at 3801 Riopelle street is no longer run by Mike Loneto. Guiseppe Cataldo is the new owner.

Detroit—J. N. Fauver has organized the J. N. Fauver Co., with a capital stock of \$15,000, to deal in automobiles at 31 Brady street.

Detroit—Daniel Brown has retired from the Brown Produce Co., 1412

East High street. His son, Morrie Brown, succeeds him.

Detroit—Miller & Son, grocers at 2438 Woodward avenue, have purchased the meat market of Hal Wesley, next door at 2444 Woodward.

Detroit—Jos. D. LeValley is now running the Peoples' market, groceries and meats, 4741 Hamilton avenue. He bought it from Abraham Michel and others.

Detroit—Lawrence Pellerito has purchased the stock and fixtures of the grocery at 1244 McDougall avenue from Sam Dimaria. The sum involved was \$5,000.

Jonesville—J. A. Mundy has sold his grocery and meat stock to F. C. Nulf, recently of Coldwater, who will continue the business at the same location.

Detroit—Walter G. Fillingim is the owner of the confectionery at Canfield & Drexel avenues, having purchased it from Warren H. and Helen G. Wilson.

Detroit—John F. Algoe, hardware merchant at 16 East Milwaukee avenue, is bankrupt. His schedules show liabilities of \$15,304.75 and assets of \$13,581.35.

Detroit—The New England Grocery Co. branch, at 9752 Cameron avenue, has been sold to Morris Belker. The sale did not include the corporate name.

Detroit—The Zaka Coffee Co., makers of Zaka ripened coffee, has incorporated for \$75,000. A. A. and C. J. Darmstaetter and Thos. J. Thorpe are the owners.

Detroit—Moses U. Bank is now conducting the drug store at 1543 Hastings street. Two local drug jobbers bought the business recently to protect their accounts.

Detroit—Stath Palantzes has sold his one-fourth interest in the firm of Alex & Cheolas, grocers at 2509 Lycaete avenue, to his former partners, V. Alexion and S. Cheolas.

Detroit—The M. G. Torissian Co., 8690 12th street, will deal in used cars. The capital stock is \$50,000. M. G. Torossian and Harold H. Jones are among the owners.

Detroit—Hugo G. Witt and Wm. C. Bauerle are the incorporators of the Hugo G. Witt Hardware Co., 13309 Kercheval avenue. The company is capitalized for \$5,000.

Detroit—Geo. A. Watson bought the share of Arthur B. Whale in the Coyne pharmacy, 12741 Gratiot avenue, and is now partner of John T. Coyne in the business.

Merrill—The G. A. Allerton Co., Saginaw, filed an involuntary petition in bankruptcy in federal court, Bay

City, against John J. O'Toole, dealer in general merchandise here.

Fowler—John Ulrich has purchased the old State Savings bank building and is remodeling it into a restaurant which he will open for business as soon as the work is completed.

Detroit—The Zaka Coffee Co., 1736 Howard street, has been incorporated with an authorized capital stock of \$75,000, \$60,000 of which has been subscribed and paid in in cash.

St. Johns—Clarence D. Ebert has purchased an interest in the undertaking and furniture business of E. I. Hull & Son and the business will be continued under the same style.

Detroit—The Cut Rate Merchandising Co., 13916 Woodward avenue, has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Otsego—The Otsego Sanitary Milk Products Co. has been incorporated with an authorized capital stock of \$100,000, of which amount \$15,790 has been subscribed and \$5,300 paid in in cash.

Detroit—The Renier Co., Inc., 7015 Miller avenue, has been incorporated to deal in lumber, builders' supplies, etc., with an authorized capital stock of \$25,000, \$10,000 of which has been subscribed and paid in in cash.

Detroit—The J. N. Fauver Co., Inc., 31 Brady street, has been incorporated to deal in auto equipment, accessories, etc., with an authorized capital stock of \$15,000, \$5,000 of which has been subscribed and paid in in cash.

Kalamazoo—L. B. Garlick has leased the store building at 134 South Burdick street for 13 years and will occupy it with the stock of the La-Mode Cloak House as soon as the lease on the present location expires, about July 1.

Flint—The Genesee Motor Sales, 2510 North Saginaw street, has been incorporated to deal in autos, trucks, parts, accessories, etc., with an authorized capital stock of \$150,000, of which amount \$50,000 has been subscribed and paid in in cash.

Flint—The Kobacker Furniture Co., 218 South Saginaw street, has merged its business into a stock company under the same style with an authorized capital stock of \$200,000, all of which has been subscribed and paid in, \$5,000 in cash and \$195,000 in property.

Detroit—A. M. Graham has bought the stock and fixtures of the Acme Drug Company, 129 Michigan avenue, one of the city's downtown drug stores, at a sheriff's sale and is selling out the stock. Lester Gitre and Henry Sadler were the former owners.

Bay City—Ferd. H. Smith has merged his harness, leather supply, etc., business into a stock company under the style of Ferd. H. Smith, Inc., 610 Adams street, to conduct a wholesale and retail business with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in property.

Grand Rapids—The Everhot Sales Co., 4 Fountain street, N. W., has been incorporated to deal at wholesale and retail in Everhot automatic water heaters with an authorized cap-

ital stock of \$4,000, \$1,500 of which has been subscribed and paid in, \$300 in cash, and \$1,200 in property.

Detroit—The Huron Sales Corporation, Capital Theatre building, has been incorporated to conduct sales on a commission basis, of merchandise, with an authorized capital stock of \$5,000 preferred and 1,500 shares at \$1 per share, all of which has been subscribed, \$1,000 paid in in cash and \$1,500 in property.

Detroit—Louis Brawer, 5424 Michigan avenue, dealer in bazaar goods, notions, men's furnishings, etc., has merged his business into a stock company under the same style, with an authorized capital stock of \$25,000, of which amount \$15,000 has been subscribed, \$1,500 paid in in cash and \$3,500 in property.

Manufacturing Matters.

Detroit—The Arctic Ice Cream Co., 3301 Grand River avenue, has changed its name to the Arctic Dairy Products Co.

Detroit—James Syrios and Peter Zalants have incorporated the Detroit Restaurant Fixture Co., 451 Monroe avenue, for \$150,000.

Bay City—The Bilt-Well Products Co., Crapo building, manufacturer of floor boards, etc., has increased its capital stock from \$10,000 to \$25,000.

Detroit—The Oil & Electric Heater Co., 642 Beaubien street, has been incorporated with an authorized capital stock of \$25,000, of which amount \$1,000 has been subscribed and paid in in cash.

Detroit—The Furnace Engineering Co., 315 Adams street, East, has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed, \$3,000 paid in in cash and \$1,200 in property.

Detroit—The Excello Piston Ring Co., has been incorporated for \$20,000 to manufacture piston rings. John F. Watt and John Coromilis are the principal owners. The business is located at 13925 Grand River avenue.

Detroit—The Davy Co., 100 North Morrell street, has been incorporated to conduct a manufacturing, mechanical and mercantile business with an authorized capital stock of \$30,000, of which amount \$18,300 has been subscribed and \$5,500 paid in in cash.

Only One Thing in Way of Prosperity

New York, Jan. 15.—There is but one thing that will interfere with prosperity in 1924 and that thing is lack of faith on the part of the American business man.

There is every reason in the world to expect better times. Conditions are sound. There is no inflation, therefore no great bubbles to be exploded.

There is only one dark cloud on the horizon and that is composed of blatherskites.

There is a group of men both in Congress and out of Congress who bid for popularity by trying to hurt what they call Big Business. It is these men who have created income tax and surtax, both of which are vicious, unjust and tend to drive capital out of industry into tax exempt securities.

If these blatherskites can be exposed and defeated and Big Business can be recognized as the big brother of prosperity, which it undoubtedly is, we shall have better times certainly.

Frank Crane.

Leisure is valuable. Idleness, valueless.

Essential Features of the Grocery Staples.

Sugar—Local jobbers hold cane granulated at 9.15c and Michigan beet at 8.95c.

Tea—The market has shown no special change during the week. The demand is still rather quiet, although there is nothing like stagnation, as something is doing every day. The primary markets are very strong and undoubtedly are imparting strength to the undertone in this country. No change has occurred in any line of tea during the week.

Coffee—Rio and Santos grades are in very fair demand, without change, however, for the week. The undertone at this writing is rather strong, but all grades of Rio and Santos, green and in a large way, are where they were last week. No immediate change in sight. Mild coffees also remain about unchanged. The jobbing market for roasted coffee is likewise without feature or change for the week.

Canned Fruits—California fruits are firm at the source, but are no more than steady on the spot. Jobbing demands are easily met and local goods are preferred, they are often cheaper than those on the Coast and can be had quickly. There seems to be a growing enquiry, but it is more to get a line on values than to actually purchase stocks. Pineapple is about steady.

Canned Vegetables—No. 2s and No. 3s tomatoes are in better jobbing demand to fill gaps in stocks but not so much for speculative purposes. Both are firm in straight and assorted cans and for buyers' or packers' label. Packers are making no efforts to push sales. No. 10s are quiet and are not as firmly held as the smaller sizes. While \$4.75 is the nominal quotation \$4.65 can be realized f. o. b. Standard peas are wanted for immediate jobbing purposes but are either not to be had at all or are priced above the level buyers will go. Fancy and extra standards are taken fairly freely and are in no surplus. New packs are still offered at former levels, with no desire to force sales either on the part of the canner or distributor. There is no oversupply of standard or fancy corn on the spot and either can be had, but it takes full quotations to get stock which will satisfy critical buyers. The cheap lines of standards are usually offgrade stock, while fancy lines below full quotations are often defective. Buying is mostly on the spot. Future interest is nominal.

Canned Fish—Maine sardines are very dull, as buyers have practically organized a sort of boycott against them on account of the very high prices. Sales are made only to fill actual needs. Other varieties of sardines, including California and imported brands are unchanged and in light demand. Salmon is neglected. This includes all grades of Alaska fish. Prices remain unchanged. Other grades of canned fish remain unchanged, including shrimp, white meat tuna, crab meat and lobster. All these varieties are scarce and firm.

Dried Fruits—The revised price basis was announced last week on raisins, prunes and apricots by the largest California packers, accompanied by

price guarantees against declines. In raisins and prunes the price range was downward, but in apricots it was upward. Both raisins and prune associations acknowledge the desire to get both important fruits into wider distributing demand so as to insure such a healthy movement that there will be no carryover. The prune basis is being pretty well sustained by competitive packers, but independent raisin interests are again shading prices on their packs to the detriment of the whole industry. The shaded prices in the larger sizes of California prunes was a surprise to some operators, who looked for a revisions only on the smaller counts. This change in price basis for a few days was disconcerting, but buying is increasing more perhaps in other markets than in New York. The spot market is working into better shape on Oregon and California packs. Raisins are moving only in a routine way and are at their best in package Thompsons. Apricots are firm at the revised basis and are being taken in fairly free style because jobbing stocks are low. Peaches and pears are steady but quiet. Currants are in limited demand.

Salt Fish—The demand for mackerel is still quiet. The quality of the fish, however, now in the market is good and prices are moderate, so the demand ought to appear in a very short time. Cod is firm, but rather dull.

Beans and Peas—The market for white beans has been very dull during the week, without change in price. The market is still easy throughout, however, and in buyer's favor. Business is stagnant at the moment. The only exception being California limas, which are strong and wanted. Green and Scotch peas about unchanged and dull.

Syrup and Molasses—The market for the finer grades of molasses still shows a strong advancing tendency, although there has been no material change for the week. The demand is good. Sugar syrup is quiet and steady without change. Compound syrup is wanted in fair volume and prices remain unchanged, although stocks appear to be ample.

Cheese—The market remains unchanged, with a light consumptive demand at prices ranging about the same as a week ago. The quality is fair for the season. We are not likely to experience any change in the immediate future.

Provisions—Everything in the provision line remains steady at prices ranging about the same as a week ago, with a light consumptive demand. Both pure lard and lard substitutes are quiet at unchanged prices. Canned meats, dried beef and barreled pork are in light demand at unchanged prices.

Fruit Jars—Opening prices on Mason fruit jars are expected any day. In the meantime traveling salesmen are booking future orders subject to opening prices as and when announced, confirmation to be made by retailers at that time with deliveries any time up to July 1.

Easter Goods—Easter falls on Sunday, April 20, this year. While still some distance in the future it is well for merchants to bear the date in mind

and start laying their plans for the special business which that annual event brings.

Freight Delays—Retailers should bear in mind that perishable goods included in their orders are not shipped with the remainder of the order but are held for warm cars. In the case of very extreme weather such as visited us a few days ago even these warm cars are at times temporarily abandoned by transportation companies with the inevitable result that further delays ensue.

Review of the Produce Market.

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

Bagas—Canadian \$2 per 100 lb. sack.

Bananas—9¼@9¾c per lb.

Butter—The market is 1c lower than a week ago. Receipts are about normal for the season and the bulk of the supply showing seasonable defects. The consumptive demand is absorbing the receipts on arrival. There is considerable butter arriving from foreign countries and being sold at prices ranging slightly below the home product. The market is in a healthy condition at the moment and the future price depends on the make and the demand. Local jobbers hold extra fresh at 51c in 60 lb. tubs; fancy in 30 lb. tubs, 52c; prints, 53c; June firsts in tubs, 49c. They pay 25c for packing stock.

Cabbage—\$3.50 per 100 lbs.

Carrots—\$1.25 per bu.

Cauliflower—\$3.50 per doz. heads.

Celery—75c@\$1 per bunch for home grown.

Cocanuts—\$6.25 per sack of 100.

Cranberries—Late Howes from Cape Cod command \$9 per bbl. and \$4.50 per ½ bbl.

Cucumbers—Hot house \$4 per doz.

Eggs—The market is steady at a decline of about 3c per dozen from last week. The receipts of fresh eggs are starting to increase to a considerable extent and the demand is also increasing and absorbing the receipts on arrival. Storage eggs are reported to be in excess supply and being sold at prices ranging considerably under the price of fresh eggs. Weather conditions will have much to do with the price of eggs during the balance of this month. Local jobbers pay 35c for strictly fresh. Cold storage operators feed out their supplies as follows:

Extras	28c
Seconds	22c
Checks	18c
2c extra for cartons.	

Egg Plant—\$3 per doz.

Garlic—35c per string for Italian.

Grape Fruit—Fancy Florida now sell as follows:

36	\$3.50
46	3.75
54	4.00
64 and 70	4.00
Grapes—Spanish Malaga, \$9.50@	
\$12.50 per keg.	

Green Beans—\$3.50 per hamper.

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

Honey—25c for comb; 25c for strained.

Lettuce—In good demand on the following basis:

California Iceberg, per crate --\$3.75
Leaf, per pound ----- 18c

Lemons—The market is now on the following basis:

300 Sunkist	\$5.50
30 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 Navels now quoted on the following basis:

100	\$5.50
126	5.50
150, 176, 200	5.00
216	4.50
252	4.00
288	4.00

Floridas fetch \$4.25@4.50.

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

Turkeys	28c
Heavy fowls	18c
Heavy springs	18c
Light fowls	12c
Light springs	12c
Geese	15c
Ducks	18c

Parsley—60c per doz. bunches.

Peppers—75c per basket containing 16 to 18.

Potatoes—55@60c per bu.

Radishes—90c per doz. bunches for hot house.

Spinach—\$2 per bu.

Sweet Potatoes—Delaware kiln dried fetch \$3.25 per hamper.

Tomatoes—Southern grown \$1.75 per 5 lb. basket.

Turnips—\$1.25 per bu.

Henry ford's income? Lots of people lie awake of nights trying to think how they can separate him from some of it for their own enjoyment or for worthy causes in which they are interested. Yet it was only a few years ago that the automobile magnate sought in vain to raise the price of a chicken dinner in his home town. Suppose you had half a million a day and the promise of twice as much a decade hence. What would you do with it? No man can spend on himself such a mountainous accumulation. While many are planning how so great a fund might be disposed, legislators are exercised to find a way of keeping ford or anybody else from becoming a billionaire. Thus a new indoor pastime is added to the calculation of the income tax and other winter fireside sports.

Another of the successive triumphs of radio in piercing barriers of isolation and abridging distance is recorded. Dawson City, in the Yukon, reports that the music for many a dance comes from the best orchestras in New York and other far-off cities. So many are the marvels heralded to-day in the name of radio that it requires something altogether out of the ordinary to stir more than a moment's wonderment. The trapper may now receive advices on the current market price of furs at Winnipeg although he roams the shores of Hudson Bay. The "wilderness hunter" needs no longer fear isolation, for he remains in communion with his kind if he chooses, wherever he may be.

Most people never know this is a cold world until their creditors get hot after them.

BENJAMIN FRANKLIN.

Outstanding Champion of Freedom of the Press.

To Benjamin Franklin, the newspaper man, a tribute ought to be paid. Franklin's love for the newspaper game makes such a tribute most appropriate. He wrote an epitaph—which was never used—calling himself, "Benjamin Franklin, Printer." Newspaper men in colonial days called themselves not editors, but printers.

Accident played a large part in the life of Franklin. It was accident that made him a newspaper man. Had his brother, James, not fallen into the toils of the law, Franklin would not have been made publisher of the New England Courant. Because the apprenticeship irked his independent soul, he might gone into another line. He did start in the dry goods business at one time, and it was the death of his employer that sent him back to printing.

Franklin in his Autobiography thus tells about his first experience in the newspaper game:

My brother had, in 1720, begun to print a newspaper. It was the second that appeared in America, and was called the New England Courant. The only one before it was the Boston News-Letter. I remember his being dissuaded by some of his friends from the undertaking, as not likely to succeed, one newspaper being in their judgment enough for America. At this time, 1771, there are not less than five-and-twenty. He went on, however, with the undertaking. I was employed to carry the papers to the customers, after having worked in composing the types and printing off the sheets.

My brother's discharge was accompanied with an order, and a very odd one, that "James Franklin no longer prints the newspaper called the New England Courant." On consultation held in our printing-office amongst his friends, what he should do in this conjuncture, it was proposed to elude the order by changing the name of the paper. But my brother, seeing inconvenience in this, came to a conclusion, as a better way, to let the paper in future be printed in the name of Benjamin Franklin; and in order to avoid the censure of the Assembly, that might fall on him, as still printing it by his apprentice, he contrived and consented that my old indenture should be returned to me with a discharge on the back of it, to show in case of necessity; and, in order to set to him the benefit of my service, I should sign new indentures for the remainder of my time, which were to be kept private. A very flimsy scheme it was; however, it was immediately executed, and the paper was printed accordingly, under my name, for several months.

Professor Lee, in his "History of American Journalism" corrects a slight error made by Franklin. He mentions that the Courant was not the second newspaper to appear in America, but the fourth in the Colonies and the third in Boston. The second newspaper to be published in Boston was, of course, the Boston Gazette. On Dec. 22, 1719, the Tuesday which followed the Monday on which the Boston Gazette first appeared, Andrew Bradford brought out the first paper in Philadelphia, the American Weekly Mercury.

The controversy between the law and the Courant has been repeated

over and over again. Its significance, however, has been overlooked by all but a very few. Clyde Augustus Dunaway, who in a Harvard Historical Study reviews the freedom of the press in Massachusetts, shows the far reaching results of the Courant controversy in the following comment:

The Courant case was of great importance in the development of freedom of the press, for it was the last instance of an attempt to revive and enforce censorship in Massachusetts. The prerogative of the governor as licenser had been set at defiance by the House, and his request to be given licensing powers under an act of the General Court had met with a negative response. Irritated by the Courant, the General Court had attempted to restrain its freedom by requiring it to have a "customary" license from the secretary of the prov-

ince; but, the press having outgrown its swaddling clothes, evasion of the order went unpunished, and restrictive censorship passed away.

Mr. Andrew Bradford—I design this to acquaint you, that I, who have long been one of your courteous readers, have lately entertained some thought of setting up for an author myself; not out of the best vanity, I assure you, or desire of showing my parts, but purely for the good of my country.

I have often observed with concern, that your Mercury is not always equally entertaining. The delay of ships expected in, and want of fresh advices from Europe, make it frequently very dull, and I find the freezing of our river has the same effect on news as trade. With more concern I have continually observed the growing vices and follies of my country-folk;

any are offended at my publicly exposing their private vices, I promise they shall have the satisfaction, in a very little time, of seeing their good friends and neighbors in the same circumstances.

The Gazette, in the meantime, being a hastily adopted child of Keimer, and falling ill of the diseases that so often afflict newspaper children, would have died had not Keimer finally turned it over to Franklin, whose own child it was. It came back to him in issue XL, Oct. 2, 1729.

Franklin threw into the "hell box," Chambers' "Dictionary of the Arts and Sciences," which Keimer was reprinting. He brought to a sudden close Defoe's "Religious Courtship," which was running in the paper, and killed numerous extracts from English prints. For these features Franklin substituted what was for the time live news items.

As a printer Benjamin Franklin was an expert; the best of his time in a mechanical sense. Those who look over the early issues of the Pennsylvania Gazette in the New York Public Library almost believe they are looking at recent reprints, so clear are the types, and so plain the impressions.

The house ads, one by Keimer and the other by Franklin, show a striking contrast in the sense of news values of these two early printers in Philadelphia.

Keimer shows he had no modern sense of news value. On page 2, of his first issue, Dec. 24, 1728, is found the following:

We have little News of Consequence at present, the English Prints being generally stufft with Robberies, Cheats, Fires, Murders, Bankruptcies, Promotions of Some, and Hanging of Others; nor can we expect much better till Vessels arrive in the Spring.

In contrast, note Franklin's "nose for news" in his second edition, October 16, 1729, page 4:

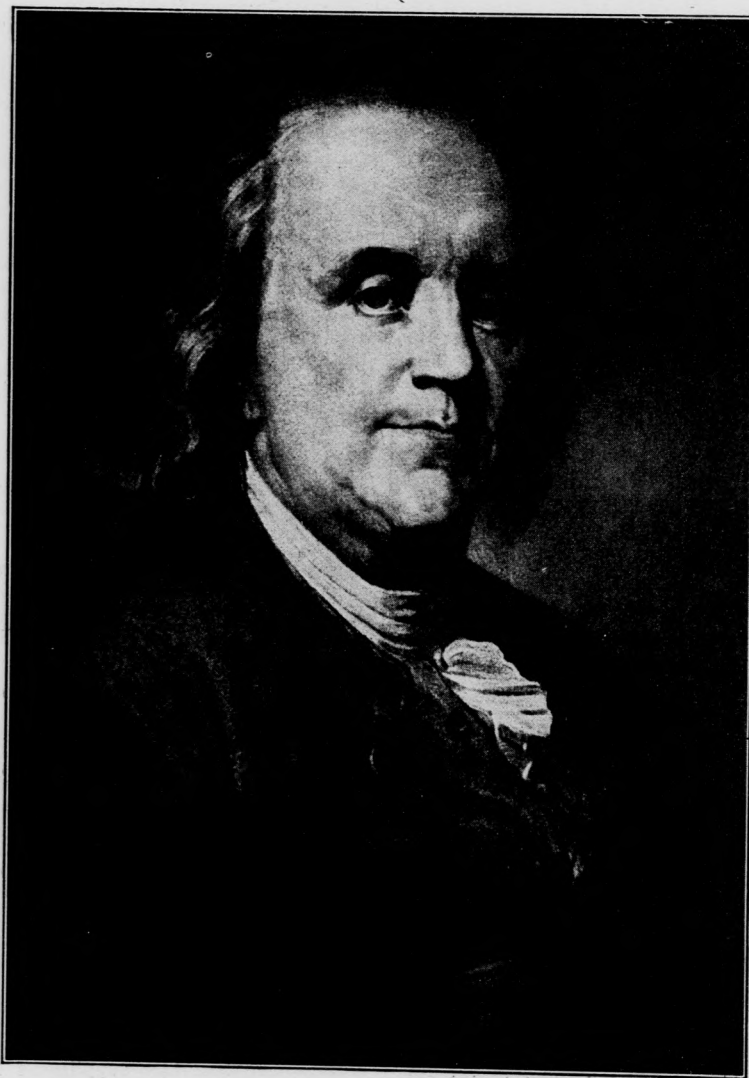
Our Country Correspondents are desired to acquaint as soon as they can conveniently, with every remarkable Accident, Occurrence, etc., fit for publick Notice, that may happen within their knowledge; in Order to make this Paper more universally intelligent.

In the third issue after Franklin took over the Gazette, Oct. 23, 1729, the first paragraph shows Franklin's publicity sense:

The Publishers of this Paper meeting with considerable Encouragement, are determined to continue it; and to that End have taken Measures to settle a general Correspondence, and procure the best and earliest Intelligence from all Parts. We shall from time to time have all the noted Publick Prints from Great Britain, New England, New York, Maryland and Jamaica, besides what News may be collected from Private Letters and Informations; and we doubt not of continuing to give our Customers all the Satisfaction they expect from a Performance of this Nature.

From this Time forward, instead of publishing a Whole Sheet once a Week, as the first Undertaker engag'd to do in his Proposals, we shall publish a Half Sheet twice a Week, which accounts for the same Thing; only we think it will be more acceptable to our Readers, inasmuch as their Entertainment will by this Means become more frequent. Numb. XLIV. will come out on Monday next.

Modern critics might note that



I am sensible I have in this particular undertaken a very unthankful office, and expect little besides my labor for my pains. Nay, it is probable, I may displease a great number of your readers, who will not very well like to pay 10 shillings a year for being told of their faults. But, as most people delight in censure when they themselves are not objects of it, if

and, though reformation is properly the concern of every man, that is, every one ought to mend one; yet it is too true in this case, that what is everybody's business is nobody's business; and the business is done accordingly. I therefore, upon mature deliberation, think fit to take nobody's business wholly into my own hands; and, out of zeal for the public good, resign to erect myself into a kind of censor morum; purporting, with your allowance, to make use of the Weekly Mercury as a vehicle in which my remonstrances shall be conveyed to the world.

In the Mercury, a competitor of the Gazette, Franklin had a fling at journalism, under the head of "Busy Body," the first article being published Feb. 4, 1728-9. I quote this first

Franklin uses entertainment of readers, instead of instruction.

Thomas, in his "History of Printing in America," inserts as a footnote the following item about an ad by Franklin:

Bills of lading formerly began with "Shipped by the Grace of God," &c. Some people of Philadelphia objected to this phraseology as making light of serious things. Franklin therefore printed some without these words and inserted in his paper the following advertisement: "Bills of Lading for sale at this office, with or without the Grace of God."

When Franklin took over the Pennsylvania Gazette he had as a partner, Hugh Meredith. Beginning with the issue of May 11, 1732, when Meredith retired, Franklin's name appeared alone in the imprint until Jan. 12, 1748, when it was changed to "B. Franklin and D. Hall."

On Nov. 7, 1765, the first week the Stamp Act took effect, the Gazette appeared with the heading "No Stamp Paper to be had." This was the first issue without Franklin's name as publisher.

Franklin once told how much help Hall was in this partnership, for Hall took from Franklin's hands all care of the printing office and divided the profits, punctually, with Franklin. In spite of the absence of Franklin's name in the imprint when the paper resumed its old title, the partnership of Hall and Franklin was not formally dissolved until Feb. 1, 1776.

To give the reader an indication of the ledger of the Gazette, it may be remarked that the profits from 1748-1776, when Hall became publisher, amounted to more than £12,000 for subscription and £4,000 for advertising. In May, 1766, Hall took in William Sellers as a partner. But the history of the Gazette from this time on has no direct connection with Benjamin Franklin, the newspaper man.

It should be noticed in this connection that after Franklin left the paper the influence of the Gazette began to decline, while that of the Pennsylvania Journal increased. This Journal was published by William Bradford, a grandson of the William Bradford who brought out the first paper in New York, the New York Gazette, Nov. 8, 1725; the 200th anniversary of which, by the way, will occur next year.

(This same William Bradford, the grandfather, was the man who sent Franklin to Philadelphia to find work, not having any for him in his New York shop).

Now that Franklin's newspaper career, technically speaking, is over, it might be well to review his opinions on the various phases of journalism.

The following shows the very nice way he "calls" the Mercury for stealing stories:

When Mr. Bradford publishes after us and has occasion to take an Article or two out of the Gazette, which he is always welcome to do, he is desired not to date his Paper a Day before ours, (as last Week in the Case of the Letter containing Kelsey's Speech, &c.) lest distant Readers should imagine we take from his, which we always carefully avoid.

Over and over, throughout his life,

Franklin stresses his aversion to newspaper abuse of persons.

He writes to "Messrs. Hall and Sellers," editors of the Gazette, telling them that this abuse endangers the liberty of the press, and commending the Gazette because for the 50 years of its existence "scarce one libellous piece" had appeared in it. He also asks them to publish their "disapprobation" of this practice, and says that it hurts our country abroad.

In writing to Mr. F. Hopkinson, Philadelphia, from Passy, Franklin says he thinks the "conductor of a newspaper should consider himself the guardian of his country's reputation, and refuse "such writings."

In regard to freedom of the press, he sagely remarks: that he will "cheerfully exchange his liberty of abusing others for the privilege of not being abused."

His solution to the question follows: "My proposal then is, to leave the liberty of the press untouched, to be exercised in its full force, and vigor; but to permit the liberty of the cudgel to go with it *pari passu*." Then he goes on to recommend to the legislators that when they "secure the person of a citizen from assaults, they would likewise provide for the security of his reputation." A similar resolution was introduced in the first Kansas Legislature, when a Mr. McMeekin moved that if any reporter of a Kansas newspaper vilified any member of the Legislature, the member so vilified should be authorized and expected to thrash the offender.

Newspaper readers must have been about as critical in Franklin's day as they are now, for we find him, in 1765, complaining of their incredulity.

"Formerly," he says, "everything printed was believed because it was in print; now things seem to be disbelieved for just the very same reason."

Franklin was one of the early publishers in America who wanted to require payment in advance of subscriptions. The following "duns" may explain the necessity.

This present Paper, No. 303, finishes the Fifth Year, since the Printer hereof undertook the Gazette; no more need be said to my generous Subscribers, to remind them, that every one of those who are above a Twelve month in Arrears, has it in his Power to contribute considerably toward the Happiness of his most humble Servant.

B. Franklin.
This Gazette Numb. 564 begins the 11th Year since its first publication: And whereas some Persons have taken it from the Beginning, and others for 7 or 8 Years, without paying me one Farthing, I do hereby give notice to all who are upwards of one year in Arrears, that if they do not make speedy payment, I shall discontinue the Papers to them, and take some proper Method of Recovering my Money.

B. Franklin.
That Franklin was not too commercial is shown by the following story, taken from Thomas' History of Printing in America to show his characteristic independence:

Soon after the establishment of his paper, a person brought him a piece, which he requested him to publish in the Pennsylvania Gazette. Franklin desired that the piece might be left for his consideration until next day, when he would give an answer. The person returned at the time appointed,

and received from Franklin this communication:

"I have perused your piece, and find it to be scurrilous and defamatory. To determine whether I should publish it or not, I went home in the evening, purchased a 2 penny loaf at the baker's, and with water from the pump made my supper; I then wrapped myself up in my great coat, and laid down on the floor and slept till morning, when, on another loaf and a mug of water, I made my breakfast. From this regimen I feel no inconvenience whatever. Finding I can live in this manner, I have formed a determination never to prostitute my press to the purpose of corruption, and abuse of this kind, for the sake of gaining a more comfortable subsistence."

If space permitted I would tell of Franklin's unselfishness. How he helped his relatives who started colonial newspapers in Rhode Island, Connecticut and New York. But all of these details can be found in the early chapters of Professor Lee's "History of American Journalism."

As a fitting conclusion to this chat about B. Franklin, the newspaper man, I should like to quote the toast proposed at the Franklin dinner given by the New York Typographical Society, Jan. 17, 1850, by Professor S. F. B. Morse, of New York University, the inventor of the telegraph which put news in the newspapers:

"The Press—Its legitimate use to express and impress, not to suppress the truth, nor to oppress nor depress an honest heart." Nunnally Lawton.

Shot Wide of the Mark.

The grocery trade very generally agrees with other associations and with Secretary Hoover in deploring the opinion given by Attorney-General Daugherty respecting the legality of associations gathering statistical information for their members and making the same public for whoever cares to use it in making his own calculations in trade.

The grocery trade has long ceased to bank strongly on Attorney-General Daugherty's legal acumen and when some of the associations have frankly said they propose to ignore it until some Court orders them to cease gathering such information, the grocers will generally applaud. The grocer cannot easily see why every facility should be given the farmer, at a cost of millions of dollars, to know the state of the market and of stocks, and at the same time deprive business men of the privilege of gathering the same kind of data for themselves and their colleagues.

More than once Mr. Daugherty has shot very wide of the mark in arriving at the common sense of business problems, however much he may have achieved political advantage. No grocer for a minute has any idea that such work as the Harvard Bureau of Business Research is doing for the enlightenment of the trade is illegal or immoral or the basis of any ethical or legal impropriety. It never was good sense to keep men in the dark and no one believes the Government or the Courts means to compel business men to remain ignorant when a little co-operative assemblage of information will make them intelligent.

An optimist is a fellow who still carries a cork-screw on his key ring.

Planning For the Twenty-Sixth Convention.

Grand Rapids, Jan. 15—The Executive Board of the Retail Grocers and General Merchants Association of Michigan met Thursday, Jan. 10, in the Pantlind Hotel, Grand Rapids.

Present were President Christensen, Vice-President Schmidt, Treasurer Albrecht, Trustees Sorg, Doolittle, Davis Past President Affeldt and the Secretary.

The Secretary's report showed a healthy condition of the Association. Much enthusiasm has lately been shown concerning the work of gradually eliminating "cut price" articles from our stores where they are being used as leaders in chain stores. He reported that many merchants were already working on this elimination and that manufacturers had already shown considerable interest in the scheme. It seems to be the one "big stick" we can hold in our hands at present. However, one of the Board proposed a counter suggestion that we all start a campaign to lower our price on about fifteen or twenty of the leading Nationally advertised goods to meet chain store prices; "stealing their thunder," so to speak.

We could not decide to push either plan as a whole in the short time the board had for discussion, so it was decided to make these two questions leading topics for discussion at the annual convention to be held April 15, 16 and 17 in Grand Rapids. In the meantime the members can continue the good work begun of putting the offending goods under the counter and be prepared to report upon the progress made when we meet in Grand Rapids in April. Make your plans to attend, as this will be one of the biggest conventions ever held in Michigan.

Following are some of the names of those who will be asked to address us: John A. Green, Cleveland; W. R. Roach, Grand Rapids; John A. Nieland, Ann Arbor; Lee M. Hutchins and E. A. Stowe, both of Grand Rapids.

John Affeldt, of Lansing, will have charge of the question box and you are hereby urged to send in to him at once all questions you would like to have answered on the floor of the convention.

The Board expressed the sentiment this should be a thoroughly practical convention and every grocer and meat dealer should plan to be here on those dates.

The Grand Rapids Association sent a delegation to plan with the Board for the entertainment of the delegates and we can assure you an interesting and instructive program is being planned.

One evening was set aside for the wholesalers and a real surprise is in store.

The meeting adjourned at a late hour and all left with a resolve to boost for the twenty-sixth annual convention. Paul Gezon, Sec'y.

Now Comes the Individual Lock.

Something that frequent travelers have been wanting for a long time—traveling bags equipped with individual locks—are now being shown in this market. The bags in question are made of hand-boarded cowhide, are 18 inches long, and are lined with leather. They also have double handles and are equipped with a lock and two keys. These keys, it is claimed are the only two in existence that will open the bag once it has been locked, thus overcoming the objection to the usual type of lock on hand luggage. Each bag is equipped with a different lock and requires different keys to open it. The wholesale price is \$14.

Run away from difficulties and you won't go a long way.

LIQUIDATE BY ALL MEANS.

The Commercial Finance Corporation was organized about three years ago by the Friedrichs, primarily to assist them in financing their piano and victrola contracts. From that beginning it grew into a corporation with an authorized capital of three million preferred and three million common stock, of which about one million preferred and nine hundred thousand common has been sold, netting about one and one-quarter million. About \$260,000 was spent in promotion and stock selling commissions. About \$330,000, according to the auditors' report made last September, was lost in investments and the Carl Palmer forgeries, leaving assets now of about five hundred and fifty thousand dollars.

At the annual meeting last year three new members were elected to the Board of Directors, A. B. Knowlson, O. B. Wilmarth and Edwin Owen. M. C. Huggett had up to this time been President and general manager. As soon as the Board of Directors were satisfied of the true conditions of the company, Mr. Huggett was requested to resign and C. J. Dregman, of Holland, was elected as manager. This occurred about June 1. Mr. Owen was induced to accept the office of President, much against his wishes and only in hopes that some plan could be devised to save the balance of the assets to the 1200 stockholders, who are composed in most part of people from humble walks of life, many of whom had invested the savings of a lifetime in this company, induced to do so by unprincipled salesmen of a Detroit concern promising them dividends of from 20 to 40 per cent. and in some cases even more.

At a special meeting of the stockholders, held in September, a committee was appointed to consider the condition of the company as shown by the report of the auditors and submit at a later meeting their recommendations for the future policy of the company. Two reports were presented at the annual meeting of the stockholders January 8. The majority report, signed by C. J. Dregman, John Dregman, John McNaughton and Bryant Avery was in favor of a continuation of the business, and a minority report by Robert Graham and Edwin Owen favoring careful liquidation. Owing to the stormy actions of the meeting, caused mostly by parties wishing to gain control of the company—principally parties engaged in a similar business from Detroit—the reports were not considered and were referred to the new Board of Directors for their consideration, with instructions to call another special stockholders meeting if they found in favor of liquidation.

The stockholders, about 1200 in number, are scattered all over Michigan and, due to the unfortunate and almost criminal losses of the company, are in a disgusted, angry condition. Not having any acquaintance with the present management, they have a distrust of anyone connected therewith, which distrust has been accentuated by circulars and letters sent out to the stockholders by unscrupulous parties desiring to obtain control.

It is the sincere wish of the majority of the new Board of Directors to do the best that can be done toward conserving the stockholders' interests. Anything done which could reassure the stockholders that their company is now in the hands of honest men utterly devoid of ulterior or selfish motives, and to warn them against the machinations of outside parties who are endeavoring to gain control for their own selfish ends, would be a godsend to the people interested.

The Tradesman has been appealed to for advice by many of the stockholders of the corporation and has invariably recommended immediate liquidation under the supervision of men like Edwin Owen and Robert Graham, who stand high in the estimation and esteem of the best men in this community and whose judgment is unerring in a matter of this kind. To listen to the kind of men who oppose these gentlemen is to invite disaster and put a premium on incompetence, ulterior motives and biased judgment. Because the company was conceived in ignorance, financed in greed and avarice and conducted in utter disregard of good business principles, it was destined for the dump heap. Now while the preferred stockholders can realize 50 per cent. or better on their ill-fated venture into the field of frenzied finance, it is the part of wisdom for them to rally to the support of the conservative members of the Board and secure their share of the wreckage before the remaining funds are dissipated by the bad management of men whose ulterior motives are plainly apparent.

DECIDEDLY BUSINESS.

Some merchants assume that the proposed soldiers' bonus is not a business question and should not be given publicity in a business journal like the Tradesman.

Those who entertain the above opinion should read the article on the subject on page 3 of this week's edition, showing that the adoption of the bonus by the Federal Government will penalize the people of Michigan to pay \$2 for every dollar distributed among Michigan soldiers.

If this is not a business question, there is no such thing as business questions.

How any merchant can advocate a measure of this kind is more than the Tradesman can understand.

In offering to sell a dinosaur egg guaranteed to be at least 10,000,000 years old, the American Museum of Natural History has hit upon a clever method of extending its researches. The egg is to go to the highest bidder and the money received from its sale is to help defray the expenses of further explorations in Asia, where the egg, together with two dozen others, was found. Thus the ancient world is to assist in financing its own rediscovery. Whoever gets the dinosaur egg will have the double satisfaction of possessing the only such thing in private hands and also of contributing to some of the most interesting researches being made anywhere in the world.

HOOVER VS. DAUGHERTY.

An opinion was given to Secretary Hoover during the past week by Attorney General Daugherty concerning the collection and distribution of data in various industries. After the United States Supreme Court decided against the right of the cement manufacturers' combination to issue to its members figures of production, sales and the like, Mr. Hoover began to feel a little uncertain as to how far his department could go in getting similar data from producers and then publishing them. In the opinion which Mr. Daugherty has furnished he arrives at the conclusion that trade associations may collect and compile data, but that the only use they can make of them is to turn them over to the Government. This applies even to past and closed transactions. He further holds that the trade bodies have no right to inform their members, even though they supply the same information at the same time to the press or to a governmental agency. There is no obstacle, of course, to the publication of any trade data by the Department of Commerce. But Secretary Hoover appears to be convinced that the different trade organizations will not go to the trouble and expense of collecting the statistical matter merely to give it to the Government. Perhaps, however, the matter may not turn out that way. Industries may find it worth their while to gather the kind of facts referred to, even though their respective members only obtain them after publication through official channels. The only effect of the delay would be to make it more difficult to maintain any monopoly.

THE SILK SITUATION.

Although there were fears of a silk famine immediately after the Japanese earthquake, it now appears that stocks of the raw material have been slowly increasing since midsummer. At the end of December the amount of silk in storage was reported by the Silk Association of America at 40,959 bales, or about 5,000 bales more than at the end of November. Stocks at the end of the year were larger than they had been since the end of February, 1923. The increase in stocks during the past month was due to somewhat larger imports, but more particularly to smaller deliveries to the mills. Deliveries in December were about 6,000 bales below the monthly average for 1923, while stocks were some 7,000 bales above the monthly average. President James A. Goldsmith of the Silk Association states that the manufacturers have absorbed all the high-priced silk which they were forced to buy immediately after the earthquake, and that silk manufactures are now selling at pre-earthquake prices.

NOW IS THE TIME FOR ACTION

The determination of the officers of the Retail Grocers and General Merchants Association to make the April convention a memorable one should receive the hearty co-operation of every member of that organization.

Because of inherent weaknesses in their organization the retail grocers

and general merchants have not been able to present so strong a front to trade abuses as the dry goods, drug, hardware and implement men have been able to do. The organization has now come to the parting of the ways. It must throw down the gauntlet to the chain stores and those manufacturers who sell goods to chain stores at the same prices they receive from the jobbers or cease to be active factors in the field of retail distribution. The tocsin has sounded. How many will respond?

Ambassador Alexander P. Moore, home from Spain, brings the word to all good Americans that they should be well content with their own country, as the ordinary mechanic here has more comforts and luxuries than the grandest grandee of that country. Not that Spain isn't charming—Ambassador Moore thinks that all Americans traveling in Europe should visit it within the next five years, before it is ruined by tourists—but life there did not make him otherwise than glad to be home again. We are so accustomed to hearing ourselves compared unfavorably to the Europeans that a note of praise such as this is doubly welcome. And this inefficient, wobbling Government of ours, he adds, compares very favorably with the present system of dictatorships in Europe.

The Mexican government has announced that no amnesty is to follow the expected collapse of the De la Huerta revolt. This decree will have a familiar ring in the ears of the rebels, but the rank and file will take it with considerable mental reservation. The ordinary Mexican believes in his traditional right to join in any fracas on the side that seems to him most convenient and to return unmolested to his usual occupation after it is over. Besides, he knows that it would be rather difficult to imprison all the Huertistas, or even to give them the blank-wall treatment. On the whole, he is likely to believe that this revolt will end much as others have ended. And it probably will.

Acres of autos are pictured to the mind's eye with a report that at the outset of the new year there were 15,281,295 motor vehicles operating in the United States, or almost one to every seven persons. The gain over the previous year numbers nearly 3,000,000. Not all of the seven persons have entered into possession of the car which the statisticians have assigned them in theory, but every pedestrian may entertain hopes that in time he, too, will join the ranks of the riders, not as the favored guest of friends, but as proprietor of his own impudent flivver or lordly limousine.

The most lovable and livable quality that any human being can possess is tolerance. Tolerance is the vision that enables us to see things from another person's point of view. It is the generosity that concedes to others the right to their own opinions and their own peculiarities. It is the bigness that enables us to want those we love to be happy in their own way instead of our way.

Side Lights on This, That and the Other.

Grand Rapids, Jan. 15—Sure! Get out the hammer and tongs and pound loudly over the efforts of Senators Couzens and Ferris. And yet they are displaying some activity—a unique accomplishment for Michigan representatives—even if not along the lines endorsed by their critics. To be sure, the one was a money maker and the other a Democrat, elected by Republican votes, but still loyal to his party.

For many years Michigan's representatives, with a few unusual exceptions, simply marked time, and O. K.'d time slips.

The Esch-Cummings legislation was a war measure, beneficial to Uncle Sam during the war period, but detrimental in its workings ever since, so far as the National Government has been concerned.

Our Michigan senators are of that coterie of legislators who believe the war is over and want some of its abuses corrected. So they have brought out this monstrous piece of unjust and unusual legislation, which should have been annulled or repealed three or four years ago, and while they may not finally establish any marked results, they seem willing to try the experiment of doing something before becoming mellowed with age.

I have much admiration for such men because they possess the courage of their convictions and are not worrying about the power of the electorate when they think they are doing right. Administering the Esch-Cummings regulations during these post war times is a hardship on everyone except the investors in rail securities and they certainly ought to be able to toddle alone by this time.

Every day we hear the cry that increased wages of train men is a hardship which will not down.

Is this true?

When you see a freight engine flying by with a train of a hundred cars of fifty tons capacity trailing it did you ever stop to think that only a short time ago, twenty-five to thirty cars was a maximum load and twenty tons the maximum loading capacity for each car?

Nowadays, with the possible addition of a fireman's helper and the advanced cost of fuel, the same train crew does the work. Their wages are, to be sure, higher, but their efficiency and earning power much greater.

As before stated, the Esch-Cummings regulatory act was a good thing in its day, not only for the public, but the railroads as well, but now the Government is holding the sack and those who might have rectified the abuses incident thereto have been slumbering on, and it has remained for two chosen representatives from our own commonwealth to break through the crust and try to do something.

Of course, according to Senatorial practice, such a course is unusual and decidedly "irregular," hence we ought to wring our hands, tear our hair and howl. And all because these representatives are trying to make a showing of "representing" and chiefly because they were chosen to do this very thing, and one is a money maker and the other a Democrat, elected by Republican votes, and still identifies himself with the party of his choice.

General Leonard Wood acquitted himself honorably and heroically during the Spanish war and won the plaudits of the American public for such service.

His career ever since, replete with honorable recognition of accomplishment, has been an open book.

He has never been accused of incompetency or dishonesty in his administration of public affairs, but his success has galled some of his political rivals.

Now it develops that his son strayed from the "paths of rectitude and virtue" and been indulging in un-

businesslike practices. Consequently, "dad" has to submit to the inevitable and become the target for political penny-a-liners.

General Wood might well say, as did the Baconian sage, Ignatius Donnelly, of Minnesota, when he had been assailed by a political adversary.

"Before this attack was made upon me, I was an eminent man. The blow has fallen, and I am still—an eminent man."

Recently a newspaper attack was made upon the Battle Creek Sanitarium, coupled with the demand that the institution be placed upon the tax-roll. Its sponsors have always claimed and advertised it as a charitable institution, and consequently exempt from taxation.

Now the Sanitarium authorities come forward with a statement that in the years of its existence this institution has actually paid out in costs of dispensing its charitable work the sum of \$3,039,736.

They also claim that they are fundamentally a charitable institution, operated as such, and that while they exact a charge from such as are able to pay, no one has ever been turned from its doors because of poverty and that none of its officers, except those on actual duty, are beneficiaries in any way.

If this is true, and its official heads are certainly men of established veracity, there is no apparent reason why they should be taxed; also for this same reason they ought to be willing to court an investigation.

Mr. McAdoo wants to be president. He ought to be, for he certainly has demonstrated in the past that he is logically the GREAT I AM of the NATION, if not the universe. He might also have celestial ambitions.

Just now I have in mind the incident, during the war, when we were all making personal sacrifices "until it hurt" to make the world safe for democracy, that this diffident individual, as Director of Railroads, issued an order that all railroad tickets, blanks, letter heads and every other form of stationery, be destroyed and replaced by new issues bearing his name and title. It cost the railroads, and finally the "man who pays the freight," the tidy little sum of \$18,000,000.

If "Mac" were elected president he might want us to change the map or execute the law of "supply and demand."

Edward Bok is willing to spend \$100,000 as a capital prize on the individual divining a peace plan, which after a referendum vote offers something tangible to work with. Mr. Bok appears in the role of a Moses who wants peace: and from his own intimations seems to feel that we ought to "snuck up" to our sister nations, who are continually snapping and chronic "chip carriers."

Sure! Maybe we ought to do this, as we have always seemed so indifferent in our intercourse with foreign powers and potentates.

Somewhere we have read—(was it in Arabian Nights?)—that our relations with these countries were quite intimate in the dim past, and we are now, as it were, "holding the sack," because of our close relationship.

Did we loan something like \$11,000,000,000 to these people when they needed financial assistance and did we send to them 4,000,000 of the best man power to relieve them from entanglements?

Haven't we treaties with most all of these countries and are we any more "distant" than we have been for a century or more?

And even if we did let down the bars at the behest of that patriotic contingent who might have mercenary reasons for asking it, what good would it do?

Or, after all, would it not be better and far cheaper to place them on a

period of probation, if they can stop scrapping long enough to "probate" and let nature take its course?

Looks as though it might prove a case of canine absorption.

Frank S. Verbeck.

Attorney General Fights for Mileage Tickets.

Uncle Sam has come to the aid of the business men of the country who, for more than a year, have been fighting for interchangeable railroad mileage tickets. The last Congress passed a law authorizing the so-called scrip ticket but the Eastern railroads obtained an injunction in the Massachusetts Federal courts which has prevented the Interstate Commerce Commission from putting the new law into effect.

Appeals were promptly taken from the lower court's decision and the case is now before the United States Supreme Courts in which the Attorney General has just filed a brief in line with those presented by attorneys for the National Council of Traveling Salesmen and other travelers' organizations.

The brief prepared by the Department of Justice declares that the so-called interchangeable scrip law is a reasonable provision for those who travel frequently. Its probable effect, the Attorney General asserts, would

be to increase railroad revenues and not decrease them as alleged by the carriers in the injunction proceedings.

The Attorney General points out that the proposed reduction on coupon tickets would be but 20 per cent., while there would undoubtedly be a very great increase in traveling, which would soon, if not immediately, offset the proposed cut in rates. Emphasis is also put upon the extent to which the use of mileage tickets would reduce rates and stimulate business in all lines.

The Attorney General puts special stress upon the fact that the practice of issuing mileage tickets "had prevailed for more than fifty years with the sanction of statutes and cases, both Federal and state." The injunction against the new form of ticket was obtained on what the Department of Justice describes as "technical and narrow grounds."

Why Did One Escape?

Doctor—How are my ten patients this morning?

Nurse—Nine of them died, Doctor.

Doctor—That's funny. I left medicine for ten.

No man retains that which he does not understand—except his wife.

The Old Reliable

Over 25,000 Patients
in West Michigan

New System Dentists

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

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

Van Dam



New PANETELLA

FAVORITAS (Java Wrapper) 12 for 25¢; PERFECTO (Sumatra Wrapper) 10¢
STRAIGHT SIZE (Java Wrapper) 10¢

BLENDED AND MANUFACTURED BY

TUNIS JOHNSON CIGAR CO. GRAND RAPIDS, MICH.



Advertising Clearance Sales in the Shoe Store.

The season of clearance sales is at hand. There is evidence these events are to be staged this year on a more lavish scale than usual. Backward weather conditions and other reasons make it imperative for many merchants to convert merchandise into money. To do this they offer special price inducements, and the news of these price offerings will be spread far and wide through advertising.

Many shoe merchants advertise more extensively and use more space to announce their clearance sales than at any other time in the year. They believe that a sale, to be a success, must be put over in a big way. Perhaps they would be better off if they were as firmly convinced that a business, to be a success, must be put over in a big way twelve months in the year. But at any rate they recognize that when a sale is held, the thing to do is to make it a good one.

Curiously enough, having reasoned that it pays to spend money on large space to advertise a sale, the average merchant is inclined to stop at this point. It would be logical and business-like to reason a little farther and conclude that if more space than usual is to be used to put the sale over, more attention than usual should be devoted to the copy, layout and general effectiveness of the advertisements. But comparatively few dealers figure that way. They seem to have the idea that if prices are reduced, all that is necessary is to tell people about it and that it doesn't especially matter how they are told.

As a matter of fact, it is vitally important to advertise a sale in the right way. Viewed from any angle, a clearance sale is an important event. It is important to the merchant because it means much to him to have it succeed. It is important to the public because it means the opportunity to obtain extra values on a given expenditure of money. It is important to business in general because it introduces a new element of competition and an altered standard of values into the commercial life of a community. John Wanamaker's famous "twenty per cent. off" sale in 1920 helped to set in motion a series of events that brought the entire country down to a lower price level.

A sale has also an important influence on the buying psychology of the public. It causes people to re-adjust their pre-conceived ideas about values. It affects that all powerful, but intangible thing, which we know as public opinion. Just how public opinion is affected depends very large-

ly on the way in which the sale is advertised.

Not long ago, the writer stood before a window filled with men's shoes of a famous make, "marked down from \$12.50 to \$6.25." A down-at-the-heel individual paused in front of the display and surveyed it with a critical eye. "Some profits the birds must make on them shoes when they can do that," was his comment. The incident has its humorous side, yet it illustrates a point of view that is not unusual and a mental reaction that is perfectly natural. The merchant gave no reason for cutting the price of his shoes in half and left the public to decide whether he was taking half when he was unable to get all.

Advertising should be constructive, especially when applied to the special sale. For here we must deal with a rather complicated problem in psychology in which the good will we hope to arouse may easily be changed into suspicion and distrust. Unless there is a reason for having a sale it is better not to have it. And nine times out of ten, it is safer to take the public into your confidence and tell people why you are holding a sale. If you come out frankly and admit that the season has been backward, that your stock is too large and must be reduced, your advertising will have a ring of sincerity about it that will gain confidence. It will help you to overcome the ready assumption of many people that your prices were too high in the first place and just naturally had to come down. It will not lead the public to suppose that the values you offer in the sale are to be permanent and thus engender resentment when the sale ends and you go back to your old level of prices.

Most of us are human and it is doubtful if many of us feel any perceptible glow of generosity or good will when we see a pair of shoes such as we bought for \$10 yesterday, "Reduced To-day to \$7.50." This is a problem every merchant faces whenever he holds a special sale. If the thing isn't handled carefully, it may arouse a considerable amount of resentment among the store's good customers—the people who are not watching out for price reductions. Here is one of the strong arguments against holding a clearance sale early in the season. This particular unfavorable reaction on the part of the early buyers will be greatly minimized if the sale is held late in the season, thus giving ground for the belief that it is really a "clearance" of odd sizes and styles.

Advertise your sales carefully and give a good plausible reason for the reduced prices, a reason that will not,

even subconsciously, call into question the fairness of your former prices, or those of your competitors. Do not foster the idea that your sale prices represent normal standards of value. Be honest, truthful and sincere and the results in the long run will justify your code of ethics.—Shoe Retailer.

Playing Poker With Shoes.

The window display in a shoe store attracted the attention of Hiram Brown as he came into town. Three silver dollars lay on a table in the center surrounded by shoes hung in pairs. A sign "Get your shoes now, three of a kind takes them," suggested Hiram's needs, so he entered the store and said to an approaching clerk.

"I see you're selling shoes according to poker rules."

"Yes."

"Well, give me two pair, size nine."

When the clerk returned with the shoes, Hiram grabbed them, passed over three silver dollars and started out.

"Hey, wait a minute," said the clerk. Two pair of shoes at three dollars is six dollars."

"Didn't you say you sold shoes by poker rules?"

"Yes."

"Well, three of a kind take two pair."

"Sure," replied the clerk, "but it won't take four nines."

Claim Many Sales Are Lost.

Numerous stories are told by wholesalers to the effect that retailers are losing sales because of the low stocks that are being carried and the

lack of choice in goods offered to the consumer. In some instances, actual experiences are related where friends or relatives went into certain stores as prospective customers and were forced to leave without buying, owing to inability to get what they wanted. One wholesaler went so far as to say that a certain merchandise manager of his acquaintance told him he knew sales were being lost, but, nevertheless, his instructions to buyers would continue to be to "keep stocks low and get quick turnover." The wholesalers indicate that, in their opinion, this is "penny wise and pound foolish" merchandising that will eventually react on the stores that pursue such a policy.

Baby Shoes For a Dime.

An enterprising concern manufacturing baby shoes will soon put on the market merchandise of this kind that can be retailed with profit for ten cents. They will be made of leather in all the attractive shades, according to an announcement sent out, and in sizes 1, 2 and 3. Samples of the shoes will be shown soon for the first time. Deliveries will be made in about six weeks.

What becomes of the trade journals that reach you regularly? You pay your money for subscriptions. You ought to make use of the publications. They are full of valuable ideas for you.

Some men think so deep that their thoughts never come to the surface.

Herold-Bertsch Shoes

Michigan  Made

H-B HARD
PAN
"Wears
Like Iron"



The right shoe for the outdoor man. It stands the hardest wear. Advertised in the Michigan farm papers. Send for free newspaper cut.

Good Looking—Long Wearing

Thousands of Michigan farmers and outdoor men know that H-B Hard Pans DO wear like iron. Soles are made from the best part of the hide and uppers re-tanned to resist water. Check up your stock of Hard Pans and be sure of a complete assortment.

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

Send for circular of line.

Michigan Winters No Different Than in the Past.

Grandville, Jan. 15—Michigan winters are often eccentric. It seems there is a lot of human nature in the weather, and no two winters are exactly alike.

The December just past has been unwontedly mild, yet it is not more so than have other Decembers been in times past.

Weather such as we have been having before the cold snap has been known to hold until the middle of January, then severe weather and plenty of snow until the middle of April.

In an early day there was much more in a business way dependent upon the weather than at the present time. Lumbermen depended on a certain amount of sleighing for the delivery of their log cuts to mills and rivers. It is said that the winter of 1843-4 was long and unmerciful. Snow fell early in November and gradually increased until nearly four feet on a level covered the ground.

There was no thaw, not even to start the frost, until April. Steady cold made logging uncomfortable, the snow being so deep that operations in the woods were for a time entirely suspended. Men and cattle nearly starved. The woodsmen felled trees that the oxen might eat the budded tops. When April came the sun showed his face and the snow gradually melted without rain, thus saving the valleys from being inundated with a great flood.

The Millerites (end of the world people) predicted the snow would turn to oil, take fire and thus destroy the world.

The winter of 1872-3 was the coldest known to Michigan since its settlement by white people. That winter began November 14 and held its grip until the middle of April. Men crossed the Muskegon river on the ice going to town meeting the first Monday in April. Apple orchards ten years of age were entirely destroyed.

The G. R. & I. Railway was blocked for a week at a time with drifts. The East and West roads did not suffer so severely. There were few days from December to March that the mercury did not register many degrees below zero. The longest winter in the memory of the oldest inhabitant was that of 1880-1, there being five months of continuous sleighing. These were old fashioned winters all right and the less frequently they occur the better pleased are people in general.

There were open winters, too, in the long ago.

It is said that when Michigan was the Far West, and settlers were flocking here from New England and New York, many of the winters were exceptionally mild, thus leading those people who were brought up under the rigors of a New England and New York State climate to believe that Michigan had an ideal climate.

Settlers in the new territory wrote home telling of the mild Michigan winters; in fact, it was no uncommon thing for families to sit out on their porches and enjoy the balmy air in January.

That was old time Michigan. Later years the winters have usually been crisp enough to satisfy the most exacting where cold is concerned.

One winter a big Muskegon lumber firm, which always sent large logging crews to the woods, were caught with their skidways filled with logs and no snow to draw them. At one camp in particular the writer calls to mind that up to the first day of March there had not been a day's sleighing. The woods boss called his men off and set about making arrangements to get the cut of logs to the river.

Lumber was cheap and the thought of trucking millions of feet several miles to the river was unpleasant, to say the least. An English jobber was given the work of putting the winter's cut into the Muskegon. He took the job of hauling at trucking price. The

woods crew went back home and lol on the first day of March there came up a generous snow storm. It lasted through a night and a day.

There was a broad grin on the face of the jobber when he gazed out over the white expanse the day after the lumber crew left the woods. Sleighting came, lasting through the month of March, and the contractor hustled horses, men and sleighs to the woods. In four weeks the last log was banked on the river, every one drawn on runners. That jobber made a good haul that time because of the belated snow.

Some of Michigan's open winters began early failing to carry on later. Good sleighing in November, none afterward.

The wise (or otherwise) sayings of the weather prophets with regard to what sort of winter we may expect have so often come to naught it is now generally conceded that nobody can tell what a winter is going to be until after it has passed.

Plenty of woods shack is said to be an indication of a hard winter. Nature in this way looks out for its own. This, however, has time and again proved a fallacy. One of the most fruitful seasons for acorns, nuts and the like proved an open one. We see by this that thick corn husks, big muskrat houses and plenty of ground feed have not a thing to do with the winter.

The more we study the weather the less we ordinary mortals know about it. Our present fall and fore part of winter has seemed out of the ordinary, and yet it is but one of the many conditions which have gone before in other years. Old Timer.

Impotence of Any Peace Plan Advanced By Man.

Grandville, Jan. 15—The Bok prize winner has been announced.

How pleasing it would be to have the peace of the world secured for all time and at the price of a hundred thousand dollars, which is a mere bagatelle, considering the amount of good wrought. There were over 20,000 suggestions to be considered and only one to win. What a lot of disappointed souls, and yet, if this suggestion which wins the \$100,000 prize, proves to revolutionize humanity and bring about the greatest miracle since the foundation of the world, the strivers after wealth should, in a measure, be satisfied, since the whole world will be benefited, the cost of all wars forever obliterated from the expenses of mankind.

Is such a result likely?

Did Mr. Bok when he made the offer expect anything like world peace to result? Surely not if he is a man of the good business sense he is supposed to possess.

The idea that the suggestions of a single individual may bring about a world devoted to peace, the beating of swords into pruning hooks and the like, is absurd on the face of it. The new proposals are in reality a rehash of old ideas; in fact, nothing practically novel in any part.

One of the first considerations is for the U. S. to join a world court, which is admittedly a part of the long-tooted league of nations, which from the first has proved so disappointing. There being very little of an original nature in the suggestions of the prize winner, it is safe to say those thousands who lost out must have been uncommonly obtuse and unoriginal.

A plan for securing world peace is all very well, so far as it goes, but such a sublime accomplishment cannot be put through so long as present conditions in our world exist. Mr. Bok may satisfy himself with what the prize winner puts over, and it will end there. After due consideration the country will return to its knitting and peace will be as far away in the offing as ever.

The effort to bring forth a successful plan on lines of world peace have ever been for naught, and this new edition of an old scheme has nothing

in it to even arouse more than a passing interest. There seems to be nothing new under the sun and this latest splurge toward world peace will, as it deserves, fall flat.

Time and money expended along these lines are wholly wasted.

Mr. Bok, being a wealthy man, may satisfy a certain sense of duty in making the offer he did, yet it does seem as if his money might have been put to a better use.

It seems to be the idea of the prize winner that the United States is to have the leading part in this drama of peace on earth and good will to man. The conditions existing in Europe to-day forbid an honest effort to effect peace that will hold water.

One man's guess is as good as another's in this controversy for securing quiet paths for man to tread in the hereafter, but no man dare say how much or how little a mere matter of words, bargains or what not can have in the securing of world peace for even a year's time, to say nothing about the decades yet to come.

One nation, strong and great as was Germany, may say that the only peace we'll have is at the cannon's mouth, therefore we fight. No law can be made binding enough to control all nations; each nation being a law unto itself.

Who believes that Germany will agree to the conditions set forth in the suggestions of the Bok prize winner? Who believes that great Russia (great in her teeming millions) will agree to keep peace while one of her pet theories of government is assailed by outside parties? Who believes that Britain, France and Italy will consent to the casting aside of their national privileges of deciding for themselves in case of any disputes that may come up along international lines?

Pride of nationality sits close in the hearts and brains of all nations of Europe and America, and there can be no agreement whereby these separate

entities will consent, or if consenting, will abide by any decision which reflects upon national character and independence.

The United States, even though she retains her Monroe doctrine, has other interests which should bar her from any alliance with the nations of the world. There is too much at stake for a success to come from the pleasing plans of Mr. Bok's prize winner, and after a brief and unsatisfying discussion, the whole matter will be dropped; Mr. Bok will have paid out good money for the purpose of doing that which, in the nature of things, cannot be done, and the old world will wag along after the old style, wars and rumors of wars still fretting the air with every breeze that blows from across the wide Atlantic.

The public must be amused and perhaps these idiosyncracies of rich men to provide the wherewithal for such amusement may help some in passing the time away until the next war breaks suddenly upon the startled senses of the world, and a renewal of battle strife rends apart every thread of peace-loving idealists and brings to the notice of all that God alone can make permanent peace, which to the present time He has not seen fit to do. Old Timer.

Wound Up But Once.

The clock of life is wound but once,
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Boom No More Desired Now Than Year Ago.

While the prevailing opinion in business circles is that the new year will bring satisfactory business without a boom there are a few observers who stoutly maintain that a renewed wave of inflation is inevitable. The chief reason advanced for this opinion is the easy condition of the money market. It is asserted that this will stimulate speculative buying of commodities as well as of securities and that a sharp advance in prices will follow.

If these forecasters are correct, the country may witness a repetition of the upward movement in prices of last spring, which fortunately was checked before the danger point was reached. These views, however, are those of a very small minority, and the reply of most bankers and business men, when the possibility of a return of inflation is mentioned, is: "I don't see it." The persistence of easy money, it is admitted, will enhance the value of investment securities, and it has already been doing so; but the factors making for general inflation are believed to be greatly outweighed by others which should keep business during coming months on an even keel.

The fundamental reason advanced in opposition to the view that inflation in the near future is inevitable is the fact that costs of production, and consequently price levels, are already high, and that the general public is convinced that prices are too high. Manufacturers are aware of this fact and are endeavoring strenuously to bring down costs. Distributors are also aware of it and are buying cautiously.

Past experience, too, shows that after every great war the long-run trend of prices has been downward. It can be argued, of course, that present conditions are wholly unlike those that followed previous great wars and that it will be unsafe to rely on analogy. There is merit in this point of view, but at the same time it is to be noted that the price movement so far

has corresponded rather closely with that of previous post-war periods.

It is to be noted also that the incipient inflation of last spring came after a year of steady business expansion, whereas business at present looks back on six months during which the pace has slackened. At the beginning of 1923 there was considerable tension in the labor market. This has now been relieved, and there is a small amount of unemployment. Conditions are thus more favorable for effecting some reduction in manufacturing costs, and such a situation is not conducive to the inflation of commodity prices.

Another factor to bear in mind when the possibility of inflation is considered is the manner in which undesirable business tendencies were checked last spring. Speculative buying had gained considerable headway, particularly in the case of building materials. Orders were being pyramided with different manufacturers, when chances of quick delivery were doubtful. Then things began to happen. The Department of Commerce called attention to this trend in buying; bankers decided to withhold credit where buying was for speculative purposes; manufacturers and merchants were suddenly reminded of their experiences in 1920; and the result was a concerted and successful effort to correct unhealthy tendencies. A boom with all its side trimmings is no more desired to-day than it was a year ago, and there is just as much reason to expect effective control in 1924 as in 1923. In fact, since it has been learned that this sort of control can be exercised the prospects for maintaining stable business conditions for longer periods than formerly have been greatly improved.

William O. Scroggs.

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Running in and out of a state does not offer the chance of a deep investigation, but even in this brief way, impressions may be received and information may be secured by brushing up against people who are interested and deeply concerned in local conditions.

One is first impressed when entering Georgia that its farms are for the most part unfenced. Cotton has been the staple crop; cattle have played no prominent part in the farming program of Georgia, and, therefore, it has been unnecessary to fence the farms. Cotton cannot run away and trespass in neighboring fields.

One-crop farming has brought its economic problems in Georgia just as it has in other districts where but one crop is raised and the farmer buys his foodstuffs and lives, just like the people of the town, out of stores.

Tenantry has grown rapidly in Georgia. Tenantry does not tend to improve farming nor to build up the fertility of the soil.

In the little time allowed me on a recent visit in Georgia, I discovered some very interesting things. In the Southern part of the state, severe rains in the late Summer had washed out the crops and left many of the farmers prostrate. The indebtedness in this portion of the state incurred for supplies and by the merchants could not be liquidated rapidly, until the next crop was made, formed a serious problem. Would you believe that Georgia bought in dairy products, poultry and eggs during the last twelve months more than was realized from her entire cotton crop? This is a very vital fact, and shows that farmers on the whole do not prosper unless foodstuffs are raised and what remains after disposing of the staple crop and paying costs of planting and harvesting is all velvet. There are twelve thousand abandoned farms in Georgia at the present time. In Turner county, a very interesting experiment was made some little while ago and it is working out so admirably that the contagion of it may spread into other counties.

With several crop failures and the realization that something would have to be done and very quickly, the plan was hit upon in a conference of several of the interested citizens of the county of diversifying farming so that all of the eggs would not be placed in one basket. Under this plan, which the farmer was solicited to enter upon certain conditions, it is required, first, that he plant a few acres as feed for cattle and poultry. When these acres are beginning to yield, he will be able to secure a loan for the purpose of buying cows, hogs and hens. The cows' milk is sold to some nearby creamery that has been established for his convenience and as a part of the plan. The receipts of one month from the sale of milk are sent to the bank and credited to the farmer's indebtedness. The receipts of the alternate month go to the farmer for upkeep and home expenses. When raising only cotton, the farmer, his wife and his children were busy but a little while during the year. Under the Turner county plan, the cows have

to be milked every day, the hogs have to be looked after, the hens properly cared for. There is something to do for every member of the family, and particularly for the children after school hours.

The plan has worked so admirably and has proven so clearly the value of diversified farming that an effort will be made to promote it in other counties in Georgia. This scheme requires an educative program, which in time requires finances. In order to make possible a program of education that would send abroad in Georgia the slogan of successful farming, and more contentment in the farm life, of real joy in agriculture, the Credit Men's Association of Atlanta, agreed with the Chamber of Commerce of Atlanta and the Clearing House of Atlanta to raise \$15,000 divided equally between the three bodies. The amount, I was delighted to find, had been about realized. This fine piece of work assures an educational program in some of Georgia's counties that if successful will revolutionize the state's agriculture and add tremendously to its resources.

Just think of the money that has wended its way beyond Georgia's boundaries for dairy products, poultry and eggs. A large portion of this can be kept within the state and the merchant will be less troubled over the ups and downs of cotton. It is all a question of management, of real intelligence in carrying forward a business enterprise. The farm is a business enterprise and it must be operated in a businesslike manner.

In a very hurried fashion I am giving you a little glimpse of what I discovered in Georgia—a state of remarkable traditions, of wonderful possibilities, and with even broader vision when its farms are better used, when tenancy is reduced, when the aban-

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J. H. Tregoe.

Something More Than Weighing the Facts.

Two physicians were discussing some of the recent phases of advance in the medical profession. Neither depreciated the importance to the profession of the findings of science, the blood tests, the nerve reactions which are now minutely analyzed and measured and conclusions as to the patient's malady thereby reached. They felt however that there still is place for what might be called the esoteric physician, the physician whose powers of observation are so developed that he gets an insight of the causes of the troubles of the man before him, casually from his general demeanor.

The fact that such physicians cannot make their general methods of reaching conclusions intelligible to the man who thinks in terms of pure science, should not lead the latter in a sweep to condemn esotericism, for these physicians have made some astonishing discoveries. They have described conditions which science failed to find but which were sustained by later developments.

In credits we talk of the ushering in of scientific methods and measure the progress of credit control by the better knowledge we have gained of broad credit movements, as well as the specific conditions in which a debtor is placed, but there is still plenty of room for the esoteric thinker, the man of unusual powers of observation, who sometimes is nearer right in his conclusions than the man who can present fist fulls of evidence which, carefully weighed, can but lead to one conclusion.

A great advantage of scientific methods is that they can be passed on by one to another, can be definitely subjected to various tests by many men; through this process general progress can be made, while the powers of pure observation remain hidden from the general run of men not being communicable as are the scientific methods.

There will always be in every activity men of great powers of observation whose keenness of insight will never fail to amaze their fellows. To the credit man these powers have great value if only they do not lead into a sneering and careless contempt of that more plodding method of weighing facts and figures that the more scientific methods of credit granting suggest.

It would be interesting to know credit men's opinion of the comparative weight that is to be given to the esoteric and scientific methods of determining upon credit extensions.

The "Out of Town" Bank.

Written for the Tradesman.

Some of your financial miracles do not impress me as miraculous. An income of \$200 a month, steady, with only a wife and two children to keep would, in my early years as a freelance writer, have put me on easy street.

Those early years of my hazardous gamble, with its uncertain returns, were also the early years of the war, when prices were climbing. In a poor month I might take in \$75; in a good month I might run \$200. I had four growing children to provide for; and on top of that insurance, taxes, and interest on pretty nearly the entire cost of a big house built on sheer nerve.

Naturally, I floundered, financially; and when a good month did come it took every cent to pay back bills, without providing for those three fixed items of insurance, taxes and interest.

No matter how hard driven you are financially, however, I find that management makes all the difference between floundering and relatively smooth sailing. My careful calculation showed that taxes, insurance, interests and instalments on principal averaged, the year round, just about \$1.50 a day. That had to be paid, good luck or bad. So I decided to set aside that \$1.50 a day, day in and day out, as I went along; so that when these things fell due I'd have the money to meet them.

I had a bank account in my own town; but the money was too easy to get at. I knew that if the dollar-fifty-a-day went into that bank, it would be checked out, sooner or later, for some other urgent purpose instead of the defined purposes for which it was set aside. I had to put that money where I couldn't withdraw it by check at all, and where I couldn't withdraw it anyway without stopping to think the matter over.

So I opened an account by mail in a good savings bank hundreds of miles away. Every now and then I sent down some checks to deposit to my credit. I kept that account always a little ahead of schedule. So that in the end, when I had met the year's payments—insurance, interest, taxes and the like—I still had a fair balance, which grew from year to year.

This meant, for the time at least, that I had to say "No" to some of those urgent demands that would have been met had the money been within easy reach. But in time—perhaps to some extent as a result of knowing that the troublesome overhead expenses were adequately provided for—the home income crept up to and passed the entire amount I had available before I made forehanded provision for insurance, taxes and interest. I no longer had to worry over these items.

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What recently happened at Berkeley, California, when 650 homes in one of the finest residential districts of the city were completely destroyed by fire in scarcely over an hour is a drastic example of this need.

Adequate fire-stopping in dwelling construction is almost as rare as a well spent life. There are many more dwellings which contain no evidence of the installation of fire-stopping details than there are persons willing to assume responsibility for the omission of those details.

Many architects, engineers and contractors, after they have satisfied themselves on matters relating to style, plan and cost, devote their energies to insuring the structural adequacy of the buildings they erect. The stability of the foundation, the rigidity of the walls and roof and the load-carrying capacity of the floors are essential considerations. But they are not all. At least one other essential requirement of sound construction has received but scant notice in the building of small houses.

The average carpenter and builder does not realize the extent of our National fire losses, or else he considers the possibility of fire as quite remote. Usually the home owner does not have the experience to know what is required. The designer, the superintendent and the contractor,

jointly, should assume the responsibility of securing careful consideration of those inexpensive details which greatly reduce the fire hazard.

Construction experiments which will help reduce the excessive toll of the fire loss to the country should be peculiarly worthy of study. The lumber industry is anxious to assist in some degree in reducing this waste, not only of material and labor, but too often of life, caused by fire in the United States. It is co-operating with the National Board of Fire Underwriters and the Underwriters' Laboratories to awaken the public to the advantage and necessity of guarding against fire.

Another Income Tax Tip.

Deduction for bad debts and contributions, which are allowable under the revenue act, form a considerable item in the income tax return of many taxpayers. Bad debts can be deducted only for the year in which they are ascertained to be worthless and charged off the books of the taxpayers. The return must show evidence of the manner in which the worthlessness of the debt was discovered and that ordinary and legal means for collection have been or would be unavailing. Unpaid loans made to needy relatives or friends with little or no expectation that they would be repaid are not deductible, but are regarded as gifts.

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MEN OF MARK.

Geo. G. Whitworth, President of Consolidated Furniture Companies.

To some men to live successfully means to acquire money. To other men it means to acquire friends. Persons with no very clear conception of life are likely to acquire the one at the expense of the other. The world is full of "captains of industry" for whom, living, men have no love, and for whom, dead, the world will shed no tears. They have achieved the success of dollars and cents; but they have been too busy to be kind and too self-centered to be thoughtful. They have won that which to them seems most desirable; but, at the last, they will wish that they could feel sure that there were other men who spoke well of them in their absence. True, they are enjoying that kind of respect and esteem that money generally commands; but if they are men of intelligence they will be searching in every compliment for spurious coin.

There have been other men who have made the mistake of attempting to acquire friends at the expense of money. They have seen how happy are men who have friends, and they have had the idea that friendship is a thing to be bought like a commodity. They have sacrificed their business to be "a good fellow," but the "friends" they have thus acquired have deserted them at the critical hour or ignored them in the moment of urgent need, when friendship would count.

And then there are those other men who achieved real success, who acquire both money and friends—neither at the expense of the other. They have been industrious enough to be successful and yet they have taken time to be something besides money-chasers. They have been genial not merely to those from whom they expected favors; they have given a smile and a handshake now and then to those who they knew could give them no gold in return. It is because their kindness has gone out to the rich and the poor alike, to the struggling and the successful, without distinction, that their every word of cheer has borne the stamp of sincere friendliness and genuineness.

Such men, while themselves engaged in the pursuit of wealth, see something in life besides the acquirement of money. They often wonder how many millions of dollars a man would have to amass to make him as great as the man who paints a picture, composes a song, writes a poem, starts an uplift or saves a soul.

About seventy years ago, when steamboats received and discharged freight and passengers daily at what is now Pearl and Campau streets, a boy child was born near the northeast corner of Canal and Lyon streets. Shortly thereafter the parents and their son moved up into the then northern suburbs known as Coldbrook, which had Tanner Taylor's mill pond and its tannery as the chief features. By the time the youngster was old enough to attend school, his parents had located at 82 Turner street, near

Second street. It was also near enough to the river so that during the midsummer low-water period the boy could watch George Congdon's employes mine the limestone from the bed of the river and team it to the old stone kiln on the river bank.

That lad is now George G. Whitworth, who has long been one of the foremost citizens of Grand Rapids. What he can not tell about the Indians and their sturgeon spearing, about the frail scaffold platforms and their dipnets just below the old dam, about angling for "suckers, mullet and horned dace," about skating on the river and scurrying into the Congdon lime-kiln to warm fingers and toes, would not be very interesting.

Mr. Whitworth was not without discipline in his childhood. Born into a household strong in its religious

dall and George R. Mayhew as desk mates—the four students sitting at one desk.

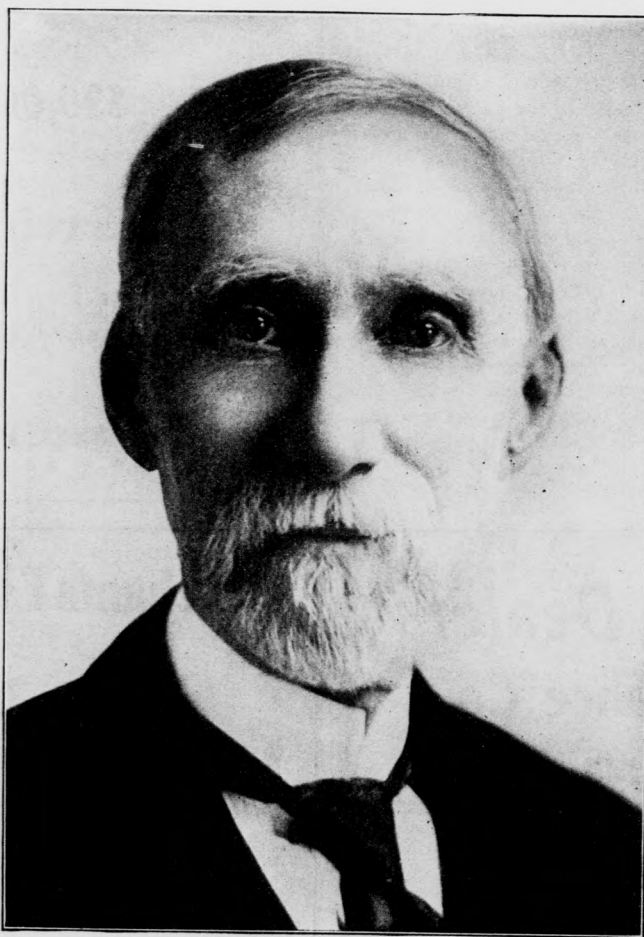
On graduating from this school his next step was to learn a trade, and so, when 18 years old, he entered the employ of Herbert Slocum and Augustus Tucker, who kept a hardware store and tinshop at the northwest corner of Canal and Huron streets. He served a three years' apprenticeship there and was graduated a journeyman tin and coppersmith. Then he formed a partnership with his former employer, Augustus Tucker, and opened a hardware store and tinship on North Front street about halfway between the Belknap Wagon Works and Bridge street, the firm name being George G. Whitworth & Co. The business prospered and the young tinsmith, handling both the merchandising and the me-

which built the brick building which is still standing next to the Northwest corner of Bridge and Scribner streets. At this time the subject of this review became the manager of the business, while Mr. Alden became the head of the mechanical department.

It was during his career as merchant and tinsmith that Mr. Whitworth became a member of Old No. 3 Wolverine Fire Engine Co., serving as pipeman of the old hand engine, and was very proud of his responsibility. He later became foreman of the Union Hose Co., and when the late Gen. I. C. Smith was made chief of the city's fire department, with Capt. Chas. E. Belknap as assistant chief, Mr. Whitworth was placed in charge of Engine Co., No. 3, completing ten years or more in the city's service. He did many other things during these younger years, chief among them being his marriage to Miss Bertsch, sister of Christian Bertsch and Mrs. George Metz. He also entered political life by accepting the nomination for Justice of the peace in his ward and by defeating his opponent, Benj. F. Sliter. And so, as husband, merchant, fireman and justice of the peace, the young man had his heart and his hands well occupied.

Having naturally imbibed the home spirit of religious faith and being a man who wasted no time in idleness, he was, even in his youth, thoroughly informed in the doctrines of the Bible and was active in his church and Sunday school. About this time there came to Grand Rapids the Rev. James W. Robinson, peculiarly a man who possessed the true revival spirit, and he began a series of meetings. At the outset these two men seemed to know and appreciate each other in the best sense. Mr. Robinson saw clearly the religious trend of Mr. Whitworth's thoughts and completely comprehended the character of his young friend, so that the two came very close together. And then began a friendship which had more or less to do with Mr. Whitworth's decision to accept the ministerial life. With this thought fixed the young merchant disposed of his business interests and became a student in the Biblical Department of the Northwestern University.

It had been hard work, mentally and financially, for Mr. Whitworth to make this change, but he was determined and his will power, then as now, was stronger than material things. At the University he studied as he had never studied before, being obliged to make up the year's work in less than the usual time by three months, owing to inability to attend the fall term. The second year of his college course he received a call to the pastorate of the Ravenswood M. E. church. He accepted and supplied that charge while he was completing his studies. A short time before his graduation Mr. Whitworth contracted a severe cold, which threatened him with consumption. His physicians advised an immediate change of climate and occupation, declaring that it would be hazardous to attempt to remain for the graduation exercises and his diploma, and his professor had added, "Go West—



George G. Whitworth.

faith and practice, he can not remember a day in his childhood when the Bible and family prayer did not constitute a chief essential in life. Naturally, the training thus began went with him into the old West Side union school, of which John C. Clark was principal, where he began studies which, with various interruptions, were continued into manhood. He was intuitively a student, so that after a few years he deemed it best to avail himself of the facilities offered in the old union school-on-the-hill, where Prof. E. A. Strong was principal. After several years spent there, having already formulated in a tolerably accurate way what should be his career, he left the union school and entered Prof. C. G. Swensberg's commercial college, the first and most important institution of the kind in Western Michigan. There he had Lewis H. Withey, George F. Ken-

chanical ends of the enterprise, had his hands full and worked early and late. Within a year or two additional capital became necessary and so John Whitworth, his father, bought out Tucker's interest, when the firm became J. Whitworth & Son. A lot was bought near the northwest corner of Bridge and Scribner streets, where they erected a two-story frame building, 20x50 feet in area, the lower floor being fitted up as a store and the upper floor being devoted to the shop.

In due time came "The Big Fire" on West Bridge street, sweeping the Whitworth building, besides many others, out of existence. Mr. Whitworth had taught the trade of tinsmith to Charles M. Alden and so, when it was decided to rebuild, Mr. Alden was admitted to partnership and the name changed to J. Whitworth & Co., the senior member of

the diploma is yours." Accordingly he left for Denver, Mrs. Whitworth receiving the diploma for her husband.

From Denver he traveled into the foothills of the Poudre River district where for a year he lived the life of a cowboy. Those were the days when the cowboys were as genuine as was their work. At the end of this year, weather tanned, strong and completely recovered, he left the cattle trails and returned to Grand Rapids a new man, but practically penniless. His little fortune had been the price paid for his strength, renewed ambition and determination to win. In this condition he called at the store of Foster, Stevens & Co., which, because of the death of W. D. Foster, had come into existence. He applied to Sidney F. Stevens—he was well acquainted with all members of the firm through having traded with them during his own career as a merchant—and told Sidney that he wanted employment. "All right," responded Mr. Stevens, "we want you and we want you to travel for us." Mr. Whitworth objected to further separation from his family, and the result was that he became a clerk in the store. At the end of a year of this work he went to Mr. Stevens and said that he guessed he would have to return to ministerial work. He felt a call to take it up again. Mr. Stevens protested that such a step would be dangerous, that he could not stand it, but if he felt otherwise, when health failed him—as it surely would—he must not forget to return. Mr. Whitworth was assigned a charge in the Michigan Conference, but within a year thereafter was assailed by his old throat trouble and obliged to leave his field. Returning to Foster Stevens & Co., he became identified with the wholesale trade.

In a short time Mr. Whitworth received a request from Julius, Berkey to call upon him at the office of the Berkey & Gay Furniture Co. Answering the invitation, he was introduced by Mr. Berkey to the Fox Caster socket and was requested to take hold of the business and manage it. He reported the matter to Foster, Stevens & Co., and not only was encouraged to accept the offer but did accept, and took the members of that firm into the Fox Caster Association with him. For a time Mr. Whitworth had his office in the furniture factory, but as the caster socket was for use by all furniture manufacturers he finally moved his office to Foster, Stevens & Co.'s store. And then, for eighteen years, he managed the affairs of his company, during which time he distributed over \$250,000 in profits among his stockholders, besides returning to them every cent they had put into the enterprise.

Meanwhile, also, Mr. Whitworth had joined with Sidney F. Stevens and others in purchasing the Grand Rapids Safety Deposit Co.—established in the Widdicomb building by the late Charles M. Goodrich—and, with Enos Putman as President, organized the Peninsular Trust Co., Afterwards Sidney F. Stevens became President and Mr. Whitworth Secretary-Treasurer. The massive vaults of the old company were moved into the Peninsular building, farther East on Monroe

street, and there the business was conducted until it was sold out, at a premium, to the Michigan Trust Co.

After Mr. Geo. W. Gay's death Mr. Whitworth was invited to become an officer of the Berkey & Gay Furniture Co., with which institution he has been identified ever since, with credit to himself and with satisfaction to the stockholders and patrons of the institution. With the formation of the Consolidated Furniture Companies he became their President. His connection with the furniture trade has proven to be the most pleasant period of his life. He has been for seven years president of the National Alliance of Furniture Manufacturers, and has just been re-elected to serve his second year as President of the National Council of Furniture Associations. Mr. Whitworth is a Nationally known figure in the furniture world.

Such, in brief outline, has been the career of Mr. Whitworth, but the story might be illumined with many interesting interpolations. For instance, the first call he ever received, as justice of the peace to officiate at a wedding, came one evening when two men, one of them somewhat unsteady on his legs, called and said they wished his services, not for that evening, but within a few days. As though it was an everyday occurrence, the justice replied that he would be ready whenever they were, and his visitors departed. He at once got down his Howell's Statutes to see what a squire had to do. Two or three days later one of the men called with a carriage and asked the Squire to go with him and unite the couple. After the two men were in the carriage and on the way, the stranger remarked that he did not know whether the marriage would take place or not. "You see, my friend drinks quite a bit and the girl objects to it," he added.

"I admire the girl's judgment," responded the Squire, "and I hope she'll stick to it."

The house was reached, a half drunken, expectant bridegroom was waiting, but the girl was firm in her refusal to marry him. The Squire congratulated the girl, gave the drunken man a good lecture and, re-entering the carriage with the friend, was driven back to his office. As the Squire alighted the friend handed him two dollars with the remark: "I guess what you've done to-night is worth a heap more, but it is all I have."

"And so," as Mr. Whitworth jokingly tells it, "my first marriage fee as justice of the peace was when there was no marriage ceremony."

Another interesting reminiscence tells of his first meeting with the publisher of the Tradesman, who at that time was a newspaper reporter. Mr. Whitworth, as an ordained minister, had been called upon to unite a couple in marriage where parental objection existed. The reporter had obtained an inkling of the situation and had been up to interview the parties to the proposed union. They had denied, contradicted, protested and scolded. They "didn't want their names in the paper," and so on, but they let enough drop to give the reporter a fairly good

skeleton of a story, and had mentioned Mr. Whitworth as the one who was to perform the service. Quickly the preacher was in the hands of the reporter, but Mr. Whitworth advised saying nothing about it; it was a family matter and not a public affair and it would be better to keep it out of the papers. Within ten hours a Grand Rapids daily came out with a full report of the affair and a scare-head caption reading, "Love Laughs at Locksmiths." It may be interesting to know that both the preacher and the reporter were threatened with dire disaster, but neither received harm. In fact the reading public commended them both. The friendship thus formed between Mr. Whitworth and the reporter has never wavered. Mr. Whitworth became a regular contributor to the Tradesman in the early days of this publication and did much to attract the attention of the hardware trade to the value of the paper as a reliable guide and adviser of the retail dealer.

It is a somewhat striking coincidence that Mr. Whitworth was President of the Y. M. C. A. at the time it first occupied a building which it owned—at the corner of Ionia and Pearl streets—and that he was President of the Grand Rapids Board of Trade when it moved into the first building it ever owned. Among other official positions that have been held by Mr. Whitworth are the Vice-Presidency of the U. B. A. Hospital, which he held for many years; the Treasuryship of the Deaconesses' Home, and Secretaryship of the Clark Memorial Home for Superannuated Preachers.

In religion Mr. Whitworth is a Methodist of the most pronounced type, although his views are so broad and his vision so far seeing that some of the rock ribbed members of his denomination are sometimes inclined to fear that he may not reach the highest rung in the Methodist ladder in the world to come. Mr. Whitworth does not share in the misgivings of these straight laced friends, because he believes that a life devoted to good deeds, generous impulses and unselfish acts will find its reward in the Great Hereafter.

Mrs. Whitworth died several years ago and about two months ago Mr. Whitworth was married to Miss Zoa Davidson, whose family has resided in the same block as Mr. Whitworth's family for forty years.

The story of the career which the Tradesman has thus endeavored to outline has been a story of hard work without particular incident. It is a story of a success acquired step by step, but the thing that makes it most interesting is that it is not the story of a man who has finished his career; it is the story of a man who is going up farther, even while he is being talked about. It is one of those serial stories of life that we see unfolded chapter by chapter. No one who reads it will imagine the story is all told. When the novelist describes the characteristics of his hero one knows that he is building up a man to whom things are to happen; the reader who peruses this biography will be interested in learning not only what George Whitworth has accom-

plished but will be wondering what big things he yet will do, and looking for them confidently.

There is good blood in the veins of Mr. Whitworth. A man's pedigree does not make much difference; yet it is satisfying to know that he has never done anything to disgrace his ancestors and that his ancestors never did anything to disgrace him.

Depositing Checks Just Before the Bank Fails.

Bank failures have been numerous of late in certain sections of the United States. Losses have resulted therefrom to persons and corporations who had had no direct dealings with the defunct institutions, but to which their own depositaries had sent items for collection.

It is settled law in a majority of the states that a bank which forwards for collection checks, drafts or other instruments is not responsible for losses due to default or failure of its correspondent, providing only that it has used reasonable care in selecting a suitable and apparently solvent agent. For example: A, a merchant, receives from a customer a check drawn on the Utopia Bank of Paris, Alabama. He deposits the check in the Central Trust Co. of X, Massachusetts, his own Depository. The Central Trust Co. forwards the check for collection to its correspondent, the Midland Trust Company, at Y, Alabama. The Midland Trust Co. presents the check to the Utopia Bank, collects the amount of it, and fails before it has forwarded the amount collected to the Central Trust Co. A must bear the loss, and becomes a creditor of the defunct Midland Trust Co. for the amount of the check.

Is there a remedy for this situation, and if so what is it? The suggestion has been made that if the Central Trust Co. forwarded its items for collection only to Federal Reserve Banks the danger of loss would be reduced to an inappreciable minimum. But the Federal Reserve Act does not permit Federal Reserve Banks to act as collecting agents except from banks which clear their obligations at par. So then, if in the illustration above the Utopia Bank was not committed to "par payments," collection could not have been made through a Federal Reserve Bank, and there are some 3,000 non par payment banks in the United States to-day.

Business men are trying earnestly to solve this problem, and various plans have been discussed with a view to compelling banks to forward their collection items to Federal Reserve Banks whenever possible. On the other hand the expedient has been proposed of notifying customers that no payments will be accepted in the form of checks on non par banks, and supplementing this notification by explicit instructions to the depository bank that all foreign items shall be forwarded for collection only to the Federal Reserve Bank. The latter plan if feasible from the practical standpoint would seem to have the merit of placing upon the forwarding bank the responsibility of deviating from the depositor's instructions at its own risk, and would prove at least a partial solution of the problem.



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.

Use of Ribbons as an Entirety.

Moire belting ribbons, as well as other ribbons, rule the hat world with an iron hand at present, according to the bulletin of the Retail Millinery Association of America. There is no end to the possibilities of the ribbon hat this season, it says, for it has not permitted the use of straw in combination, but stands on its ribbed entirety.

"Plaids, moires, checks, and embossed floral patterns in ribbon, from satin to metal, score immensely," the bulletin continues, "although grosgrain variations are the leaders. Moire grosgrain is quite new. Striped grosgrain and satin-faced seem to find many wearers. They stand up under their own weight for the cuffs, flares and over lapping turban treatments. The grosgrain toques have supplanted the satin ones.

"Felts are seen only in the finest, thinnest kinds of late, and even then sheer, printed crepes or twists of finely pleated taffeta band and bind them. Printed georgette and crepe de chine thus tightly draped have huge, spotty patterns to begin with, but are drawn up into attractive mottled effects by means of diverse draping.

"The silk and maline hat and the crepe and tagal one are neck and neck in sales progress for dress and sports wear, respectively. The wool and crepe hat—white wool on white crepe, faced with tagal—is a Southern certainty for wear with sweater costumes. So is the new crepe-faille-timbo effect shown recently in stripes and handsome, colorful patterns on a beige ground.

"The new coburgh braid is holding its own in blocked shapes, noticeably the new backless brim with deep front roll. It is so light and inexpensive that it became a success over night. Timbo and bangkok are showing much improvement lately, the latter being especially well liked by makers of misses' hats."

Popular Prices the Magnet.

According to some of the leading garment wholesalers, the so-called "popular-priced" lines promise to reap a full harvest of orders for the Spring season. The insistence on price has always been more or less of a factor in the trade, it is admitted, but this season buyers appear to be emphasizing their price demands. This has resulted in probably the largest variety

of the popular-priced garments ever shown. It is also responsible for houses that would ordinarily not make garments below certain figures, adding the cheaper lines, to be handled by another department, as a magnet to draw the additional volume of orders. The speed with which the higher-priced style garments are copied in the cheaper versions is the comment of the trade. Sometimes only a day or less elapses after the original model has been shown before the copy is ready for sale. Some justify the copying when it is done through the aid of a regular purchase of a style garment from a retail store, claiming this is a legitimate and widespread trade practice.

Diaphragm-Reducing Brassiere.

In the Spring lines of a leading brassiere manufacturer is a diaphragm-reducing type that he said stands out as one of the best selling numbers he has produced. The feature of this brassiere is a section of criss-cross boning in the front of the garment at the necessary point to aid in keeping the diaphragm flat. The boning renders the assistance which the ordinary brassiere is not able to give. Elastic webbing is attached to each side, so that the requisite amount of yield and pull is obtained. The garment is described as light, flexible and washable. It is made in both bandeaux and corset-brassiere styles. Wholesale prices for the former begin at \$8.50 per dozen and at \$15 per dozen for the latter.

Novel Development in Cloches.

Crowns that are shapes in themselves are what the cloche vogue has developed into in the local millinery trade. The brimless cloche is the new order of things in this line—deep, low shapes with side effects, high backs and no front brims. These shapes are much sought after, and promise to continue in vogue for some time to come. There is also talk of the tricorne for Spring, but it will be more of a simulation of that effect than an actuality. Favored advance models show that blunt corners are wanted, after the order of the original quatre-corne of Reboux. In the new mushrooms that are making their appearance here the feature is the irregularity of the brims.

Await Consumer Response.

While the indications point strongly to a "come-back" of women's suits for the Spring, the wholesalers are now at the stage where the response of the consumer is awaited. Much preparation has been made in anticipation, but, before the full enthusiasm for suits is expressed through pro-

duction, wholesalers feel that the customers' approval should be more clearly indicated. It is held that all the chances favor this, owing to the strong style sponsorship that is now behind the offering of suits. Several of the well-known stores here, which the smaller ones regard as leaders, have expressed their entire confidence in the suit.

The Watch Han No Diver's Suit.

What is said to be a record claim for damage to a watch, which had been sold with a guarantee against mechanical imperfection, was reported yesterday by a jewelry retailer. The watch was of the wrist variety, and had been a birthday gift from the mother of the young woman who made the claim. She brought it back to the retailer a couple of months after the purchase and complained that it would not run. On the strength of the guarantee she demanded a new watch. The retailer quickly ascertained that her charge was true, but when he examined the watch more closely he found the works almost entirely covered with rust. The young woman was at first unwilling to admit that the watch had been badly treated in any way, but finally admitted that she had worn it while taking a bath. Under the circumstances the jeweler could not see where the watch was at fault, but he offered to replace the works at factory cost. This offer, however, did not make much of a hit with the claimant.

The rich of to-day were the poor of yesterday.

The Buying of Umbrellas.

While little Spring buying of umbrellas has been done so far, trade leaders look for the coming season to be a "normal" one. They point out that store stocks are low, having been held so all through the past year by the reducing of the allotments given to the umbrella departments by merchandise managers. The normal consumer demand, however, was held back to some extent by the lack of the usual amount of rainfall during the greater part of the year. While novelties in handles and tips, together with colored sun and rain silks, promise to be the big things in women's goods, manufacturers have agreed to go slow in producing "freak" handles. The feeling is that some of this merchandise may go "dead," practically without notice. Through co-operative arrangements the manufacturers are keeping their stocks of frames, handles and piece goods at about their estimated needs.

We are manufacturers of
Trimmed & Untrimmed HATS
 for Ladies, Misses and Children,
 especially adapted to the general
 store trade. Trial order solicited.

CORL-KNOTT COMPANY,
 Corner Commerce Ave. and
 Island St.
 Grand Rapids, Mich.

The "Master" Line of Work Shirts Our Own Make

By our own manufacturing department. Made of the best cloth obtainable, and plenty large. Made like you want them. Full 36 in. long, faced sleeves, with 9 in. Double Yoke.

This is the kind of merchandise that your trade will come back and ask for.

On account of owning piece goods at old market, we can only offer quantities stated at these prices.

- | | |
|---|----------------|
| No. 223—Genuine Blue Ideal Chambray | Doz. @ \$ 9.75 |
| January delivery—75 dozen only. | |
| No. 224—Genuine Blue Golden Rule Chambray | @ 9.75 |
| January delivery—75 dozen only. | |
| No. 225—Genuine Blue Defiance Chambray | --@ 10.75 |
| January delivery—75 dozen only. | |
| No. 226—Real Khaki Twill, Excellent quality | @ 12.00 |
| Jan. or Feb. delivery—150 doz. only. | |
| No. 227—Heavy 64x104 Black Sateen | -----@ 12.50 |
| Jan., Feb. or March delivery—225 doz. only. | |

All shirt in Fancy "Master" packing—boxed 6/12 dozen—sizes 14 to 17.

Try a few of each number—we know you will want more.

GRAND RAPIDS DRY GOODS CO.
 YOUR DRY GOODS WHOLESALE

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Dec. 31—On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Ben Schechter, Bankrupt No. 2415. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of Grand Rapids and has conducted a new and second hand clothing store in said city. The schedules filed list assets of \$1,700, of which \$250 is claimed as exempt to the bankrupt, with liabilities of \$3,549.14. The first meeting of creditors has been called for Jan. 14. A list of the creditors of the bankrupt is as follows:

City Treasurer, Grand Rapids	--\$ 28.82
Press, Grand Rapids	15.90
Altman & Co., Chicago	117.75
T. H. Levy, Cleveland	56.76
Ellsworth & Thayer Co., Milwaukee	125.20
Harris Suspender Co., New York	15.07
The U. S. Cap Co., Cleveland	215.24
Sarasohn & Shetzer Co., Detroit	29.73
S. & H. Levy, New York	167.50
Stein Knitting Co., Cleveland	20.86
Rogo Clothing Co., New York	147.50
Bray Robinson Clothing Co., Louisville	100.00
Racine Traveling Bay Co., Racine	24.00
Phillip Girson & Co., Chicago	118.76
Petersburg Luggage Co., Petersburg, Va.	26.63
Adur & Goodman, Inc., New York	83.00
Metropolitan Juvenile Clothing Co., New York	74.00
M. Alperowitz & Son, Chicago	140.25
Klopper Bros., Cleveland	56.00
Lurie Mfg. Co., Chicago	22.00
Hirth-Krause Co., Grand Rapids	196.80
Isadore Weinberg & Co., Chicago	285.75
The S. & S. Shirt Co., Pittsburgh	31.01
State Prison, Marquette	22.00
B. & M. Sout Case Co., New York	30.00
Butler Bros., Chicago	725.85
Central Shoe Co., St. Louis	56.00
Beacon Falls Rubber Shoe Co., Chicago	61.44
Cohen Bros., New York	66.00
Carples Co., Milwaukee	94.27
Endicott-Johnson Corp., Endicott, New York	387.15
Consumers Power Co., Grand Rapids	8.90

Jan. 3. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Vance R. Walters, Bankrupt No. 2416. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of Grand Rapids and lists his occupation as that of a detective. The court has written for funds and upon the arrival of the same the first meeting will be called, and note of the same made here. A list of the creditors of the bankrupt is as follows:

G. R. Savings Bank, Grand Rapids	\$160.00
United Weeklies, Grand Rapids	180.00
Spielmaker & Sons Garage, Grand Rapids	31.00
E. A. Prange, Grand Rapids	49.50
Right Clothes Shop, Grand Rapids	11.00
Doyle Composition Co., Grand Rapids	196.00
Commercial Printing Co., Grand Rapids	46.00
M. E. Shanteau, Grand Rapids	200.00
Leonard Fenwick, Grand Rapids	90.00
Remington Typewriter Co., Grand Rapids	20.00

Jan. 4. On this day was held the first meeting of creditors in the matter of Alva Q. Powell, Bankrupt No. 2409. The bankrupt was present in person and by attorneys, Watt & Colwell, of Ionia. There were no creditors present or represented. No claims were proved and allowed. The bankrupt was sworn and examined without a reporter. No trustee was appointed, and it appeared that the case was one without assets. The first meeting was then adjourned without further date.

On this day also was held the first meeting of creditors in the matter of Frank N. Rhinehart, Bankrupt No. 2402. The bankrupt was present in person and by attorney, Charles F. Hext. R. J. Cleland was present for creditors. Claims were proved and allowed. Edward De Groot was elected trustee and his bond was placed by the referee at \$500. The bankrupt was sworn and examined without a reporter. The first meeting was then adjourned without date.

On this day also was held the final meeting of creditors in the matter of Milton C. Orton, Justin C. Peters, and Orton & Peters. There were no appearances other than the trustee. Additional claims were proved and allowed. The bill of Dilley, Souter & Dilley as attorneys for the bankrupts was considered and approved. An order was made for the payment of administration expenses and for the closing of the case, there being no funds on hand for the payment of dividends to creditors. There was no objection to the discharge of the bankrupts. The final meeting was then adjourned without date.

Jan. 5. On this day were received the schedules, order of reference and adjudication in the matter of Norman Russel, Bankrupt No. 2417. The matter has been referred to Benn M. Corwin as referee in bankruptcy. The bankrupt is a resident of Sparta and is a millwright by trade. The schedules filed list assets of \$250, of which \$50 is claimed as exempt to the bankrupt, with liabilities of

\$1,136. The court has written for funds for the first meeting, and upon receipt of the same the first meeting will be called, and note of the same made here. A list of the creditors of the bankrupt is as follows:

American State Bank, Cadillac	--\$300.00
Peoples Savings Bank, Cadillac	360.00
Cadillac Exchange Bank, Cadillac	25.00
Luther Exchange Bank, Luther	157.00
Webber-Ainsworth Furn. Co., Cadillac	28.00
Nixon & Hanson Hardware Co., Cadillac	16.00
Johnson Hardware Co., Cadillac	50.00
Kryger Furniture Co., Cadillac	25.00
Dowstra Clothing Co., Cadillac	35.00
W. Rossell, Hoxleville	40.00
Dr. R. J. Hutchinson, Grand Rapids	100.00

Jan. 5—On this day were received the schedules and reference in the matter of Alex Ragir, Samuel Ragir and Jacob Deitsch, as Ragir Bros. & Deitch, alleged bankrupts. The schedules have been filed pending an offer of composition which the parties propose to make to creditors. The schedules filed list assets of \$16,296.02, of which \$750 is claimed as exempt to the parties, with liabilities of \$14,958.19. The parties have conducted a retail clothing business in Grand Rapids. Jan. 18 has been fixed for the meeting of creditors for examination of the alleged bankrupts and general transaction of business. A list of the creditors of the alleged bankrupts is as follows:

Morris Asinof, New York	---\$374.00
U. S. Rubber Co., Chicago	---\$228.00
Arron Bros., New York	67.50
Armour Mills Co., New York	34.88
Simon Blum, New York	398.87
The Broadway Neckwear, New York	21.37
Bray Robinson Clothing Co., Louisville	685.50
Clauson & Wilson, Buffalo	533.12
Coller Fast Shirt Co., New York	862.59
Cluett Peabody Co., Chicago	146.16
Crown Overall Co., Cincinnati	115.37
Detroit Suspender Co., Detroit	37.94
Enterprise Mfg. Co., Buffalo	353.75
A. Greenberg Clothing Co., New York	180.00
Hasalpon Mills, New York	195.00
Lipke Herman, New York	333.75
Levinson & Shapiro, New York	200.00
J. Lipson & Co., New York	460.00
McElwain Hutchinson, Boston	332.05
Morris Sloan & Co., Chicago	450.23
Morehead Knitting Mills, Harrisburg	287.16
Max Orloff, New York	316.65
Samuel Philipson, Chicago	87.00
Phillip Jones, New York	150.75
Progressive Clothing Co., Philadelphia	473.50
Rogo Clothing Co., New York	217.00
Rugby Knitting Mills, Buffalo	1,281.68
Rosen & Co., New York	403.00
Regent Textile Co., New York	75.00
Rosenblum & Sons, New York	440.00
Schott Bros., New York	262.00
Shapiro Bros., New York	151.92
Scheffles & Somson, Milwaukee	72.00
Weiner Cap Co., Grand Rapids	190.17
The Cleveland Neckwear Co., Cleveland	4.25
G. R. Store Fixture Co., Grand Rapids	16.75
International Handkerchief Co., New York	21.25
Perfection Pants Mfg. Co., New York	404.38
A. Stein & Co., Chicago	8.64
Spatz Rubin & Co., Chicago	54.75
Ragir Bros., Grand Rapids	4,011.75

Jan. 5. On this day were received the schedules and reference in the matter of Alex Ragir, Samuel Ragir and Ragir Brothers, alleged Bankrupts No. 2401. M. Corwin as referee to consider a proposed composition with creditors before adjudication, and the petition and action thereon has been stayed until the creditors act on such offer. The date fixed for the meeting of creditors is Jan. 13. The schedules filed list assets of \$56,677.40, of which \$500 is claimed as exempt to the alleged bankrupts, with liabilities of \$49,628.89. The creditors of the parties are as follows:

State of Michigan, taxes	---\$ 82.00
Kent State Bank, Grand Rapids	12,700.00
Philip Deitsch, Chicago	14,600.00
Herman Wile, Buffalo	3,011.00
Braubstein & Son, Philadelphia	1,000.00
Hansen Gloves, Milwaukee	526.25
Colorfast Shirt Co., New York	1,525.10
Ansorge Bros., New York	746.00
Beacon Falls Shoe Co., Chicago	72.48
Bray Robinson, Louisville	1,123.50
Spatz Rubin, Chicago	21.00
The Crow Oil Co., Cincinnati	107.39
Pitright Cap Co., Indianapolis	44.32
Lipke Herman, New York	333.75
J. B. Hersfield & Co., New York	84.00
Hork Bros. & Co., Chicago	29.53
Lipson & Co., New York	629.00
Max Lieberman & Son, New York	425.50
S. & H. Levy, New York	244.50
Kling Co., Chicago	794.75
Levinson & Shapiro, New York	200.00
Lipsky Bros., Philadelphia	344.00
Morris Asinof & Sons, New York	409.00
Morris Sloan & Co., Chicago	771.01
Max Orloff, New York	312.15
Mackinaw House, New York	264.50
Morehead Knitting Mills, Harrisburg	133.10
McElwain, Hutchinson & Winch, Boston	524.30
Progressive Clothing Co., Philadelphia	2,659.50
Phillip Jones, New York	86.50
Sam Philipson Co., Chicago	87.00
Rugby Knitting Mills Co., Buffalo	1,373.40

Enterprise Mfg. Co., Buffalo	---353.75
Rosenblum & Son, New York	---459.50
Rogo Clothing Co., New York	---209.00
Rich Bros., New York	---349.20
Rudrich, Frank & Dailey, New York	---500.00
Perfection Pants Co., New York	---400.50
Schott Bros., New York	---100.00
Simon Blum, New York	---400.00
Regent Textile Co., New York	---75.00
A. Stein, Chicago	---31.20
Shapiro Bros., New York	---157.53
Standard Bargain House, New York	---274.50
U. S. Rubber Co., Chicago	---311.08
Weiner Cap Co., Grand Rapids	---282.00
Press, Grand Rapids	---225.20
Association of Commerce, Grand Rapids	---12.50
Detroit Suspender Co., Detroit	---8.66
Cluett Peabody Co., Chicago	---9.32
Geo. Connor & Sons, no address	---65.00

Jan. 5. On this day was held the first meeting of creditors in the matter of John Pawdzik, Bankrupt No. 2408. The bankrupt was present in person, and by attorneys, Dilley, Souter & Dilley. Creditors were present in person and by attorneys, R. J. Cleland and Chas. H. Lillie. C. C. Woolridge was appointed trustee and the amount of his bond placed by the referee at \$300. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. There being insufficient funds in the estate after abandonment of the secured property to pay all administration expenses, the creditors waived a final meeting and voted for the trustee to sell any property not secured or exempt at private sale without further notice. The first meeting was then adjourned without date.

In the matter of Earl W. Smith, Bankrupt No. 2403, the funds for the first meeting have been received and such meeting will be held at the referee's office on Jan. 17.

Jan. 7. On this day was held the first meeting of creditors in the matter of Richard B. Franks, Bankrupt No. 2391. The bankrupt was present in person and by Renihan & Lillie, attorneys. No creditors were present or represented. No claims were proved and allowed. The bankrupt was sworn and examined without a reporter. The case being no asset was adjourned without date and returned to the clerk of the court.

On this day also was held the first meeting of creditors in the matter of Albert T. Sundell, Bankrupt No. 2410. The bankrupt was present in person. Claims were proved and allowed. Various creditors were present in person. The bankrupt was sworn and examined without a reporter. John Olson, of Muskegon, was appointed trustee, and the amount of his bond placed at \$200. The first meeting of creditors was then adjourned without date.

Jan. 8. On this day was held the first meeting of creditors in the matter of Earl B. Pickett, Bankrupt No. 2405. The bankrupt was present in person and by attorney, Horace Barnaby. Various creditors were present in person. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. Samuel Hannah, of Caledonia, was appointed trustee, and his bond fixed at \$500. Appraisers were appointed. The first meeting was then adjourned without date.

Jan. 8. On this day was held the first meeting of creditors in the matter of Leroy Allen, Bankrupt No. 2406. The bankrupt was present in person and by attorneys, Lokker & Den Herder. No creditors were present or represented. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. The case being one without assets was closed without date and returned to the clerk of the district court.

In the matter of Talcott R. Reader, Bankrupt No. 2227, the trustee has filed his final report and account and a final meeting will be held at the referee's office. The trustee's final report will be passed upon and administration expenses and a final dividend to creditors paid.

Jan. 8. In the matter of J. Earl Morgan, Bankrupt No. 2413, the funds for the first meeting have been received and such meeting has been called for Jan. 21. The meeting will be held at the referee's office.

Another Kind of Vegetable.

A collector was trying to get a slow account settled and said sharply to the debtor: "Your bill should have been paid long ago. I must have the money at once."

"How can I pay when I haven't any money?" said the debtor. "You can't get blood out of a turnip."

But the collector was ready for him: "You're not a turnip—you're a beat," was his reply.

Failure to keep copies of orders and failure to keep receipts for money paid are the means of the annual loss of thousands of dollars to business men.

Community Mausoleum Trusteeship.

Most organizations, particularly new ones, are usually formed after the corporate type. Whereas, this form has certain advantages peculiar to commercial business, a strictly community project contemplating perpetuity, everlasting service and adequate protection to its members, is much more sound when devised as a trusteeship.

Graceland Memorial Park and Mausoleum of Grand Rapids, is so organized as an irrevocable trust.

It is not a corporation.

It is not a stock company.

It is not a partnership.

It is not a commercial enterprise.

It is not organized for profit.

It is a trusteeship, operating under a trust agreement, drawn for and in behalf of the space-holders, with the Michigan Trust Company of Grand Rapids.

This strong and reputable trust company handles all moneys and funds paid in by those who purchase space.

In addition to the protection guaranteed the space-holders by reason of the general provisions of the trust agreement, the perpetual care fund, or endowment fund, is an item of paramount importance.

With the Graceland Memorial Park and Mausoleum, this fund will exceed \$250,000 at the time all the space has been paid for. Not less than 20 per cent. of all payments is set aside for this purpose, by order of the Trustee.

This sum is more than twice the size of the endowment fund provided in respect of Rose Hill Mausoleum, Chicago, although Rose Hill is one of the larger buildings of this character. Moreover, it is a larger fund than is arranged for any other "Community Mausoleum."

To many, this fund may appear to be unduly large. However, it was deemed advisable to "play safe," and therefore this generous amount seemed desirable.

May we have more institutions in this State surrounded by financial protection of this relative proportion, thereby assuring its members absolute safety and peace of mind.

A Model.

At a lecture the speaker orated fervently: "He drove straight to his goal. He looked neither to the right nor to the left, but pressed forward, moved by a definite purpose. Neither friend nor foe could delay him nor turn him from his course. All who crossed his path did so at their own peril. What would you call such a man?"

"A truck driver," shouted a voice from the audience.

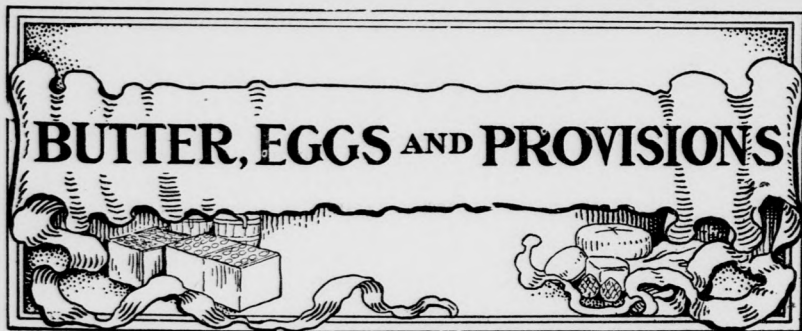
When Dreams Come True.

"Have any of your childhood ambitions been realized?"

"Yes, when my mother used to cut my hair, I always wished I hadn't any."

Don't try to tell me that you don't need a vacation from your job every year. Every man lasts longer and does better work while he lasts for laying off two weeks or more per annum.

To rise high, be square and get around.



May Make Ben Davis Apple Popular.

Now here comes the New York Evening Mail with the most unkindest cut of all:

"The Ben Davis apple has the physical appearance of that king of fruits, but its beauty is only skin deep. In fact, it is so nearly worthless when edibility is considered that many nurserymen refuse to sell the trees. But the apple is handsome, its thick skin is not easily bruised and it has helped to pay off the mortgage on many fruit farms.

"At a meeting of orchardists in the West a week ago one man exhibited a number of Ben Davis apples in a jar of alcohol. They were the largest and finest ever seen and attracted much admiring comment. They were superbly colored and would make any man's mouth water. The last day of the meeting the exhibitor opened a jar and took out the apples. They were made of wood.

"That is the legitimate way to make Ben Davis apples," the orchardist declared. "Being turned by machinery they are a better shape than those that grow on trees. Being colored by hand they can be as red as one cares to make them. And when made of cottonwood, spruce or poplar there is no difference in the taste.

"But one must not make them of elm, cedar or other wood that has an pronounced characteristics, or the difference will be quickly detected because of the improved flavor."

But the old Ben Davis is not without friends. In the last issue of the Kansas City Packer, Louis Erb, of Cedar Gap, Mo., comments thus on the above assault on Benjamin:

Of all varieties of apples grown few beat it in general appearance, none keep as well in cold storage and as a cooking apple where can you find a better one? I understand that in Chicago there is a big pie bakery that won't use any kind of apples but Ben Davis because they "stand up" better than all other kinds and are most satisfactory to its customers. For baking and for apple sauce give me a Ben Davis every time. And here I will give you a little information in confidence—if you want to make a little cider for your own use, make it from old Ben and let it stand for a while until it gets a little "edge" on, then sip it with discretion. If that doesn't drive away the blues, make you feel rich and have happy dreams, I don't know what will.

On account of a great deal of rain last spring while spraying operations were going on the Ben Davis failed to be as free from defects as it usually is,

but I notice in running them over the packing tables they give the sorters less trouble than most other varieties and when properly packed present a most attractive appearance. Just now, while the harvest is on and many growers are wishing to throw their apples in bulk on the market, buyers are somewhat hard to please and some find satisfaction, like your New York newspaper man, to give Ben Davis a kick unless they can get it for a song, but I have an idea that before the season is over many of them will say—Hats off to old Ben."

"I have never claimed that the Ben Davis is what is termed 'a fancy eating apple' but in season it compares favorably with many other varieties. But here, Mr. Editor, we hillbillies don't grow apples to tickle the palates of all sorts of epicurean cranks, but for the money there is in it, and if there is an apple that fills barrels quicker than old Ben I want to be shown. One hundred acres of Ben Davis trees in prime condition, one year with another will make a farmer more money than 150 acres of most other varieties.

Any man who runs down the Ben Davis apple ought to be put in jail.

Tax Paid on Sweet Cider To Be Refunded.

Rochester, N. Y., Jan. 15—The enclosed article is of great importance, as you will readily perceive, to all manufacturers of cider and vinegar who paid the tax on preserved sweet cider as levied under the Revenue Act of 1919, and you will be doing all cider manufacturers a real service by publishing this information, which is absolutely authoritative, and giving it as prominent a display in your pages as you can consistently do in accordance with your make-up rules.

Paul Benton, Sec'y.

When the American Cider and Vinegar Manufacturers' Association began its litigation to recover Federal taxes levied upon sweet cider as a soft drink, it made an arrangement with the Government that the claims of all taxpayers it represented should stand or fall by the result of the litigation and that in event it was successful the Government would waive the fact that the tax had not been paid under protest, etc., and refund such taxes to all taxpayers the Association represented, with interest at 6 per cent. from the date the tax was paid. Now that the litigation has terminated successfully, all claims filed with the American Cider and Vinegar Manufacturers' Association are entitled to the benefit of this agreement.

There are many cider manufacturers however, who paid this tax and either through lack of knowledge of the arrangement made by the Association or neglect have failed to file their claims

Old Monk Olive Oil

FINEST IMPORTED

OLD MONK is the highest type of VIRGIN OLIVE OIL. It is the first pressing of selected olives of the choicest variety grown in the famous olive groves in the district of Nice, France. The fruit is allowed to ripen on the trees, and is carefully hand picked, one olive at a time, and placed in baskets in order to prevent bruising, then sorted to eliminate overripe, green, and defective fruit, so that only perfect olives are sent to the mill. Here they are washed and carried by conveyors to the crushing vats. From the crushers the pulp falls into tile tanks, in which it is carried to the hydraulic press. A light pressure is given the pulp mass, and the oil resulting contains the highest nutritive and tonic elements of the olive. OLD MONK OLIVE OIL is at once delicious and nutritious. It is a decided improvement over any and all other brands. ITS PURITY IS ABSOLUTE, ITS FLAVOR IS DELIGHTFUL, AND ITS BRILLIANCY IS UNAPPROACHABLE.

JUDSON GROCER COMPANY
DISTRIBUTORS

GRAND RAPIDS,

MICHIGAN

Have You Patronized LEWELLYN CASH AND CARRY

STRICTLY WHOLESALE

1210 South Division Avenue,
near Hall Street

GRAND RAPIDS

MICHIGAN

MILLER MICHIGAN POTATO CO.

Wholesale Potatoes, Onions

Correspondence Solicited

Frank T. Miller, Sec'y and Treas.

Wm. Alden Smith Building
Grand Rapids, Michigan

M. J. DARK & SONS

GRAND RAPIDS, MICH.

Receivers and Shippers of All

Seasonable Fruits and Vegetables

and thus share in the benefit of this agreement.

Counsel for the Association was in Washington last week to perfect arrangements for the prompt return of the taxes paid by those it represented and reports that arrangements have been perfected for that purpose.

All cider manufacturers, who have not yet filed their claims with the Association should do so promptly if they wish to share in the benefit of the Association's agreement with the Government or obtain information relative to the matter.

Its executive office is 841 Powers building, Rochester, N. Y., and it naturally desires that all who paid these taxes shall have the opportunity at least of recovering them.

Downward Trend in Wholesale Prices

The indexes of wholesale prices in December first to be published—Dun's and Bradstreet's—both show a downward trend for the month. Dun's index registers a decline of 0.5 per cent. and Bradstreet's one of 1.2 per cent. The variation between the two is due to the selection of different commodities and different systems of weighting. Bradstreet's index, which gives special importance to raw materials, showed advances only in textiles and metals. Coal and coke, building materials, chemicals and drugs, and all classes of foodstuffs were lower. Dun's index showed a decline in meats and dairy and garden products, while breadstuffs and the miscellaneous group were unchanged, and the clothing and metal groups were higher. The general movement of prices during December was of no great significance, the indications of slight heaviness being partly seasonal. The only conclusion to be drawn is that the general level of wholesale prices, despite the sharp fluctuations in the case of a few commodities, is fairly stable, and that the price structure during the past month affords no basis for the belief expressed in some quarters that the country is again headed for inflation.

During the past year the movements of prices in this country and in Great Britain have corresponded very closely both in degree and in point of time, but the past two months proved an exception. There was the same tendency toward advance in Great Britain during the first quarter of 1923 and the same sort of recessions during the summer months that were noted in this country. Since August, however, the tendency of British prices, as revealed by the index number of the Economist, has been steadily upward, and at the end of December the total rise had amounted to 9 per cent.

A rather striking contrast is shown in the movement of prices of different commodity groups during December in Great Britain and the United States. Here there were declines or no changes except in textiles and metals. In Great Britain textiles were the only group showing a decline. The slump in sterling exchange would account for the general tendency of British prices to advance, but the decline in textile prices is unexpected in view of the sharp rise in the price of cotton. The indications of lower prices for

textiles bear out recent reports that the British mills have been cutting prices to meet French competition and to find foreign markets, deeming it less expensive in the long run to sell slightly below production costs than to suspend operations entirely. This also throws some light on the recent increase in imports of British cotton goods into his country.

Idea of an Ideal Grocery Store.

I like to trade at a store where the proprietor and the clerks act as if they were glad to see me.

I like to trade at a store where they have nice displays, suggesting different things to eat.

I like to trade at a store where everything is clean and tidy and orderly.

I like to trade at a store where they handle goods on the quality of which I can always depend, even though they cost a little more.

I like to trade at a store where the clerks are well posted and know what they are talking about when answering questions and when recommending goods.

I like to trade at a store where there is a price ticket over every article and where they have plenty of show cards, describing various goods.

I like to trade at a store where they make it a point to see that every customer is treated courteously and is completely satisfied.

I like to trade at a store that is flooded with cheerfulness.

Consumer.

Norwegian Crab Meat Coming Here.

The Norwegian housewife is beginning to lament the fact that the black-clawed Norwegian crab is considered so delicious. It used to be that all the families along the Norwegian coast had crabs every day during the season, but now the sardine canneries have taken up the canning of crabs as a side line and are diverting practically the entire catch from the housewife's table to the can, and the product is being sold all over the world. With the practical failure of the sardine catch this season the sardine canners are devoting more attention than usual to the crabs, and the canners hope to increase the British and American markets, especially the latter, in competition with Chinese and Japanese canners. The crab meat is eaten either in its natural state or ground and preserved and canned with some beverage and spices. Both kinds are packed in Dingley tins.

King Tut's Revenge.

Who would expect that King Tut, who has been dead for some 3000 odd years—some of them very odd—could cause the closing of the largest gingham mill in the world, together with a bunch of smaller mills of the same sort?

But Robert Amory, head of the selling organization of a number of gingham mills, says that the discovery of King Tut's tomb caused women to desert gingham for printed cloths with Egyptian and other weird designs, thus leading to the eventual shutting down of the mills.

You never can tell when a dead one is going to come to life!



YELLOW KID BANANAS

In season all the year round

**DELICIOUS
WHOLESOME
NUTRITIOUS**

We devote careful, expert attention to properly packing our bananas

THE VINKEMULDER COMPANY
GRAND RAPIDS, MICHIGAN

HENRY T. FRASER

Western Market
Detroit, Michigan

SHIPPER OF

Most Complete Line of Seasonable and Unseasonable
Fruits and Vegetables in Michigan.

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

Moseley Brothers

GRAND RAPIDS, MICH.

Jobbers of Farm Produce

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.

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

A. B. KNOWLSON CO.
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

Fiegler's

Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

Use Tradesman Coupons



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

Some Winter Opportunities in the Paint Department.

Written for the Tradesman.

The winter months are generally looked upon as quiet months in the paint department. There is, of course, an all-the-year-round demand for certain lines of painting materials, but when the winter sets in, the dealer naturally expects a falling-off in the demand for paint.

It is true that only a limited amount of outside work can be done during the winter months. The dull season, however, should not prevent the dealer from endeavoring to make sales in his paint department.

One class of trade particularly worthy of attention during the winter months is that of the farmer. Through the winter the farmer has a considerable amount of time on his hands. This time could be used to good advantage in doing work which would be profitable to himself as well as to the merchant.

Conditions on the farm have changed considerably during the last three decades. Farming is now recognized as a science, and the successful farmer is no longer a mere tiller of the soil. He is a business man who is always willing to consider a proposition which will be of benefit to him.

Not many years ago it was a common occurrence to see farm implements left outside during the winter, exposed to the elements without protection of any kind.

Times have changed and to-day the farmer who takes pride in his farm and places value on the implements he uses to make his living will see to it that tools and implements used during the spring, summer and fall are well taken care of during the winter, and overhauled in order to have them in good condition for use throughout the coming year.

One of the important essentials which the farmer often overlooks is the value of paint as a protective measure. Paint can be used on all farm implements and unless the machinery is absolutely new there is generally some portion of each implement where paint can be used to advantage.

Buggies, wagons, binders, mowers, plows, rakes and many implements and vehicles in need of paint can be found in any farming community. Thus the farmer is an excellent prospect

for the dealer to approach at this season in an effort to sell implement paint.

Every hardware dealer has, or should have in stock, a line of paint suitable for implements. Prepared paint for this purpose is manufactured by practically all paint manufacturers. The paint is, as a rule, made so that both color and varnish can be applied in one operation, thus obviating the necessity of the farmer purchasing two kinds of painting material for one job.

The problem which confronts the dealer is the selling problem—how he can sell this paint to the farmer.

At this season of the year the show windows can be used to good advantage. The Christmas selling is over; and the tendency is to neglect the window trims and put on rather perfunctory displays. While good displays are more than ever necessary to attract attention.

So it will pay the dealer to use his windows to some extent at least—particularly on market days—to attract the notice of the farming community. Simultaneously, some newspaper space should be used; for it is always good policy to boost the same lines simultaneously in newspaper and window display advertising, thus making both advertising mediums work together.

Personal contact and personal letters can both be used with good effect. A personal letter, with a color card enclosed, will help to get the farmer interested, particularly if the letter points out the advantages to be gained by using the paint, and also the easy manner in which the farmer himself may apply it. Personal contact can also be used successfully in selling carriage and implement paint. During the winter when farm work is relatively at a standstill farmers are able to come to town oftener; and though their aggregate purchases may not be large, they quite often come to the hardware store.

At such times, at this particular season, the farmer is seldom in a hurry when making his purchases; and it will be easy to "talk paint" to him. The entire sales staff should be instructed to bring up the subject of implement paint wherever possible, in dealing with farmer customers.

Do not simply mention the matter of painting and then drop the subject if the customer shows no interest. Show him a color card or sample board, or, better still, show him a sample of some old wood or piece of machinery which you have painted yourself.

It is a good plan to secure a part of some farm implement and, after painting a portion of it, keep it handy

Foster, Stevens & Co.

Wholesale Hardware



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

Michigan Hardware Company

100-108 Ellsworth Ave., Corner Oaks

GRAND RAPIDS, MICH.

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

United Motor Trucks
 A SIZE AND STYLE **To Fit Your Business**
 SALES SERVICE
ECKBERG AUTO COMPANY
 310 IONIA AVE., NW.

Closing out our American Cash Registers as we are no longer jobbing this line. We have marked them at cost. This is your opportunity to buy a dependable register cheap, for cash.

Grand Rapids Store Fixture Co.

7 Ionia Ave., N. W.

Grand Rapids, Michigan

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

for showing to farmers as an illustration of the difference made to machinery by a coat of implement paint. Such "half painted articles can be used very advantageously also in window display.

If the farmers do not come to your store, it will pay you to reach out after them. One means of so doing is by circular letter. It is better still to send a personal letter, enclosing advertising literature. Another good means of getting in touch with farm customers is the rural telephone. When things are quiet in the store, it is worth while to call up your country customers and enquire as to their prospective needs. You do not need to confine your enquiries to paint; but you can safely mention paint when discussing other timely lines.

The winter is also an excellent time to push the sale of interior specialties. One small town hardware dealer has developed a large winter trade in paint specialties. Under this heading he includes floor wax, floor polish, furniture polish, gold, bronze and aluminum paint, radiator enamel, stove pipe enamel, bath enamel, varnish stains and many other interior lines.

A number of small display stands are placed on the counters and show cases throughout the stores. On each stand is shown a paint specialty of some kind, together with a sample of the work which may be done with the goods displayed.

In this way the goods are always kept prominently before the customers many of whom make enquiries about the goods displayed. The result is that the salespeople are often given opportunities of showing how some article in the home can be renewed at small cost.

The dealer states that while the individual sales are usually small, the total business worked up in this way is a nice addition to the regular winter trade.

Often one sale will lead on to another, particularly where the salesman is skillful at suggesting additional articles. Thus, when a can of paint or enamel is sold, the clerks are always on the alert for making sales of brushes. They also try to get customers who are interested in polishes to look at dustless mops and polishing cloths. For demonstrating the dustless mops a square of varnished linoleum is always kept near at hand and customers are always much more favorably impressed when they can see an actual demonstration in which the mops are used.

Pushing interior specialties has the added value that, in addition to the direct returns, it keeps the paint department prominently before the public during the "off season" and paves the way to a successful business in exterior paint later in the year.

Victor Lauriston.

Only Sure Way To Business Success.

About three hundred years before the Birth of Christ there lived a famous Greek thinker by the name of Diogenes. According to reports, he lived in a tub, walked barefooted through the streets of Athens and was often seen at midday going about with a lighted lantern as if he were

seeking for something he had lost. When asked what he was hunting for, he replied that he was seeking for an honest man.

If Diogenes were living to-day and walking about with his lantern looking for honest men, would he find them in business? Would he discover them among the employers and employees?

Do you need honesty in your work? Do honesty and business mix? Frequently I hear people say that honesty has no place in business, that it won't mix with shops, mills stores and factories.

I want to tell you that such ideas are all wrong. Honesty is just as necessary in business as it is anywhere else. Unless you are square in the performance of your business tasks, you are doomed to failure from the very beginning.

There is only one way, and that is the right way.

Honesty is more than the best policy, it is the only policy.

In what ways are you to be honest in business?

First of all, be honest with yourself. You cannot cheat yourself and get by with it. You cannot lie to your soul and keep your peace of mind. To maintain your self-control, you must maintain your self-respect.

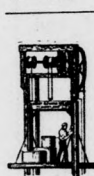
Be honest with those whom you serve. They are watching you. Virtue never goes unrewarded forever. If you stand up under the test, you will move up. It is the man that can be relied on that gets the big prize.

Be honest with everybody, every day, everywhere. It is not enough for you to be straight when someone is looking; you must be straight when you are alone.

Cheating on the sly is just as bad as cheating in the open. The man who is crooked in little things will be crooked in big things.

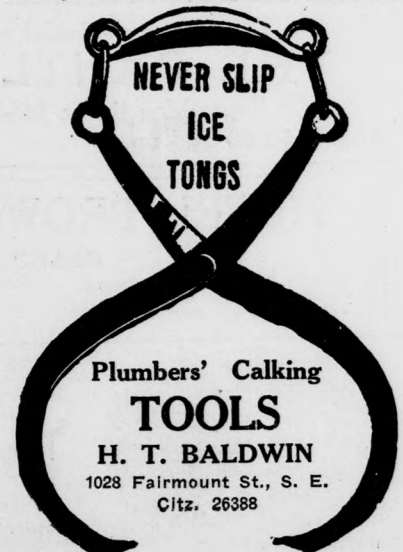
Honesty is a habit. It is not given you at birth. It is something you acquire, something you earn by great effort.

To be upright, you must practice walking upright. You cannot crawl in the dirt and still keep yourself



SIDNEY ELEVATORS
Will reduce handling expense and speed up work—will make money for you. Easily installed. Plans and instructions sent with each elevator. Write stating requirements, giving kind of machine and size of platform wanted, as well as height. We will quote a money saving price.

Sidney Elevator Mfg. Co., Sidney, O.



clean. The squarest man is the man who is square without having to think about it.

Honesty commands a high price. It is a quality that produces large profits. If you ring true, you will win, you will be shoved up and on. If you are false, you will lose, you will be shoved down and out.

A young man in the great store of Marshall Field & Co. in Chicago was slated for a big position. It was decided as a final test to watch him carefully for six months before giving him the job. Everything was done to tempt him and try his mettle. One day in handling money he kept 50 cents that belonged to the company. That sealed his doom. The position was given to another man.

Crookedness always leads to ruin.

I was in the little town of Stromberg, Nebraska, about two years ago and saw this sign on a filling station: "Crookedness doesn't pay. Look at the corkscrews that are out of business."

If you want to make good, you must not only be on your toes, but you must toe the mark.

Don't stoop to things low down; you are likely to topple over. Don't bend; you are likely to break. If there is a flaw in your record, it will show up.

The only sure way to business success is the honest way.

Walter J. Matherly.

Our idea of a hopeless liar and an incompetent is a person who says he never makes mistakes.

THE TOLEDO PLATE & WINDOW GLASS COMPANY

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

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Brass Stencils—Steel Stamps—Stencil Cutting Machines

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Current Comment Regarding Hotels and Transportation Companies.

St. Joseph, Jan. 14—Statements and opinions advanced by the writer from time to time are based upon his individual judgments and are not necessarily infallible, and if occasionally—not often—the editor takes exceptions to some of these statements, he should consider that the human viewpoint is not always from the same angle.

Many hotels in Michigan are inexcusably inefficient in service rendered, while others are unable, principally for want of means, to run as good a hotel as they would like to, hence the latter is entitled to consideration, even if it cannot grade up with the best.

I have no deliberate intention of handing out so-called "bunk" in any case, but very often I feel like uttering a word of praise and encouragement when others might not think such a course justifiable. On the other hand, I have never failed to criticize where such criticism was warranted.

Not infrequently has may attention been called by traveling friends to abuses existing in certain named hotels. Where these complaints have been registered in writing I have uniformly interviewed the complainant, and in several cases the charges have been withdrawn as unwarranted.

There is always more or less of a difference of opinion as to the merits and demerits of hotels and landlords, and frequently inexcusable misstatements have been made: but by absorbing what information I could get from patrons of these hotels and following same up with an interview with the alleged offender, I have usually arrived at conclusions which were not greatly at variance with the facts.

I have in mind a complaint made me a short time ago to the effect that a certain landlord was a crab and harbored a continual grouch. I was inclined to think there was much truth in the statement, but shortly afterward another traveler advised me that this particular landlord ran a very good hotel and was a prince of good fellows. Interviewing this same landlord later, he confessed that occasionally he came down in the morning feeling at variance with all the world and, unfortunately, took it out of the first person he met, indiscriminately. All I could suggest to him was that on these particular mornings he remain in his room and allow his patrons to come in contact with someone else.

A really good hearted fellow, running an excellent hotel, but just human. That's all.

Seemingly there is no excuse for untidiness about the ordinary country hotel, but there is. Proper help is not obtainable, the hotel man or members of his family upon whom such duties fall are physically incapacitated, and these almost necessary duties are not properly performed.

This represents an unfortunate condition and, as a rule, there is no excuse for such deficiencies, but once in a while in well regulated private institutions the host or hostess is compelled to make excuses for shortcomings which to all appearances are little less than criminal and scandalous.

Consequently when the editor tells me that when I speak of a certain town needing a hotel (and I am al-

ways conservative in such statements, as I do not believe in encouraging superfluous hotel building these days) that he "does not think it is true. The town has hotels galore, but none of them are fit for a pig to sleep in," and ten minutes afterward a salesman, in response to my enquiry, tells me "the hotel is not so bad, the landlord is a rather decent fellow, but it is always a problem to secure a room." I am inclined to allow for a large difference of opinion, and the chances are that even with a new establishment and better offerings, the old hotel will continue to operate and have its friends.

There you are.

C. C. Schants operated the Cadillac Hotel, in Detroit, for many years, and has a Nation wide acquaintance and reputation as a first-class hotel man. When the Cadillac was torn down last year to make way for the new Book-Cadillac, Mr. Schants was without a house, but neither that individual nor his immediate friends were greatly worried about it.

Now the announcement comes that he has been appointed manager of the Hotel Tuller, Detroit's second largest hotel, with 750 room capacity.

Since 1888 he has been connected in some capacity with Detroit hotels, or with the culinary department of the Detroit & Cleveland steamboat line and he has been successful in every line of operation, and the Tuller will profit by this alliance, as it has the equipment with which to back him up.

O. C. Frohman, the retiring manager of the Tuller, was not an experienced hotel man, was not keen for the work, but his administration was popular and successful and the profession will be the loser if he retires permanently from the field. As a merchant he was very successful, made many friends, all of whom he retained when he assumed the Tuller management.

Harvey Truax has just sold the Fairview, a fifty room Detroit hotel, to Harry D. Ardis, who has been interested in smaller hotels in that city for some time. Mr. Truax formerly ran the Arlington Hotel, at Coldwater, and has a wide acquaintance among traveling men.

The Great Lakes Tourist Association embracing a membership of hotel men from the various states bordering on Lakes Ontario, Erie and Michigan, only organized two years ago, is proving one of the most important of the known factors which have been inducing interests to come to Michigan. It has just issued its annual report which shows a roster of ninety-five of the leading hotels in the territory named, and among other information imparted are the facts that the organization is in good financial condition and is preparing to embark on a very comprehensive advertising campaign.

Unlike many similar organizations the Great Lakes Association carries on a great publicity campaign without disbursement charges; in other words, the overhead expenses for 1923 were only 2 per cent. of the entire fund raised and expended, it having no salaried officers.

This Association means much to Michigan. It brings to our State hordes of tourists who disburse their money freely, and its individual members are ever in the quiver to see that visitors leave the State with a favor-

Livingston Hotel

Largest Hotel
Rooms in
Grand Rapids

CENTRALLY LOCATED



GRAND RAPIDS
MICHIGAN



Columbia Hotel
KALAMAZOO

Good Place To Tie To

CODY HOTEL
GRAND RAPIDS
RATES: \$1.50 up without bath
\$2.50 up with bath
CAFETERIA IN CONNECTION

Lansing's New Fire Proof
HOTEL ROOSEVELT
Opposite North Side State Capitol
on Seymour Avenue
250 Outside Rooms, Rates \$1.50 up,
with Bath \$2.50 up.
Cafeteria in Connection.

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

Western Hotel
BIG RAPIDS, MICH.

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

A good place to stop.

American plan. Rates reasonable.

WILL F. JENKINS, Manager.

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

Stop and see George,
HOTEL MUSKEGON
Muskegon, Mich.
Rates \$1.50 and up.
GEO. W. WOODCOCK, Prop.

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 WILLARD
Detroit's Largest Bachelor Hotel
448 Henry Street
Attractive Weekly Rates
Cafeteria and Dining Room
Open 6 A. M. to 1 A. M.
SPECIAL DINNERS—75 Cents
EARL P. RUDD, Mgr. Detroit, Mich.

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

The Center of Social and Business Activities
THE PANTLIND HOTEL
Everything that a Modern Hotel should be.
Rooms \$2.00 and up. With Bath \$2.50 and up.

HOTEL BROWNING

GRAND RAPIDS

150 Fireproof
Rooms

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

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



Turkish Baths

WHEN IN KALAMAZOO
Stop at the

Park-American Hotel

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

able impression of the attractions offered.

Good roads and efficient publicity are the two great elements which are gradually building up the reputation of the "Nation's Playground"—Michigan.

Michigan is represented on the official board by Fred Z. Pantlind, Hotel Pantlind, Grand Rapids; Chas. H. Stevenson, Hotel Stevenson, Detroit; H. William Klare, Hotel Statler, Detroit; Geo. L. Crocker, Hotel Durant, Flint, and W. L. McManus, Cushman House, Petoskey.

For several years past, owing to the disastrous workings of the La Follette seaman's act, and other restrictive legislation, the Detroit & Cleveland Transit Co. has suspended operations between Detroit and Mackinac Island, much to the detriment of that once famous, and always attractive, resort.

During the season of 1924, however, this company will re-establish the service of former years, and the prospects for resort business on the Island are much more promising.

The Michigan Transit Co. is also preparing for an efficient schedule for the coming season between Chicago and Northern Michigan resorts. This line has a splendid equipment and ought to be overwhelmed with traffic, but its tariff schedules are much too high and will have to be lowered considerably before it can successfully compete with the railroads for this class of business.

While a certain percentage of summer visitors are favorable to boat transportation, there are not enough of this class who are willing to be penalized for availing themselves of its pleasures, with the result that the drawing influences are mostly in favor of the rail lines, which provide all essential comforts with accompanying reduced rates.

The automobile charges by this particular line are much too high—prohibitive in fact—a matter of universal comment and criticism.

The last district meeting of the Michigan State Hotel Association, held at Lansing, in December, was so successful that another one will be called at the Hotel Whitcomb, St. Joseph, in February, the exact date to be announced later.

A bulletin containing the entire proceedings of the Lansing meeting is about to be sent out to all members of the State Association, as well as to all reputable hotels which so far have failed to affiliate with that body. Hereafter, however, the distribution of this publication will be limited to members only.

As a result of the persistent work of its officers and many enthusiastic members of the Association, the membership of the State body has been increased by about 120 since the September meeting, making a total of over 300, the third largest in the Nation. In fact, among eligible hotels the membership is about 75 per cent. and growing daily. The New York State Association has 1,800 members; the Ohio 400. It seems to me it would be worth while to try and make Michigan No. 2 on the list. Such a result is possible if those who do not already belong would show sufficient patriotism or State pride and join without further urging.

Walter Hodges, of the New Burdick, Kalamazoo, says that Landlord J. T. Townsend, of the Whitcomb, St. Joseph, is one of the largest hearted bonifaces within his circle of acquaintances. He displays so much consideration for his friends that when they decline to smoke the cigars which he offers them, he generously offers to provide gas masks, to neutralize the smoke effects. Townsend is an enemy to nicotine.

I have been visiting at the Whitcomb for a day or two, during which time the annual meeting of the hotel operating company was held. 1923 was the most prosperous year in the history of the hotel and Mr. Townsend was the recipient of felicitations at the

hands of the stockholders on the success of his administration.

With the exception of the Pike House, at Niles, now being dismantled, the Whitcomb is the oldest hostelry in Southwest Michigan, but it must be said that each successive management has been alive to the requirements of the institution and its internal equipment is modern in every way.

I think I may say, without inviting criticism, that the lobby and dining rooms in this hotel are the most homelike if not the most attractive in the State, and the service in the latter is worthy of special mention. Mr. Townsend operates the Whitcomb without ostentation, but he brought to the institution four years ago a knowledge of successful hotel operation gained by years of experience, and the showing he is making for his financial associates speaks worlds for his resourceful management.

I have heard an occasional criticism of the Whitcomb, more especially from transients who come to it in the busy summer season without first making reservations, but the fact that this hotel last season (when many others similarly situated showed a falling off in business) increased its earnings and net profits is certainly creditable.

Recently the Whitcomb has erected a new power and heating plant at an expenditure of \$40,000. This will be in operation early in February, will add much to the comforts of the hotel, as well as being a distinct step ahead in an economical way.

Here is an offering to the hotel man by a traveling salesman:

"Don't forget to say 'Good Morning' and 'Good Evening' to the old hotel man, because he is human and though his shortcomings may be ever so real, like other dogs, a pat on the head is not a bad thing for him."

Why not? I have criticized lots of them, but they are human, and have their perplexities and are generally susceptible to a kind word, more especially when they honestly deserve it.

Frank S. Verbeck.

Fairy Land in the Northland.

Onaway, Jan. 15—Jacob Berlin, for many years one of our leading dry goods merchants, is conducting a going-out-of-business sale and offering his entire stock, including fixtures, at greatly reduced prices.

Lovers of the beautiful are out this morning with their kodaks attempting to photograph the work performed by Jack Frost during the previous night. This can be accomplished only to the extent of preserving a memory and is a very feeble reproduction of the Great Artist himself.

The frost laden trees, twigs and shrubbery produce a scenic effect that no pen can fully describe; the dictionary does not contain enough adjectives and no writer is capable of assembling all the words that are at his command that will do full justice to this grand picture. The wonderful lace-like forms cannot be imitated by human hands. The sun's rays produce a kaleidoscopic effect that brings forth all the colors of the rainbow. Amateur photographers are at a loss to understand why their pictures fail to record the wonderful prismatic conditions that are so pleasing to the eye, but even with the aid of a ray-filter no mechanical ingenuity will equal that produced by nature. Lights, shadows and halftones are a great factor in snow scenes, but the usual exposures developed result in one big blank. Photographic paper is usually pure white or nearly so and snow scenes and snow banks are also pure white, therefore to produce a picture shadows and half-tones must be obtained and retained during development.

Several of our residents started for Florida yesterday, including J. Frank Morford, Cashier of the Onaway State Savings Bank, and J. B. Lobdell, of the Lobdell Manufacturing Co., familiarly known as "Uncle Ben." They started one day too soon, however.

With all due respect to the sights they will encounter on their trip and what will greet them at Daytona Beach, nothing can compare with what they are leaving as described above.

Instead of humping up over a hot fire and contracting your diaphragm, just step out into the open, stand on tip-toe, throw out your chest and breathe deep and then breathe again and again and keep breathing harder and harder until the heart action is stimulated, the blood comes to the surface and you are all alive, full of vigor. Then yell and yell some more and if your neighbors call you crazy tell them you are crazy for more. If there isn't room in your neighborhood for all these antics come up into the open where there is room to spit without spitting on your neighbor. Leave your cathartics, liniments and first aid kit at home. They will not be needed.

When the curtain rises on Fairy Land, wherever that is, we are wondering if it is not similar to the scene depicted by the rising sun this morning, bringing forth all the glorious, sparkling diamond studded objects and transforming even the objectionable into things of beauty. But the virgin forest is far superior for studying these fantastic sights to any artificial production of man. Squire Signal.

Supreme Court Once More Reasonable

Just as was predicted at the time of the informal oral arguments, the Supreme Court has decreed that it is not illegal for a wholesale grocer to notify a manufacturer that if he persists in selling the wholesalers' competitors in a way which the latter regard as unfair he will cease to trade with him. It arises in the case the Federal Trade Commission had brought against the Raymond Bros.-Clark Company.

The commission's order was based on a protest by the Raymond Bros.-Clark Company individually to a manufacturer against the sale direct of goods to a chain store company and the failure of the former to notify the chain store concern of the arrival of a pool car containing merchandise consigned to a number of other dealers who were so notified.

This conduct was characterized by the Federal Trade Commission as unfair method of competition and as such in violation of the Federal Trade Commission Act, and an order was entered directing the Raymond Bros.-Clark Company to cease and desist. The Circuit Court of Appeals set aside this order and the appeal to the United States Supreme Court resulted.

Of course no one but a Federal Trade Commissioner would ever imagine that such a free exercise of independent protest, individually and without collusion with competitors, would be any infraction of the law. But it is one more crimp in the commission's fanciful interpretation of competitive conditions.

You may be one of the cleverest men in your business and yet you can learn something from almost any other man similarly occupied. Study your trade journals for the methods of other successful men.

Corporations Wound Up.

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

Chippewa Cedar and Spruce Timber Co., Detroit.

Grayling Wood Products Co., Grayling.

Carter's Tested Seeds, Inc., New York-Detroit.

United Reed and Fiber Co., Ionia.

Otsego Paper Stock Co., Otsego.

Perkins, Everett & Geistert, Grand Rapids.

Manufacturer's Realty Co., Grand Rapids.

American Box Board Co., Grand Rapids.

Whalen Grain and Produce Co., Sparta.

Angerer Clay Products Co., Scofield.

Jennings Farms, Bailey.

Yale Creamery Co., Yale.

William Eblin and Son Creamery, Detroit.

To become a principal, show interest.

Central Paper Co.

(Muskegon, Mich.)

7%

Gold Bonds

Net assets back of this bond after deducting any prior indebtedness are over \$6,300 for each \$1,000.

\$2,032 of this \$6,300 are net current assets.

Average earnings available for 8 years are 10½ times interest charges of this issue. We recommend these bonds.

Write or call us for details.

Howe, Snow & Bertles, Inc.

Investment Securities

GRAND RAPIDS

New York Chicago Detroit

OCCIDENTAL HOTEL

FIRE PROOF
CENTRALLY LOCATED

Rates \$1.50 and up

EDWARD R. SWETT, Mgr.

Muskegon

Michigan

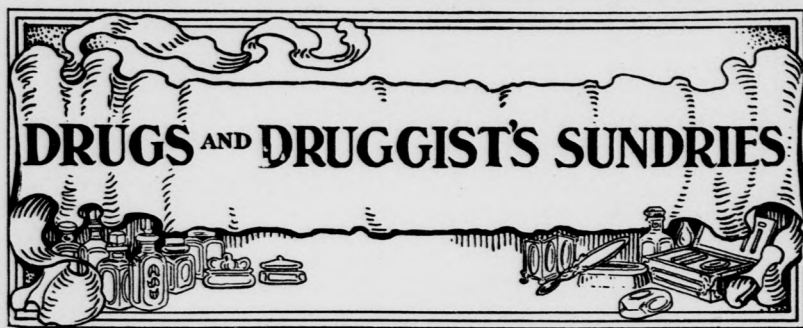
MORTON HOTEL

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.



Mich. State Pharmaceutical Ass'n.
 President—D. D. Alton, Fremont.
 Secretary—L. V. Middleton, Grand Rapids.
 Treasurer—A. A. De Kruif, Zeeland.
 Executive Committee—J. A. Skinner, Cedar Springs; J. H. Webster, Detroit; D. G. Look, Lowell; John G. Steketee, Grand Rapids; Ellis E. Faulkner, Mid-dleville; George H. Grommet, Detroit, ex-officio.

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

Doctors' Ethics Decided 400 B. C.

The oft-debated question, "Should a doctor tell?" was decided by the medical profession 400 B. C.

According to Dr. Walter Libby, of Pittsburg University, in his book, "History of Medicine," recently published, Hippocrates, the father of medicine, based his system of professional ethics on an oath written long before his time in which the following occurred:

"Whatever in connection with my professional practice or not in connection with it, I see or hear, in the life of men which ought not to be spoken of abroad, I will not divulge, as reckoning that all such should be kept secret."

Dr. Libby traces the history of medicine from the priest physicians of Egypt that Babylonia up to the great war. He sketches the life work of great surgeons and physicians of many nations—Greek, Roman, Arab, French, Italian and German. One marvels not that they knew so little but that they knew so much.

The Greek anatomist, Diocles, for example, in his work on zootomy, described the heart and large blood vessels; he knew the oesophagus, the appendix, and the ureters, and he invented a head bandage and a spoon-like instrument used later to abstract arrow spears from wounds. He used opium and distinguished pleurisy from pneumonia.

Aristotle laid the foundation of comparative anatomy by dissecting about fifty species of animals and by performing many vivisection operations.

The Greeks procured criminals out of prison by royal permission, and dissecting them alive contemplated, while they were still breathing, the parts which nature had before concealed. Apologists were found for the hideous practice, who held it by no means cruel to torture a few guilty to search after remedies for the whole innocent race of mankind in all ages.

The Romans had a R. A. M. C. of their own. Each legion had six surgeons, and every troop of 200 to 400

men on horseback. Each first aid carried a water flask and received a gold piece for every man rescued.

An Arabian physician, Isaac Judaeus (850 A. D.), wrote a "Physicians' guide" in it remarking with experience:

"Visit not the patient too often, nor remain with him too long; unless the treatment demand it, for it is only the fresh encounter that gives pleasure."

One of the most interesting illustrations in Dr. Libby's book is a dissection of a female figure made by the supreme genius of his time—Leonardo de Vinci—who filled a book with drawings in red crayon outlined with a pen, all the copies made with the utmost care from bodies dissected with his own hand.

There were some good surgeons even in the Sixteenth Century. One Pare in 1552 amputated without cauterization the "leg of a gentleman hit by a cannon ball."

"I dressed him, God healed him, I sent him home merry."

Not Frozen Out.

The impression prevails among many producers of ice cream that pure vanilla extract "freezes out" when the product is kept in storage for several days, and that, for this reason, the pure extract is not suitable for use in the manufacture of ice cream. A prominent manufacturer, desiring to have authoritative information on this point, took the matter up with Prof. L. B. Allyn, formerly chief chemist of the Westfield, Mass., board of health, and one of the leading food chemists of the country. In reply to the enquiry, Professor Allyn sent the following telegram, which seems to effectively dispose of the idea that pure vanilla is not wholly desirable for ice cream flavoring.

"The salesman's mistake is natural enough. They have confused fragrance with flavor. Pure vanilla has both. We perceive its fragrance wholly by the sense of smell, through its volatility in large part due to the partial evaporation of the alcoholic medium. Freeze vanilla as for ice cream and you lower its volatility since the alcohol cannot so readily evaporate and its fragrance is thereby temporarily diminished but not lost. Flavor on the other hand is an element in the taste of substance only, partially dependent upon the sense of smell. Allow the ice cream to melt slowly in the mouth, to avoid partial paralysis of the nerves of taste, or, for sake of experiment, melt it outside of the mouth and both fragrance and flavor return. Pure strong vanilla never freezes out but holds true to character if given half a chance."

The Heavenliest Berry.

"Coffee," says Professor Samuel C. Prescott of the Massachusetts Institute of Technology, "when properly prepared and rightly used, gives comfort and inspiration, augments mental and physical activities, and may be regarded as the servant rather than the destroyer of civilization." Professor Prescott speaks of the influence of coffee as a "beneficent exhilaration" and as tending to increase the power to do muscular work as well as the power of concentration in mental effort. This is high praise, and it corresponds with the prevailing judgment of Americans, who habitually consume rather more coffee than any other people in the world.

Professor Prescott does not, as far as we observe, add to the praise of coffee any panegyric of its pure delights. As a man of science, he is concerned with its physiological effects, which he finds altogether favorable. But in a sad world, and especially in a country like ours, recently and constitutionally deprived of wine—which, in Matthew Arnold's phrase, adds to the agreeableness of life—the function of coffee in bringing serene delight is an important one. The very aroma of coffee is delightful, and the perfume of its roasting in a neighboring warehouse floats in at the windows like a benediction. It glides into our darker musings with a mild and healthy sympathy. The coffee berry is heavenly. It is also well to know that it increases the power to work, and augments the brain power.

This scientific praise of coffee will perhaps arouse the propagandist activities of the partisans of tea. If coffee is beneficent, what about the other comfort of the harassed human race, the Cathayan cup which cheers but not inebriates? Cannot all that the professor has said for coffee be also said for tea? There is, of course, the tannin in tea, which is by some held to be deleterious. But there is also the caffeine which is in coffee. It all comes down to Professor Prescott's preliminary phrase, "properly prepared and rightly used." Even coffee can be abused; there may be too much of a good thing. A wholesome limit must be placed upon coffee as well as tea. It is to the merit of both of these substances, used as a beverage, that they do not readily lend themselves to abuse or ordinarily produce dangerous reactions.

May heaven avert the day when fanatics will get busy and seek to deprive humanity of these kindly comforters, these beneficent stimulants, these useful lubricators!

Paying Before or After.

Soda men who favor the plan of requiring customers to purchase their checks before they are served to do so because it precludes the possibility of anyone getting away without paying for his drink. "I have discussed this matter with a great many fountain owners who use the pay-after-you-are-served system," says Jacques Fontaine in Soda and Ice Cream, "and they all agree that the great majority of people are honest and that the amount they lose because of non-payment is almost negligible, and then 50

per cent. of the cases of that kind which they do have are due to oversight rather than to any real intent to cheat." Dealers have told Mr. Fontaine that occasionally customers will come back to pay for a drink or sundae, explaining and apologizing for having forgotten to do so when they left the store after being served.

Frequently people have no idea what they want and much prefer to sit down at a table and look over the menu and decide leisurely, without the bother and returning to the desk for checks. This is especially true in the case of men or women who are bringing in friends for a treat, as it is embarrassing to ask them what they want pleasant to have bought 15-cent checks before they are seated and equally un- and have them order 20-cent drinks.

Farmers' Purchasing Power.

The purchasing power of farm products has been estimated by the Bureau of Agricultural Economics during November at 73 per cent. of the average for 1913. This represents a decline of 2 points from the previous month, and it is due mainly to the decline in the price of corn from the high point of the early autumn, when the visible supplies had reached an abnormally low point. Another factor leading to a decline in the purchasing power of farm products during that month was the recession in prices of hogs and beef cattle and more particularly of the former. This in turn was connected with the prevailing high prices of corn. The high cost of this grain made it more profitable to sell it than to feed it, and this speeded up the marketing of live stock, with a consequent decline in the price.

It is to be noted, however, that while the index points to a slight decline in the average purchasing power of agricultural regions this was not true of the cotton belt, as the price of raw cotton on the farm advanced 8 per cent. during the month. The gain here was offset for the country as a whole by the lower prices for the products of the West and Middle West.

Convictions For Arson More Frequent

These are parlous times for the arsonist and for him who burns with intent to defraud.

That the public mind is undergoing a radical change in its attitude toward these grave crimes is reflected in the more severe sentences being imposed by the courts. No fewer than twenty convictions were secured in the period from October 25 to December 6. Acquittals numbered four, mistrials two, and, in addition, in six cases which were called for trial defendants failed to appear, their bonds were declared forfeited and they are now fugitives. Furthermore, several arson convictions reviewed by courts of appeal were sustained.

On the Pacific Coast, an interesting prosecution was consummated during November with the sentencing for life of one Fortunato Padillo, arrested last July, who confessed to setting on fire the Japanese Buddhist Mission School, at Sacramento, in which fire some twenty pupils lost their lives. Padillo was convicted of murder and sent to the penitentiary for the remainder of his life.



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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	44 @ 51	Anise	1 00 @ 1 25	Arnica	1 10
Citric	62 @ 70	Bergamont	4 50 @ 4 75	Asafoetida	2 40
Muriatic	3 1/2 @ 8	Cajuput	1 50 @ 1 75	Belladonna	1 35
Nitric	9 @ 15	Cassia	4 50 @ 4 75	Benzoin	2 10
Oxalic	20 1/4 @ 30	Castor	1 70 @ 1 95	Benzoin Comp'd	2 55
Sulphuric	3 1/2 @ 8	Cedar Leaf	1 75 @ 2 00	Buchu	2 85
Tartaric	40 @ 50	Citronella	1 50 @ 1 75	Cantharides	2 20
Ammonia		Cloves	3 75 @ 4 00	Capsicum	1 75
Water, 26 deg.	10 @ 18	Cocunut	25 @ 35	Cinchona	2 10
Water, 18 deg.	8 1/2 @ 13	Cod Liver	1 35 @ 1 45	Colchicum	1 80
Water, 14 deg.	6 1/2 @ 12	Croton	2 00 @ 2 25	Cubeb	3 00
Carbonate	20 @ 25	Cotton Seed	1 40 @ 1 60	Digitalis	1 80
Chloride (Gran.)	10 @ 20	Cubeb	8 50 @ 8 75	Gentian	1 35
Balsams		Elgeron	3 00 @ 3 25	Ginger, D. S.	1 80
Copaiba	60 @ 1 00	Eucalyptus	1 25 @ 1 50	Guaiac	2 20
Fir (Canada)	2 50 @ 2 75	Hemlock, pure	2 00 @ 2 25	Guaiac, Ammon.	2 00
Fir (Oregon)	80 @ 1 00	Juniper Berries	2 00 @ 2 25	Iodine	95
Peru	3 00 @ 3 25	Juniper Wood	1 50 @ 1 75	Iodine, Colorless	1 50
Tolu	3 50 @ 3 75	Lard, extra	1 35 @ 1 45	Iron, clo.	1 35
Barks		Lard, No. 1	1 25 @ 1 35	Kino	1 40
Cassia (ordinary)	25 @ 30	Lavender Flow	6 50 @ 6 75	Myrrh	2 50
Cassia (Saigon)	50 @ 60	Lavender Gar'n	85 @ 1 20	Nux Vomica	1 55
Sassafras (pw. 50c)	@ 45	Lemon	1 50 @ 1 75	Opium	3 50
Soap Cut (powd.)	30c @ 18 @ 25	Linseed Boiled bbl.	@ 97	Opium, Camp.	85
Berries		Linseed bld. less	1 04 @ 1 17	Opium, Deodorz'd	3 50
Cubeb	@ 1 25	Linseed, raw, bbl.	@ 95	Rhubarb	1 70
Fish	25 @ 30	Linseed, ra. less	1 02 @ 1 15	Paints.	
Juniper	7 @ 15	Mustard, artfil. oz	@ 45	Lead, red dry	14 1/4 @ 14 1/4
Pricky Ash	@ 30	Neatsfoot	1 35 @ 1 50	Lead, white dry	14 1/4 @ 14 1/4
Extracts		Olive, pure	3 75 @ 4 50	Lead, white oil	14 1/4 @ 14 1/4
Licorice	60 @ 65	Olive, Malaga,	2 75 @ 3 00	Ochre, yellow bbl.	@ 2
Licorice powd.	70 @ 80	green	2 75 @ 3 00	Ochre, yellow less	2 1/2 @ 6
Flowers		Orange, Sweet	5 00 @ 5 25	Putty	5 @ 8
Arnica	25 @ 30	Origanum, pure	@ 2 50	Red Venet'n Am.	3 1/2 @ 7
Chamomile (Ger.)	35 @ 40	Origanum, com'l	1 00 @ 1 20	Red Venet'n Eng.	4 @ 8
Chamomile Rom	2 50	Pennyroyal	3 00 @ 3 25	Whiting, bbl.	@ 4 1/2
Gums		Peppermint	4 25 @ 4 60	Whiting	5 1/2 @ 10
Acacia, 1st	50 @ 55	Rose, pure	10 50 @ 10 90	L. H. P. Prep.	2 80 @ 3 00
Acacia, 2nd	45 @ 50	Rosemary Flows	1 25 @ 1 50	Rogers Prep.	2 80 @ 3 00
Acacia, Sorts	22 @ 30	Sandalwood, E.	@ 11 00 @ 11 25	Miscellaneous	
Acacia, powdered	22 @ 40	I.	11 00 @ 11 25	Acetanolid	47 1/2 @ 53
Aloes (Barb Pow)	25 @ 35	Sassafras, true	2 50 @ 2 75	Alum	08 @ 12
Aloes (Cape Pow)	25 @ 35	Sassafras, arti'l	1 00 @ 1 25	Alum, powd. and	09 @ 15
Aloes (Soc. Pow.)	65 @ 70	Spearmint	4 00 @ 4 25	ground	09 @ 15
Asafoetida	65 @ 75	Sperm	1 80 @ 2 05	Bismuth, Subni-	3 85 @ 4 00
Pow.	1 00 @ 1 25	Tansy	8 00 @ 8 25	trate	3 85 @ 4 00
Camphor	1 20 @ 1 30	Tar, USP	50 @ 65	Borax xtal or	07 @ 13
Guaiac	@ 60	Turpentine, bbl.	@ 1 18	powdered	07 @ 13
Guaiac, pow'd	@ 75	Turpentine, less	1 25 @ 1 38	Cantharides, po.	2 00 @ 2 00
Kino	@ 85	Wintergreen,	6 00 @ 6 25	Calomel	1 76 @ 1 99
Kino, powdered	@ 90	leaf	6 00 @ 6 25	Capsicum, pow'd	48 @ 55
Myrrh	@ 80	Wintergreen, sweet	3 50 @ 3 75	Carmine	6 00 @ 6 60
Myrrh, powdered	@ 90	birch	3 50 @ 3 75	Cassia Buds	25 @ 30
Opium, powd.	13-70 @ 13 92	Wintergreen, art.	80 @ 1 20	Cloves	47 @ 50
Opium, gran.	13 70 @ 13 92	Wormseed	9 00 @ 9 25	Chalk Prepared	14 @ 14
Shellac	90 @ 1 00	Wormwood	9 00 @ 9 25	Chloroform	57 @ 6
Shellac Bleached	1 00 @ 1 10	Potassium		Chloral Hydrate	1 35 @ 1 81
Tragacanth, pw.	@ 1 75	Bicarbonate	35 @ 40	Cocaine	11 60 @ 12 25
Tragacanth	1 75 @ 2 25	Bichromate	15 @ 25	Cocaine Butter	55 @ 75
Turpentine	@ 25	Bromide	47 @ 60	Corks, list, less	40 @ 50
Insecticides		Carbonate	30 @ 35	Copperas	2 1/2 @ 10
Arsenic	20 @ 30	Chlorate, gran'r	23 @ 30	Copperas, Powd.	4 @ 10
Blue Vitriol, bbl.	@ 07	Chlorate, powd.	16 @ 25	Corrosive Sublim	1 48 @ 1 63
Blue Vitriol, less	8 1/2 @ 15	or xtal	16 @ 25	Cream Tartar	33 @ 40
Bordeaux Mix Dry	14 @ 29	Cyanide	32 @ 50	Cuttle bone	40 @ 50
Hellebore, White	20 @ 30	Iodide	4 61 @ 4 84	Dextrine	5 @ 15
powdered	20 @ 30	Permanaganate	30 @ 40	Dover's Powder	3 50 @ 4 00
Insect Powder	70 @ 90	Prussiate, yellow	65 @ 75	Emery, All Nos.	10 @ 15
Lead Arsenate Po.	26 @ 35	Prussiate, red	@ 1 00	Emery, Powdered	8 @ 10
Lime and Sulphur	8 1/2 @ 24	Sulphate	35 @ 40	Epsom Salts, bbls.	@ 3
Dry	8 1/2 @ 24	Roots		Epsom Salts, less	3 @ 10
Paris Green	33 @ 52	Alkanet	25 @ 30	Ergo, powdered	@ 1 50
Leaves		Blood, powdered	30 @ 40	Flake, White	15 @ 20
Buchu	1 50 @ 1 60	Calamus	35 @ 75	Formaldehyde, lb	15 1/2 @ 30
Buchu, powdered	@ 1 75	Elecampane, pwd	25 @ 30	Gelatine	1 25 @ 1 50
Sage, Bulk	25 @ 30	Gentian, powd.	20 @ 30	Glassware, less 55%.	
Sage, 1/4 loose	@ 40	Ginger, African,	25 @ 30	Glassware, full case	60%.
Sage, powdered	@ 35	powdered	25 @ 30	Glauber Salts, bbl.	@ 03 1/2
Senna, Alex.	75 @ 80	Gir'jer, Jamaica	60 @ 65	Glauber Salts less	04 @ 10
Senna, Tinn.	30 @ 35	powdered	42 @ 50	Glue, Brown	21 @ 30
Senna, Tinn. pow.	25 @ 35	Goldenseal, pow.	5 50 @ 6 00	Glue, Brown Grd	15 @ 20
Uva Ursi	20 @ 25	Ipecac, powd.	@ 3 75	Glue, White	27 1/2 @ 35
Oils		Licorice, powd.	35 @ 40	Glue, White Grd.	25 @ 35
Almonds, Bitter,		Licorice, powd.	35 @ 40	Glycerine	22 1/2 @ 40
true	7 50 @ 7 75	Oris, powdered	30 @ 40	Hops	65 @ 75
Almonds, Bitter,		Poke, powdered	30 @ 40	Iodine	6 30 @ 6 75
artificial	4 00 @ 4 25	Rhubarb, powd.	35 @ 40	Iodoform	7 60 @ 7 85
Almonds, Sweet,		Rosinwood, powd.	30 @ 35	Lead Acetate	18 @ 25
true	80 @ 1 20	Sarsaparilla, Hond.	@ 1 00	Lycopodium	60 @ 75
Seeds		ground	@ 1 00	Mace	@ 80
Anise	@ 35	Sarsaparilla Mexican,	@ 60	Mace, powdered	95 @ 1 00
Anise, powdered	35 @ 40	ground	@ 60	Menthol	18 00 @ 19 00
Bird, ls	13 @ 15	Squills	35 @ 40	Morphine	10 70 @ 11 60
Canary	10 @ 15	Squills, powdered	60 @ 70	Nux Vomica	@ 30
Caraway, Po.	.50 35 @ 40	Tumeric, powd.	17 @ 25	Nux Vomica, pow.	17 @ 25
Cardamon	2 25 @ 2 50	Valeran, powd.	40 @ 50	Pepper black pow.	32 @ 35
Celery, powd.	.45 35 @ 40	Leaves		Pepper, White	40 @ 45
Coriander pow.	.35 27 @ 30	Buchu	1 50 @ 1 60	Pitch, Burgundry	10 @ 15
Dill	12 1/2 @ 20	Buchu, powdered	@ 1 75	Quassia	12 @ 15
Fennell	25 @ 40	Sage, Bulk	25 @ 30	Quinine	72 @ 83
Flax	07 1/2 @ 12	Sage, 1/4 loose	@ 40	Rochelle Salts	28 @ 35
Flax, ground	07 1/2 @ 12	Sage, powdered	@ 35	Saccharine	@ 30
Foenugreek pow.	15 @ 25	Senna, Alex.	75 @ 80	Salt Peter	11 @ 22
Hemp	8 @ 15	Senna, Tinn.	30 @ 35	Seidlitz Mixture	30 @ 40
Lobelia, powd.	@ 1 25	Senna, Tinn. pow.	25 @ 35	Soap, green	15 @ 30
Mustard, yellow	15 @ 25	Uva Ursi	20 @ 25	Soap mott cast.	22 1/2 @ 35
Mustard, black	15 @ 20	Oils		Soap, white castile	@ 11 50
Poppy	22 @ 25	Almonds, Bitter,		less, per bar	@ 1 25
Quince	1 75 @ 2 00	true	7 50 @ 7 75	Soda Ash	3 1/4 @ 10
Rape	15 @ 20	Almonds, Bitter,		Soda Bicarbonate	3 1/4 @ 10
Sabadilla	23 @ 30	artificial	4 00 @ 4 25	Soda, Sal	03 @ 08
Sunflower	11 1/2 @ 15	Almonds, Sweet,		Spirits Camphor	@ 1 35
Worm, American	30 @ 40	true	80 @ 1 20	Sulphur, roll	3 1/4 @ 15
Worm Levant	@ 5 00			Sulphur, Subl.	04 @ 10

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

Evaporated Apples
Evaporated Peaches
Ginger Cake Molasses
Gasoline
Naptha

DECLINED

Washboards

AMMONIA

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

AXLE GREASE



48, 1 lb. ----- 4 25
24, 3 lb. ----- 5 50
10 lb. pails, per doz. 8 20
15 lb. pails, per doz. 11 20
25 lb. pails, per doz. 17 70

BAKING POWDERS

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

BLUING

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

BREAKFAST FOODS

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



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 75

BROOMS

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

Rich & France Brands

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

BRUSHES

Solid Back, 8 in. ----- 1 50
Solid Back, 1 in. ----- 1 75
Pointed Ends ----- 1 25

No. 1 ----- 1 10
No. 2 ----- 1 35
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 1/2
Paraffine, 12s ----- 14 1/2
Wicking ----- 40
Tudor, 6s, per box ----- 30

CANNED FRUIT.

Apples, 3 lb. Standard 1 50
Apples, No. 10 ----- 4 00@4 25
Apple Sauce, No. 2 ----- 2 00
Apricots, No. 1 ----- 1 35@1 90
Apricots, No. 2 ----- 2 85
Apricots, No. 2 1/2 ----- 2 60@3 75
Apricots, No. 10 ----- 8 00
Blackberries, No. 10 ----- 12 50
Blueberries, No. 2 ----- 1-75@2 50
Blueberries, No. 10 ----- 11 00
Cherries, No. 2 ----- 3 00@3 50
Cherries, No. 2 1/2 ----- 4 00@4 95
Cherries, No. 10 ----- 10 50
Loganberries, No. 2 ----- 3 00
Peaches, No. 1 ----- 1 10@1 80
Peaches, No. 1 ----- 1 10@1 80
Peaches, No. 2 ----- 2 75
Peaches, No. 2 1/2 ----- 2 25
Peaches, 2 1/2 Cal. ----- 3 00@3 75
Peaches, 10, Mich ----- 5 50@6 50
Pineapple, 1, sled ----- 1 80@2 25
Pineapple, 2, sl. ----- 3 10@3 25
Pineapple, 2, br sl. ----- 2 75@2 85
Pineapple, 2 1/2, sl. ----- 3 80@4 50
Pineapple, 2, cru. ----- 2 40@2 60
Pineapple, 10 cru. ----- 13 00
Pears, No. 2 ----- 2 90
Pears, No. 2 1/2 ----- 3 50@3 75
Plums, No. 2 ----- 1 25@1 40
Plums, No. 2 1/2 ----- 2 50
Raspberries No. 2, blk 3 00
Raspb's, Red, No. 10 14 00
Raspb's, Black
No. 10 ----- 10 50@12 50
Rhubarb, No. 10 ----- 5 50

CANNED FISH.

Clam Ch'der, 10 1/2 oz. 1 35
Clam Ch., No. 3 ----- 3 00@3 40
Clams, Steamed, No. 1 ----- 1 80
Clams, Minced, No. 1 ----- 2 50
Finnan Haddie, 10 oz. ----- 3 30
Clam Bouillon, 7 oz. ----- 2 50
Chicken Haddie, No. 1 ----- 2 75
Fish Flakes, small ----- 1 35
Cod Fish Cake, 10 oz. ----- 1 85
Cove Oysters, 5 oz. ----- 1 75
Lobster, No. 1/4, Star ----- 3 25
Shrimp, 1, wet ----- 2 10@2 25
Sard's, 1/4 Oil, ky ----- 6 00@7 00
Sardines, 1/4 Oil, k'less ----- 6 00
Sardines, 1/4 Smoked ----- 7 50
Salmon, Warrens, 1/4 ----- 3 00
Salmon, Red Alaska ----- 2 85
Salmon, Med. Alaska ----- 1 85
Salmon, Pink Alaska ----- 1 65
Sardines, Im. 1/4 ----- 10 28
Sardines, Im. 1/2 ----- 25
Sardines, Cal. ----- 1 65@1 80
Tuna, 1/4, Albocore ----- 95
Tuna, 1/4, Curtis, doz. ----- 2 20
Tuna, 1/4, 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. ----- 5 10
Beefsteak & Onions, ----- 2 75
Chili Con Ca., 1s ----- 1 35@1 45
Deviled Ham, 1/4 ----- 2 20
Deviled Ham, 1/4 ----- 3 60
Hamburg Steak &
Onions, No. 1 ----- 3 15
Potted Beef, 4 oz. ----- 1 10
Potted Meat, 1/4 Libby ----- 50
Potted Meat, 1/2 Libby ----- 90
Potted Meat, 1/2 Rose ----- 85
Potted Ham, Gen. ----- 1 85
Vienna Saus., No. 1/4 ----- 1 35
Veal Loaf, Medium ----- 2 30

Baked Beans

Beechnut, 16 oz. ----- 1 40
Campbells ----- 1 15
Climate Gem, 18 oz. ----- 95
Fremont, No. 2 ----- 1 25
Snider, No. 1 ----- 95
Snider, No. 2 ----- 1 35
Van Camp, small ----- 85
Van Camp, Med. ----- 1 15

CANNED VEGETABLES.

Asparagus.

No. 1, Green tips 4 10@4 50
No. 2 1/2, Lge. Gr. ----- 3 75@4 50
W. Beans, cut 2 ----- 1 60@1 65
W. Beans, 10 ----- 8 50@12 00
Green Beans, 2s ----- 1 65@3 75
Gr. Beans, 2 gr. ----- 1 35@2 65
Lima Beans, 2s, Soaked ----- 95
Red Kid. No. 2 ----- 1 20@1 35
Beets, No. 2, wh. ----- 1 60@2 40
Beets, No. 2, cut ----- 1 25
Beets, No. 3, cut ----- 1 60
Corn, No. 2, Ex stan ----- 1 45
Corn, No. 2, Fan ----- 1 50@2 25
Corn, No. 2, Fy. glass ----- 3 25
Corn, No. 10 ----- 7 50@16 75
Hominy, No. 3 ----- 1 00@1 15
Okra, No. 2, whole ----- 2 00
Okra, No. 2, cut ----- 1 60
Dehydrated Veg Soup ----- 90
Dehydrated Potatoes, lb ----- 45
Mushrooms, Hotels ----- 35
Mushrooms, Choice ----- 48
Mushrooms, Sur Extra ----- 70
Peas, No. 2, E.J. ----- 1 50@1 80
Peas, No. 2, Sift. -----
June ----- 1 90@2 10
Peas, No. 2, Ex. Sift. -----
E. J. ----- 2 60
Peas, Ex. Fine, French ----- 25
Pumpkin, No. 3 ----- 1 35@1 50
Pumpkin, No. 10 ----- 4 50@5 60
Pimientos, 1/4, each ----- 12@14
Pimientos, 1/2, each ----- 27
Sw't Potatoes, No. 2 1/2 ----- 1 35
Sauerkraut, No. 3 ----- 1 40@1 50
Succotash, No. 2 ----- 1 60@2 35
Succotash, No. 2, glass ----- 2 80
Spinach, No. 1 ----- 1 10
Spinach, No. 2 ----- 1 35@1 75
Spinach, No. 3 ----- 2 00@2 40
Spinach, No. 10 ----- 7 00@7 50
Tomatoes, No. 2 ----- 1 30@1 60
Tomatoes, No. 3 ----- 1 90@2 25
Tomatoes, No. 2 glass ----- 2 60
Tomatoes, No. 10 ----- 6 50

CATSUP.

B-nut, Small ----- 2 25
Lilly Valley, 14 oz. ----- 2 50
Libby, 14 oz. ----- 2 85
Libby, 8 oz. ----- 1 75
Lilly Valley, 1/2 pint ----- 1 75
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 85
Sniders, 8 oz. ----- 2 35
Lilly Valley, 8 oz. ----- 2 10
Lilly Valley, 14 oz. ----- 3 00

OYSTER COCKTAIL.

Sniders, 16 oz. ----- 3 25
Sniders, 8 oz. ----- 2 35

CHEESE

Roquefort ----- 63
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 ----- 27
Wisconsin Daisy ----- 27
Longhorn ----- 28
Michigan Full Cream ----- 25
New York Full Cream ----- 34
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
Beechnut ----- 70
Doublemint ----- 65
Juicy Fruit ----- 65
Peppermint, Wrigleys ----- 65
Spearmint, Wrigleys ----- 65
Wrigley's P-K ----- 65
Zeno ----- 65
Teaberry ----- 65

CHOCOLATE.

Baker, Caracas, 1/4s ----- 37
Baker, Caracas, 1/4s ----- 35
Baker, Premium, 1/4s ----- 37
Baker, Premium, 1/4s ----- 34
Baker, Premium, 1/4s ----- 34
Hersheys, Premium, 1/4s ----- 35
Hersheys, Premium, 1/4s ----- 36
Runkle, Premium, 1/2 ----- 31
Runkle, Premium, 1/4s ----- 34
Vienna Sweet, 24s ----- 10

COCOAN.

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

COCOANUT.

1/4s, 5 lb. case Dunham ----- 42
1/4s, 5 lb. case ----- 40
1/4s & 1/2s 15 lb. case ----- 41
Bulk, barrels shredded ----- 14
48 2 oz. pkgs., per case ----- 25
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@25
Maracaibo ----- 29
Guatemala ----- 29
Java and Mocha ----- 41
Bogota ----- 30
Peaberry ----- 27
McLaughlin's Kept-Fresh
Vacuum packed. Always
fresh. Complete line of
high-grade bulk coffees.
W. F. McLaughlin & Co.,
Chicago

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 50
Caroline, Baby ----- 3 50

EVAPORATED MILK



Quaker, Tall, 4 doz. ----- 4 90
Quaker, Baby, 8 doz. ----- 4 80
Blue Grass, Tall, 48 ----- 5 00
Blue Grass, Baby, 72 ----- 3 75
Carnation, Tall, 4 doz. ----- 5 25
Carnation, Baby, 8 dz. ----- 5 15
Every Day, Tall ----- 5 25
Every Day, Baby ----- 4 00
Goshen, Tall ----- 5 00
Goshen, Gallon ----- 4 90
Pet, Tall ----- 5 25
Pet, Baby, 8 oz. ----- 5 15
Borden's, Tall ----- 5 25
Borden's, Baby ----- 5 15
Van Camp, Tall ----- 5 25
Van Camp, Baby ----- 3 95

CIGARS

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

Swift

Wolverine 50s ----- 130 00
Supreme, 50s ----- 110 00
Bostonian, 50s ----- 95 00
Perfecto, 50s ----- 95 00
Blunts, 50s ----- 75 00
Cahinet 50s ----- 75 00

Tilford Cigars

Clubhouse, 50s ----- 110 00
Perfecto, 50s ----- 95 00
Tuxedo, 50s ----- 75 00
Tilcrest, 50s ----- 35 00

Worden Grocer Co. Brands

Henry George ----- 37 50
Harvester Kiddies ----- 37 50
Harvester Record B ----- 75 00
Harvester Delmonico ----- 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
Club ----- 135 00
La Azora Agreement ----- 58 00
La Azora Washington ----- 75 00
Little Valentine ----- 37 50
Valentine Victory ----- 75 00
Valentine DeLux ----- 95 00
Tiona ----- 30 00
Clint Ford ----- 35 00
New Currency ----- 35 00
Picadura Pals ----- 25 00
Quality 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
Mixed Candy
Kindergarten ----- 19
Leader ----- 18
X. L. O. ----- 15
French Creams ----- 20
Cameo ----- 22
Grocers ----- 13

Fancy Chocolates

5 lb. Boxes
Bittersweets, Ass'ted ----- 1 75
Choc Marshmallow Dp ----- 1 75
Milk Chocolate 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 ----- 24
Pineapple Fudge ----- 22
Italian Bon Bons ----- 20
Atlantic Cream Mints ----- 32
Silver King M. Mallows ----- 32
Hello, Hiram, 24s ----- 1 50
Walnut Sundae, 24, 5c ----- 85
Neapolitan, 24, 5c ----- 85
Yankee Jack, 24, 5c ----- 85
Gladiator, 24, 10c ----- 1 60
Mich. Sugar Ca., 24, 5c ----- 85
Pal O Mine, 24, 5c ----- 85
Scaramouche, 24-10c ----- 1 60

COUPON BOOKS

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

CRISCO.

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

CREAM OF TARTAR

6 lb. boxes ----- 40

DRIED FRUITS

Apples
Evap. Choice, bulk ----- 13 1/2
Apricots
Evaporated, Choice ----- 14
Evaporated, Fancy ----- 20
Evaporated, Slabs ----- 12
Citron
10 lb. box ----- 48
Currants
Package, 15 oz. ----- 19
Boxes, Bulk, per lb. ----- 18
Greek, Bulk, lb. ----- 15 1/2

Peaches

Evap. Choice, unp. ----- 12
Evap., Ex. Fancy, P. P. ----- 18

Peel

Lemon, American ----- 25
Orange, American ----- 26

Raisins

Seeded, Bulk ----- 10 1/2
Seeded, bulk Calif. ----- 09 1/2
Seedless, 15 oz. pkg. ----- 12
Seedless, Thompson ----- 11
Seeded, 15 oz. pkg. ----- 12
California Sulanas ----- 09 1/2

California Prunes

90-100, 25 lb. boxes ----- 06 1/2
80-90, 25 lb. boxes ----- 08 1/2
70-80, 25 lb. boxes ----- 09
60-70, 25 lb. boxes ----- 10 1/2
50-60, 25 lb. boxes ----- 12
40-50, 25 lb. boxes ----- 14
30-40, 25 lb. boxes ----- 16

FARINACEOUS GOODS

Beans

Med. Hand Picked ----- 06 1/2
Cal. Limas ----- 13
Brown, Swedish ----- 09
Red Kidney ----- 09

Farina

14 packages ----- 2 10
Bulk, per 100 lbs. ----- 05 1/2

Hominy

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

Macaroni

Domestic, 20 lb. box ----- 07 1/2
Armours, 2 doz., 8 oz. ----- 1 25
Fould's, 2 doz., 8 oz. ----- 1 80
Quaker, 2 doz. ----- 1 80

Pearl Barley

Chester ----- 4 25
00 and 0000 ----- 6 25
Barley Grits ----- 05

Peas

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

Sago

FRUIT JARS

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

GELATINE

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

HORSE RADISH

Per doz., 6 oz.	1 10
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JELLY AND PRESERVES	
Pure, 30 lb. pails	4 00
Imitation, 30 lb. pails	1 90
Pure 7 oz. Asst., doz.	1 20
Buckeye, 22 oz., doz.	2 10

JELLY GLASSES

8 oz., per doz.	35
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OLEOMARGARINE

Kent Storage Brands.	
Good Luck, 1 lb.	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



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

MATCHES.

Diamond, 144 box	8 00
Searchlight, 144 box	8 00
Red Stick, 720 1c bxs	5 50
Red Diamond, 144 bx	6 00

Safety Matches.

Quaker, 5 gro. case	4 75
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MINCE MEAT.

None Such, 3 doz.	4 85
Quaker, 3 doz. case	3 50
Libby, Kegs, wet, lb.	22

MOLASSES.

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

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

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

New Orleans	
Fancy Open Kettle	68
Choice	52
Fair	32

Half barrels 5c extra	
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Molasses in Cans.	
Red Hen, 24, 2 lb.	2 80
Red Hen, 24, 2 1/2 lb.	3 50
Red Hen, 12, 5 lb.	3 20
Red Hen, 6, 10 lb.	3 00

Ginger Cake, 24, 2 1/2 lb.	3 40
Ginger Cake, 12, 5 lb.	4 10
Ginger Cake, 6, 10 lb.	3 90
O & L, 24, 2 lb.	4 75
O & L, 24, 2 1/2 lb.	6 25
O & L, 12, 5 lb.	5 25
O & L, 6-10 lb.	4 15
Dove, 36, 2 lb. Wh. L.	6 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 65

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	24
Walnuts, California	28

Salted Peanuts

Fancy, No. 1	16 1/2
Jumbo	23

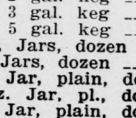
Shelled

Almonds	48
Peanuts, Spanish,	15 1/2
125 lb. bags	32
Filberts	84
Pecans	52
Walnuts	52

OLIVES.

Bulk, 2 gal. keg	3 50
Bulk, 3 gal. keg	5 00
Bulk, 5 gal. keg	8 00
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
8 oz. Jar, Stu., doz.	3 40
9 oz. Jar, Stuffed, dz.	4 10
12 oz. Jar, Stuffed, dz.	4 90

PEANUT BUTTER.



8 oz. 2 doz. in case	3 30
24 1 lb. pails	5 75
12 2 lb. pails	5 60
5 lb. pails 6 in crate	6 20
14 lb. pails	19
25 lb. pails	18 1/2
50 lb. tins	18

PETROLEUM PRODUCTS

Perfection Kerosine	11.1
Red Crown Gasoline	
Tank Wagon	16.7
Gas Machine Gasoline	33.8
V. M. & P. Naphtha	22.2
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

ROLLED OATS

Steel Cut, 100 lb. sks.	4 75
Silver Flake, 12 Fam.	2 20
Quaker, 18 Regular	1 80
Quaker, 12s Family N	2 75
Mothers, 12s, Illnum	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
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SAL SODA

Granulated, bbls.	2 00
Granulated, 100 lbs. cs	2 25
Granulated, 36 lbs. cs	2 50

COD FISH

Middles	16
Tablets, 1 lb. Pure	20
Tablets, 1/2 lb. Pure	1 40
Wood boxes, Pure	27
Whole Cod	11

Holland Herring

Queen, Kegs	96
Queen, half bbls.	8 25
Queen, bbls.	16 00
Milkers, kegs	1 10
Y. M. Kegs	1 00
Y. M. half bbls.	9 00
Y. M. bbls.	17 50

Herring

K K K K, Norway	20 00
1/2 lb. pails	1 40
Cut Lunch	1 25
Boned, 10 lb. boxes	28

Lake Herring

1/2 bbl., 100 lbs.	6 50
Tubs, 100 lb. fncy fat	24 50
Tubs, 60 count	6 00

White Fish

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

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

STOVE POLISH.

Blackine, per doz.	1 35
Black Silk Liquid, dz.	1 40
Black Silk Paste, doz.	1 25
Enamaline Paste, doz.	1 35
Enamaline Liquid, dz.	1 35
E Z Liquid, per doz.	1 40
Radium, per doz.	1 85
Rising Sun, per doz.	1 35
654 Stove Enamel, dz.	2 85
Vulcanol No. 5, doz.	95
Vulcanol No. 10, doz	1 45
Stovoil, per doz.	3 00

Pork.

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

PROVISIONS

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

Dry Salt Meats

S P Bellies	16 00@13 00
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Lard

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

Sausages

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

Smoked Meats

Hams, 14-16, lb.	21@ 24
Hams, 16-18, lb.	21@ 26
Ham, dried beef	
sets	38 @39
California Hams	12@ 13
Picnic Balled	
Hams	30 @32
Bolled Hams	34 @37
Minced Hams	14 @15
Bacon	18 @30

Beef

Boneless	23 00@24 00
Rump, new	23 00@24 00
Mince Meat	
Condensed No. 1 car.	2 00
Condensed Bakers brick	21
Moist in glass	8 00

Pig's Feet

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

Tripe

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

Casings

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

RICE

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

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Silver Flake, 12 Fam.	2 20
Quaker, 18 Regular	1 80
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Tubs, 100 lb. fncy fat	24 50
Tubs, 60 count	6 00

White Fish

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Colonial, 24, 2 lb.	95
Med. No. 1, Bbls.	2 30
Med. No. 1, 100 lb. bg.	95
Farmer's Spec., 70 lb.	95
Packers Meat, 56 lb.	63
Packers for ice cream	95
100 lb. each	47
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

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28 lb. bags, Table	--	4
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A black and white illustration of a cylindrical metal can, likely for condensed milk. The can is shown from a slightly elevated side angle. A label is wrapped around the middle of the can, featuring the text "NEVER CAKES OR HARDENS" in a bold, sans-serif font. Above this text, there is a small, dark, circular emblem or logo. The top of the can is visible, showing a slightly recessed lid with a small, dark, circular mark in the center.

THE CUP THAT CHEERS.

Story of Man Who Discarded Drinking Coffee.

About twenty years ago a tall, quiet man, inclined to be slow of speech, also inclined to indigestion, got the notion into his head that coffee was an unhealthy beverage. As I recall, he made a very careful enquiry into the matter, using his own digestive organs in the experiments, and came out of that enquiry more convinced than ever that his notion was well founded. This tall, quiet man was the late C. W. Post.

Anyhow, he went ahead and made a substitute for coffee out of wheat or barley or oats or something of that nature and began to advertise it under the name of Postum Cereal. Now, Post had in him the makings of one of the best advertisers this country has produced and in an incredibly short time his coffee substitute was selling big. Practically every newspaper in the land carried his copy and the sums he paid for space ran into rather large figures.

The point Post had to make in his advertising was that the caffeine content in coffee was bad for the digestive organs or for the nervous system or maybe something else. All I can call to mind now is that Post claimed that by drinking Postum Cereal instead of coffee, many of the common ailments of the day would disappear. People would sleep better all 'round. In a sort of indefinite way we all knew at that time that coffee was not a healthful drink, and all Post did was to take that theory and play it up in his space.

With rare skill and with admirable persistency he told his story in type to the American public, and before so very long he was gathering in at Battle Creek a flood of money so great as to astonish everybody, including himself.

Up to that time the coffee people had done little advertising, and that little was so wretchedly done that it scarcely raised a ripple. However, the fact that Post was taking business away from them was "viewed with alarm," as political platforms put it.

Post had collected many letters from the users of his coffee substitute that told of the marked benefits that had followed the giving up of coffee. He also found many physicians who said unkind things about coffee, and what the users of Postum and the physicians said he printed in his advertising.

Now, then, the coffee people began to comb the cobwebs out of their hair. In short, they "got a move on." They found other doctors who endorsed coffee, and who said its supposed injurious effects were simple bunk or bunkum, or perhaps both. They put on a lot of research men, and it wasn't long before they had enough data in favor of coffee to choke a whale.

Research people can always find anything you tell them to look for, just as so-called "experts" will testify on the witness stand to whatever is needed to bolster up the case of the man who comes across with their fee.

Then the coffee propaganda began

to appear in the papers and it was quite a while before publishers saw how they were being horn-swoggled. And then the coffee people had to hit their bank balances and pay out real money for real advertising, just as Post had to do from the beginning.

Out of this condition of things arose what can be called the "caffeine controversy," being much the same as the "alum controversy" in the baking powder field.

Thus the struggle of Post against coffee was spread across the years. Each side held up its own end, and the public was permitted to judge for itself. Either Post told the truth about coffee being hurtful or the coffee people told the truth about coffee being healthful. All the public had to do was to try out the two beverages and compare results. It was a matter of the belly more than a matter of the brain.

Now I have always so enjoyed a cup of good coffee that I usually made it two, and I could enjoy the beverage three times a day. On occasion my health was not so good that I was satisfied with it, and so I easily "fell" for the Post theory that coffee does you less harm on the bush than in the stomach. I quit coffee for Postum, with the result that I felt much better, or at least thought I did, which is the same thing.

In advertising, we are assured, it is necessary to point out the virtues of your product. The virtues of Postum were that it supplied a beverage like coffee, but not hurtful like coffee, and this is what Post repeated over and over as fast as the presses could print newspapers. Post being much superior as an advertiser to the coffee crowd, he gradually made inroads on their trade. And so the struggle has reached on down to the present day. Post is no longer here to carry on the fight, but he left an organization that is fully capable of assuming the job. Anyhow, the coffee folks, having lost out in an open fight, are crying for "Mamma," which, of course, means appealing to "ethics." When the boy next door is licking you, all is not lost. Yell for Mamma!

The immediate cause for these comments is the recently published statement that an advertising agent for one of the coffee houses is directing the attention of publishers to some of the Postum advertising, which reads in part as follows:

"Do you take orders from a coffee pot?"

"It must be humiliating for thousands of people to confess that they lack the will power to stop coffee."

The agent goes on to say:

"Many coffee-roasters are large users newspaper space and are advertising their coffees on a high plane, and it seems to us that the newspapers that require Postum to modify their statements about coffee and sell their products on its own merits, rather than at the expense of another industry, are not only helping themselves, but are benefiting advertising in general."

There you have it. Postum has backed coffee up into a corner, and coffee is playing the baby act. Coffee wants publishers to put the snuffers on Postum's advertising.

Just what is objectionable in this copy I am not able to figure out. Surely it is not an offense to common decency to enquire if we take our orders from a coffee pot. For my part, I think the question is most praiseworthy. I cannot see where the Ten Commandments are violated when we are asked if it is not humiliating to confess our lack of will power, for we all do lack that admirable quality. To me the protest of coffee is so ridiculous that Life might run it as an illustrated joke.

Here we are living and working in a presumably free country, even if our libations are censored. Here we are in an age when free speech is yet looked upon as more or less of a privilege. And yet we find men who would abridge the right of an advertiser to express his honest opinions and to ask plain questions.

It has been proposed by some one that this controversy over caffeine be referred to the National Vigilance Committee for settlement. I hope the gentlemen who make up that committee will refuse point blank to butt into the affair in any way. What do they know about caffeine anyhow? For that matter, what do they or any of us know about any human problem or about the mysterious doings of the human stomach?

Caffeine is like goat glands or alum in baking powder or like protection and free trade or like vegetarianism or, if you please, like birth-control vs. animalism rampant. We simply don't know what the exact truth is about any of these perplexing things, and, not knowing, the plain duty of us all is to stick to our own views, allowing those who differ with us to stick to theirs also.

When both sides present their case to the public, the public can do its own deciding, and thus relieve vigilance folks from the serious job of taking over the attributes of the Almighty.

James T. Falls.

A Dying City.

The removal of the Russian capital to Moscow meant a sentence of death against Petrograd, which is an entirely artificial city. Without any geographical or economic advantages, advantages, built on a marshy swamp, periodically devastated by floods, the former capital owed its existence to the fiat of Peter the Great. It could survive only as a city of luxury and pleasure, as a center of the court and of society, of the bureaucracy and of the army. Other European cities like Trieste, Riga and Vienna saw the currents of commercial life diverted from them after the World War, but their prosperous days are sure to return. On the contrary, Petrograd, having lost its political importance as the capital of an empire, can never recover. It can neither be revived nor transformed it can never adapt itself to the new conditions. In the near future tourists will visit the ruins of Petrograd as our forefathers would contemplate the ruins of medieval Rome. After six years of Soviet rule Petrograd is already a dying city.

The death of Petrograd is the death of one of the world's most wonderful cities. For Petrograd was built on an

even more colossal scale than Moscow. Even more than Moscow it is a city of palaces and granite embankments, of spacious parks and treasures of art. Its cyclopean monuments were the expression of a despotic will which controlled the labor of countless slaves. Think of the Winter Palace, the largest royal residence in the world. Burned down in 1837, within twelve months it was rebuilt at a cost of a hundred millions of money and thousands of human lives. In Czarist Russia, even as in Soviet Russia, human lives were always held cheap.

A New York State firm that manufactures shirts to order lost a customer when President Harding died. The late President had bought his shirts from this firm for many years. Back in the days when he was Lieutenant Governor of Ohio he usually paid \$3.75 and \$4 for each shirt. After becoming President he wore \$4.50 shirts—except one for which he paid \$5.50! Even a President, it appears, likes to have one shirt a little better than the rest, for special occasions.

Ambitious Retail Grocers

Are Striving For

Increased Sales
Reduced Expenses
Improved Methods
Larger Profits and
More Happiness.

By regularly reading the

National Grocers Bulletin

you will find the way to all of these. This magazine contains a world of helpful information which will benefit your business. It is different from any other grocery trade publication. It gives you each month a comprehensive reflection of the things you want to know about the grocery business.

It is an authoritative source of information—alive with timely topics, business building ideas and constructively helpful articles of inspiration, encouragement and sensible optimism.

Moreover, it is the official magazine of the National Association of Retail Grocers. On this account every man engaged in the food industry—retailer, wholesaler, manufacturer or salesman—will find it distinctly to his advantage to keep in touch with its monthly message. It costs only \$1.00 per year to keep you properly posted on what this great organization is doing to promote the welfare of the entire food industry.

Tear off here and mail today to address below

National Association of Retail Grocers
416 R. A. Long Bldg., Kansas City, Mo.

Date _____

Enclosed is a Dollar for my subscription to the

National Grocers Bulletin

Name _____

St. or P. O. _____

Address _____

City or Town _____

State _____

DO IT NOW!

Michigan Tradesman

A Duty To the Public.

Many and difficult are the problems to be met and solved in the effort to secure for department stores the maximum degree of fire-safety. But these problems can be solved; and that they need to be, in the interests both of the proprietors and the patrons of these popular shopping centers, hardly can be questioned in the face of an average burning rate in this occupancy of six fires a day.

It would not be fair to lay this high ratio of destruction solely to willful negligence on the part of department store operators. Unfamiliarity with what constitutes safe construction and maintenance probably had even more to do with it. This is true particularly of emporiums in smaller communities where comprehensive fire and building laws frequently are either non-existent or, if on the statute books, are but languidly enforced. And until hazardous conditions and their consequences have been made known to the owners of these establishments, little improvement can be expected.

Next to the city authorities themselves this information, for obvious reasons, can best be conveyed by the local chamber of commerce or board of trade, with the earnest support and co-operation of the resident insurance agents. Let them put the facts squarely up to the local department stores, in a spirit of helpfulness; coming from such a quarter suggestions for betterment are not likely to be resisted.

A number of the principal hazards

are not structural in nature, but result from thoughtless "housekeeping" practices, and so may be quickly and economically corrected or removed.

New Under-Arm Handbags.

Under-arm handbags and variations of them are prominent in the Spring lines of handbag manufacturers. It is believed that following the favor accorded this type of bag during the Fall the coming season will see just as strong a demand for it. In the smaller localities, particularly, it is expected to sell well. One variation offered by a leading wholesaler has pannier handles, so that the bag may be either carried under the arm or in the hand. The bag comes in Spanish tooled crepe, pin seal, patent or Canada calf leather, and is equipped with the usual toilet requisites. Prices wholesale from \$24 to \$48 per dozen.

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	11
Calfskin, Green, No. 2	09½
Calfskin, Cured, No. 1	12
Calfskin, Cured, No. 2	10½
Horse, No. 1	3 56
Horse, No. 2	2 50
Pelts.	
Old Wool	1 00@2 00
Lambs	75@1 25
Shearings	50@1 00
Tallow.	
Prime	06
No. 1	05
No. 2	04
Wool.	
Unwashed, medium	@35
Unwashed, rejects	@25
Unwashed, fine	@35

Buckeye Mutual Health Association

COLUMBUS, OHIO

Health and Accident Insurance at Actual Cost for Business and Professional Men and Women

A Mutual Co-operative Association, operated along the same economical lines as followed by the various Associations which have furnished accident insurance to the traveling men at a low cost for many years.

Complete Protection at Lowest Cost

For full information, address

MANLY J. HEMMENS
SECRETARY

Post Office Box 104
COLUMBUS, OHIO

Mention Michigan Tradesman

BUSINESS WANTS DEPARTMENT

Advertisements inserted under this head for five cents a word the first insertion and four cents a word for each subsequent continuous insertion. If set in capital letters, double price. No charge less than 50 cents. Small display advertisements in this department, \$3 per inch. Payment with order is required, as amounts are too small to open accounts.

FOR SALE—High class poolroom outfit and three-year lease; sixteen tables and equipment. Doing good business. Reasonable rent, excellent location. Must sell, ill health. Reasonable terms. Porter & Wyman, 112 W. Western Ave., Muskegon, Mich. 438

FOR SALE—Ice cream, confectionery, cigar and tobacco business, including stock, fixtures, and lease. Splendid business, very well located in manufacturing city population 15,000. Porter & Wyman, 112 W. Western Ave., Muskegon, Mich. 439

FOR SALE—Grocery and meat business, including fixtures, doing about \$4,000 to \$5,000 monthly business. Location, city of Muskegon. Price very reasonable, easy terms. Low rent. Double store. Porter & Wyman, 112 W. Western Ave., Muskegon, Mich. 440

FOR SALE—WOMAN'S FASHION SHOP, DEER Lodge, Montana, 4,000 population, live town. Live, paying progressive store. Will invoice between \$5,000 and \$6,000. Owner in ill health. For further particulars, write Woman's Fashion Shop, Deer Lodge, Montana. 441

Wanted—Delco lighting plant. Kilowatt or more. State particulars fully. E. M. Snyder, Mecosta, Mich. 442

For Sale—General line merchandise. Good stock. Good business, and always made money. Good reasons for selling. Schroeders, Galesburg, Mich. 443

For Sale or Trade—Improved farm 149 acres: 100 acres under cultivation, 49 acres woods and pasture. Ten-room house, barns, wells and windmill, hen-house, orchard. School ½ mile. Good neighbors and roads. Borders on lake, good fishing. Twenty miles from two cities of 45,000 and only 2½ miles and 3 miles from two small towns. Want building and general merchandise. H. T. Reynolds, Delton, Mich. 434

FOR SALE—WILL SACRIFICE FOR \$850, if taken at once, one eight-foot soda fountain and carbonator, one five-booth ice box, and one Hires root beer barrel. All in good condition. 1233 Peck St., Muskegon Heights, Mich. 435

For Sale—Good clean stock of dry goods, shoes and groceries in town of 500. Very best farming community. Reason for selling, other business. Address No. 436, c-o Michigan Tradesman. 436

Wanted—Shoe salesman for Western and Northern Michigan, on strictly commission basis, preferably with headquarters in Grand Rapids. Brandau Shoe Co., 250 West Jefferson Ave., Detroit, Mich. 437

For Sale—One of the best markets in Bay City, Michigan. Good business. All buildings, with large modern home. Investigate this. Reasonable. Address No. 428, c-o Michigan Tradesman. 428

CASH For Your Merchandise!
Will buy your entire stock or part of stock of shoes, dry goods, clothing, furnishings, bazaar novelties, furniture, etc. LOUIS LEVINSOHN, Saginaw, Mich.

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

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

USE TRADESMAN COUPONS

INVESTIGATORS

Private Investigations carried on by skillful operators. This is the only local concern with membership in the International Secret Service Association.

Day, Citz. 68224 or Bell M800
Nights, Citz. 21255 or 63081

National Detective Bureau

Headquarters
333-4-5 Houseman Bldg.

WM. D. BATT FURS

Hides, Wool and Tallow

28-30 Louis St.
Grand Rapids, Michigan



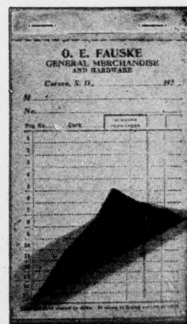
NOW BOOKING DATES

for January and February SALES. My SALES leave a good taste in your mouth.

E. B. DAVIS
North Branch, Mich.

Henry Smith Floral Co., Inc.

52 Monroe Ave.
GRAND RAPIDS, MICHIGAN
PHONES: Citizens 65173 Bell Main 173



PROFITS ARE LOST if you fail to keep an accurate record of your sales. Try the one writing system by using sales books. If you don't write us for prices we both lose. Let us bid on your next order?

We make all styles and sizes, prices on request.

BATTLE CREEK SALES BOOK CO
R-4 Moon Journal B1
Battle Creek, Mich.

BEN FRANKLIN'S BIRTHDAY.

If Benjamin Franklin had lived until to-morrow, he would have been 218 years old. He was born in Boston, Jan. 17, 1706, and died in Philadelphia April 17, 1790. As a printer, journalist, diplomatist, statesman and philosopher, he was easily first among his peers.

While never a member of any church, Franklin had more in common with the Unitarian creed than any other. In the last year of his life, when he was 84 years old, he was asked by the president of Yale College to define his religious belief, which he did in the following words:

Here is my creed. I believe in one God, the creator of the universe. That He governs it by His providence. That He ought to be worshipped. That the most acceptable service we render to Him is doing good to His other children. That the soul of man is immortal and will be treated with justice in another life respecting its conduct in this. These I take to be the fundamental points in all sound religion, and I regard them as you do in whatever sect I meet with them.

As to Jesus of Nazareth, my opinion of whom you particularly desire, I think His system of morals and His religion, as He left them to us, the best the world ever saw or is likely to see; but I apprehend it has received various corrupting changes, and I have, with most of the present Dissenters in England, some doubts as to His divinity; though it is a question I do not dogmatize upon, having never studied it, and think it needless to busy myself with it now, when I expect soon an opportunity of knowing the truth with less trouble.

I shall only add, respecting myself, that, having experienced the goodness of that Being in conducting me prosperously through a long life, I have no doubt of its continuance in the next, though without the smallest conceit of meriting such goodness.

The chief attribute of both leadership and editorship is satisfaction with the yesterdays and pleasures and hopes for the to-morrows. In the case of Franklin it found most complete expression in his self-written epitaph. He says:

The body of Benjamin Franklin, printer, (like the cover of an old book, its contents torn out, and stripped of its lettering and gilding) lies here food for worms. Yet the work itself shall not be lost, for it will (as he believes) appear once more in a new and more beautiful edition corrected and amended by the author.

At this time when the entire Nation is giving its attention to the peace plan of Edward W. Bok, another editor and another Philadelphian by adoption, it is well for us to turn back the pages to the days of the first struggle for independence and read again the thoughts and the ideals expressed by that first outstanding moulder of public opinion, Benjamin Franklin, who wrote at the birth of this Nation:

I join with you most cordially in the return of peace. I hope it will be lasting, and that mankind will at length, as they call themselves responsible creatures, have reason enough to settle their differences without cutting throats; for, in my opinion, there never was a good war or a bad peace. What vast additions to the conveniences and comforts of life might mankind have acquired, if the money spent in wars had been employed in work of utility!

What an extension of agriculture, even to the tops of the mountains; what rivers rendered navigable, or joined by canals; what bridges, aque-

ducts, new roads, and other public works, edifices and improvements, rendering England a complete paradise, might not have been obtained by speeding those millions in doing good, which in the last war have been spent in doing mischief—in bringing misery into thousands of families and destroying the lives of so many working people, who might have performed the useful labors.

That was not written by an idealist, a propagandist, or a radical in 1924, but by one of the greatest of the fathers who dreamed and conceived this Nation in 1776. What Benjamin Franklin wrote then is true to-day—he was a great editor.

There is no one of the fathers of this country whose writings left for posterity are so rich in the common sense idealism which was the guiding factor in laying down the principles upon which this republic was born.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Jan. 15—The Soo Ski and Snowshoe Club, composed of all business men, took their first tramp for this season on Sunday, winding up at the Cadillac chemical plant, where they were shown through the institution. This is the third year of its organization and the Sunday trips are looked forward to with much pleasure.

The firm of Cowell & Burns, the well-known clothiers in the Belvidere building, are making many improvements in their place of business, remodeling and putting in a modern up-to-date front in the entire store. This is the second year in business for this enterprising firm.

McLean & Grieve, the popular meat merchants at Rudyard, have decided to dissolve, Mr. Grieve retiring. The business will be continued by J. McLean.

Saal Osser, formerly in the grocery business at Manistique, has moved to Milwaukee, where he expects to engage in a similar business.

Ben Rothwell, manager of the Raymond Furniture Co., left last week for Grand Rapids, where he expects to attend the furniture exhibit. He will place orders while there for his house.

Once upon a time there was a man who never spoke unkindly to his wife. He was a bachelor.

Another former Soo hockey star has broken into big team play this season and local tentative promoters of hockey see almost their last chance of ever recouping the Soo's hockey fame with the departure of Sam Kokko on Wednesday to join the Minneapolis team for the remainder of the season. Sammy has not had much time to get in shape, as his business connections here prevented him joining the Minneapolis crew at the first of the training season, but it is expected he will show his usual speedy style and help out the Minneapolitans in what they anticipate will be one of their stiffest seasons. With "Vic" Desjardin playing at Eveleth, Kokko with Minneapolis, Breen with St. Paul, Abel in Europe with the American olympic team, and with Tallion at Duluth, the Soo is probably better represented throughout the continent in hockey circles than any other individual sporting city. This, however, brings local sport promoters up against the undeniable fact that if hockey is ever again to be the major sport here, work on the erection of a suitable hockey rink will have to be begun in the near future for all the Soo's best material is drifting away and some are apt to be found with iron clad contracts from which it may become impossible for them to break away, even if the hockey promoters do actually get down to business.

The Soo Hardware Co. is the first to use the caterpillar truck for delivering this winter. The car plows through

two feet of snow, making remarkable time.

One of our school teachers had to smile last week when she asked the class, "How many seasons have we?" In an instant Ikey's hand went up: "Two, dull and busy."

The Cloverland Farmers Mutual Insurance Co. has opened an office in the Adams building and will cater to the Chippewa county farmers. The home offices are located at Houghton. William G. Tapert.

Bay City Grocers in Line.

Bay City, Jan. 15—At the regular meeting of the Retail Grocers' and Meat Dealers' Association of this city, held Jan. 9, your letter concerning chain stores selling nationally advertised articles at prices which the independent retailer dare not meet was fully discussed. Your suggested means of combating this issue was heartily approved, and the members pledged themselves to act accordingly.

As progressive merchants we believe in competition, but we believe and insist that competition should be fair. It is alleged that certain manufacturers sell their products to retail chain stores at prices which they refuse to sell to independent retailers. If this is so, and we have reason to believe it is, is it fair?

It is evident that these manufacturers, by reason of their extensive advertising, take the position that they can force the independent retailer to stock his goods. Perhaps they can; but they cannot force the independent retailer to display their goods; nor can they stop the independent retailer from educating his customers. It would indeed be wise if the independent retailer would insist that manufacturers who practice these unfair methods distribute their products exclusively through their favored channels, the chain stores. Without doubt the independent retailer has the remedy to cure this evil in his own hands.

It is to be hoped that this important

subject will be brought up at the coming State convention at Grand Rapids in April. J. G. Bradley, Sec'y Retail Grocers' Association.

Once the word universe was all-embracing. Human mind could only with difficulty encompass so sweeping and grandiose a term. But science pushes on past one such collection of stars and finds other and still others stretching away into limitless space. Harvard Observatory astronomers have just found such a universe, estimated to be one million light years from our little planet, or six quintillion miles away, "the farthest outpost of infinity captured by the mind of man." The finite mind balks at such a discovery, but it should at least have a calming effect upon petty human disturbances.

MCCRAY

REFRIGERATORS

for ALL PURPOSES

Send for Catalogue

- No. 95 for Residences
- No. 53 for Hotels, Clubs, Hospitals, Etc.
- No. 72 for Grocery Stores
- No. 64 for Meat Markets
- No. 75 for Florist Shops

MCCRAY REFRIGERATOR CO.
2444 Lake St., Kendallville, Ind.



Ready Sellers to Increase Volume

Franklin Sugar Honey
Franklin Cinnamon & Sugar
Franklin Golden Syrup
Franklin Tea Sugar

Unusually attractive packages, lending themselves to beautiful display, quick sellers at a good profit. Get your sugar profits by concentrating on

Franklin Sugar in Packages

The Franklin Sugar Refining Company
PHILADELPHIA, PA.

"A Franklin Cane Sugar for every use"