

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-second Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 8, 1924

Number 2142



THE WANDERING JEW



I am the son of the ages,
Defier of rack and stake;
The storm that uproots and that rages
Can only bend me, not break.

I am the swordless struggler
With man for man's re-birth;
I am Prometheus—the smuggler
Of heaven's fire on earth.

I am the Peddler who barter
And pays with life for faith;
I am the son of martyrs
Who conquered life through death.

I am the Nations' riddle—
Homeless in thousand homes;
When Romes are burning—my fiddle
Is playing the tune of new Romes.

I am a book whose pages
Are written in blood and in flame;
I am the son of the Ages—
The Wandering Jew is my name!

P. M. RASKIN

Public Reference Library.
Library St.

SUPPLY THE HOUSEWIVES WITH

Parowax

Throughout the summer, most housewives, with commendable thrift and foresight, can or preserve a part of the abundance of fresh fruits and vegetables for use on their tables during the long winter months. This is the time, therefore, to furnish them with glasses and jars, with sugar and spices and with PAROWAX.

She knows that to preserve her fruits and vegetables, she must seal them in their containers with a seal which is airtight. She knows that unless the air is excluded they will ferment and become unfit for use.

She knows too, that PAROWAX will seal them tight, keeping all their goodness and freshness in and keeping air out. The effectiveness with which PAROWAX seals each container, its cleanliness and purity and the ease with which it is used, makes it ideal for all canning and preserving where jars, glasses or bottles are used for containers.

Every dealer should have an adequate supply of PAROWAX on hand throughout the summer. It may be secured promptly from any agent or agency of the



One of these two color counter display cartons is packed in each case of Parowax.

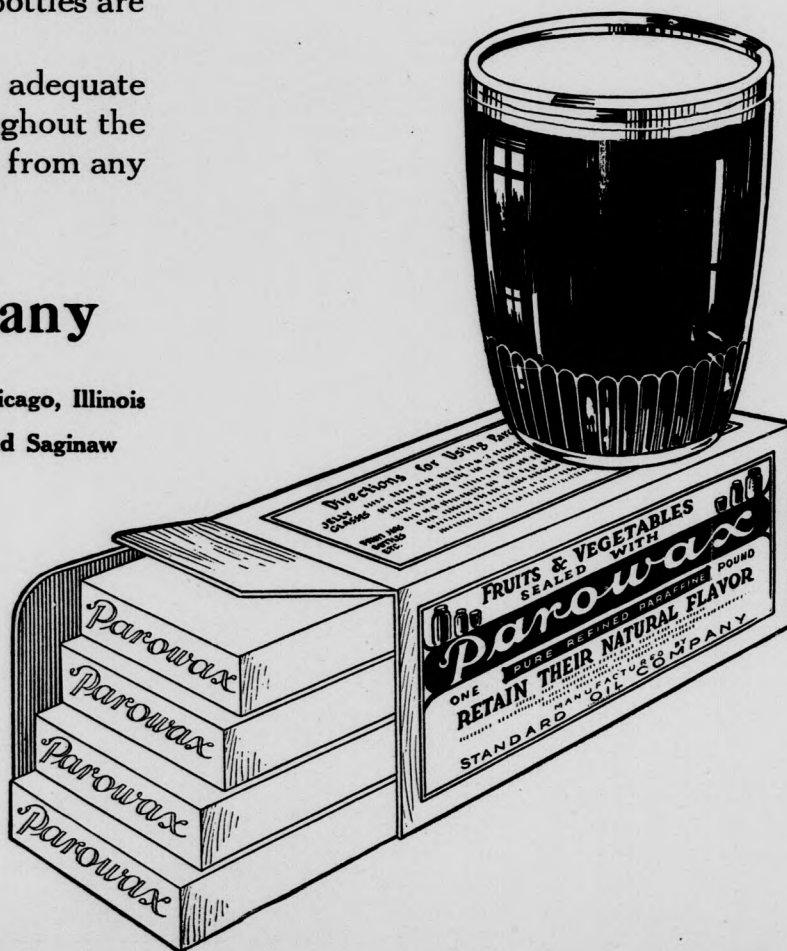
Standard Oil Company

(INDIANA)

910 S. Michigan Avenue

Chicago, Illinois

Michigan Branches at Detroit, Grand Rapids and Saginaw



MICHIGAN TRADESMAN

Forty-second Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 8, 1924

Number 2142

MICHIGAN TRADESMAN

(Unlike any other paper.)

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

Each Issue Complete in Itself.

D'VOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly By

TRADESMAN COMPANY
Grand Rapids

E. A. STOWE, Editor.

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issues a year or more old, 25 cents; issues
five years or more old 50 cents.Entered Sept. 23 1883, at the Postoffice
of Grand Rapids as second class matter
under Act of March 3, 1879.**FURS.**

Furs are steady. Traders are looking forward to an active season. The public generally is in a position to be able to enjoy the luxury of furs of various qualities. This should be reflected in a good demand for raw furs, although it is always difficult to determine on what levels the season will open.

Demand has been good at the various auction sales for the held-over lots. Good prices are being realized where the quality warrants.

Some beaver moved recently at a range from \$24 to \$45 per skin, with some small sizes bringing \$10 to \$20. Raccoon also appear to be in good request, selling from \$3.80 to \$6, for ones and twos. Mink brought from \$8 to \$25. Muskrat are bringing a wide variety of prices, depending on the quality of each lot, and originating section. Values ranged from 18c to \$1.66 per skin, the inside price for small, Southern skins, and the outside for fancy Michigan, etc., accumulations.

OVERCROPPING POULTRY.

One evil in handling live poultry in New York, the largest market of the country, which never seems to die out, is that of over cropping. Federal, State and municipal authorities have been trying to prevent the practice of over-feeding live poultry just before it is received at destination so that the sellers will be able to receive the top poultry prices for sand and gravel fed to chickens just before they reach New York. The latest kink in over cropping is said to be feeding poultry with potash. The Bureau of Animal Industry of the Federal Department of Agriculture and the local Board of Health have begun another investigation of conditions with a view to stopping over cropping. The use of potash is said to be effective so far as the poultry shipper is concerned but

it causes a heavy loss after the potash has been assimilated by the poultry. Instead of live poultry, the retail buyer finds that he has dead poultry on his hands.

FANCY GOODS DEMAND.

Business is snappier on fancy goods and novelties than on the staples, in nearly all textile lines. Cotton and rayon mixtures are being sold for spot and future shipment quite freely in dress fabrics, upholsteries, lingerie lines, and bedspreads. In all cottons, the volume of fine goods orders laid down on broadcloths and sateens has been large. There is also a good order list in on silk and cotton mixtures. The fine and fancy effects in cloakings and dress fabrics sell better than the staples. Velvets, brocaded or embroidered materials, and many fancy weaves in silks, sell better than the plainer weaves.

DOMESTICS MOVE SLOWLY.

Since the first of the month trade in cotton domestics has not been as good in the wholesale houses as it was in September. Some prices have been advanced while others remain practically unchanged, distributors, as a rule, making an effort to postpone advances until they are actually forced to move. Tickings, denims, oilcloths, brown and bleached cottons, and other staples of the domestic departments are relatively cheap and are generally below the replacement cost of to-day.

GINGHAMS AND PERCALES.

Buyers of gingham and percales are still looking for short lengths, or odds or low priced offerings as a rule. They show little desire to urge selling agents to move into the spring trade. The agents are hampered now in making prices as cotton has advanced and production costs are not being cut. Most of the business passing is of a steady filling in character on which mills are unable to predicate future production.

The forty-seven nations at Geneva, great and small, approved the anti-war protocols that are to be offered to the world next summer by the League of Nations. After having virtually served notice on the United States that her immigration laws, her markets and her supply of raw materials may in future be regulated by the League of Nations, a French spokesman had the effrontery to hope that America would participate in the League as a member. It would appear, however, that in its anxiety to meet the wishes of Japan the League has removed to some future day the hope of America entering its portals. They may be old-fashioned ideas, but these United States of America still have certain ideas about the sovereignty of nations and concerning a free people being the

masters of their own house. In the League campaign of coercion aimed at bringing America into its councils the gentlemen of Geneva overreached themselves.

Emerson advised a man to hitch his wagon to a star. Many an astronomer has at least hitched his name to a comet. At Swarthmore the giant telescope has seen the new comet observed a few evenings ago by Finsler at Bonn. It is not much in the way of a celestial apparition, but it belongs to a class of spectacular phenomena often believed, in credulous ignorance, to forecast the end of the world. It is of interest to note how many comet finders like Brooks in "The Little Red House" at Geneva, N. Y., or the Rev. Joel Metcalfe of Taunton, Mass., have been gifted amateurs of astronomy seeking the loftiest form of intellectual diversion. The supply of long-tailed meteorites seems to be far from exhausted, and any one who has the price of a telescope is welcome to try his luck. Perhaps his name as a result will go down to fame with those of Halley, Encke, Biela and the rest of a large company of patient star-gazers.

Ambassador Jusserand answers the same old question in the same old way. Every time he goes to Europe he is faced on his return with the query, "Is there any truth in the report that you are about to be retired?" After twenty-two years of saying "No," he has learned what to expect and what to reply. One thing is sure: through all administrations, here or there, he has been an envoy at once popular and respected among those to whom he is accredited. He has handled issues arising between America and France with tact and firmness, remembering his duty as a world citizen, as well as his natural affection for France. The good feeling that obtains between the countries is in no small measure due to his zealous espousal of the good cause of building an international friendship on a durable foundation.

Statistics from the universities show a steady increase in the number of young men who are anxious to avail themselves of the opportunities for higher education. For the first time in its history Harvard has been forced to limit the number of its freshmen to 1000 and Yale to 850. Almost all of the better known institutions have had to bar out many applicants this year. As an evidence of the sort of young men who are seeking better educations the director of appointments at Yale University states that during the past year the students earned \$382,206 in their efforts to pay their own way. So much has been said about the growth of crime among young men under twenty-one it is just as well to set down the fact that there is a vast army

of the same age with a higher and better idea of citizenship.

The bottom has fallen out of the gasoline market, to the very great joy of its millions of users. What the "gasoline governors" out West could not do the industry itself is doing. It is forcing prices down with dizzying speed. In the East they have fallen to the lowest levels in nine years. At Omaha "gas" is selling at 8¾ cents a gallon. Three-cents-per-gallon drops have marked the market changes recently. Too much crude oil, too much gasoline, have been produced. The production long since caught up with and passed the demand, great as that demand has been. Something had to happen. Gasoline was being "boot-legged" under the market prices in the West and had been in the Southwest for months. The gasoline end of the oil industry is in the process of discovering what deflation feels like.

Homes for Arizona's starving deer are wanted by the Department of Agriculture, and many a child who hears of it will tease a parent or apply to Santa Claus for a stag with branching antlers as a playmate. It is only necessary to pay the cost of the crate and the railway fare—\$35. But if you have no deer park—and few people have that appanage to a city residence—a deer might be a serious incumbrance. It is too bad that the beautiful and graceful creatures cannot stay where they are, on the reservation established eighteen years ago, and there find sufficient pasturage. Probably the best economic arrangement would be to permit the annual surplus to be converted into venison.

Grand Duke Cyril, one of the numerous cousins of dead Nicholas, Czar of Russia, is about to issue a proclamation naming himself as the "Emperor of all the Russias." He will devote himself to liberating Russia from the Communist shackles. Another of the empty gestures of broken royalty! The Old World may turn to dictators, as Spain and Italy and Greece have turned, but Charles and Zita of Austria found it is in no mood to summon back puppet rulers to old thrones. When Russia is redeemed it will be from within, not from without. No princeling squatting on the safe side of a frontier is likely to be able to stir that vast mass of Eurasians that once called Nicholas Czar.

Immigration of laborers having been drastically cut, what will happen to wages as the country grows?

Before we can give much to others, most of us have to give to the world the best that is in ourselves.

He is successful who inspires others.

IN THE REALM OF RASCALITY.

Cheats and Swindles Which Merchants Should Avoid.

Alma, Oct. 6—This is what I wish to inform you about and I hope you can be of some assistance to bring the rascal to time, or at least that no other merchants will get nipped as I did. A man by the name of G. R. Baum claims to represent the National Advertising Syndicate, 417 South Dearborn St., Chicago. He offers a three tube Crosley radio, with horn, six thousand keys, and five thousand bills, printed with your name on, as an advertisement to be given away to the party holding the key which unlocks the padlock on the radio. The proposition is all right, if he was not a crook. He will get the dealer to sign a contract for so many keys, bills to be printed, and will undertake to get a deposit of \$25, balance C. O. D. This is where I refused, but we compromised and I gave him \$15 down, with a contract that the radio be delivered to me and I would send the balance when I examined it. The balance was to be sixty dollars. Of course I went on with the advertisement that I would give away a radio and a key with every 50 cent purchase. When the radio arrived it came C. O. D. and I refused it. I wired the house and they would not allow it to be delivered otherwise, so as I had advertised it to be given away, I took it up and paid the balance, \$60. Upon unpacking it this morning I find that it is only a two tube affair. The 5,000 bills are missing and the horn is missing also. Consequently, I feel that it is a crooked deal being pulled all around, and I am sure some others will get the same as I did. Therefore, I want you to warn them in your next issue, and if there can anything be done I will back you to the limit in every way. I would appreciate it if you would write to these people or syndicate.

G. J. Maier.

This swindle has been exposed so frequently in this department that the writer cannot see how any Tradesman reader could be attracted by the scheme. The radio the Alma merchant contracted for retails everywhere for \$60. The radio he received sells at retail at \$18.50. Just so long as merchants consent to listen to the siren, voice of strangers, pay in advance for goods they know nothing about and agree to pay for goods to be shipped C. O. D., they will continue to eat the bread of bitterness.

One of the famous old farm fakes may be coming back again. Out in the great open spaces, so runs the tale, a farmer has grown a wonderful wheat crop from seed alleged to have been found in an Egyptian tomb. Maybe so. Yet the United States Department of Agriculture has had much experience with such claims. About once in so many years so-called miracle wheat or "Egyptian wheat" or "Jerusalem wheat" makes an appearance. Great claims then are made for this "new grain." Usually it is represented as having been taken from some old tomb in Jerusalem or the Holy Land. Some visitor is supposed to have brought it home and, accidentally or purposely, scattered a few grains of it with surprising results in the way of yield. Sometimes it comes from an "Egyptian tomb." Then it will be "Pharaoh's wheat" or "Egyptian wheat." As a rule, it is found to be very ordinary grain, with less than average powers of yield. Meanwhile some enterprising citizen usually does

very well in the business of distribution of the seed. Down in Washington the agricultural experts will be interested in this revival of wheat to them is a familiar story.

Dowagiac, Oct. 7—Will you look up the Mutual Publishing Co. of Kansas City, Mo.? Their representative is making a very liberal offer to sell Bufton's Cyclopedia, four volumes, and agree to furnish for 10 years loose leaves and loose binders of all important happenings. It looks to me like a big undertaking for them for \$39.50, and I would like very much to know if they are reliable. L. H. F.

We do not know the Mutual Publishing Co., Kansas City. No such concern is listed in Bradstreets. We should not be surprised if the ten-year service and "loose leaf" service turned out to be "bluff." At any rate we would advise country people to beware of signing orders for an unknown cyclopedia of an unknown publishing house.

Buffalo, Oct. 6—Complaints have come to the Better Business Commission that salesmen are active in several parts of the city in soliciting subscriptions to magazines on the representations that they are securing scholarship to college for a certain number of subscriptions. In several cases prospects have been told that the salesman was referred and recommended to them by mutual friends, when later investigation by the prospect showed such representations to be false. Description of one of these solicitors has been turned over to the police.

The above bulletin on fake subscription agents confirms what we have frequently said: that subscription agents claiming to be working their way through college are frauds. There may be exceptions but the rule holds good. This class of subscription agents do not represent publishers but are employed by subscription agencies.

Sturgis, Oct. 6—Will you give information as to success of patrons, financial standing and your opinion as to value of course of instruction and help offered by Fireside Industries, Adrian, Mich., branches New York City, Chicago, Paris? Extract from letter: "Your success will be guaranteed. We need these new members to help supply the great demand. We are reducing the membership charge next 20 days only. Save \$10.50." Total cost ordinarily \$50. B. M. D.

The Fireside Industries propose to teach decoration and marketing of art novelties and hold out the allurements that \$3 to \$5 per day can be easily made at home in this line and upwards of \$5,000 per year by opening an "art and gift shop." The membership fee, according to the latest received, is \$37.56, reduced for a short time only from \$50. The proposition contains all the standard varieties of bait commonly used by correspondence school and work-at-home schemes. The prospect of easy money is dangled before the eyes of the applicant, but he or she must contribute a certain amount to gain the opportunity. The amount to be paid by the applicant is definite and certain. The opportunity to get back even the amount invested is very uncertain. Again we advise our readers to look with suspicion on any "work-at-home" proposition requiring money to be advanced by the applicant, on whatever pretext.

The Federal Trade Commission finds

Naturally You Want a Bigger Milk Business

Veribest Evaporated Milk is of certain quality, thoroughly reliable and rich in butter fat.



It is thoroughly sterilized, pure and wholesome. Packed in 6 oz., 12 oz., 16 oz. and 8 pound cans.

Armour's Veribest Evaporated Milk Will Increase Your Sales

Only the best whole milk is used in Veribest. It is made to please the most exacting taste. Boost your milk business by recommending Veribest to your customers.

ARMOUR AND COMPANY
CHICAGO

Which Would You Rather Sell?

? || ONE MATCH ||
OR
? || TWO MATCHES || ?



Say to your customers: "Here are two boxes of the new, perfected Diamond Match for fifteen cents—the best match and the *safest match* to take into your home. They are better value than ordinary matches at six or seven cents per box."

Your *percentage* of profit on Diamond Matches is *larger* than on *ordinary* matches, and your total profit on Diamond Matches—two boxes for fifteen cents—is much larger than on one box of ordinary matches at six or seven cents.

And you will sell two boxes almost every time.

You may as well increase your match sales. And you may as well make this extra profit on your match sales.

THE DIAMOND MATCH CO.

that the word "engraving" when applied to social and business stationery is understood by the public to designate only such stationery as results from an impression made from an engraved plate on which has been stamped, cut or carved, designs or inscriptions from which the reproduction is made. After full hearing the Commission has issued an order directed to Mahaffey Bros. & Hendricks, of Linesville, Pa., prohibiting the use of the term "Process Engravers," "Process Engraving" or the words "engraving," "engravers" or "engraved" in their advertisements or upon their business stationery to designate or describe stationery sold by them, the lettering, inscriptions, or designs, which have not resulted from impressions from engraved plates or dyes. W. C. Mahaffey, W. S. Mahaffey, and K. Hendricks are named in the order as co-partners in the company. According to the Commission's findings, the respondent's products advertised as "Process Engraved," or other similar designations, are in no way the result of a process including impressions from engraved plates. The so-called engraving is produced by applying a chemical in powdered form to type printing while the ink is still wet. The chemical adheres and the stationery is then cast through a baking process which causes the chemical to fuse with the ink and present a raised letter effect. This resembles in appearance the impressions made from engraved plates commonly known as "engraving."

The Federal Trade Commission has issued a complaint against A. Singer and Charles Schaffer, trading under the name California Grape Growers Exchange, New York City, charging unfair methods of competition in the sale of California grapes. From the complaint it appears that the respondent, the California Grape Growers Exchange, New York City, is engaged in selling grapes in carload lots to purchasers in the various states, but for the most part in the Atlantic seaboard states and North of Maryland. The method of business is to obtain contracts for California grapes in carload lots, and to fill such orders by purchasing the grapes in the state of California and causing the grapes to be transported from California to the states in which the purchases are located. Among the competitors of the respondent, the California Grape Growers Exchange, New York City, is the California Grape Growers Exchange, a marketing association of persons engaged in the production of grapes in the State of California, which association is incorporated under the laws of California, and consists of about six hundred and fifty grape growers. This association sells and ships the grapes grown by its members to purchasers in the various states including purchasers in the states in which the respondents, the California Grape Growers Exchange, New York City, carry on the major portion of its business. The complaint charges that the use by A. Singer and Charles Schaffer of the name "California Grape Growers Exchange," is calculated to and does deceive and mislead persons engaged in the business of buying and

selling grapes, and also the public generally, into the belief that the respondents are one and the same as their competitors, the California Grape Growers Exchange, the marketing association, or are the sales agency of this association; and that purchasers of grapes are caused to deal with the respondents under this mistaken belief, thereby diverting trade from the marketing association to its injury.

Closely simulating the containers used by a competitor in the marketing of a salad oil is charged by the Federal Trade Commission in a complaint issued against the Bramu Packing Co. of Chicago. Camina Mustari and Cav. Francesco Bragno are named in the citation as partners in the company. The respondent is engaged in selling various food products including cooking and salad oils to retail dealers located throughout the United States. Among such products is a salad oil sold under the name of "Granola." The complaint alleges that respondent's "Granola is packed, shipped and sold in containers bearing a design printed in yellow and brown, and prominently displaying the name "Granola." These containers, the citation states closely resemble in general appearance, color and design, containers for a salad dressing manufactured and sold by the Corn Products Refining Company, under the name of "Mazola," which had been on the market prior to respondent's "Granola" product. The complaint alleges that respondent has suggested to retail dealers that "Granola" might be passed off to the consuming public in place of "Mazola" and that the Bramu Company has thus placed in the hands of many retail dealers the means of committing a fraud upon the public.

The Federal Trade Commission has issued a cease and desist order directed to the Blue Valley Creamery Co., of Chicago. The company has creameries in Nebraska, Iowa, Illinois, Indiana, Ohio, Wisconsin, Michigan, Kansas, Missouri and Kentucky but by the terms of the Commissioner's order it must discontinue attaching to shipping cans or containers not belonging to it any plates or tags bearing shipping instructions such as "When Full, Ship to the Blue Valley Creamery Co." or their equivalent, without the consent of the owner of such cans. The Commission found that the respondent and many of its competitors secure supplies of cream or butter fat by what is known as the "Direct Shipment" plan, that is the farmer ships his product direct to a creamery in cans which are his sole property. The only shipping instructions to the railroad or express agent are usually on a detachable tag, the farmer sometimes being supplied with such tags by different creameries so that he may use his own judgment as to where the full cans are to be shipped. The respondent's practice, the findings state, was to permanently attach to the farmers' cans shipping instructions directing all transportation companies to ship the cream in such cans to the Blue Valley Creamery Company. The respondent attached such tags by means of welding or soldering and

(Continued on page 31)

The SMALL LEAKS

An enterprising water company has gone to the trouble of bringing home to its patrons the importance of apparently trivial leaks by furnishing information as to the extent and cost of the latter over a period of time.

Thus a drop-by-drop leak from a faucet was found to amount to 8640 gallons in the course of a year, costing \$4.76 where the water rate is \$1.50 per thousand cubic feet. A thin one-sixteenth inch stream, such as is often caused by a badly worn washer, lets 210,000 gallons pass in a year, worth \$40.40. The little leaks of retailing mount up big in the aggregate, too. But the great difficulty is that what are usually thought of as small leaks are important, but there are plenty of others not usually recognized at all which are vastly more important.

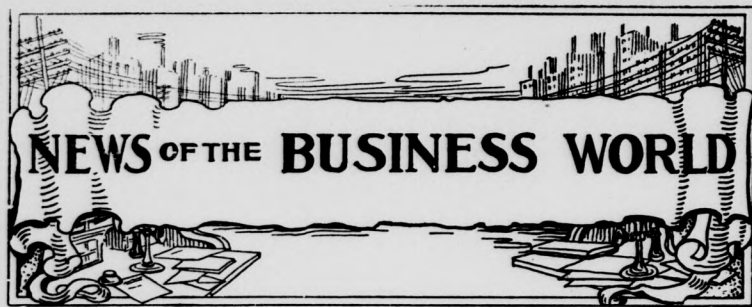
The average retailer will naturally think of twine and wrapping paper and store lights used needlessly when small leaks are mentioned.

They are important, no doubt, but what about the vastly more important leak which takes place when show windows are not well dressed and frequently changed, so that they may attain their maximum efficiency? What about the leak which is proverbially overlooked but which, in reality, is so important that it may mean the actual loss of customers and the undermining of a whole business which takes place when clerks are not courteous and are not imbued with the Spirit of Service which must permeate the modern business establishment which is to succeed?

WORDEN GROCER COMPANY

Wholesalers for Fifty-six Years.

The Prompt Shippers



Movements of Merchants.

Rothbury—Evard Seaver succeeds A. A. Longnecker in general trade.

Dearborn—J. A. Brooker has bought the Louis grocery, 900 Monroe street.

Detroit—E. T. Humrich succeeds Sam I. Saunders, confectioner, 10240 Mack avenue.

Detroit—George Breijak will open a meat market at 6401 Russell street about Oct. 20.

Detroit—The Burns avenue grocery and meat market opened at 8601 Mack avenue Oct. 4.

Detroit—Henry J. Drolshagen succeeds David Kornfield, grocer at 8904 Mack avenue.

Detroit—J. W. Kane has sold his confectionery stock at 4844 Dix avenue to Mrs. H. Aepler.

Highland Park—Art King and wife succeed S. Tarack, grocer at 13935 Second boulevard.

Detroit—W. M. Brown succeeds Michael Shebay, grocer at 14140 Charlevoix avenue.

Detroit—The Ever Hot Heater Co. has increased its capital stock from \$200,000 to \$400,000.

Muskegon—The Muskegon Candy Co. has changed its name to the Muskegon Candy Corporation.

Detroit—George J. Ballor has opened a meat market in the grocery store at 14704 Jefferson avenue, East.

Detroit—M. L. Smith has taken over the grocery stock at 9739 Linwood avenue from J. A. Doerr.

Detroit—Samuel G. Leben's grocery and meat market, 4514 Brooklyn avenue, is now owned by Mary Trudo.

Detroit—Charles Hassar has bought the share of his brother, Albert, in the grocery stock at 3550 Second boulevard.

Detroit—E. W. Briggs has taken over the confectionery stock at 4859 Pennsylvania avenue from Fred A. Dupuis.

Detroit—John Gibson has bought out John J. Root, confectioner at 9221 Mack avenue. The sale took place in October.

Detroit—Burnham, Stoepel & Co., 101 East Larned street, has increased its capital stock from \$1,750,000 to \$2,750,000.

Detroit—L. Deemert has sold his grocery stock and meat market at 2707 Fourteenth street to Emma E. Ingraham.

Ferndale—The Kaltz Bros. & Kelly Co., cement blocks, builders' supplies, has increased its capital stock from \$30,000 to \$45,000.

Detroit—Nicholas Fancher and George Roeder have taken over Levitt's bazaar, 2581 Michigan avenue, from Joseph Levitt.

Detroit—The confectionery store at 5300 Fisher avenue, formerly operated by Theodore F. Schmidt, is now being

run by Charles F. Lintz.

Detroit—Allen's, 202 State street will soon be open to the public. Allen H. Worcester, the proprietor, will carry stationery and gifts.

Detroit—The Farm Dairy Store, 8917 Twelfth street, is now in the hands of H. O. Planz, who bought the business from A. T. Peterson.

Detroit—The confectionery stock at 14346 Kercheval avenue has changed hands. Neil Parrett and wife have taken it over from Mrs. Jennie O'Dair.

Detroit—Bernard Burghardt has been succeeded by Edmond Zarrett and Joseph Rogue. His confectionery stock was located at 5502 Baldwin avenue.

Ontonagon—Halter & LeMoine, dealers in general merchandise, have built a cement foundation underneath their store building and added more floor space.

Detroit—The Wellington Travis Drug Co., conducting drug stores at 5001 and 2633 Woodward avenue, have opened a third store at 9348 Woodward avenue.

Detroit—David R. Love, who conducted a jewelry store at 1149 Griswold street until recently has transferred his place of business to 1244 Griswold street.

Highland Park—The Massachusetts Grocery, Alex Harris, owner, has opened a second store on Third near LaBelle avenue. The first store is at 84 Cottage Grove.

Detroit—Fred Des Autels has bought the stock and fixtures of J. H. Nagle & Co., hardware dealers at 5890 Fort street, West, from J. H. Nagle and John R. Ritchie.

Detroit—An involuntary petition in bankruptcy has also been filed against the Addison Fashion Shop, women's wear, 3157 Woodward avenue, with bills amounting to \$2,819.13.

Detroit—An involuntary petition in bankruptcy has been filed against Julius Sternberg, dealer in dry goods and general merchandise at 413 Gratiot avenue. The claims amount to \$669.06.

Detroit—The Homer-Detroit Furnace Co., 2-245 General Motors building has been incorporated to sell furnaces, furnace supplies, etc., with an authorized capital stock of \$10,000, \$1,000 of which has been subscribed and paid in in cash.

Saginaw—The Saginaw Associated Mills Outlet Co., 111 North Franklin street, has been incorporated with an authorized capital stock of \$2,000, \$500 of which has been subscribed and paid in in cash.

Detroit—The Michigan Trunk & Bag Co., 530 West Congress street, has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed and \$2,500 paid in in cash.

Grand Rapids—The Division Avenue Lumber Co., Division avenue and Denison street, has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed and \$5,000 paid in in cash.

Pontiac—Saul and Abe Orman, operating as Orman Brothers, have failed. An involuntary petition in bankruptcy was filed against them recently with claims of \$879.20. They handle clothing and furnishings for men.

Kingston—The Kingston Oil & Gas Co. has been incorporated to deal in gasoline, petroleum products, auto accessories and supplies, with an authorized capital stock of \$12,000, \$4,710 of which has been subscribed and \$1,500 paid in in cash.

Grand Rapids—The Dyke-Rose Motor Co., 422 Scribner avenue, has been incorporated to deal in autos, auto accessories, supplies, etc., with an authorized capital stock of \$10,000, \$4,000 of which has been subscribed and paid in in cash.

Detroit—The Union Drug Co., 1009 Guaranty Trust building, has been incorporated to conduct a wholesale and retail business in drugs, druggists supplies, sundries, etc., with an authorized capital stock of \$6,000, all of which has been subscribed and \$1,000 paid in in cash.

Detroit—A receiver with power to conduct the business has been appointed by Federal Court for Krausmann's Arcade, dry goods and furnishings, 7346 Gratiot avenue and 8045 Twelfth street. An involuntary petition in bankruptcy was filed against the business recently with claims totaling \$140.85.

Manufacturing Matters.

Detroit—The General Equipment Works, 1117 Ford building, has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Detroit—The Lincoln Forging Co., 2525 Hart avenue, has been incorporated with an authorized capital stock of \$10,000, \$3,000 of which has been subscribed and paid in in cash.

Detroit—Schraner & Son, 6801 Scotten avenue, has been incorporated to manufacture and sell ice cream, dairy products, etc., at wholesale and retail, with an authorized capital stock of \$15,000, all of which has been subscribed and \$2,000 paid in in cash.

Detroit—The Apex Foundry Co., 170 Mt. Eliot street, has been incorporated with an authorized capital stock of \$10,000, of which amount: \$4,010 has been subscribed and \$1,510 paid in in cash.

Jackson—The Jackson Associated Knitting Mills Outlet Co., 118 West Michigan avenue, has been incorporated with an authorized capital stock of \$2,000, \$1,000 of which has been subscribed and paid in in cash.

Detroit—The Wayne Manufacturing Co., 1041 Bellevue street, has been incorporated to cast metals, do a general foundry and manufacturing business with an authorized capital stock of \$25,000, \$4,000 of which has been subscribed and paid in in cash.

Detroit—The Milne-Schwimmer Manufacturing Co., 817 West Grand boulevard, has been incorporated to manufacture and sell toys, games,

gymnasium equipment, etc., at wholesale and retail, with an authorized capital stock of \$50,000, of which amount \$27,000 has been subscribed and \$5,100 paid in in property.

Standard Canned Corn Hard To Find.

Standard canned corn is very scarce and in demand. The heavy advance in the price of that grade has checked buying somewhat, but there are a number of distributors who neglected to contract for futures at the opening prices, and who sold considerable quantities of that grade short to the retail dealers and are now compelled to cover at a loss.

Extra standard and fancy canned corn are both cleaning up rapidly and the offerings are growing scarcer daily.

An unusual situation in relation to canned tomatoes exists. The New England States are enquiring of Chicago brokers for canned tomatoes, and telegrams are in this market from Boston buyers and brokers asking for offerings of Indiana tomatoes. That section of the country always buys its supply of canned tomatoes from New Jersey, Delaware and Maryland and a few from New York State. They also handle some California canned tomatoes shipped around by the water route. It is very seldom that they look to the Central West for a supply. Virginia canners are said to have sold out of offerings they were making of canned tomatoes last week, and to have withdrawn from the market.

Canned peas are selling freely, the brokers report, despite the fact that the output has been the largest in the history of the industry, and some important sales were reported yesterday and Monday to local brokers. It is said by Chicago brokers who represent a large number of Wisconsin and other pea canners that the list of offerings furnished them are smaller, than they were at this time last year, after the conclusion of a pack only two-thirds as great as that of the present season.

Canned apples are selling well and prices are firming up in the Central West, New York State, and on the Pacific Coast, and prices are now about as low as they are likely to be.

In California fruits the fancy grades are very hard to buy from first hands. The choice grades are cleaning up rapidly, and pie fruits in peaches and apricots are closely sold up.

John A. Lee.

Candy Day—Saturday, October 11 is the sweetest day in the year inasmuch as it is set aside for recognition as National Candy Day. Advertising is being furnished by manufacturers and this should be used by retail grocers. The druggists and candy stores will this year as in past ones place large emphasis upon Candy Day. It is up to the grocer to corral a little of this business himself.

Howard City—The Leonard Manufacturing Co. with business offices at Grand Rapids has been incorporated to manufacture and sell toys, reed furniture, etc., with an authorized capital stock of \$50,000 preferred, and 10,000 shares at \$1 a share, \$10,000 and 100 shares of which has been subscribed and \$6,000 paid in in property.

Essential Features of the Grocery Staples.

Sugar—Local jobbers hold cane granulated at 8.10c. Beet granulated is expected to arrive by the end of the week.

Tea—Dealers in teas have come to the conclusion that the steadily advancing market for all styles and kinds is based upon an underproduction, and that the demand has grown beyond the supply. For many years the growing of teas was unprofitable, although the labor employed in its cultivation and curing was probably the cheapest in the world. With the higher prices of labor in the tea growing countries costs increased and prices had to be advanced, until now teas are about fifty per cent. higher in primary markets than they were in pre-war times. Prospects for lower prices are so remote that dealers have quit looking for or expecting them. There is no speculation in the buying, however, and wholesalers are holding their stocks down closely to their immediate requirements.

Coffee—The country is not believed to be at all well supplied with spot stocks and the same condition prevails as to jobber supplies. The grades mostly in demand from interior roasters are scarce and this scarcity checks business.

Canned Fruits—Business on California fruits is being put up to the Coast but only a small percentage is being confirmed as canners say they are unable to accept additional business or have not checked over their packs to know whether they have oversold on the lines wanted. Low grade peaches in No. 10 tins would sell if they could be had while No. 2½s in other lines are almost equally firm. There has been increased interest in Hawaiian pineapple and spot stocks are being reduced so that general replacement is necessary. Gallon apples are also working toward higher levels in the country.

Canned Vegetables—Peas, the first of the major vegetables to be packed, can now be accurately gauged as to production as the official statistics of production have been announced at 19,315,000 cases, the largest output on record, passing last year's production by 5,367,000 cases, or by a margin better than the annual pack of 1908, 1909, 1910 and 1911. Wisconsin this year turned out 10,390,000 cases against 6,961,000 cases in 1923, while New York was also above a year ago with 2,931,000 cases compared with 2,541,000 cases in 1923. The extent of the pack vindicates the prediction of buyers who maintained that despite weather conditions and other handicaps that 1924 would establish a new high record. On account of the anticipated large production some buyers did not completely fill their requirements, believing that they would be able to do so later on. Statistics covering tomatoes and corn are yet to be announced and it will be some little time before the packs will be known as packing is still going on. Both crops are reported short. Both were firm all week and difficult to buy. Tomatoes are quoted \$1.10 for No. 2s, \$1.60 for No. 3s and \$5.25 for No. 10s, f. o. b. factory with buying reported at these figures. Some

canneries are closing as they are not getting enough raw material to warrant continued operation. Others are as busy as their receipts of tomatoes permit in order to fill their contracts as far as possible or pile up a surplus in the face of what appears to be a good market. California is firmer also and the trend there is toward higher levels. Corn is even stronger than tomatoes. The packing season has tended toward a short pack of standards and such are relatively firmer than extra standards and fancy. That there will be short deliveries of all grades is generally reported. Some of the Maine canners are far enough along to warrant them in notifying their contract buyers that they will be able to deliver 70 to 80 per cent. on their contracts for fancy packs.

Canned Fish—Salmon is dull, so far as new pack Alaska fish is concerned. Reds on the spot are almost exhausted and even a few cases here and there are picked up at high prices. Pinks are steady but not spectacular. Few parcels of either are selling on contract for later delivery. Maine sardines were dull all week at unchanged prices while California ovals were firm on account of scarcity of large counts. White meat tuna is being bought on the coast at full prices as no discounts are obtainable from the larger packers. Shrimp is scarce in the large sizes. Mediums are not in any surplus on the spot and other fish are unchanged.

Dried Fruits—Fall has not had its usual effect upon the dried fruit market, as buying is still along conservative lines and is mostly confined to spot offerings rather than for forward shipments. During late summer there was a spurt in buying which took care of early fall requirements and merchandise acquired then is now here or is on the way. This obviates the necessity of buying additional fruits. The event of the week was the re-entry into the market of California prune packers who are now offering new crop in all sizes either in assortments or in straight lots. The association, the only factor with any sizable quantity of carryover, is quoting that pack also. The week resulted in very little business even for straight 20s, 30s and 40s, the three favored sizes. As the crop will run largely to medium counts these have not been advanced as much as 20s, 30s or 40s, while small sizes are firmer. Northwestern prunes are uniformly firm in the country with few offerings being made. So satisfactory has been the demand for old crop raisins that the largest packer has been reluctant to quote 1924 raisins. To have done so previously would have switched the attention of the trade to that pack and at the same time the association would have played into the hands of independents by giving them a price basis on which to compete. So far they have been afraid to do much selling of new crop as the market has been hardening. Independents have some carryover which they have not pressed for sale, believing that it will look more attractive to buyers after 1924 quotations have been issued. Carryover sells well in all grades and packs. Peaches and apricots are firm in tone but dull as to movement. Apricots are not moving as they usually do and there is little

disposition to buy for spring wants. Peaches are believed to be in line for price betterment in the near future.

Lard—The basic price of lard in the local market has advanced to 18c. Chicago prices predict the price will go to 22c. The Tradesman repeats its advice of several weeks ago to buy lard.

Rice—Southern rice markets are being maintained better than many operators had expected and the absence of free selling has checked declines and has made dealers more confident. Spot transactions are along broader lines and there is more frequent replacement, as dealers who have been conservative for some little time are getting so low that they are forced to buy ahead more or less extensively. The increase in the demand absorbs incoming stocks and keeps supplies subnormal. Farmers and millers are holding back their rice and are making no concessions. Foreign rice, while quiet, is firm in tone.

Nuts—New crop foreign and domestic nuts are now appearing in distributing centers, to be followed by the varieties which mature later in the season, which means that the famine in supplies is over, but it is not to be imagined that there is any glut either now or in sight in the near future. Trade wants are so extensive and visible supplies so limited that leading distributors do not anticipate much change in the general line during the balance of the year. Moreover, new crops, especially early arrivals, have been purchased at high levels and there will be no more free selling at discounts, as initial costs will prevent that. A uniformly firm market exists in all offerings. There are no cheap nuts to switch the trade to one or two lines. Nut meats are as strong as unshelled nuts in primary and secondary markets. The feature of the current week promises to be the naming of opening prices on California walnuts by the association on Thursday. With foreign markets high and with no large crop in California of the desired grades, it is believed that firmness will exist and that the quoted figures will show advances over last year.

Lipton Tea Deal—A deal is in effect on Lipton's tea whereby a merchant purchasing 75 pounds or more for delivery in three shipments 30, 60 and 90 days from date of order will be rebated 5 per cent. on sending his receipted invoices to the factory. All prices are subject to market at time of shipment.

Review of the Produce Market.

Apples—Wealthy, Wolf River, Alexander and Maiden Blush command 75c@\$1 per bu.

Bananas—7½@8c per lb.

Beans—C. H. P. Michigan pea command \$5.65. Red Kidney have not begun to come in yet.

Beets—New, \$1 per bu.

Butter—Local jobbers hold fresh creamery at 38c and June packed at 36c; prints 39c. They pay 22c for packing stock.

Cabbage—60c per bu.

California Fruits—Bartlett pears \$4.75@\$5.50 per box for either 135 or 150; Tokay grapes, \$2.25 per crate;

Giant plums, \$2.75 for 4 basket crate; Honey Dew melons, \$2.50 per crate of either 6 or 8.

Celery—Commands 40@50c per bunch.

Cauliflower—\$1.75 per doz. heads.

Cranberries—Cape Cod are selling at \$5.75 per ½ bbl.

Cucumbers—Garden grown command \$1.25 for fancy and \$1 for choice.

Eggs—Local jobbers pay 41c for strictly fresh. They resell as follows:

Fresh, candled ----- 44c

XX ----- 36c

X ----- 30c

Checks ----- 26c

Egg Plant—\$1.75 per doz.

Garlic—35c per string for Italian.

Green Corn—20@25c per doz.

Green Onions—Home grown are now in market command 25c for Evergreens and 40c for Silverskins.

Honey—25c for comb; 25c for strained.

Lettuce—In good demand on the following basis:

California Iceberg, per crate ---\$7.50

Outdoor grown leaf, per bu. ---\$1.50

Lemons—Quotations are now as follows:

300 Sunkist ----- \$7.00

300 Red Ball ----- 6.50

360 Red Ball ----- 6.50

Onions—Spanish, \$2.25 for 72s and \$2.50 for 50s; Michigan, \$2 per 100 lbs.

Oranges—Fancy Sunkist Valencia's are now on the following basis:

100 and 126 ----- \$8.50

150 ----- 8.50

176 ----- 8.50

216 ----- 8.00

252 ----- 6.75

288 ----- 5.50

Red Ball, 50c lower.

Osage Melons—Michigan grown are sold on the following basis:

12 x 12 ----- \$2.00

11 x 11 ----- 1.75

10 x 10 ----- 1.50

Peaches—Elbertas from New York command \$3 per bu. A few Prolifics are coming in from near by growers and find a market on the basis of \$2.50 per bu.

Pears—Bartlett command \$2.25 per bu.

Plums—Lombards are coming in freely and finding an outlet at 75c@\$1 per bu.

Potatoes—Local buyers are paying 70c per 100 lbs.

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

Heavy fowls ----- 19c

Broilers ----- 15c

Light fowls ----- 15c

Stags ----- 10c

Ducks ----- 17c

Radishes—20c per doz bunches for hot house.

Rhubarb—\$1.50 per bu. for home grown.

Spinach—\$1 per but. for home grown.

Sweet Potatoes—Virginia commands \$5 per bbl. and \$1.85 per hamper.

Tomatoes—Home grown fetch \$1.25 per ½ bu. for ripe and \$1.25 per bu. for green.

Veal—Local dealers pay as follows:

Fancy White Meated ----- 14c

Good ----- 12½c

60-70 fair ----- 10c

Poor ----- 08c

Proceedings of St. Joseph Bankruptcy Court.

St. Joseph, Sept. 27.—In the matter of the Pulp Products Co., a corporation, bankrupt, of St. Joseph, the trustee filed his final report and account, showing total receipts of \$2,613.47 and disbursements of \$1,970.60 and a balance on hand of \$1,642.87, with request that the final meeting of creditors be called for the purpose of closing the estate.

In the matter of Benjamin M. Zeigler, bankrupt, of Niles, the bankrupt submitted a written offer of composition of 25 cents to his creditors, excepting those secured or entitled to priority of payment, whereupon an order was made by the referee calling a special meeting of creditors at his office on Friday, Oct. 10, for the purpose of passing upon the offer of composition. Creditors were directed to file acceptances of such composition in writing.

Sept. 29. In the matter of John C. Hackenberg, bankrupt, of Three Rivers, the Trustee filed his final report and account, showing total receipts of \$386.27, and disbursements of \$44.62, and balance on hand of \$341.65, with request that the final meeting of creditors be called, and that a first and final dividend be declared.

In the matter of George W. Merriman, bankrupt, doing business as the Hartford Exchange Bank, the trustee was directed to file his final report and account for the purpose of calling the final meeting of creditors and the payment of administration expenses and the declaration and payment of a final dividend.

Sept. 30. In the matter of the Pulp Products Co., bankrupt, of St. Joseph, an order was made calling the final meeting of creditors at the referee's office on Oct. 11 for the purpose of passing upon the trustee's final report and account, the declaration and payment of a first and final dividend and the payment of administration expenses. Creditors were directed to show cause why a certificate should not be made recommending the bankrupt's discharge, and why the trustee should not be authorized not to oppose the bankrupt's discharge.

Oct. 1. Edwin M. Alsbaugh, of Kalamazoo, filed a voluntary petition and was adjudicated a bankrupt. The matter was referred to Referee Banyon, who was appointed receiver. The schedules of the bankrupt disclose the following liabilities and assets.

Secured Claims.	
Jacob Ver Meulen, Kalamazoo	\$125.00
William DeSmit, Kalamazoo	79.00
Creditors Holding Securities.	
Kalamazoo City Savings Bank, Kalamazoo	\$1,025.00
Milwaukee Corrugated Co., Milwaukee	62.80
Wheeling Corrugated Co., Chicago	67.91
Estates Furnace Co., Hamilton	167.34
Unsecured Claims.	
Dr. K. B. Phillips, Kalamazoo	3.00
Charles G. Bard, Kalamazoo	77.26
D. C. Boudeman, Kalamazoo	87.81
H. J. Cooper, Kalamazoo	26.26
Kalamazoo Stove Co., Kalamazoo	7.35
Kal. Sheet Metal Co., Kalamazoo	21.65
Kal. Blow Pipe Co., Kalamazoo	125.00
Kalamazoo Gazette, Kalamazoo	60.91
Knapper Sheet Metal, Kalamazoo	13.28
Kal. Glass Works, Kalamazoo	59.71
William U. Metzger, Kalamazoo	10.30
Meulenberg Sheet Metal, Kalamazoo	95.16
Pioneer Welding Works, Kalamazoo	14.75
Riverside Foundry, Kalamazoo	40.44
Columbia Electric Co., Kalamazoo	37.06
Edwards Chamberlain Hardware, Kalamazoo	688.25
Harris & Pratt, Kalamazoo	13.75
Kal. Plating Works, Kalamazoo	13.65
Kal. Foundry & Mach. Co., Kalamazoo	7.80
Miller & Wooden, Kalamazoo	3.73
North Lumber Co., Kalamazoo	3.30
Standard Sheet Metal Works, Kalamazoo	81.70
E. B. Vincent, Kalamazoo	100.00
Wm. Shakespeare, Jr., Kalamazoo	209.00
Hoekstra Co., Kalamazoo	41.27
Hoekstra Sales Co., Kalamazoo	34.00
Harry Frame, Kalamazoo	5.60
VandenBerg & Son, Kalamazoo	30.00
M. & T. Battery Shop, Kalamazoo	32.25
Mattison Drug Co., Kalamazoo	3.75
Mitchel & Mitchel, Kalamazoo	22.50
Carr Supply Co., Chicago	3.36
Burton & Co., Detroit	451.73
Canton Art Metal Co., Canton	7.39
Wheeling Mfg. Co., Wheeling, W. Va.	23.69
Farquah Furnace Co., Wellington, Ohio	360.00
W. M. Houtcamp, Kalamazoo	120.92
Liabilities on Notes.	
Kalamazoo City Savings Bank, Kalamazoo	\$53.00
Assets.	
Stock in trade	\$ 322.84
Household goods	250.00
Machinery, tools, etc.	259.25
Stocks, bonds, etc.	1,000.00
Debts due on open accounts	306.45
Cash and other assets	98.00
	\$2,236.54

In the matter of Nathan Cooperman, bankrupt, of Dowagiac, the final meeting of creditors was held at the referee's office, and the trustee's final report and account, showing total receipts of \$6,945.36 and disbursements of \$1,040.47, and balance on hand of \$5,904.89, considered and approved and allowed. The administration expenses were ordered paid to date. Creditors having been directed to show cause why a certificate should not be made recommending the bankrupt's

discharge, and no cause being shown, it was determined that such favorable certificate be made. The trustee was authorized not to interpose objections to the bankrupt's discharge. The payment of a first and final dividend was deferred until the District Judge passed upon the petition for review of the referee's order disallowing the bankrupt's exemptions. The meeting was adjourned for two weeks at the referee's office.

Oct. 2. In the matter of Clarence M. Darling as a co-partner, doing business as the Home Dairy Co., bankrupt, and as an individual of Kalamazoo, the first meeting of creditors was held at the latter place, and the custodian, Roscoe G. Goemmel, was elected trustee. His bond was fixed at \$500. J. L. Chase, John DeMeyer, and Frank Wheaton, of the same place, were appointed appraisers. The bankrupt was sworn and examined by the referee and attorneys present without a reporter and, following his examination, the trustee was authorized and directed upon the inventory and report of appraisers being filed, and his qualification to sell the assets of the bankrupt estate at public or private sale, but without further notice to creditors. The meeting was then adjourned to November 1, at the referee's office.

Oct. 3. In the matter of the Wales Co., a corporation, bankrupt, of Kalamazoo, the schedules of the bankrupt were filed by its attorneys, Mason & Thapre, of Kalamazoo, showing liabilities and assets as follows:

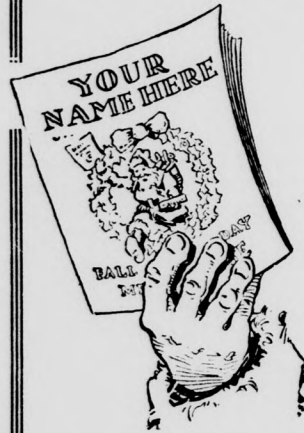
Secured Claims.	
Paul A. Egan, Chelsea, Mass.	\$267.75
Unsecured Claims.	
American Blower Co., Buffalo	\$ 429.00
American Gas Light Journal, New York	1,158.75
Chas. G. Bard, Kalamazoo	84.07
Bond Supply Co., Kalamazoo	18.64
J. C. Chalmers, Wichita	296.71
Columbia Elec. Co., Kalamazoo	23.89
Clarage Fan Co., Kalamazoo	211.12
Consumers Power Co., Kalamazoo	148.63
Crescent Engraving Co., Kalamazoo	59.02
Domestic Engraving Co., Chicago	366.63
Doubleday Bros. & Co., Kalamazoo	49.80
Essex Brass Corp., Detroit	71.64
Paul A. Egan, Chelsea, Mass.	62.01
Edwards & Chamberlain Hardware, Kalamazoo	113.83
Evans Winter Hebb, Detroit	141.22
Helme & McIlhenny, Youngwood, Pa.	34.31
Kalamazoo Blow Pipe Co., Kalamazoo	218.92
Kal. Ice & Fuel Co., Kalamazoo	1,184.22
Kal. Spoke & Nipple Co., Kalamazoo	115.64
L. R. Klose Electric Co., Kalamazoo	10.50
A. L. Lakey Co., Kalamazoo	11.14
Meulenberg Sheet Metal Co., Kal.	53.03
Mich. State Tel. Co., Kalamazoo	12.70
Midwest Studios, Kalamazoo	277.22
Coe Electric Co., Kalamazoo	73.24
Reliance Bag Co., Chicago	7.25
Michigan File Co., Lansing	.70
Heating & Ventilating Magazine, N. Y.	2.00
American Gas Association, N. Y.	45.00
C. F. Naylor, Detroit	2.25
Chamber of Commerce, Kalamazoo	50.00
Union Trim & Lbr. Co., Kalamazoo	37.00
Darlington & Co., Battle Creek	7.00
Hayward-Loescher Co., Kalamazoo	1.00
Humphrey Co., Kalamazoo	17.25
Michigan Gas Ass'n, Grand Rapids	3.00
Olmstead & Mulhall, Kalamazoo	197.19
Plumbers Trade Journal, N. Y.	218.00
Periodical Pub. Co., Buffalo	98.25
Postal Tel. Cable Co., Kalamazoo	26.56
Robertshaw Thermostat Co., Youngwood, Pa.	60.19
Robbins Publishing Co., N. Y.	2,701.77
Riverside Foundry & Galv. Co., Kalamazoo	1,316.68
Robbins & Myers, Springfield, O.	184.90
Star Welding Co., Kalamazoo	6.28
E. M. Sergeant, Kalamazoo	70.57
Seward Pattern Works, Kalamazoo	210.70
H. B. Sherman Mfg. Co., Battle Creek	1,262.40
Shakespeare Press, Kalamazoo	129.85
W. W. Sigler, Kalamazoo	149.02
Slocum Bros., Kalamazoo	5.00
Sprague Hardware Co., Kalamazoo	.49
Wheaton Blue Print Co., Kalamazoo	.55
W. U. Telegraph Co., Kalamazoo	6.16
Wheeler-Blaney, Kalamazoo	401.47
H. A. Wilson Co., Kalamazoo	.40
Emerson B. Wood, Kalamazoo	80.97
Wolverine Casting Co., Plainwell	31.30
Olmstead & Mulhall, Kalamazoo	55.95
W. J. Hampton, Kalamazoo	1,598.93
J. H. Lang, Kalamazoo	193.37
Heat Regulator Co., Minneapolis	1,484.28
City Savings Bank, Kalamazoo	12,904.43
S. B. Monroe, Kalamazoo	14,425.00
Olmstead & Mulhall, Kalamazoo	2,000.00
Assets.	
Cash on hand	\$ 3.25
Stock in trade	500.00
Debts due on open accounts	11,539.24
	\$12,042.59

The referee entered an order calling the first meeting of creditors at Kalamazoo on Oct. 14 for the purpose of proving claims, the election of a trustee, the examination of the officers of the bankrupt and the transaction of such other business as may properly come before the meeting.

In the matter of Harlow Crawford, bankrupt, of Dowagiac, more than three months having elapsed since the declaration and payment of the first dividend, the trustee was directed to file his final report and account for the purpose of calling a final meeting of creditors, and to declare a final dividend.

Oct. 4. In the matter of Nathan Cooperman, bankrupt, of Dowagiac, District

A Real Help to Merchants



To help merchants move their stock of fall and holiday goods we have prepared an—

**8 Page Bright
3 Color Lithographed
Cover Catalog**

In this you will show a complete assortment of

**TOYS—DOLLS
BOOKS—GAMES**

The best line there is to attract a steady stream of customers into your store as the children must be served, and once in your store you can do the rest.

The catalog is full of illustrations all priced for you in LARGE BLACK TYPE AND FIGURES. It is the best advertising possible to secure and under our plan costs so little that you would not notice it.

We can offer this to only one merchant in a town.

FIRST COME FIRST SERVED

Drop us a Postal to-day—NOW—for further information

H. LEONARD & SONS

Fulton St., cor. Commerce Grand Rapids, Mich.

Two New Selling Features

In this GUARANTEED pancake flour

Here's a new appeal—an improved product—a leader in pancake flour sales.

Old-fashion, "heavy" pancake flour—with corn, rice and other "fillers"—has become an antique in grocery stores.

The two, big new selling features are:

breakfast cakes 50% lighter and tenderer.

3 minutes to prepare and serve.

An ALL-WHEAT pancake flour—makes delicious and fluffy cakes—very easily digested.

GUARANTEED as to quality—on a money-back basis to the customer.

Now your pancake flour sales will get into the big profit class! All year round—for SUN-RAY is an all year seller. The lightness of these airy cakes makes them tempting in warm weather as well as cold. Too, the ease and speed with which they are prepared assures the dealer of a steady demand.

The profits on this turnover are large—and for you there is a generously fair price and discount schedule.

Ask your jobber—or write direct to us

SUN-RAY PRODUCTS CO.

Kansas City, Mo.

Judge Sessions rendered an opinion upon the petition for review of the referee's order in disallowing the bankrupt's exemptions, sustaining the order of the referee, whereupon and order was entered by the district judge, affirming the order made by the referee. Unless cause to the contrary is shown at the final adjourned meeting of creditors, to be held on Oct. 18, the final order of distribution will be entered and a first and final dividend of at least 20 per cent. be declared and paid to all creditors whose claims have been filed within the one year period.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Sept. 30—On this day was held the adjourned first meeting of creditors in the matter of Jacob Rosenbaum, Bankrupt No. 2552. The bankrupt was present in person and by attorney. No creditors were present or represented. The meeting was then adjourned without date.

On this day also were received the schedules, order of reference, appointment of receiver and adjudication in bankruptcy in the matter of Arnold J. Slenk, doing business as Fremont Fuel & Ice Co., Bankrupt No. 2352. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Fremont and has conducted a coal and ice sales business at such place. The matter is referred after a composition heretofore accepted by creditors failed to be completed by the bankrupt in the way of depositing sufficient funds to cover the same. The schedules list assets of \$8,310.53, of which \$500 is claimed as exempt to the bankrupt, with liabilities of \$12,200. The first meeting has been called for Oct. 14. A list of the creditors of the bankrupt is as follows:

City of Fremont, taxes	\$ 38.64
City of Fremont, taxes	141.47
Plasteron Wall Board Co., Buffalo	1,012.68
Northern Ohio Coal Co., Toledo	376.30
Three States Coal Co., Bluefield, W. Va.	242.03
Gifford Wood Co., Hudson, N. Y.	516.48
Rubberoid Co., Chicago	198.36
Evans Coal Co., Detroit	140.65
Holmes Coal Sales Co., Cincinnati	151.35
Brockerick Co., St. Paul	121.50
Kennedy Floyd & Co., Detroit	241.50
Miami Coal Corp., Pittsburgh	532.37
Allison Coupon Co., Indianapolis	29.50
W. C. A. Water & Co., Cleveland	239.00
Columbus Mining Co., Chicago	105.05
Central Pocohontas Coal Co., Welch, W. Va.	188.55
Eastern Coal Co., Frankfort, Ind.	446.64
G. R. Lumber Co., Grand Rapids	126.00
G. R. Gravel Co., Grand Rapids	28.25
Patent Novelty Co., Fulton, Ill.	52.50
Harlan Coal Co., Chicago	329.50
Reliance Coal & Coke Co., Cincinnati	381.08
Pocohontas Fuel Co., New York	253.00
Chicago Coal & Mining Co., Chicago	252.35
R. C. Whitsett Coal & Mining Co., Chicago	287.50
Maincourt & Winters Coal Co., Detroit	164.48
Dant & Reynolds Lumber Co., Detroit	500.00
The Beaver Products Co., Buffalo	361.31
The Ohio Hydrate & Supply Co., Woodville, Ohio	181.25
Michigan Gypsum Co., Grand Rapids	145.45
Swetland Coal Co., Toledo	277.20
Patterson Coal Co., Chicago	164.19
American Coal Co., Chicago	177.98
Lake & Export Coal Sales Corp., Chicago	147.00
E. J. Conroy Co., Grand Rapids	326.95
Maynard Coal Co., Columbus	341.82
National Kellastone Co., Chicago	283.75
Tropical Oil & Paint Co., Cleveland	64.25
Lee Tire & Rubber Co., Grand Rapids	36.33
Hall Mfg. Co., Cedar Rapids	16.89
Greenwood Co., Chicago	7.00

Oct. 1. This being the day fixed for the adjourned special meeting of creditors in the matter of Abraham Berkowitz, alleged Bankrupt No. 2546, the alleged bankrupt was present in person and by Frank J. Powers, attorney. Hilding & Hilding and Boltwood & Boltwood were present for creditors. The alleged bankrupt made an offer of 45 per cent. on all ordinary claims to creditors, plus necessary costs and expenses of the proceedings, and the meeting was held open for consideration, acceptance or rejection of such offer. The decision of the creditors on the offer will be given here when known.

On this day also was held the adjourned first meeting of creditors in the matter of Klaas J. Mulder, Bankrupt No. 2537. The bankrupt was not present or represented. No creditors were present or represented. The attorneys for the creditors called on the telephone and agreed that no trustee should be appointed and that the matter should be closed and returned to the clerk of the district court as a no-asset case. This disposition was accordingly made of the case.

Oct. 3. In the matter of Abraham Berkowitz, Bankrupt No. 2546, the creditors whose claims have been proved and allowed voted to accept the offer of composition of 45 per cent. on their claims. A certificate to the district judge was accordingly made and the files returned to the clerk of the court for further proceedings under the composition.

On this day also was held the first meeting of creditors in the matter of Carolyn Stroh, Bankrupt No. 2543. The

bankrupt was present in person and by attorney, E. B. Strom. G. A. Wolf was present for creditors. Certain creditors were present in person. The bankrupt was sworn and examined without a reporter. Claims were proved and allowed. No trustee was appointed for the present. The meeting was then adjourned to Oct. 10 and the bankrupt ordered to appear.

On this day also were received the schedules, order of reference and adjudication in bankruptcy in the matter of John Kosten, Bankrupt No. 2556. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids and is a laborer by occupation. The schedules filed list assets of \$109.21, and liabilities of \$480.93. The court has written for funds for the first meeting, and upon receipt of the same the first meeting of creditors will be called, and note of the same made here. A list of the creditors of the bankrupt is as follows:

Collector of Internal Revenue	\$ 27.20
City of Grand Rapids	7.01
Berdan Co., Toledo	33.48
Citizens Tel. Co., Grand Rapids	5.05
Christian Coffee Co., Grand Rapids	7.44
Henry Mfg. Co., no address given	5.25
Morris & Co., Grand Rapids	233.75
Abe Schefman, Grand Rapids	4.25
Vandenberge Cigar Co., Grand Rapids	34.62
Washburn-Crosby Co., Grand Rapids	3.88
Swift & Co., Grand Rapids	15.00
Louis De Maagd, Grand Rapids	114.00
Hekman Biscuit Co., Grand Rapids	unknown
Peter Salew, Grand Rapids	18.66

Oct. 3. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Paul H. King, Bankrupt No. 2557. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and is a street car motorman by occupation. The schedules filed list assets of \$648.50, of which \$15 is claimed as exempt, and liabilities in the sum of \$530.50. The court has written for funds and upon 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:

A. C. French, Jackson	\$356.50
Harrison A. King, Jackson	84.00
Miles MacDonald, Grand Rapids	20.00
Olie De Pew, Grand Rapids	35.00
S. B. Brott, Grand Rapids	35.00

On this day also were received the schedules, order of reference and adjudication in bankruptcy in the matter of Rolie Reuter, Bankrupt No. 2558. The matter has been referred to Charles B. Blair, as referee in bankruptcy. The bankrupt is a resident of Muskegon Heights and is an electrical contractor by occupation. The schedules filed list assets of \$2,357.16, of which \$505 is claimed as exempt to the bankrupt, with liabilities of \$5,127.48. The first meeting of creditors has been called for Oct. 17. A list of the creditors of the bankrupt is as follows:

Mich. Brass & Elec. Co., Lansing	\$676.63
F. E. Murray Co., Grand Rapids	410.07
A. R. Lake, Muskegon Heights	295.00
J. M. Horn, Lansing	477.00
Oscar Friedlander, New York	130.58
W. A. Ives Mfg. Co., Detroit	16.12
Wetzel Bros., Milwaukee	40.75
Detroit Cycle Co., Detroit	66.54
Independent Elec. Co., Muskegon	1,148.00
Mid West Chandler Co., Kansas City	59.50
Mich. Chandler Co., Detroit	26.05
Heights Record Co., Muskegon Hts.	18.44
Standard Light Co., Milwaukee	40.25
Reliable Tire & Accessories Co., Muskegon	543.55
Sherer-Gillett Co., Chicago	417.00
Composition Lamp & Shade Co., Detroit	12.50
William Malloy & Co., Detroit	75.00
American Can Co., Grand Rapids	12.50
Capitol Electric Co., Lansing	454.00
Dallas Brass & Copper Co., Chicago	208.00

In the matter of William Van Otteren, Bankrupt No. 2553, the funds for the first meeting have been received and such meeting has been called to be held at the referee's office Oct. 17.

The Blue.

Written for the Tradesman.

It came from we know not where
The blue beyond the air
Beyond the lowering cloud
That makes the sunbeams' shroud
Beyond the mists of grey
It holds ethereal sway—
The blue beyond the air.

The stars have playgrounds there
In the blue beyond the air
And orbits their domain
Where other system reign
As suns their radiance send
Through paths without an end
In the blue beyond the air.

Time runs his thoroughfare
In the blue beyond the air
Nor less nor more needs he
For his eternity;
Yet this unending plan
Cannot with ages span
The blue beyond the air.

In truth it's everywhere
The blue beyond the air—
The ocean's ebb and flow
The mountain peaks we know
My violets which grow
Reflect the eternal glow
Of the blue beyond the air.
Charles A. Heath.

Enjoy the Best



Tasty, wholesome Zion Fig Bars are easily distinguished from the ordinary bars, because of their wonderful eating qualities.

Samples promptly sent upon request.

Ask your wholesale grocer today to show you the Zion Line of cookie specials.

Zion Institutions & Industries
ZION, ILLINOIS

TRISCUIT HAS ARRIVED

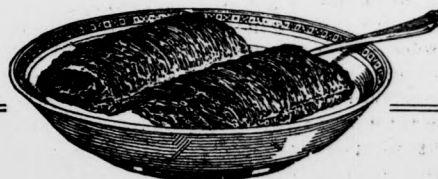
Now you can supply your customers with the new Triscuit they have been asking for. It is crisper and better baked than the old Triscuit. It has quickly jumped into popular favor and it is not easy to supply the demand. Get in your orders at once. Remember that

TRISCUIT
is a Whole Wheat Cracker

Triscuit is not a "breakfast cereal." Please display it in your cracker department and not among breakfast cereals.

Please keep Shredded Wheat Biscuit and Triscuit in dry, clean, sanitary places, and handle them carefully. Customers don't like broken Biscuit and Triscuit.

The Shredded Wheat Company
Niagara Falls, N. Y.



CANNED FOODS MARKET.

There is no disguising the fact that it is a seller's market on canned foods and one which for several months has been gradually working more in favor of the packer than the distributor. There have been no reactions or developments to indicate that there will be a change in the situation. As one operator puts it, the various packs are not there and cannot be conjured up out of nothing, since carryover was virtually eliminated and the present season's production was curtailed by unfavorable weather conditions. Even where canners will make 100 per cent. deliveries it is pointed out there will be a shortage, as numerous buyers in this and in other markets did not buy ahead in their usual volume. They depended upon a surplus in the hands of the packer after canning operations were completed. There will be no such surplus in many packs, and hence the dealer who went short must depend upon resales. Just now, when the extent of the various packs is uncertain and holders of contracts do not know just what deliveries they will get, they are not inclined to try to resell. By holding they run the chance of making more money later on and at the same time by liquidating now might put themselves on the short side of the market. These are some of the outstanding features of the market, making for a strong undertone and higher prices, but at the same time putting a damper on trading because firm bids are not accepted.

What is true of fruits applies to vegetables and to some lines of fish. Corn seems to be in a worse position at the moment than tomatoes, so far as the buyer is concerned. Corn needs warm nights to produce proper kind of crop for canning purposes, and even though frost has held off the crop has made slow development. Extra standards and fancy are producing a larger tonnage than standards and the shortage of the latter has been already established in all packing districts. Ordinary, good, regular standards answering the requirements of that grade are practically unobtainable anywhere. Canners in the Middle West advise Eastern connections not to waste their time and money on letters and wires as there are no standards to be had. Concentrated buying in the South has shot the market upward and has cleaned out packer. Buyers are careful in placing orders so as to avoid thin and watery packs. From all reports from the country it is apparent that there will be no surplus of fancy or extra standards to make up the shortage of lower grades.

THE COURSE OF TRADE.

With business perceptibly on the mend, there comes every once in a while a reminder of the serious stages through which it has been passing. As forceful as any was the report made to the stockholders of the Amoskeag Manufacturing Co. last Wednesday. The concern is one of the largest of the textile manufacturers and employs about 14,000 workers. The results of its operations for a year past, as presented by its Treasurer, showed a loss of near \$3,000,000. In explanation, he said: "During the past year there never was a time when it was pos-

sible to purchase cotton, convert it into finished goods and dispose of them on a basis yielding the slightest profit." A similar condition, he added, prevailed in the worsted department, the company making both cotton and woolen fabrics. The recent passing of a dividend by the American Woolen Co. was testimony to the same effect. So, too, were the reverses of the Consolidated Textile Co. The struggle to keep afloat has been a hard one in other than textile lines, as was shown in the long list of business failures, a large percentage of which has been those of traders. Many are just beginning to realize how strenuous a period the last twelve months have been. But September seems to have called the turn in showing a reduction in business mortality, which is one of the signs of more prosperous conditions. The failures last month, 1,306 in number, were the fewest in any month for a year.

No change in buying methods is expected for the remainder of the year unless something unforeseen occurs. But a great deal of filling-in purchases is yet to take place merely to supply the usual needs. Delayed calls with requests for quick delivery keep coming in for Fall supplies at a time when under ordinary circumstances, Spring merchandise would be in urgent demand. Seasons keep merging into one another to the bedevilment of producers until the latter are forced to call a halt. In the retail field, while there is a quickening of activity with each recurrence of a cool day or two, the disposition is still great to shop with some deliberateness. But the seeming indifference of customers has been recently broken by the series of special sales staged by many of the big stores which have received a remarkably good response. This is true of men's and women's clothing and accessories of one kind or another as well as of divers things for household use or adornment, the need for which was shown in the many shiftings of location on the first of this month.

FIRE PREVENTION WEEK.

Thursday being the fifty-third anniversary of the Chicago fire, which is charged up to Mrs. O'Leary's cow, the designation of this week as Fire Prevention Week serves the very excellent purpose of educating the general public concerning the best ways to avoid fires and impressing the fact that most fires are due to carelessness. As its contribution to the observance the Tradesman offers the rules it proposes annually: "Keep matches in metal containers; don't throw away the remnants of lighted matches, cigars and cigarettes without watching where they fall; don't light fires with kerosene; don't use lighted candles on Christmas trees; don't keep naphtha, gasoline and benzine in the house; don't look for gas leaks with lighted matches or candles." They are all good rules, but it is only by constantly repeating them that the Tradesman can hope to make people follow them.

PUBLIC PREFERS PAPER.

The number of silver dollars in use has dropped from \$84,000,000 in 1919 to \$54,000,000 on July 1, 1924. Secretary Mellon wants the silver dollar

put back into circulation. He has certain misgivings about that, saying:

Silver dollars cannot be forced upon an unwilling public. If a proper appeal is made, however, and the appeal is backed by logic and reason, the American public can be counted upon to co-operate with the Government in its effort to supply the currency requirements of the country.

Possibly, but the silver dollar is a rather bulky bit of metal. The public has been rather spoiled. It prefers its dollars in paper. Even in the West, where silver has always been used, its use is lessened and unwilling. It may take a great deal "of logic and reason" to overcome the present public aversion to the "dollar of the daddies."

CANNED FOODS WEEK.

Separate articles in recent issues have stressed the importance of National Canned Foods Week which comes November 8 to 15 inclusive, while many suggestions have been passed on as to ways and means whereby the grocer can make the most of the event. The advertising to be used will place the consumer in a receptive mood and the retailer should certainly make the most of his opportunity to effect some goodly sales of canned foods during the period.

Colonel James A. Logan might be called the American Ambassador to Europe. He is the special representative of the State Department. As one of the more official of our "unofficial observers" his work in London had much to do with the acceptance of the Dawes plan. A permanent place on the Reparations Commission was offered to him, but he declined. Having so long been the right arm of the State Department in Europe, it seems that his acceptance might give too much color to the feeling in the Old World that Washington has "come back" to Europe. This feeling by the way, is being carefully nourished by certain American banking groups. Washington does not want that impression deepened. Therefore a man whose experience, present contacts and special information and ability all fit him for the post will not be named. Nevertheless, Colonel Logan is the "American citizen" provided for in the London agreement who should have the job.

It sounds anomalous to read that the National Automobile Dealers' Association is intent upon instructing its members in salesmanship and that this was the main object of the meeting held in Atlantic City last week. One would think, considering the millions of automobiles that are in use and the magnitude of the industry, that the dealers by this time are very expert in the arts of marketing. But they complain that there are too many factories and dealers, and that, because of reckless methods, too generous "allowances" for used cars and artificial prices for new cars to cover allowances far in excess of values, the profits of the trade are not what they ought to be. Sounder methods of salesmanship will doubtless help the situation, but the public will surely resent anything that looks like a combination to regulate profits and reduce competition by arbitrary rules governing sales.

INDIVIDUALISM A FACTOR.

Attention was recently called in these columns to the influence exerted in the domestic industrial field by imported articles. This has been particularly marked in the textiles, but it is by no means confined to such lines. It has been made manifest in things as wide apart in range as dolls and dyes and crockery and carpets. No country has a monopoly of ideas any more than it has of processes or products. For very many years the great aim in any industry here was to obtain mass production of similar, standardized things. Even with the highest of wages on a dollars and cents basis, this resulted in a very low unit labor cost. It made possible the sale of American cottons in countries like India and China, where wage scales are lowest. Foreign manufacturers could get no footing on products in which Americans excelled and so directed their energies toward more specialized ones. Dyes and certain chemicals were an instance of the kind. Another was the sending here of various articles in which handwork was a feature, or those possessing certain artistic qualities. In textile lines special patterns were furnished, as in the cases of French silks or British woollens. French fashions had a field all their own which has been more or less maintained. The list can be stretched out almost indefinitely. The imports, as a general rule, were not exactly like the domestic goods of a similar kind. They were better styled or novel in design or better adapted to the use to which they were to be put.

In some instances, of course, the articles imported were of kinds not made here because it did not pay to do so on account of the limited demand for them. In others, where the imports grew to such an extent that there was a market created for them, the domestic manufacturers of similar goods copied the foreign ones, sometimes equaling and occasionally even excelling them. But they continued to apply the mass production idea, not being willing to do as foreign manufacturers of textiles did, for example, in making frequent changes in the looms so as to supply small quantities of individual and exclusive patterns. The effect, however, was to improve the quality of much of the merchandise turned out here and to restrict the imports. Although sometimes the domestic articles were held forth by certain dealers as being imported, the general rule has been to sell them on their merits without misrepresentation. There still remain, however, quite a number of weaves in cotton, wool and silk which have not been successfully imitated here, and this is true also of certain other foreign productions. This is usually the case where the products are the result of generations of training and traditions of handicraft. Individualism of this kind puts its own distinctive stamp on things even though mechanism is used as a medium. And it is just this very thing that induces buyers to pay more for something original rather than buy an imitation at any price. This seems difficult of grasp by those who profess to look upon importation as a crime.

Retirement of Jackson Man From Active Service.

Jackson, Sept. 30.—Completing his twenty-fifth years of service with the Cook & Feldher Co., N. H. Schweinfurth, together with his wife, were the guests of honor at a complimentary dinner at the Meadow-Lark tendered him by his fellow workers.

Mr. Schweinfurth, or "Uncle Nick" as he is more familiarly known, is the second one of the Cook & Feldher Co. employees to round out a quarter century of service; he having entered their employ the last week of September, 1899.

Mr. Schweinfurth has been in the retail business continuously since 1876, although his experience dates back several years before that. When 18 years old he started to work in a general store at Francisco that dealt not only in dry goods and groceries, but hardware, patent medicines, paints and oils as well.

Later on he moved to Grass Lake and taught school during the winters and worked during the summers and vacation periods for the J. C. Branch Co. general store.

With a natural gift for music, himself an excellent cornet player, he found time during his spare moments to organize the Grass Lake band, engaging as their instructor none other than Jackson's old friend, Louis Boos, who was then but a mere stripling, starting on his musical career.

In 1877 he was married to Carrie Schneider, daughter of Rev. John S. Schneider, a methodist preacher at Francisco, to which union there were born five children, all of whom are living—besides seven grandchildren who help to keep them young in action as well as in spirit and mind; in fact, so much so that to judge by his sprightly manner no one would ever surmise he had seen 73 winters.

In March, 1880, Mr. Schweinfurth moved to Jackson, which makes him a resident of this city for more than 44 years.

To talk with him about things as they were in those days is more than interesting. Main street paved with cobble stones; wooden hitching posts with chains between, all along the curb, gutters that had to be taken care of by the men clerks who swept them out weekly or oftener, while the old plank bridge over Grand River would rattle so that every time a team of horses was driven over it, the noise could be heard up the street as far as the Cook & Feldher store.

Methods of doing business those days was vastly different than what they are now. Very little money was in circulation and most of the business was barter and trade.

Mr. Schweinfurth relates one incident of a firm a little North of here who made a practice of dealing mostly with the woodsmen, taking in exchange for dry goods and groceries such articles as butter and produce, lumber, cord wood, fence posts, pelts, hides and other products of the woods which they in turn, sold to the rail road companies, who disposed of them at their terminal markets. During the panic year of 1873 not a single dollar changed hands throughout this entire circle of traders.

Could a man in those days have been told of the changes that would come about within the next twenty-five years it would have been impossible for him to believe it.

For instance, every morning the salespeople (nearly all men in those days) had to clean the kerosene lamps, sweep the floors and front sidewalk and take out in front a truck load of goods and display it in piles on dry goods boxes on the sidewalk.

These had to be brought in every night, dusted off and the same procedure gone through again every day.

In those days underwear came in large cases, which sometimes required four or five men to pull up with a rope and windlass to the stock room

on the third floor. Since that time Mr. Schweinfurth has lived to see many improvements, having gone through three enlargements of the store until the present five story building stands on the very spot where he started in many years ago.

Even the merchandise handled then was vastly different from the finely finished garments we are accustomed to nowadays. For instance, shirts were the only knit garments carried. Knit drawers were unknown. They were made of plain cotton flannel, twilled on one side and fleeced on the other. The first undershirts were made of a gray material that was supposed to be wool. It was so coarse that it felt like burlap and was anything but odorless. They sold at fifty cents apiece.

Later on there was manufactured a red flannel, then a white one, camels hair and a so-called "medicated red flannel" that was supposed to have curative properties, particularly for the ones afflicted with rheumatism.

These were all cut out of "flat goods" (not knitted and daintily shaped as now), but heavy double breasted, double back and double seated drawers.

Union suits were undreamed of and Mr. Schweinfurth could tell some amusing circumstances concerning their introduction to Jackson people.

Underwear was bought in bundles of a dozen assorted sizes in those days and stores kept them under the counter in that way. When a customer came in and wanted a certain size, the clerk usually had to go through the lot looking for it. Mr. Schweinfurth evolved the idea of keeping them in separate piles, after which time he was given charge of that section, instead of selling around all over the store, which eventually led to the segregation of underwear and hosiery into a separate and distinct department by itself.

Hosiery, too, was an entirely different article in those early days. Most of it was in the natural color, called English Balbriggan, cut to shape out of the flat material and sewed up into a stocking, with only a few seamless knitted ones, which had practically no shape at all. The latter sold for a shilling and the former at two shillings.

There was a fairly good lisle stocking to be had, but it was extremely high in price (50c) and consequently was bought sparingly. The sale of a pair of silk hose in those days was so rare that it was an event to be remembered and talked about for weeks afterward.

The quality was not very good, and the price so high—a dollar and a half—that they were stocked only a dozen at a time. They were the only hose to come put up in boxes. All the others came tied in bundles, same as underwear.

Mr. Schweinfurth always had a fund of good humor. It was so contagious that not only were his fellow workers kept smiling most of the time, but the customers as well.

One of the many incidents that can be recalled was when a young bride came in to buy a dress shirt for her husband. It came to a question of what was the proper sleeve length, which she had not taken into consideration. After questioning she made the statement that her husband's arm just exactly reached around her waist. Needless to say that it was but the work of a moment for Mr. Schweinfurth to ascertain the exact length.

Many people will recall the way "Uncle Nick" used to slide from one end of the long department to another on Saturday nights when the crowds made it necessary to employ an increased force and work at breakneck speed.

He relates an interesting episode regarding an early employer who told him to give fifteen ounces for a pound of tea, which he endeavored to carry out. He was caught at it the very

first time and declared that thereafter he would never allow himself to do an underhanded act of any kind again. How well he kept his resolution is shown by the high regard in which he is held by his many friends.

Mr. Schweinfurth was one of the original stockholders of the Cook & Feldher Co., when they incorporated in 1906, and while he is now retiring to take a well deserved rest, he still retains his financial interest in this organization.

The party given in his honor was a fitting climax to his fruitful career. Both he and his wife were the recipients of a number of beautiful and useful gifts, a very fine kodak and a pair of binoculars (two things he has always wanted) and a loving cup.

Mr. Schweinfurth has always been a chicken fancier. The raising of prize stock is his pet hobby. He is known from Illinois to the Atlantic for his buff leghorns and white orpingtons, which have taken nearly all the first prizes where he has exhibited them.

While Mr. Schweinfurth retires to enjoy a well deserved rest from the active work of mercantile life, he by no means intends to loaf, but on the contrary will have time now to devote to his pets, which already are numbered in the hundreds. He plans on going in the chicken business on a much larger scale, selling poultry and eggs on a utility basis.

Wholesome Decision By Judge Sessions.

Dowagiac, Oct. 7.—Last Friday, District Judge Clarence W. Sessions, in the bankruptcy of Nathan Cooperman, who formerly conducted a large department store at this place, rendered an opinion sustaining the order of Referee in Bankruptcy Banyon in disallowing the bankrupt \$250 cash in lieu of his specific property exemptions from moneys received from the suit of Asa K. Hayden, trustee, against George H. Little, the bankrupt's mortgagee. The trustee recovered judgment in the Federal Court of Grand Rapids against Little early last June for the sum of \$5700 and after the recovery the bankrupt claimed the sum of \$250 cash as his exemptions, although at the time of filing his petition in bankruptcy in August, 1923, no claim was made for such exemptions.

Judge Banyon denied the bankrupt's claim to exemptions for several reasons and especially upon the fact that the bankrupt by his own action was estopped to claim his specific property exemptions from the proceeds of the judgment for reason that at the time of the filing of the petition in bankruptcy the bankrupt had been entirely out of business for a period of nearly two months, in which he formerly was wholly or principally engaged and permitted Little to foreclose the chattel mortgage while in his employ of \$65 a week in violation of the bankruptcy statute.

The decision, no doubt, will have a wholesome effect in the future upon the claims of bankrupts to exemptions and particularly where through their acts and conduct bankrupt permit or aid a secured creditor in securing an advantage over the common or ordinary creditors. There is no doubt that the decisions of the district courts are showing a decided turn to protect creditors who in many instances heretofore have felt that the bankruptcy law protected the bankrupt to their detriment.

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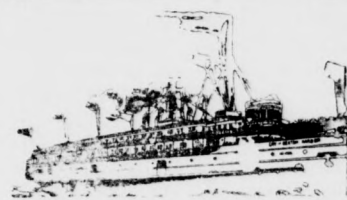
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Speeding Up Business in Men's Shoes

Let half a dozen retail shoe merchants get together to compare notes and talk over business conditions and there is one observation that is certain to crop out before the conversation has gone very far.

"Yes, I'm pretty well satisfied with our women's business," somebody is sure to say. "It's true we haven't shown the increase I counted on at the beginning of the year. But, everything considered, we've made a very good showing and if we could only do as well in our men's department, I'd be perfectly happy."

For several years back, among shoe men everywhere, there has been that note of dissatisfaction over the failure of the men's business to come up to the mark that the merchants feel it ought to attain.

True, there are men's stores in almost every community of any considerable size that have done a continuously profitable business and in many instances have been conspicuously successful. But they are the exception rather than the rule. And in the majority of cases, according to the writer's observations, the men's shoe stores that have succeeded best have been those that have specialized in men's shoes exclusively.

In the average shoe store, selling men's and women's shoes and perhaps children's as well, the men's business hasn't held its own.

Right here, perhaps, there is an idea worth thinking about. Apparently there is some advantage that the men's store enjoys over the general store that enables it to succeed more often than the store in which different kinds of shoes are sold.

An analysis that will show what this advantage is may be of material assistance in the solution of the problem.

But getting back to the broad, general question of why the men's shoe business isn't holding its own, it is worth while to observe that the difficulty goes back to something that is fundamental to the men's apparel industries as a whole and that has affected not only the retailing of shoes, but likewise the men's clothing business, the furnishings trades, hats and every line that has to do with male attire.

If the men's shoe business has been backward, so have all of these other lines and to very much the same extent. Merchants engaged in these other branches of the men's apparel business have, indeed, given the subject a great deal more of careful and constructive analysis than have the shoe merchants and already definite attempts are being made on a large scale in the clothing and furnishings trades to overcome the condition which so generally exists.

That there has been a decided let-down on the part of the men of America in what has been variously described as "clothes consciousness," "pride-in-appearance" and by other phrases meaning the same thing is the conclusion of all who have given the matter much thought or attention.

Various causes that have been cited as reasons for the carelessness as to dress that apparently affects the male population. Much has been said and written regarding the automobile as a factor in making men careless of their appearance, partly because driving and care of a car are in themselves hard on clothes and shoes and more because the purchase and upkeep of a car have unquestionably forced many men to economize on other things.

Other expensive items in the cost of modern living have doubtless operated in the same way, with the result that the average wage earner or salaried man, finds he has less and less to devote to the important item of preserving his own good appearance.

Nevertheless and despite all of these conditions tending to have an adverse effect on the men's apparel trades, it is still evident that there are in this vast country thousands of men who are earning good incomes, spending them wisely and who are abundantly able to buy more clothes and more shoes, whose physical, financial and social well being would be promoted by more attention to these things.

It was in recognition of this fact and of the principle already applied in practice by almost every successful salesman, that a good appearance is a real asset and aid to success, that the National Association of Retail Clothiers and Furnishers a few months ago launched an extensive campaign of publicity and advertising with the slogan "Dress Well and Succeed."

It is too early as yet to judge finally of the success of that campaign. In some sections and some communities it is said to have met with results that are most gratifying.

The item of footwear is not being stressed in the publicity for the reason that the shoe merchants as a class are not members of the association which sponsors it. To a considerable extent, no doubt, the shoe trade will share in whatever benefits may come from the campaign.

And certainly the idea back of it, that success in any field of activity today calls for a good appearance, in which shoes are an important item, can be applied to advantage by any shoe merchant in his own advertising and publicity or co-operatively by any local association of shoe merchants.

Only a few days ago an outstanding merchant in one of the large cities of the East told the writer that it was

his intention this fall to concentrate nearly all of his advertising campaign on the men's branch of his business because he recognized that his men's trade was far below what it should be.

He was convinced that a high pressure advertising campaign devoted to men's shoes could unquestionably influence many men to buy more shoes and to buy them at his store.

His idea is to stress the comfort factor in the campaign, for it is intended chiefly to promote the sale of certain lines of corrective shoes in which he specializes.

There are other appeals that can be used to stimulate men's business, however, as well as comfort.

Style is a big factor to-day in the life of young men particularly, and many a specialty men's shoe store has built up a successful trade by supplying the kind of styles that young men and the men of more mature years who are none the less painstaking and particular regarding their dress, want and will buy.

Traffic Cops and Courtesy.

Written for the Tradesman.

A little authority is a dangerous thing for men of certain types. It has a way of going immediately and disastrously to their heads and giving them an idea of their importance quite out of proportion to the facts in the case.

Is a traffic policeman empowered to reprimand the general public? The arbitrary, dictatorial and autocratic airs of some traffic cops constitute an offense that the long-suffering American public is going to rise up one of these days and resent.

The job of the police official at the busy crossing is a trying one, it is true, and one that makes heavy demands on a man's temper, for the officer has all sorts of folk to deal with; but it is no part of the officer's

duties to administer scoldings to those who incur his displeasure. The temptation is to go too far and say too much when one gets started.

Foreign visitors to this country frequently express surprise at the meekness with which free-born American citizens submit to discourteous treatment at the hands of police officials. The London "bobbies" are noted for their courtesy and self-control. They can act with vigor on occasion, but they never seem to forget the dignity of their position.

Cincinnati's chief of police, in an effort to inculcate a code of courtesy for his men, has recently issued orders governing their relations with the public. He reminds his traffic officers in particular that strangers derive their impression of a city from the manner in which they are treated by guardians of the law. He emphasizes motorists' rights to polite, helpful replies in answer to enquiries for information. Stress is laid also on the more difficult matter of treating minor offenders against traffic rules, not as if they were desperate criminals, but as persons entitled to common courtesy. There is room for reform here in most of our cities both large and small.

If a real offense is committed, then let the officer hand out the appropriate tag or take authorized action; but no officer has a right to insult citizens who are doing their best to keep within the law. And perhaps motorists, in return, would show more courtesy if they were set a better example.

Love's Chain.

Rastus—Mandy, can I gives you all a kiss?

Mandy—Piggly Wiggly.

Rastus—What you mean by that?

Mandy—Help yo self.

Herold-Bertsch Shoes



No. 925 1/2

Full Line of Men and Boy's Shoes in the Famous Advertised

United States Rubber Co.

USKIDE SOLES

These soles are strongly advertised. You'll need a full H-B assortment to meet demand.

Herold-Bertsch Shoe Co.

Grand Rapids, Michigan

Visit To Leipzig En Route Home From Carlsbad.

Carlsbad, Sept. 17—My last day at this beautiful cure resort. I feel sad to leave here, but most folks have gone. The weather has changed. It is cold and dreary. The well-to-do people migrated South and now is the time for the poorer classes to enjoy the benefits of the springs. Hotel rates are reduced to almost half and everything else in proportion. The fine stores are closing and one misses the wonderful displays of art which transformed old narrow streets into magnificent art galleries where pictures of all descriptions, the finest of porcelain and metal works, toys, furs, clothing and postcards were on display. If one has a chance to visit the underground channels of the city, you imagine to be in a tunnel. From the hot spring Sprudel basin pipes lead to the different fountains of various grades and names. Some of the food shops are closing, but most folks enjoy the out-of-door life and meals at the various gardens. The hotels are prepared for cold weather. Most of them have steam heat for the halls and dining rooms and if you want to stay out of doors you are furnished with a lightweight woolen blanket, of which they have hundreds ready for you free of charge. You generally tip for it about 1½ cents, United States. I have a large porcelain stove in my room, about 12 feet high, and if the porter starts a fire going about 5 a. m. (when he comes to clean your clothing) you have a warm room when you get up and are ready for your bath, just the same as when your Tom comes to shake your furnace, only they heat here with brickettes, a manufactured soft coal made out of turf, tar and feathers, I guess.

Leipzig, Sept. 18—We left Czechoslovakia to-day and it may be the last time I will ever cross its border. It caused me regret to leave the nice Hotel Pupp in the forest of Carlsbad. I changed the kronens I had left into German reichsmarks and I will have to spend my good money now at the rate of 4 marks to the dollar. I did not have to remove my baggage from the car at all; in fact, when the officer came around he asked, "Going home to Amerika?" and I responded in the affirmative, he said "Well, then, it is all right." He pasted his official sticker on the bags and we never opened one. The trip along the river Elbe was a grand sight to see the many small steamers and freight boats going from Germany into Bohemia and vice versa with coal. The Saxonian Swiss is worth while seeing and the local depot is the largest this side of St. Louis, Mo., and beats the one there in beauty. This city is an old trading center and manufacturers from all over the world meet here once a year to buy and sell their wares. The Hotel Astoria I am stopping at is modern in every respect. I have a room with bath. You cannot find better plumbing anywhere—perfection in every detail. The bath towels and Turkish sheets hang on a framework of steamheated piping, so you get a warm wrapper after your bath—beat that if you can. Next to the wash-bowl is a receptacle like the one used in the Pullman sleeper for cleaning your own or false teeth, a white glass for drinking water and a red one for mouthwash.

Sept. 20—This is surely a busy town. What Grand Rapids is to the furniture trade, this market is a center for all kinds of products of wood, leather, furs, porcelain, glass and fine art work. Large buildings for permanent exhibits are here and if any one looks for machinery or new as well as old inventions of all kinds here is where you can find them. During the "Leipziger Messe" or market month the place is overcrowded.

They erected a most magnificent monument for their fallen soldiers and their municipal buildings are struc-

tures of art. They must have about ten different theaters and opera houses—and several movie houses. Churches and cathedrals are also in evidence.

This forenoon I spent at the zoo. The monkeys were glad to see me and I took a shot at the lions. I spoke to Mr. Haagenback. He brought about twenty-five Singalees from Ceylon up here and I visited with them and if my camera works I will send you a proof. Mr. Haagenback was steamboat agent in Ceylon in 1913, when I was there, and he remembered seeing me there.

Sunday, Sept. 21—Did you ever spend a Sunday forenoon pleasantly at a cemetery? I did to-day. After I visited the great monument commemorating the battle of Leipzig (1813), which was dedicated in 1913 and which is the pride of this country and which properly to describe I am not able. I shall send you pictures, if my kodak does the work. From the monument I walked to the Sudfriedhof (Southern cemetery), which is one of the nicest and largest in this part of Europe. The large chapels and crematory were closed, it being Sunday; but I was anxious to see them and asked the guard if I could not get in. He said no; no one would be admitted to-day except a society of visitors from the country which were expected any minute. I thought, I belong to a great many societies, so maybe it will be possible to join another—and I did. I saw them coming and I fell in line and marched along with the Knights of Kukus or whatever they were. Anyway I listened to an explanatory lecture through the chapel, watched them lower a coffin, went down stairs with them to look at the burning process and went out thanking the guard for letting me join the organization. He directed me to the place where I could see the vaults for the urns. As I strolled along looking for a suitable place to take a shot at the great soldiers monument and was just about ready to click, I heard a gentleman remark, "It is not permitted here to take pictures of graves or monuments which are private property." I explained to the gentleman that I was not after any pictures of that description, but that I was trying to get at a point from which to see the great monument best. He was mighty nice then and offered to guide me to a place of vantage. He then informed me that he was chief director of the city cemeteries and "it" around the place. I, in turn, gave him my card and as soon as he noticed that I came as far as from Grand Rapids, Michigan, the place was mine. I found Director Ackerman one of the most charming guides I ever met on my travels and globe trotting. We spent two very pleasant hours in and around the cemetery. I learned more about the modern way of disposing of the dead than I ever knew before. We passed graves of rich and poor, all kept up in the nicest manner. He pointed out to me that most folks who were rich before the war have not enough money left to be able to pay for the upkeep of their lots here.

The big chapel, of which I shall send you a picture, has no bells. The city had to give up the bells for war purposes. They had to knock the bells to pieces in the towers and deliver the brass and other metal to the department of war. Director Ackerman was very kind to show me most of the prominent graves. They have eleven groups of military graves. They had six Americans buried here, but they were shipped back home to the United States. They still have some French here to be returned. To properly describe the beauties of this cemetery would take a book. Director Ackerman took me to his home and office, introduced me to his charming wife and presented me with a book and views of the place. He extended through me an invitation to the traveling United States tourists and I was

glad that I once more got out of a cemetery alive.

After Director Ackerman stopped me from snapshooting and we had a little pleasant visit, I informed him that his action reminded me of my visit to Japan in 1912, where I was arrested for photographing fortifications, while it later developed I was shooting at geisha girls only. He invited me to come to-morrow and be present at the cremation of about twelve corpses, but I am booked for a visit at a local bakery, which is more in my line.

I saw one inscription in a trade journal here, which might give food for thought. Translated into English it reads: "Rest means rust. If I rest too long I may rust or get rusty." That's why I keep on going as long as I can. I don't want to get rusty.

L. Winternitz.

How the General Public Regards the Merchant.

Grandville, Oct. 7—The man and not the business.

This is as much true in mercantile pursuits as it is in farming, and it has become manifest that in the latter calling success depends entirely on the man and not on the farm.

Some men farm for years and remain plain sod-busters, with no bank account and no place in the world other than to simply exist. It is the man and not the soil. So it is in any business in this world. It is the man and not the work in which he is engaged that makes or breaks him.

The millionaire meat packer, Swift rose from a poor farmer boy to be one of the greatest business geniuses of the world.

Why is it so few business men make a success in life?

Whatever of success a man makes lies within himself. It is inborn with every fiber of his being and, providing he has health, he will, if so he has it in him, rise above the most sordid surroundings to become a man among men in the business world.

As the boy said, "It is all in knowing how."

And yet, if not knowing how, to persevere and push until every item of that business is learned and thoroughly digested. Of such are the great business successes in this world of ours.

These thoughts are suggested by noting what is going on around in the business world. It must be admitted that a merchant who does not advertise may be a nice sort, but that he makes a success in his line is purely an accident, and of these there are very few.

To be successful a man in business must be on the job all the time; he must study his business, study his customers and cater to their smallest needs, and in a manner to win their confidence. To do this it is necessary to use the daily or weekly paper as the case may be.

A glance into the town paper will tell an outsider whether or not the town is on the map. With a dozen business houses in the burg and scarcely a column of advertising in the paper tells the seeker after a new place of residence that such a place is not for him.

Most people, when seeking a place of residence, are looking after a live town, be it large or small, and the small town can be made as interesting as a large one providing the business men of that town seek to let the outside world know that they exist.

There is nothing like advertising to bring business, and yet this may be done in the wrong way, thus failing to bring results. What people in general are looking for are bargains; that is, the finding of a store where they are assured of getting the full value of the money expended. Let the merchant be regarded with the least suspicion as to his honesty and he may as well hang up his fiddle.

The question as to whether it pays to advertise was long ago decided in favor of using printer's ink. However, there is altogether too much careless spreading of the ink without saying anything that appeals.

Passing a store with a neatly dressed window, with numerous layouts of a nature meant to attract, will excite momentary notice; nothing more unless the goods displayed have on them the price mark.

People in this rushing age have not the time to go into a store, hunt out a clerk and ask prices. What he wants to know before he crosses the threshold of that store is, "What can I buy this or that garment for?" If no price is attached to the window display that outlay has been of very little use. It is much like winking at a girl in the dark. You know what you are doing but the object of the wink does not.

"Come in and let us give you our prices." How many times have we seen this notice, but usually it is a vain invitation. If a merchant hasn't the enterprise to mark his goods, the public will pass by and seek the store which has the courage to display price on every article on exhibition.

Doing business without advertising is like trying to eat without an appetite. The public needs nudging now days to awaken them to the fact that Mr. So-and-so is selling the goods they want at prices that meet the requirements of their pocketbooks.

Now and then a merchant in a small town has the vision to give the public what it wants and to tell about it through the press which comes daily or weekly into the home. Such advertisers seldom go into the bankruptcy court and make a success of their ideals in life. True advertising is that which leaves a pleasant taste in the mouth of the purchaser, who comes forth from the store fully satisfied, in fact very much pleased with himself and everybody else.

Right advertising makes pleased customers and pleased customers make trade brisk for the merchant.

Passing along the streets of a town, looking in the store windows will declare the condition of that town in louder tones than the shouts of a chimney sweep. Properly displayed goods, properly shown with prices that attract, make for business, and show a wideawake burg. City merchants show more acumen than the small town storekeeper, and yet there are various small towns in our country which rival the biggest cities in the matter of selling immense quantities of goods, all of which goes to show it is not the business he is in but the man that makes the world go around.

A merchant who fills his windows with goods, unmarked in price, has no call to the mercantile business and the sooner he goes out the better.

Old Timer.

Elections Not Hurting Trade.

Although orders coming in from retailers of jewelry could be more numerous than they are, the business being placed by jewelers in the Northwest, West and South is said to be such as to make the volume one of the largest, if not the largest, recorded at this season in any Presidential election year. The buying is for general stock replenishment. This is said to be one of the best things about it, as it keeps all branches of the manufacturing trade more or less busy. Bracelets, jeweled watches, rings, etc., are among the best sellers at the moment, the increasing call for platinum and white gold wedding rings being a feature. Another is the amount of special order work being done by makers of the higher-priced lines of jewel y.



Helping the Retailer To Help Himself.

On one occasion I happened to be on a committee from the chamber of commerce of my home town, appointed to round up back-sliding members. It was not a very big town; our chamber of commerce was in a slump, and desperately in need of paying members to keep it going, a situation familiar to anyone who has ever mixed in the civic affairs of a small community.

Our committee of three worked up and down the business district for the better part of a long, hot afternoon, listening to complaints from disgruntled citizens, reasoning with resentful ones, and pleading with impetuous ones. It was nearly evening when we came to the last man on our list, whom I call Mr. Kinney, proprietor of the Guarantee Hardware Store.

Mr. Kinney was alone in his establishment when we entered, opening a box of goods and, though he must have seen us, he acted as though nothing was on his mind except his work in hand. Very deliberately he stooped to pick up the articles out of the box on the floor and carried them one by one to lay on the counter, never looking our way. We waited patiently, and at last Mr. Kinney seemed to decide that he might as well have it out with us, for he came slowly toward us, a tall, thin man with chin whiskers and a pessimistic face.

Each of us shook hands with Mr. Kinney but the cordiality was all on our side. It was our chairman who broke the somewhat embarrassed silence.

"We have come," he said cheerily, "to talk with you about your membership in the chamber of commerce. The secretary says you have dropped out."

Mr. Kinney admitted it, but offered no excuse or explanation. He looked stonily at us, somehow conveying the impression that he heartily wished we would go away so he could get back to his hardware. Our chairman, a man, a determined man, pushed matters a little.

"But look here, Mr. Kinney," the chairman said, "you mustn't drop out of the chamber of commerce. It needs you and you need it. This wouldn't be much of a town of we had no chamber of commerce to boost things and to look out for the interests of the business men."

Mr. Kinney met these truths shortly:

"I guess it don't need me so awfully bad," he said. "And if there wasn't any chamber of commerce all the business men would look out for themselves. Like I am doing."

Our committee could not let such an attitude go unchallenged and each of

us in turn hurled at Mr. Kinney all the facts we could think of to prove that he was in the wrong. Stung by our words, he roused himself to unwonted verbosity.

"Just the same," he said, stubbornly, "I'm out of the Chamber of Commerce and I'm going to stay out. The chamber is all right for the big fellows, I guess, like bankers and lawyers and all such, but it doesn't do a store-keeper like me any good. I haven't got any real estate to sell for factory sites and I haven't got any money to loan out. All the good this boosting around here does is to get my store rented. So far as I can see the cham-

Grand Rapids National Bank

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

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

Combined Capital, Surplus and Undivided Profits over

\$1,450,000

GRAND RAPIDS NATIONAL BANK
GRAND RAPIDS, MICH.

THE CITY NATIONAL BANK

of Lansing, Mich.

Our Collection and Bill of Lading Service is satisfactory
Capital, Surplus and Undivided Profits over \$750,000

"OLDEST BANK IN LANSING"

SOULLESS CORPORATIONS

It goes without saying that a Corporate executor or trustee will render satisfactorily the business service expected of it. But it is doubtless often wondered:—

Is it possible for a Corporate Executor or Trustee to serve like the departed member of the family concerned would serve, in other than purely business ways?

It is. The success with which it does so depends partly on the assistance it has had from the departed member and has from the remaining members of the family—on the attitude of those to be served; more, on the make-up of the corporate force, on the spirit which dominates the Corporation. But it is possible, it is more than possible.

The Michigan Trust Company's active force is now composed of men and women, giving their entire time to its service, devoted to such service, and not only willing but anxious to render such non-business service, in the name of the Company and in its interest as conservator of many family interests. They all know that its interests are their interests; its successes their successes. Among them are fathers, mothers, brothers, sisters, uncles, aunts, even grandparents—each one with a heart, each one competent to lend a hand in this family non-business service; as occasion arises, to be a friendly aid and adviser, so far as is desired, in all that concerns widows, children, nephews, nieces, and others interested in the estates in its charge, large and small, in matters of all kinds, financial and otherwise. Such interested persons are urged to make themselves known at this office; they will always be cordially welcomed, will always find new or old friends, to give them information, advice and assistance, patiently.

Let the testator do his part in preparing the way; let the remaining members of the family put themselves in the attitude of reception, and The Michigan Trust Company, through the members of its force, will show a spirit of helpfulness and do its part, not only as business manager but as friend.

Every member of The Michigan Trust Company force expressly and individually joins in this invitation and statement.

Frederick W. Stevens

President.

THE MICHIGAN TRUST COMPANY

Organized in 1889.

Corner Pearl and Ottawa. Grand Rapids, Michigan

ber of commerce is run by a small 'click.' So let those in the 'click' pay for it!"

I have told the foregoing incident because it is so typical of what every man encounters who mixes in civic affairs. There are Mr. Kinneys everywhere, in big towns and little ones; more of them, I believe, among the small and medium-sized storekeepers than in any other class. The object of this article is to set forth some suggestions that may perhaps show how the Mr. Kinneys can be made more valuable assets to their respective communities. I shall feel quite at liberty to say what I want to about the storekeeping fraternity because I have myself belonged to it for many years.

Next to good schools, a progressive and up-to-date retail district is probably the strongest factor in bringing a desirable class of residents to any town. In the average town the aggregate stocks carried by the retailers constitute by far the greatest local investment in any single line of activity. But so far very little has been done by civic bodies to assist in the proper development of the retail merchants, to make the stores along main street a civic asset.

In a certain Southern city where I was in business for a number of years an individual walked into the chamber of commerce office one day and laid a rather startling proposition before the secretary. He was thinking, he said, of opening a very elaborate retail store in the city and modestly suggested that the chamber of commerce should pay him a bonus. He had heard it was customary for progressive cities to spend money to locate new industries, and as his new store would draw people he was entitled to a donation.

The secretary explained to the gentleman as diplomatically as possible that cities do not hire retailers to open up in their midst; that besides, there were other merchants engaged in the same line of business, members of the chamber of commerce, who might take exception to the chamber subsidizing a competitor.

The gentleman regretfully opened up his store without the bonus and after a brilliant but checkered career of a few years sank into the hands of his creditors. It was a ridiculous request, but I have always remembered what the chamber of commerce secretary said when he related the incident to me:

"I believe we ought to pay more attention to the retailers; to inaugurate some systematic plan which will help them to be more efficient. Because after all, the stranger who comes to town judges us largely by the stores along the main street."

No one will dispute that this chamber of commerce secretary was right. Commercial bodies owe it to their communities to get behind the retailers, not with money, but with assistance that will enable the retailers to better their own fortunes and at the same time serve the public more efficiently. And the biggest assistance a commercial body can give is to help the retailers do business economically.

On one occasion I attended a chamber of commerce meeting in my home town at which the speaker was the general freight agent of one of the

railroads and his talk was aimed chiefly at retailers. The freight agent analyzed the situation of our town in its relation to the various manufacturing centers from whence most of us received our shipments of merchandise, and explained precisely how we should instruct our wholesalers and manufacturers in those centers to route our purchases to get the quickest service and lowest rail rates. One of his many illustrations was the shipment of a one-hundred pound package; he gave us the exact amount such a shipment should cost by freight from each of half a dozen centers, and what it would cost if sent by express. I think I never saw any speaker get closer attention from an audience.

I hope I may not stir up any hornets' nest when I make the statement that of all branches of American business, retail merchandising has developed least during the past twenty years. There are, to be sure, larger stores and more elaborate ones; many small cities have stores to-day that would have been thought impossible in 1900 everywhere retailers are maintaining their establishments in more attractive fashion than they did years ago.

But these things in themselves do not spell progress. The retailer does not produce anything. His only excuse for existence lies in his ability to pass merchandise from producer to consumer conveniently, and with the least possible spread between wholesale and retail price. Stores are generally more attractive and elaborate than they were in 1900, but there hasn't been equal progress in economy. All available statistics show that it costs as much to sell merchandise across the retail counter as it did twenty years ago. In many cases more.

Not long ago a very successful merchant made this statement to me:

"Almost anyone with a couple of thousand dollars can open up a little one-man store and make money for a while. It is when he takes on his first clerk that his troubles begin."

Just this is the reason why so many well-meant plans for reducing the cost of retailing usually fail of their object. Theoretically, the great chain organizations that have developed so largely during the past few years, with their tremendous buying power and standardized methods, ought to crowd out the private retailers. But the chain organizations have to contend with the problem of delegated authority, which is the same thing, but on a larger scale, that happens to the one-man storekeeper when he takes on his first clerk.

In a recent eight months stay in England and France I have had opportunity to make a rather close study of retail conditions in those countries, and found that as a rule English and French retailers sell their merchandise at a closer profit than American retailers. They do, nevertheless, manage to make money; retail failures are rare.

There are a number of reasons for this state of affairs. In the first place, it is harder for a man to get into merchandising abroad than here, because over there credit is much harder to get. In practically all lines wholesalers and manufacturers sell to the retailers on thirty-day terms and any

To Help - Not to Hinder



LEAVING an estate to inexperienced hands is to hinder not only the financial independence but the daily life of the beneficiary. To thrust upon an inexperienced dependent the cares of management and the details incident to the handling of an estate is hindering, not helping.

To relieve your dependents of care, trouble and the carrying out of unaccustomed duties, name a corporate executor and trustee in your will.

Name this institution, and assure help for your beneficiaries.

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GRAND RAPIDS, MICHIGAN

Fourth National Bank

GRAND RAPIDS, MICHIGAN

United States Depository

Established 1868

The accumulated experience of over 56 years, which has brought stability and soundness to this bank, is at your service.

DIRECTORS.

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Christian Bertsch, Sidney F. Stevens, David H. Brown,
Robert D. Graham, Marshall M. Uhl, Samuel G. Braudy,
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Holders of these classes of securities will find in our Trading Department an active market for their sale or purchase.

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"By their works ye shall know them"

NACHTEGALL MANUFACTURING COMPANY GRAND RAPIDS, MICH.

BANK, STORE & OFFICE FIXTURES

Gentlemen:

We take this opportunity to say we are thoroughly pleased with all the material you have furnished us, the artistic design and fine workmanship.

We can not speak too highly of your erector who is on the job about sixteen hours a day and busy every minute. He is a competent workman and a gentleman.

Yours Very Truly,

THE BELLEVUE STATE BANK,

C. D. Kimberly, Cashier.

merchant who cannot pay his bills on due date finds it hard to get supplies.

Abroad, too, retailing is looked on as a profession to be learned the same as law, medicine or engineering. The apprenticeship system is in vogue, not only in the training of retail salespeople but for the men who are to direct retail enterprises. Sons of retailers are sent away from home to learn the business; one British retailer in a city of less than 75,000 population told me there were in his employ seven young men, sons of merchants in various parts of the Kingdom, who were apprenticed to him, and who would go home after serving their time to enter their fathers' establishments.

Another feature, and perhaps one of the most important from the standpoint of economy, lies in the fact that in European countries there is very little of what is called "shopping around." I happened on one occasion to be in the town of Salisbury, in England, and dropped into the leading jewelry store for a chat with the proprietor who was also the president of the local chamber of commerce.

As I stood there a well dressed woman came in and asked a clerk to show her some diamond rings. Remembering that a jeweler friend at home had once told me that he showed diamond rings on an average of fifteen times to one sale, I asked the English proprietor if he expected his clerk to do business with the lady before she had been around to the other stores. The Englishman seemed to be rather surprised at my question.

"Of course the lady will buy," he said, "if we have what she wants. Why shouldn't she? She knows this is a reputable establishment and that we can give her as good values as anywhere. She wouldn't think of wasting her own time and ours by running all around town to look."

"I go to the United States every year to buy goods and naturally I visit among the retailers in my line while I am there. I am always struck with the useless extravagance of the 'shopping around' habit. I don't know whether it is the fault of the merchants or of the public, but I do know it costs a lot of money."

"Take the item of clerk hire alone, for example. The last time I was in New York I compared notes with a retailer friend in my line and I found that his individual salespeople took in on an average only about half the amount of money that mine do."

Retail merchandising in this country is ordinarily a less exact affair than it is abroad, and I hope I can explain the reasons without offending any of my brother storekeepers. Here there are few retail enterprises handed down from father to son; new blood is entering it all the time and the new ones are not always experienced in real business ways.

Usually the man who becomes a retailer is of the "salesman" type, and for obvious reasons. For instance, two boys graduate from high school and both get employment in one of the stores on Main street. One of them has a talent for figures and so is put back in the office to do the simpler jobs of bookkeeping. The other boy who shows signs of being a mixer is

put behind the counter to learn the art of salesmanship. In this position he makes the acquaintance of spenders of the community and if he becomes an exceptionally good salesman eventually he may get a chance to go into business for himself either through money borrowed on the strength of his capacity to sell, or through the backing of some wholesale house that wants an outlet for its merchandise in the town.

But mere ability to sell goods does not necessarily mean ability to run a business successfully, as is so constantly being proved. Successful retailing requires a talent for skillful buying as well as selling; for financing; for handling employees; for keeping expenses in reasonable ratio with receipts. To be a successful merchant in fact requires the same abilities that are required in any other line of business, and even more in a great many instances.

A few weeks ago I was in a small city in New York State, and called on the active vice-president of one of the banks. The gentleman was engaged with one of the bank's customers in his little railed-in office and from where I waited my turn I could not help hearing what he was saying. The customer was a merchant who was thinking of leasing larger and more expensive quarters on the main street and had come to the banker for advice. The banker listened patiently and at the finish asked the merchant some questions.

"Your expenses would be a lot higher in that Main street location," he said, "and you would have to carry a bigger stock. It would cost considerable, also, to fit up the new place. How do you expect to finance these things? Have you got a cash surplus that you can lay your hands on for the purpose?"

The merchant admitted he did not have a cash surplus. His idea was, he said, that he would get a loan from the bank and pay it back out of the next year's profits. Evidently the merchant considered this a wise and reasonable procedure, but the banker did not.

"Your plan sounds attractive," the banker said, "but it has one little flaw. And the flaw is, that you are counting on paying off a debt with future profits. The debt would be a fixed, unchangeable amount. The profits would be problematical. The two things don't match. Any way you put it, it is a speculation and the first rule of business is that no man has any right to speculate on borrowed money."

The merchant went away, probably disappointed, but with a better conception of business principles. I could not help thinking it was too bad that the banker had not said what he had to say to a whole roomful of chamber of commerce members instead of to a single individual. J. R. Sprague.

Bright Boy.

A little boy was in a store with his mother and was given a piece of candy by one of the clerks. As he began to eat it and did not say anything his mother said to him: "What must you say, Bobbie?"

"Charge it," he replied.

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Advantage of Having Use and Occupancy Insurance.

It is now well recognized that most of the loss to the owner of a property due to a fire does not come from the blaze itself. In fact, the blaze itself causes but a small part of the damage or final loss to the property owner. For a long time, however, people could obtain insurance only to cover this direct loss, that is, the loss caused by the fire and by the elements and actions used in extinguishing it.

To-day it is possible for a man to obtain insurance protection to cover correlated or accessory losses as well as the direct loss. Thus, a property owner may obtain use and occupancy insurance to cover the expenses of his business which go on just the same while the plant is being rebuilt. Then there is profit insurance so that the property owner's income or the stockholders dividend be further protected, and for every landlord or home owner there is rental insurance.

Rental insurance is so inexpensive that the landlord who must depend upon his tenant's rent for income from his investment finds it especially desirable to protect his income against loss due to fire. Policies are written for a definite sum, one-twelfth of which is usually collectible for each month that the property is out of service and not producing rent and the payment continues for the length of time that under ordinary circumstances would be required for placing the property back into condition for use. In the event of a partial loss to a property, the landlord has no opportunity to re-invest the amount paid for the direct fire loss so that it will bring in an income at once. The sum received for the direct fire loss is paid out again for repairs and during the period of making these repairs, the landlord loses his income entirely. Special concessions are made where rental insurance covers on fire-proof buildings.

Where a man owns and lives in his own property and fire destroys part of it or all of it so that it is necessary to move out and pay rental charges while his own property is being repaired, there is a distinct loss. The property owner is losing the return on his investment, which he was receiving in the form of living quarters. After the fire, he finds that he must go out into the market and pay out cash to obtain a place to live. He has just as much need for rental insurance as the landlord who actually receives rent each month in the form of cash. This is very easy to make clear to the man who is buying a house and owes a debt upon it so that his interest charges and the amount he must continue to pay upon the principal each month take the place of a direct rental charge to the landlord.

Talking Fire Protection To School Children.

The Ohio law requires regular fire drills and instructions in fire prevention in our public schools.

In addition to this, during the past two years, I was employed by the state as an assistant state fire marshal to visit schools and talk fire prevention. State Fire Marshal L. F. Miller arranged for my employment in order to emphasize to teachers and superin-

tendents the importance of the work, to create in both pupils and teachers fresh enthusiasm for lessening our great annual fire loss, and with the idea that a representative of the state coming in and interrupting the regular school work, would be discussed by the children at home, where 56 per cent. of our fires occur, and perhaps do some good there.

Most people, even teachers, do not realize the importance of fire prevention work, as shown by such remarks as: "Do you not think fire drills silly things," or "We do not need a talk on fire prevention at this school, our building is fireproof." These must be reminded that in view of the great loss of life through fire—62 in the state of Ohio alone in the month of January—anything which will save human life is not silly; that fire drills teach the children how to act under sudden alarm of fire and prevent such casualties as occurred in a recent hotel fire, when people jumped from six story windows, with fire escapes not three feet away.

Neither does a building of fire resistive construction lessen the importance of teaching the young citizen the need of reducing our enormous fire waste. Fire prevention involves good citizenship, thrift, conservation of natural and created resources, and the saving of human life. Surely every child needs such instruction.

My own appeal to the children is to their patriotism. We all love our country. What helps to make this a great country? It is our wealth, our schools, our churches, our homes, our people—the very things we are destroying through our carelessness with fire. Every fire wherever it occurs is not only an individual loss, it is a national loss.

I also appeal to their sense of the ridiculous by citing some of the unusually foolish chances people take with fire, and then drive home the

point that most of the everyday chances people take are just as foolish.

Children are interested. They want to be good citizens. They want to help. One little boy of six stopped me not long ago on the street and told me he took home a leaflet on Home Inspection and that he had a tin can for oily rags now. I know of one home where a grown-up, who dares leave a paper on a hot radiator or drop a lighted match does so at the peril of a speedy "calling" from the school children of that household.

Is this work with the school children worth while? The above examples would indicate that it is. In the next ten years, we hope the rising generation will have answered it conclusively in a greatly diminished fire waste.

Luetta Peabody,
Assistant State Fire Marshal for Ohio.

Linen Vests the Newest Thing.

Linen vests are among the newest and most important showings in women's neckwear. They are designed for wear with coat dresses, and are supplied with cuffs to match. Many of the higher-priced vests are shown in cream linen of the best grade, edged around the collar, cuffs and V-shaped neck opening with point de Venise lace. Novelty vests, according to a bulletin sent out by the United Neckwear League of America, are made of cross-bar linen combining blue, lavender or tan with white. Buttons down the front complete the tailored finish of these models.

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SOME HOTEL PROBLEMS.

Annual Address of President Klare at Detroit Meeting.

I do respectfully submit this my report, and draw your attention to the past year herein recounted and seek your consideration for the proposals set forth. The past is valuable in so far as we point out the structure we are building. It is valueless if the propaganda of personal achievement is emphasized. We have grown both in members and in organization spirit. The future calls for continued growth, for intelligent effort.

In thinking of the Michigan Hotel Association, it would be inept to speak in terms reflecting immaturity. Yet it seems our organization has just found its voice. When we step back into its history we do not discover that prior to this year any effort was made to give to the membership the printed accounts of this Association's activities, outside that which our good friends of the hotel press contributed. Perhaps the thought had been in the minds of many able officials of the previous regimes, perhaps the desire was expressed before, yet it remained for the present officers and committees, with the assistance of an interested membership, to publish our first Bulletin. Apologies should be made here for its crudity, its possible lack of competent editorial supervision. Errors in printing, in writing, in publication are all evident. Explanations can be readily offered; and no doubt it is our mind that our organization accepts them without discussion, for they have an appreciation of the difficulties literary, mechanical and financial. The outstanding fact is with us; the minutes of our sectional meetings were published this year and a response made to the expressed wish at Lansing last December. The Association has not only found its voice, but is learning how to use it. It is our fond hope that this organ may be continued under capable direction, reporting accurately the accounts of the meetings, informing honestly and correctly the membership of the affairs and business of the Association, and adding to the present makeup valuable information about the hotel business, carefully gathered from other sources than our own meetings.

The awakened interest in the Michigan Hotel Association is the finest evidence that the sectional meeting is a success. When I originally suggested that we carry the meetings to the gates of the several cities in the State, I believe few of us felt we would find the organization so responsive, few of us surmised the meetings would be so well attended. Beginning at Lansing in the bleak wintry days of last December, treading the snowy paths to St. Joseph, through the spring meeting at Saginaw, to the caravan of travelers who went to the Northernmost parts of the Southern Peninsula, the meetings have been a manifestation of enthusiasm on the part of not merely the local membership, but the good fellows from other sections of the State. Benefits beyond the calculation of the individual have accrued to all of us. Those petty misunderstandings which grow up because people dwell in other sections have tended to disappear. Acquaintance has not only been the source of better understanding but the basis for enduring friendships. The so-called "Big Hotel Man" has been proven a human being ever so much like the so-called "Little Hotel Man." The sectional meeting makes for democratization of a hotel association. Its force for unity, for success of an association should never be neglected in Michigan. Opportunity is afforded me here to give public expression to the thoughtfulness, the attention to the Association's requests and needs in the several communities we visited. Without their most interested co-operation these meetings could not have been successful.

The interest of the Michigan Hotel Association in good roads has ever been manifest. We wish to recall here the expressed attitude of the Association on the roads of Michigan and commend them to your attention for active propaganda. While the State Highway Commission is engaged in the proper marking of the roads there remain extensive sections where the roads are not as yet marked. The dusty road is still with us. If it is too expensive to immediately or too impractical to build all concrete or other hard surface roads, this Association has vehemently expressed its idea of the much needed dustless road to invite the travel which now goes elsewhere. The parallel detour, the paved streets through the town and cities with their proper markings are recalled for active effort on your part.

We all have said to ourselves that the Michigan Hotel Association took a forward and a most progressive step when they determined upon the policy to post rates of the rooms in each room of the member hotels. The good we have done for ourselves daily becomes evident. This step, more than any single act of this organization, has re-established the faith of the traveling public in Mine Host of Michigan. The move was enterprising. It is the culminating act of a somewhat prolonged discussion between the representatives of the Michigan Grand Council of the United Commercial Travelers and the Michigan Hotel Association. It is quite worth while to here repeat the

resolution unanimously adopted at St. Joseph last February:

Whereas—The Michigan State Hotel Association having had presented for its consideration the question of posting the rates by the Grand Council of the United Commercial Travelers, and having had the report of the executive committee unanimously favoring affirmative action on this question; and

Whereas—The Michigan Hotel Association has always responded to all suggestions looking to a closer relationship between the hotel and the traveling public; therefore be it

Resolved—That the members of the Michigan Hotel Association post in the rooms of their respective hotels the single and double rates charged for said rooms.

These rates are now being posted in the rooms as suggested. This is another proof of the real desire of the hotel men to meet the demands of the traveling men.

A resolution that has provoked discussion and called forth editorial comment

called for action by the executive committee. But one or two copies remained of the most recent constitution. The question of reprinting brought up questions of some of the rules and regulations founded upon different conditions. Since the printing of the old constitution the organization itself has undergone many changes; in fact, there have been times when only a few faithful members held it together. There may be a question of which is our constitution, since through the several re-organizations some forgotten and lost articles of association may be brought forward. I have one given to me by our good friend, John Willy, of the Hotel Monthly, dated 1885. So in order to know exactly where we stand, our executive committee asked the constitutional committee elected at Lansing to prepare a new one. We urge its adoption.

Our Secretary is authority for the statement that the Michigan Hotel Association is third in membership in a comparison of the state hotel associations

conducted along the lines of the one in Petoskey.

Let me step out of the past year and offer for your attention some thoughts for the coming year.

Your Association has proven its worth to any member. It has risen to some of its possibilities. It is ready to rise to more, to serve you better. It needs your active assistance in a more substantial way. It has existed on a mere pittance. Nowhere in the world has as much been given for three dollars a year. Heretofore, nowhere in the world has as little been asked for its three dollars as was asked by the average member. There has been a growing feeling that the membership wants to pay more, wants the Association to grow with its activities, wants more for its money. I am of the opinion that there is not a single member this year who has not felt that he has made a good investment in being a member of the Michigan Hotel Association. A resolution will be offered to-day whose support we earnestly urge upon you. That resolution aims to put this Association on a substantial basis without penalizing even the smallest room membership.

The work of this Association is extending each day. The details will soon become a tax on the officers, whomsoever they be. There will not be a lack of disposition or will to do, but there are certain limitations set by their own personal business that will restrain them from doing the many things the Association will require of them. It is our thought that earnest consideration must soon be given to the employment, either on full or on part time, of someone to perform the actual duties of a secretary. There still may be the nominal secretary. The funds naturally for such purpose must be limited and the expenditure for that position should be for the stenographic work.

We recommend for the consideration of the educational committee and the entire body, the vocational training at Case Technical High School, Detroit. They have now the facilities to continue the experiment to train employees for the hotel business. The general public often is not familiar with the skill and artistry required of a large percentage of the employees of a hotel. Therefore, the effort to train people to work in hotels does not create in the minds of the possible employee, nor the average young man the desire to learn a well paid vocation, nor the will to assist in the training of the people whom neither the hotel nor the general public can be without. Let us repeat, "Civilized men cannot live without cooks." The present course in the school is open to any student who may be in your kitchen in the day time and wish to study during the daytime, or to those who can go during the daytime. It seeks to give practical food knowledge and kitchen practice to the student. We recommend that this Association commend the faculty, the Detroit Board of Education, for its foresight in assisting a business, an artistry to which all of us must bow three times a day.

I want to here commend the work of the committee who were appointed by the Grand Council of the United Commercial Travelers. Through the good offices of that committee the relation between their association and our own has been firmly cemented. I wish to say to them that their understanding of the problems of the hotel men has made it possible for them to always come before our body with problems of their Association in which we are concerned and get action from our body which always favors the traveling public. They have thoroughly convinced the Michigan Hotel Association of its obligation to the traveling public.

There will come before this Association before its adjournment a report of a committee appointed at the Saginaw meeting. This committee attended the reorganization meeting of the American Hotel Association at Cleveland in July. Certain very definite stipulations were made as to the authority, the extent to which this Association as an Association would participate in that convention. It was clearly pointed out to those accredited delegates that the final authority, the ultimate decision rested in this body, this assembled convention of the members of the Michigan Hotel Association. I believe it will be here repeat the resolution offered at our Saginaw meeting by William L. McManus, Jr.:

Whereas—A reorganization of the American Hotel Association is about to take place, whereby the state hotel associations will qualify as members in the unit with certain number of delegates; and

Whereas—The proposition to finance the American Hotel Association on a room charge of 10 cents per room will be abandoned and an amended constitution adopted; and

Resolved—That the Michigan Hotel Association agrees to participate in a meeting to re-organize the American Hotel Association under the following specific conditions, namely, to wit:

(a) The American Hotel Association will pay up all of its indebtedness and also raise sufficient moneys to satisfy all of its commitments, prior to our participation in the Association.

MR. OVERHEAD

Good morning, Mr. New-man, I rather think you'll be a little bit surprised to have this early call by me; I see you're on hand very prompt to open up your store For early morning customers who might go past your door; But I was here before you, sir, and all day yesterday, That I might see you started well, and rightly on your way; You say you do not know my face—well that is rightly said— Business ways are new to you—I'm Mr. Overhead; I've come to be a partner in your newborn enterprise, And as you didn't count on me, it may be a surprise; You've figured on your profits as you think they ought to be; I wonder did you figure out a handsome bit for me?

You'll find me quite industrious, I'm always hard at work Days and nights and holidays, I'm not inclined to shirk; Your way of doing business is none of my affair, You'll come and go as you may please, for this I have no care; I ask but this concession here, or rather say, demand That you shall lay the first of all your profit in my hand; I am exacting in my way, I want my total due, My toll I must collect in full, the rest I leave to you; I have a numerous family, it's never satisfied, I have a host of partners, too, yet it's not gratified; A variety of Taxes in my family you will find, Little ones and big ones, and every other kind; There's interest to be reckoned with, a clever sort of chap, Who never wearies on the job, and never takes a nap; There's Waste, who works continually, nor counts on regular meals, Then Little Miss Insurance comes, at regular intervals, To tell you of the fire risk and what sometimes befalls; And Burglary makes eyes at you, and says, "Look out to-night, You'd better tip me just a bit, and I will keep you right," But Mr. New-man what's the use, I'm surely here to stay The wisest plans that you have made, will not drive me away; My family must be fed, you see, and you must help along, Hungry as they may be now they're growing big and strong; And so I've come to join you here, and share the place with you, Although you may not like my ways, there's nothing else to do, I must be first in all your plans, the first your gain to share— I'll hang my hat upon this hook and take this easy chair.

F. M. Holmes.

all over the State is the one adopted at the St. Joseph meeting, seeking to have the several State tourists and development bureaus pool their efforts to advertise not merely their own particular section of the State, but to join together to do a much better job of giving publicity to the entire State of Michigan, the play ground of America. The committee is still engaged in its work. It proposes to continue its efforts to arouse the interest of not only the various bureaus, but the State itself. With the ever-growing competition of our neighboring state, of our Eastern commonwealths, even our Legislature may see that the befogged legal precedents are withholding good from the State's entire citizenry. We commend to you aggressive support of the efforts of this important committee's work.

In the last Bulletin is submitted the results of the efforts of the committee on constitution. We are presuming that you all have carefully read the articles of association and are prepared to discuss fully the provisions. In expansion of this move to draft a new constitution, we were confronted with a situation which

of the United States. This growth has been, in large measure, brought about in the last year. It is, however, the harvest of the previous active efforts of our former officers. I say this with the danger of being misunderstood. None can gainsay the results achieved by the irresponsible membership collecting activities of our secretary. Into the most difficult parts and reaches of this State he has penetrated and returned with his quarry the elusive membership application. Assisting him ever have been neighborly members and the present membership committee.

In recalling the year's activities I feel particularly called upon to make mention of the visit to Glen Lake to Petoskey to Mackinac Island. It afforded the hotel men from every part of the State a bit of recreation; it acquainted the State hotel men with one of the beauty spots of the State; it gave publicity to that section and to the Michigan Hotel Association. We seriously recommend to this body the adoption of a resolution to call a meeting at an appropriate time in the Northern Peninsula, one which will be

(b) The American Hotel Association shall outline fully the work that it proposes to undertake from the moneys that will be raised by the individual dues received from the members.

(c) That the American Hotel Association set up an estimate or budget of the expenditure for the work that it proposes to carry on with dues received from the members.

(d) That the Michigan Hotel Association proposes that the membership be not based upon rooms, but be based upon unit or individual hotel ownership, with a suggested fee ranging from \$1 to \$5 each.

(e) "That if the American Hotel Association wishes to carry on the educational work as a function of its organization, and since many members of the hotel fraternity through the United States are anxious that this work be done, and are willing to donate to having it carried out, that the expense of such educational work be paid, not from the funds of the American Hotel Association, but from the sums of money specifically donated for that purpose.

(f) "That the Michigan State Hotel Association withhold its entry into the ranks of the American Hotel Association until it has definitely learned the intentions of the following Associations to seek membership:

Ohio, New York, Pennsylvania, New Jersey, New England, South Interstate, Florida, Texas, and Northwestern Hotel Associations.

(g) That a new constitution and by-laws and program be prepared and adopted by the delegates of the National conference that is to be held in Cleveland some time in July; that the Michigan delegates appointed by the President of the Michigan Hotel Association go instructed according to the conditions set forth in this Committee's report; that the President of the Michigan Hotel Association be empowered by this resolution to appoint one delegate for each fifty members and one delegate for each fifty members or fraction thereof and one delegate at large to represent the Michigan Hotel Association, it being clearly understood that any decision, understanding, or agreement they may enter into, will be subject to approval or rejection or amendment by the Michigan Hotel Association at its annual convention to be held in Detroit, Michigan, in September, 1924.

I want to repeat that very last clause in this important resolution: "It being clearly understood that any decision, understanding, or agreement they may enter into, will be subject to the approval or rejection or amendment by the Michigan Hotel Association at its annual convention to be held in Detroit, in September, 1924.

After you have heard the report I want you to remember the following facts: The Michigan delegates, as appointed by the President, participated in the deliberations; the amended or new constitution was adopted (copy of this document appears in the last Bulletin); we are assured that the old indebtedness of the American Hotel Association has been cleared away and all old commitments have been satisfied; a full outline of the program of the work the Association intends to carry out has not been drawn up, but a statement has been given to the regional directors, of how the money to be raised will be expended; the membership fee has been brought between the limits prescribed for it is proposed that the dues will be \$4; the educational program will be carried on as work of the Association, but no funds will be available from the moneys collected for dues in the American Hotel Association; all the associations mentioned in our list whose decision we would respect have not joined the American Hotel Association; by-laws were not adopted at the Cleveland meeting, so we are not able to pass upon them. In other words, with several exceptions the proposals of the Michigan Hotel Association were put into effect at this Cleveland meeting. I deem it not amiss at this time to give deserved praise to Charles Stevenson, of the Hotel Stevenson, for his labors on this constitution.

As a member of the executive council of the American Hotel Association, I call attention to the budget submitted at a recent meeting by the Treasurer, Mr. Defenbacher:

Secretary's salary	\$10,000
Stenographer	2,700
Office expense	2,600
Office rent	2,700
Travel expense	3,000
Convention expense	500
Publicity	2,000
Attorney	2,500

Total \$30,000

The estimated revenue was calculated at \$36,000, derived as follows: 6,000 members at \$4 per member would total \$24,000; 500 sustaining members at \$25 per member would add \$12,500.

You are called upon in Michigan to pay to the American Hotel Association annually in dues for the 325 members about \$1,250. This is one of the members. I should feel remiss in my obligations to you if I should fail here to point out the value of a National organization. It is commonly assumed that the benefit of a National organization to the individual hotel men is so obvious that discussion is redundant. I disagree, for there are those who rise to question. Their view-

point is influenced, we fear, from and by the past experiences. They may not be convinced that the present organization is capable. This you must decide yourselves. The opportunity rests, however, with a National hotel organization to do many things which will be of benefit alike to small and large operators in full measure to all. Programs have been and can be readily outlined. Accepting the possible criticism which may be forthcoming I shall hazard the following as work the National association can do that will be of direct benefit to all hotels: simplification and standardization of hotel laws of all states in the Union, particularly laws respecting liability of every kind; a research study of the various kinds of insurance, their rates and ratings, getting the benefit of unified action Nationally; development of mutual compensation insurance; standardization of accounting; encouragement of vocational training, so that intelligent employees may be trained for the small as well as the large hotel; adoption of a code of ethics. These occur to us now, and I am sure that serious investigation by the executive council can evolve countless other ways in which such an association can be of real worth and benefit. I recommend to you an open mind in this discussion. Let not any preconceived notion decide for you. You undoubtedly can find many shortcomings in the present set-up, much that can be justly criticized. Let us bring all of our arguments forth and reach a decision which will benefit the Michigan Hotel Association.

In closing this report, I wish to make this my formal acknowledgment of the many courtesies, the many kindnesses shown me personally everywhere in the State by the hotel men. I have come to feel that I am on very friendly terms with all of you and I appreciate the reciprocity of that sentiment. I want to thank the several committees for their interest, their labors, their assistance. Without them this year would have been a failure. Whatever has been accomplished this year has been due to the rejuvenated spirit of the entire membership.

Hosiery Trade Holding Its Own.

Although primary hosiery lines have been somewhat quieter this week, it is noticeable that the gradual improvement in business noted during the month continues. The recent rapid rise in raw cotton has been spoken of as an adverse factor, but the general opinion among sellers here is that the increase in the raw material has not caused as much trouble as such increases usually do. The advances last week did serve, however, to check a few downward revisions in cotton hosiery and, according to the current news letter of the National Association of hosiery and underwear manufacturers, it is reported that the lower prices have been revised upward to the old level. Production varies considerably. In the South some mills making low-end cotton hosiery have put on a night shift. In the Pennsylvania district it is understood that certain mills are producing at the peak, while others are still idle.

Enlarging Artificial Silk Use.

A considerably enlarged use of artificial silk may eventually come, from the study of the waste in the manufacture of the fiber product known as "bobbin waste." Foreign producers of artificial silk have given more attention to this matter than have the American makers, but steps are being taken which are expected in time to have important practical results. Three specific items are already mentioned as being made of this waste. Artificial straw is one. Experiments made show that this straw may be made in strands of any requisite length instead of the short ones used now. Artificial "wool" that may be carded and woven is another. "Horsehair" is the third, with many uses for automobile cushions, bed mattresses, etc. Use of artificial silk itself in industry and the arts is making rapid headway.

Michigan Shoe Dealers Mutual Fire Insurance Co.

□□

**Organized for Service,
Not for Profit**

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

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For Information, Write to

L. H. BAKER, Secretary-Treasurer

LANSING,

MICHIGAN

The Mill Mutuals

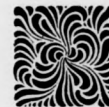
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STRENGTH

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REPRESENTING THE

MICHIGAN MILLERS MUTUAL FIRE INSURANCE CO.

AND ASSOCIATED COMPANIES

Combined Assets of Group \$30,215,678.02

20% TO 40% SAVINGS MADE IN 1923

Fire Insurance—All Branches

TORNADO - AUTOMOBILE - PLATE GLASS



Michigan Retail Dry Goods Association.
 President—J. B. Sperry, Port Huron.
 First Vice-President—Geo. T. Bullen, Albion.
 Second Vice-President—H. G. Wesener, Saginaw.
 Secretary-Treasurer—H. J. Mulrine, Battle Creek.
 Manager—Jason E. Hammond, Lansing.

Will Not Buy German Toys.

Despite the fact that the war has been over for nearly six years, there is still a marked aversion on the part of many parents to buying German toys for their children. Several instances showing this to be so are cited by a prominent local toy man. One of them concerned a handsome doll of German make. This doll, it is said by the man in question, was first offered at retail at \$5, which was a fair price to ask. It failed to sell, however, and the price was reduced several times. The present ticket on it reads \$1.69, yet it appears to be as far from selling as ever. In another instance an indignant mother returned a toy automobile she had bought for her young son when she discovered a "Made in Germany" mark on it. Instances of this kind, multiplied many times throughout the country, the toy man said, are responsible for the damage that has been done the German industry.

Should Show Tunics With Slips.

That tunic blouses are sold to the best advantage and in the largest number when shown with slips, instead of being sold from boxes like ordinary blouses, is the finding of an investigation that has been made by the United Waist League of America. It was also found that, in the blouse sections of department stores and specialty shops, the cases used for the shorter blouses cannot be used for displaying tunics. Neither can tunics be shown to advantage when they are tried on prospective customers over pleated skirts or the skirts of two-piece suits. They must be shown with slips to be appreciated. It was also found that the best results are obtained when the tunics are displayed with slips that eliminate fullness, for the tunic's silhouette depends on the absence of bulkiness in the undergarment. The newest slips have been designed and cut with this end in view.

Toy Buyers Starting In.

With October here, toy buyers, especially for a number of the larger stores, are showing signs of doing the purchasing of this merchandise that they usually do earlier in the year. The delay is attributed not only to the hope that prices might come down on several lines of goods if a sufficient volume of orders are held back, but also to the orders which many buyers are said to have received from the mer-

chandise men to go into the new year with the smallest possible carry-over from their holiday stocks. It is further said that, aside from mechanical toys and wheel goods, there is still a good deal of merchandise to be bought if normal consuming needs are to be supplied. The smaller buyers, most of whom work through the jobbers, are said to be better covered, their needs considered, than their larger competitors.

The Small Hats Did Damage.

Considerable loss to retailers through refunds for the damage done by small hats of the cloche variety to fur collars on fabric coats is complained of in the current bulletin of the Retail Millinery Association of America by one of the merchants who was thus injured financially. He tells how many of his customers returned the coats from two to three months after their purchase with the fur collars badly worn and demanded some kind of settlement. "We found in every instance where goods were returned for that reason," he goes on, "that the damage was caused by the style of the hat the woman was wearing. Most of the hats were cloches or close-fitting mushrooms with a sharp edge. The edge of the brim in the back would nestle in the fur and with the movement of the head would cause a friction that destroyed the pelt of the fur."

Shoe Men Are Doing Business.

Not for some time has the shoe industry as a whole been better engaged than it is at present. The percentage of active machinery is larger than for a long while, and although there are few indications that retailers are looking very far into the future in placing their orders, reports from various quarters of the trade say that more business is coming in at present than at this time in 1923. Only in the women's end of the business are buyers acting with the marked caution that has characterized their activities for the last several seasons, but this hesitancy is attributed less to a lack of consumer demand than to an unwillingness to operate more freely than is required while the style situation continues as it is. One bad guess as to style eats up the profits of several good ones, which is the reason for most of the caution that is now shown.

Will Feature Custom Effects.

Custom effects are a feature of the leading Spring lines of the better grade footwear for men, although the brogue type of shoe is by no means abandoned. Wing tips on custom lasts, closer edges on soles, and lighter shades of tan in shoes of that hue are among the other features. A wider use of smooth leathers and a restric-

tion in the employment of Scotch grain effects are also seen. The whole trend is toward a lighter, neater effect and this is seen even in the trimmings. Noticeable in the latter is the increased use of stitching and of smaller perforations in trimmings of that type. The use of the lighter tan leathers by the manufacturers is expected to increase the sale of black shoes for evening wear. The same style features are seen in black shoes as in tan.

Has All-Year-Around Toy.

One of the well-known manufacturers of that class of toys which is known as "wheel goods" has put upon the market a novelty in the form of three toys in one. It combines an "express" wagon, a coaster and a sled, and is thus available for use all the year around. To change the toy from a wagon to a coaster all that has to be done is remove the sides that form the "box" and remove the handle. To turn the coaster into a sled it is only necessary to take off the wheels, as the runners are permanently attached. For use with the toy as a sled is supplied a short runner and a short handle for working it. This runner, which is placed at the front of the sled between the big runners, is used as a steering device.

Scarf and Shawl Vogue Is Strong.

A nice business is being done in scarfs and shawls, their vogue, if anything, being stronger at the moment than in the recent past. The scarf demand is larger than that for shawls, owing to the higher price ranges of the latter. Tailored effects predominate in the scarfs. Some are being brought out in tricot or milanese effects in all silk or "rayon." Combination colors are stressed. Both scarfs and shawls are fringed, this decoration extending to eighteen inches in the case of the latter. Tricot and milanese effects are also worked out in the shawls, while for evening wear non-crushable and non-tarnishable metal fabrics are used. In many cases the grounds of the shawls are of velvet brocade.

Wrap-Around Sport Skirts Lead.

The wrap-around style of separate skirt continues to lead in the Fall lines of these garments. There is a fair showing of circular models, but the main trend of buyers' interest is in the sports type. As a consequence, fabrics such as chevots and other rough weaves dominate, with no featuring of pleats or other details of the dressier garment. In patterns, plaids in a considerable variety of colors lead. Wholesalers consider the season so far as satisfactory, although it has not yet reached the degree of activity which is usual at this time.

Are Allotting Women's Fabrics.

Allotting of orders for women's wear Spring fabrics is now being done by the American Woollen Company. In worsteds the company has sold up its production, although the lines are still technically open. Prices of these cloths, to the surprise of some in the trade, have not been advanced along with the men's wear worsteds. It is still expected, however, that they will be advanced later on.

When You Sell Our Line of Popular Priced Trimmed Hats

You are offering your customers big values for their money, and still maintaining a good margin of profit.

You are increasing your store prestige and gaining that mouth to mouth advertising which a store enjoys when it satisfies its customers.

Let us convince you. Write for an assortment.

CORL-KNOTT COMPANY

Grand Rapids, Mich.

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. 62280 or 63081

National Detective Bureau

Headquarters
 333-4-5 Houseman Bldg.

Feature a New Line of Madras Cloths for the Pre-Holiday Trade

32 in. x 36 in. Woven & Silk Striped Madras Can be retailed from 25c to \$1.00 yard.

We invite you to come and inspect, or to write for samples.



PAUL STEKETEE & SONS
 Wholesale Dry Goods
 Grand Rapids Michigan

When a Friend Trades Across the Way.

Do you boys want to know whom I pity most of all the business boys in this world? (Before I tell you, let me say that I pity a lot of 'em. I pity the poor bird with a bossy wife that won't stay out of his store. I pity the one that ain't got sand enough to stand up to his customers and tell 'em what's what. I pity the one that—oh, well, what's the use? Getting around the way I do, I see a lot of 'em that make me feel sort of motherly, if you get me—make me want to take 'em on my lap, and tell 'em a thing or two. Some I'd lay face down, too—take it from me!

But I started out to say something. I started out to say that the bird I pity most is the poor fat-head that can't see that I can be his friend and still buy from his competitor.

D'yer get what I mean? I knew quite a bunch of them fellows in our business—one in particular. My gosh, but he's as touchy as a fat man with boils. He expects his friends to give him their trade and to give it all to him all the time. Let any of 'em so much as step into another store for a 10 cent loaf of bread, and he's on his hind legs and treats 'em cool the next time he meets 'em on the street.

Why, this bird even got het up one day because, when he was out of something, one of his friends went to another store to get it! Can you beat that? He went to his friend's store first—gave him the first chance—and went somewhere else only because he had to get what he wanted.

D'ye know, this bird was sore even at that? Said he ought to have took something else.

"That's my idea of friendship in business," he said to me when he told me about it. "I'd have done that for him."

Well, mebbe he would and mebbe he wouldn't. This friend's in the harness business. Maybe, if he'd gone there for a bridle, he'd have took a hoss collar instead. Mebbe—and then again, mebbe not.

"If a man says he's my friend and then goes somewhere else to buy his goods, I know he's lying to me," he said to me. "He isn't any friend of mine. If he was, he'd stand by me."

"My gosh!" I says, "did you ever hear of one lawyer that had all the people's law business or a doctor that everybody in the place went to? Why, I've got lots of friends in the trade who don't buy goods off of me. Of course, they're foolish and short sighted and all that, and I'm a-working night and day to make 'em see it, but, gee whiz, I don't look on 'em as stabbing me in the back. I'd look fine saying I wouldn't speak to 'em—what chance would I have to sell 'em anything at all if I did that?"

My wife come in hopping mad the other day, because Mr. Denscher, where we get our groceries, had seen her coming out of a chain store with a box of little cakes that the chain store had made a drive on, and had called her down for it when she went into his store, later! Can you beat that for a way to get trade?

"Denscher asked 8 cents for those cakes and I got them at the chain

store for 5," she said. "Still, he thought I ought to have gotten them from him. I told him, as I paid cash, I'd go wherever I pleased and it wasn't any of his business. Why, he was real disagreeable about it! I don't think I'll go in their again. The idea of such thing!"

You know, the man that's spending his own coin is apt to feel it's up to him to say where he'll spend it. You can bet your neck on this, too—if my brother's got a bum store, or I don't like his stuff or something else Brother Joe ain't going to see me in his place. It's up to him to "sell" his place to me—d'yer get that?—and, if he can't do that, somebody else will. Thassall there is to it, boys.

Substitution of Goods.

With the increasing tendency on the part of retailers to buy from hand to mouth there is reported an added tendency on the part of some wholesalers to substitute in case the merchandise ordered is not contained in the stocks of the manufacturers. This tendency is apparently not due to any desire on the part of the manufacturer to "put something over" on the retailer, or to take any undue advantage of him because he is not on the ground. Rather, it is the natural sequence of the immediate delivery demands of the latter.

There is evidence that substituting on the part of the manufacturer is augmented this season by the combination of the retailers' demands for immediate delivery and the coincident rise in prices of most materials. It is a rather unfortunate situation, which gives rise to natural tendencies of human nature to protection of self. This does not warrant a violation of business ethics any more than a change of weather gives license to a retailer to return goods or cancel an order, but it is one of the evils which is difficult to overcome. The Associated Dress Industries of America, however, is endeavoring to impress upon its members that, by adhering to a decent code of ethics and establishing themselves upon a basis of business operation beyond question or criticism, the manufacturers will build up a degree of confidence which will invite the retailer to do business with them.

The attention of the Association has been called by retailers to the fact that some manufacturers have been substituting, and in concrete cases it is endeavoring to learn the nature of the substitutions. Where substitution has been deliberate and merely for the purpose of covering the manufacturer because he had to pay higher prices for his goods, or where a substitution could have been avoided, the recommendation is made that he give the retailer the option of returning the dresses, which are to be replaced by those ordered at the quoted price, or of accepting a reasonable allowance on the substituted garments.

In justice to the manufacturers it must be said that some substitutions are made by them in a sincere belief that they are helping retailers who may need merchandise for immediate use. Cases of this kind, sometimes authorized by the retailer, are frequent. Sometimes a manufacturer is short of sizes or colors ordered and he uses his best judgment in substituting other

sizes and colors. In most instances he renders a service to his customer, but it is the abuse of the privilege accorded to by the retailer which makes substitution of any kind a rather dangerous practice.

Wool, Fabrics and Clothing.

Wool markets abroad as well as here continue to show firmness as well as a fair amount of trading. At the London auction sales there was some tapering off in the demand, and the peak prices first obtained were not sustained. Something similar appears to be the case in Australia, though recessions in both instances were not enough to bring prices down to American levels. So far as reported, not a great deal of purchasing has been recently done by buyers from this country. The warehoused stocks of foreign wool here are getting to low levels and are mostly of the combing variety. Operations of mills in August were much below those for the corresponding month last year. The consumption of wool in August in the mills reporting to the Department of Commerce amounted to 40,063,717 pounds, grease equivalent, as compared with 48,232,955 pounds in August, 1923. September's showing promises to be better because of the increased activity of the mills on Spring fabrics. As to the latter, the most remarkable of the incidents during the past week are the price increases on worsteds as well as woolens and the withdrawal of lines by the American Woolen Company. These are taken to indicate a gratifying amount of orders received. Opening of women's Spring lines by the Forstmann & Huffmann Company is slated for to-morrow, and similar showings will trail along for a week

or so longer. Orders for men's clothing for Spring are being received, although the bulk of the business will not be placed until later on.

Foresight.

Young married man to wife at state fair, "Here, dear, give me the lunch basket. We might get separated in the crowd."

NEW ISSUE:

\$10,000,000

Public Service Co.

OF COLORADO

First Mortgage and Refunding

5½% GOLD BONDS

Due September 1, 1954

Approximately 87% of Net Earnings were derived from the sale of electric current for light and power during the twelve month period ended June 30, 1924.

Present net earnings are over 2½ times interest requirements on mortgage indebtedness.

We recommend these First Mortgage Bonds.

Write, or call us for details.

Price 93 Yielding over 6%.

HOWE, SNOW & BERTLES INC.

Investment Securities

GRAND RAPIDS

New York Chicago Detroit

Stamped Goods

Now is the time to fill in on your stamped goods, embroidery threads, and crochet cottons.

Our stamped goods line is very complete in open stock as well as special assortments.

We call your attention to the Special Richardson and a "Diamond" linen assortment consisting only of items for which there is a ready sale.

Ask our salesmen to show you samples or send us your mail orders.

GRAND RAPIDS DRY GOODS CO.

Wholesale Only

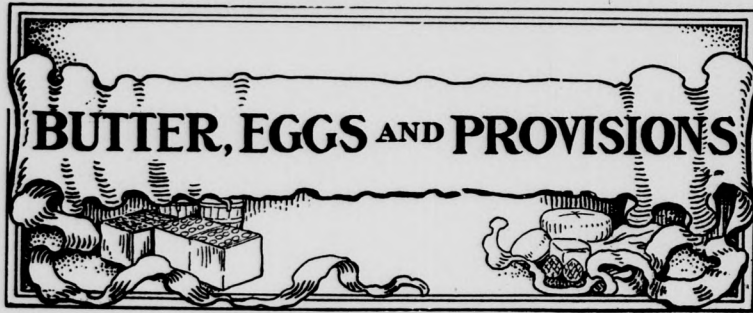


Something New and proving popular—designed to give the user "the most good writing paper for his money."

Parchment Bond
The Universal Writing Paper
for the Home-School-Office

Container-wrapper holds shape and keeps paper clean to the last sheet. Meets a very definite need among business and professional writers. If your dealer can't supply you, just pin a dollar Bill to your letter for 5 lb. pack to Dept. B.

Kalamazoo Vegetable Parchment Co.
Kalamazoo, Mich.



To Stimulate Butter Consumption.

The situation of the butter industry, with a storage reserve so greatly in excess of any previous record as to have depressed values to a point of heavy losses and to threaten disaster and serious curtailment of the industry, has turned greater attention to the necessity of increasing consumption by means other than the mere force of prices low enough to induce an adequate outlet under the present attitude of consumers. Advertising campaigns, designed to educate consumers to a higher conception of the value of butter as a food and thereby to stimulate greater demand at any given price level are the only means to this end. Indiana Manufacturers of Dairy Products to increase, by a small levy upon the amount of butter manufactured by each creamery man, the support of the National Dairy Council in the very efficient educational publicity campaign conducted by that organization. Also an account is given of the formation in Chicago of the National Butter Producers' Educational Committee, to conduct an advertising campaign through the daily press to the extent made possible by the contributions received and which are being solicited from the butter industry in all parts of the country.

These efforts to stimulate a larger consumption of butter, if adequately supported, will doubtless be effective. Educational advertising is a great force and it can easily be appreciated that a very trifling increase in per capita consumption would absorb the present surplus of reserve in a comparatively short time. An extra pound apiece used by half our population, even if spread over a period of three or four months, would suffice to take care of the situation.

Of course the butter will ultimately be consumed anyway at some level of prices. But it would be unfortunate that the price of butterfat to the dairymen should fall so low as to curtail the industry; and those who own the present reserve stocks would doubtless find the cost of an effective campaign of educational advertising far less than the losses that would be incurred by a level of prices that would force a clearance without it.

The Review believes these movements are worthy of the liberal support of the whole industry. As to the means to be employed there is room for consideration. Two years ago when egg production had increased to a point resulting in then unprecedented accumulations, newspaper advertising was supplemented very effectively by the Publicity Committee of the New York Mercantile Exchange to enlist the active co-operation of governmental departments concerned with agri-

cultural development, and of managers of household and home welfare departments of the public press. The interest of governmental departments was attracted by the fact that only by increasing the demand for the product could its production on so great a scale be profitably continued. That of home department writers was gained on the ground of economy and food value. The butter campaign can be backed by similar facts in both directions; they are already, and have for several years, in respect to the arguments dealing with wholesomeness, economy and food value, been the foundation of the campaign conducted by the National Dairy Council.

If these efforts are continued and extended and backed by a liberal campaign of straight newspaper and magazine advertising there is little doubt that the butter situation can be saved or at least greatly improved, and if all concerned give support in funds and effort the cost would not be great to each.—N. Y. Produce Review.

Pound Cheese Cartons.

The Northern Wisconsin Cheese Manufacturing Co. is putting up American cheese in one pound cartons. The cheese is pressed into the cartons immediately after coming from the factory.

The machines used in the packing process are novel and interesting. Briefly, the machine is equipped with steel plates, electrically heated to a specified temperature, and so arranged that when operated they converge to a square, or oblong form, entirely encompassing the block of cheese. Before being placed on the blocks, the cheese is wrapped in a fine quality of tin foil, and when the heat and pressure of the electric plates is applied, an amount of fat is drawn from the cheese to the interior of the tin foil wrapping. This fatty substance coagulates quickly, and the effect is to hermetically seal the one-pound block of fresh cheese.

The package is then placed in the paper carton, much the shape and size of a creamery butter container, and is ready for the consumer.

Mushroom Growing Concentrated.

Eighty-five per cent. of the mushrooms grown commercially in the United States are produced in Pennsylvania. The remaining 15 per cent. a bulletin issued by the Department of Agriculture shows, is produced mostly in Ohio, Minnesota, New York, Illinois, Michigan and Missouri. Pennsylvania grown mushrooms are marketed in all the large cities of the Northern States and as far West as Minnesota, with shipments to the Southern States reported on the increase. The State's

M. J. DARK & SONS

GRAND RAPIDS, MICH.

Receivers and Shippers of All

Seasonable Fruits and Vegetables

FLOUR

The proof of a flour is in the re-sales. Any Grocer who stocks RED STAR will soon find its volume creeping up on his other brands. Finally it will absorb his whole flour trade.

QUALITY

JUDSON GROCER COMPANY

DISTRIBUTORS

GRAND RAPIDS, MICHIGAN

Headquarters for CALIFORNIA TOKAY GRAPES

Extra Fancy
ELBERTA PEACHES

KENT STORAGE COMPANY
GRAND RAPIDS ~ LANSING ~ BATTLE CREEK
Wholesale Grocers
General Warehousing and Distributing

mushroom "banks" are centered chiefly in the lower half of Chester county and at West Winfield, Butler county, with a few growers in Bucks, Montgomery, Delaware, Lawrence and Lancaster counties. A small crop, which finds its way to the Pittsburg curb market, is grown in Allegheny county. "The industry has probably not developed according to climatic conditions, but rather in localities having good railroad facilities," the bulletin asserted.

Hog Prices in Germany.

German hog prices rising, receipts steady. Hog prices in Germany have been advancing rapidly, according to reports from the Berlin office of the United States Department of Agriculture. Hogs of 220-265 pounds weight averaged \$17.67 per hundred at Berlin for the week ending Sept. 10, as compared with \$16.37 for the corresponding week of August. Weekly receipts were at about the level maintained for the past two months. Lard prices at Hamburg were steady at around \$16.50 per hundred pounds, the average for the week ending Sept. 20 being \$16.56, as compared with \$16.68 the previous week and \$16.22 for the corresponding week in August. Margarine prices were unchanged.

Canada Enters Mexican Salmon Market.

The quantity of canned salmon consumed on the West coast of Mexico has been negligible, but has picked up considerably of late and shows Canada supplying about 85 per cent. of the product, as against 15 per cent. from the United States. About 2,500 cases were imported into Mazatlan during the months of June and July, 1924, the American Consul at that port informs the Department of Commerce. Only the cheapest grades of chum salmon are imported, and it is stated that no red salmon is being sold. The lowered prices have helped create a demand for the product among the middle and poorer classes, by whom canned foods are considered luxuries.

Grape Diet Being Used To Cure Ailments.

The "grape cure" is now at its height in the vineyards in the Rhineland, and in Baden and Bavaria. Thousands of persons in these regions are living exclusively on a grape diet in an effort to cure digestive troubles, rheumatism, gout and other maladies brought on by high living. "Back to nature" methods are being resorted to in the more radical sanitariums, where the patients are required to go barefoot into the vineyards while the dew still is on the grass and pick their own grapes on the rocky hillsides.

Avoid This.

There was in dress-goods a salesman who used as a clincher the argument: "It just suits your style."

He was so successful with this somewhat ambiguous phrase that he grew careless and finally met his Waterloo. That was the day he tried to sell polka-dot to a freckle-faced girl.

It isn't always true, but usually the canary pinch hits in a home the stork has neglected.

SUCCESSFUL SALESMEN.

P. F. Walsh, Manager Worden's Coffee Department.

Phillip Frank Walsh was born in Chicago July 30, 1892. His antecedents were Irish-American on both sides. He graduated from the Crane high school on the regular literary course and subsequently took a special course in French at the Chicago Preparatory College. At that time his father was engaged in the jobbing of coffee to the restaurant trade under the style of the Continental Distributing Co. and he joined forces with his father, with whom he remained ten years. On the declaration of war against the kaiser he enlisted at the Great Lakes Naval Station and was engaged for a year in the special investigating service of the Navy Department. He then took the management of the tea, coffee and spice department of the wholesale grocery house of Grossfeld & Roe Co. Five years later he resigned to take charge of the tea, coffee, spice and extract department of the Gould, Wells & Blackburn Co., wholesale grocers at Madison, Wis. He remained with this house one year, retiring from that connection Oct. 1 to take the management of the coffee department of the Worden Grocer Company, which he confidently expects to expand and amplify, introducing several new features in the selling line which have never failed to invoke a generous response from the retail trade.

Mr. Walsh was married Sept. 18, 1920, to Miss Blanche Parent, of Chicago. A two year old daughter completes the family circle.

Mr. Walsh owns up to but one hobby, which is bowling. He attributes his success to hard work and keeping everlastingly on the job.

Mr. Walsh possesses a happy personality, which ensures him a hearty welcome at the hands of the trade and which enables him to gain and retain the confidence and friendship of his customers.

No Man Is Rich—

Who has not learned the art of being contented.

Who sells out his friends to make profits.

Who has lost the power to appreciate the beautiful.

Who is always trying to get "just a little bit more."

Who has not made friends with a few great ideas.

Who has not kept the heart of a little child.

Whose family has been debauched by his wealth.

Being a good salesman is something more than selling the goods. It is making customers glad they bought.

You may not be to blame for being mediocre, but you are to blame if you put forth only mediocre effort.



SELLS ON MERIT

Fiegler's

Chocolates

Package Goods of
Paramount Quality
and
Artistic Design

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

THERE IS MONEY
FOR YOU IN

Straub

5c. and 10c. Bars.

TRY
HI-NEE ----- 10c
OH BIL! ----- 5c
CHOC LOGS ----- 5c

STRAUB CANDY COMPANY
Traverse City, Mich.
407 North Hamilton St., Saginaw, W.S.

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.

NUCOA

"The Wholesome Spread for Bread"

"THE ORIGINAL"

QUALITY

NOT
PREMIUMS
SELLS

NUCOA

I. VAN WESTENBRUGGE

Muskegon-Grand Rapids-Holland

Fall Produce now in Season

Eatmor Cranberries
New York Elberta Peaches
Red Crescent Sweet Potatoes
Yellow Kid Bananas

Send your order in to-day
The VINKEMULDER CO.
GRAND RAPIDS, MICHIGAN



Michigan Retail Hardware Association.
 President—A. J. Rankin, Shelby.
 Vice President—Scott Kendrick, Flint.
 Secretary—A. J. Scott, Marine City.
 Treasurer—William Moore, Detroit.

Suggestions For the Hardware Dealer in October.

Written for the Tradesman.

To put the last thing first, the hardware dealer this month should be laying his final plans for capturing a goodly share of the Christmas trade.

With a good many dealers, the Thanksgiving holiday at the end of November marks the opening of the Christmas selling season. True, it is not until a couple of weeks later that Christmas trade shows any appreciable development. But it is the part of the good business man to always look a long way ahead and to plan a long time in advance; and never to wait for the public to start buying before he starts selling.

Thus, the forehanded hardware dealer will, some time in October, start to lay plans for his Christmas campaign; in order that the preparatory work may be done in plenty of time.

Meanwhile, fall trade will be coming along nicely. It can be stimulated in many ways; and the hardware dealer should by all means encourage this trade to come out. One of the most effective means of interesting buyers in seasonable goods is a series of timely and attractive window displays.

Some years ago a city merchant put the window display proposition in a nutshell in these words:

"I am paying \$140 a month store rent—of that \$40 is for the store and \$100 is for the window."

In other words, the same amount of store accommodation could be got in a less favorable location for \$40. The \$100 extra was paid for the opportunity to appeal through the window display to the passing crowds.

Just because the show window is worth a lot of money to the dealer who has the genius to utilize it properly, is the very reason the hardware dealer should set himself to make his window displays bring him the biggest possible returns. It may take hours of a clerk's time to put together an effective display; but the cost in this respect is, in the aggregate, very small, compared with what the window is costing right along in rent.

There are plenty of seasonable displays that can be staged this month. For instance, right now a good many householders are rearranging stoves and setting up pipes that have been stored away since last spring. Such householders will be interested in a display of stove polish, pipe enamel, aluminum paint for pipes, small brushes, and similar accessories. An effective

item to feature is a length or two of old pipe, only part of it re-finished and the rest left rusty and dirty. The contrast will attract instant attention. A display of this sort should include an assortment of moderate priced brushes with price cards.

Fall housecleaning is also in full swing this month. This gives you a chance to put on another good display. Indeed, fall housecleaning should be good for two or three displays. You can include such items as curtain-stretchers, step-ladders, dustless mops, brushes, vacuum cleaners, carpet sweepers, wool and feather dusters, brooms, tubs, pails, scrubbing brushes, polishes—in fact, there is infinite variety for the window trimmer to draw from.

The stove department will demand considerable window display this month. Now is an excellent time to push heating goods, and to make a dead set on the stove prospects who hung fire last month. Give the stoves a decent chance to sell themselves. Don't let them remain hidden away at the back of the store. Either bring them to the front or send the customers back to look them over; and in any event, give them every square inch of floor space you can spare. A crowded stove department operates under a handicap.

A range display should emphasize good and efficient cooking; a heater display should stress cozy warmth on winter nights. Here is a pretty fair heater display:

Along the top of the window hang some lanterns on wire—stove pipe wire will serve, since it does not show very much. If the window has one large pane extending to the top or ceiling, a wire should hang from the center of the ceiling to within five or six feet of the bottom of the window. From this another wire should slant to right and left, facing the window, to within 3 feet of the window floor. Then, starting in the center, suspend lanterns by short lengths of wire about 12 inches apart, twisting the wire several times to prevent slipping. Fill the bottom of the window with stove boards arranged in a semi-circle; and in the center set up a large heater far enough back so that when two lengths of pipe are set up and an elbow attached the collar it will look as though there were a flue in the window. If you can arrange it, have a large pasteboard or dummy figure of a farmer in his short-sleeves sitting on a lantern box. Place him directly behind the big heater. The coat off will suggest in a realistic way the heat emanating from the stove. Fasten to his outstretched hand a small oil heater. Then place the smaller heating stoves around the

Foster, Stevens & Co.

WHOLESALE HARDWARE



157-159 Monroe Ave. - 151-161 Louis Ave., N. W.
 GRAND - RAPIDS - MICHIGAN

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GRAND RAPIDS, MICH.

Wholesalers of Shelf Hardware,
 Sporting Goods and
 FISHING TACKLE



KEEP THE COLD, SOOT AND DUST OUT

Install "AMERICAN WINDUSTITE" all-metal Weather Strips and save on your coal bills, make your house-cleaning easier, get more comfort from your heating plant and protect your furnishings and draperies from the outside dirt, soot and dust. Storm-proof, Dirt-proof, Leak-proof, Rattle-proof.

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Mirrors—Art Glass—Dresser Tops—Automobile
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All kinds of Glass for Building Purposes
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A SIZE AND STYLE To Fit Your Business

SALES SERVICE
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TAKING INVENTORY

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



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, Ohio

semicircle. In the spaces formed by the circle place a small oven for a base and on this a large oil stove. Fill in the space in front of the stoves with flue stops, collars, dampers and elbows. Place joints of different sized pipe at each side. Then, with the addition of price cards, you have a window display that will bring results.

If the window is not big enough to accommodate all these items, the display can be made smaller. Stove displays should never be overcrowded. Be sure to use attractive display cards wherever possible to emphasize the selling points of the stoves on display.

It is worth while featuring oil heaters. Emphasize the idea of using the heater for "that cold, far-off room—every house has one room like that" on exceptionally cold winter days. Quite a few oil heaters—or, where there is current, electric foot warmers—can be sold to supplement the regular heating.

Here is a point worth remembering. Too many dealers neglect or overlook the possibilities in stove accessories.

It is safe to say that there is hardly a home in even the most progressive community which does not need some article or articles to make the heating system more efficient. It may be a coal shovel, a coal hod, an ash sifter, ash can, stove lining, package of fire clay, stove board, flue stopper, collar, or some one of a score of saleable articles. These can be sold if you will display and push them.

A very seasonable display can be contrived of lanterns, lamps, burners, wicks, etc. Particularly in country homes, the dark evenings coming on create an added demand for these lines. More than that, every city home should have at least one kerosene lamp or set of candles and candlesticks as a provision against those occasional contingencies when the electric current goes off.

In connection with a display of this sort, use show cards to point out any special features of the lanterns displayed. Such features would include the size of the oil tank, extinguishing device, brass bowl, style of burner, consumption of oil, time of burning with one filling, and so forth. A window display is doubly articulate if helped out with neat and attractive show cards.

For fall and winter, alarm clocks are also timely. It is hard to get up on dark mornings. While the alarm clock is supposed to be primarily a prerequisite of the jewelry business, there is no reason why hardware dealers should not handle them effectively. Many hardware dealers do. Attractive window displays are a great help in selling alarm clocks; and the possibilities awaiting the window dresser in the way of devising "dummy sleepers" are immense.

Autumn and harvest accessories—such as autumn leaves, corn stalks, pumpkins, etc.—can often be worked into displays at this season; and will add a great deal to their effectiveness. It takes very little extra work to weave them into the general design of any October display; and they help to emphasize the seasonable nature of the articles shown.

Victor Lauriston.

Teach Salesmen To Be Their Own Sales Managers.

One very rainy day I was closeted with the sales manager of a large mill supply house located in a Middle Western city. The sales manager, whom I will call Bill Armour, having finished what little business he had with me, entertained me until train time by discussing some of his methods of handling salesmen.

Armour's company carried an enormous and widely diversified line. I had frequently wondered how he could get volume on the leaders and still keep his salesmen sufficiently interested to get representative distribution.

"A year ago," he said, "six months after I took over this job, I called the first real meeting of the salesmen. From the salesmen's viewpoint, it started off to be one of the best meetings ever held. Not a man there but was full of pep, convinced that he was doing good work and satisfied because he was making money."

"It had been a good year, business had been steadily improving, and orders were coming in like waves rolling up on the beach at Waikiki."

"But I did not let this feeling of pardonable conceit last long. I had been analyzing conditions according to ideas of my own and I knew what was what. The first man I hit was Hulbert. His sales of rubber belting had been higher than those of any other salesman. But when I told him sweetly but forcibly that 90 per cent. of his sales of rubber belting had been made to three customers it took the wind out of his sails. I had a little chart to prove it and impress it upon his mind."

"Fredericks was the top man on metallic packing. But when I showed him the towns of Libertyville, Middletown, Franklin, and Jackson Corners, all rich in industrial plants, yet in none of which had he sold a nickel's worth, he became thoughtful."

"You see, these men were all doing a good business and were 'in the black' both for the company as well as themselves, and at times it is difficult to make much impression on men who are pretty well satisfied with themselves."

"However," he went on, "as I told you before, I had the figures, and when they were presented to the men, the facts got under the skin."

"We went along like that for the whole day, and every time one of the commodities in our line was mentioned all of the boys, whether their sales were near the bottom or the top, saw instantly when the figures were shown to them that they had a lot of weak spots in their territories."

"An entirely different slant was given to problems which had not been considered before or were thought to be so obvious that they had been forgotten. And there are a lot of little puzzles in this business that fall under one or the other classification."

"Two days after this meeting two orders came in that should have honorable mention. The first was from Hulbert for a roll of rubber belting, sold to a company with which he had never before associated the need. The second was for \$250 worth of metallic packing from Fredericks, sold to a manufacturing plant in Middletown."

"Yes," he said as he caught me looking at my watch, "it is about train time, but I want to tell you one thing more before you go."

"Don't manage your salesmen; show them how to manage themselves. And above all, if it's humanly possible, show them how to think for themselves. Why, at the last meeting we had a few days ago those men spent the whole day sales-managing me—and I liked it."

"And by the way, their sales for the last six months show a 50 per cent. increase over the same period last year, which is not so bad. But what is even more important, distribution on all our merchandise was over 60 per cent. more than it ever was before. What do you think of that?"

Roland D. Doane.

Fancy Feather Men Are Busy.

Manufacturers of fancy feathers in this market are so busy at present trying to fill orders calling for aigrettes, pompons and brushes that in many instances they are unable to give more than partial deliveries. The use of the feather fancy, which takes the plainness away from whatever shape it is placed upon, is given credit for the tendency of the consumer buying generally to favor "dressy" hats. Some of the smart trimmings for the later season are novelties that resemble fur. Just at present several novel fabrics are seen here that are dyed to simulate snake or leopard skins. Trimmings that droop off the brim and hang down to the shoulders are also offered in the local millinery market.

Offers a New Combination Doll.

A novel doll is being offered by a wholesaler that is of a new two-in-one nature. On one side is golden-haired Helen and on the other is chocolate-colored Maria, giving rise to its name, the favorite expression of the Republican candidate for the Vice-Presidency. The body of the doll is of sanitary oilcloth stuffed with cotton. The frocks of Helen and Maria differ

from each other, which adds to the feeling on the part of the child that she has two dolls and not one. An added feature is a strap at the top of the head, which permits the doll to be carried about on the arm. The doll stands seventeen inches high. It is priced at \$7.50 per dozen, wholesale.

The psychology of the crowd generally is the psychology of the hounds pursuing the rabbit.



"Reduce the Nation's ASH Heap"

FIRE PREVENTION WEEK

Oct. 5th to 11th 1924

President Coolidge Endorses Fire Prevention Week.

Letter to the National Fire Protection Association, July 29, 1924.

To give cordial endorsement to the National Fire Prevention Campaign seems to me a duty and I gladly discharge it. With the loss of life amounting to thousands, and of property aggregating more than a half billion dollars, it is evident that every effort should be made to reduce the fire waste of the nation. Much of this loss is unnecessary and avoidable, for most fires are preventable through reasonable precaution. I hope that the efforts which are being put forth to cope with this situation may be successful.

(Signed) Calvin Coolidge.

This space donated by the PIONEER CHEMICAL COMPANY of ITHACA, ITHACA, MICH., to further promote FIRE PREVENTION.

Appoint yourself a committee of one to stop and eliminate fire hazards.

BAD DEBT LOSSES MAY BLOT OUT ALL YOUR PROFITS.
If you wish to avoid this get in touch with

THE MERCHANTS CREDITORS ASSOCIATION.

208-210 McCamly building, Battle Creek, Mich.

Our Collection System and Service Collects and YOU get an honest deal.

USED SHOW CASES

For the first time since the war we have a good supply of used show cases. Look them over.

GRAND RAPIDS STORE FIXTURE CO.
7 Ionia Ave., N.

WE INVITE

your orders for DEPENDABLE high grade oak tanned or waterproof cemented LEATHER BELTING.

As belting manufacturers of twenty-four years experience, we are in a position to render any kind of prompt belting service, either from our LARGE STOCK on hand, SPECIAL MADE BELTS to fit a particular requirement, or REPAIRING leather belts that you need quick service upon.

Call us on either phone.
GRAND RAPIDS BELTING COMPANY
Leather Belting Manufacturers
1-3 IONIA AVE. GRAND RAPIDS, MICHIGAN



News and Gossip About Michigan Hotels.

Kalamazoo, Oct. 7.—For the purpose of facilitating the clerical work of the Michigan Hotel Association, the office of the Secretary will be located at the New Burdick, Kalamazoo, during the coming winter, where all communications should be addressed.

The newly-elected President, Walter J. Hodges, plans, in conjunction with the Secretary, to make an intensive campaign of the State for new members, as well as to make the acquaintance of and get in touch with those who already are a part of the organization.

J. P. Oberlin, who for years conducted the Whiting Hotel, at Traverse City, has acquired the Hotel Stilwell, at Anderson, Ind., and will take possession Oct. 25. This is a new modern hotel and will be under the personal supervision of Mr. Oberlin, who is thoroughly conversant with hotel operation; consequently the venture is bound to prove a success.

The energetic and capable Secretary of the Michigan Greeters J. William Porter, has secured control of Lindley Hall, a thirty-three apartment hotel located at 479 West Willis avenue, Detroit. Mr. Porter has been making improvements on the hotel, which is located in one of Detroit's choice residence districts. He will prove a genial boniface and a successful one as well.

The next meeting of Michigan Greeters will be at Grand Rapids on Saturday, Oct. 18, where they will be the guests of Fred Z. Pantlind, at Hotel Pantlind.

A. E. Hager, for the past four years manager of the Hotel Browning, Grand Rapids, has severed his connection with that institution and would like to acquire another Michigan property. Under the management of Mr. Hager the Browning gained a most enviable reputation with the traveling fraternity, especially commercial salesmen, who will be glad to have him relocate in their territory.

Lester Briggs, proprietor of the Hotel Brunswick, Detroit, has just established a new popular priced restaurant in the Stroh building, in that city. It is beautifully appointed and proved an instantaneous success, but I am not writing this for the purpose of dispensing any floral tributes.

What I really want to point out to the readers of the Tradesman, especially those in the feeding game, is the code of instructions supplied his employees, more particularly those coming in direct contact with the public. These instructions are very well worth the careful perusal of every hotel operator who aspires to give service:

"The only thing we have for sale, which cannot be had at any other place, large or small, is better service.

"As you know, we are buying the best grades of meats, the finest vegetables the market affords, we are careful and particular in the preparation of all our food stuffs, but with all this, unless we have that better service, all our efforts will go for nothing.

"The waitress, as our personal representative, can do more to further that service than any other employe in the house.

"When coming on duty for the day, you will give your individual attention to that portion of the dining room which may be assigned to you. You will see that your station is spotlessly clean, the silver, the napkins, the table, the chairs, etc.

"You will study your menu and understand it.

"If there be a dish on the menu you do not understand ask about it; go to the chef, steward or manager, whom you will always find glad to help you out in this way. You will find this will save you countless little worries and many steps during the meal rush when the chef or steward may be too occupied with other things to give you the attention necessary to explain fully.

"You cannot do these things properly unless you allow yourself the time.

"The waitress who is in the habit of getting to work a few minutes before the meal starts, you will invariably find is the one who is continually in hot water during that meal.

"Give your order to the chef very quietly, always bearing in mind that he is receiving many other orders from many other waitresses at the same time, and above all do not argue with the cooks. Go to the chef or steward with your difficulties, who will be glad to help you.

"Co-ordination is everything, and unless we have it throughout the house on every order, the customer will be the one to suffer, and when that happens, you, as employees, have done an unpardonable wrong.

The customer, you will always remember, is right in everything. You will not question for a minute any of his assertions, but gladly exchange any item as cheerfully as though you were selling him a new one, whether his check be ten cents or one dollar for the ten cent customer to-day may be the dollar customer to-morrow."

To the cashier Mr. Briggs says: "You are the link which binds our customers from one meal to the next—from one day to the next. A customer may come into our house and have the finest food, the finest service and enjoy it immensely, but if he is met with a frown or a disgruntled reply to some query when paying his check, you have spoiled all that our whole organization has striven for—a satisfied customer."

Carl Montgomery, of the Post Tavern, Battle Creek, took a Southern trip recently, and presented me with a rather unique menu used by a fashionable hotel at Asheville, N. C.

It starts out with the suggestion that "positively no dogs of any size, value, color or ugliness will be allowed at the Inn. Guests who attempt to smuggle them in in vanity boxes or suit cases will be asked to vacate rooms. Sorry, but the Inn is for human beings who want to rest and recreate."

"All public and amusement rooms are open without restriction, without regard to hours, and the management will do all in its power to contribute to the comfort of guests in these rooms, but we must insist upon protecting the rights of guests who may have retired. * * * hence conversations, slamming of doors, throwing of shoes on the floor and similar unnecessary noises as are likely to an-

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.

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.

The Durant Hotel

Flint's New Million and Half Dollar Hotel.

300 Rooms 300 Baths

Under the direction of the United Hotels Company

HARRY R. PRICE, Manager

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

Henry Smith Floral Co., Inc.

52 Monroe Ave.

GRAND RAPIDS, MICHIGAN

PHONES: Citizens 65173, Bell Main 173

HOTEL CHIPPEWA

HENRY M. NELSON

Manager

MANISTEE, MICH.

European Plan

New Hotel with all Modern Conveniences—Elevator, Etc.

150 Outside Rooms

Hot and Cold Running Water and Telephone in every Room

\$1.50 and up

60 Rooms with Bath \$2.50 and \$3.00



WHEN IN KALAMAZOO

Stop at the

Park-American Hotel

Headquarters for all Civic Clubs

Excellent Cuisine
Turkish Baths

Luxurious Rooms
ERNEST McLEAN, Mgr.

HOTEL BROWNING

150 Fireproof Rooms

GRAND RAPIDS

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

Rooms with bath, single \$2 to \$2.50
Rooms with bath, double \$3 to \$3.50

MORTON HOTEL

When in Grand Rapids you are cordially invited to Visit, Dine or Dance in this new and Beautiful Center of Hospitality.

400 Rooms—400 Baths

At Rates from \$2.50

Menus in English

W. C. KEELEY, Managing Director.

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.

noy guests in adjoining rooms will not be tolerated."

The menu, while comprehensive, comprises substantial foods, with details of preparation. The hotel is conducted on the American plan with a minimum rate of \$18 per day.

When in Detroit recently there was pointed out to me the site of the first known hotel in that city—Forsyth's Tavern—just South of the Jefferson avenue and Wayne street corner. It was erected and opened by William Forsyth in 1771.

George B. Catlin, in a recent article in a local newspaper in speaking of this institution states, "The location of the old tavern is hard to describe because the streets of old Detroit have been obliterated by the new street plan and also because the contour of the ground between Jefferson avenue and the river front has been greatly changed," but it seems to be a generally conceded fact that the location given above is substantially correct.

During the early wars for the possession of Canada and the West, Forsyth was with General Wolfe at the capture of Quebec. He was the victim of wounds, from which he never fully recovered, but finally settled in Detroit in 1771. According to scattering data found in the Detroit public library the Tavern was a story and a half structure built of hewn logs, adjacent to the stockade used as a defense against Indian raids. It had a sharp gabled roof sloping toward the river. Under the roof was a large attic, which was divided into sleeping rooms, which, in turn, were lighted by four dormer windows. The building was about 50 feet long. Near the middle of its front was a large door used for the Tavern entrance, which opened directly into the bar room. Near the Eastern end was a smaller door used for the family entrance. In its day it was an edifice of importance, and a landmark until 1805, when it was totally destroyed by fire.

Shortly before its destruction and soon after the American forces took possession of the town, Forsyth died and his widow sold the house, but it was soon after taken over by one John Kinzie, a stepson of Forsyth, who was at the time employed by the John Jacob Astor Fur Co., and who used it as a storage warehouse for his fur purchases.

There is very much to be said about the early hotels of Detroit, which I will try to whip into shape in time.

Walter J. Hodges, New Burdick, Kalamazoo, newly elected President of the Michigan Hotel Association, gathered his official family about him at the Pantlind Hotel, Grand Rapids, last Friday, for a meeting of the executive council, which passed on a programme of activities for the coming year. Among those present at the meeting were C. H. Stevenson, Hotel Stevenson, Detroit; W. L. McManus, Jr., Cushman House, Petoskey; C. H. Montgomery, Post Tavern, Battle Creek; W. G. Schindehette, New Republic, Bay City; Fred Z. Pantlind, Hotel Pantlind and C. M. Luce, New Mertens, Grand Rapids; M. E. Magel, Hotel Clifton, Battle Creek; Earl Greene, Hotel Crystal, Flint, and the Secretary.

The publication of the bulletin, which was inaugurated last year, will be continued, as will the sectional meetings, the first of which will be held at Hotel Pantlind, on Saturday, Dec. 20, on which occasion Mr. Pantlind will extend an invitation to all hotel men in the State to be his guests.

President Hodges announced the make-up of his various committees, the appointment of which were confirmed by the council.

Frank S. Verbeck.

Grand Ledge—Harry Mabley has engaged in business under the style of The Palace Sweet Shop.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Oct. 7—August C. Lange, who left the Soo last Spring for the East, where he remained several months in business, has again opened up a tailoring establishment on Ashmun street. For more than fifteen years Mr. Lange conducted a tailor shop next to Zeller's drug store. His new location is at 404 Ashmun street.

At the September term of court held at Manistique last week Judge Fead appointed John I. Bellaire as receiver for the Riverside Coal Co. Since that time Mr. Bellaire has leased the property and outfit of William Strehl, one of the stockholders of the company. Mr. Strehl expects to take charge next week and have everything in shape to resume business.

A pat on the back while living is worth a bucket of tears on the face when dead.

J. H. Wager, the popular pop corn man, has returned to the Soo after having spent the summer in the same line of business at Marquette. He says the Soo is by far the best place for business and he has purchased the old stand back from Ed. Fields, who purchased the stand from Mr. Wager in the spring. Ed is taking up another line for the winter.

The grocery stock of McInnis & Best, at Pickford, has changed hands. Mr. McInnis has sold his interest to Mr. McDonald. The firm will be known as Best & McDonald. Mr. McInnis has taken up farming and auctioneering.

Thomas Lyons, who for the past several years conducted a barber shop and confectionery business at Racoon, has moved to the Soo and opened up a barber shop on the South side of Ashmun street, near the Soo creamery. Conducting a business is very much like running an automobile. The less you know about it the more likely you are to land in the ditch.

W. W. Pray, plant manager for the Brown Lumber Co., at Manistique, has tendered his resignation and expects to leave for Highland Park, a suburb of Detroit, shortly to take a responsible position with a large contracting firm. Before coming to Manistique Mr. Pray was manager of a plant at Traverse City. He will be missed by a large circle of friends who wish him every success at his new venture.

Albert Arthur, an expert repair man on automobiles for the past nine years, and who has just returned to the Soo from the Chevrolet motor plant, where he completed a course at the factory, has taken charge of the garage repairs in connection with the A. B. Jacobs agency, on Ashmun street.

Thomas Forgrave, until recently connected with the Pickford automobile agency, is now head of the Chevrolet agency here.

The man who says he can't might just as well send for the undertaker and order the flowers, because to all intents and purposes he is a dead one.

C. W. Tapert, of the Tapert Specialty Co., returned last week from a business trip over the Soo line.

E. Leterneau, soap salesman for Swift & Co., is calling on the trade here this week.

The man who does not buckle in soon fizzles out.

William G. Tapert.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Oct. 7—Charles R. Greene, of the Mattison Drug Co., Kalamazoo, has erected a new store building on West street, Kalamazoo, and equipped it with Wilmarth fixtures and a Grand Haven soda fountain. These items and the drug stock were all furnished by the Hazeltine & Perkins Drug Co.

The same house has furnished a drug stock, Wilmarth fixtures and iceless soda fountain for Fields & Smith, who have opened a drug store at Lansing.

The Nichols & Cox Lumber Co. has

opened a Chicago sales office, of which F. S. Barnard is the manager. Mr. Barnard has been associated with the company for some years, representing it in Michigan, Ohio and Indiana, with headquarters at the home office. He will now cover the States of Illinois and Wisconsin.

Work is being rushed on the eight-story Hotel Vincent, at Benton Harbor. The entire framework of reinforced concrete has been rebuilt, following the removal of the crumbled frame. Subjected to severe tests, it is found to exceed by 50 to 100 per cent. the requirements in the contract. Contractor, Reisinger is ready to begin the exterior brick work and it is hoped to have the structure ready for occupancy by June 1, 1925.

Fred M. Lewis, 523 West 112th street, New York, probably holds the world's mileage record as a traveling salesman. At the convention of the National Council of Traveling Salesmen, held recently, Lewis was said to have traveled more miles than any other member. During his thirty-two years on the road he averaged 35,000 miles a year, and altogether he has totaled more than a million miles. He sells laces and nettings. Ten nights out of fourteen find him in a Pullman, yet he says he has never grown accustomed to a berth and still finds it hard to be lulled to sleep by the motion of the train. As frequently as twice in one year he has made the trip from Paris to California and back again. He thinks nothing of going from New York to San Francisco. He calls himself this city's longest distance commuter. Never has he been in a wreck, although several times he has just escaped taking trains that met with trouble. He considers the life of a traveling salesman a healthy one despite its irregular hours of eating and sleeping. Constantly on the go, he has plenty of exercise.

President Farley, of the Grand Rapids Dry Goods Co., left to-day for New York to place orders for spring goods. He is accompanied by two of his buyers, L. R. Bagge, of the piece goods department, and H. C. Ude, of the hosiery, underwear and furnishing goods department.

Over Thirty-Five Years With One House.

Kalamazoo, Oct. 7—Thirty-five years ago the late Samuel Rosenbaum was running a small plant in the old Gale block, North Burdick street, making trousers and selling them in dozen lots to the retail trade, at the same time jobbing in shirts, socks and underwear. Rose Ranney was then a school boy. The summer vacation of that year he worked in the office for Mr. Rosenbaum and was induced to remain with the concern. He remained, and is still there in the sales department, covering his territory of Kansas City, St. Louis and the Southern Illinois coal country.

Mr. Ranney, oldest employee of the concern, has seen some changes in the Sam Rosenbaum & Sons Co. The Kalamazoo Pant Co., as it is frequently referred to. In the thirty-five year period this industry moved to the Doyle block, East Main and later to its present well equipped plant at East Main and Edwards street. The business has grown in proportion.

"I used to drive in covering my territory near Kalamazoo," said Mr. Ranney, hitting the various small towns in Southwestern Michigan and Northern Indiana. I also made the lumber camps in the Northern counties. That was a pretty dirty job."

Mr. Ranney has recently returned from Kansas City, St. Louis and the Southern Illinois mining country, where he sold more goods in one trip than the original concern could have turned out in several years. Incidentally he spoke intimately of Herrin, Johnson City and numerous points in "Bloody Williamson county."

"Most of those towns are well paved, well lighted and well built," said Mr. Ranney. "They have well kept stores

and are prosperous, giving little indication to the casual visitor of being anything but well ordered communities.

Hope of Salvation in the Oil Business.

Where is the optimism over oil that was spread about Wall street a few weeks ago? At that time one heard a great many things. "I understand," a broker would say, "that some of the oil companies are doing surprisingly well."

"They tell me," another broker would remark, "that oil production will decline within sixty days, and that the stock market will discount this event. Sentiment in oil circles is quite cheerful."

Can it be that an incipient upward movement in oil shares was the only basis for this talk?

Recent cuts in crude oil and gasoline certainly have cast light on the true position of the industry. Too much oil as a result of too much optimism describes the situation pretty accurately. Consumption has established new high records, but production has continued to outstrip it. Stocks of gasoline have been drawn down, but not sufficiently to restore a proper balance. Purchasers of crude are embarrassed by the amounts of the commodity that are in storage and refiners are forced to take energetic measures to dispose of their gasoline. The picture is anything but that which "they say" described a few weeks ago.

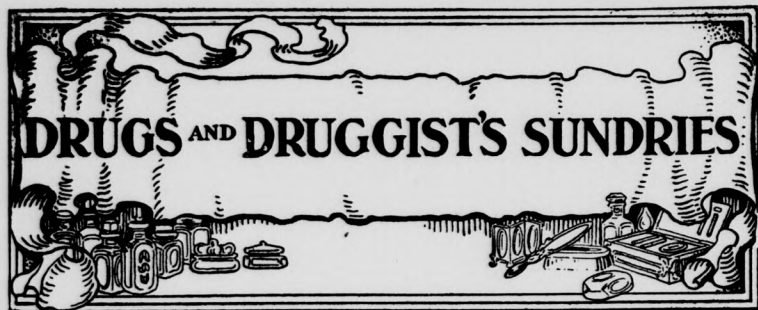
While the oil men naturally are rather depressed by the condition of their market, they can take a certain amount of comfort out of the realization that the price policies that finally have been adopted are those that will lead to a correction of the situation. The recent reductions are not as useful as they would have been earlier in the year but they will, if the lower prices are maintained, bring that reduction in production that the situation calls for.

If maintained—that is the crux of the matter. Reductions in the price of crude are nothing new in the oil industry. They have been made often enough. The trouble has come, however, from an unwillingness to leave the lower prices in force long enough. After a few weeks or a few months optimism again has exerted its influence and prices have been raised. Fresh drilling campaigns, new production, and renewed demoralization in market conditions have resulted.

We shall now have to wait and see whether the oil men will be content to leave present prices in force long enough really to curb production. If they again yield to temptation when the year-end balance sheets bring up the inventory problem, and raise prices the outlook for 1925 will not be brilliant. If, on the other hand, they are willing to accept the situation and leave present prices in force well into next spring, brighter things will be in prospect.

F. Schneider, Jr.

Holland—H. P. Swemer & Son have sold the feed and produce part of their business to Elenbaas Bros., Inc., of Grand Rapids, who will continue the business under the management of Ben F. Lotterman. Mr. Swemer will devote his entire attention to his fuel and builders' supplies business.



Co-Operating With the Doctor.

One of the greatest mistakes made in the average retail drug store is the lack of co-operation with the doctor. How many of us lose our patience with the doctor when he suddenly appears in our store and demands quick service, even though we are serving a regular customer? He may have an obstetrical case awaiting his attention or an important operation to perform. Why not extend to him the same courtesy as you would to a regular customer, even though he expects to purchase his supplies at a discount?

The writer recalls an instance when he was called upon by a doctor, who was associated with his competitor, to make complete quantitative urinalysis the same to be completed as quickly as possible. Inasmuch as we had never received any of his prescriptions and because of his relationship to our competitor I thought this somewhat of an imposition. Nevertheless I began work at once on the analysis. Having completed the analysis the report was presented to the dear doctor and through his hasty excitement he forgot to thank me. Although seemingly ungrateful, deep down in his heart he appreciated the favor, and afterwards showed his co-operation with me by sending us prescriptions and new customers, and by giving his patients memorandums calling for hot water bottles, atomizers, and various other sundries.

After this instance I put on my thinking cap and did unusual favors for this particular doctor. Very soon I began to realize what a great help it was to the prescription department to co-operate with him. I afterwards tried the same little acts with every one of the doctors who came to our store; in a few weeks our prescription business was slowly but surely on the incline.

Foolish is that druggist who in time of prosperity, fails to consider the source of the prescriptions that help to make his business prosper. Many a druggist has spoken of the doctor as being an imposition, a quack, a tightwad, and many other unjust remarks. Such remarks no doubt eventually reach his ears and slowly but surely the competitors will rejoice in having your doctor's patients as their customers, while your prescription department gradually becomes a failure.

I recall another instance when a certain dispensing doctor from the country came into our store one day with a long want-list, not unlike that of the Declaration of Independence. We could only supply him with about half the articles needed but realizing the importance of co-operation I insisted upon mailing the balance of the

order to him as soon as same could be purchased from our wholesalers. This seemed to please him, and during the same week several prescriptions, which he was unable to compound in his crude apothecary shop, were brought to our store.

Strive to maintain the doctor's goodwill and confidence by being a warm friend as well as being of service to him. Knocking him knocks your own business; co-operating with him reaps a most wonderful result.

Charles Henry Pinnel.

Stumbling Blocks To Pharmacy Success.

Here comes a would-be customer, a lady with aesthetic tastes and an eye like the eye of an eagle. Well, are windows well arranged, will she sigh with relief as she glances in, and exclaim: "What a contrast with Thompson's windows! Why, his windows look like an eagle's nest after the old eagle has stirred it up." By the way, do not customers sometimes fly for the same reason as young eagles fly—because they have first aid? We notice that even a half-dressed lady customer seems to take to a well-dressed pharmacy—the law of contrasts, same as in matrimony, presumably.

If neatness reigns within you may be rewarded by a shower of customers—one sort of rain following on the heels of another! When a pharmacy is as devoid of neatness as a Mexican dog is of hair you never have occasion to say to your clerks: "Step lively, now!" Neatness says, "Walk in!" but the lack of it says, "Keep out!"—yes, says it in capital letters!

Every clerk is a clerkly stepping stone, or else he will be a human millstone tied to the neck of your business with the cord of salary. A clerk in a pharmacy must needs have a keen understanding of human nature. Knowledge of drugs and of psychology should go hand in hand—mutual helpers in the pharmacy. A clerk may be on familiar terms with every drug in stock and still never even wet a finger in the psychological bucket. When we fail to understand folk they get away from us—save as they have to wait for a prescription to be filled; even then they murmur, as they take the return trail, "Never again."

Ignoring waiting customers is a safe proposition—for our competitors. It may prove wonderfully helpful to the Brown Owl Pharmacy, six doors up the street! How it does shorten time when a smiling clerk says: "I shall be ready to wait on you in a few moments madam;" or perchance he says, when at last at liberty: "Very annoying, is it not, to have to wait so long?" A bit of human consideration and sympathy should run through the phar-

macy personnel as the scarlet thread is said to run through all the cordage of the English navy. When the clerk has the "don't care" spirit the customer soon develops the "don't trade" spirit. Stepping stones are—as the Mexicans quaintly say, "more better" than stumbling blocks in a pharmacy.

George W. Tuttle.

Tip From a Good Merchant.

That druggists are more than merchants is true; but in some ways, things are not right that they do. They have studied hard and studied long, their work was stiff and not a song. Many long years in training they spent while over big books their heads they bent. They are given a Ph. G. to add on to their name and they go forth in the world to make their fame. They cut and slash their prices low, to meet competition and turn over slow. They cut and cut until the profit is small; there is very little left for them at all. There is one thing they haven't learned to know: that price cutting melts profits like the sun melts snow.

Factors in Cotton and Cotton Goods.

Upward spurts in cotton quotations, based on reports of untoward weather conditions in the growing sections, featured the markets during the past week. Much nervousness is apparent on the part of operators, who slacken up their dealings before the issuance of each new fortnightly report on cotton conditions. There still looms up the possibility of some shift that may increase the size of the crop to a 13,000,000 bale basis or beyond. An early frost, however, may put a damper on such hopes. Once the yield is fairly well settled, prices will be governed by supply and demand. The last cotton year showed a decline of 8.6 per cent. in the world's consumption of the article, or nearly 2,000,000 bales. This reduction was virtually all in the use of American cotton. Of Indian cotton the amount consumed during the year showed an increase. Marketing this year's domestic crop is attracting some attention. In some sections of the South there is a disposition to let it go at prevailing prices, especially at the bulges. Texas growers are, however, arranging to finance their marketing in an orderly manner to the extent of \$50,000,000 or more. On the other hand, New England users of cotton are toying with the idea of buying their supplies in a co-operative manner. The only certainty about mill purchases is that they will not be large until something like stability is shown in prices. A difference of 4 or 5 cents, or even much less, means much at a time when profit margins cannot be raised because of resistance to higher prices of goods. Latterly, levels for gray goods have been rising to correspond with those of the raw material, but the volume of business transacted in them is comparatively small. A fair amount of finished fabrics, more especially of the finer varieties, is moving in trade channels. Much interest is taken in the prospects of gingham for Spring, the openings of which have been delayed. In knit goods the past week showed little change of moment, except that hosiery appears to be in somewhat better demand.

Improper Charging of Extinguishers.

The operation of an acid-soda extinguisher depends upon the action of sulphuric acid on solution of bicarbonate of soda to produce carbon dioxide gas under pressure, as an ejecting agent. A loose stopper for the acid bottle permits the acid to trickle into the soda solution when the extinguisher is turned upside down. If for any reason, the stopper is prevented from thus operating, the extinguisher can not be discharged. Recharges for extinguishers are usually sent with the acid contained in bottle of usual size and form, and the soda charges in small packets. Recently, in the absence of the usual acid bottles, a division storekeeper sent bottles of flat type and of such height that when inserted in the extinguishers the stopper was jammed in place, thus defeating the operation of the extinguishers. Fortunately this was discovered by subsequent inspection in time to have these bottles replaced with the proper type. External inspection of these extinguishers would not have revealed the condition. It is important, therefore, that during inspections typical extinguishers be examined at intervals to ascertain that they are in working condition. Instructions should be issued to prevent sending other than the proper bottles for recharging extinguishers, but if inadvertently, such bottles are sent, they should be refused.

Changed Her Mind Suddenly.

Among the jurors summoned was a woman who wished to be excused.

"Well, madam, why don't you want to serve on this jury?" asked the judge.

"I'm opposed to capital punishment."

"But this is merely a case in which a wife is suing her husband for an accounting. It seems she gave him a thousand dollars to pay down on a handsome fur coat and he is alleged to have lost the money at poker."

The woman juror spoke up promptly "I'll serve. Maybe I'm wrong, about capital punishment."

Hides, Pelts and Furs.

Green, No. 1	08
Green, No. 2	07
Cured, No. 1	10
Cured, No. 2	09
Calfskin, Green, No. 1	15
Calfskin, Green, No. 2	13 1/2
Calfskin, Cured, No. 1	16
Calfskin, Cured, No. 2	14 1/2
Horse, No. 1	2 50
Horse, No. 2	2 50
Pelts.	
Old Wool	1 00@2 00
Lambs	75@1 25
Shearlings	50@1 00
Tallow.	
Prime	06
No. 1	06
No. 2	05
Wool.	
Unwashed, medium	@40
Unwashed, rejects	@30
Unwashed, fine	@40

What Are Lawyers For?

Lawyer—Before I accept your case I want to know whether you are guilty of the charge against you?

Client—Am I guilty? Watcha think I'd hire a lawyer as expensive as you are for if I wuzn't guilty?

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JOHN L. LYNCH SALES CO.
 SPECIAL SALE EXPERTS
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 GRAND RAPIDS, MICHIGAN

You Cannot Control

The length of your life, but you can control its width and depth.

The contour of your countenance, but you can control its expression.

The other fellow's opportunities, but you can grasp your own.

The weather, but you can control the moral atmosphere which surrounds you.

The big income of your competitor, but you can manage wisely your own modest earnings.

The distance that your head shall be above the ground, but you can control the height of the contents of your head.

The amount of your income entirely, but the management of your expenditures is altogether in your own hands.

The other fellow's annoying faults, but you can see to it that you yourself

do not develop or harbor provoking propensities.

"Hard times" or "rainy days" but you can bank money now to boost you through both.

Why worry about things you can't control? Get busy controlling the things that you can.

Never Used a Club.

Mrs. Jones, down in Maine, was much perturbed by a missive she received from her sister in Boston.

"Jacob," said she to her husband, as she read, "I call this downright cruel."

"Why, in this letter Mary tells me she gets help in raising her children from a mother's club. I do believe in a slipper sometimes, and a good birching doesn't do a child any harm, but I never use any club on my offspring!"



Brooks

Valeur

BITTER SWEETS

HOLIDAY GOODS

NOW ON DISPLAY

The Most Complete Line of
HOLIDAY GOODS
NOVELTIES BOOKS
STAPLE SUNDRIES, ETC.

Now showing in our Main Building—Oakes & Commerce St. (in Sundry Room, Second Floor) Grand Rapids, Mich.
Thousands of items to choose from, best line we have ever displayed. A real live one. See the line at once. Better telephone, wire or write us at once when to expect you.

HAZELTINE & PERKINS DRUG COMPANY

Grand Rapids

Michigan

WHOLESALE DRUG PRICE CURRENT

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

Acids		Lavender Flow..	7 50@7 75	Cinchona	@2 16
Boric (Powd.) ..	15 @ 25	Lavendar Gar'n	85@1 20	Colchicum	@1 80
Boric (Xtal) ..	15 @ 25	Lemon	1 50@1 75	Cubeba	@3 00
Carbonic	40 @ 47	Linseed, bld. bbl.	@1 07	Digitalis	@1 80
Citric	59 @ 70	Linseed, bld. less 1	14@1 27	Gentian	@1 35
Muriatic	3 1/2 @ 8	Linseed, raw, bbl.	@1 05	Ginger, D. S. ..	@1 80
Nitric	9 @ 15	Linseed, ra. less 1	12@1 25	Gualac	@2 20
Oxalic	15 @ 25	Mustard, artifil. oz.	@ 60	Gualac, Ammon.	@2 00
Sulphuric	3 1/2 @ 8	Neatsfoot	1 35@1 50	Iodine	@ 95
Tartaric	40 @ 50	Olive, pure	3 75@4 50	Iodine, Colorless	@1 50
Ammonia		Olive, Malaga, yellow	2 75@3 00	Iron, Clo.	@1 35
Water, 26 deg. ..	10 @ 18	Olive, Malaga, green	2 75@3 00	Kino	@1 40
Water, 18 deg. ..	8 1/2 @ 13	Orange, Sweet ..	4 50@4 75	Myrrh	@2 50
Water, 14 deg. ..	8 1/2 @ 12	Origanum, pure ..	@2 50	Nux Vomica ..	@1 55
Carbonate	20 @ 25	Origanum, com'l ..	1 00@1 20	Opium	@3 50
Chloride (Gran.)	10 1/2 @ 20	Pennyroyal	3 00@3 25	Opium, Camp. ..	@ 35
Balsams		Peppermint	8 00@8 25	Opium, Deodorz'd	@3 50
Copaiba	60@1 00	Rose, pure	10 50@10 90	Rhubarb	@1 70
Fir (Canada) ..	2 55@2 80	Rosemary Flows ..	1 25@1 50	Paints.	
Fir (Oregon) ..	65@1 00	Sandalwood, E. ..	10 00@10 25	Lead, red dry ..	14 1/2 @ 15 1/2
Peru	3 00@3 25	Sassafras, true ..	2 50@2 75	Lead, white dry	14 1/2 @ 15 1/2
Tolu	3 00@3 25	Sassafras, art'l ..	80@1 20	Lead, white oil ..	14 1/2 @ 15 1/2
Barks		Spearment	5 00@5 25	Ochre, yellow bbl.	@ 2
Cassia (ordinary)	25 @ 30	Sperm	1 80@2 05	Ochre, yellow less 2 1/2	@ 6
Cassia (Saigon) ..	50 @ 60	Tansy	6 00@6 25	Red Venet'n Am.	3 1/2 @ 7
Sassafras (pw. 50c)	@ 55	Tar, USP	50 @ 65	Red Venet'n Eng.	4 @ 8
Soap Cut (powd.)	30c	Turpentine, bbl. ..	@ 99	Putty	5 @ 8
30c	18 @ 25	Turpentine, less 1	06@1 19	Whiting, bbl.	@ 4 1/2
Berries		Wintergreen, leaf	6 00@6 25	Whiting	5 1/2 @ 10
Cubeb	@1 25	Wintergreen, sweet	3 00@3 25	L. H. P. Prep.	2 80@3 00
Fish	25 @ 30	Wintergreen, art.	80@1 20	Rogers Prep.	2 80@3 00
Juniper	7 @ 15	Wormseed	7 50@7 75	Miscellaneous	
Prickly Ash	@ 30	Wormwood	8 50@8 75	Acetanalid	47 @ 55
Extracts		Potassium		Alum	08 @ 12
Licorice	60 @ 65	Bicarbonate	35 @ 40	Alum. powd. and	09 @ 15
Licorice powd.	@1 00	Bichromate	15 @ 25	ground	09 @ 15
Flowers		Bromide	59 @ 75	Bismuth, Subn-	3 70@3 90
Arnica	25 @ 30	Bromide	54 @ 71	trate	6 00@6 60
Chamomile (Ger.)	20 @ 25	Chlorate, gran'd	23 @ 30	Carmine	6 00@6 60
Chamomile Rom.	1 75	Chlorate, powd.	16 @ 25	Cassia Buds	25 @ 30
Gums		or Xtal	30 @ 50	Cloves	50 @ 55
Acacia, 1st	50 @ 55	Cyanide	40 @ 50	Chalk Prepared ..	14 @ 16
Acacia, 2nd	45 @ 50	Iodide	4 66@4 86	Chloroform	55 @ 65
Acacia, Sorts	20 @ 25	Permanganate ..	20 @ 30	Chloral Hydrate ..	1 35@1 85
Acacia, Powdered ..	35 @ 40	Prussiate, yellow	65 @ 75	Cocaine	10 60@11 25
Aloes (Barb Pow)	25 @ 35	Prussiate, red ..	@1 00	Cocoa Butter	50 @ 75
Aloes (Cape Pow)	25 @ 35	Sulphate	35 @ 40	Corks, list, less ..	40 @ 50
Aloes (Soc. Pow.) ..	65 @ 70	Roots		Copperas	2 1/2 @ 10
Asafoetida	65 @ 75	Alkanet	25 @ 30	Copperas, Powd.	4 @ 10
Pow.	1 00@1 25	Blood, powdered ..	35 @ 40	Corrosive Sublim ..	1 43@1 64
Camphor	1 05@1 15	Calamus	35 @ 40	Cream Tartar	30 @ 35
Gualac	@ 70	Elecampane, pwd ..	25 @ 30	Cuttle bone	40 @ 50
Gualac, pow'd	@ 85	Gentian, powd.	20 @ 30	Dextrine	6 @ 15
Kino	@ 90	Ginger, African, powdered	30 @ 35	Dover's Powder ..	3 50@4 00
Kino, powdered	@ 60	Ginger, Jamaica ..	60 @ 65	Emery, All Nos.	10 @ 15
Myrrh, powdered ..	@ 65	Ginger, Jamaica, powdered	55 @ 60	Emery, Powdered ..	8 @ 10
Opium, powd. 19 ..	65@19 92	Goldenseal, pow. 5	50@6 00	Epsom Salts, bbls. ..	@ 3
Opium, gran. 19 ..	65@19 92	Ipecac, powd.	3 75@4 00	Epsom Salts, less 3 1/2	@ 10
Shellac	90 @ 1 00	Licorice	35 @ 40	Ergot, powdered ..	@ 75
Shellac Bleached ..	1 00@1 10	Licorice, powd.	20 @ 30	Flake, White	15 @ 20
Tragacanth, pow. ..	@1 75	Orris, powdered ..	30 @ 40	Formadehyde, lb. 14 1/2	@ 30
Tragacanth	1 75@2 25	Poke, powdered ..	35 @ 40	Gelatin	1 10@1 25
Turpentine	@ 25	Rhubarb, powd. 1	00@1 10	Glassware, less 55%	
Insecticides		Rhubarb, powd. 1	@ 40	Glassware, full case	60%
Arsenic	15 @ 25	Sarsaparilla, Hond.	@ 1 00	Glauber Salts, bbl. ..	@ 03
Blue Vitriol, bbl. ..	@ 07	Sarsaparilla Mexican,	@ 60	Glauber Salts, less	04 @ 10
Blue Vitriol, less 8 1/2	@ 15	ground	@ 60	Glue, Brown	21 @ 30
Bordeaux Mix Dry 14	@ 29	Squills	35 @ 40	Glue, Brown Grd ..	15 @ 20
Hellebore, White ..	20 @ 30	Squills, powdered ..	60 @ 70	Glue, white	27 1/2 @ 25
powdered	@ 85	Tumeric, powd.	17 @ 25	Glue, white grd.	25 @ 25
Insect Powder	75 @ 80	Valerian, powd.	40 @ 50	Glycerine	25 @ 45
Lead Arsenate Po. 26	@ 35	Seeds		Hops	65 @ 75
Lime and Sulphur ..	8 1/2 @ 24	Anise	@ 35	Iodine	6 45@6 90
Dry	3 1/2 @ 24	Anise, powdered ..	35 @ 40	Iodoform	7 35@7 65
Paris Green	32 @ 48	Bird, ls	13 @ 17	Lead Acetate	18 @ 25
Leaves		Canary	13 @ 20	Mace	@ 1 10
Buchu	1 35@1 50	Caraway, Po. 30 ..	25 @ 30	Mace, powdered ..	@ 1 15
Buchu, powdered ..	@1 50	Cardamon	@ 3 00	Menthol	18 50@18 85
Sage, Bulk	25 @ 30	Celery, powd. 55 ..	45 @ 50	Morphine	11 18@11 93
Sage, 1/4 loose	@ 40	Coriander pow. 35	27 @ 30	Nux Vomica	@ 30
Sage, powdered	@ 35	Dill	12 1/2 @ 20	Nux Vomica, pow. 17	@ 25
Senna, Alex.	75 @ 80	Fennel	25 @ 40	Pepper black pow. 32	@ 35
Senna, Tinn.	30 @ 35	Flax, ground	07 1/2 @ 12	Pepper, White	40 @ 45
Senna, Tinn. pow. 25	@ 35	Foenugreek pow. 15	@ 25	Pitch, Burgundry ..	10 @ 15
Uva Ursi	20 @ 25	Hemp	8 @ 15	Quassia	12 @ 15
Oils		Lobelia, powd.	@1 25	Quinine	72 @ 81
Almonds, Bitter, true	7 50@7 75	Mustard, yellow ..	15 @ 25	Rochelle Salts	30 @ 35
Almonds, Bitter, artificial	4 00@4 25	Mustard, black ..	20 @ 25	Saccharine	11 @ 22
Almonds, Sweet, true	80 @ 1 20	Poppy	22 @ 25	Salt Peter	10 @ 15
Almonds, Sweet, imitation	60 @ 1 00	Quince	1 75@2 00	Selditz Mixture ..	30 @ 40
Amber, erude	1 50@1 75	Rape	15 @ 20	Soap, green	15 @ 30
Amber, rectified ..	1 75@2 00	Sabadilla	23 @ 30	Soap mott cast. 23 1/2	@ 25
Anise	1 00@1 25	Sunflower	11 1/2 @ 15	Soap, white castile	@10 30
Bergamot	5 75@6 00	Worm, American ..	30 @ 40	case	
Cajeput	1 50@1 75	Worm, Levant	6 50	Soda Ash	3 1/2 @ 10
Cassia	4 00@4 25	Tinctures		Soda Bicarbonate ..	3 1/2 @ 10
Castor	1 75@2 00	Aconite	@1 80	Soda, Sal	03 @ 08
Cedar Leaf	1 50@1 75	Aloes	@1 45	Spirits Camphor ..	@1 35
Citronella	3 25@3 50	Arnica	@1 10	Sulphur, roll	3 1/2 @ 10
Cloves	25 @ 35	Asafoetida	@2 40	Sulphur, Subl.	04 @ 10
Cocoonut	1 65@1 85	Belladonna	@1 35	Tamarinds	20 @ 25
Cod Liver	2 00@2 25	Benzoin	@2 10	Tartar Emetie	70 @ 75
Croton	2 00@2 25	Benzoin Comp'd ..	@2 55	Turpentine, Ven.	70 @ 75
Cotton Seed	1 50@1 70	Buchu	@2 55	Vanilla Ex. pure 1 75	@ 25
Cubeba	7 50@7 75	Cantharadial	@2 85	Vanilla Ex. pure 2 50	@ 30
Elge-on	3 00@3 25	Capsicum	@2 20	Zinc Sulphate	06 @ 15
Eucalyptus	1 25@1 50	Catechu	@1 75		
Hemlock, pure	2 00@2 25				
Juniper Berries ..	2 75@3 00				
Juniper Wood	1 50@1 75				
Lard, extra	1 50@1 70				
Lard, No. 1	1 25@1 45				

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

Pork
Flavoring Extracts
Canned Peas
Canned Plums
Fruit Jars
Fels Naptha Soap

DECLINED

Tapioca
Cheese
Veal
Lamb
Mutton

AMMONIA

Arctic, 16 oz. ----- 2 00
Arctic, 32 oz. ----- 3 25
Quaker, 36, 12 oz. case 3 85



AXLE GREASE

48, 1 lb. ----- 4 60
24, 3 lb. ----- 6 25
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, 25 lb. keg 12
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

BEECH-NUT BRANDS.



Mints, all flavors ----- 60
Gum ----- 70
Fruit Drops ----- 70
Caramels ----- 70
Sliced bacon, large ----- 3 60
Sliced bacon, medium ----- 3 25
Sliced beef, large ----- 5 10
Sliced beef, medium ----- 2 80
Grape Jelly, large ----- 4 50
Grape Jelly, medium ----- 2 70
Peanut butter, 16 oz. 4 70
Peanut butter, 10 1/2 oz. 3 25
Peanut butter, 6 1/2 oz. 2 00
Peanut butter, 3 1/2 oz. 1 25
Prepared Spaghetti ----- 1 40
Baked beans, 16 oz. ----- 1 40

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 Cereal ----- 2 20
Quaker Puffed Rice ----- 5 60
Quaker Puffed Wheat ----- 4 30
Quaker Bran Biscuit ----- 1 90
Ralston Purina ----- 3 60
Ralston Branzen ----- 2 70
Ralston Food, large ----- 3 85
Saxon Wheat Food ----- 3 85



Shred. Wheat Biscuit

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 ----- 3 45
Post Toasties, 24s ----- 3 45
Post's Bran, 24s ----- 2 70

BROOMS

Parlor Pride, doz. ----- 6 00
Standard Parlor, 23 lb. 7 00
Fancy Parlor, 23 lb. 8 00
Ex. Fancy Parlor 25 lb. 9 25
Ex. Fcy. Parlor 26 lb. 10 00
Toy ----- 2 25
Whisk, No. 3 ----- 2 75

BRUSHES

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

Stove

Shaker ----- 1 80
No. 50 ----- 2 00
Peerless ----- 2 60

Shoe

No. 4-0 ----- 2 25
No. 20 ----- 3 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 50
Apple Sauce, No. 10 7 75
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 ----- 9 00
Blueberries, No. 2, 1-75@2 50
Blueberries, No. 10 ----- 11 00
Cherries, No. 2 ----- 3 80
Cherries, No. 2 1/2 ----- 4 25
Cherries, No. 10 ----- 10 75
Loganberries, No. 2 ----- 3 00
Peaches, No. 1 1 10@1 80
Peaches, No. 1, Sliced 1 40
Peaches, No. 2 ----- 2 75
Peaches, No. 2 1/2 Mich 2 25
Peaches, 2 1/2 Cal. 3 00@3 75
Peaches, 10 Mich 5 50@6 50
Pineapple, 1, sl. 1 80@2 00
Pineapple, 2 sl. 2 80@3 00
P'apple, 2 br. sl. 2 75@2 85
P'apple, 2 1/2, sl. 3 80@4 25
P'apple, 2, cru. ----- 2 90
Pineapple, 10 cru. ----- 14 00
Pears, No. 2 ----- 3 25
Pears, No. 2 1/2 ----- 4 25@4 50
Plums, No. 2 ----- 1 75@2 00
Plums, No. 2 1/2 ----- 2 90
Raspberries, No. 2, blk 3 25
Raspberries, Red, No. 10 13 00
Raspb's, Black, ----- 1 25
Rhobarb, No. 10 ----- 11 50@12 50
Rhobarb, No. 10 ----- 4 75

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, Minc'd, No. 1 2 50
Finnan Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz. ----- 2 50
Chicken Haddie, No. 1 2 75
Fish Flakes, small ----- 1 35
Cod Fish Cake, 10 oz. 1 85
Cove Oysters, 5 oz. ----- 1 75
Lobster, No. 1/4, Star 2 70
Shrimp, 1, wet 2 10@2 25
Sard's, 1/4 Oil, ky 5 75@6 00
Sardines, 1/4 Oil, k'less 5 00
Sardines, 1/4 Smoked 7 50
Salmon, Warrens, 1/2s 2 75
Salmon, Red Alaska ----- 3 10
Salmon, Med. Alaska 2 50
Salmon, Pink Alaska 1 75
Sardines, Im. 1/4, ea. 10@28
Sardines, Im. ----- 1 65@1 80
Tuna, 1/2, Albocore ----- 95
Tuna, 1/4s, Curtis, doz. 2 20
Tuna, 1/4s Curtis, doz. 3 50
Tuna, 1s, Curtis, doz. 7 00

CANNED MEAT.

Bacon, Med. Beechnut 2 70
Bacon, Lge. Beechnut 4 50
Beef, No. 1, Corned ----- 2 75
Beef, No. 1, Roast ----- 2 75
Beef, No. 2 1/2, Eagle sli 1 25
Beef, No. 1/2, Eagle sli 1 75
Beef, 5 oz., Quaker sli 2 50
Beef, No. 1, B'nut, sli. 4 05

Beefsteak & Onions, s 2 75

Chili Con Cal., 1s 1 35@1 45

Deviled Ham, 1/2s ----- 2 20

Deviled Ham, 1/2s ----- 3 60

Hamburg Steak &

Onions, No. 1 ----- 3 15

Potted Beef, 4 oz. ----- 1 10

Potted Meat, 1/4 Libby ----- 90

Potted Meat, 1/2 Libby ----- 90

Potted Meat, 1/2 Rose ----- 85

Potted Ham, Gen. 1/4 ----- 1 85

Vienna Saus., No. 1/2 ----- 1 35

Veal Loaf, Medium ----- 2 30

Baked Beans

Campbell's ----- 1 15
Quaker, 18 oz. ----- 95
Fremont, No. 2 ----- 1 20
Snider, No. 1 ----- 95
Snider, No. 2 ----- 1 25
Van Camp, small ----- 85
Van Camp, Med. ----- 1 15

CANNED VEGETABLES.

Asparagus.

No. 1, Green tips 4 60@4 75

No. 2 1/2, Lge. Green 4 50

W. Bean, cut ----- 2 25

Green Beans, 2s 2 00@2 75

Gr. Beans, 10s 7 50@13 00

L. 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 75@2 40

Beets, No. 2, cut ----- 1 60

Beets, No. 3, cut ----- 1 80

Corn, No. 2, Ex stan 1 45

Corn, No. 2, Fan. 1 60@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 00

Dehydrated Veg. Soup 90

Dehydrated Potatoes, lb 45

Mushrooms, Hotels ----- 38

Mushrooms, Choice ----- 45

Mushrooms, Sur Extra 45

Peas, No. 2, E. J. 1 65@1 80

Peas, No. 2, Sift. ----- 1 90@2 10

Peas, No. 2, Ex. Sift. ----- 2 60

Peas, Ex. Fine, French 25

Pumpkin, No. 3 1 35@1 50

Pumpkin, No. 10 4 50@5 10

Pimientos, 1/4, each 12@14

Pimientos, 1/2, each ----- 27

Swt Potatoes, No. 2 1/2 1 60

Sauerkraut, No. 3 1 40@1 50

Succotash, No. 2 1 65@2 50

Succotash, No. 2, glass 2 80

Spinach, No. 1 ----- 1 75

Spinach, No. 2 ----- 1 35@1 10

Spinach, No. 3 ----- 2 00@2 40

Spinach, No. 10 ----- 6 00@7 00

Tomatoes, No. 2 1 40@1 60

Tomatoes, No. 3 2 00@2 25

Tomatoes, No. 2 glass 2 60

Tomatoes, No. 10 ----- 7 50

CATSUP.

B-nut, Small ----- 2 25
Lilly Valley, 14 oz. ----- 2 50
Libby, 14 oz. ----- 2 35
Libby, 8 oz. ----- 1 75
Lilly Valley, 1/2 pint 1 75
Paramount, 24, 8s ----- 1 45
Paramount, 24, 16s ----- 2 40
Paramount, 6, 10s ----- 10 00
Sniders, 8 oz. ----- 1 85
Sniders, 16 oz. ----- 2 85
Nedrow, 10 1/2 ----- 1 40

CHILI SAUCE

Snider, 16 oz. ----- 3 35
Sniders, 8 oz. ----- 2 35
Lilly Valley, 8 oz. ----- 2 10
Lilly Valley, 14 oz. ----- 3 50

OYSTER COCKTAIL.

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

CHEESE

Roquefort ----- 55
Kraft Small tins ----- 1 40
Kraft American ----- 1 40
Chili, small tins ----- 1 40
Pimento, small tins ----- 2 25
Roquefort, small tins ----- 2 25
Camenbert, small tins ----- 28
Wisconsin Old ----- 25
Longhorn ----- 24
Michigan Full Cream 24
New York Full Cream 26
Sap Sago ----- 35

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, 1/2s ----- 37
Baker, Caracas, 1/4s ----- 35
Hersheys, Premium, 1/2s ----- 35
Hersheys, Premium, 1/4s ----- 36
Runkle, Premium, 1/2s ----- 29
Runkle, Premium, 1/4s ----- 32
Vienna Sweet, 24s ----- 2 10

COCOA.

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

COCOANUT.

1/2s, 5 lb. case Dunham 42
1/2s, 5 lb. case ----- 40
1/4s & 1/2s 15 lb. case ----- 41
Bulk, barrels shredded 24
48 2 oz. pkgs., per case 4 15
48 4 oz. pkgs., per case 7 00

CLOTHES LINE.

Hemp, 50 ft. ----- 2 25
Twisted Cotton, 50 ft. 1 75
Braided, 50 ft. ----- 2 75
Sash Cord ----- 4 25



COFFEE ROASTED

Bulk

Rio ----- 25
Santos ----- 33@35 1/2
Maracaibo ----- 37
Gautemala ----- 39
Java and Mocha ----- 44
Bogota ----- 41
Peaberry ----- 35 1/2

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

Coffee Extracts

M. Y., per 100 ----- 12
Frank's 50 pkgs. ----- 4 25
Hummel's 50 1 lb. ----- 10 1/2

CONDENSED MILK

Leader, 4 doz. ----- 6 75
Eagle, 4 doz. ----- 9 00

MILK COMPOUND

Hebe, Tall, 4 doz. ----- 4 50
Hebe, Baby, 8 doz. ----- 4 40
Carolene, Tall, 4 doz. 3 80
Carolene, Baby ----- 3 50

EVAPORATED MILK



Quaker, Tall, 4 doz. ----- 4 25
Quaker, Baby, 8 doz. 4 15
Quaker, Gallon, 1/2 doz. 4 10
Blue Grass, Tall, 48 ----- 4 20

Blue Grass, Baby, 96 4 10
Blue Grass, No. 10 ----- 4 15
Carnation, Tall, 4 doz. 4 50
Carnation, Baby, 8 doz. 4 40
Every Day, Tall ----- 4 50
Every Day, Baby ----- 4 40
Pet, Tall ----- 4 50
Pet, Baby, 8 oz. ----- 4 40
Borden's, Tall ----- 4 50
Borden's Baby ----- 4 40
Van Camp, Tall ----- 4 90
Van Camp, Baby ----- 3 75

CIGARS

Worden Grocer Co. Brands

Master Piece, 50 Tin ----- 37 50
Henry George ----- 37 50
Harvester Kiddies ----- 37 50
Harvester Record B. ----- 75 00
Harvester Delmonico ----- 75 00
Harvester Perfecto ----- 95 00
Webster's ----- 37 50
Webster Savoy ----- 75 00
Webster Plaza ----- 95 00
Webster Belmont ----- 110 00
Webster St. Reges ----- 125 00
Starlight Rouse ----- 90 00
Starlight P-Club ----- 150 00
La Azora Agreement ----- 58 00
La Azora Washington ----- 75 00
Little Valentine ----- 37 50
Valentine Victory ----- 75 00
Valentine Imperial ----- 95 00
Tiona ----- 30 00
Clint Ford ----- 35 00
Nordac Triangulars ----- 75 00
1-20, per M ----- 75 00
Worden's Havana ----- 75 00
Specials, 1-20, per M ----- 75 00
Quality First Stogie ----- 18 50

CONFECTIONERY

Stick Candy Pails

Standard ----- 17
Jumbo Wrapped ----- 19
Pure Sugar Sticks 600s 4 20
Big Stick, 20 lb. case 20

Mixed Candy

Kindergarten ----- 18
Leader ----- 17
X. L. O. ----- 14
French Creams ----- 19
Cameo ----- 21
Grocers ----- 12

Fancy Chocolates

5 lb. Boxes
Bittersweets, Ass'ted 1 70
Choc Marshmallow Dp 1 70
Milk Chocolate A. A. ----- 1 80
Nibble Sticks ----- 1 95
Primrose Choc. ----- 1 25
No. 12 Choc, Dark ----- 1 70
No. 12 Choc, Light ----- 1 75
Chocolate Nut Rolls ----- 1 75

Gum Drops Pails

Anise ----- 17
Orange Gums ----- 17
Challenge Gums ----- 14
Favorite ----- 20
Superior, Boxes ----- 24

Lozenges, Pails

A. A. Pep. Lozenges 18
A. A. Pink Lozenges 18
A. A. Choc. Lozenges 18
Motto Hearts ----- 20
Malted Milk Lozenges 22

Hard Goods. Pails

Lemon Drops ----- 20
O. F. Horehound dps. 20
Anise Squares ----- 19
Peanut Squares ----- 20
Horehound Tablets ----- 19

Cough Drops Bxs.

Putnam's ----- 1 30
Smith Bros. ----- 1 50

Package Goods

Creamery Marshmallows
4 oz. pkg., 12s, cart. 95
4 oz. pkg., 48s, case 3 90

Specialties.

Walnut Fudge ----- 23
Pineapple Fudge ----- 21
Italian Bon Bons ----- 19
Atlantic Cream Mints. 31
Silver King M. Mallows. 31
Walnut Sundae, 24, 5c 80
Neapolitan, 24, 5c ----- 80
Yankee Jack, 24, 5c ----- 80
Mich. Sugar Ca., 24, 5c 80
Pal O Mine, 24, 5c ----- 80

COUPON BOOKS

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

CREAM OF TARTAR

6 lb

GELATINE	
Jello-O, 3 doz.	3 45
Knox's Sparkling, doz.	2 25
Knox's Acidu'd, doz.	2 25
Minute, 3 doz.	4 05
Plymouth, White	1 55
Quaker, 3 doz.	2 70

HORSE RADISH	
Per doz., 5 oz.	1 15

JELLY AND PRESERVES	
Pure, 30 lb. pails	3 75
Imitation, 30 lb. pails	1 90
Pure 6 oz. Asst., doz.	1 20
Buckeye, 22 oz., doz.	2 20

JELLY GLASSES	
5 ea., per doz.	35

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.	22
Delicia, 2 lb.	21 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

Crescent, 144	5 75
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

MINCE MEAT	
None Such, 3 doz.	4 85
Quaker, 3 doz. case	3 60
Libby, Kegs, wet, lb.	22

MOLASSES.

Gold Brer Rabbit	
No. 10, 6 cans to case	5 55
No. 5, 12 cans to case	5 80
No. 2 1/2, 24 cans to case	6 05
No. 1 1/2, 36 cans to case	6 00

Green Brer Rabbit	
No. 10, 6 cans to case	4 20
No. 5, 12 cans to case	4 45
No. 2 1/2, 24 cans to case	4 70
No. 1 1/2, 36 cans to case	4 60

Aunt Dinah Brand.	
No. 10, 6 cans to case	3 00
No. 5, 12 cans to case	3 25
No. 2 1/2, 24 cans to case	3 50
No. 1 1/2, 36 cans to case	3 00

New Orleans	
Fancy Open Kettle	68
Choice	52
Fair	32

Half barrels 5c extra	
Molasses in Cans.	
Dove, 36, 2 lb. Wh. L.	5 60
Dove, 24, 2 1/2 lb. Wh. L.	5 20
Dove, 36, 2 lb. Black	4 30
Dove, 24, 2 1/2 lb. Black	3 90
Dove, 6, 10 lb. Blue L.	4 45
Palmetto, 24, 2 1/2 lb. 4	6 5

NUTS.

Whole	
Almonds, Terregona	20
Brazil, New	20
Fancy mixed	20
Filberts, Sicily	15
Peanuts, Virginia, raw	11 1/2
Peanuts, Vir. roasted	13
Peanuts, Jumbo, raw	13
Peanuts, Jumbo, rstl	15
Pecans, 3 star	23
Pecans, Jumbo	24
Walnuts, California	28

Salted Peanuts.

Fancy, No. 1	17
Jumbo	23

Shelled.

Almonds	48
Peanuts, Spanish,	16
125 lb. bags	32
Filberts	32
Pecans	90
Walnuts	60

OLIVES.

Bulk, 2 gal. keg	3 00
Bulk, 3 gal. keg	4 30
Bulk, 5 gal. keg	6 90
Quart Jars, dozen	4 75

Pint, Jars, dozen	2 75
4 oz. Jar, plain, doz.	1 30
5 1/2 oz. Jar, pl., doz.	1 60
9 oz. Jar, plain, doz.	2 30
20 oz. Jar, pl., doz.	4 25
3 oz. Jar, Stu., doz.	1 35
6 oz. Jar, stuffed, dz.	2 50
12 oz. Jar, stuffed, dz.	3 50
doz.	4 50@4 75
20 oz. Jar, stuffed dz.	7 00

PEANUT BUTTER.

Bel Car-Mo Brand	
8 oz., 2 doz. in case	24
24 1 lb. pails	12
12 2 lb. pails	12
5 lb. pails 6 in crate	14
14 lb. pails	25
25 lb. pails	25
50 lb. tins	50

PETROLEUM PRODUCTS	
Iron Barrels	
Perfection Kerosine	12.1
Red Crown Gasoline	13.7
Tank Wagon	36.2
Gas Machine Gasoline	20.6
V. M. & P. Naphtha	42.2
Capitol Cylinder	23.2
Atlantic Red Engine	13.2
Winter Black	13.2



Iron Barrels.	
Light	59.2
Medium	61.2
Heavy	64.2
Special heavy	66.2
Extra heavy	69.2
Transmission Oil	59.2
Finol, 4 oz. cans, doz.	1.40
Finol, 8 oz. cans, doz.	1.90
Parowax, 100, lb.	7.7
Parowax, 40, 1 lb.	7.9
Parowax, 20, 1 lb.	8.1



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

PICKLES	
Medium Sour	
Barrel, 1,200 count	22 50
Half bbls., 600 count	12 00
0 gallon kegs	10 00

Sweet Small	
30 gallon, 3000	44 00
5 gallon, 500	8 75

Dill Pickles.	
600 Size, 15 gal.	13 00

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

PLAYING CARDS	
Battle Axe, per doz.	2 65
Blue Ribbon	4 25
Bicycle	4 50

POTASH	
Babbitt's 2 doz.	2 75

FRESH MEATS	
Beef.	
Top Steers & Heif.	@17
Good Steers & H's	14@15 1/2
Med. Steers & H's	12 1/2@14
Com. Steers & H's	10@12 1/2

Cows.	
Top	13
Good	12
Medium	10
Common	9

Veal.	
Good	14
Top	15
Medium	12

Lamb.	
Good	22
Medium	20
Poor	16

Mutton.	
Good	12
Medium	10
Poor	07

Pork.	
Heavy hogs	12
Medium hogs	12
Light hogs	14 1/2
Loins	30
Butts	25
Shoulders	19
Spareribs	17
Neck bones	05

PROVISIONS	
Barreled Pork	
Clear Back	25 00@26 00
Short Cut Clear	24 00@25 00
Clear Family	29 00@30 00

Dry Salt Meats	
S P Bellies	
18 00@20 00	

Lard	
Pure in tierces	18
60 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	14 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.	25@ 27
Hams, 16-18, lb.	28
Ham, dried beef	
sets	38 @39
California Hams	13@ 14
Picnic Boiled	
Hams	30 @32
Boiled Hams	34 @36
Minced Hams	14 @16
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	31
Moist in glass	8 00

Pig's Feet	
1/4 bbls.	2 50
3/4 bbls., 35 lbs.	4 00
1/2 bbls.	7 00
1 bbl.	14 15

Tripe.	
Kits, 15 lbs.	90
1/4 bbls., 40 lbs.	1 60
3/4 bbls., 80 lbs.	3 00
Hogs, per lb.	@42
Beef, round set	14@26
Beef, middles, set.	25@30
Sheep, a skein	1 75@2 00

RICE	
Fancy Blue Rose 7 1/4@7 1/2	
Fancy Head	8@9
Broken	3 1/2

ROLLED OATS	
Steel Cut, 100 lb. sks.	3 50
Silver Flake, 12 Fam.	2 50
Quaker, 18 Regular	1 85
Quaker, 12s Family N	2 75
Mothers, 12s, 11 1/2 reg	3 25
Silver Flake, 13 Reg.	1 60
Sacks, 90 lb. Jute	3 30
Sacks, 90 lb. Cotton	3 40

RUSKS.	
Holland Rusk Co.	
Brand	
36 roll packages	4 25
18 roll packages	2 15
36 carton packages	4 75
18 carton packages	2 40

SALERATUS	
Arm and Hammer	
SAL SODA	
Granulated, bbs.	1 80
Granulated, 100 lbs. cs	2 00
Granulated, 36 2 1/2 lb. packages	2 25

COD FISH	
Middles	15 1/2
Tablets, 1 lb. Pure	19 1/2
Tablets, 1/2 lb. Pure.	1 40
doz.	23
Wood boxes, Pure	11

Whole Cod	
Holland Herring	
Mixed, Kegs	1 15
Queen, bbls.	8 25
Queens, bbls.	16 00
Milkers, kegs	1 25
Y. M. Kegs	1 15
Y. M. half bbls.	9 00
Y. M. Bbls.	17 50

Herring	
K K K K, Norway	20 00
8 lb. pails	1 40
Cut Lunch	95
Boned, 10 lb. boxes	27

Lake Herring	
1/4 bbl., 100 lbs.	6 50

Mackerel	
Tubs, 100 lb. fncy fat	16 50
Tubs, 60 count	5 00

White Fish	
Med. Fancy, 100 lb.	13 00

SHOE BLACKENING.	
Queen, half doz.	1 35
E. Z. Combination, dz.	1 35
Dri-Foot, doz.	2 00
Bixbys, doz.	1 35
Shinola, doz.	90

STOVE POLISH.	
Blackenz, 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 80
Vulcanol, No. 5, doz.	95
Vulcanol, No. 10, doz.	1 35
Stovall, per doz.	3 00

SALT.	
Colonial, 24, 2 lb.	95
Log Cab., Iodized, 24-2	40
Log Cabin 24-2 lb. case	1 40
Med. No. 1, Bbls.	2 80
Med. No. 1, 100 lb. bgs	95
Farmer Spec., 70 lb.	95
Packer's Meat, 56 lb.	63
Crushed Rock for ice	
cream, 100 lb. each	75
Butter Salt, 280 lb. bbl	4 50
Blocks, 50 lb.	42

Baker Salt, 280 lb. bbl.	4 25
100, 3 lb. Table	6 07
60, 5 lb. Table	5 57
30, 10 lb. Table	5 30
28 lb. bags, Table	40



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

Worcester

Bbls. 30-10 sks.	5 40
Pbls. 60-5 sks.	5 55
Bbls. 120-2½ sks.	6 05
100-3 lb. sks.	6 05
Bbls. 280 lb. bulk:	
A-Butter	4 20
AA-Butter	4 25
Plain 50-lb. blks.	5 52
No. 1 Medium bbl.	2 75
Tecumseh 70-lb. farm sk.	92
Cases, Ivory, 24-2 cart	2 35
Bags 25 lb. No. 1 med.	2 40
Bags 25 lb. Cloth dairy	4 75
Bags 50 lb. Cloth dairy	7 75
Rock "C" 100-lb. sacks	5 50

Making War on Women and Babies.

Grandville, Oct. 7.—What is the matter with our immigration laws that rank injustice, verging on the inhuman treatment of women and girls is meted out every now and then?

The latest instance of the beauties of the law comes to public notice through the refusal of the admission of a three months old babe to the United States. And thereby hangs a tale.

A young Italian came to the United States in 1919. He was anxious to become an American and took out his first papers. In 1922 the sweetheart urge drew him back to Italy. He married and returned here last March.

In May he read that intending citizens might bring their foreign born wives from abroad without regard to the quota. He sailed at once for Italy. On arriving there he learned that the order had been rescinded. He sailed back after a stay of only one week with his bride.

In August he was assured that the order had again become effective. He sent for his wife and baby. When they arrived on the steamship Conte Verde a week ago, omission of a stamp for the baby had been noted. This will necessitate the deportation of a three months old baby. Of course, the mother must go with it, and the husband can but return to his lonely American home, his wife and babe disbarred by the cruel arm of the law.

The whole blamed nuisance comes about through the neglect of U. S. consul on the other side. It seems that the mistakes of Government officials over which the immigrant has no control, must hold and a rank injustice enacted.

And this in free America!

There is something wrong in our immigration law when an innocent babe of three months cannot enter America where both its parents are welcome.

There was another case which came to public notice some months ago, in which a fifteen year old girl was deported after residing here for seven years with her parents. The child was not bright, but the parents believed American schooling and parental care would change the girl, which it did not. Thereupon the law said she must go back to Europe, where she had not a living relative.

Such laws are barbarous and unworthy the enlightened people of America. How long shall we bow the knee to such insults to common sense? No wonder so many of the foreign population regard America as a country inhabited by less civilized people than the Sioux Indians.

It is high time that our public men used more common sense in their law making, and used at least a feeling of humanity when dealing with men and babies from foreign lands.

We have a lot to learn before we pose as the only true Christian nation of the great world. The Italian who is to be deprived of wife and baby because of a senseless custom says he is still a good American, and will take his medicine however bitter it may be.

Put yourself in his place, my American citizen, and imagine your own feelings under such adverse circumstances. One could hardly blame that poor foreigner if he cursed the American government and returned to Italy with hatred in his heart for everything American.

Think you such infamous proceedings under the guise of law will make for the peace of the world? Doing right wrongs nobody, and this mismanagement of our immigration problem is certainly a bitter dose to swallow. It ought to make even a native born citizen of this country gag.

Japan is bellicose toward America, but not as justly so as many other nations. Complete shutting off of immigration from all countries would be far less outrageous than the way the present law is carried out.

Why is it so hard to be just in cases of the kind mentioned? If the law

is to blame, then change it; if it is individual enforcers of the law, then turn them down with a proper rebuke and put in their places men who have sufficient bowels of compassion to not make war on women and babies.

We of America pride ourselves on being the best people in the world. We brag about our free institutions; our mammoth buildings; our great plains; long mountain ranges; magnificent rivers; great lakes; canyons and the freest and best citizenship in all the world.

Have we a right to make these brags while we disturb the life and love for wife and child of foreign people who come to our shores to better their condition in the world?

There is a screw loose somewhere.

We of America have many monuments to worthy heroes of the past, and we should be above doing evil, even to the smallest child. Our country never did make war on women and children, and yet in this twentieth century of supposed superior enlightenment we do make war on babies. Is it brave, is it manly to do these things?

When you go from business to stand beside wife and child in your own cozy home, and feel such pride and love in your heart, just sit down with that small babe of yours pressed to your heart and say if you can that the great United States of America did a just and righteous thing when it took that poor, weeping Italian mother, holding her small babe to her breast and thrust her aboard a foreign going ship, denying her babe a home in this land where her husband has become a citizen. Old Timer.

A New Merchandising "Stunt."

Realizing the value of tying up advertising with events of the day, a dress concern is basing a very important sales plan on the release of a moving picture that is to be made from one of Sir James M. Barrie's most noted works. The concern is already working on the plan in conjunction with the producers of the picture, the name of the former and the title of the picture being very similar. Only one store in a town is to be given a chance to "come in" on the proposition, which is very comprehensive and which promises to give both business and valuable publicity to the stores that take part. One important feature of the plan is that the dresses it is expected to sell will not be designed until just before the release of the picture, which will assure their being of the latest style.

Irish Potato Is Misnamed.

Washington, Oct. 6.—The name Irish potato is a misnomer, for the potato is really a native of America. It was discovered here in 1588 by Europeans, and first used by them as an article of food. It is found growing wild in various parts of South America. It is used as food all over the world. The reason it was called the Irish potato is that it was adopted as one of the chief articles of food by the Irish people, and is one of the principal food products of Ireland. The potato famine in Ireland in 1845-46 resulted in many deaths from starvation and caused many of the Irish to emigrate to America.

Youth Sentenced To Work in Melon Patch.

Helena, Ark., Oct. 6.—Judge Burke, of this city, sentenced a local youth to spend several days in a watermelon patch, not to eat the fruit but to work for the owner. The sentence was pronounced in the Municipal Court when the youth was convicted of stealing watermelons from the patch in which he is to spend his time under the watchful eye of the aggrieved owner.

BEECH-NUT PEANUT BUTTER



Sales of Beech-Nut Peanut Butter always respond to your selling and advertising efforts. Preferred by discriminating people everywhere.

Counter and window displays will stimulate the turnover on this nationally advertised product. Write for our attractive display material.

BEECH-NUT PACKING COMPANY

'Foods and Confections of Finest Flavor'

CANAJOHARIE

NEW YORK

HEKMAN'S

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

Delicious cookie-cakes and crisp appetizing crackers — There is a Hekman food-confection for every meal and for every taste.



Hekman Biscuit Co.
Grand Rapids, Mich.



When it comes to foods there is nothing better than
HOLLAND RUSK

If you don't carry it now order a case from your jobber today.

Be sure to get the package
to with the Windmill
Trademark

Holland Rusk Company, Inc.
HOLLAND MICHIGAN

IN THE REALM OF RASCALITY.

(Continued from page 3)

they could not be readily detached or obliterated. The commission further found that since respondent's above described methods many shipments of cream intended for competitors were diverted and delivered to respondent contrary to the desire of the shippers. The Commission declared respondent's practice to be an unfair method of competition and a burden is placed on farmers and producers when they desire to ship cream to respondent's competitors, and in some instances results in the farmers receiving less money for their cream.

It is a little disconcerting to see the T-A-D Co. played up in full page advertisements in the Chicago Dry Goods Reporter, in view of the complaints of unfairness which have reached the Tradesman from many merchants and which have received due recognition in this department. It is bad enough to have to contend with the so-called high grade magazines, to say nothing of facing questionable advertising in trade journals.

Look out for checks being cashed by a party giving the name of Alexander D. Walker. He represents himself to be A. D. Walker, of the firm A. D. Walker & Co., and presents an engraved card reading as follows:

A. D. Walker & Co.
17 Madison Ave.
New York.

Checks are uttered on the Broadway Central Bank, New York, and across the left hand of the check is a name printed as follows: "Alexander D. Walker." The man's appearance is as follows: About 5 feet, 10 inches high, athletic build, neatly dressed, dark hair and eyes, maybe Jewish. Is thoroughly familiar with commercial men in department store trade; talks freely of New York houses and traveling salesmen. His game is to call upon the buyer of ribbons and jewelry, make himself known as someone they bought from; says he has changed lines; in for himself now; shakes hands with the proprietor as an old business acquaintance; is in no hurry to go from the store and eventually before leaving the store asks the buyer he has visited with if he or she thinks he can get a check cashed at the office. He worked the game successfully in at least two stores in Lansing. If this man comes your way, apprehend him and notify the office of the Michigan Retail Dry Goods Association, Lansing.

Alpena, Oct. 3—Your letter under date of Sept. 30 to C. H. McKerrighan was handed to me, as I happened to be one of those fool merchants who got caught in the swindle of the Knickerbocker Merchandising Co. and it was upon my suggestion that he wrote you. However, it may be of little satisfaction to me to say I was not the only one who got stung. I have knowledge of two other merchants are in the same boat. Perhaps the reason I got stung was because I was new at the game, just two years in the grocery business. I've learned one lesson that will not be forgotten. However, I am going to ask your advice in the matter as to how I can reclaim the \$100 paid to these people. Through what channel can I present this case in order to expose and collect the amount

paid in? I assure you that anything you can do for me will be greatly appreciated. J. Marciniak.

The parties composing the fraudulent Knickerbocker Merchandising Co. are utterly irresponsible. The \$100 the Alpena merchant paid the crook who called on him was probably absorbed by the caller. The other \$200 the merchant agreed to pay will turn up later in the hands of an alleged "innocent third party." If he does not pay the notes on the demand of the New York confederates of the chief swindler, they will turn up later in the hands of some shyster lawyer, who will probably proceed to sue the maker and undertake to collect the amount "on shares." In nine cases out of ten the merchant will settle the matter, rather than hire a good lawyer and fight the case on its merits. All these troubles could have been avoided if Mr. Marciniak had been a regular subscriber to the Tradesman and had read the paper regularly every week.

One or Two Cent Postage?

A great many druggists ask, "Which is better, one or two cent postage?" No cut and dried answer can be given to such a question. It all depends upon the proposition. Sometimes one cent postage is the thing. There are other times when two cent postage

should be used. Also, there are other times when two cent postage, plus delivery stamps, do wonderful things.

If a druggist has a personal message to deliver to his prospects, and if the letter is personal in tone throughout, it might be better for him to employ two cent postage. On the other hand if a druggist is sending out a printed circular or announcement, which is not personal, one cent postage is entirely satisfactory. As a general principle, though, it is generally believed that the retailer will be ahead of the game if he employs one cent postage in his mail advertising. Careful tests have shown that two cent postage is not justified in most mailings. In other words, the extra returns from two cent postage are not large enough to warrant the expenditure of the additional cent.

Dead Give Away.

She was anxious to find out where her husband was, so she rang up a club to which he belonged. "Is my husband there?" she asked.

"No madam."

"But I haven't even told you my name," said the astonished woman.

"That's all right, madam," said the discreet clerk; "nobody's husband is ever here."

Like an overloaded ship

A business carrying too large a stock is like an overloaded ship—it's sluggish.

That's why "Uneeda Bakers" always insist that dealers carry only enough stock of biscuit to meet current demands. Another reason for this is that the dealer can always assure delivery of only fresh biscuit to his customers.

Help us to keep faith with your customers—N. B. C. delivery system will take care of your orders.



So tasty and so good that each one you eat calls for another—and another—until the package is empty. Recommend them to your customers for that before-bedtime snack.



NATIONAL
BISCUIT COMPANY
"Uneeda Bakers"

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.

SALESMAN WANTED—Shoe salesman for Western Michigan, preferably one with headquarters in Grand Rapids. Straight 6 per cent commission basis. Line of about 100 samples, including men's and boys' medium priced dress and work shoes, men's and women's leather slippers. Brandau Shoe Co., 250 W. Jefferson Ave., Detroit, Mich. 730

FOR SALE—Drug and grocery business in manufacturing town of 60,000, doing \$1,400 to \$2,000 a month. Inventory \$2,500 including 8-foot all white fountain. Nearest drug store ten blocks. Ask the wholesale man about this. Terms. Address No. 731, c/o Michigan Tradesman. 731

Wanted—General stock merchandise in small town, in exchange for 200-acre stock and grain farm, in Lapeer county. Address No. 732, c/o Michigan Tradesman. 732

There's an excellent and very unusual opening in the Cook & Feldher store at Jackson, for a bright snappy young man with initiative and experience in women's and children's hosiery and underwear and men's furnishings. 733

Mated 1924 silver black fox pups guaranteed to pass Advanced-registration, for \$1,000 per pair. Terms. Address No. 734, c/o Michigan Tradesman. 734

For Sale—Well established coffee ranch in city of 45,000. Address No. 735, c/o Michigan Tradesman. 735

EXCHANGE—A 100-acre farm near Kalamazoo, Mich., for a clean stock of general merchandise. Address No. 723, c/o Michigan Tradesman. 723

FOR SALE—Small town country store, general merchandise, opposite Pere Marquette depot; twenty-four miles from chain stores. Four living rooms, attic, large basement, gas and oil pump, garage, barn, ice house. Everything in good condition. Price, with fixtures, \$3,000. Terms. Good, clean stock can be bought at inventory. Box 12, Wellston, Mich. 724

What have you to trade for farm value \$2,000? Can use removable stock merchandise. G. A. Johnson, Carlshend, Mich. 725

STORE BUILDING FOR RENT—Located on Main street, business district. Suitable for any retail business. Inquire of J. M. Kavanaugh, 1202 Michigan Ave., East, Jackson. 726

FOR SALE—Good live wholesale and retail BAKERY business. A WONDERFUL OPPORTUNITY, at a reasonable price. Selling reason, sickness. Address No. 718, c/o Michigan Tradesman. 718

MERCHANTS—We have conducted successful sales for retail merchants since 1900. Reduction, money-raising or quit-business. For terms, dates, etc., write Greene Sales Co., 216 Michigan Ave., E., Jackson, Mich. 721

FOR SALE—Grocery, meats and tinware, stock and fixtures, \$4,500. Annual sales \$40,000. Located in fast-growing suburb. Business has wonderful future. Part cash, balance terms. Address No. 711, c/o Michigan Tradesman. 711

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

CASH For Your Merchandise! Will buy your entire stock or part of stock of shoes, dry goods, clothing, furnishings, bazaar novelties, furniture, ect. LOUIS LEVINSOHN, Saginaw, Mich.

**FIRE AND
BURGLAR
PROOF
SAFES**

**Grand Rapids
Safe Co.**

Tradesman Building

Why the Wood Shingle Is Specially Flammable.

The question of wood shingle flammability there is far more than appears on the surface. Obviously, any kind of untreated wood is burnable and therefore liable to ignition when long enough subjected to heat. But there are certain definite reasons for the highly pyrophoric tendencies of shingle wood, reasons which inhere in its manufacture and which in varying degree are common to every grade.

All woods in structure are cellulose. If a piece of wood fiber, cut across the grain, is studied under a magnifying lens of sufficient power the severed cells will appear to resemble, roughly, the top of a honeycomb. This is true of an ordinary wood shingle, the thick part of which—the shingle being cut transversely—shows the open ends of the elongated cells exposed to the weather. From the moment that the shingle, too often in an unseasoned condition, is attached to the roof, it begins to react to climatic changes, absorbing moisture with the rain and releasing it under the drying power of the sun. In this way there is set up a continual process of expansion and contraction, minute enough to escape detection for a while, but growing always more marked. Decay has begun, and decomposition is simply slow oxydization, while fire is swift.

Undergoing this incessant combustion, though without actual ignition, the shingle at length becomes exceedingly dry and tinder-like, so that only a slight touch of flame, a glowing ember, or a wind-dropped spark, is required to accelerate this process of decay into what is called fire.

Furthermore, this gradual decay, involving dehydration, induces considerable distortion in the shingle, a condition which makes it easy for sparks to lodge on wooden shingle roofs. Under the action of the sun and wind and rain, shingles draw apart one from the other and their surfaces fur; they crack, they curl and cup along their exposed lengths, and finally, with continued crimpation, they begin to loosen and drop off. All these organic changes going on simultaneously in the hundreds of units comprising a roof produce, in time, a myriad crevices to retain the chance spark. This hazard is particularly severe, of course, on roofs with a low pitch. But whether the pitch be low or sheer the risk always is present in some degree. Moreover, where the incline of the roof is broken by valleys, embers can lodge in windrows and, thus sheltered, begin their deadly work. Once partly consumed by fire, shingles are all too easily torn off by the wind and whirled away to endanger other structures.

When, though, all allowances are made for lack of popular understanding of the wood shingle's peculiarities, the item of "first cost"—a brace of words which in numberless business ventures serves as an economic blinder—remains chiefly responsible for its present wide use. Thus it is costing the people of the United States a conservative average of ten million dollars yearly to "save" money on their roofs. This, no doubt, represents a late-blooming variety of thrift, one

that hardly could have been nurtured by Benjamin Franklin.

But there is another actuating reason for the choice of wood shingles as roofing on residential property. Wooden roofs, it is well to remember, were laid in America originally because timber abounded and was to be had almost for the felling. Houses were isolated to a far greater extent than they are to-day, and no ready and non-combustible substitute existed for wooden shingles. There was, too, as crudely hacked out, a broad resemblance in such coverings to the English thatch under which so many of the Colonial settlers had been reared. Hence, to cheapness and availability was added that powerful persuader, sentiment. Although none of these reasons for employing wood shingles is valid now, unless it be the obvious one of first cost, another has come to the fore. To please a sophisticated taste, architects a few years ago began to "dress up" their shingle roofs. They dyed the shingles, curled them, shaved them and gave to the roof-lines a permanent wave. A multitude of artistic roofing effects was conceived and executed, embodying, among other features, curled eaves and various harmonizing color schemes; and there is no gainsaying their beauty.

However, what should be impressed upon the planner of a roof of this type to-day is that wooden shingles are by no means essential to the carrying out of his aesthetic ideas. There are procurable approved roofing materials from which it is possible to achieve the most graceful contours and well-blended color effects.

Approved roofings, apart from the results of formal laboratory tests, have amply demonstrated their worth in actual fire experience. It was proved, to note but one instance, in the Berkeley conflagration, in 1923, where an incombustible roof withstood an incessant rain of sparks and embers, remaining substantially intact until the exposing flames from neighboring buildings ignited the sides and interior of the structure when it, too, surrendered to this typical shingle roof conflagration.

It has been noted that the principal reason for the primacy of the wooden shingle roof lies in a false idea of economy, coupled with established custom and a failure to realize the adaptability of other material to the requirements of artistic roofing. Before assuming, however, that this preference will survive indefinitely, it is well to remember that arrayed against the wooden shingle roof are certain inescapable forces which in the end will suffice to turn the balance. First to be observed is the growing scarcity of timber in the United States; in particular, an impending shortage of those woods, such as cypress, cedar and white pine, which yield the better grade of shingle.

No one who has undertaken in post-war years to build a home will need to be told that all kinds of lumber are soaring in price. Therefore, with the unquestioned need for conserving the dwindling supply, why should wood be employed on a roof, where it is not essential and where, of all possible places, it is most likely to be wasted by fire? From an ever-widening pub-

lic is coming the only possible reply. Why, indeed!

In reality, then, is the wooden shingle roof maintaining its own? In many quarters, it is perhaps, still making a successful bid for public favor. But viewed Nationally the question admits of only one answer, and that answer is epitomized in the large number of cities and towns definitely known to have prohibited, by ordinance, wooden shingle roofs within their limits. Nothing could bear more unmistakable witness to the waning popularity of a type of house covering that has already been the scourge of too many communities. It means that these municipalities appreciate what every fire chief in the country knows, some of them through bitter experience; namely, the difficulty of controlling and extinguishing, even with adequate equipment and ample water supply, spreading fires involving the flying brand and the wooden shingle roof. Therefore, if for no other reason than an unwillingness to impose on its firemen what may become the impossible, these communities have decreed that the wooden shingle must go, and have commenced the task of elimination.

Always the best judges of the efficacy of a remedy are those who have tried it themselves. New Braunfels, Texas, began in 1897 to rid itself of wooden shingle roofs, and in a letter written last summer to the National Board of Fire Underwriters, the fire chief, after recalling this move, continues: "I wish to state that this is a city of five thousand inhabitants and has not had a roof fire in fifteen years." Here are only twenty-two words; but then wisdom is not to be measured with a comptometer.

It is true that the full effect of prohibitory statutes seldom is realized at once, as most of the acts allow at least ten years in which to replace combustible roof coverings with fire-resistant material, except where extensive repairs are necessary. Nevertheless in a formidable number of cases the stand has been taken, so that it is now but a question of time before the experience of New Braunfels will cease to be so nearly unique as it long has been.

Although, as has been stated, the great majority of wooden shingle roof fires attack residential property, instances of the spread of such blazes to mercantile sections have been frequent enough to secure for a proposal to abolish the wooden shingle the staunch support of business men's associations. The men who compose their membership want to protect their homes, as a matter of course, but they recognize also the reflex danger to which the enormous values of the downtown districts in every city are continuously exposed because of the large shingle roof and frame construction areas so often contiguous. Being men of affairs, too, they appreciate that the presence of wooden shingle roofs multiplies the cost of fire protection and of indemnity, and nullifies the efforts of the good citizen who, with commendable foresight, takes every precaution to safeguard his own risk and yet is overwhelmed by the folly of his neighbors.

On the history of shingle roof or-

dinances some interesting light has been shed through the discovery by Miss Ethel Hutson, research clerk of the New Orleans Association of Commerce of certain old documents pertaining to the early days of the gulf port. In that city, it seems, a great conflagration broke out in 1788, followed by another in 1794, while Louisiana still was under Spanish rule. As this second catastrophe resulted in almost complete destruction of the city, Baron Carondelet, governor of the territory, proposed that premiums be paid to those who, in rebuilding their houses, should cover them with roofs of incombustible tiles instead of wooden shingles.

"At present," he is quoted as having said, "the houses are covered with roofs of shingles and when they take fire they spread it to buildings sometimes very distant, and the breaking down of houses adjoining the fire does not put a stop to it."

Whether or not the proposed premium ever was actually offered is not a matter of record but at any rate the incombustible tile roof did come into common use and it still forms one of the features, no less sensible than picturesque of the dwellings in the old French Quarter. When, through the Louisiana purchase, in 1803, New Orleans became part of the United States, the General Assembly, as early as 1821, enacted a statute authorizing the mayor and council to fix the fire limits and to forbid wooden shingle roofs within certain districts.

Many of the country's fire marshals and fire chiefs who, a century later, have helped successfully to lead the fight for enactment of ordinances against wooden shingle roofs in their territories have won no easy victory. They have had to combat, apart from all the other circumstances responsible for the wood shingle's popularity, deep-seated habit, a thing never easily upset. Even a conflagration will not always budge it. Of all the communities cited as having passed through a disaster of this kind, the names of only a third appear among those which have banned the wooden shingle.

No Parallel To Canned Food Situation

"A situation in all respects like that by which the producer and the distributor of canned foods are now confronted is probably without a parallel in the long history of canning in this country," says Gibbs & Co., of Baltimore. "Canning crops have often failed in past years and will no doubt often fail in future years, but it is, we think, unknown that they have ever failed after the manner of this year's failures—in veritable bunches in practically all sections of the country. The failure of one staple canning crop in past years was in many instances offset by other staple canning crops produced in normal and sometimes abnormal supply. It is singularly unfortunate that tomatoes and corn, the two most important canning crops, should be found in difficulty, and very serious difficulty at that, at the same time. The shortage in the bean crop (we speak only of pea beans and of lima beans) is not lightly to be considered. Production costs, especially those for tomato products, have already very sharply reflected the shortage of which we speak."