



MICHIGAN TRADESMAN

PUBLISHED WEEKLY

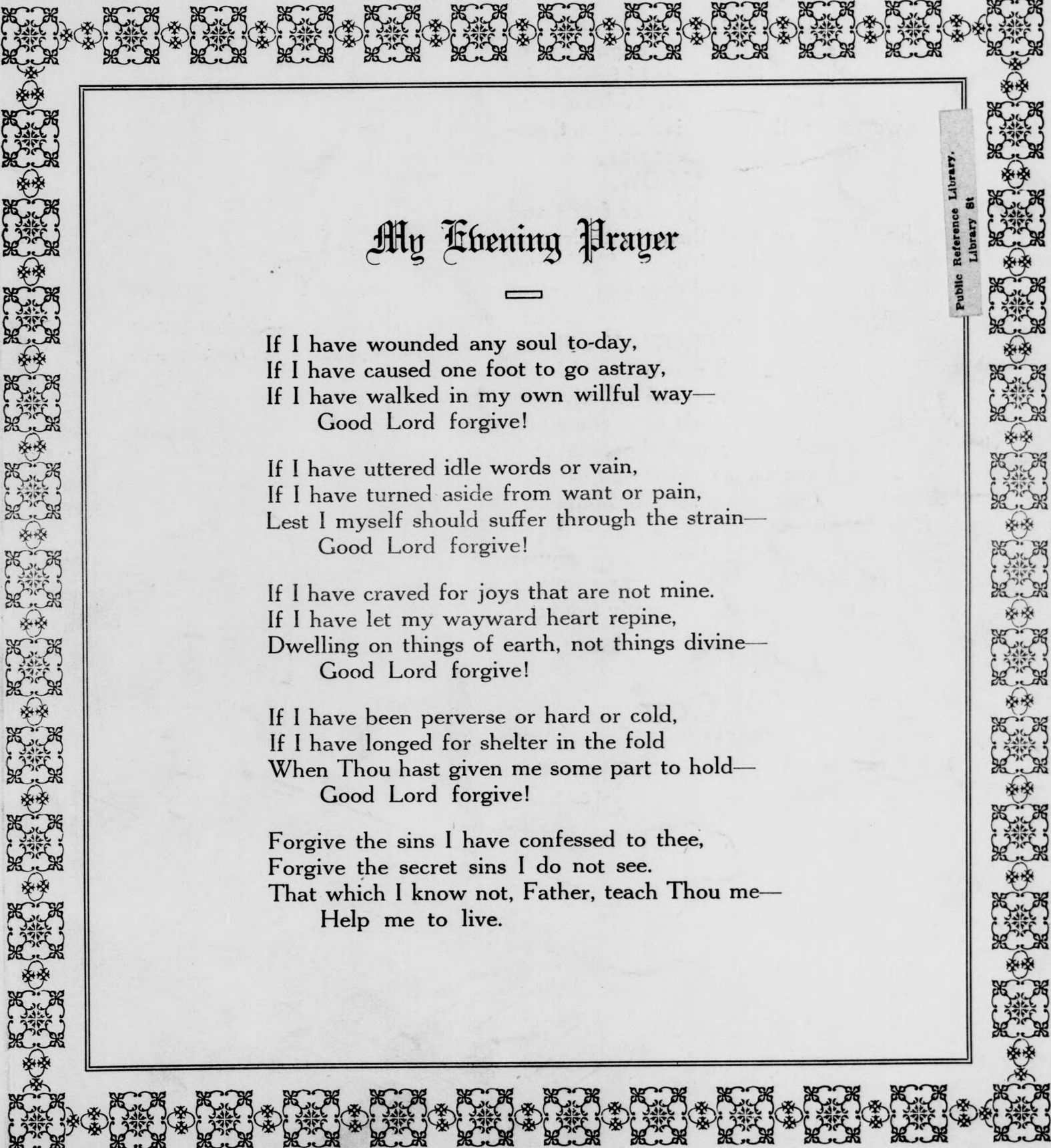
TRADESMAN COMPANY, PUBLISHERS.

EST. 1883

Forty-second Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 19, 1924

Number 2148



My Evening Prayer

If I have wounded any soul to-day,
If I have caused one foot to go astray,
If I have walked in my own willful way—
Good Lord forgive!

If I have uttered idle words or vain,
If I have turned aside from want or pain,
Lest I myself should suffer through the strain—
Good Lord forgive!

If I have craved for joys that are not mine.
If I have let my wayward heart repine,
Dwelling on things of earth, not things divine—
Good Lord forgive!

If I have been perverse or hard or cold,
If I have longed for shelter in the fold
When Thou hast given me some part to hold—
Good Lord forgive!

Forgive the sins I have confessed to thee,
Forgive the secret sins I do not see.
That which I know not, Father, teach Thou me—
Help me to live.

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



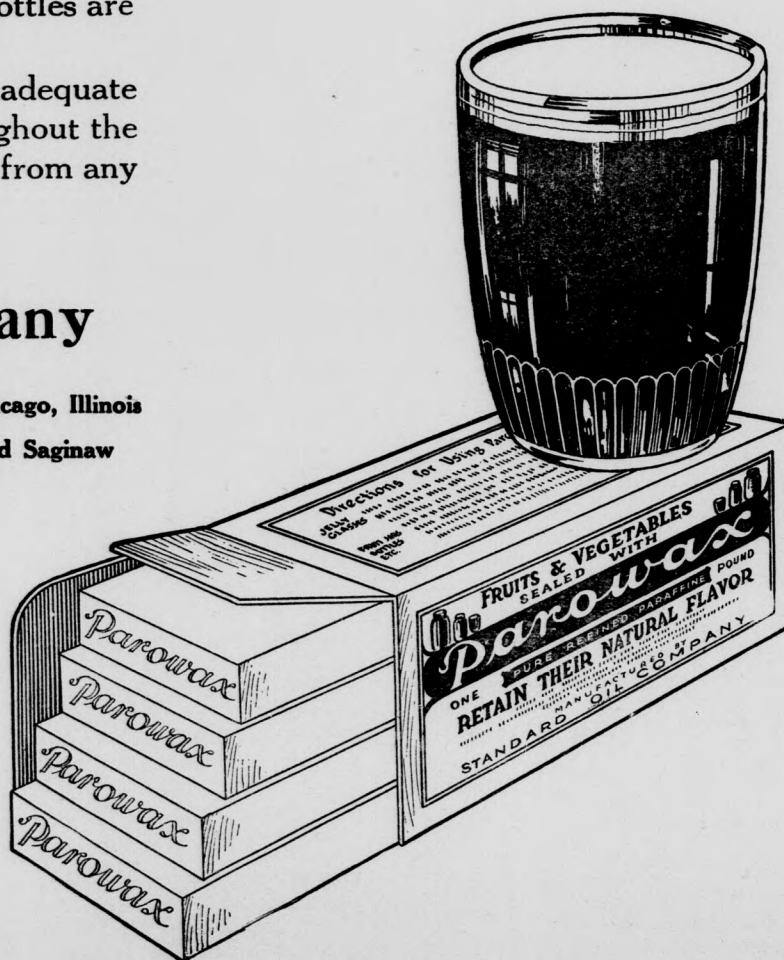
One of these two color counter display cartons is packed in each case of Parowax.

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, NOVEMBER 19, 1924

Number 2148

MICHIGAN TRADESMAN

(Unlike any other paper.)

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

DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly By

TRADESMAN COMPANY

Grand Rapids

E. A. STOWE, Editor.

Subscription Price.

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in advance.

Four dollars per year, if not paid in
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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.

Charles R. Flint, who in 1900 was generally known as "the father of trusts" and who made a name for himself in bringing about the consolidation and organization of a number of large industrial companies, is now engaged in writing his memoirs. This work takes the form of relating "The Fun I've Had in Business." One of the companies organized by Mr. Flint was the American Chicle Company, representing a consolidation of a number of chewing gum manufacturers. He valued the good-will represented by the company's trade marks at \$14,000,000, and he pointed out to the management that it would not be difficult to preserve this good will. The way to do, he said, was to increase its advertising and make good chewing gum. The consolidation and the subsequent buying of control of a chicle company made the American company the great chewing gum company of the world. But the management failed to follow his advice on advertising, he stated, with the result that it left the door open for others to enter. William Wrigley did. He advertised extensively. Result: American's business was reduced to about 15 per cent. of the world's total, while Mr. Wrigley's increased from 1 per cent. to more than 50 per cent.

If any one has had any doubts about the sincerity and reality of the co-operative spirit between men and management engendered by the "welfare program" in the operation of the Buffalo trolley lines they must have been removed by the offer of sixty of the non-union employes of that corporation, who, supplementing the practically unanimous tender by the carmen of a day's pay to assist the company in meeting the cost of the recent fatal accident on the Niagara Falls line, volunteered to raise \$1,000 each by mortgaging their homes. Of course, the "soulless corporation" will not accept the sacrifice, but it shows its appreciation of an act that is with-

out a parallel in the history of industrial relations by the removal of the fare boxes on the cars and putting the conductors on a higher status than that of mere change makers "hopelessly trying to watch myriads of coins dropping into a small glass case." Here is an exhibition of mutual confidence and good-will that is unique. It has never been paralleled where union men were employed.

Discovering America is still possible, despite the feat which Leif Ericson performed in that line eight centuries ago. Our latest discoverer is Mrs. Belloc Lowndes, who is linked with this country through her famous ancestor, Dr. Joseph Priestly, the English clergyman who, being driven from England for celebrating the fall of the Bastille, found refuge on the banks of the Susquehanna. Mrs. Lowndes makes the interesting—and pleasing—discovery that we are much better than we are painted. And she does it without saying anything about our skyscrapers. A visitor from abroad who can talk about this country without even mentioning our tall buildings is possessed of rare originality. Even our numbered streets win Mrs. Lowndes's praise. In Europe she heard the system laughed at as showing lack of imagination, but she finds it most convenient. American novelists who take delight in picturing the seamy side of American life might well take a leaf from the book of our English visitor.

Detroit has a striking instance of the way in which real estate values increase. Manhattan Island is said to have been sold for \$23 by the Indians, and sections of Chicago's loop district perhaps were bartered for an assortment of trinkets, but the record in cash real estate transactions is generally awarded to the plot of ground in Detroit which was once bought for one copper cent. The purchaser was Mary Watson Hudson, who obtained a plot of ground in accordance with an act of Congress, which for a cash consideration granted every resident a real estate holding, following the disastrous fire of 1805, in which the then thriving little city was virtually destroyed. Upon the land bought for 1 cent there has been built the new \$14,000,000 Book-Cadillac Hotel, said to be the tallest hotel in the world. Ten years after the lot was first bought it went into the hands of a speculator for \$150. Another decade later found the price increased to \$2,000, and since then the value has steadily climbed upward.

Our public schools come in for a good deal of criticism, much of it deserved. But there are two sides to every question, and the query, "What is right with the schools?" has re-

ceived less attention than it should have had. In this connection a writer in the Journal of the National Education Association points out that, while the public and private expenditures for education in this country are wholly out of proportion to our means and to outlays for less important objects, the progress is none the less remarkable. He says, for example, that had the population of the United States increased as rapidly as school attendance the population in 1922 would have been 216,227,633 instead of 109,248,393! The enormous increase in attendance at the higher schools is another significant advance. It is no longer a reproach that so large a proportion of the children drop out in the lower elementary grades. It is only just, while finding fault, to look also for things to praise.

Cuba held a presidential election last week, but, as is customary among Latin-American nations, a cooling-off period of several weeks will intervene before the results are definitely known. The campaign has been tense and blood has been shed upon several occasions. Comparatively speaking, it has been tame, for no actual revolutionary move has yet cropped up. The candidates for President were General Machado, Liberal, favored by the incumbent, President Zayas—which means a great deal in Latin-American nations—and former President Menocal, Conservative. Both have been accused of planning a revolution in case of defeat. This would be the customary procedure. If Cuba is able to install a new President without a ruckus and without threatened intervention on the part of the United States, the nation will have taken a distinct step in the direction of law and order and away from the old Latin-American tradition.

The dictatorships in both Italy and Spain seem to have outlived their usefulness. Mussolini, having carried his country over some rough political and economic crises, would give a great deal if a successful return to constitutionalism and normality could be achieved. Alfonso of Spain, having supported the dictatorship for the purpose of settling the Moroccan situation which it failed to do, would also doubtless like to wipe the slate clean. But in neither country can the rule of force be sloughed off easily. The dictatorships have engendered a reaction that calls for violence in their overthrow. The opposition is not satisfied to let them fall tamely of their own weight. Once they seem to be on the down grade, the forces they kept under arise to hasten the process. What is now happening in Italy, though the facts are veiled by the censorship, indicates that the process of disintegration has begun.

Mrs. Anthony Wayne Cook, president general of the Daughters of the American Revolution, who has been touring in the Northwest, says that "a wave of sincere patriotism is destroying radicalism throughout the country." From much recent observation she derives the impression that "the American people are sane and sound and true to the principles upon which the Nation is founded." It seems strange that so many good people are just making that discovery—strange that so much obscurity has developed the simple fact that ninety-five persons out of every hundred in America have been going on quietly about their business and making very little fuss and noise about their troubles and less still about ill-considered and flamboyant legislative measures to cure them. Mrs. Cook's observation is accurate, but what she has seen is by no means a discovery. It has been the outstanding feature of the political landscape all the time.

Small wonder is it that the monks of the famous St. Bernard Hospice plan to open a hotel for the snowbound Alpine wayfarer in place of free entertainment and the casual receipts of the alms box afterward. Travelers, even when the noble dogs have dug them out of drifts to be resuscitated, have often been unmindful of benefits conferred. Monks cannot live on the acquired prestige of a thousand years, and still there are ingrates unwilling to discharge their indebtedness to those who have bountifully cared for them. Fortunately for those who expect something for nothing, the dogs are just as willing to rescue a patron who pays nothing as they are to retrieve a paying guest. The history of the mountain monastery is bright with the golden deeds of faithful beasts who have dared and endured in the blizzards through the many generations.

Rear Admiral Mayo, retired, mourns over what America surrendered in the Washington Arms Conference. He believes we relinquished command of the Pacific. He voices one American opinion. However, in Great Britain there is a considerable group which than any other Power and has weakholds that Britain surrendered more ended her prestige. There is a considerable segment of Japanese public opinion that would denounce all the treaties of Washington. Many Nipponese hold that they have surrendered forever the strength that might have made them supreme in the Far East and the Pacific. Since these three parties most at interest in the Washington settlements all are finding that they have surrendered too much, it is apparent that not one of them actually yielded more than they should. These criticisms cancel one another.

IN THE REALM OF RASCALITY.

Cheats and Swindles Which Merchants Should Avoid.

In the realm of merchandising trade attracting schemes, propositions which may be perfectly honest in intent and purpose frequently become flagrantly dishonest through the machinations of crooked exploiters and salesmen. This condition applies to almost any line of schemes put out to attract trade to a retail store. The reason this is so is that sales are effected on a commission basis, which makes temptation too great to exaggerate and deceive. If schemes of this character were sold on their merits by men who receive adequate compensation in the way of regular salary, the temptation to lie would be greatly lessened.

Allegan, Nov. 12—A very good friend of mine has outlined a proposition to paint art work for the Nile Art Co., Fort Wayne, Indiana. This concern furnishes for about \$7.50 a complete painting outfit. It then sends you the merchandise, for which it pays attractive prices upon being completed. Upon hearing the proposition it sounded to me like one which you exposed in your Realm of Rascality column, I believe, last summer, it being a needle work deal from Goshen or somewhere in Indiana. If you have heard of this concern I would like to know something of their responsibility.

H. D. Tripp.

To this letter the following reply was sent:

Grand Rapids, Nov. 14—You are correct in thinking that I have repeatedly exposed the Nile Art Co., of Ft. Wayne. I see that the promoter of the enterprise, whose name is Glenn D. Fryer, 24 years old, has cleaned up \$300,000 during the past year. The Government arrested him Nov. 11 on a charge of fraudulent use of the mails.

In addition to the Ft. Wayne shop, he was running another concern at Lima, Ohio, under the style of Fashion Embroideries.

I think every week when I finish writing up the Realm of Rascality that I am through, but before another week rolls around, there are about as many more frauds on my list as the week before.

E. A. Stowe.

The Associated Press report of the collapse of the Nile Art Co. is as follows:

Fort Wayne, Ind., Nov. 11—Glenn D. Fryer, 24 years old, who had been operating the Nile Art Co., here, was arrested to-day by postal authorities, charged with using the mails to defraud. Since April 1, 1922, he is alleged to have done a volume of business in excess of a half million dollars and earned for himself a clear profit of approximately \$300,000.

Fryer, according to postal inspectors has been offering a work-at-home outfit for \$7.75, and a certain amount of material with which the customer was to paint lamp shades, which were to be bought back by the Nile Art Co., provided the finished product was up to required standards.

In most cases, it is alleged, the work was not accepted, but the customer was encouraged by letters to deposit more money for additional material, which in turn was only partially accepted after being completed. After his outfits for painting lamp shades had proven to have a nation-wide popularity, Fryer started the selling of outfits for painting pillow cases. Encouraged by more success, Fryer recently established another concern of a similar nature in Lima, Ohio, which he called the Fashion Embroideries.

One Lansing ready-to-wear store

was recently burglarized of some very valuable coats. The burglars were evidently frightened away as a large quantity of fur coats taken from the cases were found in a pile in the rear of the store near the exit where the burglars entered. Information from Flint indicates that burglars and shoplifters are operating there. Watch out for this class of crooks during the Christmas shopping period.

A motherly appearing woman apparently about 45 years old took an aggregate of more than \$50 away from Saginaw business men via the bad check route Monday and police are now attempting to locate her present whereabouts. The managers of the A. and P. store 32 South Jefferson; The Tea Store, 8 North Jefferson and the Union Tea Store, 44 East Main street, were the woman's known victims. In each case the checks, all forgeries, were for amounts of \$18.40. The address given by the woman was 628 and 823 Marshall street. She was a heavy set woman and wore a black hat, coat and shoes. She gave her name as Mrs. Albert Weiss. The checks were plainly "home made" and were endorsed first by "Albert Weiss" and the woman endorsed them as "Mrs. Albert Weiss."

A warning has been given us by the Burns Detective Agency to be on the lookout for a party who is passing checks of the Postum Cereal Co., and the Kellogg Corn Flake Company of Battle Creek, Mich. Checks are made payable to various names among which are used mostly Walter L. Malone and Robert L. Mc Laughlin. Checks are drawn on the Central National Bank of Battle Creek. Party passing checks, whose description is not known at this time represents himself as being connected with the advertising department of both the concerns mentioned above and in passing them shows credentials. The checks have been cleverly made up and it is very difficult to tell them from the actual checks of the Company. The checks are being used for advertising expenses. Notify us if he comes to your attention.

A woman about 50 years old, medium build, mixed gray hair, upper teeth protruding, drew a check on the Savings Deposit and Trust Co., Ann Arbor, drawn to Grace Ritter, and endorsed by Grace Ritter, and signed by William F. Ritter. Grace Ritter gave her address as 311 East Catherine street. Usually goes to some location where there is no telephone and states that she intends to buy property. She cashed check at bank giving as address a residence having no telephone. She sometimes uses the name of Miller. If apprehended notify the Ann Arbor Police Department.

In an order issued by the Federal Trade Commission, the May Hosiery Mills of Burlington, North Carolina, are prohibited from using as labels or brands on hosiery sold by them the word "silk" unless the hosiery so labeled is made entirely of the silk of the silk worm or where the hosiery is made partly of silk it is accompanied

Call "anyone" Long Distance- -that costs less



"ANYONE" Long Distance Service, is an inexpensive way of using the telephone for out-of-town conversations.

For a business, social or family call that does not demand speaking with a "Certain Person," tell the Long Distance operator you want to make an "Anyone" call. It will save you money.

Then there are reduced rates in the evening or night. From 8:30 until 12 o'clock in the evening "Anyone" calls cost approximately one-half what they do during the day. From midnight until 4:30 a. m. they cost about one-fourth the day rate.

"ANYONE" calls are quickly made, too, and will meet your needs in a majority of cases.

"CERTAIN PERSON" calls are used when you must talk with a particular person. Their cost is the same, day or night.

"APPOINTMENT" calls, in which connection is made at a specified time, and "Messenger Service," used to call a particular person to the telephone, are other convenient Long Distance facilities.



MICHIGAN BELL TELEPHONE CO.

by a word truthfully describing the other material or materials. In its investigation of the case the Commission found that the respondents sold and shipped hosiery made of cotton and containing no free silk, which was marked and branded with labels containing the words "Made of Cotton and Art Silk in the U. S. A." No other words were on the labels to indicate the kind and grade of material of which the hosiery was manufactured. The Commission found that respondents' labels so used misled and deceived the trade and consuming public into the mistaken belief that respondents' hosiery is composed in part of silk, and cause the purchase of such hosiery in that belief.

The Federal Trade Commission has issued a cease and desist order directed to the Lapat Knitting Mills, a manufacturer of hosiery, with its place of business in Easton, Pennsylvania, in which the respondent is required to discontinue the use of certain business practices found by the Commission to be unfair competition in violation of the Federal Trade Commission Act. In investigating the case the Commission found that the respondent labeled boxes, in which hosiery manufactured by it was packed, with the words "Pure Silk Hosiery of Quality." It was furthermore found that on the feet of each pair of such hose was stamped the words "Pure Thread Silk." The hosiery so labeled was not composed entirely of silk, but the tops, toes and heels were made of cotton. It was found that the public was misled into the belief that such hosiery was all silk. The Sobel Hosiery Company, Inc., was named in the Commission's original complaint but because this particular company had ceased doing business, the proceedings against it were dismissed by the Commission. The full text of the Commission's order against the Lapat Knitting Mills prohibits such respondent from:

1. Representing by labels, brands, advertisements or descriptions that hosiery manufactured and sold by it, a part of which is made of silk and other parts are made of cotton, are "Pure Silk" or "Pure Thread Silk," unless the difference between this type of hosiery and that which is wholly made of pure silk is clearly and definitely stated in the label, brand, advertisement, or description.

2. Using the words "Pure Silk" or "Pure Thread Silk" without equally distinct and permanent qualifications in labels, brands, or descriptions of hosiery, a part of which such as the leg or boot is made of silk and other parts such as the top, toe, heel and or sole are made of cotton.

Holloway, Nov. 17—Can you tell me anything about a man named F. W. Beatty, Grand Rapids? He has recently been through this part of the State, selling Chic-O-Lay. He claimed he lived in Grand Rapids and belonged to the Association of Commerce. In fact, he showed me a letter of recommendation from the Association of Commerce, signed by the Secretary. This Chic-O-Lay purports to be a chicken remedy. He took my mail list and said he would send out letters to my customers and also put an advertisement in the Adrian paper,

telling the people where they could get this Chic-O-Lay. He collected for and delivered the goods as he went along. The label on the bottles says it is prepared for and distributed by F. W. Beatty, Grand Rapids, Mich. As my customers did not get the letter, I wrote him. Letter was returned, stating there is no such man in Grand Rapids, so I began to think he was a crook. If you can tell me where I can find this man or give me anything about him, kindly do so.

F. J. Blouch.

Realm of Rascality would also pay a premium for information as to the present whereabouts of this boss crook, who was driven out of Grand Rapids by the Tradesman more than a year ago. It was pretty hard to dislodge a crook who had the solid backing of the officers of the Grand Rapids Association of Commerce, but the Tradesman finally won out in the contest. Beatty is probably hanging out at West Unity, Ohio, from which place he makes frequent raids into Michigan, Indiana, Illinois and Iowa. He is ALL BAD and any one who touches him at any angle will have occasion to eat the bread of bitterness.

No General Pricing of Sheetings.

The pricing of one of the well-known lines of wide sheetings, sheets and pillow cases for delivery during the next three months is apparently not to be followed by similar action on goods of this character that are distributed through other sources. Enquiry along this line recently revealed the fact that no announcements concerning the goods in question are contemplated by the two houses generally regarded in the trade as the leaders in this particular field. The price named by the concern which took this action was said to be the same as that recently current, but it was further said that the goods to be sold for the delivery specified will carry discounts larger than those given heretofore.

Didn't Propose To Be Selfish.

Unemployed—Can you give me a job where I can keep dressed up all the time and won't have to work?

Holly Berry—I'll keep you in mind, and when I find two jobs like that you can have the other one.



SELL BY THE CARTON

SKILLFULLY MADE BROOMS

PARLOR
WAREHOUSE
WHISK
TOY

Quality—Prices—Service—
Excellent, Attractive, Unexcelled

MICHIGAN EMPLOYMENT
INSTITUTION FOR THE
BLIND

Saginaw, W. S., Michigan

Why One Man Failed



He did not believe in bothering his head to remember a customer's name.

He saw no reason why he should speak to a customer whom he happened to meet on the street.

He reasoned that he could not expect to sell everybody, every time, and so he never troubled himself to offer to get an article if what was wanted was not in stock.

He couldn't understand why it wasn't just as well to send statements once every two, four or six months.

He looked upon his windows as places through which light came in. So long as they didn't look bare he didn't worry about them. He never had any special purpose in putting certain lines in, other than to fill up.

He didn't believe in taking inventory.

He thought an inexperienced girl could figure his accounts as well as an experienced bookkeeper.

He never troubled himself to attend get-together meetings of local business men.

He had no definite hour for opening or closing.

He never bothered with his discounts, because he thought they didn't amount to enough.

He was not always particular about answering his business letters promptly, even when they had to do with overdue accounts.

WORDEN GROCER COMPANY

Wholesalers for Fifty-six Years.

The Prompt Shippers



Movement of Merchants.

Bay City—Piggott Bros., Inc., furniture, stoves, etc., has changed its name to Piggott's.

Escanaba—The John H. Stack Co., has increased its capital stock from \$100,000 to \$500,000.

Ann Arbor—The Michigan Furniture Co. has increased its capital stock from \$50,000 to \$100,000.

Lennon—The Lennon State Bank has been incorporated with an authorized capital stock of \$20,000.

Marquette—The Dale Flower Co., Hancock, has opened a branch store here in the Katz block, Baraga avenue.

Mendon—Mrs. Warren McClish has removed her millinery stock here from Kalamazoo and will continue the business.

Harbor Springs—Baldwin & Bussard soon will begin erection of one of the largest garages in this part of the State.

Detroit—Lachoy Food Products, Inc., 12130 Oakman boulevard, has increased its capital stock from \$25,000 to \$250,000.

Lansing—The Moneyworth Shoe Co., 316 South Washington avenue, has filed dissolution papers with the secretary of state.

Grand Rapids—M. J. Elenbaas & Sons, 623 W. Burton street, feed and fuel, has changed its name to Elenbaas Brothers, Inc.

Walkerville—Fire of undetermined origin, destroyed the general stock and store building of C. C. Twining, Nov. 17, entailing a loss of about \$25,000.

Lansing—The optical department of the Gumm Jewelry store has been placed under the management of Dr. W. A. Small, recently of Kalamazoo.

Lansing—The American hotel, 332 South Washington avenue, which has been closed for a few weeks, has been re-opened under new management. R. H. Smith is the new landlord.

Three Rivers—The Three Rivers Co-operative Exchange Co., Moore street, has been incorporated with an authorized capital stock of \$50,000, \$8,200 of which has been subscribed and paid in in cash.

Saginaw—Wilkin's Jewelry Shop, 104 South Jefferson street, has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed, \$5,000 paid in in cash and \$2,000 in property.

Kalamazoo—M. D. Ellis has removed his jewelry stock from 108 Portage street to his modern store building at 112 East Main street. New marble and plate glass floor cases have been installed and the entire store is modern and beautiful.

Melvindale—The Melvindale Lumber Co., with business offices at 2422

First National Bank building, Detroit, has been incorporated with an authorized capital stock of \$30,000, \$28,000 of which has been subscribed and \$3,000 paid in in cash.

Detroit—The Alex Labell Co., Inc., 9146 Twelfth street, has been incorporated to conduct a general undertaking business with an authorized capital stock of \$1,000, all of which has been subscribed and paid in, \$400 in cash and \$600 in property.

Stanton—The Moll Motor Sales, Ltd., automotive vehicles, accessories, parts and supplies, has merged its business into a stock company under the same style, with an authorized capital stock of \$6,000, all of which has been subscribed and paid in in cash.

Millbrook—A. D. Kendall, prominent dealer in general merchandise, who has been ill all summer, has just returned from Harper Hospital, Detroit, where he went for an examination. A growth, closing the outlet of the stomach was discovered and Mr. Kendall will have to return to the hospital and submit to an operation.

Royal Oak—The J. J. Potts Co., 916-18 North Main street, has been incorporated to deal in hardware, furniture, electrical appliances, crockery, paints, wall paper, etc., with an authorized capital stock of \$30,000, all of which has been subscribed and paid in, \$17,000 in cash and \$13,000, all of which has been subscribed and paid in, \$17,000 in cash and \$13,000 in property.

Detroit—The Zagelmeyer Cast Stone Co., Fort street and Penn R. R., has merged its business into a stock company under the style of the Zagelmeyer Concrete Products Co., with an authorized capital stock of \$40,000 preferred and 4,000 shares at \$5 per share, of which amount \$40,000 and 4,000 shares has been subscribed, \$40,000 paid in in cash and \$20,000 in property.

Saginaw—The J. W. Grant estate store buildings at Washington and Genesee avenues, has been leased for 25 years to the D. A. Schulte Stores Co., of New York City, which conducts a chain of cigar stores throughout the united states. The J. W. Grant jewelry stock which occupies the corner store of the main building is being closed out at special sale in order to give possession to the new company.

Manufacturing Matters.

Bay City—The Gibb Instrument Co. has changed its name to the Gibb Welding Machinery Co.

Kalamazoo—The McIntyre Motor

Co. has increased its capital stock from \$15,000 to \$50,000.

Zeeland—The Colonial Manufacturing Co. has increased its capital stock from \$300,000 to \$600,000.

Detroit—The Leland Lock Co., 3965 Cass avenue, has increased its capital stock from \$50,000 to \$100,000.

Climax—The Climax Tractor Starter Co. has been incorporated with an authorized capital stock of \$5,000, \$1,200 of which has been subscribed and paid in in cash.

Lansing—Muskin Bros., Chicago, have leased the Plummer building, Shiawassee street, and will occupy it Jan. 1 with a fully equipped mattress factory. The business will be conducted under the style of the Lansing Felt & Mattress Co.

Detroit—The Supreme Ice Cream Co., 3137 Sixth street, has been incorporated to conduct a manufacturing, wholesale and retail business in ice cream, dairy products, etc., with an authorized capital stock of \$20,000, all of which has been subscribed and \$4,100 paid in in cash.

Caro—The Miller Auto Top Co. recently went into the hands of a receiver and its factory, near the Michigan Central depot, is being equipped by a newly organized concern, Coaster Wagon Co. composed of St. Clair and Caro business men. Manufacture of wagons will begin Dec. 15.

Detroit—The 1 in 5 Manufacturing Co., 2965 Grand River avenue, manufacturer of 1 in 5 carbon remover and gasoline saver, has merged its business into a stock company under the same style, with an authorized capital stock of \$100,000, all of which has been subscribed and paid in in property.

Benton Harbor—The Benton Harbor Manufacturing Corporation, Park and Fourth streets, has been incorporated to manufacture and sell mechanical devices, etc., with an authorized capital stock of \$50,000 common, \$50,000 preferred and 5,000 shares at \$1 per share, of which amount \$85,000 and 5,000 shares has been subscribed, \$5,000 paid in in cash and \$40,000 in property.

Cover Requirements on Any Material Breaks.

Written for the Tradesman.

The price of wheat has reached a point where in the minds of domestic buyers there is a question to just which way it will tend, up or down, during the next thirty days or between now and the first of the year. A number of good sized houses have been buying heavily, while others just as prominent have been friendly to the "short side."

The "Shorts" have been comforted by an increase in the visible supply, which now totals 98,000,000 bushels, and that this is a rather heavy load goes without saying, but the "Longs", on the other hand, insist that when the surplus starts to move it will go very rapidly, that the world situation is such that large stocks in surplus producing countries cannot long be maintained.

The attitude of the "Longs" is based on logic, for the market has been working along the lines they suggest-

ed and whenever wheat has gotten down anywhere near \$1.40 for futures, very heavy buying has materialized, particularly from abroad, and the price has been forced up higher each time than the previous advance.

It is estimated by the Commissioner of the Institute of Agriculture at Rome that the world this year faces an estimated bread grain shortage of 574,000,000 bushels, 401,000,000 bushels of which is wheat and 173,000,000 bushels is rye.

This estimate coincides with earlier estimates of 378,000,000 bushels shortage in wheat.

In our opinion, for the long pull wheat and flour are mighty good property even at present prices. We believe they will be higher the 1st of February, 1925, than at present. We do look for some reaction sometime between now and the 1st of January and if we were to offer any kind of advice for the trade pertaining to the purchase of wheat or flour it would be "Watch Markets Closely; Cover Requirements For Sixty to Ninety Days on Any Material Breaks."

Lloyd E. Smith.

Sell Before Turkey Day.

"Thanksgiving may be a good time to eat chicken, but it is a poor time for the farmer to sell his surplus cockerels."

This is the opinion expressed by Miss Clara M. Sutter, poultry specialist of South Dakota State College, who urges marketing the surplus birds just as soon as they are ready for market and before the glut of the Thanksgiving market. Capons are better held until February or March, she thinks, the Easter market frequently bringing good prices.

The birds should not be sold without some fattening, the poultry specialist states. By confining them in a small place where they do not have room to exercise and by giving special feed, cockerels can be fitted in good shape in two weeks. A good feeding mixture consists of 100 pounds of cornmeal, 100 pounds of middlings, shorts, or home-ground wheat, and 100 parts of ground oats. One part of this grain mixture is to be mixed with two parts of milk or water, making a semi-liquid mash. Milk is preferred to water because it is more fattening.

The first day the cockerels are confined Miss Sutter warns against feeding them anything. The second day, feed what the birds will consume in 15 minutes in the morning, the same amount at noon, and all the cracked corn they will eat at night. The third day the amounts can be increased to what the birds will eat in 20 minutes and the fourth day, 30 minutes. From then on during the fattening period, feed all they will eat. Two weeks is about the limit, of the fattening period because the birds may get off feed and lose all they have gained.

The path of success in business is invariably the path of common sense. Notwithstanding all that is said about "lucky hits," the best kind of success in every man's life is not that which comes by accident. The only "good time coming" we are justified in hoping for is that which we are capable of making for ourselves.

Essential Features of the Grocery Staples.

Sugar—Local jobbers hold cane granulated at 8c and beet granulated at 7.65c.

Tea—Teas are selling more freely and wholesale dealers say their stocks are being heavily drawn upon. News from the primary and the London markets is to the effect that prices are being well maintained on all kinds.

Coffee—Coffee prices underwent further sharp advances the latter part of last week and the first of this, being now at the highest point reached since 1920. Indications are not lacking as to the probability of prices reaching the highest level in the history of the trade. According to the most reliable statistics and estimates, the total world's supply of good, bad and indifferent coffee for the year 1924-25 will fall three to four million bags below the actual consumption last year. Little if any prospect of relief for a year is held out by students of the situation. In the meantime roasters are holding their quotations down to the lowest possible point, their advances being withheld as long as possible and made as slight as possible when placed in effect. Retailers should realize that coffee on their shelves is mighty good property, that the market is steadily becoming stronger, and that good business calls for the taking of a profit on their present holdings based, not on what the coffee actually cost them, but rather on what it would cost them to duplicate their stock to-day.

Canned Fruits—California fruits can hardly be had from first hands. The more popular the variety the greater the scarcity and the more difficult to pick up. The meager offerings have almost completely switched buying to second hands. Warehoused fruits—goods in transit or still on the coast are readily salable if the buyer will part with his holdings. It is a strong market in which some dealers are not operating freely, as they have enough contract stocks to keep them going. Pineapple is firm but not active. Apples are well maintained.

Canned Fish—The fish line is uniformly quiet. Salmon is not speculative and transient outlets are nominal, which makes the whole line featureless. Sardines are steady in Maine packs at the advance made last Monday. Buying since then has been limited as some dealers anticipated their wants before the advance occurred. Shrimp is scarce and well maintained. Tuna is firmer on the Coast and packers anticipate higher prices in all varieties. Crab meat and lobster show no material improvement.

Canned Vegetables—No large lots of tomatoes can be had at inside figures, as the stock available is generally odd lots which the canner has after completing his contracts and their size does not warrant the expense of carrying. Threes have been as irregularly priced as 2s, but 10s have not been so much affected. The belief in the South is that the dull and weak spot in the market has been safely passed and that a reaction is due, as tomatoes are out of line with other canned foods at to-days values. Corn is so

much a resale proposition that general business is restricted. Very little No. 10 can be had in any grade and at any price. In No. 2s resales are possible at better than factory prices where a holder is content with his present profit. Peas have been fairly active in standard grades in which the most popular sieves are developing more strength and are less frequently offered.

Dried Fruits—The principal interest in dried fruits this week is in prunes, and while not much actual change has occurred in the spot market, a number of circumstances developed to indicate that the much talked about favorable reaction has at last set in. As the Coast is out of line with the East as to sentiment and selling ideas, a betterment in the situation will naturally have to occur here, since dealers will not go to the Coast for replacements when they can buy to better advantage in the East. Some of the big operators have been acquiring California prunes, picking up 40s, 50s and 60s, principally, and sales in a big way are possible at 1/4c advances over the market a week ago. These prunes are passing into strong hands and will be used for domestic and export outlets. Enough of this sort of trading will inspire confidence among the rank and file, and that is needed to bring about the better market. California and Oregon markets continue to harden and all postings are optimistic as to new crop marketing conditions and carryover is said to be no longer an important factor. Raisins passed through a quiet week. The trade continues to concentrate on carryover and has booked up enough to keep it going for several weeks. Independents still find the trade indifferent to new crop. Little change in other dried fruits is occurring. Peaches are developing a little more firmness, with a fair consuming demand and a policy of conservative selling in all quarters. Apricots retain their strength also. Currants are entirely routine, although there is a fair movement under way.

Rice—An especially stiff and firm rice market is not only now at hand but in still further prospect. In many localities the available supplies of rough rice have been closely bought up and some mills which usually operate until March or April will be obliged to finish their work next month for lack of raw material. Wires from some of our shippers have instructed us to advance prices a quarter of a cent and on fancy Blue Rose we have lifted quotations from 5 3/4c to 6c. This is due entirely to the limited quantities available and a strong demand which has arisen. Although prices have been higher than usual, this year there has been a commensurately better export demand, due to the shortage of high grade rice in Europe and South America and an increased demand on the American trade supply. We look for stronger prices from now on.

Spices—The past week has brought a marked price increase in all spices, with black and white pepper, nutmeg and mace most affected. The pepper

crop is reported short and further advances are predicted.

Nuts—Stocking up for the Thanksgiving trade adds to the firmness of spot offerings of all varieties in the shell. Distributors are conservative and are avoiding a substantial surplus over their anticipated outlets as they do not care to have an over supply of high priced nuts after the holiday season has passed. A full assortment of walnuts is here, increased by additional arrivals of Sorrentos and the first Grenobles. Foreign walnuts are a short crop this year but quality is excellent. California offerings are mostly budded and No. 1s as fancy varieties have been offered so sparingly that they are absorbed as rapidly as packers make prices and offerings. Tarragona almonds are affected by the shortage in California nuts. Nonpareils are very hard to locate, especially at the source. Filberts are closely sold up on the spot and stocks in sight are short of requirements. Brazils are less spectacular than other nuts but rule fairly firm in tone. All descriptions of unshelled nuts are advancing on the spot and there is no prospect of a reaction during the balance of the year.

Review of the Produce Market.

Apples—Wealthy, Wolf River, Alexander, Maiden Blush and Baldwins command \$1@1.50 per bu.

Bananas—9@9 1/2c per lb.

Bagas—Canadian, \$1.50 per 100 lbs.

Beans—Michigan jobbers are quoting as follows:

C. H. P. Pea\$5.50
Brown Swede 6.15
Dark Red Kidney 9.50
Light Red Kidney 9.25

Butter—The market is 2@3c higher than a week ago. Local jobbers hold fresh creamery at 42c; June packed, 38c, prints, 43c. They pay 23c for packing stock.

California Fruits—Bartlett pears, \$4.75@5 per box for either 135 or 150; Emperor grapes, \$2.35 per crate; Giant plums, \$2.75 for 4 basket crate; Honey Dew melons, \$3 per crate of either 6 or 8.

Celery—Commands 40@50c per bunch.

Cauliflower—\$1.50 per doz. heads.

Cranberries—Late Howes are selling at \$6.75 per 1/2 bbl.

Cucumbers—Illinois hot house command \$3 for fancy and \$2.50 for choice.

Eggs—Local jobbers pay 52c for strictly fresh. They resell as follows:

Fresh, candled 54c
XX 40c
X 36c
Checks 30c

Egg Plant—\$1.25 per doz.

Garlic—35c per string for Italian.

Grape Fruit—\$3.75@4.25, according to quality.

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

Honey—25c for comb, 25c for strained.

Lemons—Quotations are now as follows:

300 Sunkist\$9.00
300 Red Ball 8.50

360 Red Ball 8.50

Lettuce—In good demand on the following basis:

California Iceberg, per crate\$4.25

Hot house, leaf, per bu. 1.25

Onions—Spanish, \$2.50 for 72s and

50s; Michigan, \$1.50 per 100 lbs.

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

100 and 126\$8.50

150 8.50

176 8.50

216 8.50

252 7.75

288 6.50

Red Ball, 50c lower.

New Navels will begin to arrive the latter part of the week. They will range in price from \$5.50 to \$7.25.

Pears—Bartlett command \$2.25 per bu.; Anjous and Clapp's Favorite, \$1.50; Keefer, \$1.25.

Poultry—Wilson & Company pay as follows, this week:

	Live	Dressed
Heavy fowls18c	22c
Broilers18c	22c
Light fowls13c	17c
Heavy springs18c	22c
Cox10c	14c
Turkeys28c	33c
Ducks18c	23c
Geese18c	22c

Potatoes—Country buyers pay 35@40c per 100 lbs. North of Cadillac and 40@45c South of Cadillac.

Radishes—50c per doz. bunches for hot house.

Spinach—\$1 per bu. for home grown.

Squash—Hubbard, 3c per lb.

Sweet Potatoes—Virginia commands \$4.50 per bbl. and \$1.60 per hamper; Carolina, \$2.75 per box.

Veal—Local dealers pay as follows:

Fancy White Meated12c
Good 10c
60-70 fair 08c
Poor 06c

Hides, Pelts and Furs.

Green, No. 1 09
Green, No. 2 08
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 3 50
Horse, No. 2 2 50

Pelts.

Old Wool 1 00@2 50
Lambs 1 00@2 00
Shearlings 50@1 00

Tallow.

Prime 07
No. 1 06
No. 2 05

Wool.

Unwashed, medium @40
Unwashed, rejects @30
Unwashed, fine @40

Furs.

Skunk, Black 1 75
Skunk, Short 1 25
Skunk, Narrow 75
Skunk, Broad 35
Muskrats, Fall 75
Muskrats, Kitts 10
Raccoon, Large 3 00
Raccoon, Medium 2 00
Raccoon, Small 1 00
Mink, Large 6 50
Mink, Medium 4 50
Mink, Small 3 00

Hard Times.

"What makes Bill the barber so gloomy these days?"

"Since women started to come to his shop, he says he has a hard time getting in a word edgeways."

The man who devotes too much time to holing-out on the golf course is liable to get into a hole.

FRIDAY ADVERTISING.

Michigan Grocer a Victim of That Feature.

Written for the Tradesman.

Here, again, I drop foreign stories for a while to take up letters written long ago. But this one touches many points of current interest and value, so I make no apology. This time it is a Michigan merchant who thanks me for a previous article and then continues his own story:

"Bought business eight years ago; built it up the first five years and made money; then had to move to larger store; trade not so good there, bottom dropped out of prices and since then I have had a struggle. Have reduced stock to limit—perhaps below—which gave me faster turn and kept accounts down to about a thousand a month, but slowed sales offset all efforts at improvement.

"As you say, my expense for bags, paper, butter dishes and twine always has seemed large, but I am not conscious of positive misuse of these. Clerks often use a larger bag than necessary, also too much paper. Then I call attention to waste, but really seldom see reckless waste. Largest item in sundry expense is buying fruits and vegetables, car or trolley fare, lunch, etc. Had no special account for that, hence it went into sundry expense. Next item is office supplies, laundry, etc."

"I am a victim of Friday advertising, using space once weekly about like enclosed. Reduced stock \$1800 by special offers and reduced buying, too. Really went too far. When customers want Blank's catsup and you have only Dash's, sales are lost. The same is true of other advertised items. I do not follow chain store prices. Always obtained 12c for Campbell's beans and soup and other specialties at about same difference.

"Have had to move twice in three years. Now have smaller store, rent \$32.50, instead of \$50 a month. Dropped one clerk, which saves \$25 per week. My personal account will be smaller this year. It included last year the burden of a dependent relative's sickness and death, which partly explains its excessive amount."

I seem to find a good deal worth commenting on in that letter. First, the buying expense, which I asked about in a former article and which seemed excessive, is shown to be probably really excessive. For when it costs more than normal to buy fruits and vegetables, there is revealed a lack of balance in management.

Many years ago, when perishables were new items in our business, I used to go to market every morning. I thought I thereby picked out extra good buys, but the time consumed and the absence from my own store were not offset by any tangible advantages and I cut that out.

I learned what I think every successful merchant always must learn soon or late: that his own presence in his own store, where he can meet his customers and supervise everything is more valuable to his business than any "savings" he may think he makes by personal buying in one department. We found that we got the best pos-

sible service, price, deliveries and selection from behind our own desk as soon as we indicated that we would not do part of the wholesaler's service for him by going to his store.

The expression "victim of Friday advertising" suits me to a "T." I wonder how long grocers generally will take to awaken to this folly! It continues to be true that I can always tell when Friday comes by looking through the columns of any newspaper in any state or town, without glancing at the date line, because Friday's paper is always loaded to the guards with "special offerings" of groceries.

Returning from Europe, with sundry stops across the continent, I had more than one newspaper man at advertising luncheons "point with pride" to the success of its "market basket" page. Those gentlemen told me that whereas years ago Friday was a day barren of advertising, now it is as good a day as any from the publisher's viewpoint. Sure it is! The movement which was conceived and carried through a few years ago by a bright advertising solicitor has now been copied everywhere. Result: newspapers everywhere drawing in from a few hundreds to perhaps thousands of dollars on Fridays that formerly did not exist. Fine business—for the newspapers! Here we have the poor old packhorse of a grocer burdened by extra demands on the one day when sales always are more than he can handle—and paying money for his burden.

The grocer will not be told through the news columns of the papers what a damp-hool play he is thus making, for reasons plain to behold. So I have to tell him at every opportunity. "Victim of Friday advertising?" I'll say he is.

Now, I am not saying that grocers never should advertise for Saturday. They should! Findlay's always did so on the theme of "Saturday at Findlay's." In that space—a very limited local news space—were listed things which paid good money; which were for Sunday dainty eating; which tempted housewives looking for nice things to garnish the feast day of the week. These things built reputation for the store and paid extra good margins in and of themselves.

My present correspondent operates along similar lines. He does, that is, partly. He lists apples—Greening apples—and he puts in this neat suggestion: "Very nice apples. Forget they are green instead of red and enjoy delicious apples any way you use them." The price, ten cents per quart puzzles me for this day and age. What is a quart of apples? How can any apples be measured by the quart? Any such item that is not a standardized West Coast style boxed apple should be priced by the pound.

Then he lists preserves "until Saturday night." These are in glass jars and are logan berries, plum, apricot and pineapple combined, and strawberries. I like this because here is something I think he wants to unload.

There are other items to be classed in both categories, but not enough of the finer, trade-building specials. And the thing that grinds me is "5 pounds sugar, 47c." To advertise sugar on

Capitalize on the "good-will" enjoyed by the name "Domino"

The remarkable success of Domino Package Sugars is founded on the good-will enjoyed by the name "Domino" throughout America. Women everywhere have come to realize that they have absolute confidence in Domino quality. They KNOW that Domino Package Sugars are clean—convenient—economical—the best—the safest to buy.

Capitalize on this good-will by pushing the Domino Package Sugar line as a unit. You will find that it pays. It gives you an identified line, asked for by name and bringing business-building repeat sales. It places your sugar sales on the firmest and most profitable basis possible.

American Sugar Refining Company

"Sweeten it with Domino"

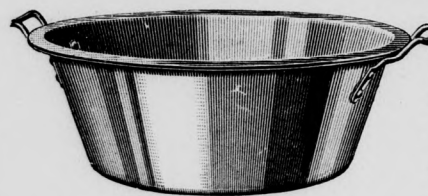
Granulated, Tablet, Powdered, Confectioners, Brown;
Golden Syrup; Molasses

Are you getting your share of BUSINESS?

You can get it easily with SPECIAL SALE ITEMS

Try this one in your Store

14 QT. PURE ALUMINUM DISH PAN



Measures 16 $\frac{1}{2}$ in. across the top and actual capacity is 14 qts. Highly polished outside with Sunray finish inside, rounded edges, double riveted tinned steel wire handles. 1 doz. in shipping carton.

14 QUART PURE ALUMINUM DISH PAN \$9.00
THIS WEEK'S SPECIAL, PER DOZEN.....

TRY ONE EACH WEEK

It will pay you to inspect our lines

CONVENIENT DISPLAY ROOMS

20,000 Square Feet of Sample Tables Showing
SPECIAL BARGAINS FOR QUICK SALES
IMMENSE STOCKS—LOW PRICES—PROMPT SERVICE

H. LEONARD & SONS

Fulton St., Cor. Commerce

GRAND RAPIDS

Saturday is worse than suicide. If the finer things are played up—in very limited space—on Friday night for Saturday sales, sugar will go along with them in natural sequence in the regular course of business—at a profitable margin.

The incident of the limited line of catsup is worth noting. It indicates how carefully narrow stocks must be watched. It is never good business to be long without any popular item your customers want. The primary business of the grocer is to have on hand at all times as nearly as possible everything his customers are apt to want in quantity suitable to their normal requirements. To the extent that he fails to do this, the grocer fails to function.

But that is one of the big jobs always before the retail grocer. To maintain the just and proper balance between having the right assortment and stock sufficient for all probable needs will always call for the best judgment and merchandising ability of any man. To maintain that balance and yet keep stocks at the minimum workable quantity is what shows the ability in any grocer.

I am glad to know the cause of a former top heavy expense. When we are called upon to care for those naturally dependent on us through times of stress we have no choice. We must shoulder the burden and carry on as best we may. Now that the stress is over with, my friend will rapidly regain lost ground and carry no discredit in the special circumstances.

I am greatly interested in this Michigander because he is so earnest about seeking to make things work out. He shrinks at nothing, disguises nothing, palliates nothing, asks no special favors. He will, I am sure, find a way to balance advantages with disadvantages. His double moving was enough to upset most businesses. His reduced expenses and cheaper location may be dearly bought by reduced volume. But he will be able to work those things out because of his habit of seeing the facts clearly and facing the necessary music!

Paul Findlay.

Tweeds More To the Fore.

In the opinion of some in the women's fabric market, tweeds are likely to come in for more general attention than they have had in several seasons past. It is pointed out that it has been more than two years since the "boom" in tweeds. This ended in a collapse, as the piece goods and garment trades well remember, but the sentiment against the weaves has been gradually disappearing and they are now thought to be on the way to regained favor in a marked way. These fabrics fit in admirably with the vogue for sports coats and suits. Pastel mixtures are spoken of as the favored patterns.

The Difference.

The gum chewing girl and the cud chewing cow,

There is a difference, you will allow.

What is the difference? Oh I have it now.

It's the thoughtful look on the face of the cow.

Proceedings of Grand Rapids Bankruptcy Court.

Grand Rapids, Nov. 10—On this day was held the first meeting of creditors in the matter of Adam Drach Co., Bankrupt No. 2559. The bankrupt was present by its secretary and treasurer and by K. B. Matthews, attorney for the bankrupt. Hilding & Hilding and Robert J. Quail were present for creditors. Claims were proved and allowed. The secretary and treasurer were sworn and examined without a reporter. Frank J. Martin, of Detroit, was appointed trustee by the creditors and the amount of his bond placed by the referee at \$10,000. The meeting was then adjourned to Nov. 24.

Nov. 11. On this day was held the first meeting of creditors in the matter of Benjamin Harmelink, Bankrupt No. 2571. The bankrupt was present in person and by attorney, P. A. Hartesvelt. Creditors were present in person. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. C. C. Woolridge was appointed trustee, and the amount of his bond placed by the referee at the sum of \$100. The meeting was then adjourned without date.

On this day also was held the final meeting of creditors in the matter of Paul H. King, Bankrupt No. 2557. The bankrupt was present in person. The trustee was present. Several creditors were present in person. The trustee's final report and account and amended final report and account were approved and allowed. An order was made for the payment of administration expenses as far as the funds on hand will permit, there being no funds for any dividends. There was no objection entered to the discharge of the bankrupt. The meeting was then adjourned without date. The case will be closed and returned to the district court.

In the matter of Adam Drach Co., Bankrupt No. 2559, the creditors filed a petition for leave to sell the assets of the estate at auction, and the petition was granted. A sale at auction, at the premises of the bankrupt's store, Ludington, will be held on Nov. 21. The stock consists of clothing, dry goods, notions, etc., with the attendant fixtures of a department store. The inventory of stock in trade is \$25,775.71. The fixtures and furniture are appraised at \$4,708.75. All interested should be present at the named time and place. The sales will be subject to confirmation or rejection by the court within five days from the date of sale.

In the matter of Harry O. Anderson, Bankrupt No. 2573, the funds for the first meeting have been received and such meeting has been called for Nov. 25.

In the matter of Coral L. Smith, Bankrupt No. 2575, the funds for the first meeting having been received, the meeting has been called for Nov. 25.

Nov. 13. On this day were received the order of reference and adjudication in bankruptcy in the matter of Universal Mfg. & Sales Co., Bankrupt No. 2576. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a corporation located at Grand Rapids and engaged in the manufacture of radio cabinets, novelties, etc. The matter comes upon an involuntary petition in bankruptcy filed by the creditors, and schedules have been ordered filed by the bankrupt. Upon receipt of the schedules a list of the creditors and notice of the date of first meeting will be given here.

In the matter of Augustus F. Lemon, Bankrupt No. 2581, the first meeting of creditors has been called for Nov. 28.

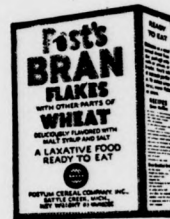
In the matter of George R. Slawson, Bankrupt No. 2582, the funds for the first meeting have been received and such meeting has been called for Nov. 29.

Nov. 17. On this day was held the first meeting of creditors in the matter of Frank E. Blackall, Bankrupt No. 2572. The bankrupt was present in person and by attorney, Corwin & Norcross. Certain creditors were present in person. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. C. C. Woolridge was appointed trustee, and the amount of his bond placed by the referee at \$100. The meeting was then adjourned without date.

On this day also was held the first meeting of creditors in the matter of C. Delno Miller, Bankrupt No. 2570. The bankrupt was present in person and by Francis L. Williams, attorney. Certain creditors were present in person. Claims were proved and allowed. C. C. Woolridge was appointed trustee, and the amount of his bond placed at \$100. The bankrupt was then sworn and examined without a reporter. The first meeting was then adjourned without date.

In the matter of Mamie Clark, Bankrupt No. 2504, the trustee has filed his final report and account, and a final meeting of creditors has been called for Nov. 23. The trustee's final report and account will be considered, administration expenses paid and a final dividend to creditors declared and ordered paid.

In the matter of Roy M. Hurd, Bankrupt No. 2535, the trustee's final report and account has been filed, and a final meeting of creditors has been called for Nov. 23. The trustee's final report and account will be considered, and administration expenses paid as far as the funds on hand will permit. There will be no dividend paid to general creditors.



A great national Food Success

POST'S BRAN FLAKES, a great national success! Everybody's eating it as "An Ounce of Prevention." Keep a permanent display in your windows and on your shelves. It pays steady profits.

POSTUM CEREAL COMPANY, Inc.
BATTLE CREEK, MICHIGAN

Makers of Post Health Products; Post Toasties, Post's Bran Flakes, Postum Cereal, Instant Postum, Grape-Nuts.



Chocolate Fruit The Cooky with the CANDY FLAVOR!



The combination flavor of chocolate—imported figs—milk cake crust makes Chocolate Fruit a winner and a money maker for the Grocer.

Ask your wholesale grocer today for samples and prices.

Zion Institutions & Industries
ZION, ILLINOIS

BIG PROBLEM FOR SPRING.

A slight improvement in seasonal business is perceptible from week to week, it being less noticeable in certain lines of men's and women's apparel than in other directions. Manufacturing plants are taking on more activity, although there is no great spurt because the buying policies in vogue are not conducive to unrestricted production. But no industrial line reflects the speculative spirit shown in the recent transactions in the stock market. There is among many a feish that "bull" movements of the kind forecast the business situation, or anticipate it, six months or so in advance. This is about as tenable a theory as the one entertained on the so-named "business cycle," which sometimes happens as a coincidence but usually does not. From present indications, it is true, next Spring promises well for general business, partly because of the prosperity of the agricultural population and partly by reason of the fact that so many have been underbuying for a year or more and so have not made adequate provision for real needs. Manufactured things will wear out in time and, although the life of them may be extended by patching or otherwise, they must be renewed or replaced ultimately. And this is the point which has been reached in only too many instances because the high cost of living has restrained persons from buying in their customary manner.

What may militate, however, against the expected volume of business in the months to come is the disposition toward an inflation of commodity values, of which the quick rise in those of securities is regarded as a premonitory example. There are a number who cannot think of prosperous times except in terms of rising prices. Advancing cost of raw materials may appear, in some instances, to warrant higher levels, but recent experience seems to indicate the wisdom of having the increment absorbed somewhere between the manufacturer and the ultimate consumer so as not to burden the latter any more than is absolutely necessary. That multi-headed personage is apt to turn, like the worm trodden on is said to do. Retailers are reporting a resistance by the public to higher prices and are trying to get satisfactory merchandise to "sell at a price," as the expression is. It is not merely cheap goods that are wanted but ones that are serviceable and attractive as well. This is going to be the big problem for Spring, and upon its solution much will depend.

COTTON GOODS SITUATION.

Now that guessing on the size of the cotton crop is over, attention is settling down to the matter of demand. Mill stocks of raw material appear to be small just about when demand for goods is beginning to pick up. This circumstance may have had much to do with the advancing of cotton quotations during the past week. How far they can be pushed without curtailing purchases is yet to be determined. With a fairly stable market there will be more encouragement for spinners to come in and secure their requirements. But the buying prom-

ises to be about as cautious as that of other merchandise and not to go very much ahead of what is immediately wanted. Still, should fabric purchases continue to be in the volume shown during the past week, fairly large supplies will be needed. Cotton consumption in domestic mills picked up during October, but was still below that in the corresponding month last year. For the three months' period ended with Oct. 31 the amount used was about 200,000 bales less than in the same period of 1923. Orders in increasing quantity for gray goods have been put in, calling for deliveries for the first two or three months of next year, and they have led to the increase in prices of various constructions. Finished cottons of one kind or another have also been in good demand. Denims have been advanced in price. The gingham situation is rather peculiar. The Southern mills, which partially met the reductions made by the Amoskeag Company, have gone back to their earlier quotations. But the Amoskeag has made no change and is said to have received a large amount of orders. There has been little change in the situation as regards underwear, although one concern has made a cut in balbriggan prices for spring. The sweater season has been opened with prices showing no very material variation.

PEOPLE WANT LOWER PRICES

In building for the future, the item claiming the largest share of attention is that of production cost. That this will have to be reduced in many, if not most industries is regarded as a truism. A resort, however, to the apparently obvious first-aid in this direction, that of reducing wages, is hardly the way to success. So long as other values remain unadjusted and the cost of living stays up, little can be accomplished by wage cuts beyond producing irritation and a lessening of output corresponding to the reduction in pay. Economy in production cost must be attained by better and more efficient factory methods and by enlisting the co-operation of workers. Within the factory it is a question of management. Outside of it comes the matter of improving selling methods so as to insure, so far as possible, continuous operation of plants. Scrutiny and supervision of credits are also more called for in order to prevent needless losses which have so often in the past made it necessary for higher prices to be asked to secure a net profit on sales. But, with all that can be done in the way of cutting down cost of production, there must be added, to it reductions in the expense of distribution, which now forms so large a percentage of the final retail cost of an article. In no other way will it be possible to get before the public merchandise at prices which will appeal and which will bring the buying up to the volume that constitutes good business. The people want lower prices rather than higher ones.

The best crop is always on the fields of others.

The best salesmen sell more than goods.

NOVEL QUESTIONS.

Nice questions keep popping up in connection with the provisions of the Tariff act. One of these, referred by the Tariff Commission to the President, has just been decided by him and makes a precedent. It appears that there is a substance called diethyl-barbituric acid, a synthetic organic chemical which is a basis of the drug veronal. The duty on it is 25 per cent. ad valorem. A domestic concern making a similar article appealed to the Tariff Commission for an increase in the duty, claiming the present one was too low to admit of successful competition. Under the flexible provisions of the Tariff act no more than a 50 per cent. increase in the duty could be obtained, and this, it was insisted, would still be too small. The Commission reported to the President that a 50 per cent. increase would not equalize the cost of production. Acting on this report, President Coolidge proclaimed that the "American selling price" of the acid shall be used in computing duty on imports of it, without changing the rate itself. This "American selling price" is defined in the tariff as being that at which an article "is freely offered for sale to all purchasers in the principal markets of the United States," plus the cost of containers and other expenses "incident to placing the merchandise in the condition packed ready for delivery." The effect of the changed basis of valuation in the case under discussion will be, it is said, to raise the duty about 100 per cent. It is the first instance of an application of the "American selling price" provision.

Of similar purport is a proceeding argued on appeal before the United States Court of Customs Appeals during the past week. The appeal was taken from a decision of the Board of General Appraisers concerning an intermediate for dyes called pyrazolon. It is used in the manufacture of certain yellow colors. An importation of it was entered with an invoice value of \$1 per pound, and this basis was accepted by the customs appraiser. An appeal from this ruling was taken to the Board of General Appraisers at the instance of a domestic chemical company which was offering a similar product at \$4 per pound, and which contended that this last-named figure should be the dutiable basis. On the face of things, this would appear like a clear case of inability of the domestic producer to compete with the foreign one. In the course of the hearing, however, a kink was discovered which may turn out of consequence. As stated by the counsel for the importers, the offers for sale by the domestic chemical company were fictitious and not "offers in the ordinary course of trade" as the law requires and that, as a matter of fact, no sales were made. In response it was insisted that the offers were bona fide and that actual sales were not required. The statutory language is a little ambiguous. It states the price to be "that the manufacturer, producer or owner would have received or was willing to receive for such merchandise when sold in the ordinary course of trade and in the usual wholesale quantities." The decision of the Court

ought to result in clearing up the ambiguity.

DIVERS KINDS OF WOOLENS.

Reports in general concerning wool show that commodity to be firm in price with no disposition on the part of holders anywhere to grant concessions. Minor public sales in Australia recently have been marked by keen bidding at times, Americans being among the participants. In this country the trading has been rather limited. Re-exports of wool appear to have been checked, there being sufficient of a market here to absorb the imports. The stocks of wool in this country and afloat for it at the end of September were nearly 400,000,000 pounds, according to the incomplete official report. This does not include the quantities held by a number of large manufacturing concerns which fail to make returns. Of the stocks reported 61 per cent. is domestic wool. With few exceptions, domestic woolen mills are not working to exceed 60 or 70 per cent. of capacity. They expect a good volume of re-ordering from the cutters-up, a large part of whose spring requirements is yet to be met. Manufacturing clothiers are still awaiting reports from their salesmen who have been on the road. Such as have been received are quite favorable. The rises in fabric prices which have occurred will prevent any overordering, even if that had been contemplated. Women's wear cloths show no activity, owing to the delay in garment buying by consumers. The bright spot in the situation as concerns woolems was the successful opening of rugs and carpets for spring at the beginning of the week. Despite a number of price advances, much eagerness was shown by buyers and the bookings were on a large scale. The result was said to reflect the paucity of stocks in the hands of dealers and the probably great demand for floor coverings by persons who had been stinting themselves in the buying of them.

CANNED FOODS MARKET.

A recognized shortage in many canned food staples exists and that factor, with its natural result of high prices, governs the extent of trading. What this shortage will develop into toward spring is one of the interesting phases of the situation. It is talked about more than it is causing any general buying for later wants. Trading is quiet in all principal classifications of foods. Jobbers have a full enough assortment for their immediate needs and they are able to take care of their trade without much difficulty. There is a demand for some lines but these are almost impossible to pick up from first or second hands.

The man of regrets is almost invariably a fellow of flimsy texture. Continually bemoaning the fact that he has done the wrong thing, he shuffles through life a sad and pathetic performer. His hopes are always empty. His cup of sorrow is ever full. Its ingredients are spilt milk and tears.

Law Abiding Grocers—Proper Ratio of Coffee Profits.

Written for the Tradesman.

One of the pleasing incidents of my visit to the Brooklyn Association in September centered around the flat refusal of President Becker to countenance any light reference to or treatment of the eighteenth amendment. Some suggestion was made that "real beer" might be consumed at some coming grocers' function. Mr. Becker disposed of that thought shortly with the clean-cut statement that the suggestion did not interest Brooklyn grocers because "we don't use it!"

Now, do you know, I liked that statement and the spirit behind it. Here was a man with a German name, whose forebears were German with the German habit of beer drinking ingrained in their traditions, to whom thus to drink is in no sense a misdemeanor, who steadfastly set his face against any suggestion that beer be served in America.

Why? Because he does not like beer, because he thinks it harmful, or immoral? No. Simply because it is against the law of his country; because to drink beer in America, except strictly in keeping with the allowance for medical uses exercised in the correct spirit as well as letter of such allowance, is illegal.

In taking such stand, President Becker did all that any good citizen might do by example and precept to uphold our institutions. By that act he gave a correct perspective to one important law of our land. He thereby made it clear that the law of our land is a sacred and serious thing; that, regardless of our personal preferences, all really good citizens respect and observe the utmost spirit of our laws; that thus to observe law is a higher plane of citizenship than merely to obey the law or submit to its force. He did a distinct service to the cause of good citizenship.

It was strikingly apparent to me that his act met hearty approval, for the applause was vigorous and prolonged. This showed that the hundred or so Brooklyn grocers present—mostly, be it noted, bearing names of German origin, therefore traditional if not congenial beer drinkers—were good American citizens as a primary, dominant, overwhelming consideration.

We may go further than that. We may say with entire accuracy that in that grocers meeting we had an exemplification of the innate spirit of our peculiar institutions—institutions whose background lies in the primeval forests of Saxony, England and Scandinavia, among the blond men of the Nordic races. And those institutions are not lifeless forms written in a book. No! They are the outgrowth and development of a unique capacity, inherent in these races as in no others—the most wonderful and precious capacity of all civilized evolution—the capacity for self government.

Therefore, those Brooklyn grocers were running true to traditional form in manifesting respect for law, willingness voluntarily to observe law. They were showing that they understood intelligently that any voluntary breach of law was a blow at the integrity of self government, a weakening of all

law. No matter how any among them might feel personally, they were none of them going to be a party to any such breach.

Here, then, we have a striking example of the value and effectiveness of individual, personal rectitude and integrity. Here we get a glimpse of the force of "let your light so shine among men," applied where it is always most effective, in the common affairs of everyday life. And if we will picture to ourselves the quiet, persistent influence of grocers everywhere who personally, as individuals, continue to spread this gospel of good American citizenship, we shall sense the effectiveness of such influence. Moreover, we shall be hopefully encouraged by and endlessly thankful for it.

The following enquiry reflects some things that puzzle when prices advance sharply:

"Mr. Findlay, what percentage of profit do you think is fair to make on coffee at these high prices? I am at present working for a grocer who insists on making 25 per cent. on selling price on advertised coffee and I know he is not selling the coffee he should. For instance, Dash's coffee costs 45 cents and sells for 60 cents, which is 15 cents profit per pound. I have been in business for ten years myself. I did not get to be a millionaire but made a little money, at least so that I, my wife and son could visit California, especially your city, Seattle and the Canadian Rockies, and if this is not too much trouble, I would like to hear from you. I am still willing to learn and hope to be back in business again."

The best way to indicate the proper course in such circumstances is to remind you of a steel spring and how it coils to absorb a shock, then expands to normal shape. When the market is advancing rapidly, margins must be narrowed somewhat. The merchant must have some regard to local conditions, customer-sentiment, human nature and the extent of the advance. The wise grocer will trim his sails to the wind, sailing as close to it as he can without jibbing.

Assuming, then, that the normal margin on packaged, branded coffee is now probably around 20 per cent.—and 25 is all right where you can get it—it is probably unwise now to insist on all of it. We must rely on the later expansion of the spring to restore us to full normal earnings. We can increase margin gradually as values become settled and when the decline comes later on, we can widen margins 5 to 6 per cent. over normal, thus getting back our full average over the entire period. That, I think, is the right idea.

It may be just as well for all grocers to realize that margins are tending to a narrower spread every day. This is due to evolution in the retail grocery business, the coming of science into retail merchandising, the influence of the chain stores and the increasing density of population. Also, as more goods are packed in trademarked packages, therefore become less expensive to handle and easier to sell, margins inevitably tend downward. It is not a question of whether we like this or not. We are simply

up against plain facts and the more speedily we face them the better for ourselves.

Paul Findlay.

Some Men I have Met in the Past.

Few men who ever lived in this world covered more of the earth's surface than William E. Curtis, who was Washington correspondent of the Chicago Record and subsequently globe trotter for the Chicago Record-Herald. He probably visited more different countries, sailed more seas, navigated more rivers, inspected more cities and knew more men of different nationalities than any man who ever breathed the breath of life. Notwithstanding this record, he was one of the most unassuming men I have ever met.

When the first Pan-American Congress met in this country, James G. Blaine, who was then Secretary of State, sent for Mr. Curtis and requested him to prepare an itinerary for a swing around the country on a special train, so as to give our guests some idea of the greatest of the Republic and the vastness of its resources. Two days later Mr. Curtis handed Mr. Blaine a suggested itinerary covering a period of eighteen days. Without opening the document or glancing at its contents, Mr. Blaine enquired:

"Do you go through Iowa?"

"Yes," was the reply.

"The corn fields of Iowa?"

"Yes."

"By daylight?"

"Yes."

Mr. Blaine thereupon handed the draft back to Mr. Curtis with the remark:

"In no way can you better convince our guests from Latin America of the greatness of our country than by showing them the corn fields of Iowa while passing through that State."

Mr. Curtis told me the above story when he visited Grand Rapids a few years later as guide and expositor to the second Pan-American visit. On that occasion he also told me a story about Eugene Field, which aptly illustrates two traits of that remarkable genius. Field, like many men of artistic bent, was improvident to the nth degree. On one occasion he had borrowed \$50 of Curtis. Six or seven years later, when Curtis was in Chicago for a couple of days, he remarked to Field:

"Gene, I am a little shy this trip. If you can repay the \$50 I loaned you some years ago, it will come handy."

"All right," replied Field, "I will do something about it to-morrow."

On perusing the Record the next morning, Mr. Curtis caught the following paragraph in Eugene Field's column, entitled Sharps and Flats:

"William E. Curtis, the world renowned newspaper correspondent of Washington, is in the city for a few days looking after some of his permanent investments."

It is needless to remark that the loan was a permanent one, so far as Field was concerned.

I followed Mr. Curtis' letters in the Record-Herald until his death. In breadth and scope I think they exceeded anything ever written by Bayard Taylor or Walter Wellman. Generally speaking, he was exceedingly accurate in his observations and statements, but as his stay in any locality

was not prolonged, he naturally made some mistakes and occasionally recorded a wrong statement. I never undertook to set him aright in such cases, because I knew from the cut of his jib that he would be likely to resent it, but a friend of mine who undertook to correct him on some quite glaring errors received a letter which he will never forget as long as he lives. He says he put it in a tin box for safe keeping and that it burned a hole through the tin.

E. A. Stowe.

South Bend Watch Co. vs. Studebaker Watch Co.

The Tradesman recently received a letter from F. H. Wellington, Secretary of the South Bend Watch Co., in which he stated that the South Bend Watch Co. was not doing a mail order business direct to the consumer. This letter appeared in an issue of Nov. 5. Thereupon a Chicago reader sent the Tradesman a beautifully illustrated catalogue of the Studebaker Watch Co., with three illustrations of a large factory purporting to represent the factory where the Studebaker watch is made. On receipt of the catalogue, the Tradesman wrote Mr. Wellington as follows:

Grand Rapids, Nov. 15—Since receiving your letter of Oct. 30, I have been favored with some advertising matter put out by the Studebaker Watch Co., showing illustrations of the factory in which the Studebaker watch is made.

Is this the factory of the South Bend Watch Co.?

If not, has the Studebaker Watch Co. a large factory of its own?

To be more direct, do you make the Studebaker watch for the Studebaker Watch Co.?

I thank you in advance for the courtesy of a reply.

E. A. Stowe.

Mr. Wellington called up the Tradesman Monday by phone and stated that the South Bend Watch Co., which sells its product through dealers only, manufactures the Studebaker watch, which is sold by mail order methods; that the elder Studebakers are interested in the South Bend Watch Co. and the young men of the family compose the Studebaker Watch Co.; that the Studebaker Watch Co. has no factory, as it would lead its patrons to infer from its printed literature.

The Studebakers bought the plant some years ago of the defunct Columbus Watch Co. They moved it to South Bend and conducted it at a loss under the management of former employees. Then they put it in charge of F. H. Wellington, who is understood to have made a great success of the undertaking. It is exceedingly unfortunate, from the viewpoint of the Tradesman, that so large and representative an establishment, making such a good product and having such a large line of regular customers, should stoop to build up a business which is intended to undermine the regular dealer by irregular and underhanded methods.

Just Right.

Jack had been looking over the cards of greeting on the counter for some time when the saleslady suggested: "Here's a lovely sentiment: 'To the Only Girl I Ever Loved.'"

"That's fine," said Jack, brightening. "I'll take five—no six—of those."



How Low Overhead Made Profits for One Merchant.

The New York Times recently printed a report of the appraisal of the estate of the late James Coward, which contains some parts of interest in connection with his retail shoe business.

The Coward business has long been one that has been accepted by the trade as one of the most remarkable in the history of the retailing of shoes. Most shoemen who have been frequent visitors to New York are conversant with its location and history and have marvelled at the crowds that thronged the store from early morning throughout the day. For the benefit of those who do not know, we will state that the store is located in the heart of the town wholesale and market district. The store, however, attracted trade from all distances, and was in the line of the tremendous ferry traffic to New Jersey suburbs.

Mr. Coward started in business a generation ago and built up what has been conceded to be the largest staple business in the history of shoe retailing in one store. He probably had the keenest sense of shoe quality of any merchant of his time and was the father of the much discussed word "service" in its truest sense. Knowing quality and what it meant to the consumer in final wear and service, and what it meant to the merchant in bringing back and holding satisfied customers, he was a stickler for demanding the best that could be produced. Having bought such merchandise, he then consistently sold it at what would be called to-day a low markup.

Included with his staples he built a very large business in so-called corrective shoes and had a large yearly volume of mail order sales that ran into many hundreds of thousands of dollars. His advertising in the daily papers and in National periodicals was always modestly small in space and to the point direct. In buying merchandise he had an uncanny ability to pick the best of makers and confined his business to a comparatively small number of manufacturers.

The article in the "Times" stressed some of the figures as shown by the report of the estate. It stated that the assets of Mr. Coward in 1913 were \$568,543 and in 1922 these were \$1,147,159. In 1913 the profits were \$27,417; in 1916, \$353,525. In 1919 the operations showed a loss of \$2,553 and in 1920 a loss of \$193,492; \$74,726 loss in 1921 and in 1922 a loss of \$107,771.

The report shows that Mr. Coward left a total estate of \$3,556,876, of which \$1,280,840 was his investment

in his shoe business. This will probably go down in history as the largest fortune accumulated by any individual with a retail shoe business as its foundation.

Mr. Coward paid strict attention to the management of his business and it has been said that he was always the first at the store in the morning, which opened early because of its location in the market district which always started the day's business before dawn. Doubtless his real estate holdings increased vastly in his lifetime, which would account for a part of his wealth. But the fact remains that Mr. Coward operated his business at an extremely low overhead, never having drawn a salary himself, and he sold shoes at a consequently low markup. He had a crowded store out of the beaten path, attracted trade from every part of New York, Brooklyn and New Jersey and had a National mail order business of great volume.

Which all summed up shows that quality was the great factor in bringing customers back, causing them to tell others of his shoes, giving true value at low prices. The very best of quality at fair prices is the only true value. Very cheap shoes, of poor material, poorly made, on poor lasts and retailed at only 25c a pair profit are not values in the true sense because they will not satisfy.

All shoemen can learn a lesson from the history of the Coward business. It is an inspiration to higher ideals as to selling quality and avoiding the selling of doubtful values at merely low prices.

It is a high tribute to the character of the man and merchant if we read once more the figure of the banner years of high profits and attempt to guess what was going on in his mind. His profits of 1916 may have disturbed Mr. Coward because they were so out of line with his lifetime policy, and we can almost read into the story that in the banner year of 1919 he determined to hold his retail prices stationary while wholesale prices were still soaring. For in this banner year it will be noted that he held his profits down to \$2,553. And in the next year of country wide liquidation of values Mr. Coward took his share in a loss \$193,492 and the liquidation has continued in the next two years until the losses amounted to approximately \$375,000.

All of which means that Mr. Coward gave the public more than a square deal, because it is apparent from this history of figures that in the high inflation year of 1919 Mr. Coward never allowed his prices to reach anywhere near the peak.—Shoe Retailer,

Increase Volume Last Month of the Year.

Shoe merchants should cash in heavier than ever before on hosiery during the coming holiday season. Now is the time to prepare the hosiery stock and plan advertising and displays for the busy period just prior to Christmas. "By-the-box" sales of hosiery for gifts should be stressed. The range of weights, materials, patterns offers an excellent opportunity for attractive assortments of hosiery, both in men's and women's departments. Buying has been spread over the weights of silk, silk-and-lisle in fancy combinations, silk-and-wool in novelty designs and combinations of the different plain silks with understockings. The sale of the understocking promises to be stronger and it has proven to be practical with the light weight silk hose. In plain silk business promises to be well divided between chiffon, medium and heavy, according to location, the heavier weights naturally being favored in the North.

Hosiery, especially by the box, is a suitable gift for everybody. The Christmas shopper doesn't have to wonder whether or not the recipient of the gift "already has one." He or she can not have too many pairs of stockings. Hosiery men also predict that this season will witness a greatly increased pairage in the holiday trade for men. In this branch golf hose and fancy socks should sell readily. Cuff-tops are popular with the juvenile trade.

As in footwear the style and novelty element has entered into the hosiery industry. Hosiery has long been considered a suitable staple for Christmas gifts, and, with the introduction of more variety and beauty, the average shopper has at least several hosiery items on her list.

This increase in the sale of hosiery just before Yuletide has been largely spontaneous on the part of the public. House slippers have been vigorously advertised for holiday gifts and with success. Hosiery has also been featured for gifts, but not to the extent that it should be and this great volume might well be increased if the public is more strongly impressed with the fact that hosiery is just the thing

for Christmas gifts. The box idea fits in perfectly and the shoe merchant who, in his hosiery department, does not recognize this fact is not going to get the volume he should.

Advertising and a generous use of show cards and price tickets will also increase business in this department. The final month of the year is the best in most hosiery sections and with the proper amount of push behind the right merchandise a big increase in hosiery sales will be noted. The period just ahead is the time to feature hosiery. Some shoe merchants who have been remarkably successful with hosiery advertise and display almost to the extent that footwear itself is featured just prior to Christmas. They have crowded stores and attract new and steady customers, not only for hosiery, but also gain shoe customers.

The hosiery department by some shoe merchants is too often looked upon as a side-line. It is far from that. It can be made one of the most profitable branches of the shoe store if given the proper attention.

Many hosiery department heads believe that November 15 is not too early to start suggesting hosiery for gifts. Hosiery departments should be made attractive with holiday settings, a Christmas tree in the background loaded with gift boxes of hosiery, show cases brilliantly lighted with holiday cards and other decorations entwined about the merchandise. Such settings suggest hosiery for gifts.

Early in November Christmas boxes may be put in readiness for the demand for hosiery by the box and ready for the recipient. Hosiery makers have done much to push the sale of box hosiery in retail stores by making up decidedly attractive Christmas boxes and sending them out weeks in advance to help the merchant. Many boxes are made to hold three pairs which are sold at a slight decrease in price by taking the box. However, there are plenty of customers who want only one pair for a gift, and some manufacturers have met this demand by putting out a Christmas box just small enough for one pair of stockings, and very convenient for mailing.

While some merchants have their

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This popular H-B Kangaroo leather shoe made on our new Combination last appeals to men looking for style, comfort and service-ability.

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HEROLD-BERTSCH
SHOE COMPANY
Grand Rapids, Michigan



Stock No.
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names on Christmas boxes, others do not. This has given rise to a peculiar problem. The recipient of a box of hosiery may not have been given the correct size or color. She hesitates to ask the giver where the hosiery was purchased that she might make an exchange. To avoid this one hosiery buyer has decided to place in each box, "This hosiery was bought at...." Then an early exchange after Christmas of the gift may be made. Applied psychology is never of greater value in selling than at the holiday period when customers are excited and hurried and sales people are overworked. The writer talked to a hosiery saleswoman who had had three years of psychology in college. "I think the time is coming when every salesperson will be compelled to study this subject," she said. "I remember when women used to come in here at Christmas time and haughtily demand this or that in a hurry. I would take on their belligerent attitude, give back just what they gave me. Psychology taught me self-control, how to be calm and even smile under such treatment."

Making a Travesty of Discount For Cash.

I have never yet discovered any permanent advantage from driving hard on sales terms and securing benefits that do not come through the usual channel of prices. The discount-for-cash system was an incident of our credit poverty in the days when we were struggling hard for the building of capital, when the supply house had to be in many instances the buyer's banker.

It is well within my memory when the final settlement of merchandise accounts ran all the way from nine to twelve months; the discount for cash acting as a real incentive to prompt payment, helped the merchant banker and put him in funds when the credit facilities of the banks were unequal to the demand. With the increase of our credit powers and with the commercial banks on the whole capable of supplying the needs of deserved borrowers the cash discount lost much of its original attraction and was gradually decreased as the sales terms were shortened.

It is injudicious as well as unjust to use the discount for cash for other than the inherent purpose which its name signifies. Making a drive to substitute the discount for cash when the account should be payable net, is breeding trouble. I was opposed to extending the discount for cash to the tenth of the month following contraction of the bills, and I was sure then that a further drive would be made to place the discount maturity at some later period in the following month. I find my anticipations are realized, that some very large concerns have insisted upon the allowance of a discount on the twentieth of the month following the date of purchase. If the purchasing department of these concerns would but consider a while and recognize that what they receive at one end must be taken off the other, their eagerness would abate, and they would join us heartily in standing fast for the proper interpretation and a just use of the discount for cash.

Giving way to the pressure for a

longer discount period than the commodity should stand, is merely making more trouble for the future. I would advise that a determined stand be taken and the discount for cash held within proper bounds.

J. H. Tregoe.

Restaurants in Stores.

The operation of public restaurants in retail stores is the subject of a recent investigation by the National Retail Dry Goods Association, which announces in its current bulletin some results of the enquiry. Statistics and other information were received from thirty representative stores in twenty-two cities in fifteen states from coast to coast, the cities varying in size from 73,000 to 5,500,000 inhabitants. The restaurants reported operate under many different plans—some as restaurants or tea rooms only, others in conjunction with lunch counters or with soda fountains.

"The restaurants are located in the stores on almost all floors from the basement to the twelfth," says the report, "but in general it is safe to assume that where the eating place is a more exclusive restaurant or a tea room only, with or without lunchroom or soda fountain facilities, it is likely to be located above the main floor and in space which perhaps would be less valuable for selling. Accessibility is more of an asset in the restaurants which do lunch, soda fountain or cafeteria business only, and consequently they are usually located on the main floor, in the basement or on the second floor.

"As to the selling departments which adjoin these restaurants, they differ very largely, and it is, therefore, difficult to determine just what merchandising value a restaurant may have. It is reasonable to believe that the avenues of traffic through selling departments to reach the restaurant have certain advertising values, although the results are intangible. It is noticeable, however, that in cases where the stores maintain bakery or food departments the restaurants are located adjacent to these.

"Expenses of operation in relation to net sales are reported by twenty-one stores, and range from 19.6 per cent. to 63 per cent., with the majority under 50 per cent. The average restaurant sale, given by twenty-eight stores varies from 20 cents to \$2.01, with twenty-four of the twenty-eight reporting an average sale under \$1. It is interesting to note that the store with the highest operating expense of 63 per cent. gives the \$2.01, while the store reporting the lowest expense percentage, 19.6 per cent., has an average sale of 31 cents.

"In general a survey of all the operating expense percentages in relation to the average sales show that eleven stores reporting average sales under 42 cents give operating expenses under 43 per cent. with the exception of one, which gives 55 per cent., while the remaining ten reporting both average sale and expenses have average sales of 55 cents or over, with an operating expense of 50 per cent. or over, with one exception.

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Odd and Intimate Comment on Business Events.

While some observers put the percentages of automobiles sold on time payments at 70 per cent. to 90 per cent. of the whole, competent and conservative opinion narrows this figure to 80 per cent. to 85 per cent. A good part of this time payment business is handled by finance companies, which are adjuncts of large motor manufacturing companies, as in the case of General Motors Acceptance Corporation, which handles the financing of cars and trucks made and sold by the General Motors Corporation.

There are, however, a large number of relatively small financing companies in the field and the competition is in some cases pressed so hard that poor risks are being granted credit, while good risks are being granted credit improperly. Although the abuses constitute a relatively small proportion of all automobile financing, the aggregate is large and the banks which lend money on paper furnished by these finance companies are making a general movement to improve the methods of doing business.

It is generally felt that initial payments should be not less than one-third of the total obligation on the car, that the time extended to pay the remainder should not exceed twelve months and that no paper should be accepted unless it bears the indorsement of the dealer who sold the car. In some flagrant cases cars have been sold on a 20 per cent. down payment, with eighteen months and occasionally more to liquidate the remaining obligation. As a result, the buyer who took on a car at the beginning of the summer finds when cold weather comes that the market value of his used car is less than the amount still due to be paid. There is a temptation to let the finance company repossess the car.

There is a determination to improve the methods of business followed by some finance companies whose collection methods or sources of credit information are inadequate. It is held that a successful finance company must have competent credit men, adequate and balanced capital structure, an efficient collection department and thorough and accurate accounting methods. In the matter of capital, banks declare, a number of small companies are overexpanded; they think that even large and ably managed finance companies should have capital equivalent to 5 per cent. of their loans, while in the case of smaller companies the percentage should be materially higher.

It is also desired to increase the quality of credit risks by eliminating the buyer who has not sufficient in-

come to afford a car. Here the credit man's "sizing up" of the individual must carry a great deal of weight, but it is worth noting that some companies frown on a buyer committing himself to a monthly payment in excess of the amount of his weekly salary.

One of the best methods of improving the quality of the credit risk is to have finance companies require the dealer to endorse all customers' notes. Realizing that he is liable for any loss after a repossessed car fails to sell for the amount of unpaid notes against it, the dealer will be active in improving his class of customers and will refrain from knowingly overloading their pocketbooks. Dealer endorsements are not generally required in the West, and some finance companies in the East are taking paper without such guarantee, but the face of the banks generally is strongly set against the practice and it is one of their first points of attack.

Curiously enough, universal experience is that the pleasure car is a better credit risk than the truck or commercial vehicle. Human nature is such that a man will cling to his pleasure car, even sacrificing food or clothing. But a truck is a business proposition and is dropped without hesitation any time the purchaser thinks it to his advantage. There are finance companies making money on handling truck paper, but they do so by virtue of unusually good credit information and extra safeguards.

The average loss on promissory notes issued in purchase of cars is below $\frac{1}{2}$ of 1 per cent. of the total for the better grade of companies. One company has lost 1-5 of 1 per cent. on \$150,000,000 of business handled since its organization and for the last two years its losses were but $\frac{1}{8}$ of 1 per cent. A typical company repossessed twenty cars out of more than 1400 which it financed; each of the twenty was resold for a price at least sufficient to liquidate the debt against it.

The fact that approximately 80 per cent. of all cars are sold on time does not necessarily imply that we are an impecunious nation. A great many purchasers feel that they get better service from a dealer whose name is still on the buyer's unpaid notes. Also, many buyers leave their capital in the bank and buy a car on time because the payments are made from income and at the end of the year they still have their capital intact save for the initial payment; in other words, it is a form of saving.

It is interesting to note that about three-quarters of the cars sold on time do have the dealer's endorsement on the notes; the practice is condoned because the amount involved is small,

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averaging a little over \$300, and the resale value of the car is relatively high and stable.

Charles M. Schwab, estimates that the average human element waste in industry is \$1 per employe per day, or a staggering total of \$12,600,000,000 annually for the 42,000,000 wage earners in the United States. This estimate is considered conservative by Seth Selders, industrial engineer, Chicago, who writes in the Pennsylvania Manufacturers' Journal that in many and many a business the human element waste actually represents the difference between profit and loss.

Office boys occasionally rise to high places, but there cannot be many precedents for one former office boy's succeeding another in the chairmanship of an important board of directors. This interesting event has just occurred in the board of three fire insurance companies of New York City which are under the same management—the American Eagle, the Continental and the Fidelity-Phenix. The new chairman, Ernest Sturm, was hired as an office boy by the late Henry Evans, who was then vice-president of the companies and who himself had begun as an office boy. Neither of them can have fancied that the new office boy was destined to succeed the official who was taking him on. Possibly the new boy would not have done so if he hadn't felt that his education was defective and taken steps to improve it. "Knowledge means power," says Mr. Sturm, "and the more you have the greater your position can become." Here is a hint for office boys of the present generation.

Large potash reserves are revealed in a report of Federal surveys to the American Chemical Society by Dr. J. W. Turrentine of the United States Department of Agriculture. "The green sands of New Jersey, the potash shales of Georgia, the leucites of Wyoming and the alunites of Utah contain in the aggregate," the report asserts, "inexhaustible quantities of potash, and methods of recovering it therefrom are now much nearer solution than is generally recognized. Observations recorded in the Texas Panhandle showing unmistakable evidences of subterranean potash deposits convince us that in some of the groups of raw materials, if not in all of them, adequate quantities of potash will be produced, certainly to render the American farmer free from danger of unrestricted exploitation by foreign monopoly, if not to supply the Nation with its entire requirements in respect to that essential commodity."

There are operating in the United States to-day ten railway engines which for want of a more explanatory name are designated "fireless steam locomotives." One of this type is located at the West End Generating Station, Cincinnati. In place of a boiler for the fire this locomotive carries a tank containing about 25,000 pounds of water, which is heated by a charge of steam from a line directly connected to the boiler room steam header, at 240 pounds pressure. One

of the features of this engine is the economy and cleanliness of operation. No fuel is wasted in keeping up steam at times of inactivity. On one charge of steam, which takes approximately forty-five minutes, this locomotive will make from six to eight round trips, hauling three cars of thirty-five-ton capacity from the main coal storage pile to the boiler room. One round trip averages 1800 feet.

The Japanese species of oyster transplanted to Puget Sound waters, is now being propagated to a heavy commercial extent, according to Professor Trevor Kincaid, of the University of Washington. The bivalve lays eggs, and the Japanese variety lays 7,000,000 eggs a week, he points out. It is planned in Seattle to commercially produce oysters from eggs by methods similar to those used in fish hatcheries.

Norway's granite industry, almost wholly destroyed in the World War by a lack of demand for granite from European countries, now appears to have regained some of its lost business. After noting a gradual improvement in the demand for granite since 1921, reports from abroad show that last year exports began to approach the pre-war level of production. Since before the Middle Ages stone quarrying has been one of the leading industries of Norway.

"Shall We Gather."

A minister in the course of a sermon said: "If I had anything to do with whisky, beer, rum, or any intoxicating drinks, I should have them all thrown into the river."

At the end of the sermon he gave out the hymn: "Shall we gather by the river."

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

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

Combined Capital, Surplus and Undivided Profits over

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Decrease Effected in Fire Waste Loss.

In the current issue of a bulletin published by the insurance department of the Chamber of Commerce of the United States attention is called to the activities of the National Fire Waste Council, a body comprised of seventeen leading National organizations and three governmental bureaus. The council was formed in 1922 for the express purpose of assisting chambers of commerce and trade associations in the solution of fire prevention problems.

Special attention is called to the fact that members of the National Fire Waste Council co-operate effectively with the insurance department of the Chamber of Commerce of the United States in the preparation of suggestions and material which are issued to organization members in the form of fire prevention bulletins and news letters. Members of the council are eager to be of special service whenever called upon by fire prevention committees.

The bulletin of the National Chamber stresses the fact that a reduction in the property loss by fire in the United States has occurred during the first ten months of the year, as compared with 1923 and 1922, despite a normal increase in population and a higher value of burnable property. This, it is pointed out, is a particularly gratifying indication that our national fire waste, heretofore reaching a new high level each year, may be checked and perhaps lowered ultimately, so as to compare favorably with losses experienced by other nations.

It is held, however, that efforts now being made in behalf of fire prevention should be continued in order to maintain this reduction and further decrease our fire losses, which still remain the highest in the world. The statement is emphasized that it is to the advantage of every city to share in the benefits of successful fire prevention activities and that the community as a whole should get back of the project.

The bulletin contains a resume of the various fields covered by the organizations included in the roster of the National Fire Waste Council and gives a general idea of the manner in which each member may co-operate with local fire prevention committees. Prominent among the organizations referred to are the National Board of Fire Underwriters, the National Fire Protection Association, and the fire prevention department of the Western Actuarial Bureau.

The latter organization, of which R. E. Vernor is manager, operates in nineteen Middle Western States, functioning chiefly through various state fire prevention associations, the members of which are state and special agents of various fire insurance companies.

As a general proposition, each state association devotes one or two days monthly to inspecting a city or town. Requests for these inspections are frequently made through local chambers of commerce. As an example of the good accomplished in this way is the fact that after a recent inspection of Sioux City, Iowa, made at the request of the Sioux City Chamber of Commerce, 99 per cent. of all the recommendations made by the committee to owners of property as to the remedy-

ing of defects from a fire prevention standpoint were complied with by the citizens.

Mention is also made of the Boy Scouts of America, who are co-operating effectively with the fire prevention committees of local chambers of commerce. Scout troops have aided materially in conducting fire prevention campaigns in a number of cities. In some localities they are used for patrol purposes at fires; in others they are delegated to make community inspections or inspections of their own homes.

Amoskeag Manufacturing in Deep Disgrace.

Why did the Amoskeag Manufacturing Co. report a heavy loss for last year, tell its stockholders about the

difficulties attending its efforts to make a profit, and return a large income tax to the Government? That is a question which is being asked since the facts in a measure have been revealed with the publishing of income tax payments.

To the Government, the Amoskeag Co. paid a tax for 1923 which would indicate profits of approximately \$5,000,000. But for the year ending May 31, Treasurer F. C. Dumaine submitted a statement showing a loss of \$2,851,131 and he said that at no time during the year past had it been possible to sell goods on a basis yielding the slightest profit.

Publication of the income tax return of the company immediately drew a demand for an explanation. Frank P. Carpenter, a member of the Board

of Trustees and one of the largest stockholders, criticized the action of Treasurer Dumaine for "submitting one report to the stockholders and another, diametrically opposite, to the Federal Government."

Last year's profit was explained by one company official as due to the higher inventory value of wool owned by the concern.

Wanted Strong Cigars.

A woman went to buy some cigars for her husband, who was laid up.

"Do you want them mild or strong, madam?" asked the tobacconist.

"Give me the strongest you have," she said. "The last ones he had broke in his pocket."

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1. Our Vaults are on the street level, near our Pearl Street entrance (no stairs to climb), and are of the best type produced.

2. Our Rooms adjoining, for the use of our patrons, are ample. They are self-locked on the departure of a patron, thus assuring prompt discovery by our attendants of articles left by mistake.

3. Our Regulations are in the interest of our patrons. They guard the confidential nature of the business. No person not formally appointed in writing and of whose right to possess a key we have previous knowledge, may have access to a patron's box. A signature is required for each admission.

4. Our Hours are 9:00 a.m. to 4:30 p.m. (Saturdays 9:00 to 12:30).

5. Our Boxes are of sizes to suit all desires, from \$4 up per year.

6. Our Storage Service, for silver and other bulky valuables, in a separate vault, is also to be remembered.

We solicit your business.

Frederick W. Stevens

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Why Salvage Work Must Benefit Fire Departments.

Which of the two opposing elements fire and water, does the greater amount of damage is a debatable question. And, like the ancient problem concerning the priority of the egg or the chicken, it probably will continue to be argued for many a long day to come. What, however, has been settled beyond all doubt is that a large percentage of the fire loss tabulations of the National Board's Actuarial Bureau is, in reality, a recording of water loss, which is inseparable from the fire destruction proper.

Since water is, and must remain—how long, no one knows—the chief extinguishing agent, much of this loss is unavoidable. But not all of it. How much damage of this character a given community shall sustain is, to a degree, a matter for the local fire department to decide.

Here, briefly, is the situation: Developing upon this service are two distinct duties, aside from the saving of life. These duties, compressed into two words, are fire-fighting and salvage; and it is a matter of common knowledge that at present the latter obligation too often is sorely neglected while all care is spent in cultivating the former.

Every fire department head, it goes without saying, is constantly on tip-toe to keep the loss at individual fires in his community down to the irreducible minimum. There is no argument on that point. Knowing that the annual loss average for each fire accurately reflects the measure of his competence, he is naturally absorbed in ways and means of lowering this average. Again there is no argument. Therefore what surer method could he find of accomplishing this reduction than by expending some effort on salvage work, where this can be done without hindrance to the business of fire-fighting. That even a little will repay him richly has been demonstrated by several department heads.

As for the start, he may work along two parallel lines: first, by spreading covers at that large percentage of fires—perhaps as high as 75—where salvage operations are feasible; second, by keeping before him always the thought of salvage while actually engaged in quenching the flames. It has been said that he is an able fire chief who remembers that a fly can be drowned as completely in a thimbleful of water, properly administered, as in a bucketful. So, by having an eye ever to the possibility of salvage, fire chiefs will the more easily win the coveted low-loss record.

In quite another way will prompt and effective salvage operations, if persisted in over a period of years, help to lop losses. Fewer blazes will occur. This follows inevitably, because those who are, well, call them "habitual" fire-sufferers, seldom are unfeignedly pleased when shown the evidences of efficient salvage methods employed in their flame-ridden premises. Nothing, in short, so certainly takes the profit out of fires as a clean salvage job.

How can you make a hit if you have no aim in life?

No great invention for the benefit of mankind but has had its application to less useful ends, its evil results against which mankind must take precaution for its own protection. This is illustrated anew by the serious attention being given by sanitarians and public health officials to the dangers attendant upon the exhaust from motor vehicles using gasoline for fuel. Many warnings against permitting gas engines to run in unventilated rooms or garages have not prevented fatalities from asphyxiation and the renewal of cautionary appeals from time to time has been necessary. And now the poisonous gases, the product of combustion in the cars that crowd every city thoroughfare, are under investigation with a view to finding means of protection for pedestrians obliged to breathe the polluted air. Doubtless the remedy will be found, pending the discovery of which caution is the only guarantee of safety.

If you get no ideas from your trade journal, don't blame the journal; blame yourself. The ideas are there. All you have to do is to dig them out.



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SUNKEN LAKE.

Phenomena of Nature in Presque Isle County.

Written for the Tradesman.

There are vast sums of money spent yearly by the American people for magazines and papers describing the wonders of some distant country; and many of these descriptions are greatly magnified. How many of us really know the country in which we live? How many of us realize that by taking a camera and photographing the places right in our own community pictures can be produced which will excel the pictures now on our walls which were quite expensive to buy? Of course, composition and a study of your subject enters largely into the success of the attempt. It is said that a picture has a soul. The sentiment that prompted the attempt; the inspiration acquired from a thought more elevating than a mere glance; a real desire created from the innate intelligence to produce something out of the ordinary—all of these factors enter into the formation of a picture never to be forgotten. An everlasting remembrance of the country in which we live and which we have learned to love.

I am in possession of some such pictures and very frequently it happens that my friends, when looking at these pictures, will remark, "Why, were these taken around here? I never knew we had such scenery as that so close by. Yes, I recognize that place now but, never really realized how pretty it was before."

I am sorry to say that too many of our pictures are of the snapshot variety. Too much haste; a clamoring for speed, here and away; something different, like the little child soon forgetting his toys and with a constant eagerness for new ones.

Relax, dear friends and come with me. I have something of interest for you and within the reach of all residents of Michigan; of sufficient moment to attract visitors from other states; tourists who are seeking the extraordinary and exceptional features of a trip; people who are not out for mileage and speed but, who believe in securing a substantial record of their trip and permanent proof that the sights of Northern Michigan are such that we are justified in extending to these visitors our invitations to return annually; that new territory is being opened up and is accessible owing to the improvement of roads.

The title of this article, Phenomena of Nature in Presque Isle County, is taken from a visit to Sunken Lake, Posen township, this county. The writer has lived in Onaway twenty-three years and until three weeks ago never visited Sunken Lake, although I have heard it mentioned, but only meagerly described. I find upon enquiry that very few others have ever seen the place or even heard of it.

Mention was made in a former issue of the Tradesman of the mammoth sink-holes fifteen miles South of Onaway. It is claimed by some that these cavities are a chain of the same depressions in the earth which form the title of this subject although sep-

arated by a distance of some twenty-five miles.

Our party consisted of eleven people and we prepared to get an early start for our trip, but owing to some delays did not reach Sunken Lake until about noon. We found that it exceeded our expectations and, after feasting our eyes and obtaining a description of the place and its surroundings, we took some photographs. We were fortunate in having in our party Carl Hansen, whom we depended upon to act as guide and to provide us with facts describing the object of our visit. Mr. Hansen was born and brought up

the lake instead of the lake emptying into the river as it formerly did.

This continued until about thirty years ago. At that time the counties of Presque Isle and Alpena were thickly wooded and lumbering was the chief industry; the rivers and streams were all utilized to float logs, and all the water available was necessary to move the big log jams and get them to their destination. Trouble developed on Thunder Bay River, as can readily be seen. There was insufficient water below the channel, as the original flow of the stream had been interfered with by the condition existing at Sunken Lake. The lumbermen had to have

came past history and to-day remains like a big oblong basin in the earth, perfectly dry. With its high steep banks it presents the appearance of a huge amphitheater, with its deep yawning, thirsty cavern of rocks at one end, now fringed with trees and shrubbery. It has given up its fight for more water and evidently appears satisfied with its greed for ruin and destruction and the great expense and annoyance caused to the lumbermen.

The visitors may see ball teams contesting their right of supremacy on certain holidays away down where it would be impossible to put one over the fence and at times when the luxuriant grass is in its prime, cattle enjoying the feast have the appearance of toys as we sometimes see in store windows representing a miniature dairy herd.

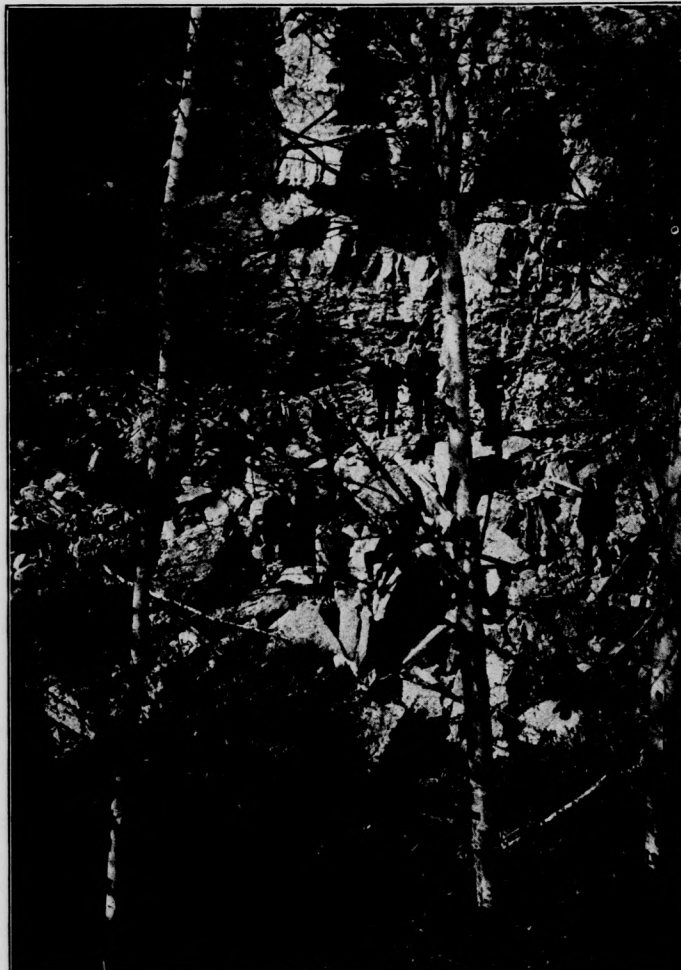
The picture we took shows ten of our party stationed where footing could be obtained on the rocks of this big chasm, outlined against a towering wall of rocky formation 150 feet below the roadway above; diminutive figures in appearance but with minds active wondering probably, when, why and how such a freak of nature could have taken place.

Stories are told that after the dam was completed and the water was receding and draining the lake water into this cavern, that vast quantities of fish were taken from the shallow pools—fish that were not caught and carried down by the whirl-pool.

So much for Sunken Lake, which forms only a portion of our story. After leaving Sunken Lake we continued to the farm of Mr. Hansen, about one and one-half miles distant, and crossing his land we were led to two more sink holes resembling that at the lake except they had never contained any water except the natural surface drainage and no moisture of any nature appeared. The bottom of these big sink-holes, as well as the sides, were covered with a growth of bushes and shrubbery in spite of the rocky formation; that is, where the sides were not too perpendicular and even then roots would be protruding. There would be standing trees, tall and slender growing from the very bottom and extending above the surface of the ground above as though defying the enclosure and not to be outdone; gathering the share of their existence from the air and sunshine above to assist the struggling roots seeking a hold in the rocks far below. One large birch tree nearly at the top clings to the sides with only a portion of its former self while a great mass of roots extends far out into space like a giant octopus, as though seeking to grasp whatever might come within its reach.

We could have spent hours here, but time would not permit. There were other surprises in store for us and we hurried on, crossing the line into Long Rapids township, Alpena county, by way of Leer postoffice, a busy little center where farming is the chief industry and the well-kept farms bespeak thrift and enterprise.

Although our time was limited, it would have been missing too much to have passed Fletcher Park without



This is the rocky cavern 150 feet below level of ground at the extreme end of Sunken Lake, Presque Isle county, where the water which once formed the lake disappeared, thus reversing the flow of the water from Thunder river into the lake, instead of running the water of the lake into the river as formerly. Since the river has been dammed, about twenty-five years ago, Sunken Lake is now dry, as well as the cavity where the water emptied. There are numerous other rocky holes averaging over 100 feet deep within a radius of two miles, formed, it is claimed, by a subterranean water passage into Lake Huron, an estimated distance of thirty miles.

in the vicinity and knows the country like a book.

Sunken Lake derives its name from the fact that sometime in the past, no one knows when, a lake, covering about forty acres, was connected by a channel about one-half mile long to, and emptying into the North Branch of Thunder Bay River. Then something happened, and it happened suddenly; the extreme end of the lake fell away; sank into the earth through a mammoth rocky cavern, thus reversing the flow of the current and drawing the waters backward into this big hole, and causing the river to empty into

this water to get the logs beyond the lake. The logs were floating back into the big whirlpool of the lake, and it is told by the residents in that district that logs were drawn down and later made their appearance in Thunder Bay some twenty-five miles away, thus proving that a subterranean passage had been formed.

Something had to be done, so about thirty years or more ago a huge dam was built across the channel between the lake and the river, thus converting the channel into a beautiful lake which now forms a part of the Fletcher State Park. The consequences were, of course, that the old Sunken Lake be-

stopping to complete the scene where the deeds of Sunken Lake were foiled by the hand of man. Although we had driven several miles around we were again at the other end of the former lake; standing on the dam which separated Sunken Lake from the new lake now formed and which adds so much to the beauty of the park and provides boating and fishing for the tourists. The park alone would be a picturesque place, even though it were not surrounded by lakes and streams, for with the contour of the land, its massive trees provide dense shade and a carpet of leaves; leaves of every color and shade such as only can be produced by nature and at this season, the season of all seasons when she is all dolled up as though making a final effort before Jack Frost takes possession and transforms the place into a fairy land.

Here we prepared a rather late dinner, but a meal in the open under a sky radiating streams of health-giving sunshine and with an atmosphere crisp and snappy. This and the camp-fire over which our meal was cooked whetted our appetites in preparation for a meal that would put to shame a much larger crowd than ours if served at home or where table etiquette would be required. A person who has never enjoyed a meal under these conditions is entitled to a lot of sympathy.

But we must pass on. If you secure an atlas of Presque Isle and Alpena counties, by following the line just over and into Long Rapids township, between sections eight and nine, you will notice a little V shaped angle in the road. This looks like a harmless little affair but should you drive this way, stop and see what the little deviation represents. It is another one of those strange mammoth caldrons. Deep and yawning, right in the pathway, as though to say stop and detour. Before this big hole was protected a man drove his car to the very edge and stopped with the front wheels partly over the brink. Ugh! what a close call and what a sensation. A team pulled his car back out of danger. Don't try to manipulate the road going beyond a reasonable rate of speed or without perfect brakes.

Here we left the autos and pushed our way through the underbrush across the road and came upon two more holes. It seemed that as we progressed from one to another, they grew deeper and more magnificent. Twins, mind you. Hidden beneath the dense growth of trees and bushes were two large holes with a mere wall dividing them; a wall so narrow that its surface provided a narrow path only over which we could pass. Anyone would be excused from attempting it were it not for the limbs of trees and bushes affording safety and protection. These also partly obscured the vision and prevented one from becoming dizzy. These obstructions also prevented us from obtaining such pictures as would do justice to the place, although we could not resist and did take several.

These were the holes that some of our party went down into by clinging to the jagged rocks and branches.

Down, down until their voices rebounded and echoed. One descent, however, was sufficient. Such a breathless tired party you never saw on gaining the level again. Next time it will be a case of providing ropes to be hauled up with. But this was all charged up to experience and helped complete the trip.

Now we drive on another mile to the top of a hill and wander off through the woods, following trails which lead to other big holes. It seems wrong to call these holes, but there seems to be no real name that is applicable and hole is a simple term. The next person who attempts a write-up may suggest a description more appropriate. Anyway, these were again different; for some reason, I can't say exactly why, only that they appeared larger and more murderous looking. Perhaps because they were more secluded, as though defying one to discover them or disturb their solitude.

Our party who heretofore had been noisy and loud with exclamations of surprise now seemed awed by the stranger effect that this cold yawning abyss produced. Silence replaced hilarity and only an occasional word of warning was spoken such as watch your step, don't go too close or be careful that branch doesn't break.

I talked with a land-looker the other day who bought the timber surrounding these very sink-holes. He tells his experience like this:

"Together with another cruiser, was tramping over the ground estimating the timber. I was unaware of any such big holes in the earth, my companion, who was familiar with them, having failed to warn me. All of a sudden, in parting some bushes to clear the path I stood upon the edge of what seemed to be a bottomless pit as though I had come to the stepping-off place of the earth. One more step and it would have been all off with Uncle Dan, for nothing could have saved me from a terrible death dashed upon the rocks below. At the same moment my companion called to me, remembering my danger, saying "be careful, you must be close to one of those big sink-holes." "Well, by thunder, save your breath," I answered, "I'm right there now."

Did you ever have the nightmare and dream that you were falling, falling, down, down, and when you were about to strike, you awakened? That was the nature of my dreams for many nights thereafter.

Ah! here's the hole that demands your attention; different from the rest; different from the fact that it contained water up until the time the dam was built at Sunken Lake. Although the dam is several miles away it proved that the connection was absolute and that changing the course of Thunder River deprived the lonesome little lake in the woods of its source of supply. Why this hole should have contained water and the others not is a mystery, but the water-line shows plainly about half way up the sides. Below this line the formation is of mosses and vegetation, such as would be found below the surface of the water in any lake, perhaps, while

above the distinct line the ordinary growth of the different trees and bushes appear.

You ask how large these holes are? Well, I can't tell you. We hurled a rock over the edge and waited for the sound to return and it seemed several seconds. It would look like an easy matter for a strong right arm to throw a stone against the opposite wall, but try it. Your aim will fall far short, proving that distances are deceiving.

At the time this land was lumbered off it evidently seemed too big a task to hoist the trees from within these big holes. It would seem so, at least, for many of them are still standing, while the remains of others have fallen and lodged against the sides, undisturbed to decay and safe from fire in their resting places, a total loss.

In the cities where tall buildings are being erected and where it costs fortunes for excavations and to reach a condition below for foundations, here, away from and too distant from manufacturing centers are some that are already prepared if they could be utilized for the purpose. Will we ever live to see the time when these places will be made use of? Is it a fact that nature made a mistake in creating such places or is man too hard to satisfy? Man is, indeed, mighty particular. The earth according to his ideas was made entirely wrong and unfit to live on without considerable re-modeling and if the time ever comes when space and sufficient room will be at a premium, some inventive genius may look around and buy an option on the big natural drainage holes which we have described and prove to the world that nothing was made in vain.

Squire Signal.

Why Sales of Revolvers Should Be Restricted.

Written for the Tradesman.

It has only been a few years back that the public conscience was shocked at the occasional doings of the James or younger boys. The occasional hold-up or murderous activity was spoken of with horror that such things could be continued in a civilized country. Now every time we pick up a newspaper—morning, noon or night—there is chronicled a hold-up or a murder. The public conscience is being dulled to it. It is becoming a common-place thing, because almost every edition of the papers tell of the activities of numerous bandit gangs. These thugs would be powerless were they unable to carry around with them the concealed firearm or pocket pistol or revolver. The bank teller or cashier is asked to change a bill, and in complying looks up into the muzzle of a revolver in the hands of a thug who commands him to "stick 'em up." The gun the hold-up man has in his hand was concealed on his person when he walked into the bank. Pay cars; payroll clerks; banks; express messengers—all are at his mercy because he can have a concealed weapon on his person. Banditry is becoming a highly organized profession and our otherwise promising young men are being attracted to it. The normal urge for romance seizes the lad in a weak moment. The next thing is a dare to a pal. The first step and the boy is

ruined for life. The public conscience is becoming seared by the frequency with which we read and hear of hold-ups and robberies and murder. All of this because of the pocket pistol or revolver.

Over 10,000 murders a year in the United States and the number increasing with the increased ease with which the pocket pistol or revolver may be obtained. Practically one every day in the State of Michigan. One of these lives is more precious than all the profits on all the revolvers ever made. Over 5,000 pistols and pocket revolvers being delivered in Michigan through the mails every year in violation of the Michigan permit law. This means that they are being delivered to 5,000 crooks, because honest men who comply with the law and obtain permits go to their local hardware store to make their purchases. The police when they arrest a crook will take his gun away from him. As soon as he is released "for lack of evidence," he orders another gun shipped him through the mails, and the next day or two Uncle Sam helps him to violate the Michigan law by delivering another weapon with which he may ply his murderous trade.

Over \$50,000,000 per month is being taken in the United States by armed hold-up men, aggregating over \$600,000,000 per year. Life insurance companies are paying millions more in losses on the lives snuffed out by the bandit, and the postoffice which we cherish and support as we do no other public institution, is in league with this nefarious institution of banditry by furnishing the weapons with which to carry on their trade. It is too shocking a spectacle to think of, much less to put in words. Shall we stop the advertising of and delivery of the concealable firearm through the mails, is a question for every good citizen to ponder.

C. L. Ayers.

Sends Christmas Folders To Wives of Customers.

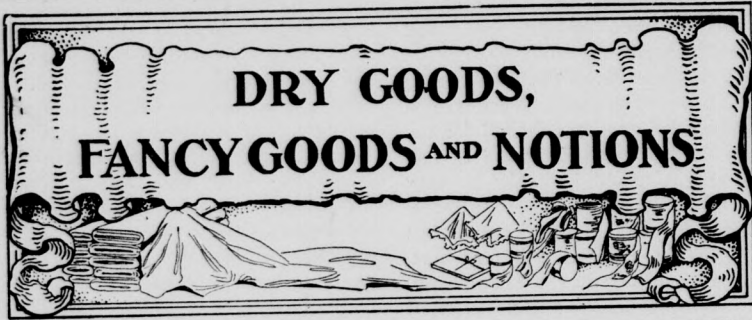
Many stores send out circulars and folders during the holidays, and as the Christmas season approaches the people receive so much direct-by-mail advertising matter that its effectiveness is reduced—sometimes to such an extent that much of it lands in the waste basket without even being opened.

S. L. Bird & Sons, Detroit clothiers, succeeded in making their Christmas folder more than usually effective last season by sending it out to the wives of regular customers in a small envelope 2½ by 4 inches, address in long hand.

The size of the envelope, together with the script address, gave it the appearance of an invitation or announcement of some social event, and it was singled out from the other mail and opened the first thing by almost every one who received a copy.

In addition to listing and pricing many articles suitable for men's Christmas gifts, the folders provided several blank pages for memoranda, and many women carried them around in their handbags, using them as gift lists.

Ten thousand of the folders were sent out, all under two-cent postage and in hand-addressed envelopes, and the response was characterized as "highly gratifying."



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.

Could Sell More Small Rugs.

The volume of business done in small rugs could be considerably enhanced, according to an executive of one of the leading houses in the local market for floor coverings, if retailers would give more attention to stocking them in patterns similar to those of the larger rugs they buy. Cases are constantly coming up, it was said, where women want to purchase 27 by 54 inch or 36 by 63 inch rugs, for instance, to match one of the larger sizes. Frequently, however, this business is lost because buyers have not stocked the smaller rugs in the same designs, and the customer is required to wait until they can be obtained from the manufacturer or jobber. In advancing his opinion the executive in question kept in mind the buyer's need of making as varied a showing as possible, as well as the fact that this is not easy under the present system of granting retail buying appropriations. At the same time, however, he felt that the floor coverings business of many stores would be increased if his idea were adopted.

Rayon Draperies Selling Best.

This month is proving a fairly active one for the wholesalers of drapery fabrics. The call is mostly of the immediate delivery variety, due to the light buying earlier by retailers. The salesmen are out on the road now for Spring delivery, and the lack of desire to place any substantial forward business is again being met with, it was said yesterday. In the merchandise wanted now, and that which also promises to lead for Spring, rayon damasks are foremost. Blue, mulberry, rose and black are said to be the leading shades. Iridescent warp draperies with brocaded floats are likewise prominent. In the volume merchandise, the plain rayon goods sell best. They have the advantage of admitting more light than the heavier materials, although this same factor prevents their full sheen from showing. Blistered damasks are favored among the more novel lines. Striped gauzes in the natural or gold effects are moving. Made up voile curtains with colored ruffles, valances and tie backs to match are featured by one leading wholesaler.

Linoleum Designs Are Varied.

Not the least interesting thing about the linoleums that are now being shown for Spring is the wide latitude

that has been given designers of the goods by manufacturers of the leading lines. One of the biggest concerns, for instance, is offering 109 new patterns for the coming season, among which are not only many new ideas in design but attractive variations of effects that have been made use of heretofore to some extent. One of the leading features of this line is the incorporation of Chinese motifs similar to those that are proving so popular in woven rugs. Another feature is the highly realistic marble effects that are shown in some of the higher-priced in-laid linoleums. Still another feature, but one which does not have to do with design, is the extent to which felt back goods have been included in the leading lines for the new season.

See Big Gift Season Ahead.

Not for a long time have buyers of knitted novelties for women had brighter prospects of a big holiday gift season in this merchandise than confronts them at present. Largely due to the sustained warm weather this Fall, which has slowed up trading in knitted merchandise very markedly, special offerings are so plentiful that it is not a question of buyers getting them but of their selecting from the profusion at hand those which represent bargains for the consumer. This is especially true of sweaters, and an active sale of them for holiday purposes "at a price" is reported in certain quarters here. Many of them are being bought for special boxing, which adds considerably to their salability for gift purposes. But, where the consumers are gaining, the manufacturers are suffering substantial losses.

Price Advances Hang Fire.

While the matter of price advances on Spring lines of men's clothing continues a "live" question, manufacturers so far have not taken any action toward revising their opening quotations upward. It is admitted that, while such action might be justified on the basis of recent price advances in piece goods, the attitude of retailers is such as to render any increases difficult. Even on the present price levels the securing of orders is said to be none too easy. If, perchance, there should be a spurt in the orders placed because of a sudden economic change, which is considered unlikely at the moment, the manufacturers would be in a position to make advances. On duplicates, however, it is likely that increases of a dollar or so a suit will be made.

Jewelry Sales More Active.

Reports from the jewelry trade are to the effect that business has taken a considerable spurt in the last week. With the election uncertainties no

Are Featuring "Dressy" Hats.

Retail buyers of millinery seem to think that there will be a good business done on the formal and "dressier" types of hats during the next several weeks, and in practically every department store and specialty shop there is at least one case devoted entirely to this class of merchandise. As the season advances the displays of "dressy" hats tend to increase. This is especially true of small evening hats made of gold and silver cloth. These are made wholly of the metal cloth or else are combined with other fabrics or fur. In hats of this variety the soft turban, draped in folds, is especially prominent. The large hat of metallic cloth is also in evidence, the trimming running strongly to small flowers.

Holiday Items in Neckwear.

Attractively boxed merchandise for the holidays is an important factor in the present sales of women's neckwear. The small, round collar, with cuffs to match, is a leading type in the business being done, according to wholesalers here. These sets are developed in linen with touches of hand embroidery, faggoting and Irish or filet lace edging. Linen also continues a favorite fabric for vests. A novelty in the higher-priced lines is a high stock of white silk, lined with the same material in color, which opens in the front and from which hangs a jabot of Alencon lace. Side frills of fine lace, finished with a small ribbon bow at the neckline, are also being shown for the holiday trade.

Holiday Merchandise Selling.

While demand for main articles of apparel, such as dresses and coats, continues sluggish, due to the lack of favorable selling weather, the wholesale buying of essentially holiday accessories is reported to be quite active. This includes the whole field of gift items, such as handkerchiefs, umbrellas, hosiery, neckwear, dress trimmings, gloves to some extent, perfumery and toilet articles and similar merchandise. A feature of the packing directions this year is the greater attention given by retailers to boxed sets of these varied articles. This indicates that greater attention than ever will be given to the sale of boxed merchandise during the coming holiday period in the effort to swell retail turnover.

Fur Trade Not So Busy.

Between the weather and the advanced state of the wholesale season, the manufacturing furriers are finding things rather quiet at the moment. This has resulted in a slowing down of business in the raw fur trade, particularly in the types of short-haired furs that are used in jaquettes. Manufacturers of fur coats are placing filling-in orders in a small way for furs they do not happen to have on hand to meet some unexpected demand, but this business is not of important proportions. Some call for wolves and foxes from the makers of women's cloth coats is reported, but this business is also small in the aggregate. Much of the limited fox buying is being done "at a price."

Ribbon Trade Is Busier.

Ribbon manufacturers here report a substantial volume of late orders for novelty holiday merchandise. It is expected that this business will continue for some weeks to come, as retailers are still believed to be underbought on their seasonal needs. This buying has tended to increase the trading in the wider merchandise, which has been in comparatively restricted demand. Tinsels, brocades and other fancy effects worked out in metal constitute the main groups in which the recent interest in the wider goods has centered. From a yardage standpoint, however, the staple satins and moires and some of the narrower fancies are selling best.

longer existent and with Christmas only six weeks off, retail jewelers are making haste to fill in stocks that they have kept fairly well starved through the greater part of the year. So far, however, orders have come in more freely from the outlying parts of the country than from retailers in or near this city. One of the best things about the business now being received, from the viewpoint of the manufacturers and wholesalers, is that it includes a general line of merchandise. In the higher-priced lines an excellent call for flexible bracelets, rings and sautoirs is reported.

Holiday Merchandise

We are prepared to satisfy your needs in all lines of Christmas merchandise. All mail orders receive prompt and efficient attention.

PERFUMES—Each bottle attractively boxed.

LEATHER GOODS—All prices.

STAMPED and FINISHED GOODS—A fine range.

CELLULOID GOODS.

BEADED BAGS, NECKLACES and a full line of jewelry.

TOYS, DOLLS and BOOKS.

HOLLY WRAPPING PAPER.

CHRISTMAS CARDS, Tinsels, Tying Ribbon, etc.

Paul Steketee & Sons
 Wholesale Dry Goods
 Grand Rapids Michigan

Strength and Weakness of Department Stores.

Their Strength.

First. In the fact that their good will already exists, having grown over a period of years.

Second. They have a relatively large volume of business, which permits of extensive advertising.

Third. They offer patrons the convenience of shopping for many items under one roof.

Fourth. They have a larger distribution volume in each of the departments than has the single specialty shop.

Fifth. They are able to attract and hold relatively high-grade chief executives.

Sixth. Because of the variety of the departments they have more stability than the average specialty shop.

Their Weaknesses.

First. They lack the personal character of the specialty store.

Second. They are dependent, to a certain extent, upon department managers for the results of each department.

Third. They lack specialization in the effort of the entire organization.

Fourth. They dissipate retail volume in converting it into purchasing power in each of the many markets supplying their merchandise.

Fifth. They lack variety of stock in convenience items as compared with novelty and notion stores.

Sixth. They have not the tremendous advantages of location of particular stocks which is such a factor in the

success of the convenience chain stores.
Paul M. Mazur.

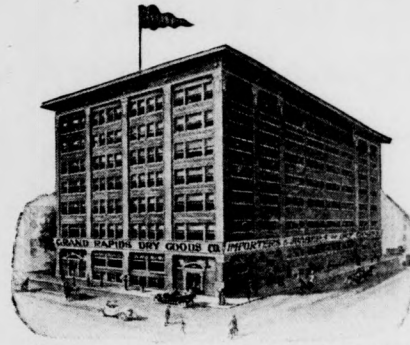
Topcoat Orders Are Good.

The demand for men's topcoats for Spring has been very encouraging, according to clothing manufacturers. Some are of the opinion that the Spring, in fact, will be one of the best topcoat seasons the trade has ever had. The situation is having its favorable influence on the sale of topcoatings, which mill agents say have been in noteworthy call considering the general sluggishness of the goods market. The light colors are prevailing in these coats, the range being from a shade close to cream to the powder blues and London lavenders. Tweeds have not met with their former popularity, but are said to be coming back somewhat.

Petticoat Demand Is Stronger.

Within the last ten days the demand for petticoats has made a decided advance over that for costume slips. This holds true of several grades of merchandise, according to the United Petticoat League of America, but applies particularly to the higher priced lines. In the sateens, however, there is still a strong leaning toward the slip. Petticoats of radium and milanese silks, developed in a variety of colors and with striking designs worked out in embroidery, figure largely in the wanted merchandise. Those of artificial knitted silk are also proving of interest to the buyer.

A hypocrite is a man who acts differently if he knows some one is watching him.



Corner Weston St. & Commerce Ave., S. W.
Two Blocks from Union Station.

WESTERN MICHIGAN'S LEADING DRY GOODS JOBBER

Complete stocks of Staple and Fancy Dry Goods, Notions, Hosiery, Underwear, Men's Furnishings and Ladies Ready to Wear.

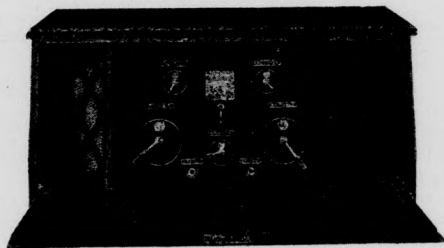
OUR AIMS

1. To handle only high grade quality merchandise at reasonable prices.
2. To give prompt attention to every order received, shipping same within 24 hours after we receive it.
3. To give courteous attention to merchants visiting our house.
4. To look after the interests of our customers at all times.
5. Special service given on Mail and Telephone Orders.

GRAND RAPIDS DRY GOODS CO.

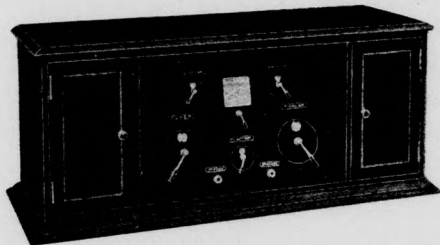
Wholesale Only

A Complete Line—Each the Best in its Class



Michigan "De Luxe" 4 tube receiver. 1 stage R. F. amplification. Built-in adjustable loud speaker. Solid mahogany case. "America's most beautiful set."

MRC-4 \$150.00



3 tube receiver in handsome case with inlaid panel door, and compartments for batteries, head phones, etc.

MRC-3 \$87.50

THE Michigan line is complete from the MRC-2 right through to the De Luxe MRC-4.

A set for every requirement.

The beauty of the cabinet work. The superior electrical construction have won for Michigan receivers an enviable place in the minds of the purchasing public.

Michigan dealers are buying in greater quantities than ever before. They know from past experience that these sets are right, and give satisfaction.

Write for illustrated folder of complete line.

Dealers wanted. Write for details.

REX RADIO SALES CORPORATION

Wm. Alden Smith Bldg.
GRAND RAPIDS, MICH.
Exclusive Distributors For
STATE OF MICHIGAN



3 tube Regenerative Detector and 2 stages of amplification. The set we never could catch up on orders for last year.

MRC-12 \$62.50



Michigan "Midget" 2 tube regenerative long distance wonder.

MRC-2 \$37.50

MICHIGAN RADIO CORPORATION, GRAND RAPIDS, MICH.



Influence of Organization and Improved Quality in Eggs.

The biggest influence in the egg market is still the weather—by which we do not refer in particular to the season of the year when weather dominates the day-to-day market, but to general weather conditions as affecting crops and consumption from year to year. The weather still makes and unmakes the supply of eggs, and to a less degree the demand for them.

This is to say that eggs are not a product of strictly scientific farming to the degree which some other products are. Weather influences are in a large measure under the control of man, if not the weather itself. Poultry can be housed and eggs cared for in such a way that the influence of weather on production and quality will be secondary. This is not the case today because the production of eggs and assembling them for shipment is still an unorganized industry.

While eggs have always been a common food, the egg industry as such is of recent development in this country. It remains to-day very far behind in its standing as an organized industry, partly because of the nature of the product which does not require manufacture, and partly because of the speculative nature of the egg market, which compels a dealer in eggs to think first, last and all the time of market movements. His profits and losses are due three-fourths to market and one-fourth to skill in handling eggs. The tendency is to reduce the market risk by every means available. The development of cold storage is an instance of this tendency. Better housing on the farm, grading and standardizing, and, above all, organized information of crops and markets, supply and demand, all tend to reduce the risk of the trader.

What applies especially to eggs and kindred crops which are marketed in the natural state applies in less degree to crops which are processed. On the other hand, crops which are processed can be and have been developed to a high state of perfection in quality and have been standardized until sales can be stimulated by advertising. There has been a rapid improvement in the quality of our principal food stuffs.

The greater advance in the price of eggs to this date, as compared with all commodities, has been due, as we think, largely to the development of cold storage and better transportation. There has not been a corresponding advance in the production of better eggs nor in the care of eggs outside of cold storage. The business is subject to the greatest risks of any business of importance, and the risks are still very largely due to weather changes, haphazard buying and the speculative

mind which controls operation. The spirit of man, when it is a gambling spirit and not a spirit of enquiry and service, rises with rising profits and lies down on a loss. This attitude, which far too many dealers in eggs take toward their business, is also the attitude of a great many farmers. Hence we see a market peculiarly affected by the elements to which we abandon our fate.

If anyone thinks that eggs are scientifically produced and marketed, he has only to look back on the present season, which tested the housing facilities of our farms with excessive rains and found our traders very much defeated by the losses of recent years and in no mood to buy eggs this spring for storage. Consumption was stimulated and production curtailed until we face an extremely high fall market, and possibly shortage of eggs.

It is probably true, however, that we look into a future not unlike the past thirty years in the egg markets, a future marked by great improvements in the handling and orderly distribution of eggs and a consequent expansion of the industry on quality lines, with greater safety for the trade and more attention to economies. The market for eggs will, of course, follow that of the average of all commodities, but may be pegged up a little in favorable years and show the same tendency to advance in comparison with markets in older and better organized industries.

Advances in eggs have not been from year to year but from period to period, usually in periods of from three to four years. We may look for fewer extremes in the market and a gradual control of the influences of weather. This applies all along the line, from the farmer to the market man and the consumer, who is better housed every year and less subject to the weather, consequently his dietetic habits are less seasonable. He eats eggs like he eats lettuce and tomatoes, the year round, if he can get good eggs.

As to the possibility of expanding the use of eggs by advertising alone, this would seem to be a temporary influence unless the product itself improves. But, with an improvement in the product, advertising will certainly be a factor in hastening an expansion in consumption.

Eggs are a real food; a most economical food. Among the popular foods are many which are foods of fashion, and some of them have little or no food value. Not to minimize the need for variety in diet, there is, nevertheless, a better foundation on which to build a business in a food so staple as eggs.

Paul Mandeville.

Headquarters for FOREIGN and DOMESTIC NUTS FIGS DATES

Get our prices before placing your
Holiday order

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

M. J. DARK & SONS

GRAND RAPIDS, MICH.

Receivers and Shippers of All

Seasonable Fruits and Vegetables

RED STAR

Outstanding leadership in the flour world for a long number of years develops from only one policy—perfection in flour quality. Red Star occupies a dominant position because its quality has been consistently good ever since it was first offered for sale. Red Star Flour is not milled to meet changing whims—it is milled for the buyer who wants the best in flour.

JUDSON GROCER COMPANY
DISTRIBUTORS

GRAND RAPIDS, MICHIGAN

No Proper Standard in the Egg Industry.

"The Federal Pure Food and Drugs Act," writes C. H. Waterbury, secretary of the National Wholesale Druggists' Association, in answer to an enquiry regarding the application of the law governing labels, "requires that any statement made on the label or on the advertising matter accompanying a package of medicine must be true in every respect. Furthermore, no statement may be made on a label or advertising matter which is in any particular false or misleading. The contents of the package must be, with respect to quality, of the standard of strength and purity declared on the label.

"Certain drugs, chemicals and medicines have fixed standards which have been accepted as a matter of law. A manufacturer or dealer may sell goods differing from these standards, but must indicate by a statement on the label of the goods sold the difference between the article actually sold and the recognized legal standard."

It is assumed that the experience of the Government in correcting abuses that creep into the advertising of distributors and manufacturers who sell drugs will gradually be applied to the labelling of food, and as the need arises, to other articles not named in the law to-day.

One justification for legal regulation of advertising lies in the complexity of modern life, the shifting habits of a population engaged more and more every year in National enterprises as contrasted with local enterprises, and the consequent shifting of responsibility from the neighborhood store to the central industry producing or distributing an article of common use.

It was natural that drugs and some foods, which were especially subject to deceptive adulteration or misrepresentation, should have received first attention in an effort to protect the public using them from fraud. But until an article has fixed standards which have been accepted as a matter of custom, it is obviously impracticable to create a legal standard therefor arbitrarily. The utmost which it is practicable to attempt is to create a standard which, if it proves to be accepted generally, will become a standard in fact and consequently can be defined in practice through a common knowledge within the industry affected and at length be acknowledged in law.

No such standard exists as yet in the egg industry. The only standard well established in the mind of the public is one of freshness, which standard has no standarding as a guide to the industry which handles eggs, either as indicated in the age of the egg or in its well defined appearances.

When a standard shall have been set up by the Government and approved beforehand by the industry working through its organized forces, and when individuals engaged in selling eggs may voluntarily elect to use the Government standard, as many of them will, it is obviously practicable and desirable that the use of labels and advertising in connection with such practice should be under Government regulation.

It is at this point that the standard will stand or fall, depending upon its usefulness as a standard, and no amount of legislating or attempts to enforce laws for compelling the use of an unnatural standard will permanently prevail. The only effect of trying to create a standard by law will be to call attention the louder to its deficiencies, which would correct themselves gradually by permissive use.

The point brought out in the statement of Mr. Waterbury is that, when standards become fixed in custom, they have been accepted as a matter of law. This has been the history of law, and we may be assured that when we shall have evolved a standard for buying and selling eggs, for grading and defining the grades, and when such standards shall have been accepted and used until candlers and traders know what the words mean and agree on what eggs come under the descriptions, the law will recognize the standards, and only a direct statement in the contract that another standard applies in a particular trade will invalidate the assumption that the common standard was implied.

Then, and only then, would it be a deception for a dealer to fail to label his product. Then the other party to the transaction would rely on the fact that standards were in effect which, it is well known, is not the case to-day in eggs. The public, to be sure, blames the dealer for disappointments when, in the absence of a standard set up voluntarily by the trade, the public falls back on a primitive idea of freshness forgetting or not knowing that the distance from the hen to the consumer either in time or space is no longer an index of freshness.

Watermelon Returns Low.

Watermelon prices averaged about \$15 to \$100 per car lower this season than last in New York. In Chicago the variation was around \$25 to \$35 per car. Opening prices were generally as high as last season's in consuming centers, but a sharp slump coming in July depressed the season's level, so that net returns were low, even though closing sales during August were very little below those of August, 1923. Toward the middle of September nearly 43,000 cars had been shipped. Last season's movement of 33,000 cars was unusually low. In 1922 47,000 cars were moved and in 1921 46,500. Georgia, with a final total of 16,000 cars during the 1924 crop year, about reached the 1921 record for that State.

Offers New Kind of "Scooter."

A new type of toy of the wheel goods variety is now being offered by a local concern in the form of a brake "scooter." The brake is in the shape of a roller that is applied to the front wheel by a lever device placed on the handle of the "scooter." The roller is made of cast aluminum, which turns as the brake is applied, thus eliminating friction and wear on the tire and bringing the "scooter" to a gentle stop. It is claimed to be the only type of brake "scooter" that will not throw the rider when the brake is applied. It retails at \$6.98 and is equipped with one-inch balloon tires and a rubber running board mat.

PREPAREDNESS

We believe in it, nationally and individually.

It will be tragic if you don't have enough candy for Thanksgiving and Christmas.

Just keep in mind that we are prepared to fill orders promptly—big or little.

Yours for service and quality,

PUTNAM FACTORY
NATIONAL CANDY CO., INC.

Now is the time
to buy

Michigan Onions
Cranberries - Walnuts - New Figs
Hallowi Dates

The VINKEMULDER CO.
GRAND RAPIDS, MICHIGAN

You Make
Satisfied Customers
when you sell
**"SUNSHINE"
FLOUR**
Blended For Family Use
The Quality is Standard and the
Price Reasonable

**Genuine Buckwheat Flour
Graham and Corn Meal**

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

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.

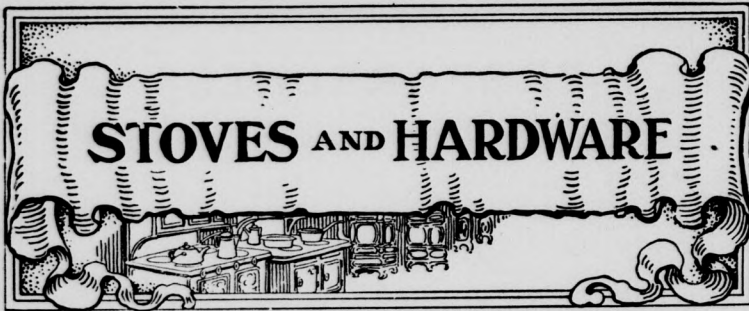
Western Michigan's Largest Feed
Distributors.



Van Dam

Moseley Brothers
GRAND RAPIDS, MICH.
Jobbers of Farm Produce

NUCOA
"The Wholesome Spread for Bread"
"THE ORIGINAL"
QUALITY
NOT
PREMIUMS
SELLS
NUCOA
I. VAN WESTENBRUGGE
Muskegon-Grand Rapids-Holland



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

Time To Prepare for the Christmas Trade.

Written for the Tradesman.

While with the Thanksgiving holiday still ahead of us, Christmas may seem a long way off, it is none too early for the hardware dealer to make his preparations for holiday trade. Indeed, in some localities window displays are already hinting at Christmas.

In the first place, the hardware dealer should see to it that his stock is complete. Novelty plays a large part in Christmas demand. A customer—usually in search of something new and different for gift purposes—is delighted when he finds something that meets his need. The hardware dealer who gets his order in first stands the best chance of picking up something that will sell well. Quite often a novelty is placed on the market only in a tentative sort of way, and the supply is limited.

Again, lines get more or less broken as other merchants make their selections, and the dealer who leaves off his buying until the last minute finds sometimes that he has to take goods he would not normally buy. "What is sauce for the goose is sauce for the gander" is an old saying; and if the early retail buyer at the Christmas season gets the advantages of comprehensive stock and unhurried, intelligent selection, the same thing is true of the hardware dealer who does his buying well in advance. Then, too, the purely holiday goods should be intelligently studied. The hardware dealer must not be guided by price alone and stock himself up with certain articles merely because they offer a wide margin of profit. He must ask himself if they are attractive; if they would appeal to him if he were buying a present for some member of his family; if they are novel; and if the price is within reach of the class of people to which he caters.

Incidentally, in connection with the approaching holiday trade, the gift possibilities of staple hardware lines should not be overlooked. In too many hardware stores the holiday lines are featured to the almost total exclusion of staples which are quite suitable for gift purposes.

The ordinary hardware stock comprises many articles that can be effectively pushed as purely holiday goods; and the hardware dealer can duly emphasize the fact that his Christmas stock comprises not only fancy gift lines, but articles which are useful and serviceable. The Christmas trade is trending more and more to-

ward the useful as distinguished from the purely ornamental; and in this respect is playing right into the hardware dealer's mitt.

A lot of people nowadays recognize that the best gift is the one that benefits the receiver most. The hardware dealer is in an especially good position to cater to the trade in useful gifts. All that is needed is to emphasize the gift aspects of stoves and ranges, cooking utensils, washing machines, electrical goods, and a lot of other articles whose gift possibilities are usually overlooked.

For instance, take the case of carpenters' tools. "Dummy" tool sets are now sold for small boys at Christmas time. Why shouldn't the hardware dealer make up little combination sets of real tools and put them up in attractive wrapping or cardboard boxes? Most boys would prefer the real thing and there would undoubtedly be a welcome for a good tool set from many a paterfamilias, now doing his "mending" with a jack-knife and a dull saw.

Then, too, there are household lines, such as kitchen utensils, house furnishing goods, bathroom fixtures, lamps, sporting goods and laundry equipment. It is not a difficult matter to devise combinations and play up their gift aspects. Many of these combinations would make attractive Christmas gifts; but the general public haven't been educated to the possibilities in that direction.

The hardware dealer made his first entry into the Christmas market by the cutlery route. People became interested in table cutlery for gift purposes, and that took them to the hardware store. On this foundation the hardware dealer's Christmas gift trade was very largely built.

It is superfluous to urge the featuring of cutlery at this time of year. All hardware dealers feature this line. There is, however, a wide difference in display methods. Many hardware stores rival the best jewelry stores for artistic and attractive arrangement of these goods. In others, the cutlery is left buried under the dust of many months; or if a display is attempted, it is just thrown together.

Cutlery should be kept well to the front of the store. The proper method is to display the goods in glass show cases or silent salesmen, where they can be seen to best advantage and kept free from dust. If a sufficiently large stock is carried to invite inspection, these goods will practically sell themselves. But they lend themselves readily to attractive display, and with the addition of a little decorative Christmas material, noteworthy window trims can be devised.

In recent years the hardware deal-

United Motor Trucks

A SIZE AND STYLE To Fit Your Business

SALES SERVICE

ECKBERG AUTO COMPANY

210 IONIA AVE., NW.

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

Foster, Stevens & Co.

WHOLESALE HARDWARE

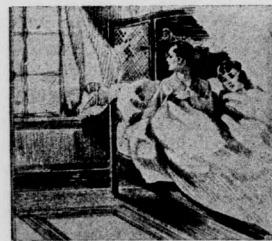


157-159 Monroe Ave. - 151-161 Louis Ave., N. W.
GRAND - RAPIDS - MICHIGAN

Michigan Hardware Company

100-108 Ellsworth Ave., Corner Oakes
GRAND RAPIDS, MICH.

Wholesalers of Shelf Hardware,
 Sporting Goods and
FISHING TACKLE



Rain through swinging windows
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
 Made and Installed Only by
AMERICAN METAL WEATHER STRIP CO.
 144 Division Ave., North
 City. Telephone 51-916 Grand Rapids, Mich.

THE TOLEDO PLATE & WINDOW GLASS COMPANY

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

All kinds of Glass for Building Purposes
 501-511 IONIA AVE., S. W. GRAND RAPIDS, MICHIGAN

er has further invaded the jeweler's field by stock and featuring silverware extensively. Much depends upon local circumstances in the selection of a stock, and the extent to which it will pay to feature silverware. As a general rule, small sterling silver articles and a good line of plated hollow ware, together with an attractive and up-to-date line of plated table ware, are first to be taken up. Procure well-known, well-advertised and dependable goods; and give them all the display you can afford. Besides the immediate sales, these lines attract the gift buyers to the hardware store.

In the razor trade, with unique combination sets and various shaving utilities, a very attractive gift line is discovered. Cut glass, fancy lamps—kerosene and electric—leather goods of various kinds, such as pocketbooks, hand bags and card cases—all these are found in many hardware stores at the holiday season.

Many of these lines are "pushable" all the year round; for though at Christmas time the gift trade reaches its peak, wedding gifts and birthday presents are in demand throughout the year. Christmas is, however, the ideal time to emphasize the gift aspects, not merely of holiday lines, but of staples.

To what extent the hardware dealer will attempt special holiday lines must be determined in the light of his own judgment. A line of cheap but reasonably dependable watches can usually be featured to advantage.

Pretty presents in art metal, leather and china and china are the next logical step. From these it is only a step further to toys—though toys should not be undertaken without some preliminary study. In connection with the Christmas trade the hardware dealer must not forget the need for extra advertising and window display. Both the window and the store interior should, early in December (at the latest) take on a Christmassy appearance. Then, again, as a large percentage of the gift trade relates to children, you must be prepared to give the boys and girls intelligent and careful attention. See that your Christmas decorations have an especial appeal for the youngsters; for through the youngsters most of the older folks can usually be reached.

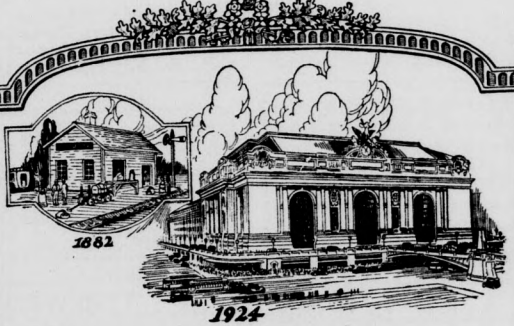
Launch your advertising and selling campaign early; and you will get better results than if you wait for the demand to start. Selling must precede buying; and the demand must be stimulated to make the most of Christmas trade. Victor Lauriston.

Honesty First

"I think, George," said Mrs. Jones to her husband, "I'll ask the new people next door to have dinner with us to-night."

"Why?" asked the husband.

"Well, the butcher left their meat here by mistake, and it seems only fair."




From SHANTIES TO PALACES

Where barn-like depots once squatted in ugliness, railroads today are building stations like palaces. They know that the public sees in beauty a pledge of up-to-date service. Alert merchants have learned that good looking stores draw trade—that beauty pays profits. Hundreds of them are putting in Wilmarth Fixtures.

The Beauty of Wilmarth Fixtures is a Business Magnet

WILMARTH SHOW CASE CO.
Pioneer Manufacturers of Retail Store Equipment
GRAND RAPIDS MICHIGAN



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.

MERCHANTS!

Suggest Automobile Accessories for Presents

Get Ready for Christmas Business

If You Want Special Christmas Window Trims, Let Us Know.

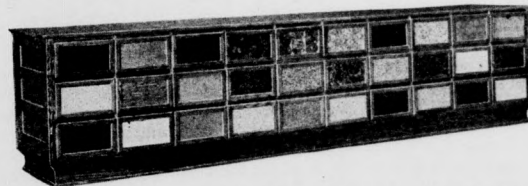
Start Early!

Sherwood Hall Co., Ltd.

Wholesale Automotive Supplies.

A Bargain in Grocery Counters

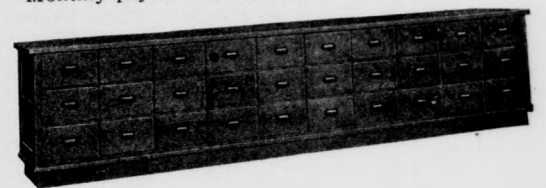
We have a limited number of grocery display counters like cuts, that we will close out at a bargain as we need more room. Length 8½ ft. Finish Golden Oak. Can ship at once—write for particulars.



Front view
21 glass
Displays

Monthly payments if desired.

Rear view
21 drawers



DETROIT SHOW CASE CO. DETROIT, MICH

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

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

Henry Smith Floral Co., Inc.
52 Monroe Ave.
GRAND RAPIDS, MICHIGAN
PHONES: Citizens 65173, Bell Main 173

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.



News and Gossip About Michigan Hotels.

Detroit, Nov. 18—From my personal observation the Tradesman is regularly received in most of the hotels in the State, and I have also noticed that it is in demand by the traveling men whenever it is not in sight on the reading table. For this very reason it ought to prove an excellent advertising medium for hotels—much more valuable than the hotel papers, which are only interesting for and read solely by hotel people. It ought to receive the hotel patronage in recognition of the effort it is making to supply a medium of publicity for the Michigan Hotel Association.

It will be a matter of interest to members of the Michigan Hotel Association to know that with one single exception every hotel in the Thumb district has been gathered into the fold. A similar campaign for new members will be at once proceeded with in other portions of the State.

Charter No. 29, Michigan Greeters, will hold its next meeting at the Hotel Normandie, Detroit, on Friday evening, Nov. 28. On the program are scheduled refreshments and a dance, after business details have been disposed of. Officers for the coming year will be nominated.

Last week I made mention of the fact that the Charlotte Hotel, at Charlotte, under the management of B. J. Carnes, its new owner, was being greatly improved. Since then I have visited this institution and find that the most of these changes have already been accomplished. Running water has been introduced in most of the rooms, baths in several and the house thoroughly renovated. New furnishings and carpets are in evidence and sanitary conditions are most excellent. Meals here are most satisfactory, as evidenced by reports of commercial men. Here is a dinner for 75 cents, with unlimited selection:

- Vegetable soup
- Dill Pickles
- Roast pork, with Cranberry Sauce
- Short ribs of beef with home made noodles
- Mashed and steamed potatoes
- Fried Parsnips
- Steamed cherry pudding with butter sauce
- Combination salad
- White and brown bread
- Butter scotch pie, Apple pie with cheese
- Beverages

The breakfast at 50 cents and supper at 75 cents are equally attractive.

By many the two-dollar-a-day American plan hotel is believed to be extinct, but at the Durand Hotel, Durand, last week, I found C. F. Beach, its owner, operating on a \$2.50 per day basis—\$1 per day for room and three meals approximating 50 cents each. The dinner I participated in was most appetizing and composed the following:

- Tomato soup
- Roast beef, brown gravy
- Roast Pork with apple sauce
- Baked veal loaf with green peas
- Mashed and steamed potatoes
- Creamed celery
- Cabbage salad
- Apple pie
- Bread pudding with lemon sauce
- Beverages

No "choice of" on this bill, and portions were ample.

Mr. and Mrs. Beach have thoroughly renovated this house since purchasing it a year and a half ago and have made it most attractive. Mr. Beach

was formerly a traveling man, and knew just what he required in hotel service, and has applied it here with wonderful success.

When R. H. Keynoids assumed the management of the Hotel Wildermuth, at Owosso, some six years ago, it was, as one might say, very much "frayed at the edge," unattractive and unwholesome. Notwithstanding several discouraging episodes, in one of which the building was partially wrecked by a cyclone, the Wildermuth has arisen from the ruins, and is as attractive as can be, having been refitted from cellar to garret. It is certainly justly popular, doing a capacity business several nights each week. Here also they serve an excellent dinner for 65 cents, all you could possibly require, tastily prepared and served:

- Vegetable soup
- Celery
- Beef pot roast
- Baked chicken pie
- Veal fricasee, with croquettes or biscuits
- Whipped or creamed potatoes, Succotash
- Combination salad
- Bread
- Graham muffins
- Rolls
- Apple, peach and mince pie
- Ice Cream
- Beverages
- Olives

The Wildermuth has seventy-five rooms, all modern, and is certainly well conducted. Mr. Reynolds, who successfully operated a restaurant in Owosso for twenty-five years before he assumed its management, has continued his success. He says he sometimes wishes his hotel were larger, but during his rush periods he takes care of his guests, and his "regulars" never fret about the danger of being "left out in the cold."

John A. Anderson, Hotel Harrington, Port Huron, calls the following a "luncheon" and asks 75 cents for it. Service considered, it is worth double, and it is good to know that Port Huronites are wise to the fact and buy it in satisfactory numbers:

- Plain Chowder
- Olives
- Vegetable dinner, with poached egg
- Baked Lake Huron trout
- Veal cutlets, Parisian sauce
- Roast prime ribs of beef au jus
- Baked pork and beans
- Mashed and baked potatoes
- Kidney beans
- New beets
- Cabbage and green pepper salad
- Hot rolls
- French bread
- Apple, custard and mince pie
- Combination pudding, cherry sauce
- Cheese crackers
- Vanilla ice cream and cake
- Beverages

In the Harrington coffee shop, they serve this dinner for 60 cents, full portions and excellently prepared:

- Tomato alphabet soup
- Fried Lake Huron trout
- Pot roast beef with noodles
- Roast fresh ham, apple sauce
- Baked potatoes
- creamed cauliflower
- Potato salad
- Home made tea biscuits
- Cottage pudding, vanilla sauce
- Beverages

For many years the Harrington was operated and successfully, too, without any attention to modern details. Its rooms were the largest in the State. They still retain their size, but when "Jack" Anderson gave up an assistant managership at the Detroit Statler, two years ago, to become president and general manager of the Harrington holding company, he completely revolutionized it, and to-day, with modern conveniences and furnishings, it is now a credit to the city which it serves so well and abundantly.



WHEN IN KALAMAZOO
Stop at the
Park-American Hotel
Headquarters for all Civic Clubs
Excellent Cuisine
Turkish Baths
Luxurious Rooms
ERNEST McLEAN, Mgr.

MORTON HOTEL
GRAND RAPIDS' NEWEST HOTEL
400 Rooms—400 Baths
Rates \$2.00 and Up

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

HOTEL BROWNING 150 Fireproof Rooms
GRAND RAPIDS
Corner Sheldon and Oakes;
Facing Union Depot;
Three Blocks Away
Rooms with bath, single \$2 to \$2.50
Rooms with bath, double \$3 to \$3.50

HOTEL CHIPPEWA HENRY M. NELSON Manager
European Plan
New Hotel with all Modern Conveniences—Elevator, Etc.
150 Outside Rooms
Hot and Cold Running Water and Telephone in every Room
Dining Room Service
\$1.50 and up 60 Rooms with Bath \$2.50 and \$3.00

HOTEL DOHERTY
CLARE, MICHIGAN
Absolutely Fire Proof Sixty Rooms
All Modern Conveniences
RATES from \$1.50, Excellent Coffee Shop
"ASK THE BOYS WHO STOP HERE"

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

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

OCCIDENTAL HOTEL
FIRE PROOF
CENTRALLY LOCATED
Rates \$1.50 and up
EDWART R. SWETT, Mgr.
Muskegon Michigan

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

TYPEWRITERS
Used and Rebuilt machines all makes, all makes repaired and overhauled, all work guaranteed, our ribbons and carbon paper, the best money will buy.
Thompson Typewriter Exchange
35 N. Ionia Ave., Grand Rapids, Mich.

CUSHMAN HOTEL
PETOSKEY, MICHIGAN
The best is none too good for a tired Commercial Traveler.
Try the CUSHMAN on your next trip and you will feel right at home.

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

Columbia Hotel
KALAMAZOO
Good Place To Tie To

WESTERN HOTEL
BIG RAPIDS, MICH.
Hot and cold running water in all rooms. Several rooms with bath. All rooms well heated and well ventilated. A good place to stop.
American plan. Rates reasonable.
WILL F. JENKINS, Manager.

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

The 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

One of the Live Dining Clubs.

One of the liveliest and most enthusiastic organizations in the city is known as the Salesmen's Club, of Grand Rapids, which is largely composed of traveling salesmen, although anyone and everyone who is interested in sales work of any kind is not only entitled, but invited, to become a member of the Club. It was organized about three years ago under the name of the You See Tea Club, but the name has since been changed to its present one in order that membership would not be limited to members in the United Commercial Travelers alone. The meetings are held in the Rotary room, Hotel Pantlind, every Saturday at 12:45, closing promptly at 2 o'clock, and are conducted along the line of the other noon-day luncheon clubs. The programs are varied—sometimes taking the form of an entertainment, but usually consisting of an address or thirty minute talk given by representative men of the city and State. At the meeting held Nov. 15, Charles C. Stillman, Secretary of the Grand Rapids Welfare Union, gave a very impressive and snappy talk under the title of Sentiment and Sense, as follows:

The chief us of power is to create motion. The motion we are talking about in practically every instance is rotation. Our power is needed to drive something 'round and 'round; having got this something to go 'round and 'round, the problem arises of how to make the rotating member do work for us." (Scientific American).

The quotation expresses the mechanics of the Welfare Union. Twenty member agencies are organized to render various kinds of needed and desirable social service. They all are supported by voluntary subscriptions made to the Welfare Union in its annual campaign for funds. The wheels of these organizations are going 'round and 'round three hundred and sixty-five days of the year. Do they actually "do work for us?" If they do, the poor, the sick, the blind, our boys and our girls are receiving remedial and constructive attention.

Social service is bad social service unless it is shot through with sentiment. Sentimentality is a curse to society—a great curse. Sentiment is a blessing to society—a great boon and blessing.

Organization has to do with many of our finest emotions. Do we organize our religion? Let churches and gospel missions be the answer. Do we organize brotherhood? What mean all these lodges, societies, fellowship groups, halls and temples founded in the spirit of fraternity? We organize our homes. We organize our transportation. We organize our commerce. We organize our education. We organize our health activities—we have to if we want efficiency. Likewise are the citizens of Grand Rapids organizing the spirit of charity and philanthropy which is within them. The Welfare Union is trying to keep the wheels going round, but always with the single purpose of turning out a humane product, namely, good-will to men.

It goes without saying that it is quite possible for social workers to follow the letter and miss the spirit. The social worker misses the mark if he is nothing more than the kind of a ticket agent described by Edmund Leamy, the poet.

Like any merchant in a store
Who sells things by the pound or score.

He deals with scarce perfunctory glance
Small pass-keys to the world's romance.

He takes dull money, turns and hands
The roadways to far distant lands.

Bright shining rail and fenceless sea
Are partners to his wizardry.

He calls off names as if they were
Just names to cause no heart to stir.

For listening you'll hear him say,
"—and then to Aden and Bombay—"

Or "— Frisco first and then to Nome,
Across the Rocky Mts.—Home—"

And never catch of voice to tell
He knows the lure or feels the spell.

Like any salesman in a store,
He sells but tickets—nothing more.

And casual as any clerk,
He deals in dreams and calls it work!

Let it not be thought that science and system necessarily crowd out sympathy and sentiment. "If you should transplant the Good Samaritan, just as He was, into the twentieth century, He would be inefficient. His methods of dealing with wounded persons were the best that were then and there available. They represented the limitations of science in the first century and the infinitude of man's spirit in all ages, but they would be altogether inadequate on a modern battlefield or in a slum." The technique of social service, expressed toward individuals and toward the community changes continuously. In this respect it is no different from education, medicine and other allied lines of service.

President Coolidge recently delivered a message to a group of metropolitan citizens interested in federated social service financing. Amongst other things, after expressing his warm approval of the idea, he said: "You are trying to substitute sense for sentimentality." The Welfare Union of Grand Rapids is trying to couple sense with sentiment.

There is no substitute for individual neighborliness, rightly directed. Theoretically, every citizen is a helpful neighbor. Actually, most citizens are. Why, then, have a Welfare Union? Paradoxically, we have social service organizations because we are neighborly, because our hearts warm up to opportunities for good, because we want our good-will organized for year round behavior.

The Grand Rapids Welfare Union is organized good-will in action. In maximizing sentiment, it does not minimize sense.

The Club is operated along very democratic lines and as a means of disseminating information regarding civic conditions and the modus operandi of the different welfare organizations of the city to a class of men, many of whom being out of the city, have little opportunity to come in personal contact with the men at the head of the different departments and who are in charge of these various organizations.

The officers for this past year are Wendell B. Lusk, President, and Homer Bradfield, Secretary and Treasurer.

A good speaker has been secured for the next meeting and an invitation is extended to every person, whether living in Grand Rapids or not, to attend these noon-day luncheons and help to make them a success.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Nov. 18—Grand Rapids Council, U. C. T., will hold its first dance at the Morton House Saturday evening, Nov. 29. Tickets, \$1. All U. C. T. members and their friends are invited. Dietrich's orchestra will furnish music.

Grand Rapids theater patrons have again shown their displeasure over filthy stage presentations by refusing to patronize "Rain" to an extent which will impell the manager never to inflict such a vile concoction on Grand Rapids again. The theme of

the play was utterly bad and the handling of the theme was equally reprehensible. The management of Powers theater appears to take fiendish delight in bringing such aggregations of filth to Grand Rapids, but Grand Rapids theater goers invariably resent such attempts to "educate the public" along the lines of sex problems and suggestiveness—and the managers leave the Second City with anathema on their lips.

The Commercial Credit Co. pursues the even tenor of its way and gains ground with every passing month. It does not have the treasury of the Association of Commerce to draw on. Its manager does not resort to the bankruptcy court whenever he finds it inconvenient to meet a personal obligation. He pays 100 cents on a dollar and invariably functions like an honorable business man. His organization is conducted along honorable lines. He does not charge \$600 per year for service which would be dear at \$150.

As illustrating what will happen some day to the capital stock of the Petoskey Portland Cement Co., the record of the Wolverine Portland Cement Co. may be cited. A year ago the stock of the Coldwater corporation was going begging at \$4 per share. Now it is eagerly sought at \$9.50. After the Dec. 15 dividend is paid stockholders will have received 16 per cent this year. The company has \$374,811 cash on hand. The earnings for 1924 will be in excess of 23 per cent.

W. A. Jack has done the people of Grand Rapids and Western Michigan a great service in bringing to the city so finished an artist as Prof. Gallup and installing him as pipe organist and choir leader in the Fountain street Baptist church for the next five years. The choir Mr. Gallup has already assembled gives evidence of becoming one of the leading organizations of the kind in the country. It is attracting large audiences every Sunday and also fills the church on every special occasion. Prof. Gallup has charmed every one who has met him by his rare grace of manner, frankness of speech and even temperament.

The Kent State Bank has given a local broker an option on the Commercial Bank building, corner Monroe avenue and Lyon street, for \$375,000. It is proposed to acquire the property by the sale of stock, subscriptions to the amount of \$275,000 having already been secured.

The Worden Grocer Co. has discontinued its branches at Kalamazoo, Lansing and Battle Creek in order to concentrate its executive offices in Grand Rapids, but retains salesmen and delivery equipment in those cities for taking orders and delivering goods. No changes are contemplated in the Grand Rapids plant. The real estate owned in the cities where the company conducted branches eventually may be sold.

Consolidation of the DuBoise-Munn and Corl-Knott Co. under the name of the DuBoise-Munn Co. has been announced. Plans provide for conducting the business in the Corl-Knott building, Commerce avenue and Weston street to which the DuBoise-Munn Co. will have completed removal by Dec. 1 from the present quarters on South Division avenue.

Open Letter to Manufacturers Who Deal Direct With Chain Stores.

Grand Rapids, Nov. 18—I think most of you know that in this State we have been and are waging a campaign to "relegate to a place under the shelves" cut-price articles and especially those that are being sold direct to the chains at preferred prices. I wonder if you realize that the merchants feel sorry for you. In many cases National advertised goods are as good as they possibly can be. We like your goods; the people like them, but we don't like the way you are stoop-

ing to the practice of discrimination against the independent grocer. It is not fair to the jobber, nor is it fair to the neighborhood store. I could name a number of articles right now that I personally would like to get behind and feature in our store, but I must look elsewhere for goods that I know are being handled right. Just now in Grand Rapids and elsewhere the different jobbers are getting the exclusive sale on a certain article and are putting it over big. (If any of the grocers want the particulars write to me). We are getting behind these goods and know the "chains" cannot cut price. I am very sincere when I say that I feel sorry for the manufacturer who has been scared or fooled into disposing of his goods through a medium that is coming more and more into disrepute with the thinking men in every line of business. You are being called "cheap skates," "pikers" and "unfair."

Paul Gezon,
Sec'y Retail Grocers and General Merchants Association of Michigan.

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Detroit Sand Lime Brick Co., Detroit. Van Bysterveld Medicine Co., Grand Rapids. Winkler Motor Car Co., Iron Mountain. Brent Creek Co-operative Elevator Co., New Lothrop. Hayes Manufacturing Co., Detroit. Mailometer Co., Detroit. Industrial Works, Bay City. Land & Timber Co., Escanaba. Coko-Cone Manufacturing Co., Grand Rapids. Dewar-Yale Co., Highland Park. --- The Cooper Agency, Inc., Detroit. Kentenia Coal Co., Cincinnati-Detroit. Thompson-Starrett Co., New York-Detroit. Gasket Cutting Co., Detroit. Harvey Construction Co., Detroit. Prudden Building Co., Lansing. Detroit Lamp Manufacturing Co., Detroit. A. B. Morse Co., St. Joseph. Grand Rapids, Kalkaska & Southeastern Railroad Co., Detroit.

Just the Opposite of Quinn.

A young lady in the employ of the Merchants Service Bureau called up a Grand Rapids business man to ascertain the paying qualities of one of his employees.

"He is just the opposite of your manager," was the reply.

"What do you mean by that?" asked the young lady.

"I mean," said the business man, "that the young man you enquire about will not resort to the bankruptcy court to avoid the payment of a debt of honor."

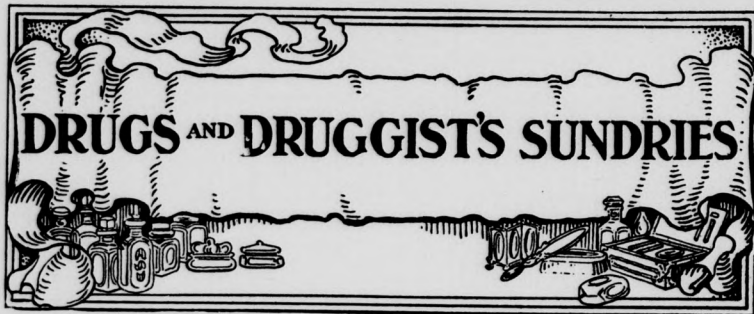
A lot of good salesmanship is wasted by fellows who are in the habit of making five dollar loans.

MCCRAY REFRIGERATORS for ALL PURPOSES

Send for Catalogue

- No. 95 for Residences
- No. 53 for Hotels, Clubs, Hospitals, Etc.
- No. 72 for Grocery Stores
- No. 61 for Meat Markets
- No. 75 for Florist Shops

MCCRAY REFRIGERATOR CO.
2444 Lake St., Kendallville, Ind.



Efficiency in the Arrangement of a Drug Stock.

If you were called upon to arrange the shelf bottles or the patent medicines in a store, or to rearrange them, how would you go about it? Or, is it possible to adjust your present stock to better advantage? Is the position of it all that could be obtained? And in arranging would you do it for looks, for convenience, or even better for efficiency? A term that has been abused over used and shunted around until it has lost a large amount of its force. Yet it is a term that if properly used means a whole lot. And it covers in this sense not only looks and convenience but whatever arrangement that would promote the welfare of the business. A thing or system of any kind is more or less efficient as compared to the working of another. You may systematize or arrange a stock or business but you do not get more efficiency unless you substitute a better. Efficiency denotes action and a thing that has no action can show no efficiency. The dictionary defines it as "the ratio of useful work to the energy expended." Consequently, shelf bottles, patent medicines, or other goods, that are arranged for convenience, or show, are only efficient as they bring more customers into the store, sell more goods, or increase the profits by reducing the running expenses.

In the different stores we find a great difference of opinions as to whether the shelf bottles, or the patents, or the toilet articles are to be kept front. Some stores with their colored globes still cling to the idea of having the shelf bottles conspicuously displayed. This gives the effect of the older and more dignified pharmacy. One in which you are tempted to remove your hat as you enter, as in a physician's office, out of respect for the profession. Other stores have their cigars, or their soda water, or their toilet articles front. The cut rate stores in advertising their great reductions in prices usually have their patents ahead of the drugs. Invariably one will find that the class of goods in the front of a store represents the class of trade that is being catered to.

At one time having charge of the stock of a large distributing house I have found that by rearranging the goods I could save on an average of one minute for each item that was dispensed, and as the number of items that each clerk was able to weigh out and prepare for shipment, in a day, was between sixty and seventy we would save over an hour a day on each man's time. If this can be done in a large plant there is no reason why it cannot be done to a lesser degree in a

smaller. In the small stores you do not have to walk as far for the goods but in some you do have to climb up step ladders and hunt behind other goods. The time saved may look insignificant, in fact it may not amount to much where the trade is more easy going, but in most stores the customers' time, if not your own, should be figured on. In these days where a customer passes a number of stores he has his eye open for prompt service as well as for quality, and price. How often has a clerk gone into the back room or down cellar only to return and find the customer gone. Nor does it improve a customer's feelings to see his car go by while you are poking around with a step ladder.

When it comes to arranging shelf bottles it is not unusual to see a bottle like paregoric almost anywhere. It may be under Tr Opii Camp, under Paregoric, or in the old days when it was more freely dispensed between the Sp. Vini Rect. and whisky containers. Anywhere to be convenient. Of course those days are no more but it illustrates what I wish to bring out, that is, that by dividing the alphabet you are often able to arrange the quick sellers in a more convenient place leaving the lesser ones, although alphabetically arranged, to occupy the less available. Often it is better where you have long shelves with a large amount of stock rather than run the alphabet clear across the whole length to divide it in sections. Run the alphabet across the top of the first section and then down and then across the second and down and so on.

We often see stores where the alphabet is practically forgotten where the goods are supposed to be arranged for convenience, but convenience does not always make for efficiency. The quick sellers are all on the bottom shelf in fact, there are so many of them they are piled all over each other. I recall one of these stores. In this store they were continually changing help, and by the time the clerk learned the convenient locations of a fair amount of the stock a new clerk would appear only to learn the locations over again.

In another store I heard the proprietor, who has just purchased some new wall cases, tell his clerk to put the goods back anywhere "so as we know where they are." How many cars do you suppose the customers would lose before they learned the location of their stock?

Not only is the arrangement and laying out of stock different in different stores but as times change the trade changes and with these changes a new arrangement is demanded. It is a question that requires more than a

passing thought, and time devoted to it will be well spent. How about the prescription bench, can you lay your hand on all the chemicals? And the cellar, we all know what the usual cellar is? Still if the stairs are kept free one can at least go up and down in safety. System is a popular word but while you're systemizing do not forget that Efficiency in its full meaning is far greater.

George Garrie King.

Ridding Premises of Cockroaches.

Cockroaches are an unmitigated nuisance, as everyone knows who has been annoyed and tormented by these disgusting and even dangerous pests. In addition to being an unmitigated nuisance, cockroaches are dangerous as well as destructive. Besides the damage they do to foodstuffs, they pollute and render nauseating and dangerous everything, in the way of human food, with which they come in contact.

One of the simplest and most effective ways of ridding premises of these pests is that of dusting their runways with commercial sodium fluoride mixed in equal parts with flour. Numerous tests with this agency have been made by the Bureau of Entomology of the United States Department of Agriculture, in bakeries, restaurants, milk depots, etc., and always with satisfactory results. It has also been tested and approved by the Laboratories of the Department of Health.

A good way to apply the mixture of sodium fluoride and flour is to use a dust gun or powder blower, such as may be purchased at any drug store. Also the mixture should be thoroughly dusted over the shelves, tables and runways. The immediate effect will be that the insects will come out of their hiding places and, after rushing about in a frantic manner finally become paralyzed and soon die. The dead or paralyzed cockroaches may then be swept up and burned. As a rule, premises can be ridden of roaches by this method in twenty-four to forty-eight hours.

Paraffin Emulsions.

The following formulas are recommended:

1. Paraffin oil ----- 180 grams
Condensed milk ----- 90 grams
Simple syrup ----- 90 grams
Cinnamon water ----- 120 grams
Lime water ----- 120 grams
Make an emulsion secundum artem.
2. Paraffin oil ----- 120.0 grams
Almond oil ----- 60.0 grams
Powdered gum arabic -- 45.0 grams
Glycerine ----- 45.0 grams
Sodium hypophosphite-- 7.5 grams
Calcium hypophosphite 7.5 grams
Lime water ----- 120.0 grams
Distilled water, to make 408.0 grams
Make an emulsion.
3. Paraffin oil ----- 180.0 grams
Powdered gum arabic -- 90.0 grams
Powdered tragacanth -- 7.5 grams
Sodium hypophosphite-- 1.0 grams
Calcium hypophosphite. 1.0 grams
Oil of cassia ----- 20.0 drops
Elixir of saccharin ---- 32.0 drops
Distilled water, to make 600.0 grams
The elixir of saccharin of Formula 3 is prepared according to the following:
Saccharin ----- 5.0 grams

Sodium bicarbonate ---- 3.0 grams
Alcohol ----- 12.5 grams
Distilled water, to make 100.0 grams
The sodium bicarbonate is dissolved in 80 grams of water, and to this the saccharin is added in small portions at a time until dissolved. When the evolution of carbon dioxide has ceased, the alcohol is added, the solution filtered and the remainder of the water added.

Massage Creams.

Most of the massage creams that have appeared on the market have casein as a basis and some consist almost entirely of pure casein rubbed down with glycerin and water. The formulas which follow are typical compounds:

1. Casein, dried ----- 1 oz.
Boric acid ----- 1/2 dr.
Glycerin ----- 75 min.
Water ----- 1 oz.
Carmine solution, N. F., enough to color.
Perfume either with oil or bitter almond or extract of vanilla.
2. Casein, dried ----- 1 dr.
Boric acid ----- 5 grs.
Glycerin ----- 10 min.
Carmine solution, N. F. --- q. s.
Oil of bitter almond ----- q. s.
3. Casein ----- 2 ozs.
Water ----- 7 ozs.
Liquid ammonia ----- 1/2 oz.
Glycerin ----- 1 oz.
Perfume ----- q. s.
White petrolatum ----- 3 ozs.
Mix together the casein, water and glycerin, stir in the ammonia, and when cold mix with the petrolatum.

Ink Which Copies Without Moistening the Copy Paper.

The following is taken from a German technical journal which is usually very correct in the information that it imparts.

Anilin black, water soluble 30 parts
Anilin blue, water soluble-- 2 parts
Ammonia alum, powdered-- 16 parts
Glycerin ----- 1000 parts
Water, q. s., to make ----- 3,000 parts
Mix and dissolve.

According to the source of information all that is necessary is to place the writing in a copy-book, run down the press and an accurate copy is the result. The following is a reliable formula for a good black.

Powdered gall nuts ----- 16 parts
Gum arabic, powdered ----- 8 parts
Cloves, powdered ----- 1 part
Iron sulphate, powdered ---- 10 parts
Mix.

Fire Extinguishes For Gasoline.

A supply of fine sand is probably as effectual as anything for extinguishing gasoline flames. Some proprietary compositions consist of sodium bicarbonate and chalk, but there is little evidence that the mixture is better than sand.

**The darkest night
that ever fell on
the earth, never
put out the stars.**

GEORGE ELIOT

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

- Canned Apples
- Canned Rhubarb
- Libby's Pot Meats
- Olives
- Nutmegs

DECLINED

- Scotch Peas
- Split Peas
- Dried Peaches
- Parawax
- Lard
- Smoked Meats

- 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, 8 1/2 oz. 3 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 --- 3 85
 - Cream of Wheat 1 80@3 45
 - Pillsbury's Best Cerl 2 20
 - Quaker Puffed Rice 5 45
 - Quaker Puffed Wheat 4 30
 - Quaker Bfst Biscuit 1 90
 - Quaker Purina 3 40
 - Ralston Branzen 2 70
 - Ralston Food, large 3 85
 - Saxon Wheat Food 3 85



- Shred. Wheat Biscuit 3 85
- Vita Wheat, 12s 1 80
- Post's Brands.
- Grape-Nuts, 24s --- 3 80
- Grape-Nuts, 100s --- 2 75
- Postum Cereal, 12s --- 2 25
- Post Toasties, 36s --- 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

- Scrub**
- 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 --- 14.3
- Paraffine, 12s --- 14.5
- Wicking --- 40
- Tudor, 6s, per box --- 30

CANNED FRUIT.

- Apples, 3 lb. Standard 1 50
- Apples, No. 10 --- 4 25@4 75
- 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 --- 12 50
- Blueberries, No. 2 --- 2 00@2 75
- Blueberries, No. 10 --- 11 50
- 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
- Raspb's, Red, No. 10 13 00
- Raspb's, Black, No. 10 --- 11 50@12 50
- Rhubarb, No. 10 --- 5 25

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 90
- Lobster, No. 1, Star 2 70
- Shrimp, 1, wet 2 10@2 25
- Sard's, 1/4 Oil, ky 5 75@6 00
- Sardines, 1/4 Oil, Kless 5 00
- Sardines, 3/4 Smoked 7 50
- Salmon, Warrens, 1 1/2s 2 75
- Salmon, Red Alaska --- 3 10
- Salmon, Med. Alaska 2 75
- Salmon, Pink Alaska 1 75
- Sardines, Im. 1/4, ea. 10@28
- Sardines, Im. 1/2, ea. 25
- Sardines, Cal. --- 1 65@1 80
- Tuna, 1/2, Albocore --- 95
- Tuna, 1/4, Curtis, doz. 2 20
- Tuna, 1/2, 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, Corn'd --- 2 75
- Beef, No. 1, Roast --- 2 75
- Beef, No. 2 1/2, Eagle sli 1 25
- Beef, No. 1/2, Qua. sli. 1 75
- Beef, 5 oz., Qua. sli. 2 50
- Beef, No. 1, B'nut, sli. 4 05
- Sap Sago --- 35

- Beefsteak & Onions, s 2 75
- Chili Con Ca., 1s 1 35@1 45
- Deviled Ham, 1/4s --- 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 52 1/2
- 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

- Campbells --- 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
 - W. Beans, 10 --- 8 50@12 00
 - Green Beans, 2s 2 00@3 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, Py. glass 3 25
 - Corn, No. 10 --- 7 50@16 75
 - Hominy, No. 3 1 00@1 15
 - Okra, No. 2, whole --- 2 00
 - Okra, No. 2, cut --- 1 60
 - Dehydrated Veg. Soup 90
 - Dehydrated Potatoes, lb. 45
 - Mushrooms, Hotels --- 42
 - Mushrooms, Choice --- 55
 - Mushrooms, Sur Extra 75
 - Peas, No. 2, E. J. 1 65@1 80
 - Peas, No. 2, Sift. --- 90
 - 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 60
 - Pimientos, 1/4, each --- 27
 - Pimientos, 1/2, each --- 27
 - S'w't Potatoes, No. 2 1/4 1 60
 - Sauerkraut, No. 3 1 40@1 50
 - Succotash, No. 3 1 65@2 50
 - Succotash, No. 2, glass 2 80
 - Spinach, No. 1 --- 1 10
 - Spinach, No. 2 --- 1 35@1 75
 - Spinach, No. 3 --- 2 00@2 40
 - Spinach, No. 10 --- 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, 8, 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
- Chill, small tins --- 1 40
- Pimento, small tins --- 1 40
- Roquefort, small tins 2 25
- Camembert, small tins 2 25
- Wisconsin Old --- 29
- Wisconsin new --- 24
- Longhorn --- 24
- Michigan Full Cream 23
- New York Full Cream 26
- Sap Sago --- 37

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

- Blue Grass, Baby, 96 4 10
- Blue Grass, No. 10 --- 4 15
- Carnation, Tall, 4 doz. 4 50
- Carnation, Baby, 8 dz. 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

DRIED FRUITS

- Apples**
- Evap. Choice, bulk --- 15
- Apricots**
- Evaporated, Choice --- 21
 - Evaporated, Fancy --- 26
 - Evaporated Slabs --- 17
- Citron**
- 10 lb. box --- 48
- Currants**
- Package, 14 oz. --- 17
 - Greek, Bulk, lb. --- 16
- Dates**
- Hollowi --- 09 1/2

CHOCOLATE.

- Baker, Caracas, 1/4s --- 37
- Baker, Caracas, 1/8s --- 35
- Hersheys, Premium, 1/8s 36
- Hersheys, Premium, 1/4s 36
- Runkle, Premium, 1/2s. 29
- Runkle, Premium, 1/4s. 32
- Vienna Sweet, 24s --- 2 10

COCOA.

- Bunte, 1/2 lb. --- 43
- Bunte, 1 lb. --- 35
- Droste's Dutch, 1 lb. --- 9 00
- Droste's Dutch, 1/2 lb. 4 75
- Droste's Dutch, 1/4 lb. 2 00
- Hersheys, 1/4s --- 33
- Hersheys, 1/8s --- 28
- Huyler --- 36
- Lowney, 1/4s --- 40
- Lowney, 1/8s --- 40
- Lowney, 5 lb. cans --- 31
- Runkles, 1/2s --- 32
- Runkles, 1/4s --- 36
- Van Houten, 1/4s --- 75
- Van Houten, 1/2s --- 75

COCOANUT.

- 1/4s, 5 lb. case Dunham --- 42
- 1/4s, 5 lb. case --- 40
- 1/4s & 1/2s 15 lb. case. 41
- Bulk, barrels shredded 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
- Bradded, 50 ft. --- 2 75
- Sash Cord --- 4 25



COFFEE ROASTED

- Bulk**
- Rio --- 31
 - Santos --- 33 1/2@35 1/2
 - Maracaibo --- 38
 - Gautemala --- 40
 - Java and Mocha --- 46
 - Bogota --- 42
 - Peaberry --- 35

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 15
- Quaker, Baby, 8 doz. 4 05
- Quaker Gallon, 1/2 dz. 4 00
- Blue Grass, Tall, 48 --- 4 20

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
 - Websteretts --- 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 Broadway 75 00
 - Valentine DeLux Im 95 00
 - Tiona --- 30 00
 - Clint Ford --- 35 00
 - Nordac Triangulars, 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 2f
- 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 sps. 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. Mallowes 31
- Neapolitan, 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 print front cover is furnished without charge.

CREAM OF TARTAR

- 6 lb. boxes --- 38

Peaches

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

HORSE RADISH
Per doz., 5 oz. 1 20

JELLY AND PRESERVES
Pure, 30 lb. pails 3 75
Imitation, 30 lb. pails 1 90
Pure 6 oz. Ass't., doz. 1 20
Buckeye, 22 oz., doz. 2 20

JELLY GLASSES
8 oz., per doz. 35

OLEOMARGARINE
Kent Storage Brands.
Good Luck, 1 lb. 25 1/2
Good Luck, solid 24
Good Luck, 2 lb. 25 1/2
Gilt Edge, 1 lb. 25
Gilt Edge, 2 lb. 25
Delicia, 1 lb. 21 1/2
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
2 and 5 lb. 25

MATCHES
Crescent, 144 5 75
Diamond, 144 box 8 00
Searchlight, 144 box 8 00
Red Stick, 720 bc 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 cs. 6 05
No. 1 1/2, 36 cans to cs. 5 00

New Orleans
Fancy Open Kettle 74
Choice 58
Fair 35

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 70
Dove, 24, 2 1/2 lb. Black 3 90
Dove, 6, 10 lb. Blue L. 4 45
Palmetto, 24, 2 1/2 lb. 4 95

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

Salted Peanuts.
Fancy, No. 1 18
Jumbo 23

Shelled.
Spanish, 48
125 lb. bags 32
Florets 90
Pecans 90
Walnuts 56

OLIVES.
Bulk, 2 gal. keg 3 35
Bulk, 3 gal. keg 7 50
Bulk, 5 gal. keg 7 50
Quart Jars, dozen 5 00

PIPET PROVISIONS
Barreled Pork
Clear Back 29 00@30 00
Short Cut Clear 29 00@30 00
Clear Family 35 00@36 00

FRESH MEATS
Top Steers & Heif. @18
Good Steers & Hf. 14 @15 1/2
Med. Steers & Hf. 12 1/2 @14
Com. Steers & Hf. 10 @12 1/2

Beef
Top 12 1/2
Good 11
Medium 09
Common 07 1/2

Lamb.
Good 23
Medium 19
Poor 15

Mutton.
Good 12
Medium 10
Poor 07

Pork.
Heavy hogs 11
Medium hogs 11 1/2
Light hogs 13
Loins 17
Butts 14 1/2
Shoulders 13 1/2
Spare ribs 05
Neck bones 05

Dry Salt Meats
S P Bellies 18 00@20 00

Lard
Pure in tierces 16 1/2
60 lb. tubs 12
50 lb. tubs 12
20 lb. pails 12
10 lb. pails 12
5 lb. pails 12
3 lb. pails 12
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. 23
Hams, 16-18, lb. 24
Hams, dried beef sets @34
California Hams @15
Picnic Boiled Hams 30 @32
Boiled Hams 34 @36
Minced Hams 14 @15
Bacon 18 @30

Beef
Boneless, rump 18 00@22 00
Rump, new 18 00@22 00

Condensed No. 1 car. 2 00
Condensed Bakers brick 3 00
Moist in glass 8 00

Pig's Feet
1/2 bbls. 2 50
1/4 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
1/2 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 1/4
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, Ill num 3 25
Silver Flake, 18 Reg. 1 60
Sacks, 90 lb. Jute 3 40
Sacks, 90 lb. Cotton 3 50

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

SALERATUS
Arm and Hammer 3 75

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

COD FISH
Middles 16
Tablets, 1 lb. Pure 19 1/2
Tablets, 1/2 lb. Pure 1 40
Wood boxes, Pure 28
Whole Cod 11

Holland Herring
Mixed, Kegs 1 10
Queen, half bbls. 8 25
Queen, bbls. 16 00
Milkers, kegs 1 10
Y. M. Kegs 9 05
Y. M. half bbls. 17 50
Y. M. Bbls. 17 50

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

Lake Herring
1/2 bbl., 100 lbs. 6 50

Mackerel
Tubs, 100 lb. fncv fat 16 50
Tubs, 60 count 5 75

White Fish
Med. Fancy, 100 lb. 13 00

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

STOVE POLISH.
Blackline, per doz. 1 35
Black Silk Liquid, dz. 1 40
Black Silk Paste, doz 1 20
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. 1 85
Vulcanol, No. 10, doz. 1 35
Stovoil, per doz. 3 00

SALT.
Colonial, 24, 2 lb. 95
Log Cab, Iodized, 24-2 40
Log Cabin 24-2 lb. case 1 90
Med. No. 1, Bbls. 2 80
Med. No. 1, 100 lb. bg. 95
Farmer Spec., 70 lb. 95
Packers Meat, 56 lb. 63
Crushed Rock for ice cream, 100 lb. each 75
Butter Salt, 280 lb. bbl 4 50
Blocks, 50 lb. 42

WASHING POWDERS.
Bon Ami Pd. 3 dz. bx 3 75
Bon Ami Cake, 3 dz 3 25
Climaline, 4 doz. 4 20
Grandma, 100, 6c 4 00
Grandma, 24 Large 4 00
Gold Dust, 100s 4 00
Gold Dust, 12 Large 3 20
Golden Rod, 24 4 25
Jinx, 3 doz. 4 50
La France Laun., 4 dz. 3 60
Luster Box, 54 3 75

Maple Flavor.
Orange, No. 1 1/2, 2 dz. 3 25
Orange, No. 5, 1 doz. 4 65
Orange, No. 10 4 45

Maple.
Green Label Karo, 5 19
Green Label Karo, 5 19

Maple and Cane
Kanuck, per gal. 1 50
Mayflower, per gal. 1 75

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 4 40



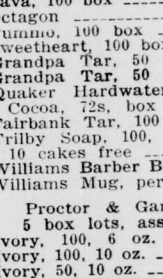
Per case, 24, 2 lbs. 2 40
Five case lots 2 30
Iodized, 24, 2 lbs. 2 40



SOAP
Am Family, 100 box 6 00
Export 120 box 4 90
Big Four Wh. Na. 100s 3 75
Flake White, 100 box 4 15
Fels Naphtha, 700 box 5 50
Grdma White Na. 100s 4 10
Rub No More White
Naphtha, 100 box 4 00
Swift Classic, 100 box 4 40
20 Mule Borax, 100 bx 7 55
Wool, 100 box 6 50
Fairy, 100 box 5 50
Jap Rose, 100 box 7 85
Palm Olive, 144 box 11 00
Lava, 100 box 4 90
Octagon 6 20
Crummo, 100 box 4 85
Sweetheart, 100 box 5 70
Grandpa Tar, 50 sm. 2 00
Grandpa Tar, 50 lge. 3 45
Quaker Hardwater
Cocoa, 72s, box 2 70
Fairbank Tar, 100 bx 4 00
Tribby Soap, 100, 10c, 10 cakes free 8 00
Williams Barber Bar. 9s 50
Williams Mug, per doz. 43

CLEANSERS.
6, 10 lb. cans 3 20
12, 5 lb. cans 3 40
24, 2 1/2 lb. cans 3 50
24, 1 1/2 lb. cans 2 35

Crystal White Syrup
6, 10 lb. cans 3 70
12, 5 lb. cans 3 90
24, 2 1/2 lb. cans 4 05
24, 1 1/2 lb. cans 2 73



80 can cases, \$4.80 per case

Washing Powders.
Bon Ami Pd. 3 dz. bx 3 75
Bon Ami Cake, 3 dz 3 25
Climaline, 4 doz. 4 20
Grandma, 100, 6c 4 00
Grandma, 24 Large 4 00
Gold Dust, 100s 4 00
Gold Dust, 12 Large 3 20
Golden Rod, 24 4 25
Jinx, 3 doz. 4 50
La France Laun., 4 dz. 3 60
Luster Box, 54 3 75

Miracle C., 12 oz., 1 dz 2 25
Old Dutch Clean. 4 dz 3 40
Queen Ann, 60 oz. 2 40
Rinso, 100 oz. 5 75
Rub No More, 100, 10 oz. 3 85
Rub No More, 18 Lg. 4 00
Spotless Cleanser, 48, 20 oz. 3 85
Sani Flush, 1 doz. 2 25
Sapolio, 3 doz. 3 15
Soapine, 100, 12 oz. 6 40
Snowboy, 100, 10 oz. 4 00
Snowboy, 24 Large 4 80
Speedee, 3 doz. 7 20
Sunbrite, 72 doz. 4 00
Wyandotte, 48 4 75

SPICES.
Allspice, Jamaica @13
Cloves, Zanzibar @35
Cassia, Canton @25
Cassia, 5c pkg., doz. @40
Ginger, African @15
Ginger, Cochin @25
Mace Penang @85
Mixed, No. 1 @22
Mixed, 5c pkgs., doz. @45
Nutmegs, 70-80 @70
Nutmegs, 105-110 @65
Pepper, Black @15

Pure Ground in Bulk
Allspice, Jamaica @16
Cloves, Zanzibar @42
Cassia, Canton @25
Ginger, African @28
Mustard @90
Mace, Penang @60
Nutmegs @18
Pepper, Black @30
Pepper, White @32
Pepper, Cayenne @33
Paprika, Spanish @33

Seasoning
Chili Powder, 15c 1 35
Celery Salt, 3 oz. 95
Sage, 2 oz. 90
Onion Salt 1 35
Garlic 1 35
Ponelly, 3 1/2 oz. 3 25
Kitchen Bouquet 4 50
Laurel Leaves 40
Marjoram, 1 oz. 90
Savory, 1 oz. 90
Thyme, 1 oz. 90
Turmeric, 2 1/2 oz. 90

STARCH
Kingsford, 40 lbs. 11 1/4
Powdered, bags 4 50
Argo, 48, 1 lb. pkgs. 3 75
Cream, 48-1 4 80
Quaker, 48-1 7

Gloss
Argo, 48, 1 lb. pkgs. 3 75
Argo, 12, 3 lb. pkgs. 2 74
Argo, 8 5 lb. pkgs. 3 10
Silver Gloss, 48 1s 11 1/4
Elastic, 64 pkgs. 5 00
Tiger, 48-1 3 50
Tiger, 50 lbs. 05 1/2

CORN SYRUP.

Penick Golden Syrup
6, 10 lb. cans 3 20
12, 5 lb. cans 3 40
24, 2 1/2 lb. cans 3 50
24, 1 1/2 lb. cans 2 35

Penick Maple-Like Syrup
6, 10 lb. cans 4 45
12, 5 lb. cans 4 65
24, 2 1/2 lb. cans 4 80
24, 1 1/2 lb. cans 3 23

Unkle Ned.
6, 10 lb. cans 3 55
12, 5 lb. cans 3 75
24, 2 1/2 lb. cans 3 85
24, 1 1/2 lb. cans 2 59
6, 10 lb. cans 3 20

Corn
Blue Karo, No. 1 1/2 2 43
Blue Karo, No. 5, 1 dz. 3 45
Blue Karo, No. 10 3 25
Red Karo, No. 1 1/2 2 78
Red Karo, No. 5, 1 dz. 3 95
Red Karo, No. 10 3 75

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

Washboards
Banner, Globe 5 75
Brass, single 6 00
Glass, single 6 00
Double Peerless 8 50
Single Peerless 7 50
Northern Queen 5 50
Universal 7 25

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

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

WRAPPING PAPER
Fibre, Manila, white 05 1/4
No. 1 Fibre 08
Butchers Manila 06
Kraft 08
Kraft Stripe 09 1/2

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

YEAST-COMPRESSED
Fleischmann, per doz. 30

Maple
Michigan, per gal. 2 50
Welch's, per gal. 2 80

TABLE SAUCES.
Lea & Perrin, large 6 00
Lea & Perrin, small 3 35
Pepper 1 60
Royal Mint 2 40
Tobasco, 2 oz. 4 25
Sho You, 9 oz., doz. 2 70
A-1, large 5 20
A-1, small 3 15
Capers, 2 oz. 2 30

TEA.
Japan.
Medium 25 @30
Choice 35 @44
Fancy 52 @59
No. 1 Nibbs 53
1 lb. pkg. Sifting 13

Gunpowder
Choice 28
Fancy 38 @40

Ceylon
Pekoe, medium 52

English Breakfast
Congo, Medium 28
Congo, Choice 35 @36
Congo, Fancy 42 @43

Oolong
Medium 36
Choice 45
Fancy 50

TWINE
Cotton, 3 ply cone 47
Cotton, 3 ply balls 50
Wool, 6 ply 17

VINEGAR
Cider, 40 Grain 22
White Wine, 80 grain 22
White Wine, 40 grain 17

WICKING
No. 0, per gross 75
No. 1, per gross 1 10
No. 2, per gross 1 60
No. 3, per gross 2 00
Peerless Rolls, per doz. 90
Rochester, No. 2, doz. 50
Rochester, No. 3, doz. 2 00
Rayo, per doz. 80

WOODENWARE
Baskets
Bushels, narrow band, wire handles 1 75
Bushels, narrow band, wood handles 1 80
Market, drop handle 90
Market, single handle 90
Market, extra 1 50
Splint, large 8 50
Splint, medium 6 50
Splint, small 6 50

Churns.
Barrel, 5 gal., each 2 40
Barrel, 6 gal., each 2 50
3 to 6 gal., per gal. 16

Egg Cases.
No. 1, Star Carrier 5 00
No. 2, Star Carrier 10 00
No. 1, Star Egg Trays 6 25
No. 2, Star Egg Trays 12 50

Mop Sticks
Trojan spring 2 00
Eclipse patent spring 2 00
No. 2, pat. brush hold 2 00
Ideal, No. 7 1 25
12 oz. Cot. Mop Heads 2 55
16 oz. Ct. Mop Heads 3 00

Pails
10 qt. Galvanized 2 35
12 qt. Galvanized 2 60
14 qt. Galvanized 2 90
12 qt. Flaring Gal. Ir. 5 00
19 qt. Tin Dairy 4 50
12 qt. Tin Dairy 5 00

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

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

Coldest Winter Ever Experienced in Michigan.

Grandville, Nov. 18—Fifty-two years ago this month began the most severe winter ever known to the white settlers of Michigan, and that winter has never been duplicated since that time.

The mercury registered 25 to 30 degrees below zero for many consecutive weeks. There was plenty of snow, winds and deep drifts, so that trains North on the G. R. & I. were snowed in for a week at a time. That has since been known as "The Hard Winter."

The Fall was a Presidential one, Greeley and Gratz Brown holding the boards against Grant and Wilson.

The outcome of that election was somewhat similar to the one just past. The landslide for the Republican candidate quite depressed Horace Greeley, who though a life time fighter of the Democratic party, was that year its candidate for President.

Many voters quit their party to vote for Grant. Greeley, the editor of the New York Tribune, had said too many cutting things about Democrats to win their ballots when he became their candidate for President.

Somehow Greeley had a knack of putting his foot in it on important occasions, invariably thwarting his political ambitions. His own party dared not trust him, but a dissatisfied minority broke away from the Republican party in 1872, crowning themselves with the name Liberal Republicans and nominated the New York editor for President. This gave the Democrats their cue and at a later convention Greeley became the nominee.

The campaign was a bitter one, his late colleagues scoring Greeley unmercifully. Harper's Weekly cartoons by the redoubtable Nast cut no small figure in the outcome.

As may be imagined, Greeley was pictured in no pleasing light by the cartoonist. Some of those slurring pictures are still remembered by the writer. Ever and always Greeley was represented as a very portly person, with the name B. Gratz Brown printed on a tag attached to his coat.

Another cartoon represented the portly Greeley standing beside the grave of Abraham Lincoln, reaching across, shaking hands with a ghostly figure labeled John Wilkes Booth. It seems that one of Greeley's campaign slogans was, "Let us shake hands across the bloody chasm," referring to the ill feeling still existing between the North and the South.

Former editorials speaking disrespectfully of the Democrats, were quoted from the files of the Tribune, all of which made campaigns material for the Republicans.

There was a third ticket in the field headed by a prominent New York lawyer named O'Connor, for whom the straightout Democrats were expected to vote. When the election came Greeley was found to be the worst defeated candidate who had ever run for President up to that time.

His defeat prostrated the Tribune philosopher. Soon after the election he fell ill and soon passed away, his last words being, "The Tribune is lost, the country is lost, I am lost."

Whitelaw Reid conducted the Tribune during that campaign and for a number of years afterward. At the editorial head were the words, "Founded by Horace Greeley." A facetious writer added, "And founded by Whitelaw Reid."

More bitter personalities were indulged in in those days than at the present time. Editor Reid was dubbed "Whitelaw Reid" by his political opponents, although he afterward regained his place in the party which had been the subject of his animus during the Greeley campaign.

The Democratic chairman of Michigan indulged in some pessimistic outbursts after the late landslide which buried his party so deeply beneath an

avalanche of ballots. However, there is nothing to bring a feeling of despair to the beaten party.

At the time of Greeley's defeat, the Chicago Times, the leading Democratic organ West of New York put forth an editorial entitled, "Why the Democratic party can never win a National victory." It was a scathing review of the past history of the party and was laid on without mercy.

Despite this overwhelming defeat the Democrats four years later, with Samuel J. Tilden as their candidate, came within one electoral vote of reaching the Presidency. Twelve years from the signal defeat of Greeley the party which sponsored him, won a victory, and placed Grover Cleveland in the chair of state. Thus it will be seen that it is not best to despair over one or even two and three defeats. The Democratic party has existed since the days of Thomas Jefferson and bids fair to continue to exist as long as the Government stands.

What, you may ask, has a hard winter to do with politics.

True enough, but it may be well enough to compare notes and see if we are on the eve of another strenuous spell of frigid weather. The Republican landslide of '72 brought old Bcreas in his most frenzied form, so why may not we look for a repetition of that sort of weather?

History repeats itself, and hard winters repeat, and some of the wise heads tell us we are to have an unprecedented severe winter to follow the election of Calvin Coolidge. Well, so let it be if it is to be but—there's the rub. Who knows one solitary thing about what the winter is to be like, not even the weather man at Washington?

I remember distinctly that the woodchuck saw his shadow on the 2d of February, '72, and a bleak six weeks of winter followed, although last year on the same day of the month there was no shadow of Master Woodchuck and, despite that fact, there was at least six weeks of cold weather following that date. Old Timer.

Is One-Third of Michigan Hopeless For Farming?

Grandville, Nov. 18—There are more than 10,000,000 unproductive acres in the Lower Peninsula of Michigan, according to the latest reports from agricultural headquarters. This is nearly one-third of the State, so we have a small American desert right here at home.

The cutover lands of the State are fast going back to a state of nature, where the howling wolf and screeching wildcat hold sway, and where man seldom sets his foot. What a change is this from this same land a few decades ago, when the shout of the log-cutter and the crack of the teamsters' whip mingled with the hiss and sing of saw and whack of the axe.

The really unprofitable acres of the State lie along the shores of the great lakes, and these, were there money enough to build up the soil, could be made productive.

Some millions of the so-called unproductive acres were once covered by giant pine trees which furnished work for thousands of lumberjacks and builded many fortunes. That time is in the past and those cutover acres have grown up to wildwood or been burned over until the very life of the soil has been burned out.

In nearly all the pine lands there was a humus which gave rich feed to the pine forests, and were this still there the soil would make splendid farms. The recurring fires have destroyed this fertility until now millions of once productive acres are a barren waste.

There is a great misconstruing of facts, however, with regard to the productivity of these pine cut-over lands of Michigan. Hundreds of thousands of acres lie fallow, unworked, with the curse of "barren soil" anathematizing them, when in fact

these acres will some day become the finest farms in the State. There can be no doubt of this. As time passes man lives and learns, and there is much to be learned about the productivity of soils which has escaped the highbrow statesmen of our colleges.

Remittent fires are, of course, the chief source of defertilizing these cut-over soils, almost every acre of which is, or should be, susceptible to the plow and to the raising of paying crops, either of trees or agricultural products. These once productive pine lands have gone back to the State and, being



Increase Your Volume With Holiday Suggestions

A big percentage of your trade will make holiday candy and other sweets if you suggest it and this means you can sell them:—

Franklin XXXX Confectioners Sugar
Old Fashioned Brown Sugar
Franklin Golden Syrup.

Have these package goods in stock and get this business.

The Franklin Sugar Refining Company

PHILADELPHIA, PA.

"A Franklin Cane Sugar for every use"

Granulated, Dainty Lumps, Powdered, Brown, Confectioners', Golden Syrup

The Quack

There are quacks in financial circles, even more numerous than in medical circles.

They go quacking 'round telling how quickly they can make you a lot of money on a very small investment.

Remember this: anything that promises too much is dangerous.

Anything without a past record is unproven.

You need not be an expert in finance to apply those tests.

The "building associations" will give you reasonable and safe earnings—not 80 or 60 or even 20%.

Our plan, the result of 36 years of experience, pays the highest return consistent with safety and good building and loan practice.

We charge no membership fee.

THE GRAND RAPIDS MUTUAL BUILDING & LOAN ASSOCIATION

Charles N. Remington, Pres.

Thomas C. Mason, Secy.

PAID IN CAPITAL AND SURPLUS \$6,000,000.00.

WIDDICOMB BUILDING

non-productive, are a burden rather than source of revenue.

Some of the best farms in Michigan were once "worthless pine lands." Pine grew on heavy soils as well as on the sand. When the soil was utterly worthless never a pine or a hardwood tree cumbered its surface. The soil which produced our immense pine trees could not by any possibility be anything but fertile. It is only the scrub oak openings and the jack pine plains that should be classed as un-productive soils.

The writer is personally acquainted with conditions which have sent farmers adrift from lands abundantly fertile to produce good crops, providing the right use was made of fertilizers right at the hand of the husbandman.

It is all in knowing how. The right man will some time come along, take up these abandoned "worthless lands" and make them fertile acres, which haven't been appreciated by the scratch farmers who deserted them.

Necessity has been called the mother of invention.

As population increases the necessity for making a living off from these discarded acres will become manifest, and with the occupant then it will be "root hog or die," and he will not die, be sure of that.

It must be manifest to men of intelligence that land which has produced a crop of monster pine trees, whose roots go down deep, and whose tops graze the clouds, is not unfertile. And yet millions of acres of this sort of soil is anathema with our public land estimators, and must be classed as "barren."

So far as my experience goes land which produced big pines is land that will, if worked right, produce large crops of grain and vegetables. It can't be otherwise. Usually beneath the sandy top soil is a clay foundation which serves as bottom to the basin which holds the moisture that brings results.

No one need fear to buy and work land, however light the surface, which has an underpinning of clay and plenty of these described worthless lands are thus outfitted.

Deserted farms, yes, but not because of barren soil, simply from a lack of intelligent methods of farming. At one time it was thought that anybody could be a farmer. The boy who expressed a desire to be a tiller of the soil was thought to be lacking in the upper story. Not so now. It has been happily demonstrated that it requires brains to make a good farmer and that the most successful of that class of our citizens are among the most enlightened and refined people of the Nation.

Michigan's light soils are, no doubt, some of them very trying to him who strives to win a living by farming, and it might be well enough to leave the drifting sands of the lake shore counties to their own devices but in general the cutover pine country is not of this class, and should not be classed as hopelessly unfertile.

The day is coming when we shall have need to occupy and work every acre of tillable land, and when that day comes three-quarters of the now "barrens" will be classed among the fertile soils of Michigan.

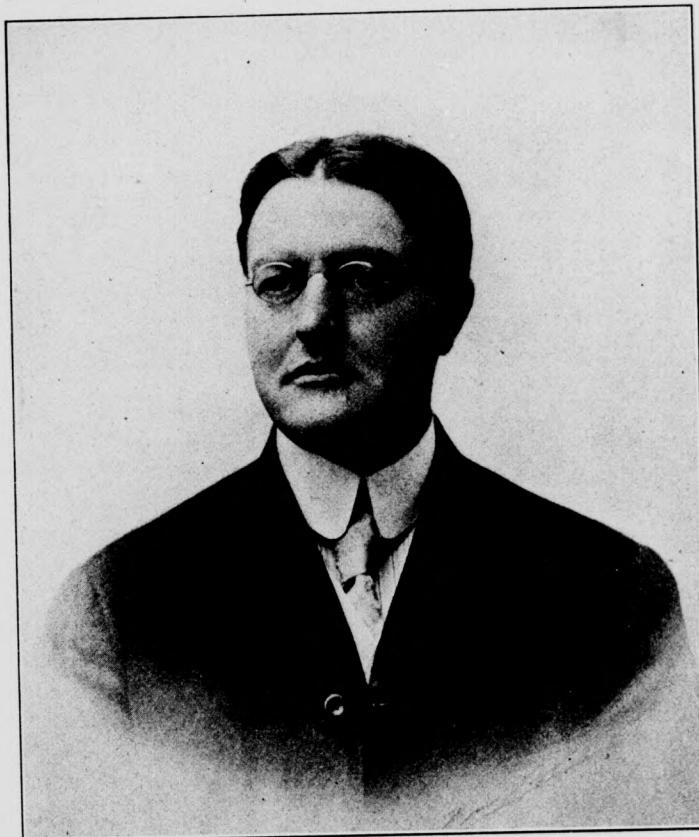
Old Timer.

Silvering Solution.

Chloride silver, 3 dr.; cream tartar, 20 dr.; table salt, 15 dr. Mix. Moisten a portion with water and apply with a sponge then rub with precipitated chalk on cotton, and wash with water and polish with chamois.

November Doxology.

For all the lovely things of life,
For bird and blossom, sun and snow,
For hope and work, and friend and flag,
Praise God from whom all blessings flow.



Charles E. Wilde

Forty Years With One Company

SOME of the friends of Charles E. Wilde inveigled him into the Peninsular Club one night last week and gave him a dinner in commemoration of his rounding out forty consecutive years with the Michigan Bell Telephone Co. The affair was a very happy one and the guest of honor was the recipient of many gifts expressive of the esteem of the donors.

Charley Wilde—he will be Charley to his friends, no matter how long he lives or how exalted he may be in official position—needs no \$10 dinners, solid gold watches or 18 carat diamonds to convince those who know him that he has lived wisely and well. It is no credit to him to call him a gentleman, because he does not know how to be anything else. He has pursued the even tenor of his way all these forty years, making friends wherever he goes and never relinquishing a friend under any circumstances. For many years the management of the Michigan Bell Telephone Co. was in the hands of crooks and criminals. The company is now managed by high grade business men who fully realize the shortcomings of their predecessors and are, apparently, bending every energy to place the organization on a high plane. They aim to give satisfactory service to their patrons and generous dividends to their stockholders. During the time the company was dominated by men of small caliber, Charley Wilde stood as a buffer between the wreckers at the head of his organization and the people he aimed to serve well and faithfully. He proceeded on the Marshall Field theory that the "customer is always right" and always undertook to satisfy every patron of his company. He did this at much personal discomfort much of the time and has grown gray in the service of the company he has served with such singular fidelity and oneness of purpose.

One reason why Mr. Wilde has managed to survive the stormy period of his career and still keep sweet and wholesome is because he found relaxation in the Great Outdoors—the woods, the running brooks, the songs of birds and the open fields. No one enjoys Nature more than he does. Few men indulge their love for the beautiful in Nature more than Charley Wilde. When the sleet and storm of winter preclude his trips to the country, the perusal of good books affords him the mental relaxation which prepares him for the fierce business ordeal of the following day. Few men have done more solid reading than Mr. Wilde and fewer still have managed to retain so much of the solid meat of fact and truth.

With a record of accomplishment extending back forty years behind him, with an assured position among men who appreciate the sterling character of their associate, with loving friends at every turn of the road, with happy domestic relations and the assurance that he is an important factor in the growth and development of the community and the State, Charley Wilde has every reason to regard his past with satisfaction and his future with complacency.

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.

BUSINESS OPPORTUNITY—will sell, bargain, well-established men's clothing, hat and furnishing business, town 6000 Northern part of state. Might take some Detroit real estate as part payment. Address No. 755, c/o Michigan Tradesman. 755

GENERAL STORE — AN ESTATE MATTER TO BE CLOSED AT ONCE—Long-established, successful general store, fifty miles from Grand Rapids, located in prosperous farming country, few miles to good market, creamery few doors from store. Railroad a block away. Splendid home next door for owner. Trustee will sell to first reasonable bidder. Inventories about \$20,000. Call at once. H. L. Boggs, Trustee, 450 Houseman Bldg., Grand Rapids, Michigan. 756

FOR SALE—Store building on main street, Muskegon Heights. Now used as meat market and grocery store. Stock and fixtures to be sold at inventory. 1923 business \$36,000. Price \$7,500. Terms. Porter & Wyman, Muskegon, Mich. 757

For Sale—Grocery store in good live town. Well established business. Will sell stock and fixtures. Building can be leased. Selling reason, ill health. Address No. 758, c/o Michigan Tradesman. 758

GROCERY STORE FOR SALE—If sold before December 10, \$3,500 takes stock, fixtures and equity in building, totalling \$4,500. Or will sell stock and fixtures and rent building. Reason, illness in family. J. E. Ballard, Niles, Mich. 759

Signs Made To Order—Send description for prices. Drake's American Sign Works, Reed City, Mich. 736

FOR SALE—Remarkable opportunity to purchase a long-established profitable and going business. Dry goods, ready-to-wear, shoes, clothing and furnishings, doing a volume of \$200,000 annually. 100 per cent location. Store 40x150. Good Michigan town of 13,000, reasonable rent. Ill health only reason for selling. Inventory between \$40,000 and \$50,000. Address No. 753, c/o Michigan Tradesman. 753

Pay spot cash for clothing and furnishing 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 LEVINSON, Saginaw, Mich.

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Are
Electric Signs**

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

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

THE POWER CO.
Bell M 797 Citizens 4261

Sand Lime Brick

Nothing as Durable
Nothing as Fireproof
Makes Structures Beautiful
No Painting
No Cost for Repairs
Fire Proof
Weather Proof
Warm in Winter
Cool in Summer

Brick is Everlasting

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

Items From the Cloverland of Michigan.

Sault Ste. Marie, Nov. 18—Now that the deer season is on, the talk in these Northern parts is deer, deer, deer. It is estimated that there are in the neighborhood of 1,000 hunters on Drummond Island alone with a corresponding representation in the smaller places within fifty miles around the Soo. E. Lardee, of Grand Rapids, was the first lucky man to bring in a big buck weighing 206 pounds the first day. This being his first deer it naturally made him swell up telling the old timers how easy it was to do the trick. His only regret was that his allotted two weeks in the Northern woods was cut down to one day, but he will know better next time, as he has since learned that most of the hunters spend the season hunting and have one ready for the last few days (maybe).

Richard Bonninghausen, the well-known insurance agent of Detroit, has been one of the scientific hunters looking over the field, so that he may be fairly sure of getting his buck before the season closes.

I. J. Walters, of the Canadian Soo, knows what it is to be lost in the woods. Starting out from Northfield, about twenty-four miles from the Canadian Soo, on Monday morning, Walters began his hunt. There was some snow on the ground. He saw deer tracks and started to follow them. As he went along rain commenced to blur his tracks behind. Soon the snow melted away and Walter found himself lost, despite the fact that he had a compass. He had a small lunch with him, which he ate at noon, before he became lost. As night came on Monday, he wandered aimlessly through the brush and rocky hills in the Algoma Central Railroad district. Two matches which he had in his pockets were useless, the rain having soaked through his clothes, destroying them. The cold damp ground and rain numbed his toes and then his feet, forcing him to crawl over the rough rocks and brambles. He continued moving along for two days and two nights in this manner. Ferns and wood bark were his food. One night he saw wolves within 200 yards from him. He was weak and unable to shoot at them. As he dragged his weary body exhausted and bruised Southward, a cottage on Island Lake loomed up Wednesday morning before him. He made his way to it and there received food and first aid treatment from Mrs. Calvert. He was returned to the Soo Wednesday night. Two airplanes were ordered by the Soo Star to start on the search just before the news of his being found was received.

C. D. Ingalls has opened a grocery and meat market at Strongs. He started just in time to be there for the hunting season and is already doing a thriving business.

After doing a successful furniture business here, the Raymond Furniture Co. has decided to close out the stock and discontinue business. Fred Raymond, founder of the business, died a few years ago and the business has been carried on by Mrs. Raymond, who will retire after the stock is all sold. This store will be sadly missed here, as it was one of our enterprising houses and always did a good business.

Florists say that the old fashioned flowers are returning, but, of course, this doesn't include wall flowers.

Barney Chudacoff, of Manistique, has rented the vacant store in the Gardner block, formerly occupied by the Lion store, and is stocking up with a full line of groceries and men's furnishing goods. Mr. Chudacoff needs no introduction to the public, as he was in the grocery business several years ago.

Conversation is a great thing. If it were not for talking so much more people would have time to think.

Jean Thibert, the well-known mer-

chant of Bai De Wassi, was a Soo caller last week, taking back a boat load of winter supplies.

Traffic through the St. Mary's ship canal will be closed Dec. 14. Little traffic is passing through the locks at present, since the Pittsburg Steam fleet finished. Wheat is now the main cargo.

Charles Johnson, of Cedarville, is in the hospital suffering from a gun shot wound in the right hip. He was shot by John Andrews, who mistook Johnson for a deer as he was dressed in gray and had a canvas bag on his back. Andrews shot twice before he hit Johnson. After he found his mistake he asked Johnson why he did not cry out after the first shot. He answered that the reason he did not cry was that he did not get hit until the second shot.

The Evening News has moved into its new building, after being in the old quarters for the past twenty-five years. The move was made without missing a single issue. The new quarters are among the finest of the kind in the State.

A large black bear weighing 259 pounds was shot by Mrs. C. R. Ladd, wife of Clark Ladd, lumberman at Bay Mills. Mr. and Mrs. Ladd were hunting about seven miles from Em-

erson in a dense forest. Mrs. Ladd was walking about three rods back of her husband, when the bear came crashing through the woods behind her. She turned around and fired at the animal, hitting the bear in the neck and it fell over. It was stunned for a moment and then rose to its feet and charged at Mrs. Ladd. Mr. Ladd fired at the bear with his rifle, killing it. Mr. Ladd says that Mrs. Ladd could have killed the bear alone had she shot at it again. While this was the largest bear that the Ladd family ever killed, it is not the first, as they have killed a number of bears during the past few years.

William G. Tapert.

Gingham Price War Over.

The refusal of one of the principal leading distributors of Southern gingham to reduce its Spring prices to meet the competition of revisions in certain Eastern goods, together with the withdrawal from sale of the goods of the other leading factor in the Southern gingham field, is taken in the trade as an indication that the skirmishes which threatened to bring on a price-cutting war have ended. Fu-

ture business will be taken by the latter concern subject only to mill acceptance and at prices a cent a yard higher on one well-known brand and half a cent a yard higher on another. New developments were lacking yesterday in the Eastern gingham field, but, in view of the amount of business that has been taken in certain quarters, withdrawals of goods now available at low prices are expected almost daily.

Wall Paper Cleaner.

Mix together one pound each of rye flour and white flour into a dough, which is partially cooked and the crust removed. To this, one ounce of common salt and one-half ounce of powdered naphthalin are added, and finally one ounce of corn meal and one-eighth ounce of venetian red or burnt umber. This composition is formed into a mass of the proper size, to be grasped by the hand, and in use it should be drawn in one direction over the surface to be cleaned.

DELION [HEAVY DUTY] CORD TIRES

Carry a Double Guarantee--The
Manufacturers and Our Own For

10,000 MILES

Most users get upwards of 15,000 miles. Play safe. Do not take any chance of having to change Tires by the roadside these cold wintry days. Put on Delions and eliminate tire trouble. Once a Delion user, always a Delion user.



WURZBURG'S FIFTH FLOOR

TIRE SIZES	Heavy Duty CORDS	Heavy Duty CORD TUBES
30x3½	\$10.95	\$1.75
30x3½ S.S.	\$12.95	\$1.75
32x3½	\$17.95	\$2.25
31x4	\$19.95	\$2.75
32x4	\$20.95	\$3.20
33x4	\$21.95	\$3.50
34x4	\$22.95	\$3.60
32x4½	\$24.95	\$3.75
33x4½	\$25.95	\$3.85
34x4½	\$27.95	\$3.95
35x4½	\$28.95	\$4.05
36x4½	\$29.95	\$4.15
33x5	\$33.95	\$4.40
34x5	\$35.95	\$4.50
35x5	\$36.95	\$4.75
37x5	\$37.95	\$5.00
36x6	\$53.95	\$5.95

Wurzburg's