

# MICHIGAN TRADESMAN

PUBLISHED WEEKLY

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EST. 1883

Forty-second Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 24, 1924

Number 2153

## Hymn of Americanism

The world has seen the glory  
Of a mighty nation's birth;  
And its tongue has told the story  
Of the courage and the worth,  
Of the enterprise and genius,  
Of the greatest land on earth—  
And still we're marching on!

We achieved our independence  
In the troublous days of yore;  
We established human liberty  
On this our native shore;  
And, by the grace of God, we'll prize  
And keep it evermore—  
And still go marching on!

We have battled for the helpless—  
For the Gentile and the Jew;  
We have kept the gateway open  
'Twixt the Old World and the New;  
And we've stamped our righteous edicts  
On the old Red-White-and-Blue—  
And still we're marching on!

We have kept our watchfires burning,  
That a waiting world might see;  
We have said to other peoples:  
"It is yours to do and be!"  
By our precepts and example,  
We have sought to make them free—  
And still we're marching on!

With the blood of martyred heroes,  
We have dyed our banner bright;  
With the milk of human kindness,  
We have striped it clean and white;  
With the blue of our fidelity,  
We've marked it for the right—  
And still we're marching on!

Now we say to other nations:  
"We are with you in the fray;  
When you strive for peace and justice—  
We will never say you nay;  
But we'll keep our nationality  
Forever and a day—  
And still go marching on!"

James Ball Naylor.

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# Thousands Using STANOLAX

## Enjoy Better Health



For sale in pint bottles on which full directions for use are printed. Insist on getting Stanolax, the best of all mineral oils.

Stanolax (Heavy) is a colorless, odorless, tasteless mineral oil which, by mechanical means, relieves constipation by eliminating the cause. It has no medicinal properties but simply softens the hard dry masses of waste matter and lubricates the linings of the intestines so that this waste matter is easily passed.

Unlike purgatives and cathartics, it does not excite or artificially stimulate the bowels to violent action, then leave them exhausted, as an after effect, nor is it habit forming. On the contrary, Stanolax (Heavy) soothes the linings of the intestines, lightens the work they must do and gives them a chance to recuperate. As a result, they again start functioning normally and the use of the oil may be reduced and soon discontinued.

Those who are troubled with constipation will find Stanolax (Heavy), produced only by the Standard Oil Company (Indiana), not only gives relief, but in many instances effects a permanent cure. It is for sale by druggists everywhere.

# STANOLAX

(HEAVY)

*for constipation*





GRAND RAPIDS

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## MICHIGAN TRADESMAN

(Unlike any other paper.)

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

DEVOTED TO THE BEST INTERESTS  
OF BUSINESS MEN.

Published Weekly By  
**TRADESMAN COMPANY**

Grand Rapids

E. A. STOWE, Editor.

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in advance.

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### PEOPLE PAY THE PENALTY.

A fortnight ago reference was made in these columns to service as the cause for the spread in prices between producers and consumers. This applies to all kinds of commodities, including the wide range of manufactured ones. A correspondent, having in mind only the food products produced by farmers, thinks he has discovered a remedy for the existing state of things. This he would accomplish by passing "a law providing that cubic space in all varieties of food storage plants be limited in contents to conform with the law of supply and demand—that is, not allowed in excess of what the public can absorb within a reasonable period of time." It is not stated whether this should be a Federal statute or one enacted by the states. Nor does the hopelessness of such a measure seem apparent to the correspondent, or the manner in which it would still further restrict the farmers' market, if it could be made constitutional or enforceable. The only reason for calling attention to the suggestion is to emphasize the futility of trying to cure by legislation something resulting largely from the sybaritic habits of the great bulk of the population. So long as people will insist on being served in a way to suit their convenience they will have to pay for it. And, it may be incidentally remarked, sometimes it pays them better to expend more money than to consume time which is more valuable to them. A saving of a dollar or two may be an extravagance if purchased with the expenditure of an hour or more of effort, unless the person's time is of little consequence.

In foodstuffs, particularly, occurs the greatest disparity in prices to the consumer, mostly depending on locality. In certain places fruits and vegetables may be bought, in season, at one-half the prices prevailing in sections further removed from those in

which they are grown. There are often times when it does not pay the farmer in this State to send apples to this city, while at the same time those buying them here at retail find them quite expensive. Containers, handling, freight, rent, taxes, etc., come in as factors. It occasionally comes as a surprise to people who have not looked into the matter to learn how much the mere handling of a product costs or the number of intermediaries necessary before it gets to the ultimate consumer. It was long ago shown, for example, that the cost of a ton of coal more than doubled between the mouth of the mine and tidewater and that this was multiplied several times more before it got into the householder's bin. Nor is the instance more than typical. Cotton is another of the many instances of the same kind. In a recent bulletin of the textile division of the Bureau of Foreign and Domestic Commerce a recital is given of seven different hands through which cotton usually passes between the grower and the spinner or exporter. The mere distribution of commodities in this country takes in the services of about 1,500,000 owners of establishments, who make up the largest class among business men. It would be the rankest folly to imagine that the efforts of these individuals is superfluous. Unless they filled a real want they could not exist.

Great Britain's payment of a \$90,000,000 installment on her debt to America comes at a time when public opinion there is gloomily contemplating the debt transaction as a whole and, apparently, rather enjoying a case of doleful dumps. It would be cruelly logical to remind the British brethren how sweet are the uses of adversity. If they were not so intent upon the penalties they are paying for their honesty they would realize that the Baldwin policy might be viewed with less pessimism. The debt settlement strengthened enormously their national credit. Where would the pound sterling be to-day if American finance and world finance in general did not have confidence in its integrity? The debt settlement also gave Great Britain a political freedom she could not otherwise have enjoyed. If she were really unable to meet her obligation the case would be different. Then British gloom would be logical. That the British grumble while paying is only humanly illogical perhaps, but the more judicious among them cannot fail to perceive that they are only serving their own best interests and that the martyr's crown they are trying to put on does not fit them by several cubits.

When misfortune overtakes a hustler it knows it has been in a race.

### PROFESSIONAL DISCOUNTS.

From time to time some reader writes to find out what the more progressive stores are doing regarding the granting of professional discounts. During recent years there has been a tendency in the large cities of the country either to abolish the granting of professional discounts entirely or to limit the number of those entitled to such discounts by subjecting the recipients to close supervision.

Discounts were originally granted to enlist the good will of certain classes of people whose daily duties brought them in touch with the purchasing public and whose good will, therefore, became an active asset to the stores from which the discounts were received. The concession was extended to others and as time passed on it became badly misused. With the rapid rise of overhead expenses merchants began using every effort to stop all leaks, and this is one which sound business principles demand should be at least curtailed.

Is there any valid reason why dressmakers, clergymen, nurses, school teachers, professional people and employees of other stores should receive such discounts? The system is expensive because of the necessity of establishing the identity of those demanding the reduction, while many get it either directly or indirectly who are not entitled to it. It has become the practice of dressmakers to purchase materials for members of their own families and even for other people whom they wish to serve, while they often sell such goods at a profit which belongs to the retailer.

It is very difficult for any one merchant to discontinue this practice without causing serious complaints from his customers with the possibility of a corresponding loss of trade on the part of those who have been enjoying this privilege. But when all stores in a given community simultaneously adopt stringent regulations regarding discounts, complaints are reduced to a minimum after the introductory period has passed.

In many cities local Merchants' Associations and Retail Trade Boards are working toward the elimination of all discounts, except those allowed to the stores' own employees.

In other cities where merchants, because of local conditions, have not deemed it wise to abolish the granting of discounts entirely, the local associations have drawn up rules regulating the granting of such discounts, with the result that only those receive discounts who are entitled to them. For example:

One city requires that dressmakers' discounts be allowed only when a dressmaker makes purchases amount-

ing to \$25 in six months in a given store and she must be a bona fide dressmaker employing at least two persons. After making proper investigation of the dressmakers' professional credentials a card of approval is issued by the association to each dressmaker. This card bears the dressmaker's personal signature and must be presented by her at the time of making purchases. Imposition of some such rules will, of course, reduce appreciably the number of people who now apply for professional discounts and who really are not entitled to them.

The average span of life is lengthening, deaths from diseases are decreasing and the so-called mass diseases—plagues, epidemics and the like—have been almost conquered in the United States. This is the cheering assurance conveyed to the life insurance presidents at a convention in New York City by Dr. Charles H. Mayo of the Mayo Clinic of Rochester, Minn. The facts supporting this optimistic survey are supplied by the mortality statistics of forty-five of the leading life insurance companies. The automobile death rate is the only mortality figure that is increasing—that and suicide. That suicide should be growing in the face of a constantly improving health condition is one of those social or spiritual or economic incidents of civilization not easily to be accounted for. Another fact alleged by Dr. Mayo is that the youth of the city is faring better than the youth of the country. If true, that is a sad blow at one of the oldest and most idyllic of current beliefs, viz., that health and long life are country products and the city the home of all the anaemias and invalidisms.

The eclipse of the sun, due in January, derives additional interest from the announcement made by Professor Ernest W. Brown of Yale that the earth is slowing down and that eclipses prove it. By itself that might not mean much, but the earth is our time clock, and if it is slowing down it means that our day is getting longer; and that means that time is getting longer. The layman may not know that the tides, the friction with the air, even the friction with space, are constantly operating to retard the earth's motion; but the astronomers have been watching these things for centuries and know exactly what the retardation amounts to. Professor Brown's figures show that 10,000 years from now our day will be a tenth of a second longer than it is now. It isn't much, to be sure, but there is a good deal of time ahead of us, and while the slow-up is slight, it is steady.



## HOTEL MEN MEET AND TALK.

## District Meeting at Grand Rapids Last Saturday.

Grand Rapids, Dec. 23.—It was an idea of Fred Pantlind, of the Hotel Pantlind, when the district meeting of the Michigan Hotel Association was called at the Pantlind Hotel, to make it a State affair, in consequence of which nearly 150 operators and their wives from various parts of the State were in evidence on that occasion. They began gathering on the afternoon of Friday last for the first social function, consisting of a dinner dance, occurring at the Pantlind on that evening. The dinner, as might be expected, was a grand success, and the dance, interspersed with vaudeville stunts and special musical numbers—all by Pantlind employees—was the event of the gathering.

Saturday morning the meeting, under the direction of the Association's president, Walter J. Hodges, of the New Burdick Hotel, Kalamazoo, opened with an address by that dignitary, followed by a report of the Secretary showing the addition of sixty-five new members since the annual convention in Detroit, in September, and the financial resources of the organization to be in the best condition known since the organization of that body twelve years ago. The roster of members now contains nearly 400 names.

"Operation of a laundry in small hotels" was thoroughly discussed and much valuable information was elicited. Since the war hotels which were not operating their own laundry have been hard hit, the charges by commercial laundries being almost prohibitive. It was discovered by comparing notes that there was a great diversity in laundry costs, some hotels paying 4 cents per pound for finished flat work, while others were being held up for 12. Laundry costs, in keeping with general conditions, were advanced greatly during the war period. This was justified by excessive costs of labor, soap and chemicals. Materials used in this work have fallen back to pre-war prices, labor costs have been reduced, but the high laundry charge, like Tennyson's brook, goes on forever.

A representative of one of the large laundry machinery companies showed by statistics that, by a moderate investment, the cost of this service could be easily reduced one-third, which would give the smaller institution an opportunity to save enough in the cost of this service to ultimately pay for the plant.

The question of affiliating with the American Hotel Association temporarily disposed of at the September convention, was again brought up and warmly discussed. A proposition was made to have all individual members who formerly belonged to the parent association pay in an amount equal to their former dues, which would be added to by an appropriation by the State body whereby all members of the latter organization would automatically become members of the former. The whole matter was finally turned over to the executive council, who will take definite action in the near future.

The American Hotel Association, formerly a very powerful and aggressive organization, became involved in various schemes and a very heavy indebtedness which brought about its practical dissolution. Last July a movement was inaugurated whereby the National body might be reorganized on the basis of a delegate system from the State associations, dues being based on a fixed charge of \$4 per hotel, in case of the Michigan organization aggregating about \$1,600. Many of the smaller hotel operators have felt that this outlay was too great, but it now looks as though something would

develop and all difficulties be surmounted.

The Association by resolution expressed hearty co-operation with the activities of the Isaac Walton League. The organization also expressed itself forcibly as against advertising in hotel registers, cabinets and other methods, but favored a plan whereby all members of the Association should announce the fact in all their advertising, as well as upon their stationery.

It has been the custom of the Michigan Association to keep posted in all member hotel lobbies a roster of accredited members in a suitable frame, but the increase in membership has necessitated the use of a much larger frame. An appropriation was made to cover this expense.

Simplifying meals in American plan hotels was an interesting topic and the discussion was led by Miss Ruth Myhan, who manages the Hotel Shamrock, at South Haven. Miss Myhan explained how she so successfully caters to the patrons of her own hotel, basing her knowledge on actual experience. She decried the idea prevailing among country hotel men that they must supply the same large variety of food that is offered by the large operator. Guests do not expect this, but really prefer a simple service of well cooked and seasoned food for which they are willing to pay a fair price. Success in the operation of small hotels is attained by hospitality, cleanliness and fair treatment.

At a meeting of the Association held at St. Joseph last winter it went on record as being in favor of the posting of rates in all rooms. It reiterated this promise to the commercial traveling men, without opposition, and an honest effort will be made to have this work completed in the near future.

At noon on Saturday the hotel men were entertained at luncheon by Manager W. C. Keeley, of the Morton Hotel, while the ladies of the Association were the guests of Mr. and Mrs. C. M. Luce, of the Hotel Mertens. The first question discussed after luncheon was upon the particular merits of cafeteria service, as against the coffee shop with lunch counter auxiliary.

This brought out some interesting ideas and statistics. The average hotel is losing money in the operation of a regular dining room. Room guests show a tendency to seek the quicker service and lower cost of the self-serve plan. Many hotels, recently built, have closed their dining rooms altogether, while others use them infrequently. Hence the coffee shop with a table service has sprung into prominence in the past few years. This service seems to meet the requirements of most hotel guests, and its adoption was very much urged by several speakers, basing their arguments on actual experience.

Road sign advertising was also enlarged upon by several. The larger boards were very much more in favor than the smaller ones, many contending that at the rate of speed most people now-a-days were motoring, larger signs, with the minimum of lettering, were most to be desired.

Suitable resolutions of thanks for Messrs. Pantlind, Hotel Pantlind; Keeley, Hotel Morton, and Luce, of the Mertens, acknowledging courtesies extended, were adopted.

Carl Montgomery, Post Tavern, Battle Creek, extended an invitation to the Association to hold its next sectional meeting at his hotel, and Cecil Runyan, South Haven, Manager of the Chicago & South Haven S. S. line, offered the facilities of his company for an excursion from South Haven to Michigan City, with provision for other agreeable entertainment, for some date in June. Both invitations were taken under consideration by the Association and will be acted upon by the executive council.

At the closing of the convention the secretary announced that there were still 110 in arrears on account of un-

paid dues, mostly through neglect or oversight. Delay in payment of dues causes a delay in the printing of the annual membership roster, and it is hoped that delinquents will respond at once and obviate delay in the issuance of his popular document.

At a meeting of the Ohio Hotel Association, last week, W. L. McManus, Jr., of the Cushman House Petoskey, delivered his address on "Tourist Camps," which brought out more discussion than any other subject considered during the entire meeting. It is of interest to every hotel operator and contains information well worthy of general consideration, more especially that feature which suggests making a charge to motorists for the purpose of defraying the expense of maintaining these camps:

Tourists camps are not responsible for the low-priced automobile tourists, but the increased number of cheap automobile tourists necessitated the tourist camp, where they could be grouped together for the mutual protection of the campers and the residents of the district. Previous to the installation of camps, these tourists camped any place along the road, and much vandalism and destructiveness was practised. At the present time this has been practically done away with.

I am not familiar with the exact conditions in Ohio, but if your problem along this line are not identical with Michigan's now, they will be in the near future, because the tourist camp has come to stay.

In Michigan, where these camps are located, the cities vie with one another, trying to outdo each other in service and accommodations. This has become rather a craze, and these camps are equipped with electric lights, water, sanitation, tables under shelter, fire places and fuel for cooking, police protection, and in many instances they are furnishing the evening papers and shower baths, all gratis to the campers but at the expense of the tax payers.

In this period of high taxation, which is almost confiscatory in many instances, this added burden is altogether unreasonable. They first remove a large and more or less valuable tract of land from the tax-roll, and when the above enumerated charges are added, it becomes quite an enormous outlay. Then, again, something for nothing is never appreciated. In a recent article, the Saturday Eve-

ning Post tells of the experiences of a party of campers who bragged that they left everything behind them in the worst possible condition. They broke bottles and strewn them over the ground and put broken bottles and glassware in the bathing beach that had been provided for campers use. It is only when people pay for accommodations that they really appreciate them.

We had occasion to check over a number of camps this summer and in one place where 167 people were interrogated, but twenty-three of them had gone into the town proper, only eighteen had spent any money and these averaged 50 cents each. In other words, out of 167 campers, \$9 was the gross amount spent in the community. I know of one instance where four young men made a three weeks' trip of many hundred miles through Canada, and the total expenditure on the trip was \$65, most of which was for gas and oil.

Some people believe that the campers of this year will be hotel patrons later, but from our check-up we have learned that less than 5 per cent. of the campers anticipate ever being hotel patrons. Others think there is an advertising value in the campers. This is also a poor bet.

Our streams used to abound in fish, but these campers not only fish all day, but fish half the night and go from one stream to another, and it is impossible to keep our streams stocked, although the State of Michigan is putting forth tremendous efforts in that direction.

Michigan expects to spend \$200,000 this year in advertising for the tourist trade. In securing the great number of tourists who are an asset to the State, we also draw this great army of cheap campers who are nothing more or less than a liability. There is a selfish motive behind all advertising which is put forth to get people into Michigan who will spend money and increase our general business, and the problem before us to-day is to create an asset of the liabilities we find in these camping tourists.

In the city of Petoskey, we operate a first-class free camp at Magnus State park. I assume that the cost of maintaining this park for the fiscal year is about \$3,000. Had we charged \$1 per day per car, we would have collected \$6,750 in 1924, which would have paid the operating charge, the amount of taxes on the property which had been removed from the tax-roll, and left a nice sinking fund for improvements, etc. It is true that a paid camp would entirely eliminate a few of the campers, but inasmuch as these campers are a liability, the elimination of a few of the cheapest ones

## Continental Gas & Electric Corporation

(Subsidiary of the United Light & Power Co.)

**Secured 6½% Gold Bonds Series "A"**

**Due October 1, 1964**

Continental Gas & Electric Corporation, organized in 1912 under the laws of Delaware, controls a group of electric power and light companies operating in four States and in Canada and serving 192 communities. The principal Companies controlled are Kansas City Power & Light Co., Kansas City, Missouri; Columbus Railway, Power & Light Co., Columbus, Ohio; The Nebraska Gas & Electric Co., The Iowa Service Co., and The Lincoln Gas & Electric Light Co., Lincoln, Nebraska.

The Net Earnings (after taxes and after maintenance and depreciation at the rates to be provided in the indenture securing this issue) accruing directly to the collateral security this issue, for the twelve months ending June 30, 1924, were over three times, the annual interest charges on this issue.

These Secured Gold Bonds are followed by Preferred and Common Stocks which have a present market value aggregating more than \$24,000,000. Cash dividends have been paid on the Preferred uninterruptedly since organization in 1912. Dividends in cash and in stock are being paid on the Common Stock.

We recommend these Bonds as a conservative investment offering ample security and attractive yield.

**Price 100 and Interest to Yield 6.50%**

**Howe, Snow & Bertles**

(Incorporated)

Investment Securities.

New York

Grand Rapids

Detroit

Chicago



would be a blessing rather than otherwise.

The September-October, 1924, edition of Municipal Facts, a magazine published by the city and county of Denver, Colorado, says as follows: "An 18 per cent. decrease in attendance at the Overland park motor camp during the season of 1924 followed the imposition of a registration fee for cars stopping there. The total number of people using the park, exclusive of hikers and motor cycle visitors, was 49,034, as compared to 59,970 people during 1923. The number of cars dropped from 17,358 in 1923 to 15,465 in 1924. The charge was placed on the camp by city officials in conformity with a general movement in Western automobile camps, the new system being practically universal now. In Denver the fee is 50 cents per car per night, \$2.50 per car by the week. This resulted in a total income of \$20,904.92. The total cost of operation the camp was \$20,829.51. It will be seen, therefore, that the 50 cents per car paid the actual operating expense of the camp, but, in addition to that, the civic authorities spent \$5,670.49 in capital improvements. While the number attending showed a large decrease last summer, officials in charge of the camp were greatly pleased with the class of the tourists of 1924, as many of the cheaper class and those who caused the most trouble had been eliminated."

My suggestion is that free camps be entirely done away with; that a universal charge of \$1 per night per car be made. This will bring sufficient income to take care of operating expenses and provide a sinking fund for improvements which will be found necessary from time to time.

#### Do Not Invite the Fire Demon Christmas.

Readers of Dickens' "Christmas Carol," recalling what an abandoned kill-joy was old Scrooge, will not, we hope, accuse us of filching a leaf from his book if we remind the people of Michigan that the approaching Yuletide season can sadden as well as gladden the heart. Which it shall do is a decision that rests with everyone to make for himself; for the conversion of Christmas from an occasion of joy to one of sorrow is most often brought about by fire, and fire of a kind that is traceable chiefly to that great American nemesis, Carelessness.

Unfortunately, Christmas in nearly every locality is not the season of unmixed cheer it might be for the country's fire chiefs. Grim experience has taught them to expect increased alarms, augmented property losses and, worst of all, injuries and fatalities, simply because some people will not be persuaded to practice ordinary caution. In preparing for Santa's visit these careless folk set up trees unstably, instead of providing solid bases to prevent their toppling; they trim them with lighted candles, when there are available the safer (if properly installed) and far prettier electric light sets; they employ cotton and burnable tinsel instead of metal cuttings for "snow and ice" effects; they place candles in windows where communication of the flames to highly inflammable draperies is absurdly easy, when, if they wish to preserve the old custom, they might do so safely by substituting electric candles operated by small dry-batteries; they are unthinking in their use of matches and smoking material when close to trees and other decorations; they allow trees to remain in the house for days after Christmas until they grow dry as tinder; they permit Santa to bring cheap electric toys and playthings which require gas and gasoline for their operation; they—but the list is long, and two eyes, plus two minutes' thought, will serve to point out the rest of the Yuletide hazards, nearly every one of them strictly preventable. Nor are the hazards of Christmas

confined solely to the home. Care is needed also to safeguard church and community celebrations. Santa's costume, for instance, can and certainly ought to be made at least partially fireproof, from cap to boots. A solution of common waterglass (procureable at any drug store) will make it so. Similarly protected, too, should be the clothing of children taking part in Christmas festivals. From a certain house in Morristown, New Jersey—to mention but one case—there tripped gaily forth a year or two ago a little boy bound for a Christmas party. His mother had dressed him in a flimsy, cotton-trimmed suit, and she was doubtless proud of his appearance. During the celebration the child approached too close to the glittering, candle-hung tree, his costume caught fire, the flames instantly enveloped him from head to foot and within an hour he died in a local hospital. Had his costume been flame-proofed, or, infinitely better, had electric lights been substituted for the dangerous candles, his life would have been spared.

So let us have the fullest, the happiest of Christmas days. But to our observance let us invite Santa Claus, bringer of cheer; not the Fire Demon, bearer of sorrow.

#### Lucky Wedding Signs.

Which is the luckiest day on which to get married?

In France, the first Friday in the month is considered the luckiest day on which to celebrate the great event, but in other countries Friday is regarded as a most unlucky day.

In Scotland superstition concerning weddings runs not so much to the day as to the various little deeds which augur well or ill for the married couple. A Scottish bride may look for happiness if she is carried across the threshold of her new home, after an oatcake has been broken over her head. But woe betide her if the oatcake should be broken by mistake—or foul design!—over some one else's head.

In the Highlands it is considered unlucky for a dog to pass between the bridal couple on their way to the church. The bride should be driven by gray horses, and her bridegroom should wear no buckle or fastening on his left shoe.

Formerly there was a custom of shoe-throwing which was supposed to foretell who would be the next couple to celebrate their wedding day. After the departure of a bride and bridegroom the single men and girls formed into groups, and when the shoe was thrown from one group it was the first member of the opposing group to catch it who was destined to be the next victim of Cupid's toils.

It is a fine thing to hear a young man say: "My father was the best man I ever saw and the best friend I ever had."

### Moseley Brothers

GRAND RAPIDS, MICH.

Jobbers of Farm Produce

## If You want a Happy New Year All the Year Round



If you want to lead a peace-on-earth life in your store and have a good-will-to-men reputation in your community—

If you want to satisfy your trade, and your bank, and your conscience, and yourself—stock up on

Quaker Coffee, Canned Goods, Spices, etc.

Peace? No kicks, no comebacks—except for more. It is the one line of goods which gives your customers complete satisfaction.

Good Will? Satisfaction means you will have the good will of the town and the country all around all the time.

Quick shipping facilities, adequate stocks, understanding of your needs, and an up and alive desire to get and to hold your trade have put these brands in the forefront of the grocery trade of Michigan.

We would be ungrateful indeed if we did not publicly acknowledge our sincere appreciation for the cordial support of our good customers and friends during the past year.

Here's wishing that you have had as gratifying an experience with your trade as we have had with ours and that the New Year's day will see you very happy indeed and full of confidence in the future.



## WORDEN GROCER COMPANY

Wholesalers for Fifty-six Years.

The Prompt Shippers





### Movements of Merchants.

Detroit—The Newton Furniture Co. opened at 9124 Twelfth street recently.

Detroit—S. W. Sloan has opened Sloan's hardware at 12123 Dexter boulevard.

Detroit—Rose Shingel succeeds Albert Bandeman, confectioner at 8132 Gratiot avenue.

Detroit—Herbert O'Neill has bought the grocery stock of James Anthony, 4446 Joy avenue.

Detroit—Meyer Robinson has bought the confectionery stock at 4771 Grandy avenue.

Detroit—H. R. Templeton succeeds William H. Hansen, meat dealer at 5300 Holcomb avenue.

Detroit—R. Galbreath is the new owner of Fred Neifert's confectionery store, 2869 Baker street.

Muskegon—The Bennett Injector Co., has changed its name to the Bennett Pumps Corporation.

Zeeland—The Borculo Creamery Co., R. F. D. 1, has increased its capital stock from \$2,000 to \$5,000.

Detroit—Earl J. Fetterly's confectionery, 4092 Fort street, West, has been sold to Emily A. Davidson.

Detroit—Mrs. Sarah Goldman will soon open a grocery store in the new building at 8946 Linwood avenue.

Detroit—Michael Schneider is succeeded by Isidore Oppenheim in the meat market at 4632 Third avenue.

Detroit—Eugene Bickes has bought out Peter Papes, proprietor of the Central Floral Co., 1331 Broadway.

Pontiac—The New Era Bakeries Corporation has changed its name to the Fachle Bakeries, Incorporated.

Detroit—The Malcomson Coal Co., 6565 Mack avenue, has increased its capital stock from \$150,000 to \$500,000.

Detroit—The Whitney Pharmacy will open for business at Linwood and Whitney avenues within a few weeks.

Kalamazoo—The Birmingham & Prosser Co., 508 East Frank street, wholesale paper, has increased its capital stock from \$500,000 to \$1,300,000.

White Cloud—The White Cloud Packing Co. has been organized to contract acreage, buy pickles and pack them.

Lansing—Page & Harryman, 118 South Washington avenue, has changed its name to the Max Harryman Shoe Co.

Detroit—Sallan, Inc., 1200 Woodward avenue, jewelry, etc., has increased its capital stock from \$50,000 to \$100,000.

Detroit—The Dexter Grocery & Meat and Fruit Market, 11723 Dexter boulevard, opened recently. Sam Sike is the owner.

Detroit—The F. L. Lowrie Lumber & Finish Co., Dix & M. C. R. R., has

increased its capital stock from \$350,000 to \$500,000.

Detroit—Lee C. Johnson has transferred title to his confectionery stock at 3015 Canfield avenue, East, to Marie A. Johnson.

Detroit—The Strand Lumber & Woodwork Co., 8433 Epworth boulevard, has increased its capital stock from \$75,000 to \$400,000.

Detroit—F. V. Labley has bought the stock and fixtures of the grocery and confectionery at 839 Distel avenue from Florence M. Glover.

Battle Creek—Manuel A. Maurer, jeweler at 12 East Main street has filed a bankruptcy petition, with liabilities of \$8,891.84 and assets of \$5,358.85.

Detroit—An involuntary petition in bankruptcy has been filed against the Kerr-Modeland Co., wholesale millinery. The claims of three creditors total \$2,602.72.

Detroit—An involuntary petition in bankruptcy has been filed against A. Burdick & Son, leather and findings jobbers at 1385 Gratiot avenue. The claims total \$1,333.82.

Detroit—The Turton Oil Co., 726 Gladstone street, has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Detroit—The Wolverine Mercantile Co., 973 Gratiot avenue, has been incorporated with an authorized capital stock of \$2,000, all of which has been subscribed and paid in in property.

Detroit—The Radio Distributing Co., 4823 Woodward avenue, has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in property.

Detroit—The Wallich Ice Machine Co., 806 Penobscot building, has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Detroit—The Good Drug Stores, 2642 East Grand boulevard, has been incorporated with an authorized capital stock of \$50,000, \$1,000 of which has been subscribed and paid in in cash.

Marion—B. F. Hartford, the new proprietor of the A. H. Corwin general store, has improved the property by taking down the blinds, re-arranging the stock, etc.

Detroit—Mac's Coal Co., 5970 West Warren, has been incorporated with an authorized capital stock of \$25,000, of which amount \$5,000 has been subscribed and paid in, \$2,500 in cash and \$2,500 in property.

Detroit—The Richards-Oakland Co., 440 Burroughs street, has been incorporated to deal in autos, parts, accessories and supplies, with an authorized capital stock of \$60,000, \$3,000 of

which has been subscribed and paid in in cash.

Ann Arbor—Henry E. Vogel, aged 50, who last year sold his meat market to Robert Seeger and entered the employ of Swift & Co., died Dec. 15, following an attack of pneumonia from which he was believed to be making good recovery.

Albion—Mortimer H. Talmadge, 82 years old and Albion's oldest business man, has sold his interest in the Talmadge & Bauer meat market to Earl Bearmen and Oscar Tessmer and the business will be continued under the style of Bauer & Co.

Saginaw—The Super Motor Sales Co., 308 North Hamilton street, has been incorporated to deal in autos, accessories, parts and supplies, with an authorized capital stock of \$20,000, \$10,000 of which has been subscribed and paid in in cash.

Zeeland—The Utility Corporation has been incorporated to sell poultry incubators, brooders, etc., with an authorized capital stock of \$100,000 of which amount \$60,460 has been subscribed, \$2,970 paid in in cash and \$57,490 in property.

Iron Mountain—The Service & Supply Co., 107 East A street, wholesale and retail fuel, lumber and building supplies, has been incorporated with an authorized capital stock of \$100,000, \$75,000 of which has been subscribed and paid in in cash.

Detroit—The Matz Construction Co. has merged its business into a stock company under the style of the Matz Building Products Corporation, 17260 Cable street, with an authorized capital stock of \$100,000, of which amount \$68,070 has been subscribed and \$8,735 paid in in cash.

Detroit—The Alma Storage Battery Co., 1055 First street, has been incorporated to manufacture and deal in batteries, radio equipment, auto accessories, etc., with an authorized capital stock of \$15,000, all of which has been subscribed, \$3,000 paid in in cash and \$5,000 in property.

Nashville—Van W. Pendill has sold his undertaking business to Hess & Son, who conduct undertaking parlors at Vermontville. C. T. Hess will continue in charge of the Vermontville business and his son, D. D. Hess will remove to Nashville and assume the management of the business here.

Hastings—The Service Oil Co., 227 State street, has been incorporated to conduct a wholesale and retail business in gasoline, kerosene, lubricating and fuel oils, auto accessories, etc., with an authorized capital stock of \$10,000, of which amount \$8,000 has been subscribed and \$2,000 paid in in cash.

Cadillac—The Charles R. Brown Co., of Hot Springs, Ark., which recently purchased considerable land fronting on Lake Mitchell, will build an \$80,000 resort hotel there for use next summer it is reported. The hotel is to be modern in every particular and equipped with the best in modern conveniences.

### Manufacturing Matters.

Detroit—The Bryant Pattern & Manufacturing Co., 702 St. Antoine

street, has increased its capital stock from \$2,000 to \$75,000.

Bay City—The Hogle Knitting Co. has merged its business into a stock company under the same style with an authorized capital stock of \$5,000, \$1,500 of which has been subscribed and paid in in cash.

Coldwater—The Electric Utensil Manufacturing Co. has been incorporated with an authorized capital stock of \$25,000, of which amount \$7,400 has been subscribed, \$2,300 paid in in cash and \$1,500 in property.

Detroit—The Davis Detroit Pant Manufacturing Co., Inc., 1036 Beau-bien street, has been incorporated to manufacture and sell at wholesale and retail, men's and boys' clothing, with an authorized capital stock of \$50,000, all of which has been subscribed, \$16,500 paid in in cash and \$6,000 in property.

A fortune awaits the man who can dispel a fog, as well as the scientist who can harness sea power or produce rain. The clammy blanket that has invested the shores and cities of England in the last few days has meant enormous commercial losses, aside from the fact that it has helped burglars in their nefarious business by veiling them from the eyes of watchmen and police. It is estimated that in three days London lost \$5,000,000. To the modern metropolis such a visitation may be more costly than a snowfall, whose removal depends on mobilizing the energy of many hands. A complication new to our progressive century is the paralysis of the air traffic between England and the Continent, as well as the detention of sea craft in quest of safe harborage. Doubtless in days to come powerful light-houses will supply the necessary guidance before a way is found to clear the atmosphere of its burden of excessive moisture and of soot, which turns London at times into the City of Dreadful Night.

Pensions! Uncle Sam stands by the war heroes still with a generosity that shows no signs of weariness. The Pension Commissioner reports 525,539 on the rolls, who received \$229,994,777 during the fiscal year of 1924. There are 146,815 surviving veterans of the Civil War and 253,136 widows. The Spanish War veterans number 85,038 and widows 16,104. The war with Mexico ended more than seventy-five years ago, but thirty-one soldiers of that war drew pensions last year; and there are thirty-three pensioned widows of soldiers of the War of 1812. During the year 115,825 new claims were filed, an almost equal number was disposed of, and on June 30 last there were 51,403 cases pending. Since 1870 pension payments have amounted to \$6,836,351,398. The pension cost of the Civil War to date has been \$6,427,106,586, and that of the Spanish War \$126,673,359. All told, 6,502,261 pension certificates have been issued, of which 1,142,789 went to widows.

When tempted to neglect your business for something that is more fun, just remember that the more you neglect it the worse it will get and the less fun you will have.



### Essential Features of the Grocery Staples.

**Sugar**—Local jobbers hold cane granulated at 8c and beet granulated at 7.30c.

**Tea**—Very little activity is reported locally. In fact, actual business is limited to rather small and insignificant parcels. There has been the same firmness in prices, however, which has characterized the market during the past few weeks and nothing is expected to break this firmness in the near future. The final London and primary market sales which took place early last week found the markets recovering from the recent slight slump and again in a firm position. It is predicted in most quarters that the reopening will be materially stronger and that the recent advance in all markets will be resumed.

**Coffee**—The stronger conditions which have developed in the Brazilian markets have brought recoveries averaging about  $1\frac{1}{4}$ @ $1\frac{1}{2}$ c in coffee futures. Fluctuations have been less violent than those which were the rule in the recent past, but the market as a whole has been narrower and influenced by orders either way. Roasters as a whole have been buying sparingly and have made a concerted move during the past week to combat as effectively as possible the steady appreciation in values. Various Brazilian cables have emphasized the none too favorable crop prospects, but it is too early yet to ascertain the truth of the crop damage resulting from the douths of October and November. More accurate information should be available by January as to the actual amount of damage done and, after all is said and done, this will determine whether or not Brazil will be in a position to continue to dictate prices for coffee. As pointed out by one authority, the steadiness of the primary coffee markets, in spite of tight money in Brazil, is probably due to the fact that most of the coffee at the ports is owned by planters in the interior of the country who as a class must be in a most prosperous condition. The expectation of a further increase in coffee prices is emphasized to some extent through the premium at which forward shipments are being held beyond the increase in the export duty of about 90c a bag which becomes effective January 1.

**Canned Fruits**—California fruits of all varieties are very firm, directly reflecting the paucity of offerings in all quarters. There has been no heavy turn-over, as working stocks in the resale market are limited. Peaches and pears are the firmest items, but their strength is felt more or less throughout the list. Pineapple is steady. There is a normal jobbing demand, but no trading of consequence of a speculative nature. Apples are firmly held but are not active.

**Canned Vegetables**—The entire canned food list is affected by the season as there has been a general curtailment in the buying demand throughout the past week, which will continue until toward the middle or end of January. Distributors are not ready to add to their stocks and they are equally averse to disposing of any product on

the open market, since they will need all of their merchandise later on. What enquiry exists is for foods at prices which are impossible to realize. Some brokers have noted a broader enquiry for all staples for interior dealers. Cannerymen are not often open to business at current quotations and for deferred shipment as they, too, have strong confidence in the market. There was a fair amount of enquiry for Southern tomatoes last week. Some carload business was consummated, but most of the bids put up to the packers were declined, as the buyer sought to do better than prevailing minimum quotations. Cannerymen think that No. 2s and No. 3s, particularly the former, will advance after the turn of the year. No. 10s are in no surplus and show a healthy undertone. Corn offerings are limited, as holders of resale blocks have temporarily forgotten their ownership since they expect to carry them for their own outlets or release them later on when there is a greater price inducement. Peas are not active, but strictly fancy and the popular lines of standards all favor the holder. Extra standards are not wanted in important volume, but no discounts are being made.

**Canned Fish**—Maine sardines are not moving from the factory in any volume. Distributing channels are narrow and important replacements are not being made. Cannerymen, however, are not shading their quotations. The demand for salmon is not spectacular, as it is routine and generally for small or moderate parcels on the spot. Coast markets on Alaska fish are firm but are inactive. Chinooks are featureless. Shrimp is scarce in all positions, which makes it easy to prevent price fluctuations. Tuna fish is scarce, in all grades as packers have closely sold up and the lack of extensive future buying this season throughout the trade causes more than the usual buying at the source or between jobbers. Lobster and crab meat are not big sellers.

**Dried Fruits**—Buying dried fruits for replacement throughout the list as well as throughout the trade is not general enough to allow for interesting developments and the market will likely drift along until inventories are over. Coast markets on all products are above a parity with the spot, which cuts off extensive buying at the source, and while there is more opportunity to buy here at better terms than in California, there is not extensive speculative interest. In other words, distributors of late have been more intent on liquidating rather than restocking even where the market appears to have passed the turning point and delays may result in paying premiums for products which are now neglected. Two important crops in volume are before the trade—prunes and raisins—as peaches and apricots are already closely sold up, and there is no disguising their shortage. In entering the new year there is only a comparatively small tonnage unsold in peaches and apricots. Old and new crop peaches are down to a surprisingly small compass. Packers are out of many grades and have so short stocks

of others that they find it hard to fill carload orders for straight grades. As the heavy consuming months are ahead, peaches rule firm and show an advancing tendency. The apricot shortage is even more pronounced. Packers have sold out and jobbing stocks are not extensive. Prunes were quiet all week. There is some business being put up to California and Oregon packers, but buyers are not ready to meet the Coast basis. Postings of packers are optimistic, if not bullish, but distributors are not being influenced at the moment to stock up freely. Raisins are in limited demand on the spot as there have recently been some cheap lots available here, which has tended to put traders on a hand-to-mouth basis. Coast buying also has been restricted during the past week.

**Molasses**—While many regard the blackstrap situation as a very firm one there are some who are looking for a break in the market around March. While production is reported to be larger factors fail to consider the enormous demand for alcohol and also the present strong position of the corn market. The New Orleans situation continues very firm and leading factors are now making deliveries of the new crop.

**Rice**—The Southern markets are all strong and the price trend still is upward. There has been good domestic buying for the season, while export orders of late have been more frequent and heavier. As rough rice continues high there is little prospect of change in cleaned grades. Foreign rice is in very light supply but the demand is rather limited.

**Cotton Gloves**—Inasmuch as grocers and general merchants sell large quantities of canvas gloves, tick mittens and other hand coverings fashioned from cotton fabrics, they will be interested in a decline of 25c per dozen. This is said to be the largest reduction effective on this line of merchandise in six or seven years, representing manufacturers opening prices based on raw cotton 3 to 4 cents per pound under to-day's market. Advances in raw cotton prices have taken effect since these prices were named, indicating at least the possibility that they may be revised upward at any time. Jobbers are accepting orders either for spot or future delivery any time up to Sept. 1, 1925. Prices are not guaranteed for any length of time, being dependent upon any action manufacturers may be forced to take.

The question of house-to-house peddlers and their effect on retail business is becoming daily a subject of greater concern in mercantile circles. Dry Goods Economist believes that only unified action can check what is termed a growing menace. Merchants are being robbed of both profits and good will by door-step merchants, and hundreds of millions of dollars are being diverted from the cash drawers of legitimate stores by the operations of canvassers, it says. Aside from the loss of business to stores through the work of peddlers, the publication decries the propaganda carried on by many of them.

### Review of the Produce Market.

**Apples**—Alexander, Maiden Blush and Baldwins command \$2.25 per bu.; Spys command \$3.

**Bagas**—Canadian, \$1.75 per 100 lbs.

**Bananas**—9@9½c per lb.

**Beans**—Michigan jobbers are quoting as follows:

C. H. P. Pea .....	\$5.75
Brown Swede .....	6.00
Dark Red Kidney .....	9.50
Light Red Kidney .....	8.75

**Butter**—The price has dropped 1c per lb., due to heavy receipts. Local jobbers hold fresh creamery at 41c; June packed, 33c; prints, 42c. They pay 24c for packing stock.

**California Fruits**—Emperor grapes packed in sawdust, \$3@3.25 per crate.

**Celery**—Commands 40@50c a bunch.

**Cauliflower**—\$1.50 per doz. heads.

**Cranberries**—Late Howes are selling at \$8@8.50 per ½ bbl.

**Cucumbers**—Illinois hot house command \$4.50 for fancy and \$4.25 for choice.

**Eggs**—The market is still steady. Local jobbers pay 49c for strictly fresh. They resell as follows:

Fresh, candled .....	52c
XX .....	40c
Candled first .....	38c
X .....	35c
Checks .....	30c

**Egg Plant**—\$1.75 per doz.

**Garlic**—35c per string for Italian.

**Grape Fruit**—\$3@3.50, according to quality.

**Green Onions**—Charlots, 75c per doz. bunches.

**Honey**—25c for comb, 25c for strained.

**Lemons**—Quotations are now as follows:

300 Sunkist .....	\$7.50
300 Red Ball .....	7.00
360 Red Ball .....	7.00

**Lettuce** in good demand on the following basis:

California Iceberg, per crate .....	\$4.00
Hot house leaf, per bu. ....	1.50

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

**Oranges**—Fancy Sunkist Navels are now on the following basis:

252 and larger .....	\$5.50
288 .....	5.00
324 .....	5.00
Red Ball, 50c lower.	

**Potatoes**—Country buyers pay 40@50c per 100 lbs., mostly 40@45c.

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

	Live	Dressed
Heavy fowls .....	18c	22c
Broilers .....	18c	22c
Light fowls .....	13c	16c
Heavy springs .....	20c	24c
Cox .....	10c	14c
Turkeys .....	30c	35c
Ducks .....	18c	23c
Geese .....	18c	22c

**Radishes**—75c per doz. bunches for hot house.

**Spinach**—\$1.25 per bu. for home grown.

**Squash**—Hubbard, 3c per lb.

**Sweet Potatoes**—Delaware Sweets, \$3 per hamper.

**Veal**—Local dealers pay as follows:

Fancy White Meated .....	11c
Good .....	09c
60-70 fair .....	07c



## IN THE REALM OF RASCALITY.

### Cheats and Swindles Which Merchants Should Avoid.

The Federal Trade Commission has issued an order requiring the Reliance Varnish Co., of Louisville, Kentucky, to discontinue unfair methods of competition in its business. The respondent admits the charges of the complaint and agreed with the Commission as to a statement of facts upon which the order is based. B. G. Robertson and B. J. Robertson are named as respondents in the order and are president and vice-president respectively of the company. They also act as salesmen visiting the trade and soliciting and securing orders for varnish and allied products manufactured by the company. The respondents sell to manufacturers of furniture and of automobiles. The Commission found that the respondents have offered and given to superintendents, foremen and other employees of furniture and automobile manufacturers without the knowledge or consent of the respective employers, substantial sums of money as inducements to influence such employees to purchase products of the Reliance Varnish Co. Such sums of money are promised rewards for having induced employers to purchase respondent's products. The findings state a specific instance admitted by respondents wherein a furniture company purchased several barrels of varnish through the recommendation and influence of the foreman finisher, the understanding between the finisher and respondent B. G. Robertson being that the finisher was to be compensated for using his influence with this employer to secure the sale. The person responsible in control of the furniture company was not aware of the understanding and arrangement. The Commission further found that in order to conceal their activities in bribing employees the respondents resorted to the use of fictitious names and addresses. The findings state that there are a number of respondents' competitors who do not promise or give sums of money or other gratuities as inducements for employees to purchase such manufacturers' products. The full order specifies that respondents cease and desist from: giving or offering to give, either directly or indirectly, to superintendents, foremen, or other employees of their customers or prospective customers, without the knowledge and consent of such customers, or prospective customers, any sum or sums of money whether such money be given or offered.

Based upon an agreed statement of facts the Federal Trade Commission has issued an order requiring Joseph Gilbert and Jacob Gilbert trading as the American Feather Bed and Pillow Co., of Nashville, Tennessee, to discontinue the use of unfair methods of competition in the marketing of their products. The respondents are engaged in the selling of feather beds and pillows and allied articles direct to users throughout the United States. They also manufacture feather beds and pillows, but a large portion of the articles offered for sale are purchased

from other manufacturers. In the exploitation of their products, the Commission found, the respondents in advertisements, catalogues and other trade literature made false and misleading representations to the effect that they manufacture the articles in which they deal and sell direct to the consumer at factory prices, thus eliminating profits of all middlemen. Such representation is made as to all of the articles offered for sale by respondents regardless of the fact as to whether or not the articles are manufactured by respondents or are purchased by them from other factories. Further false and misleading practices found to have been indulged in by respondents was the labeling and marking of certain of their products under the following names: "Princess," "Progress," "Washington," "Puritan" and "Ideal" with the accompanying statement that they were all of different grades and qualities, and with accordingly varying prices. The fact is, the findings state, that the bedding so labeled was all of the same grade of feathers and covered by the same grade of ticking, thereby making no difference in the grade make or quality of such products.

Morenci, Dec. 22—About two years ago a man by the name of Faulkner called on me and sold me 10 shares at \$15 each of Co-operative Drug Co., of Philadelphia, Pa., saying they were a chain drug company, and would open a store in a month or so in Morenci; that I would get a 20 per cent. discount on each dollar spent at the store; also that my money invested would draw interest from date from the company. They did not open the store and they did not pay any interest but did want me to exchange my share for stock in the American Drug Co., which I did not do. I have been caught before, but I never will be again, as I will take all future agents to the bank and have them explain to my entire satisfaction, as well as that of the bank.

J. K. T.

The above statement as to how this man was led into the trap of a worthless investment hardly needs comment. The rule is that stocks peddled around by agents, as was done in this case, have little or no actual value. There are, of course, exceptions to this rule. If all prospective investors would act on the suggestion of this subscriber to take the stock salesman to their banker and allow him to explain to the banker's satisfaction that the investment is a legitimate or desirable one, there would be less unfortunate investment on the part of country people.

An individual giving the name of Thomas H. Kellett, Trenton, N. J., is wanted for giving worthless checks. Two instances have just been reported from Toledo where this party has been operating. The checks are for \$100 each, drawn on the Chase National Bank of New York, and are made payable to Kellett. The name of the New Jersey Wire Cloth Co., Trenton, N. J., is printed on the checks. This party presents numerous credentials from the above named company and claims to be their district sales manager. Description: About 22 to 26 years old, six feet, wore blue suit; light gray hat; carried gray overcoat on arm. Has pleasing manner and smokes a number of cigars. Be on the lookout

## A TWO-FOLD FUNCTION

Fleischmann's Yeast has a two-fold function; it builds health for your customers and increased sales for you.

Constipation, poor complexions, faulty digestions and general debility become things of the past when Fleischmann's Yeast is eaten regularly.

We're creating a tremendous demand. Get your share of these customers and potential profits

### FLEISCHMANN'S YEAST The Fleischmann Company SERVICE



Be sure to get the package with the Windmill Trademark

When it comes to foods  
there is nothing better than  
**HOLLAND RUSK**

If you don't carry it now order a  
case from your jobber today.

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

Delicious cookie-cakes and crisp  
appetizing crackers — There is a  
Hekman food-confection for every  
meal and for every taste.



**Hekman Biscuit Co.**  
Grand Rapids, Mich.

**Putnam's**

CHRISTMAS

## HARD CANDY

A FINE LINE AT VERY ATTRACTIVE PRICES  
ORDER EARLY

AGENT FOR  
**LOWNEY'S**

CHOCOLATES

NATIONALLY ADVERTISED

NATIONAL CANDY CO., INC.  
**PUTNAM FACTORY**  
GRAND RAPIDS, MICHIGAN



for this party. If he comes to your store, have him detained and notify this office immediately.

Two new counterfeits are called to the attention of merchants by the Treasury Department, Secret Service Division, Washington.

One is a \$10 Federal Reserve note on the Federal Reserve Bank of New York; check letter "D"; face plate number indistinct; A. W. Mellon, secretary of the treasury; Frank White, treasurer of the United States; portrait of Jackson. This note is printed from photographic plates, and has red and blue lines to imitate the silk fiber of the genuine. No attempt has been made to color the seal or numbers on the face of the note, and the back has had water color or some other substance applied to the printed portion, which in many places completely covers the fine lines of the engraving.

The other is a \$10 National bank note, is on the First National Bank of Superior, Wis., check letter "A"; W. T. Vernon, register of the treasury; Charles H. Treat, treasurer of the United States; portrait of McKinley. This counterfeit is printed from photo process plates, on two pieces of paper between which some short pieces of heavy silk thread which have been used to imitate the silk fiber of the genuine. The specimen at hand bears Treasury No. H138052 and bank No. 17501. The treasury seal is missing from the note.

"The two above-described counterfeits are apparently the work of amateurs, and any one accustomed to handling money should readily detect them," says W. H. Moran, chief.

Pontiac, Dec. 8—I'll consider it a great favor if you will give me some advice about the new two million dollar McFadden Publishing Corporation. Do you consider it a safe investment?

B. U.

We are reluctant to express opinions on investments in publishing houses. We have never done so except when it seemed that the welfare of our subscribers demanded it. The periodical publishing business is like a profession. It depends on individuals. It often takes years of hard struggle to build it up. It may then be prosperous for a time but we have never known a strong successful publishing house to sell its stock to its subscribers. The relation between publisher and subscriber is intimate and confidential, and the conservative publisher is unwilling to capitalize the good will of his friends in inducing them to an investment in which he himself is interested. In any particular case it is impossible to predict in advance what the result will be, but it is proper to say that the past record, insofar as it has come under our observation, subscribers who have yielded to the importunities of publishers to invest money in stocks and other securities of the publisher, have invariably suffered financially, and in most cases have lost all.

No matter how important or how unimportant your business in the community, you should make it a point to take part in all public activities and share the civic responsibilities.

#### A Letter to Dad.

I am writing this to you though you have been dead thirty years.

I feel that I must say some things to you, things I didn't know when I was a boy in your home and things I was too stupid to say.

It is only now, after passing through the long, hard school of years, only now, when my own hair is gray, that I understand how you felt.

I must have been a bitter trial to you. I believed my own petty wisdom, and I know how ridiculous it was, compared to that calm, ripe, wholesome wisdom of yours.

Most of all, I want to confess my worst sin against you. It was the feeling I had that you "did not understand."

When I look back over it now, I know that you did understand. You understood me better than I did myself. Your wisdom flowed around mine like the ocean around an island.

And how patient you were with me! How full of long suffering and kindness.

And how pathetic, it now comes home to me, were your efforts to get close to me, to win my confidence, to be my pal!

I wouldn't let you. I couldn't. What was it that held me aloof? I didn't know. But it is tragic—that wall that rises between a boy and his father, and their frantic attempts to see through it and climb over.

I wish you were here now, across the table from me just for an hour, so that I could tell you how there's no wall any more; I understand now, Dad, and God, how I love you and wish I could go back and be your boy again.

I know how I could make you happy every day. I know how you felt.

It took a good many years for this prodigal son—and all sons are in a measure prodigal—to come to himself. I've come. I see it all now. I know what a rich and priceless thing, and one least understood, is that mighty love and tenderness and craving to help which a father feels toward his boy. For I have a boy of my own.

And it is he that makes me want to go back to you, get down on my knees to you and ask you to hear me, Dad, and believe me.

#### Next Session of Michigan Board of Pharmacy.

Lansing, Dec. 5—The Board of Pharmacy will hold a meeting for the examination of candidates for registration at the Cass technical high school, Detroit, Tuesday, Wednesday and Thursday, Jan. 20, 21 and 22, beginning at 9 o'clock a. m. of the 20th. All candidates must be present at that hour. Applications must be filed with the director at least ten days before the examination.

Applications for examination and blank forms of affidavits for practical or college experience furnished on request.

Fee for registered pharmacist, \$15; fee for registered assistant pharmacist, \$10. Fee for re-examination: Registered pharmacist, \$3; registered assistant pharmacist, \$2. There is also a certificate fee after passing: Registered pharmacist, \$15; registered assistant pharmacist, \$10.

The next examination will be held in Grand Rapids on March 17, 18, 19, 1925. H. H. Hoffman, Director.



## Inside information

From the first swallow of SEAL BRAND COFFEE your customers get "inside information" that they are drinking the finest blend money can buy.

The first sale usually means a steady customer.

CHASE & SANBORN  
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## 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



**MILLINERY SALESMANSHIP.**

The average millinery store is probably losing more sales needlessly every day than it makes, and the reason is inefficient salesmanship. This situation can be remedied, according to recognized authorities on retail trade matters, and will be by the successful store of the future. Before it can be properly approached and handled, however, these authorities agree that retail millinery establishments must have their course of activity charted in advance, so that the importance of good salesmanship will be emphasized properly.

Many millinery store executives apparently do not understand the nature of the merchandise they handle and have no definitely outlined policy for the conduct of their business. Many of them are opportunists. They are unable to interpret or understand that a temporary condition is only part and parcel of a longer period of time. They become easily worried over conditions and they readily succumb to the temptation of the present. Then, in a moment of panic-stricken effort, they do things that spell lack of profits in the millinery business.

The advertising of millinery stores does not seem to be planned in such a way as to back up good sales effort. Just look at the average millinery advertisement. Instead of creating a demand for, and supporting the sale of, new hats at regular prices, the big advertising and selling efforts are put on clearance sales. As a result of this condition, a saleswoman has to sell three or four hats in order to obtain the same gross profit which might be secured by the sale of one hat at a regular price.

Some of our millinery establishments have not as yet realized the advantage of operating on a one-price basis. Such a store is its own worst enemy, and it is an indictment of our business organizations that the two-price store hasn't yet been educated out of existence. Yet it is a positive fact that a real saleswoman would not sell merchandise unless she was backed up with a one-price policy.

When a millinery store advertises "Up to \$25 Values" for \$2, it is placing the stigma of profiteering both on itself and its saleswomen. No member of the consuming public believes that the store does not make money on the hats sold, notwithstanding the wide divergence between the advertised value and the sale price.

Millinery has a reputation already with the public of being sold at a long profit. Exaggerated comparative prices throw fuel on the fire, and thus increase sales resistance. Offers made to the public advertisement such as "Choice of any hat in the house at \$2," read like overall or toothbrush advertisements. Such advertising does not sell millinery, even though it may move the stock. A profitable millinery business is not built upon that kind of publicity.

Millinery requires, in the highest degree, proficiency in salesmanship. The millinery saleswoman should not only be good at selling, but should have a true idea of style, a balanced sense of proportion and a cultured feeling of the fitness of things. The

education of millinery saleswomen is naturally beset with difficulties, but is possible of accomplishment. The store that doesn't try its hand at this improvement during the next few years will be numbered among the commercial fatalities.

**ENORMOUS HOLIDAY TRADE.**

Mercantile business in most of its aspects last week was a repetition of the week before. Its main feature was the immense holiday buying at retail, which, taking the country as a whole, has exceeded anything of the kind in recent years as regards both volume and variety. From the dollars and cents standpoint, the season is expected to be ahead even of the extravagant silk-shirt-buying period of war-time, though showing much more discrimination in the purchases. As a consequence, retailers in general promise to be in a good position to buy and pay for goods later on. Following the present seasonal sales will come the special and clearance ones, and there are already evidences that these will be well patronized. In them price will be the main thing featured, which may prove a drawback toward obtaining higher prices for the regular offerings later. It is to be noted, however, that no claim is made that all prices are to advance. In the textiles, for instance, cottons should be cheaper rather than dearer. In silks there is nothing yet to show the need of charging more for fabrics, and the same is true of artificial silk, the use of which is extending rapidly. Leather goods may show some advances, and so, possibly, may some other merchandise lines where the element of high raw material costs come in. This is notably the case with regard to woollens. Rises due to increased labor wage scales are not probable. The tendency is rather toward lowering than lifting wages of operatives as part of the general trend of readjustment.

Jobbing markets are not expected to show a great deal of activity at this time of year. Inventory work and that of preparing for balancing accounts for the twelvemonth bring about a kind of breaching spell for the time being. After the first fortnight in January jobbers will come to market with a line on what may be expected of retailers and be prepared to secure the supplies needed. While it is not expected that they will put in orders in the volume customary a half dozen years or so ago, it is confidently believed that these will be on a rather more liberal scale than has been the case recently. This is based on the general betterment of conditions throughout the country, which seems to call for larger demand for commodities in general use. It is also prompted somewhat by the changed attitude of producers in several desirable lines who had been put at a disadvantage by the hand-to-mouth method of buying in vogue and who have announced their purpose not to keep on manufacturing on the chance of getting orders whenever buyers feel like giving them. A fair amount of initial orders is what they expect as a matter of justice so that they shall not be expected to take all the risks and to provide the capital for the benefit

of buyers. While this is especially true of the makers of apparel of divers kinds, it is also more or less the case with those manufacturing fabrics of one variety or another. Every one concedes they have a good argument on their side. The only point in doubt is whether they will abide by what they consider the right.

**COTTON PRICE STABLE.**

Spinners are apparently of the opinion that raw cotton prices have reached sufficient stability to warrant planning ahead and are little concerned with the minor fluctuations shown in the quotations from day to day. Even the figures of cotton ginned up to Dec. 13, issued by the Census Bureau Dec. 22, and showing the remarkable total of 12,796,216 bales, had little effect on such quotations. There is, however, much room for improvement in the operation of cotton mills, especially the Eastern ones. Where resumption of operations in the latter have occurred it has usually been to the accompaniment of reduced wages, and it is only a question of time before lowered wage scales will be universal. The latest batch of mills to adopt the reduced scales are those of Lowell, Mass., which will operate on a 10 per cent. cut beginning Dec. 29. Orders for fabrics are being taken for several months of the new year. One day during the past week an exceptionally large number for printcloths was put in for delivery during January and February, but in the main business is seasonably quiet. Prices for gray goods are keeping quite firm. A general opening of napped goods took place during the week, with prices showing a reduction of a cent a yard. Only a fair amount of business was done in these goods, which are expected to show up better after the turn of the year. Openings have also taken place of heavyweight underwear made by Northern mills. The prices are reduced from those of last season just as were those of the Southern lines. Trading in the goods is light as yet, but the prospects appear excellent. In colored fabrics percales appear to be doing well and, considering the time of year, other finished goods are moving about as actively as could be expected. Hosiery is also giving a good account of itself.

Americans have always looked upon the English as enthusiastic supporters of Government ownership, especially those enterprises embraced in the electrical utilities group. However, the present-day trend there is to get away from public ownership. Recently a committee of engineers and men in public life and with David Lloyd George as chairman was appointed to solve some of Great Britain's economic problems. Among other things it recommended that the country at once bring about the development of a nation-wide electrical system, somewhat like the proposed superpower system for the United States, but it also recommends private management, because, as the committee says: Experience is overwhelming against the successful administration of a business enterprise by a bureaucracy."

**SITUATION IN WOOL.**

As was to be expected, weakness has been shown in certain foreign wool markets. The maintenance of the high prices, in view of the quantities ready to be marketed and the lessening of the demand, was a little too much of a task. In New Zealand the auction sales wound up with reductions from the former high prices. A number of auctions are scheduled for next month, and the results of these will be watched with interest by the manufacturers of woollens. Wool circles continue to be perturbed by the conclusions expressed by William Goldman of New York City in his remarks at the annual meeting of the American Association of Woolen and Worsted Manufacturers. Putting together the world's wool production and consumption for several years back, he reasoned out that there remained about two and one-half years' supply unaccounted for. The most usual rejoinder to this has been a request for him to produce the wool, which seems hardly fair under the circumstances. The great difficulty in the wool situation is the entire absence of any reliable statistics. It is not possible to give really definite and positive figures even of the production and consumption of the material in this country, let alone any other. The goods market is without special feature at the moment. Spring buying of men's fabrics has not been particularly good. In women's wear lines a fair movement continues on specialties. Guessing is rife as to the prices that will be made at the heavy-weight openings next month. The general opinion is that the increases at the start will not be as large as was first thought, whatever may happen afterward.

Manufactures turned out by the factories of the United States last year seem likely to aggregate \$60,000,000,000, or two and one-half times as much as in 1914, five times as much as in 1900 and ten times as much as in 1880. Basing an estimate on the census returns for 1923 of 109 industries, the National City Bank asserts that these 109 industries showed their output 52 per cent. greater in value than in the returns of 1921, while the estimated number of wage earners showed an increase of 34 per cent. The \$60,000,000,000 figure makes an interesting contrast with that of the year 1850, for which there is said to be the first official record of the country's manufactures, and which totaled \$1,019,000,000.

These comparisons of manufacturing figures spread over a period of nearly three-quarters of a century and give some interesting sidelights on the value of foreign trade to American industrial progress. In 1850 the value of the manufactures exported was \$23,224,000, and in 1923 it was \$2,042,000,000. The value of the manufactures exported in 1923 was approximately eighty-eight times as much as 1850, while the value of production in 1923 is apparently about fifty-eight times as much as in 1850, suggesting that manufacturing concerns in the United States are increasing the share of their outturn for foreign markets.



### Some Men I Have Known in the Past.

One of the most popular men in Grand Rapids fifty years ago was Rev. Patrick J. McManus, known to nearly everyone as "Father Mac." He came to Grand Rapids in 1872 to engage in the work of ministering to the old-established Catholic congregation of St. Andrews church. The city was young in those days and much of the Catholic population of the city was located on the West side, where St. James and St. Mary's churches were already well grounded; but Father Mac's magnetic personality and patient and persistent industry enabled him to make additions of faithful followers and loyal adherents to the church membership. It was a common saying in those days that Father Mac could see a rich man across the street, but that he could recognize a housemaid three blocks away. He was the most democratic priest who ever graced Grand Rapids with his presence and as a mixer he was head and shoulders above any other priest I have ever known. He was first and foremost in every movement for the public good, whether it originated with Catholics or Protestants. His closest personal friend was the Rev. J. Morgan Smith, who served Park Congregational church as pastor for twenty-five years. They read together every new book of importance, discussing its merits and decided on the position it should occupy in the world of literature. They smoked together and played poker together. They always appeared on the street arm in arm. For several years Mr. Smith furnished a regular weekly contribution to the Sunday edition of the Daily Times, entitled Old Gentlemen's Column. The contributions were made up of animated conversations between the "Old Gentlemen" and his consort, whom he designated as "My Quiet Wife." When Mr. Smith was ill or away from home, Father Mac took his friend's place as narrator. I was employed on the editorial staff of the Times in those days and well remember the good natured chaffing I used to indulge in at the expense of Father Mac over his delineation of the character of "My Quiet Wife." Occasionally I would ask him what a priest was supposed to know about quiet wives. He always replied, "A priest is supposed to know everything, my boy, and we have to assume that attitude in our relations to the people, whether it is true or not."

It is frequently remarked that Rome never makes mistakes, but she certainly slipped a cog when she made Henry Joseph Richter the first bishop of the new Grand Rapids diocese, instead of Father Mac, who was in every way fitted to discharge the duties of that high office in a manner befitting its dignity and importance. Under Father Mac the unfortunate differences with Protestant leaders which were fomented during the Richter regime, as well as the racial conflicts within the church, would never have been tolerated. He would have constructed Catholic churches wherever needed largely with Protestant money, because the bigness of his heart and the broadness of his vision swept aside all religious hair splitting and made all

men brothers in the work of bringing about the moral uplift of the people. Love for Father Mac and interest in his undertakings developed to such an extent that no one ever refused his request for financial assistance. In most cases contributors did not even enquire what use would be made of the money. He possessed the confidence of all classes to such an extent that anything he wanted was immediately forthcoming. On one occasion he met one of our wealthiest citizens in the Times office and engaged him in conversation. On rising to go, he said, "By the way, we need some help this month for the Little Sisters of the Poor. Can you do anything for the old people?"

The man thus appealed to was an out and out agnostic, but he shared the universal love and respect which everyone felt for the sturdy Irish priest, whipped out his check book, signed a check in blank and handed it to Father Mac with the remark, "You know my circumstances. Fill in any amount you think I ought to give and I'll see the money is on hand to pay the check when it is presented at the bank."

I asked the gentleman afterwards how much Father Mac drew on him for. He replied, "Just half what I thought he would take. He tapped me for only \$500. But he's a wise guy. He left the matter so he could come to me again some time."

Father Mac had an eye for the beautiful and would have so planned the new church, educational and hospital buildings erected in the diocese that they would have been ornate, instead of ugly piles of brick and mortar, as altogether too many of them are. I never pass the beautiful Catholic church in Hastings, constructed entirely of uncut native field stone, without thinking what a joy it would have been to Father Mac to witness such a revelation of beauty. I have not the pleasure of an acquaintance with the priest who is responsible for this beautiful edifice, but I would be willing to wager my last dollar that he has the soul of an artist and that his influence and example as a religious leader does not suffer by reason of such a rare possession.

One thing that greatly annoyed Father Mac was the unkept condition of most of the Catholic cemeteries. He frequently referred to this condition, which is also a source of much regret to Bishop Kelly. The latter has entered into an arrangement with the city of Grand Rapids to remedy this defect, at least so far as one cemetery is concerned. It is to be hoped that the Grand Rapids experiment will be so satisfactory that the plan will be generally adopted.

I have been permitted to live so long that I have now more friends on the Other Side than I have in this world. I confidently look forward to a joyous reunion some of these days and one of the first persons I propose to seek on the Other Shore is my big brained and large hearted friend, Father Mac.

E. A. Stowe.

The employe who seeks to shirk the responsibility for his mistakes is making a second mistake.

### Additional Details of Life of Charles L. Moody.

Petoskey, Dec. 18, 1924—I am giving you some data on the life of Charles Leslie Moody, who died at Pellston, Dec. 15, 1924. Born at Malone, N. Y., March 14, 1855, one of ten children born to William and Almira Moody. Moved to Pentwater, Mich., where he became connected with the Sands & Maxwell Lumber Co., managing the store for twenty years. Married to Abbie C. Webb Dec. 16, 1876. Three girls and one boy survive, Mrs. Moody having died Sept. 3, 1907.

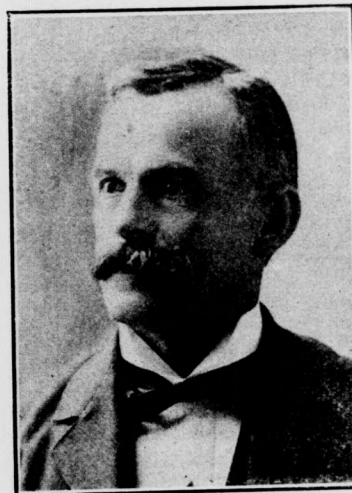
In November, 1903 Mr. Moody with his son-in-law, F. P. Geiken, engaged in the mercantile business at Pellston as the Pellston Mercantile Co., which business they have conducted continuously since.

I was unable to secure a late picture of Mr. Moody, however, am enclosing a sketch which you published in the Tradesman in 1900. You may have this picture in your files.

Thomas J. Bailey.

The biography referred to was as follows:

It is a statement as trite as it is true that "there is no better land outdoors than that within the borders of the Empire State," Franklin county, to the North of the Adirondacks—a synonym for the widely picturesque in the heart of civilization—cradles the town of



Charles Leslie Moody.

Malone, and there in 1855 the subject of this sketch was born. His father, a contractor, saw to it that the childish feet should early find the way to the school house, and the same parental care during the years of mental training let no grass grow in the path leading straight from the home door to the people's college.

When that institution had done its work and the boy was ready for his struggle with the world, there was no better place for him to begin that struggle than right there at home. So the path was turned from the school house to the workshop and, bending the same energies that had made his school life a pronounced success to the calling that destiny brought to his hands, he found the work so satisfying and his environment so much to his liking that he remained in the shop with his father until he had seen his twenty-fifth birthday.

Then a change came. Sands & Maxwell, of Pentwater, wanted just the kind of man Mr. Moody is known to be and wanted him so much that the inducement offered was large enough to accomplish their object. That is nothing new nor remarkable in the realm of business; but it is both, as well as unusual, for a man in these days to be found so thoroughly the right man in the right place as to stay in that place for twenty years. These long terms of service mean much. In the first place there is a mutual ap-

preciation, a condition of things in these days not too common. In the second place it shows a growing out of the narrow sphere into a larger one with a gradual loosening from the old surroundings as the new ones insist upon what belongs to them. This is nature's way and, when a commercial life copies hers, there are few mistakes made.

During the twenty years passed in the general store of Sands & Maxwell, Mr. Moody naturally grew into the business, and then grew out of it into a larger world with greater opportunities and responsibilities. This world he has found with J. G. Flint, of Milwaukee, with whom he has been associated as Western Michigan salesman since July 1.

In 1876 Mr. Moody was married to Miss Abby C. Webb, of Pentwater. Three girls and one boy have blessed the union, the latter being now twelve years old. The family is located at Holland, in order that the children may enjoy the well-known educational advantages of that town, and there, in one of the pleasantest homes of the Peninsular State, is realized all that is meant by "the dearest spot on the earth."

Mr. Moody is an attendant of the Methodist church. He belongs to the Blue Lodge, Chapter and Council of the Masonic order, and is also a Woodman.

### Preposterous Situation.

Kalamazoo, Dec. 22—I note your statement in the Tradesman of Dec. 17 that the numerical strength of labor unionists has shrunk more than 40 per cent. since 1920, being now only 2,865,979.

To me it seems preposterous that a little bunch of slovens and incompetents (no one ever heard of a competent workman joining a labor union except under compulsion) should assume to dictate terms and conditions to 100,000,000 free Americans; yet this little assortment of malcontents and trouble makers set themselves up as rulers and propose to tell the great majority of the people where they shall buy their breeches and their beefsteak; where they shall get their printing done; what papers they shall read and advertise in; what materials they shall use in the construction of their homes and churches; in short, they assume to act as supreme dictators and threaten to punish those who do not comply with their demands with the torch of the incendiary and the bludgeon of the assassin.

Was there ever such a ridiculous situation presented at any stage of the world when one man sets himself up as an autocrat to tell thirty-three other men how they shall live and the conditions under which they shall breathe and eat and work?

To me it is the most preposterous situation ever presented.

W. A. Smith.

### Another Fire Place Motto.

Chicago, Dec. 15—A friend has handed me a copy of the Tradesman of Oct. 29, bearing on the front cover a list of mottoes adapted for use on fireplaces. Your collection is the first compilation I have ever had brought to my attention, but you have certainly overlooked one motto which is worthy of a place of honor in your compendium. It is as follows:

Old books to read,  
Old wood to burn,  
Old wine to drink,  
Old friends to trust.

Of course, Mr. Volstead might object to one line of the quatrain, but the objection will be removed when it is recalled that the wine referred to was old when the law went into effect, so that its use at this time is sanctioned by law.

Jo. Anderson.

Tact beats a tack in handling a family.





### Colored Lighting Effects of Much Value.

The use of colored lighting effects, particularly effective for the display of footwear, should be thoroughly studied and applied by shoe merchants as a means of enhancing the attractiveness of their window displays, according to a number of leading display managers and authorities on lighting.

Colored lighting will do for the shoe merchant what it has done for jewelers, clothiers, automobile dealers and department stores throughout the country, who, realizing its possibilities, have used to excellent advantage colored lighting effects which have proven magnets in drawing larger patronage and new business to their establishments.

Repeated efforts have been made by shoe merchants in many cities to dress their windows more effectively by the use of colored lights. Those who adopted this method of lighting after a careful study of color contrasts and means of producing the same, are sold on the idea and their windows stand out above their competitors.

There are a legion of others, however, who unsuccessful in their efforts to produce colored lighting effects, throw up their hands in disgust and cry "Nothing doing; it just can't be done." At all future demonstrations of colored lighting he is a disinterested listener.

Proper blending when two or more colors are used, with the thought that artists to produce a color, blend primary colors together, must be applied by the shoe merchant when two color rays are blended. Ordinary white light is made up of many colored rays, as one may detect by holding a glass prism to the light in which almost every color imaginable may be seen.

Therefore, it is well to experiment different colors when they are to be used. This is especially necessary when colored lights are to be used on the delicate shaded fabrics, and it is impossible to tell just how the different colors will affect them on account of the dye-stuffs that are used.

When displaying merchandise of a golden red or brown shade a light tinged with a little yellow will add greatly to the warmth and richness of the display. Under a plain light these colors lose much of their richness.

When displaying white merchandise a pale, blue-green light will enhance the display, due to the fact that this colored light will absorb the foreign red and yellow rays that exist in white.

This color does not hold good when wax figures are used in the display as it usually produces a ghostly appearance on them. Rose and yellow will

make the figure appear very natural. Red amber or orange will kill all flesh tints.

During the winter months, if it is desired to produce an outdoor effect, it is a good idea to use a blue-green light to illuminate the display. This color brings out a sort of zero or cold weather appearance.

In the summer time a yellow light, with a touch of blue, will make that much-sought sunshine effect. This combination is especially good for beach scenes and the like.

### Getting Ready For Inventory in the Shoe Store.

How thoroughly the stock is cleaned at the end of each season determines how well the merchant can merchandise the season to come. Every dollar tied up in stagnant or slow selling merchandise results in so much less buying power.

Merchants who have many years' experience know that they sometimes suffer because they have not a hundred pairs of a live selling number. The reason often is because money is tied up in one hundred pairs that are not moving. In short, the store's stock is too "high."

Holding on to slow-selling merchandise is useless and such a condition allowed to extend over a few seasons puts the merchant in the position of having considerable capital tied up. He cannot buy to compete with his competitors who are better merchants. Finally, bills cannot be paid, sales fall off, and disaster is at the door. Facing the facts squarely and taking the losses thoroughly each season is a decision that often makes the difference between a good merchant and poor one. Hoping against hope and holding on to bad buys can be compared to the ostrich who sticks his head in the sand and thinks no one can see him.

There isn't any better way to take a thorough inventory than to lay out a shoe of every style in the store with a slip giving the sizes on each lot. Most merchants who do this will likely have considerable conceit taken out of them. This review of failures in buying and selling will start the average merchant thinking.

When the stock is inspected on a quiet evening behind locked doors, each number can be studied as to its salability and the possibility of selling it at regular prices. Some numbers, similar in style, but at different prices can be grouped together at one price and the stock re-arranged. P. M.'s can be put on shoes where they will do the most good. Others can be condemned and marked at their true sale value. Reprice the stock at what it can be sold and take a fresh start.

At such times many merchants put

ends of lines in one section with a P. M. on each shoe and drill the sales-force to go to this section first when making a sale to see if there isn't a style and size there meeting the customer's demands. The element of human nature as it exists in the selling force has much to do with the salability of shoes. Many always go for the new styles when sizes are complete it is "easier" to make a sale under such conditions. It is up to the merchant to "sell" the idea to his selling force that cleaning up lines at a profit is the best road to profits. Inventory time is the logical time to get them interested in the problem and to make a better effort the coming season. It is then possible to put the evidence of poor cleaning up before them.

Buying and selling are linked to-

gether as the cause for profit or loss. Getting ready for inventory should be made an event for both the merchant and the salesforce. The evidence of bad buying or bad selling is revealed. It can be made a stepping stone to better work in the future.—Shoe Retailer.

The railroad industry has borrowed a leaf from the automobile industry's book. What is believed to be the most modern dining car now in operation on any railroad in the United States is attached to the Pennsylvania's Broadway Limited, running between New York and Chicago. Grease cups on the trucks of this car have given way to an oiling system like that on automobiles. This is an innovation in the lubrication of roller bearings on railway car axles.

## Price Protection on Rubber Footwear

### A FORECAST

Prosperity is in the air. The pulse of business fairly tingles with it. The year 1925 is about to dawn, and everyone is ready to greet it in hope and confidence.

But, prosperity brings higher prices.

Crude rubber has advanced, and is now 50% higher than a year ago at this time.

Woolens are climbing, the market being very stiff.

January first of each year seems to be the date generally accepted on which any changes in rubber footwear are announced. With all materials entering into the manufacture of rubber footwear higher than they have been for some time, is it not reasonable to expect higher prices?

Then, is it not wisdom to anticipate just as far as possible your needs for the next two or three months? Let us ship the goods immediately at today's prices. It is hard for a retailer to pass small advances on to his customers; yet a few cents a pair advance to him will materially reduce his profits.

We have no authority outside of our own best judgment on which to base this advice, but we conscientiously say that we believe that orders placed now, before January first, will mean dollars saved for you.

**HIRTH-KRAUSE CO.**  
**GLOVE BRAND RUBBERS**  
GRAND RAPIDS, MICH.



### Spreading the Gospel of Community Spirit.

Sunbury, Dec. 22—Is it worth while to advertise friendliness as a merchandising commodity? Merchant-members of the Sunbury, Pa., Chamber of Commerce emphatically and enthusiastically contend it is. And, they will add, they can prove their contention.

Within the last few weeks the fifty or more leading merchants of Sunbury who comprise the Merchants' Council of the Chamber of Commerce completed an advertising campaign unique in its conception and extraordinarily successful in the results obtained. And the campaign was based, if you please, on Sunbury's "community spirit of neighborliness." An unusual keynote.

Attempted as an experiment in community advertising it has proven more far-reaching in its scope and influence than was anticipated by the Council when the plan was adopted. For it not only has netted tangible returns from the thousands of patrons in the city's contiguous trade territory but it has centered attention on Sunbury on a scale which no previous publicity effort of the city has ever been able to attain.

The campaign consisted of a series of ten original "heart-to-heart" messages from merchant to patron. "Neighborliness" was the theme of every advertisement. In each talk the merchant referred to current affairs, discussing them as one neighbor, rather than merchant, would discuss those matters with another neighbor rather than patron.

The neighborly attitude was illustrated by the simple act of borrowing a neighborly cup of sugar. As the initial message suggested, "When you must borrow a cup of sugar, or the use of the telephone or a little gas for the car, why do you unhesitatingly appeal to your neighbor?" Following this idea throughout the remaining nine messages of the series, the advertisements discussed in a congenial way the similarity of the relations existing between the merchants of Sunbury and their patrons. Quick, efficient service, the unquestionable character of the commodity, the fact that the paved road was merely a lessening of the "neighborhood fence" of distance, the personal element in the transaction as exemplified by courteous, friendly clerks—these features of neighborly intercourse were compared to the fundamentals of next-door-neighbor relationship.

While each of the ten advertisements told its own story, the continuity of the theme was followed throughout. The campaign covered a period of ten weeks and ten newspapers—eight weeklies and the two Sunbury dailies of the trade territory—were the mediums. The same advertisement was published simultaneously in each paper each week. The entire district thus was covered intensively and frequently enough to create a maximum interest among the shopping public.

That the weekly messages might appear to more effective advantage—in other words, that the readers would learn to seek the advertisements from week to week—the typographical make-up of the ten was identical and each newspaper co-operated week after week by placing the advertisement in the same position on the same page. The body of the advertisement was set in double-leaded 10-point type with heads in 14-point cap letters and the signature "The Merchants of Sunbury" in caps and lower-case of the same point. They were all three newspaper columns in width and ten inches deep.

With the "cup of sugar" as the basic theme, the merchants in order discussed the good roads' problem, the girls' and boys' potato club, the farm products' show, the style shows, the various sales days, the farmers' picnic and concluded with a special message to the youngsters. Of course, the

"talks" were local in their application. The cost per merchant was surprisingly small. The total cost for the one hundred issues—ten advertisements in ten newspapers—was approximately \$500. And the sum was subscribed by the fifty merchants comprising the Merchants Council. So a little figuring will reveal the cost per advertisement per merchant. About a dollar each for every participating merchant, isn't it?

And the results to the merchants in dividually and to Sunbury as a community can't even be estimated in dollars and cents.

Is it worth while to advertise friendliness as a merchandising commodity? Sunbury merchants will emphatically and enthusiastically tell you it is.

Martin Keet,

Secretary Chamber of Commerce.

Editor's Note—Mr. Keet's very interesting description of the campaign he has conducted in Sunbury with such good results for the merchants there will not me complete without quoting at least one of the advertisements. With becoming modesty, Mr. Keet has neglected to make the just claim of authorship of the series of ten announcements. We think, after reading them, that proper credit should be accorded him. The series is an excellent example of "personal appeal." It is highly probable that merchants who wish to read it in its entirety can secure copies by writing Mr. Keet. Here, now, is the first advertisement of the series:

If You've Ever Borrowed a Cup of Sugar—

When you must borrow a cup of sugar or the use of the telephone or a little gas for the car, why do you unhesitatingly appeal to your neighbor?

Certain need exists. In due course this will be remedied by the grocer, the telephone company's service department, the filling station. But when the immediate contingency is to be met you casually call across the back-yard fence. The sugar is handed over. That's service—prompt, efficient, honest, is thus assured. Quality of the commodity is unquestioned. It isn't described in a catalogue. It comes directly from your neighbor's table. That's efficiency.

Possibly you never gave more than a passing thought as to why you turn to your neighbor. Yet the motive that prompts your action is natural enough. You realize that your neighbor will readily understand that in some way a cog has slipped in the operation of your domestic machinery. And your appeal is productive of results. Coupled with this is the mutual appreciation of the attribute of reciprocity. Were the situation reversed the same prompt, efficient and honest service could be expected of you. Its the expression of that human feeling of one, who having lived among strangers, returns again to his own people.

It's the spirit of neighborliness. And that is the thought and spirit in which this and the other little messages of the kind that are to follow will go to you who may come into our stores and places of business.

After all, we've lived and transacted business together long enough to look upon one another as more than mere merchant and patron. We're neighbors. We feel that the better acquainted we become, the better neighbors we'll be. For service—prompt, efficient, honest—is essential to true neighborliness. And that's the kind of service we sincerely offer and promise to you.

We want to be more neighborly. Thank you.

The Merchants of Sunbury.

### Two Ideas That Sold Shoes.

The first was a shoe merchant who regularly encloses some attractive little leaflet with each month's statements. One is the license fees for different makes of cars in his province. Another was a little slip, 3¼ by 6¼, which featured hunting boots on one side, and on the other a digest of the game laws in his province. The man who gets this will know whether he is interested in hunting or fishing. The main feature is that a man keeps this slip for the information it contains, and he also keeps the merchant's advertisement, says the Winnipeg Commercial.

The second was the distinctive advertising of a shoe store, which has been most successful in advertising sets of shoes. One advertisement, of which there were series, read: "Two pairs of shoes, worn alternately, will

outlast three pairs worn consecutively." Then it went on to say that:

A woman should own—

A pair of kidskin shoes for general wear.

A pair of shiny leather shoes for dress.

A pair of gun metal shoes for heavier wear.

A man should have—

A pair of calfskin or kidskin shoes for general use.

A pair of shiny leather shoes for dress.

A pair of storm shoes for rough days.

### He Ought To Know.

Mr. Blank, in characterizing a former employe and at present a rival and competitor, said: "Why, he's a sharper, a thief and a liar and I taught him all he knows."

## Herold-Bertsch Shoes

SCOTCH GRAIN,



BROGUE STYLE

STILL GOING STRONG!



A Stormwelt Scotch Grain Oxford makes an ideal shoe for winter.

We carry Scotch Grain Oxfords in Black, Stock Number 983 and Brown, Stock Number 982, popular Campus last, soft tip, heavy sole with waterproof liner.

We make Scotch Grain Oxfords to order with Stormwelt which protects the shoe from dirt and moisture and makes a splendid shoe for wet weather. The H. B. Scotch Grain will find favor with your customers.

HEROLD-BERTSCH SHOE COMPANY

Grand Rapids

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AUTOMATIC 4267

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### Odd and Intimate Comment on Business Events.

Each year the consumption of electricity throughout the world has been showing a remarkable increase, due mainly to the growth of the industry in this country. It is estimated that the 1925 consumption will exceed 125,000,000,000 kilowatts, of which from 15 to 20 per cent. will be used for lighting purposes and from 80 to 85 per cent. in industrial activities. In connection with the increased use of electrical energy authorities consider it of more than passing interest that the United States produces and consumes one-half of the world's total. In other words, in this country there is used as much electricity as all the rest of the world put together.

Paint and varnish industry has made great strides in simplification in recent years. By co-operative work between dealers, jobbers, manufacturers and the Department of Commerce, two and three pound cans are to be eliminated; all sizes less than gallons are to be eliminated in barn paint, roof paint and shingle paint, and the elimination of oblong or square varnish cans in certain cases in sizes smaller than one-half gallon has been decreed.

It has not been so many years that Walter O. Briggs, of Detroit, left the railroad business in his capacity as a director of car repairs to enter the automobile business. He did so because a friend had a place for a man who could figure costs and stop leaks, both unheard of things in the early days of automobile making. It was here that the principles he learned in the railroad service—"watching the pennies"—served him in good stead. To-day the Briggs Manufacturing Company, of which he is the owner and directing force, is the third largest employer of labor in Detroit. It is one of the largest factors in the automobile body-building business.

What is asserted by its owners to be the largest clock in the world now graces the Jersey City factory of Colgate & Co. It has a diameter across the dial of 50 feet. The minute hand is 38 feet 3 inches long and the hour hand 27 feet 6 inches. The aggregate weight of the hands is 3925 pounds. More than 200 electric lamps placed at regular distances on the hands provide adequate illumination. It is wound by a one-quarter-horse power electric motor.

There's no pleasing everybody. When Calvin Coolidge went out to Chicago a while back to see the prize steers, high school horses and fatted

sheep he traveled in one of the regular sleeping cars, instead of on a special train or even in a private car. President Coolidge was saving a few hundred dollars of the taxpayers' money. A good many people approved. A good many did not. The other night the President gave his Cabinet a dinner. It has been the practice on such occasions to bring an expensive caterer to the White House to prepare the meal. The Cabinet ate a dinner prepared by the regular White House chef. Washington is not used to economy in high places. The capital is considerably exercised about the carryings on of the White House folk. If the Coolidges are not careful they are going to get themselves talked about.

Whether the rank and file realized it or not, the American Federation of Labor, in choosing a new leader was standing at the parting of the ways. In the last Presidential campaign Samuel Gompers yielded reluctantly to the plan of having the Federation become a part of a labor party. The result of the election proved the wisdom of his former position and the mistake of making the change. The American workingmen belonging to the Federation refused to be herded like cattle and voted in a bloc to the personal advantage of the venal and unscrupulous men who have always kept at the forefront of the so-called labor organization. Among trade unionists these potential politicians are referred to contemptuously as "statesmen." If William Green, the new leader, rejects the old Gompers policy and insists on a labor party, the personal political ambitions of the more garrulous leaders are likely to lead the Federation down the broad way that led to the final extinction of the Knights of Labor, which in its day was more in the public eye than the Federation. Gompers' best legacy to his followers is his old policy which he saw justified a few days before he died.

Plans for the launching of a chain of retail stores by Sears, Roebuck & Co., the mail order house, are announced by C. M. Kittle, president of the company. The first store of the chain will be opened in Chicago about Feb. 2, and will be housed in what is known as the world's largest structure, the Merchandise building, at Homan avenue and Arthington street. It will be operated as a department store and will include a separate department for men. An entire block across from the establishment will be reserved as parking space for automobile shoppers. Other stores will be opened later by the company in Philadelphia, Dallas and Seattle. It is estimated by



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Peter Leestma, Manager  
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Jacob Heeringa, Manager  
Madison Square and Hall Street  
Edward L. Sikkema, Manager

East Fulton St. and Diamond Ave.  
Willis Vandenberg, Manager  
Wealthy Street and Lake Drive  
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Tony Noordewier, Manager

## The Grand Rapids Savings Bank

60,000 Satisfied Customers

Resources Over \$19,000,000

## Merry Christmas

1 9 2 4



To the world peace and  
good will!

To you and yours  
a Merry Christmas!



**GRAND RAPIDS TRUST COMPANY**

GRAND RAPIDS, MICHIGAN



Mr. Kittle that through operation of the stores the number of customers now served by catalogue sales will be increased from 9,000,000 to 12,000,000. It is understood several mail order houses have considered the operation of chain stores in connection with their regular business for about five years, but heretofore they have confined themselves to their own method of merchandising. Chain stores have been doing a huge business for some time, especially since the last national election, and this is believed to have brought the final decision of the Sears, Roebuck officials to venture into a business which, together with the mail order business, has made strides upward since the general trade improvement.

#### The Essence of Efficiency.

Efficiency is the relation between what is and what ought to be.

Efficiency means the attainment of standards.

The train that leaves on time and arrives on time is 100 per cent. efficient as to schedule.

The clerk who directs an important letter East Fulton street when it should have been West is not efficient.

The chauffeur who steps on the accelerator when he meant to use the brake is not efficient, nor considered so by the traffic policeman.

The man who shoots you with a gun he did not know was loaded is not efficient.

The nurse who gives the child cyanide of potassium when it needs epsom salts is not efficient.

The musician who strikes the wrong notes is not efficient—might spoil the effect of the whole orchestra.

The object of efficiency is to make us free.

The man who is efficient four hours a day can be free the other twenty hours; the man who is inefficient drudges the long life through.

There is a magnificent description of efficiency in the Bible. It begins in the first verse of the first chapter of the first book.

All the way through that chapter we learn that the work was good, and because it was good it was followed by rest.

It has been so ever since. The more noble the man the more efficient he has been, the better his work, the more he rests when it is completed.

Jethro, the father of Moses's wife, gave him excellent efficiency counsel—told him how to lighten his burden and deliver better work.

The Commandments contain tremendous efficiency commands. They inculcate principles instead of observances.

The Proverbs are a collection of efficiency precepts.

The feeding of the multitude is one of the greatest examples of efficiency that has ever been commemorated.

The basic formula of efficiency is the reverent formula of the Deity. His efficiency is infinite, because without supplies and without equipment by an infinite personality, the infinite is accomplished.

Competence, another word for efficiency, is one of the seven great fundamental moralities. It is as much an

obligation to be competent as to be good, or to be healthy, or to be educated.

In the sixteenth century a Japanese country boy dreamed that he could regenerate and rebuild Japan. He made his dream come true. He died supreme ruler of Japan. He conquered alone where armies had failed.

He was the first great modern teacher and preacher of efficiency.

Harrington Emerson.

#### The Cost of Running a Bank.

The year 1924 records a very large number of bank failures. For the first nine months of the year they approximated 600.

It is customary for us when considering a bank failure to attribute it to bad management, loans or investments—and I judge in many instances the inference is right. We do not as a general rule bear in mind that a bank has running expenses that must be met or its resources will be impaired. It isn't possible to set up a banking institution without the cost that good human service demands. I have reached the conclusion therefore that banks are frequently organized without a thought of the community's ability to supply the income necessary for their maintenance, that it is supposed a bank of small capital can run almost anywhere. The fallacy of this idea is being very vividly demonstrated these days, and I point out one instance in illustration.

A bank in Oklahoma recently failed. Its capital was \$10,000. Its surplus \$620 and deposits \$54,940. Presuming that its loans were at capacity and at an interest rate of 10 per cent. per annum, the income would not exceed \$6,000 a year. Was there the least prospect of such an institution succeeding? Wasn't it a bit of arrant nonsense for its organizers to spend their own money and jeopardize the money of the community in a venture that spelled failure at the very outset?

A person can do what he pleases with his own money, providing he doesn't break the law in expending it, but the many instances of bad judgment in the organizing and operation of banks wherein the monies of other people were involved make me feel very solemnly that the states should be more rigid in their banking laws and throw about their people better safeguards than are now available. We have a great deal to learn, I am sure, about banking. We haven't as a nation, begun to grasp the science of banking. We have looked upon it more as a convenience and a maker of profit than a public servant. After getting as many raps in the abdominal region as the failed banks of the past two years have given us, it seems as though we should sit up, look around, take our bearings and permit only those institutions to be organized and operated that bear within themselves the promise of success and safety if properly administered.

The cost of running a bank is very similar to the cost of running a business. The overhead of one must be provided from its profits just as much as the overhead of the other. We should quit our foolishness in the banking business. J. H. Tregoe.

## Fenton Davis & Boyle

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### Fourth National Bank

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United States Depository

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

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"By their works ye shall know them:"

### NACHTGALL MANUFACTURING COMPANY GRAND RAPIDS, MICH.

BANK, STORE & OFFICE FIXTURES

Gentlemen:

We take this opportunity to say we are thoroughly pleased with all the material you have furnished us, the artistic design and fine workmanship. We can not speak too highly of your erector who is on the job about sixteen hours a day and busy every minute. He is a competent workman and a gentleman.

Yours Very Truly,

THE BELLEVUE STATE BANK,  
C. D. Kimberly, Cashier.

## Grand Rapids National Bank

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

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

Combined Capital, Surplus and Undivided Profits over

**\$1,450,000**

**GRAND RAPIDS NATIONAL BANK**

GRAND RAPIDS, MICH.

## THE CITY NATIONAL BANK

of Lansing, Mich.

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

"OLDEST BANK IN LANSING"



**The Thievery of the Flames.\***

It is not my intention to present for your consideration formal arguments. To convince people that burglary is wrong does not require an excursion into the realms of logic; instinctively we know it to be wrong and we take every means to stop it. Likewise, in a very real sense, our gigantic loss of life, health and wealth by fire is theft—the thievery of the flames—and it, too, must be checked.

Fire loss is theft, but it is theft with a difference, and this difference is all-important. Consider for a minute: Money stolen from you or me remains in circulation, does it not? Hence the loss is yours or mine only, not the Nation's. If, on the other hand, we suffer a loss from fire, not only ourselves are the losers but the country as a whole and all its people share in that loss.

Moreover, this kind of thievery results in a loss that is not temporary, but permanent. Let there be no mistake about that. It is a wastage of finished products—of houses, of personal belongings, of stores of merchandise and commodities—many of which can be replaced, if at all, only by drawing upon a steadily diminishing supply of raw material. Fire loss can never be restored, in the true sense of the word; what is destroyed by the flames is gone forever.

Lately we have been reading of the successful efforts of a foreign scientist to transmute quicksilver into gold. Where, though, shall we find the alchemic wizard who can change a cloud of smoke and ashes back into a dwelling? He does not live and he never will. So, then, we see that fire is a thief of the worst possible kind, for it steals from the past, from the present and from the future of our great land, and what it steals does not return to us.

Last year, in this country, fire stole 15,000 useful human beings. Such a paying out of innocent life is a dreadful thing for a people to contemplate, a people at peace within and without their borders. And it does not become the pleasanter when we reflect further, as we must, that this sacrifice was all to less than no purpose.

Further than this, in money, in cold hard cash, invested in improved property, fire took from us a total of \$508,000,000. This—think of it!—is more than \$16 a second. If you would realize what this means, draw out your watch and observe the second hand racing around the dial. As it completes the circuit and registers one minute, just say to yourself, "Another thousand gone up in smoke." Certainly this—I confess it—is a pace which staggers my own imagination, and I have been in the thick of the battle against fire for more than a few years.

Sixteen dollars a second! That is what is happening in the country at large. Let us see now what New York's share of this \$508,000,000 amounts to. Remembering that ours is the world's biggest city we expect the toll to be heavy, of course, but are we, I wonder, prepared to learn that

it was, last year, no less than \$19,600,000? And this gigantic sum, let me say, is loss direct. The consequential losses, those, that is, which were due to interruption of business, to stoppage of rents, to cancellation of taxes, being beyond all computation. In Greater New York, in 1923, there was a total of exactly 20,043 separate fires, costing in property destruction an average of \$977 for each outbreak.

Now, then, what causes these large losses of city and Nation? What is it that places America at the very head of all the countries of the globe in point of fire waste? I'll tell you what it is, or rather, what they are, since the responsibility is dual. At least 75 per cent. of all fires, and consequently of the aggregate loss resulting from these fires, can be traced to Carelessness or to Ignorance, and thus are preventable. From one or the other of these malefactors—often from both in combination—usually come the sparks, tiny perhaps at first, that start fires in 359 American homes every day, on the average, and that are visiting

**YOUR QUESTION:**

Shall delay of a moment bring fire disaster instead of Christmas Cheer?

**OUR ANSWER:**

Bring Christmas Cheer and hang up a Pioneer Fire Extinguisher at every danger spot. One in your garage, one in your car, one on your motor boat, and a half dozen in your home and at the factory.

*Merry Christmas and  
Happy New Year*

**PIONEER CHEMICAL CO. of Ithaca  
ITHACA, MICH.**

WESTERN DIVISION  
212 West 11th Ave. Mitchell, So. Dak.

The Merchants' Creditors Association, 208-210 McCamly Bldg., Battle Creek, Mich., have a Collection Service that Collects at a small cost and the subscribers get every Dollar collected. Try it and be convinced! References: Chamber of Commerce and Old National Bank, Battle Creek, Mich.

\*Address delivered by John Kenlon, Chief, New York Fire Department, from Radio Station WNYC, New York City.

**SAFETY                      SAVING                      SERVICE**  
**CLASS MUTUAL INSURANCE AGENCY**

**"The Agency of Personal Service"**

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We classify our risks and pay dividends according to the Loss Ratio of each class written: Hardware and Implement Stores, 40% to 50%; Garages, Furniture and Drug Stores 40%; General Stores and other Mercantile Risks 30%.

**WRITE FOR FURTHER PARTICULARS.**

## Michigan Shoe Dealers

**Mutual Fire Insurance Company**

**LANSING, MICHIGAN**

**PROMPT ADJUSTMENTS**

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**L. H. BAKER, Secy-Treas.**

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**P. O. Box 549**

## The Mill Mutuals

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**Combined Assets of Group \$30,215,678.02**

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**TORNADO - AUTOMOBILE - PLATE GLASS**



one hospital, five schools, fifteen hotels, five churches, two theaters, ninety-six farms, for example, all in a single twenty-four hour span. They—Careless and Ignorance—are sending the country's army of fire-fighters to a fire a minute, day in and day out, year after year. They—Carelessness and Ignorance—are the real thieves operating practically without let-up through the medium of fire. Hence it is Carelessness and Ignorance that we must overcome.

That is all very well, you may say, but what have we a fire department for? To fight fire, of course, and to fight it constantly and effectively and courageously. That is the business of firemen. Our own department, here in New York, is working tirelessly to keep the loss down. Its fire methods, I may be permitted to say, and its apparatus, are second to none the world over. Yet this is not enough. I repeat: it is not enough.

I need not remind you that we also have police departments in all our American cities. Again, New York's is without a superior. But do we, for that reason, ever commit the folly of leaving our doors unlocked at night, of throwing our windows wide open and keeping them so, of "parking" our jewelry on the front porch, of airing our silverware on the fire escape? Hardly! Imperfectly, it is true, but still to a measurable extent, we co-operate with the constituted guardians of law and order by keeping our valuables under lock and key and our homes barred against the intruder.

The point I wish to make is that it is entirely possible, that it is, in fact, needful for us similarly to guard against the flames in our homes and in our places of business and public resort. So will we co-operate with the fire department by reducing the likelihood of a fire's starting. While the department must, perforce, pay most of its attention and devote most of its time to the fighting of fires—actual, definite blazes—we, in our capacity as private citizens, can fight Fire, Fire with a capital F—by preventing it. Let the firemen fight the fire after the fact, while we, the public, fight it before the fact, before it starts. That, essentially, is what is done in those countries where the fire loss is low enough to be a source of public pride, instead of, as here, a National disgrace.

Fire-resistive building will do a great deal, that is true. As yet, in America, much of our standing construction can almost be said to have been "built to burn." Fire-resistive construction—including, among other things, the substitution everywhere of incombustible for inflammable roofs—will replace, in time, the structures that now are standing invitations to fire. Economic reasons will bring this about. By all means let it come; let us help it to arrive. And let there be also a Nation-wide adoption of that fundamentally just law which fixes personal responsibility for preventable fire and exacts from the heedless payment for extinguishing their needless blazes. Both these measures are vital.

But above these, above all, indeed,

let there be a spread of knowledge of what constitute the chief fire hazards. This, and a change from Carelessness to Carefulness in the make-up of the average American citizen. All of us should make Carefulness not only a habit but an ingrained instinct. Not until it becomes natural for us to do the safe instead of the dangerous thing in relation to possible fire, and to do it with our eyes open, will American world-leadership in material progress be a full reality. It is "up" to us all.

#### Amazing Indifference to Fire Hazards Written for the Tradesman.

A garage built of lumber can be put up in a day or two. One of tile or cement block require a week or two to build and season for use. The wooden building can be burned down in a half hour; while the concrete one with metal or asphalt roofing will defy sparks, grass fires, bonfires and almost everything from outside but a great conflagration.

To-day the tile block building can be built for the same or less money than a wooden one. Should a fire occur inside the garage from exploding gasoline or otherwise the menace to surrounding buildings would be far less. Putting up a garage or any other small building about the premises demands careful consideration the same as in the erection of residences and other large buildings.

E. E. Whitney.

#### Want \$1,000 Bond Put Up By Peddler

Minneapolis, Dec. 22—This city's peddler ordinance became effective here recently when it was signed by Mayor Leach. Under the provisions of the ordinance, house-to-house canvassers will have to pay a license fee of \$25 and put up a bond of \$1,000.

The matter of working out an ordinance that would withstand court action was carefully considered in a number of meetings of the retailers and the license committees.

### BUY SAFE BONDS



ESTABLISHED 1853

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

Buy Safe Bonds  
from

**The Old National**

## Merchants Life Insurance Company

**WILLIAM A. WATTS**  
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Offices: 3rd floor Michigan Trust Bldg.—Grand Rapids, Mich.  
GREEN & MORRISON—Michigan State Agents

## OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that  
you are buying

The Net Cost is **30% Less**

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

WILLIAM N. SENE, SECRETARY-TREASURER

## PROTECTION OF THE MERCHANT

By the Merchant For the Merchant

PROVIDED BY THE

**Grand Rapids Merchant Mutual  
Fire Insurance Company**

Affiliated with the Michigan Retail Dry Goods Association

320 Houseman Bldg.

Grand Rapids, Michigan

## FINNISH MUTUAL FIRE INSURANCE CO. CALUMET, MICHIGAN

ORGANIZED IN 1889.

This Company has returned  
A DIVIDEND OF

**50%**

For 29 consecutive years.

HOW?

By careful selection of risks. By extremely low Expense Ratio.  
Assets 44.11 per 1000 of risk. Surplus 30.89 per 1000 of risk.

Agents wanted in the Larger Cities.

FOR FURTHER PARTICULARS WRITE

**F. M. Romberg, Manager, Class Mutual Insurance Agency**  
Finnish Mutual Fire Insurance Co. General Agents  
Calumet, Michigan. Fremont, Michigan.



## ECONOMICALLY SOUND.

### Tenure of Independent Retailer Is Invulnerable.

A lot of clever writers seem to take pleasure in dipping their pens and then setting out to prove that the small independent retailer is an applicant for membership in the "Down and Out Club."

Dr. Paul Nystrom in a recent appearance before the Trade Association Executives in New York made a most interesting address on "Trends in Distribution."

According to Dr. Nystrom's estimates, the total volume of retail trade in the United States in 1923 was thirty-five billion dollars. Out of this total he estimates that one and one-half billion dollars was transacted by mail order houses, or 4 per cent. of the total retail trade. Sears, Roebuck & Co., Montgomery Ward and the National Cloak and Suit Co., Dr. Nystrom said, transact one-third of the mail order business, the other two-thirds being done by mail order concerns of less importance whose names are not so well known.

The future growth of the mail order business, Dr. Nystrom believes, will depend upon the growth of population. It will not be possible, he thinks, for the mail order houses to add volume in the future as rapidly as they have in the past, for two reasons—first, because of the advent of good roads throughout the country and the quite universal use of the automobile which makes it possible for farmers and others to run into town and make personal purchases; and second, because certain chains of stores, operated on very aggressive lines, have boldly invaded mail order territory and have made great gains in business, largely at the expense of the mail order houses. Such chains seem to afford many of the advantages that consumers in rural districts have heretofore expected from the mail order house and they have the goods on the spot for examination and immediate delivery.

We might add, by way of confirming Dr. Nystrom's belief, that only a certain number of people out of the population are natural mail order customers. There are some cold-blooded folks who are willing to choose their merchandise from a small catalog picture and description, send the money in advance and then wait for the delivery of the goods, but most people like to have possession as soon as they determine to buy. That's a general human characteristic in favor of the local retailer. There will, of course, always be a large number of folks who will try the mail order route occasionally and then drop away from it.

We believe Dr. Nystrom is right in saying the growth of the mail order business in the future will depend upon the growth of population.

So much for the mail order house.

Let us consider the chain store. Again we are quoting Dr. Nystrom. There are at present some 2,000 chains of stores with something like 80,000 unit stores. In 1923 the total volume of chain stores amounted to three billion dollars, or 10 per cent. of the total

volume at retail. Dr. Nystrom estimates that one-sixth of all groceries are sold through chain stores and that from 15 to 20 per cent. of the retail drug business is done by chain stores. The five and ten cent stores, he estimates, do more than one-half of the total notions business.

What makes the success of the chain store? Dr. Nystrom enumerates the principal points in the success of the chain store business.

First, they get the best locations.

Second, they standardize equipment and arrangement for the greatest convenience.

Third, they carefully train their employees.

Fourth, they standardize their stocks.

Fifth, they take advantage of mass purchasing.

As Dr. Nystrom pointed out, however, the best locations are open to the independent retailer quite as much as to the chain store.

The independent retailer also has learned to standardize his equipment and to arrange it for greatest convenience and service.

The independent store can take advantage of the possibilities in training its employees to the same extent that the chain store does.

The independent store aims to give a wider service through providing a greater selection of merchandise than the chain store.

Some independent retailers have learned to pool their purchases and secure something of the advantages of the chain store.

Probably the biggest advantage of the chain store comes from the fact that it follows a middle-of-the-road policy. Through careful study and scrutiny of its merchandise stocks it has learned to eliminate slow-turning items, leaving the independent retailer to give service to the community by carrying the things which the chain stores refuse to carry.

Dr. Nystrom made the flat statement that, in his belief, service for service and commodity for commodity considered, neither the chain store nor any other form of distribution sells merchandise any cheaper than the independent retail store.

Here is an interesting and perhaps a significant thing. A few days ago we lunched with a very keen student of distribution who is himself president of a chain store organization. The man said:

In my opinion the cream has been skimmed from the chain store business. Originally the chain stores competed with the independent retailer but now there are so many chains that they are cutting each other's throats. One of the weaknesses of the chain store business has been that chain organizations have prided themselves on their ability to set up unit stores with a minimum investment. This has made it possible for almost anybody to go into the business with the result that the field now is crowded.

As an example this man cited the Jones Tea Co., which in 1910 transacted a volume of \$10,000,000 on which it made approximately \$990,000 profit. The average business of that same

concern for the last six years, however, has shown a volume of \$26,000,000 with only \$450,000 profit. The volume has increased two and one-half times and the profit has decreased more than 50 per cent.

Here is another interesting point. The man to whom we have just referred expressed the belief that the future success of chain store organizations will depend upon the establishment of much larger units. Taking the grocery business for example, he believes that the chain of the future will establish "food department stores" with fine, large buildings, beautiful surroundings and environment and will place great emphasis on cleanliness, sanitation, etc. An enterprise of this kind, he believes, would invite such extensive capital that it would discourage competition.

Isn't it an interesting thought that in the chain store field, where every emphasis has been placed upon a middle-of-the-road policy with the elimination of service and the reduction of cost to a minimum, there should now be men who believe that the salvation of chain store business is going to depend on getting back to service and atmosphere and all those things, to which the independent retailer has adhered and for which he has been so soundly criticized for a number of years?

Out of the consideration of things of this kind the independent retailer should get this thought—that the retail store economically is a sound proposition, that people have a right to all the service for which they are willing to pay and that they are willing to pay for the kind of service that the independent retailer gives. Let other forms of distribution come and go, but the retail store will remain and there is a place for every independent retailer no matter how small if he can put real service and an agreeable personality into his business.

The days of the small independent retailer are not numbered.

They are without limit.

Lewis Hahn.

### Keep Your Cigar Stock Properly Moistened.

We all know as a matter of theory that cigars should be kept moistened. If you want to know what a dry cigar will do, put a couple in a tumbler and set the tumbler somewhere on a shelf. The cigars will soon dry out. When they have reached this condition take one and examine it. It looks all right. The end is beginning to flake off a little, perhaps, but there is nothing about the cigar to make a customer suspicious. Now select an easy chair, seat yourself, and light the cigar. This is the position usually assumed by a man who wants to take an after dinner smoke at home. Put yourself in his place. Now what happens? The cigar begins to throw off burning particles and you stand a very fair chance of burning a hole in your trousers. Try it. The object lesson will impress you more than anything one could put into words.

Fireworks down the front of his vest will make the customer happy. They have a tobacco in South Africa which is so dry that it is known lo-

cally as "the tailor's friend." It gets the tailor a great deal of extra business. The proprietor of an up town drug store had been trying for a long time to get the cigar business of a banker who lived near the store. He had sent out folders and follow-up letters for a long time. One night the banker had a couple of friends drop in. Finding himself out of cigars, he stepped around to the corner drug store and bought a dozen. The attendant took them from a box on a shelf. The banker recalled this later. The first man to light up got a shower of sparks on his trousers, and before he could shake them off a hole had been burned through the goods. He was very much incensed and a big business deal fell through. The banker was sore and went around to see the druggist. An investigation showed that the attendants were selling cigars so rapidly that they kept a number of boxes on shelves instead of in the moistening case. Thus the cigars became so dry that when one of them was lighted it gave a good imitation of a Roman candle.

Another dealer missed a good cigar customer for a long time and finally hailed him one day on the street.

"Why don't I ever see you in the store any more," was the question put.

"You will see me," was the reply, "when I need any more perpendicular cigars."

"Huh? What do you mean?"

"Well, the last cigars I bought were so dry that I could not smoke them while sitting down. I had to smoke them standing up, so I call them perpendicular cigars."

Others have had the same experience. These episodes are irritating. It is a very easy matter to burn a hole in a fine silk shirt. With a very dry cigar the danger increases, and when a customer does ruin a shirt in this manner he doesn't furnish the dealer with any good advertising. It may be all right to keep cigars on a shelf during rush hours, but they should go into the humidor from time to time. Some dry cigars are more like torches than others, but none of them afford a satisfactory smoke.

Watch your cigars. See that attendants keep them properly moistened. Otherwise you may find business falling off without being able to put your finger on the weak spot in your system.

We need not fear Bolshevism in America. So long as the auto stays with us the Reds cannot touch us. Lord Ashfield, chairman of the London Underground Railways, has been over here and the auto stars the list of his findings in the report he has just made on returning home. The auto is our great social prophylactic. Says Lord Ashfield: "The motor car has afforded the working people in the cities an opportunity to reach the country and spend their leisure hours away from their ordinary surroundings along with their families and friends. It gives them something to which to look forward when their day's work is finished, and goes a long way toward preventing discontent and unrest creeping in."



### Paul Gezon's Crusade Is Becoming Effective.

Grand Rapids, Dec. 22—A little over a year ago our Association suggested that all independent grocers in the State begin at once to push articles which the chain stores are not buying at preferred prices. We said that the grocers should put under their shelves and out of sight those articles which were being "cut" the most.

From time to time we have published letters which bore upon this subject showing that many grocers thought it would be a good plan and promised to begin at once to relegate to a place under the shelves those cut-price articles which were the worst offenders.

To show that they meant business I am giving to the editor of the Tradesman a few of the latest letters I have received in the hope that it will encourage others to continue to feature goods which are being sold through the regular channels of trade and at fair prices. Paul Gezon,

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

Ypsilanti, Dec. 20—I think the idea of putting the chain store goods under the shelf is good, but in my locality the people seem to think they know what they want and I find it is a hard thing to sell them a substitute, but I know of localities where it could be worked to advantage.

H. H. West & Son.

Ionia, Dec. 20—If I did not answer your letter last November we should have done so. Will say that we are following your suggestion, so far as possible, but find it is hard work to keep all the articles the chain stores handle out of sight, but do so as much as we can and try to sell something else. Glad to hear that you and the officers are trying to get a bill passed to curb the peddler. We are willing to do all we can to help in any way. When it is time for our dues, do not be afraid to say so or send us notice. D. O. McVeigh.

Mecosta, Dec. 20—Replying to your letter regarding chain store stock, etc., beg leave to say that we have no such store in our village. However, we have tried to avoid buying articles the chain stores handle. I am not displaying any of their articles I have in stock and am substituting others as fast as possible. Am pleased to learn the stand you have taken in regard to peddler. H. L. Minkel.

Saginaw, Dec. 20—Your letter of the 18th at hand. We enclose herewith Association membership dues. Pleased to make this contribution to your Association.

We really feel that we are in some degree parties to practically all of your activities. We realize the truism of your statement that "Your battle is our battle." Permit me to say for the wholesale grocers of the State that our battle is your battle, too.

An opportunity came to us only yesterday to advise—and our advice was accepted—holding back a present moderate sized wholesaler, who had in mind sending out canvassers to the consumer and advertising wholesaling direct to the consumer. We succeeded in discouraging this proposition. No doubt, the same kind of a proposition is carried out in perhaps many different ways. We want to do everything we possibly can to help make the pathway of the retail merchant smoother. Your Association is functioning well and we congratulate you on what you are accomplishing.

In regard to your recommendation of putting out of sight—selling only as demanded—merchandise which is sold to chain store people, who buy it at jobbing quantities, sell it to the consumers to draw trade away from the legitimate retailer for the sale of their

chain store lines, is a wonderful suggestion and, no doubt, if all the independent retail grocers of the State and of any state would pursue that course and do team work in promoting the sale of friendly lines and discouraging the sale of unfriendly lines, a lot of these men who are now direct shipment people to the disadvantage of the general merchant, would change their policy very promptly. You know how loyally and co-operatively the wholesalers of the State have discontinued marketing a certain soap manufacturer's line. Now, if the retailer would follow that same policy, it is doubtful if they would lose any business, and anyway they should challenge any jobber, who is handling that brand, to the disadvantage of the general merchant. Symons Brothers & Co.

### I Am the Salesman.

I am the salesman.  
I am the motive power  
In the engine of business  
I am the personification of modesty,  
Yet I am not timid.  
I have the tenacity of a bull dog,  
I have the tenacity of a bull dog,  
Yet I am not pugnacious nor vicious.  
I know when to stand pat  
And when to take a backward step.  
I am possessed of an abundance of courage,  
Yet I must avoid playing the part of an actor.  
I have learned to smile in the face of discouragement,  
Yet I am every mindful of my greater task.  
I am a walking encyclopedia of the house and product I represent,  
Yet I am unassuming as I impart this knowledge.  
I am enthusiastic to a degree that inspires confidence,  
Yet I do not let my enthusiasm run away with me.  
I am schooled in perseverance  
And ever so tactful in its application.  
I am often faced with the necessity of forcing my entrance,  
Yet leave graciously with a friendly atmosphere behind me.  
I am paid for talking at the right time,  
Yet I am a good listener when the occasion demands.  
I am a thinker while I listen  
And I am a part of my audience when I talk.

I am indulgent,  
I am abused,  
I am flattered,  
I am amused.

I maneuver for my entree,  
Start to work when I get in,  
Thinking only of the outcome,  
I'm a salesman, I must win!

I know my story forward  
And I know it backward, too;  
So I follow on with logic,  
Point by point, until I'm through.

Now my story's going over,  
I can feel it in the air;  
Each thought I pound and hammer,  
All the facts I'm laying bare.

But now I'm in a corner,  
I have failed in one attack;  
As I place my best foot forward,  
Every step I'm tracing back.

Until I find the road again,  
Where I can start anew,  
Regain the ground I've had to lose  
With confidence imbue.

I'm careful now in what I say,  
He once thought me absurd;  
I'm watching him most eagerly  
And weighing every word.

I'm back in his good graces now,  
My chance has come at last;  
While every word is ringing true,  
The end's approaching fast.

And finally the time has come,  
He signs with tactful grace;  
And tenders me the document—  
I've met his moods straight face-to-face.

I'm leaving now—it's time to go,  
I've sauntered forth and stepped aside;  
Success is sweet when won like that,  
I've played my part as gives me pride.

The faster you travel on the wrong  
road the worse off you are.



ORIGINAL-GENUINE

Good Sellers  
make business easy

## BAKER'S

## Cocoa and Chocolate

on the market and consistently advertised for years, are the recognized standards of the trade. They are the first choice of good housekeepers.



REG. U. S. PAT. OFF.

Genuine made only by

## Walter Baker & Co. Ltd.

DORCHESTER, MASS.

Established 1780

## Patronize a Printing Plant Operated on the American Plan

When you employ us to do your printing you do not put a cent into the pocket of any bolshevik, anarchist, radical or others of the class in control of the labor unions.

When you place your order for printing in our plant you get full value in the product for your money, for our prices are **not inflated** with the time-loss of slack-work schedules, the waste of senseless restrictions and the excessive wage-scales of labor-unionism.

We do not deal with labor unions and do not employ labor-union members. The right of men to work without paying tribute to the predatory system of labor-unionism is defended by our management. The exceptionally fine type of craftsmen who work with us would not stand for labor-union rule.

If you believe in the American Plan in American industry, and want to enjoy its benefits in your own business throughout the years to come, then lend the support of your patronage to a printing plant that is helping to uphold this principle. In doing so you will profit doubly.

## TRADESMAN COMPANY

Grand Rapids





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.

#### French Evening Hats Novel.

It seems as if the French milliners are going out of their way to surpass all previous efforts in designing hats for evening wear this season. According to recent cables from Paris, Amicy Boinary is displaying a chapeaux of the toque variety with a two-piece vertical brim and high, rounded crown. It is trimmed with four uncurled ostrich plumes that extend from the top of the brim to a point at the center top of the crown. Another interesting model by the same milliner has a soft satin crown tied in a large bow well forward at the top. The brim is small and very slightly rolled. A chic evening casque by Blanchot is made of silk with ear tabs a la Dante at the sides, the whole thing being heavily encrusted with silver embroidery. Another feature of it is a satin ribbon that is crushed around the base of the brimless crown and knotted over the ears, thus holding the ear tabs close to the head.

#### Spring Prices May Not Advance.

As the Spring season in men's clothing at wholesale has advanced to the present stage without price advances over the opening levels, it is held unlikely that in the time remaining there will be any substantial or general increases announced. Some manufacturers may increase their prices on duplicate orders, but even this action, it was said yesterday, is likely to be restricted. Although the advances are deemed justified owing to the higher prices asked for Spring woolsens, the manufacturers apparently consider increases on their lines unwise at the moment. Buying by the retailers, it was pointed out, has been somewhat "draggy" because of the poor selling weather they have had this Fall. Moreover, the buying of piece goods by the manufacturers since the price increases on them has been light, so that the added cost of them is more or less theoretical.

#### Lighter Shades in Men's Gloves.

In men's capeskin gloves the dark tan shade is passing out of vogue and is being replaced by the lighter shades, such as cork and the new English reddish tan, according to the latest report by the Style Committee of the glove industry to manufacturers. Brown, the committee finds, is decreasing in favor, particularly in the metropolitan sections. Mocha and de grain leather

gloves are wanted almost exclusively in gray, with a tendency toward the lighter shades. The pearl tint of natural buckskin is the leader in gloves of that leather, but there is also strong interest in camel, fawn and buff. Gloves of pigskin or grained deer in bright chrome shades are much more to the fore than they have been, the demand for the former exceeding the supply. This is because of the scarcity of peccary or Mexican wild boar skins from which the leather is made.

#### Two Trousers Suits Still Lead.

Clothing manufacturers and retailers agree there is nothing to indicate a falling off in the demand for "two-pants" suits. Their views are supported by the volume of Spring business booked in the suits as compared with that for the single-trousers ones. While the manufacturers are not entirely pleased with the two-trousers vogue, they admit they are forced to swim with the current in giving consumers what they want. There is a feeling on the part of some manufacturers, however, that the retailers are "trading down" in these suits, in order to sell them at a parity with prices previously ruling for the single-trousers suit. A Rochester manufacturer attacks this as an error that will react on the retailer. "You cannot produce a suit with two pairs of trousers at the same price as a suit which has only one pair of trousers," comments this manufacturer.

#### Women's Ribbed Goods Selling.

Not the least interesting feature of the business that is now being placed in ribbed underwear for Fall, 1925, delivery is that advance orders for women's ribbed goods are much greater than last year. In addition to this, at least one of the big selling agencies has had a much larger duplicate business on this merchandise than for some time. In fact, it was described yesterday as being quite remarkable. Both the repeat and advance buying are attributed to the very low condition of wholesalers' stocks, which resulted from their failure to buy to any extent a year ago. This failure led more than one member of the trade to think that the bloomer type of underwear, both silk and cotton, had permanently superseded ribbed vests and drawers. Current and recent buying, however, disproves this belief very forcibly.

#### Irish Linen Conditions.

New business in damasks and household linens is limited to a bulletin of the Irish Linen Society, but some forward orders are being placed. There has been a rush of shipments lately in handkerchiefs the bulletin adds, and reports from the United States in-

dicating good sales for the holiday trade. There is a keen demand for cambrics and "sheers," most of which have been on order for some time. Further orders are not so easy to book, but there is no chance of better terms on present flax and yarn costs. Colored dress linens continue in demand, and further important orders may be expected as soon as early shipments have been made. The Irish flax markets are said by the bulletin to be in full swing although supplies are smaller than at this time last year because of the poor field.

#### Style in Misses' Dresses.

So important has style become in the manufacture and sale of misses' dresses that makers of this merchandise are considering with unusual care the fabrics they will cut up for Spring. From present indications there will be a minimum of taffeta dresses shown in the better lines during the early season, chiefly because those fabrics have come largely to be regarded as staples. To a lesser extent the same is true of flannels, but even they are expected to suffer for Spring because of their wide use in recent months. Prints promise to be seen in more or less profusion, while cashmeres are touted widely for use in ensemble suits for misses. These garments, which are really dresses, give the effect of embracing three pieces. For children of ages from two to six, voiles will be favored in dresses.

#### Will Closely Study Market Here.

While reports from ready-to-wear salesmen on the road with Spring gar-

ment lines indicate that retailers are looking forward to an active Spring, they also show that there will be much studying of the market at first hand by store representatives on their trips here next month and during February. This is attributed mainly to the style uncertainty prevailing at the present time, which is holding back somewhat the sale of early sample merchandise. The retailers are said to have found that the style changes are so swift at times that too heavy buying of the sample lines has not worked out well. This risk they believe will be obviated by a survey of the market here and the style tendencies next month.

#### Good Sampling of Dress Ribbons.

The progress of the sampling of ribbons done by the dress manufacturers has been encouraging to ribbon wholesalers. This business has been the bright spot in recent trading, and the ribbon manufacturers apparently look for a much broader distribution of their merchandise to the dress trade during the coming Spring. Narrow novelties form the bulk of the merchandise wanted. The millinery trade has also been active, taking satins and moires principally. The buying of retailers has been of the fill-in variety lately, with stress placed on novelty holiday numbers. Their attention will be directed to the Spring lines after the turn of the year.

A college education is a fine thing for the man who knows how to use it, but if you can't have one, don't lose any sleep on that account. The world may still be yours!

## SCOTT-BOER COMPANY

WHOLESALE

LADIES' TRIMMED HATS

PHONE AUTOMATIC 54-829

28 IONIA AVENUE, S.W.

Grand Rapids' Only  
TRIMMED HAT HOUSE.

We Specialize in  
**\$3.00 Hats**

Hundreds of Hats on the Floor ready for immediate shipment. Order now. Any quantity will be promptly filled.

TRY OUR MATRON HATS.

## REORGANIZATION SALE

of

GRAND RAPIDS DRY GOODS CO.

Two Days Only—Monday and Tuesday, Dec. 29th and 30th

We are making prices for the Re-Organization Sale irrespective of cost or selling price and solely with the idea of cleaning up our stocks before inventory.

#### WATCH FOR OUR SALE CIRCULAR

If you are interested in making money, be sure to visit us on either Monday or Tuesday, Dec. 29th or 30th.

REGULAR TERMS WILL APPLY ON ALL MERCHANDISE SOLD DURING THIS SALE.

**GRAND RAPIDS DRY GOODS CO.**

GRAND RAPIDS, MICH.

Free Parking Space Provided Across the Street.



### Avoid These Advertising Errors.

R. F. Murphy, of the Boston Better Business Commission, has been kind enough to forward a copy of the commission's "Handy Rules for Copy Writers," designed to avoid common errors in advertising and misstatements frowned upon by the Better Business Commission:

Use correct names for materials—Wool means all wool. Silk means all silk. Rayon means all rayon. Rayon silk should never be used.

If more than one material is used all must be mentioned. For example: Wool and cotton, silk and wool, rayon and silk, wool, cotton and silk, wool, cotton and rayon.

Popular fabric terms which denote all-wool fabrics—When these terms are used on fabrics other than all-wool the material content should be used—flannel, chinchilla cloth, serge, eider-down, worsted, cashmere.

Popular fabric terms which denote all-silk fabrics—When these terms are used on fabrics other than all-silk the material content should be used—satin, pongee, velvet, chiffon, faille, canton crepe, crepe de chine, charmeuse, foulard, taffeta, duvetyne.

Silk hosiery—Always mention any parts of the hose that are not made of silk, i. e., silk hosiery (isle tops and feet).

Furs—Use the true name of the fur.

Comparative prices—Be sure they are correct. Where the range of prices is used be sure to get the lowest as well as the highest. In advertising merchandise reduced from a higher price, the last price at which the merchandise was on sale before being reduced should be given.

Seconds—The fact that merchandise is of second quality should be displayed prominently in advertising. The word second should be used without adjective qualification."

### Awaits Judgment of Retailers.

Referring to the quiet prevailing in the woolen dress goods market now, selling agents here say that a considerable clearing of fabric tendencies for Spring is necessary before further progress will be made. It is true that some textures, such as flannels, lightweight and closely woven cashmeres, kashas, casmere twill and certain sports weaves, stand out and will probably lead. But, even in connection with these, there is considerable uncertainty felt as to color and other details. The answer to the questions raised will be provided when the retailers come into the market here in numbers next month and place orders, which will enable the garment manufacturers to go ahead with a greater degree of confidence.

### What One Color For Spring?

One of the questions that is bothering selling agents of dress goods mills at the moment is the one color that is likely to stand out in the Spring season as did the cranberry shade during the Fall. The vogue of the latter came without warning, and it found many of the mills unable to meet the immediate demand. The outcome was that fabrics of other colors were dyed in the cranberry shade. This produced

streaks and uneven effects, and the fabrics generally were not up to the standard which the mills would have upheld if they had had more time. At present there is no single color that stands out for Spring, the mills showing a very wide variety, running the whole gamut of color.

### Orders For Artificial Silk.

Large users of artificial silk have been placing substantial orders to cover themselves at present prices through the first three months of next year. They are convinced that there is likely to be an upward revision of prices by the leading producers of the fiber about April 1. So large has the volume of orders been for the artificial produce for delivery up to that time that in some instances the producers have been compelled to cut them down. This is particularly true of certain deniers, the production of which is not as great as others, but for which the demand lately has been ruling strong.

### Cross-Word Puzzle Influence.

Cross-word puzzles are having their effect on the dress goods trade. The craze is not creating mental disturbances or wrecking hitherto serene temperaments, although these might be expected, but it is causing a greater demand for checked patterns of all sizes and plaids. In the last few weeks the manufacturers and retailers have realized the importance of the development and the former are not slow in taking advantage of this feature entering into the Spring situation. Silks, as well as woollens and worsteds, are being developed in the patterns resembling the cross-word "brain teasers."

### Tie Silk Orders For Spring.

The tie silk mills are receiving a good early business in Spring tie silks, according to one of the leading makers of these goods. Orders are ahead of a year ago at this time, their distribution among neckwear manufacturers generally having been good. The silk and wool merchandise continues to hold favor, and while the mills making this weave are possibly not as much pressed as they were during the past two years, this fabric is still in demand for ties to retail below \$1. Stripes are well to the fore in all silk weaves, as are neat figured patterns and moire effects. Colors again run to the brighter shades.

### Notion Outlook For Spring.

Leaders in the wholesale notion trade figure that the Spring will see substantially improved business in their field. The recent attention directed to the merchandising and selling of notions, they say, has been productive of a large amount of good which to some extent has already been shown in tangible sales gains. This Fall's business has been considerably better than was that in the corresponding period last year. The trade is now working on a standardized sample card which will be a much more economical and efficient way for jobbers to handle samples than the present method.

Sensible men settle disputes, fools litigate.

### Fool Argument Against Old Age Pensions.

Boyer City, Dec. 20—In a recent number of the Michigan Tradesman, Frank S. Verbeck contributed a two-column article under the heading "Fool Pension Bill Introduced in Congress." The article breathes hostility to pensions in general and old age pensions in particular. It also bitterly attacks the Howell-Barkley railroad bill. With this last I am not particularly concerned, and only remark the fallacious, even ridiculous attempt to link it up with the pension proposition.

Mr. Verbeck states fairly the provisions of the bill introduced in Congress, but is not as fair in his presentation of the objections to it. His objections are along two lines—the alleged burden on the taxpayers and an assertion that provision is already made in every community for the care of the dependent aged.

As to the former, investigations made by legislative committees in several states show, that taking into consideration the salaries of poor-law officials, the upkeep of county farms and almshouses, together with the profiteering inevitably connected with almost every public function, the cost of the poorhouse system exceeds the "dollar a day" of the old age pension maximum.

The statement that in every community provision has already been made to care for the unfortunate has to be taken "with many grains of salt." Probably a compelling revolt at its inhumanity would prevent people from leaving the unfortunate to starve or freeze. But what is offered as the alternative? Let the hatched hovels in which the poor are often huddled with a lack of wholesome food give answer, or let the cruelties of the poorhouse, as disclosed by legislative investigation show the alternative. Mr. Verbeck himself seems to have appreciated the absurdity of this last, as he softens the poorhouse into a hospital with its imaginary nurses and attendants.

Throughout his article Mr. Verbeck continually misstates or ignores the character of a pension. According to Webster, a pension is not a charity, nor a pauper gift, but is a "delayed payment for services rendered and only partially compensated. This is the case whether the services have been public for the Nation, State or municipality, or private for individual, firms, or corporation employees.

In the case of the age-disabled, who have given the prime of their years to labor which directly or indirectly has built up the prosperity of the State, but who worked for wages too small to enable them to "lay by" for old age, the proposed pension is but the payment of a balance justly due. In the case of unskilled laborers, working for various employers, the state whose prosperity they have enhanced is the only party that can equitably pay the balance due them. Hence the state paid pension.

Whether from ignorance or "malice aforethought," Mr. Verbeck deliberately misstates the case when he presents the assistance to orphan children as a form of pension. There is no likeness whatever. The children have done nothing for the State, and assistance given them may be considered an act of sheer humanity or an investment in future citizens.

Support of widowed mothers has a two-fold aspect. It may be regarded as a pension for child-bearing and the early care of the children or as an investment for future citizens. Possibly the two-fold object has made a stronger appeal, for forty-two of the forty-eight states already have individual mother's pensions.

In short, in spite of fool objections, there is a growing sentiment in all of the states in favor of the enactment of laws that will do justice to the honest toiler by paying him the balance due

for his long and faithful service in promoting the welfare of the country.

W. P. Vought.

### Now He Knows.

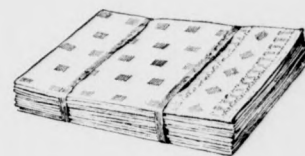
An old countryman had been about Vancouver for some time without work, but finally got a job cutting the slabs into stove lengths.

The hazy circle at the outer edge of the circular saw had a tremendous fascination for him and at last he put his finger over it to see just what it was.

As he stood gazing at the bleeding finger stump, the foreman came along. "Well, what's the matter here?" he asked.

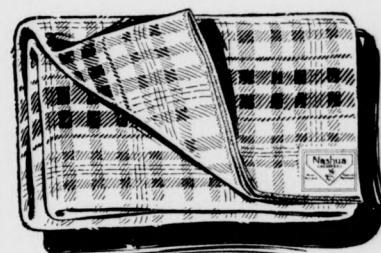
"Blime me if I know," was the reply. "You see I just put my finger over the saw like that—My gawd, there's another one gone!"

## NASHUA BLANKETS

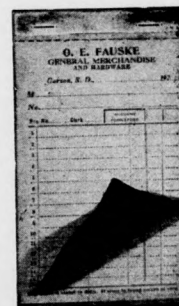


We are featuring the Nashua line of blankets for Winter and Spring in staple colors, plaids, part wool plaids and comfortables.

Our prices are ready and right. Inquire for them, or consult our salesmen when they call with a full line of samples.



**PAUL STEKETEE & SONS**  
Wholesale Dry Goods  
Grand Rapids, Michigan



**NOW IS THE TIME**  
to order your  
Sales Books for  
the New Year.  
We make all styles  
and sizes. Get our  
prices and samples.  
We also handle Short  
account registers to  
hold sales slips. We  
pay the freight. Ask  
us about it.  
**BATTLE CREEK  
SALES BOOK CO.**  
Room 4  
Moon-Journal Bldg.  
Battle Creek, Mich.





### Friendship, Service and Conscience in Business.

This story is for young men and women entering the egg business.

Probably no other business in the world so tempts the one in it to think solely of profit. If ten cases of eggs are unloaded at your door by the express company, do you examine them to see how little you have to pay for them and how much you can ask for them? That is simon-pure profit thinking.

Good business implies friendship and service no less than does a profession. You think of your doctor or lawyer as a part of your family or office force; they are on the inside. You expect them to render a service, and you expect to pay them for the service rendered.

Now, whose doctor are you on the ten cases of eggs? Either you are working for the shipper to find the best outlet you can for his eggs while maintaining a fair margin of profit for yourself, or you are working for the distributor to find a supply of the best eggs suitable for his trade while maintaining a fair margin of profit for yourself, or the tempter has you and you study to make your margin of profit as large as possible.

In the first instance, you hold the shipper's interest and your own in proper balance by giving the shipper all the advantage you can without forfeiting your profit or warping your good relations with buyers who are necessary to the business. In the second instance, you hold the buyer's interests and your own in proper balance by giving the buyer all the advantage you can in justice to yourself while keeping open the sources of supply which are equally necessary to your business. In the third instance you are thinking solely of yourself—you are building trade nowhere.

You may set up for yourself a stated profit per case, but there remains the temptation to seek trade, regardless of whether it will benefit anyone besides yourself. You may set up a standard of service, but you are serving no one in particular, and the service idea will not remain long in the foreground. You may argue that your customer is not thinking of friendships, nor of service, and that he has no conscience in a business transaction. Yes, if you feel that way, go to it and treat him as you would a competitor, but you must admit that it is a tempting feeling to encourage and to exaggerate out of self interest.

Nor will you make friendships. In the day when you may need a friend who has profited by your having been

in business, you will find yourself without friends.

The very ease with which you can get into the egg business, and precisely because there are few orthodox or traditional ways of doing it and few limitations of conscience, maybe, among those about you, these facts only account for the few successes and frequent instability found within the trade.

Set up for yourself a scheme of doing business that will benefit someone whom you can call your customer and honestly strive to serve him while maintaining a fair margin of profit for yourself and a clear conscience toward the man to whom you have to go in performing the service to your customer. Keep your self respect by refusing to entertain business which benefits yourself at the expense of all others, no matter how cleanly that business may be conducted.

Many persons enter business with open minds on almost everything, even on questions of right and wrong. They go to work to make a living and they continue to regard business as a living and themselves as the providers of the dough. They never rise above cave-man stuff and never become conscious of a duty existing toward the industry or the people served by the industry. They narrow down the community idea to family and home, forgetting that business has long since accepted the telegraph, the telephone, the automobile and a hundred other aids to the widening of business contracts until the national and international mind prevails in business with a consequent widening of our responsibilities.

At the very heart of the egg business is found the speculator who maintains a bank credit through which he utilizes the people's money to relieve the industry of a burdensome surplus stock or to attack a market which is running away in the excitement or competitive buying. These functions he performs by means of the future purchase and sale or by an alliance with warehouse interests. He maintains a membership in an exchange, or relies on trade connections through which to operate. Of all the elements in the egg business the speculator is most exposed to the temptation to operate purely for the profit which he can carry home in his jeans.

But he serves a community need and is entitled to the rewards for discharging his responsibility to the community. Unfortunately, he does not meet that community face to face until some pressure upon it causes its voice to be heard. He is a step farther removed than the man who handles the goods.

### Headquarters for

California Navel Oranges  
California Emperor Grapes  
Late Howe Cranberries  
Seald Sweet Grape Fruit  
Nuts, Figs and Dates

Get our prices before placing your  
Holiday order

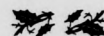
**KENT STORAGE COMPANY**  
GRAND RAPIDS - LANSING - BATTLE CREEK  
*Wholesale Grocers*  
General Warehousing and Distributing

### M. J. DARK & SONS

GRAND RAPIDS, MICH.

*Receivers and Shippers of All*

Seasonable  
Fruits and Vegetables



ONCE in a while we allow ourselves the luxury of thanking our friends for the evidences of their good will extended to us from time to time. This is one of those occasions, and we use it gladly to express our grateful appreciation for the business given us in the past year. We sincerely hope that in the future, our relations may be most cordial, and that mutual advantage may result.

**JUDSON GROCER COMPANY**  
GRAND RAPIDS, MICHIGAN



And that is all the difference between the speculator and the operator. If he keeps in view his usefulness to the community and to the industry, he will not seek monopoly nor press an advantage too far. He best serves his own interests in the long run when he serves the industry as a whole, keeping in mind his function, which is to equalize supply and demand by relieving the trade of a burdensome surplus, or buying a future delivery, and by opening his stores when the eggs are needed, or selling short if he thinks those who hold the eggs are withholding them at unwarranted prices.

Speculators who fall for the monopoly idea generally get greedy, and before long they have lost perspective on themselves as well as on their business. Sooner or later they go broke, and, what is worse, they don't get much sympathy when they do go broke.

The man in the egg business who voluntarily takes the right course as he sees right will learn to distinguish right from wrong and will eventually find himself entrenched behind pretty good defences. A business which has not a well developed consciousness of service is subject to periodic attacks on its methods, sometimes from within and often from outside the industry. Then we turn for guidance to the men who have kept the trust, who are known for their friendships, their service to the industry and to the public and who have kept faith with their conscience.

And these men will determine the egg business of the future.

Paul Mandeville.

#### Believes Canned Food Should Be Branded.

Dr. Charles Thom of the Federal Bureau of Chemistry, addressing the New Jersey Sanitary Association at Atlantic City last week, took up the old question of canned foods and gave earnest warning of the danger that lies in such goods if their consumption is too long delayed. He called special attention to the risks involved when the acids originally in, or developed by, the contents of the cans have time to dissolve an appreciable part of the containing metal, for these metallic salts are all highly poisonous.

The protection of the public from this peril, Dr. Thom insisted, could be achieved only by branding or otherwise permanently marking every can with the date when it was put up. That has been suggested many times before, but always it has elicited more or less angry protests from the canners and those who sell their wares, for the public has a strong impression that "canned goods" deteriorate with the passage of time. It would become more and more difficult to sell such goods as the date they bore became remote from the day of purchase, and finally it would be impossible.

Dr. Thom said that cans of food often stand for as many as five years on a grocer's shelves before they are sold, and he more than intimated that much sooner than that canned goods were worse than worthless—were distinctly and directly unhealthful. Even

when the food contents of metal cans contain no acids, a slow deterioration goes on, beginning almost at once and proceeding steadily. For a period not yet definitely ascertained, and varying with the nature of the food and the conditions in which the cans are kept, this deterioration is hardly measurable and the food is not appreciably injurious. It therefore might be a commercial hardship if all cans were branded with the exact day and month of putting up, but there can be no reasonable or honest objection to marking the year of preservation.

If any foods will stand keeping longer than a year, the fact can be ascertained and the public educated as to the limits of time during which the several foods safely may be eaten from cans. That sales should not be made after those limits are passed is obvious.

#### Has Corn Permanently Yielded To Peas?

"During the past seventeen years it has happened upon only three occasions that the pack of canned peas exceeded that of canned corn," comments Gibbs & Co., of Baltimore. "In 1913 peas gained what proved to be a merely temporary advantage over corn. During the long interval from 1913 until 1922 corn held fixedly to second place among the great staples of canned foods. In 1922 peas again pre-empted the coveted position held by corn, but lost it during the following year. A difference amounting to more than 7,000,000 cases between this year's pack of peas and this year's pack of corn is with tremendous advantage to peas and gives them a proud and dignified position among the great staples of canned foods. Corn may ultimately regain ascendancy over peas but it may not be expected to appear during perhaps a long time to come. The loss of position which corn has suffered in the trade lists may ultimately prove a helpful rather than a hurtful thing; it may not unlikely prove a very blessing in disguise. The production methods and the merchandising methods followed by canners of peas during recent years, having proved amazingly successful, may be followed with very happy result by canners of corn and by canners of tomatoes. The favor which canned peas now enjoy at the hands of the people comes by no mere chance, but is the result of almost infinite painstaking."

#### Value of Bermuda Onion Crop of Texas.

The estimated farm value of the 1924 Bermuda onion crop of Texas was about \$3,243,000, compared with an estimated value of the 1923 crop of \$3,108,000, or a little over 4 per cent. greater, although the 1924 acreage showed a decrease of 20 per cent. below the 1923 acreage. The crop of 1924 was 2,039,600 bushels, an estimate that is subject to revision; of 1923, 1,636,000 bushels.

The average price per bushel of the 1924 crop was \$1.59 and of the 1923 crop \$1.90. This year the average yield was about 200 bushels per acre and last year 129 bushels.

We are establishing a reputation for

### QUALITY BROOMS

PARLOR WAREHOUSE

WHISK TOY

At Very Attractive Prices

MICHIGAN EMPLOYMENT  
INSTITUTION FOR THE  
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Saginaw, W. S., Michigan

"Products which merit your confidence."

**Straub**

CHOCOLATES

My But They're Good

STRAUB CANDY COMPANY

Traverse City, Mich.

Saginaw, W. S., Mich.

**NUCOA**

"The Wholesome Spread for Bread"

"THE ORIGINAL"

QUALITY

NOT

PREMIUMS

SELLS

**NUCOA**

I. VAN WESTENBRUGGE

Muskegon-Grand Rapids-Holland

**Fiegler's**

Chocolates

Package Goods of  
Paramount Quality  
and  
Artistic Design

**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, Granulated meal, Buckwheat flour and Poultry feeds.

Western Michigan's Largest Feed Distributors.

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

**Choice Fruit for Christmas**

Bananas, Oranges, California Grapes,

Grapefruit, Cranberries, Head Lettuce

**The VINKEMULDER CO.**

GRAND RAPIDS, MICHIGAN





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

#### Handling the Sporting Goods Department in Winter.

Written for the Tradesman.

While sporting goods are popular lines in connection with the Christmas trade, the possibilities of developing this business cannot be said to end with the holiday.

Winter outdoor activities for the most part come after rather than before the Christmas holiday. They are not restricted even to the holiday week before Christmas and New Years. They last pretty well as long as snow and ice last. And while a good deal of the community demand for sleds, hockey outfits, skates and similar articles has undoubtedly been met through the sale of these articles for Christmas gifts, there are undoubtedly a good many disappointed youngsters—not to mention older folks—who, having been overlooked by Santa Claus, are, right after the holiday, gloomily meditating their own purchases in order to enjoy some favorite outdoor sport.

The hardware dealer too often lets the demand for winter sporting goods die away right after the holiday. He features these lines for his holiday trade; but makes no effort to stimulate sales afterward. I am not saying that the amount of business he will do will make him a millionaire, or anything like it; but there is unquestionably some business to be done, and it can most efficiently be done by featuring these winter lines while the winter is with us. And, especially, while the winter is still young, and before it has lost all its zest.

The youth who wants hockey skates and shoes will buy them a lot more readily in early January, with most of the winter still before him, than in early March, when the winter is pretty well gone. So that late December and early January is, weather conditions being propitious, a good time to play up these lines, to advertise them and to display them.

To begin with, look over your stock, so as to know just what you have. Then, put on a display; and inside the store show these lines where the customer cannot help but see them, and in such a manner that the customer cannot but be attracted by them. Finally, see that your salespeople, when the opportunity comes to make a sale, push these goods energetically, and intelligently.

Knowledge of the goods is an important factor in the sale of sporting goods. It is just as important in con-

nection with ice skates as it is with baseball or football supplies at other seasons of the year. The average sporting enthusiast prefers to deal with the salesman who knows something of his favorite pastime. So it will be worth while for salespeople to get posted regarding the goods and the sports to which they belong, if they are not well-posted already.

The range of winter sporting goods is far wider than it was only a few years ago. There was a time when the hardware dealer was pretty well restricted to skates, hockey sticks, pucks, pads and gloves, snowshoes and sleighs. But new sports requiring new equipment are steadily coming into popularity and winning their army of devotees. Skis, toboggans, etc., for outdoors, and basket ball, boxing gloves and punching bags for indoors can be sold in most places. Many hardware dealers stock and sell pen-nants, sweaters, sweater coats, toques, hockey shoes, moccasins, heavy socks and other lines which, in a sense, dovetail into their growing sporting goods trade. Especially where facilities exist for separating the sporting goods department from the rest of the store, with a capable salesman in special charge.

Of course, the popularity of certain lines is bound to vary, for popular demand is a fickle thing. In some communities where skates have been popular, a "run" on snowshoes has been known to develop. The wide-awake hardware dealer watches the variations in the public taste, and profits thereby.

The hardware dealer is not compelled, however, to merely follow the public demand. He can do a good deal to stimulate interest in special out door pastimes, and in outdoor sports as a whole. This sort of missionary work is best done, not by regular advertising, but through seeking out and organizing such local people as may be interested in this, that or the other form of winter sport.

Climatic conditions of course have a lot to do with shaping the possibilities. Hockey demands good ice, as does skating. For snowshoes and skiing, an abundance of snow is essential. Basketball is a popular indoor winter sport almost anywhere in the temperate zone; and has developed remarkably in recent years. The hardware dealer must direct his efforts in the light of a clear knowledge and understanding of local conditions and local possibilities.

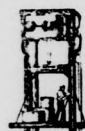
He should keep an eye on new lines introduced, and new pastimes that become popular in other parts of the country; with a view to determining if these are suitable to local conditions,

**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

**United Motor Trucks**  
**To Fit Your Business**  
 A SIZE AND STYLE  
 SALES SERVICE  
**ECKBERG AUTO COMPANY**  
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**TAKING INVENTORY**

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



#### SIDNEY ELEVATORS

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

Sidney Elevator Mfg. Co., Sidney, Ohio

**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**



Decorations losing freshness  
**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.**  
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and, if so, getting into the local field ahead of his competitors.

Hockey and basketball are good games to encourage; because they interest practically the entire population of the community, at least if some sort of league competition can be organized to stimulate public interest. Here, again, the hardware dealer can be an active and important factor in organizing the community for this, that or the other form of outdoor sport; thereby interesting the public in the game, and in the goods he carries. He can also do good work by helping secure improved facilities for winter sports in his community. If the city or town hasn't a properly equipped rink, start an agitation for one.

One sporting goods dealer in a community where there was no skating rink, hired men to sweep a section of the river, strung electric lights about this improvised outdoor rink, and provided benches. The result was that four times as many people as usual indulged in ice skating. Naturally, the enterprising dealer reaped his reward in increased sales.

The wide variety of winter sporting lines now handled in the hardware store makes it easy for the enterprising dealer to put on good displays of these lines. Quite often realistic effects can be secured by using comparatively simple accessories. Thus in an ice skate display, a little bit of mirror with some scattered salt to represent snow adds immensely to the effectiveness of the showing of goods. Dummy figures, if you have them, can be used to good advantage in hockey and basket ball displays, or, in fact, in any kind of display given to sporting goods. If you carry sweater coats, gloves, hockey shoes and similar lines, these can be used to dress your dummy. As a rule it is good policy to use price cards on everything. Help out your price, however, with a catchy line attractively characterizing the article shown.

There are good and mostly unrealized opportunities also for developing trade in gymnastic apparatus. Dumb bells (not the human variety), Indian clubs, and home exercisers of various types will all have a fair sale in most communities, particularly if intelligently and aggressively pushed.

Victor Lauriston.

#### See More Activity Ahead.

While at the moment the chinaware trade is quiet, domestic makers as well as importers and dealers look forward to considerable activity after the turn of the year. Retail stocks are figured to be very low and this will probably be confirmed by the inventories during January. This, it is believed, should lead to a healthy buying movement to fill in stocks during the first three months of the coming year. Price continues to play a big part in the trade, it was said yesterday, and to meet this the wholesalers have stressed popular priced ranges in their preparations for the new buying season. Moderate priced sets are thus featured. In import lines, the main tendency is toward novelty items and sets.

#### Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Hillsdale Light & Fuel Co., Hillsdale. Grand Haven Gas Co., Grand Haven. Monroe Gas Light & Fuel Co., Monroe. Coldwater Gas Light & Fuel Co., Coldwater. March Automatic Irrigation Co., Muskegon. Morenci Observer Co., Morenci. The Building Securities Corporation, Detroit and Chicago. Golden Products Co., Detroit. Peoples Savings Bank, Grand Rapids. Commercial Savings Bank of Grand Rapids. Copper Range Electric Co., Painesdale. Aetna Finance Corporation, Detroit. Dundee Power Co., Dundee. Shelby Basket Co., Shelby. Charles L. Young & Co., Benton Harbor. Kiss & Sons Hungarian Co-operative Packing Association, Detroit. Becker Pipe Wrench Co., Saginaw. Charlotte Sanitarium, Charlotte.

#### A Tough Child.

When Dorothy Denton, at two years old, learned a cuss word or two, her parents thought it cute and encouraged her. At four years they tried to break her of the habit. Tying to the bed and whipping had no effect, so one day her mother told her that the next time she cursed she would have to pack her things and leave as she couldn't be her little girl any more if she persisted in using such bad language.

The very next day Dorothy's tongue slipped again, so her mother packed up a little bundle of clothes and sent her away, watching her, however, to see what happened.

Dorothy went slowly out of the front door and down the steps. She halted on the bottom step and sat down. A messenger boy came along and stopped in front of her, saying: "Little girl, does Mr. Denton live here?" "How the hell do I know?" she sweetly replied: "I don't live here any more."

#### The Recipe.

"Sambo, I don't understand how you can do all your work so quickly and so well."

"I will tell you how it is, boss, I sticks de match of enthusiasm to de fuse of energy and jes naturally explodes, I does."

## MCCRAY REFRIGERATORS for ALL PURPOSES

Send for Catalogue

- No. 95 for Residences
- No. 53 for Hotels, Clubs, Hospitals, Etc.
- No. 75 for Grocery Stores
- No. 81 for Meat Markets
- No. 73 for Florist Shops

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

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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

## Sand Lime Brick

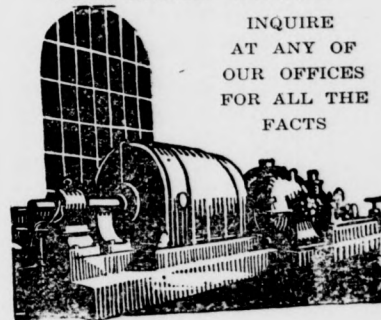
Nothing as Durable  
Nothing as Fireproof  
Makes Structures Beautiful  
No Painting  
No Cost for Repairs  
Fire Proof  
Weather Proof  
Warm in Winter  
Cool in Summer

Brick is Everlasting

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

## 20,000 PARTNERS PROFIT FROM CONSUMERS POWER PREFERRED SHARES

INQUIRE  
AT ANY OF  
OUR OFFICES  
FOR ALL THE  
FACTS



## Our Association is Mutual

Every person who invests a dollar with us becomes one of us, and shares in the profits.

Under very low expenses, we conduct our affairs for the benefit of all.

Our record shows the soundness of our plan. 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.

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

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## HOPKINS, GHYSELS & CO.

Investment Bankers and Brokers

Michigan Trust Bldg., Ground Floor, Grand Rapids

## A VISIT

to the G. R. Store Fixture Co. will put you next to saving money on Store, Office or Restaurant equipment. Cash or easy terms.





### The Ruinous Cost of Price Cutting.

Written for the Tradesman.

We all know, perhaps, in a general way that price cutting costs money; but do we ever stop to investigate how much it costs?

I have come across some tabulations unlike anything I have seen before which set forth so graphically and so startlingly the actual cost of price cutting that I shall analyze them in detail. I feel that it will pay every reader to follow this analysis. For it will mean money in his purse.

The basis of the demonstration is this: Assume a certain margin as correct and that your goods are to carry that margin. Then, if you cut prices 5, 8, 10 per cent. and more, how much more will you have to sell to realize the same net money earnings as you were getting on the original basis of pricing?

For example, let us take a cut of 5 per cent. from a price which carries 25 per cent. margin. That looks innocent enough, does it not? Yes, it does not when you see clearly what you are doing. For it compels you to sell 25 per cent. more goods to get earnings on the original basis. It is even worse than that, as we shall see. Look at it this way:

Sales of \$100 at 25 per cent. yield, gross, \$25.

Cut the price 5 per cent. and you have:

Sales, \$95, which yield gross \$20.

Now since sales of \$95 yield \$20, one-fourth of \$95 will yield \$5. So we must sell \$95 plus \$23.75, or \$118.75 to get back to our original gross figure of \$25 earnings. And that process involves an increase in sales of one quarter—25 per cent.

Those are important figures. But they are nothing—almost—compared with what happens if you make a more liberal cut. Consider a cut of 8 per cent. That is only 3 per cent. more. Surely, that "trifle" won't amount to much. But it certainly does. You will find it necessary to sell 45 per cent. more to get the \$25 gross earnings you had before you cut prices.

Being no expert arithmetician, I am not able to set the exact figures; but you can get near it this way:

If sales of \$100 at 25 per cent. yield you \$25 gross, a cut of 8 per cent., taking \$8 from the \$100, does two things. It reduces the sales to \$92 and the earnings to \$17. Next, if \$92 of sales yield \$17 gross earnings, half of \$92, or \$46 will yield \$8.50 gross. Together, the yield will be \$25.50 gross, and that is very little more than you need. But it has taken the handling of half again the volume—50 per cent. more goods—to make up the little more than you need. So around 45

to 48 per cent. more is what you must handle to recoup a cut of only 8 per cent. in prices.

If you cut prices 10 per cent. you get sales of \$90 and earnings of \$15. To regain the other \$10 will require the handling of \$60 more goods on this basis, or 66⅔ per cent. extra merchandise.

What if you cut prices 12½ per cent.? That will reduce your earnings by half and give you sales of \$87.50 in place of the \$100. To regain the half of your earnings you will handle twice the goods; must increase sales by 100 per cent. to get back what you fritter away by the cut of 12½ per cent.

If, now, you cut prices 15 per cent., you sell for \$85 what you formerly sold for \$100. Where \$100 yielded \$25 the \$85 will yield only \$10. Here is what you must do on the new basis: Sell \$85 worth to get ----- \$10  
Sell another \$85 to get ----- 10  
Sell \$42.50 worth to get ----- 5

All this to arrive at the old basis of a total gross earnings of --\$25.00

So we begin to see the complete consequences of price cutting on a blind, unintelligent, guesswork basis: A given quantity of goods formerly brought us \$100. When we cut prices 15 per cent. we get only \$85 for the same physical quantity. We have, therefore, to sell \$112.50 more in value; but worse than that is that we have to handle two and a half times the physical quantity of merchandise to get the same sum of gross earnings. We find that the cut of 15 per cent. from merchandise priced on a 25 per cent. margin entails the handling of 250 per cent. of the first amount of merchandise—and I think that is serious.

For yet again; It will cost us nearly two and a half times the expense to handle two and a half times the merchandise, hence on the basis of cutting this merchandise the apparently innocent ratio of 15 per cent., we have multiplied our expenses on the same value of merchandise by two and a half!

I may be short on mathematical formulae, but anybody who wants to take apart these facts and figures and build up the costs entailed thereby, figuring the expenses and compensations as I have outlined, can convince himself that price cutting may be pretty expensive business.

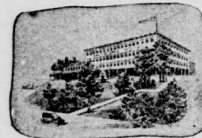
Please note that I have tried to analyze the costs of blind price cutting. It must not be forgotten that there are times and circumstances wherein reduction in prices is wise. Following the slump of values in 1920, for example, the only merchants who get out in fairly good shape were

## MORTON HOTEL

### GRAND RAPIDS' NEWEST HOTEL

400 Rooms—400 Baths

Rates \$2.00 and Up



### 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

### 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 DOHERTY

CLARE, MICHIGAN

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

## CODY HOTEL

GRAND RAPIDS

RATES { \$1.50 up without bath  
\$2.50 up with bath  
CAFETERIA IN CONNECTION

## HOTEL KERNS

Largest Hotel in Lansing

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

## 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.

## 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

## Henry Smith Floral Co., Inc.

52 Monroe Ave.

GRAND RAPIDS, MICHIGAN

PHONES: Citizens 65173, Bell Main 173



## OCCIDENTAL HOTEL

FIRE PROOF  
CENTRALLY LOCATED

Rates \$1.50 and up  
EDWARD R. SWETT, Mgr.  
Muskegon Mich.

Bell Phone 596 Citiz. Phone 61366

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

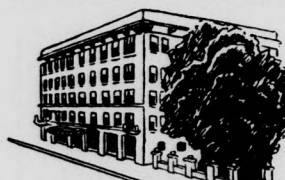
## Columbia Hotel

KALAMAZOO

Good Place To Tie To

## THE PANTLIND HOTEL

Everything that a Modern Hotel should be.  
Rooms \$2.00 and up. With Bath \$2.50 and up.



WHEN IN KALAMAZOO

Stop at the

Park-American Hotel

Headquarters for all Civic Clubs

Excellent Cuisine  
Turkish Baths

Luxurious Rooms  
ERNEST McLEAN, Mgr.

## HOTEL BROWNING

GRAND RAPIDS

150 Fireproof Rooms

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

\$1.50 and up

Dining Room Service  
60 Rooms with Bath \$2.50 and \$3.00



those who reduced prices in keeping with wholesale declines and a little faster. Those men in effect got from under an increasing load. They turned into money goods which were shrinking in value daily. Having the money, they replaced stocks on new low levels of value. They were able to resell and rebuy many times over, making normal profits on turns, while those who stuck by old values held their goods in some instances for two years—making no sales and consequently no profits—and then sold for less than they might have realized in 1920.

It is well to remember, also, that there can be no earnings without sales. Therefore, to hold goods at too high a level is to lose earnings, instead of getting them. But my point is that price cutting be not indulged in without full knowledge of its effects.

A few months ago a chain of grocery stores went on the rocks. I do not cite this as an instance that chains are in their decadence, for they are not. I cite it because I know the concern and because the failure manifests weaknesses which do not differ from such as are found in single grocery managements.

This was a string of about a dozen stores, operated in a large city of a region which Californians would regard as East, while Minneapolitans would call it West. It was in the mountain states. I knew it and knew the manager of it. I regarded it as well established with a promising future. When it went to pieces, I wrote a merchant of the same town, whom I have also known for years, asking him how come. He answered me as follows:

"His own statement was that high operating costs and small store competition was the cause of his failure. Of course, one can have no excuse for high operating costs, as I see it, for one's spread should be in proportion to operating costs. It is my guess that he did not pay enough attention to mark up and too much to the small store. I think, too, that he had too many stores for the community and thus became his own competitor."

Analyze that carefully and maybe you will find plenty of material for reflection from any point of view.

This being a season when sellers of futures are saying, "I told you so" to those who did not buy, please note this further comment from this same merchant. He is one of the most level headed men I know:

"This is a perilous season for the retailer. Everyone is pushing stuff on the theory of an advancing market and, of course, have some backing in the short deliveries of many futures, higher coffee, etc. Many will have heavier stocks January first than they should have."

But not this boy! He knows what stock turn means—and he works that so well that he makes money every year. Salt this comment away for a few months. Then we shall take it out, dust it off and see how it fits conditions.

Paul Findlay.

When you see a man who seems to have succeeded by questionable methods, you see a man who only seems to have succeeded.

#### Gabby Gleanings From Grand Rapids.

Grand Rapids, Dec. 23—George A. Rumsey, who is spending the winter at St. Petersburg, Florida, will be 76 years old Dec. 26. His Grand Rapids friends—and their name is legion—got busy early in the week and filled several mail sacks full of congratulatory letters over the happy event.

J. A. Berg (Pitkin & Brooks) has returned from Rochester, Minn., where he was inspected by about thirty different doctors. They all agreed that John had no organic trouble; that the only thing he must overcome is a little too high blood pressure. He has already started on a diet that will restore him to the full measure of health and strength he so long enjoyed.

John D. Martin, who has been floundering under adverse financial conditions for some time, has wisely concluded to clean up through the bankruptcy court and start over again. It was, of course, a hard blow for John, who has always prided himself on his ability to pay 100 cents on the dollar and look the devil in the face; but it got to a point where John had to shunt his troubles or go to his grave. He very wisely concluded that a live man stood more chance of making good than a dead one and since he took the dreaded step he looks ten times better and impresses his friends as being a rational human being again. He has already been tendered several positions by friends who believe that he has many years of usefulness ahead of him.

L. Winternitz is now located at Ft. Meyer, Florida, where he will spend the remainder of the winter.

C. W. Garfield and family leave this evening for DeLand, Florida, where they will remain until about May 1. The dinner party at the Pantlind Hotel, staged in honor of the Garfields last Wednesday evening, proved to be a great success.

#### Plenty of the Beautiful at Onaway.

Onaway, Dec. 23—Miss Agnes Post has returned to her former position as telephone operator at the Hotel Coquina, Ormond Beach, Florida, after spending her summer in Onaway and acting in the capacity of night operator.

Dog sleighs, skis, snow shoes and, lastly, the big tractor snow-plow—all of these things are in evidence here now. Snow? Well, some. Winter has set in with a vim. Christmas is real, no make believe. Last year the winter resorts in Florida were obliged to ship carloads of snow to make Christmas seem real. Not so up here; we are not even obliged to look at the calendar. We might load a few trains with the beautiful and send to our Florida friends; it is a much better quality than what is raised in the South.

Many familiar faces are seen upon our streets this week. Home-coming is a great pleasure, especially at Christmas time. How many are denied this privilege for different reasons. It is well to make every effort to visit home on this occasion; one never knows when it may be too late.

Santa Claus has an engagement in every church in town Tuesday evening. When the little folks get together the following day and compare notes there will be many unique reasons advanced how the old fellow could work in so many capacities on the same date.

Wishing you all a Merry Christmas and may the Lord have mercy and bless the postal employees, is the prayer of

Squ're Signal.

#### Death of Much Loved Hotel Woman.

Alma, Dec. 22—Mary Calkins-Brearley died at her home in the Wright House here last Saturday morning, after a brief illness. Many

years of her early married life was spent in Reed City, where she raised her family and she now leaves three children to suffer the heart-aches of having to bid farewell to their mother. They are Mrs. Theresa Elliott, of Alma, Leon Calkins, of Seattle, Wash., and Verne Calkins, of Alma. Her eldest son, Selby, preceded her in death. She also leaves eight grandchildren.

About twenty-five years ago the deceased was united in marriage to E. Brearley, of Reed City, and for several years they conducted the Old National Hotel in Reed City. About sixteen years ago they moved to Allegan, where they continued in the hotel business, until their removal to Alma about five years later, where they conducted the Wright House. Mr. Brearley passed away nine years ago Jan. 1, after which Mrs. Brearley successfully carried on the business and was active in this work when she was called to her eternal reward.

Those traveling men who made their headquarters at the Wright house surely will grieve at the passing of this noble woman. She made it her personal care to see that home comforts were theirs and in case of their sickness while a guest in the hotel she ministered to them herself, and her cheery smile and words of happy greeting will be surely missed by them.

#### Andrew Ross Changes His Line.

Andrew Ross, for the past six years General Sales Manager of the Armour Grain Company, will on Jan. 1, become a member of the organization of the George L. Dyer Company, advertising agents of New York and Chicago. Prior to his connection with the Armour Grain Company, Mr. Ross was Sales Manager of the Kellogg Food Co., Battle Creek. He will have his

headquarters in New York and will devote his time to co-operation with advertisers in the introduction, advertising and sale of food and kindred grocery products.

#### Proposed To Raise Her Own.

A bride walked briskly into a grocery store, and asked for a couple of good egg plants. As the grocer was wrapping them up, she asked, "How deep should these be planted to get the best results?"

"Planted?" said the astonished grocer. "You're not going to plant them, are you?"

"Yes," replied the bride. "My husband won't eat any but strictly fresh eggs and the stores are so unreliable, I have decided to raise my own."

## Wm. D. Batt FURS Hides Wool - Tallow

Agents for the  
Grand Rapids By-Products Co.'s  
Fertilizers and Poultry Foods.

20-30 Louis St.  
Grand Rapids, Michigan

## Greetings of the Season



### PHOENIX SPRINKLER & HEATING COMPANY

Grand Rapids - - - Detroit



Distributors for

## Lipman Mechanical Refrigeration



### Sterling Citizens of the Past and Present.

Grandville, Dec. 23—The banqueting of that sterling Grand Rapids citizen, Charles W. Garfield at the Pantliand, calls to mind some of those stalwart men—stalwart in honesty and good deeds—the writer met in the past before infirmities necessitated his remaining close at home.

It has never been the writer's good fortune to meet Mr. Garfield in a personal way, although he has known him and his abundance of good deeds for many years. The fact that he is a man who loves trees and birds is sufficient evidence that his heart is in the right place, and that he can worship as well out in the fields with God as within the walls of a grand cathedral.

Of such men we have too few. They are nature's noblemen, the salt of the earth, and stand high in the estimation of all good citizens.

There were many men of sterling character in the early days of Michigan, more especially in the lumbering districts of the State. Some of the ablest men of mark came into prominence while clearing away the pine forests in an effort to better their financial standing. Judges, senators, governors there were, and it was from the new regions of Illinois that the great Lincoln graduated into the public eye as the greatest among them all.

The itinerant preachers of early Michigan did their part toward building the State, nearly all of them being of the Methodist persuasion. As a boy, having no other knowledge of the religious world than through the preaching of these evangelists, I became imbued with a certain awe for Methodism, and found myself wondering what a Baptist or Congregationalist was like.

Some time later a Baptist elder showed up in our settlement and was a subject of curiosity among the young fry of the woods. He was not much to look at, but he had a family, the eldest boy coming out from the little clearing in the woods to work in our mill. I soon after learned to know that boy by heart.

We became very good friends. At the outbreak of the Civil war Dave, although not quite fifteen, enlisted with the consent of his parents, the Baptist elder thus showing the exalted patriotism that was a part of his inmost being.

John Carvin was a prominent figure along the river. His eloquence was in those stirring days of war meetings of the perfervid kind, far from being an intellectual feast, and yet what the elder lacked in knowledge he made up in fervent ardor.

His whole body swayed like a tall pine in the wind when his feelings got hold on his soul. The South had rejected all overtures. We had made compromise after compromise, and the elder's accent on the second syllable of that word compromise gave it a weird meaning that the proper pronunciation of the word lacked.

His long bony arms were raised high above his head while under the influence of his emotions. He evidently had no trouble in tearing asunder the rainbow spanning the skies, flinging the shreds of color all about the feet of his listeners, while his lean face shone with fervid feeling, his eyes glistening with a fathomless light.

Every utterance was cheered to the echo. In fact, Elder Carvin brought down the house at more than one war meeting in the woods. Despite his lack of polish he yet hewed to the line and was never lacking for words to express himself.

His son, David, scarcely fifteen, was one of the first volunteers. He made one member of the 8th Michigan infantry, and was one of the first to go South along the Atlantic seaboard, finding lodgment on rebel soil in South Carolina. It was here, in a battle

on a rebel fort that the boy fell fighting for the flag.

The daily papers teemed with war news, and when we read that Dave Carvin was one of the mortally wounded at Port Royal there were many eyes moist with tears for the soldier boy in blue.

Later news brought tidings of great joy to the minister and his wife. Their son, although shot through the body by a rebel bullet, was in the hospital on the road to recovery. It was as a major in this regiment that one of Grand Rapids after citizens was enlisted. Major Amasa B. Watson, who was at one time a banker and business man of your city.

The preacher's son lived to come home, and once more found work in the mill which he had left to join the army.

Some time later, when half a dozen new recruits mustered to enter the 10th cavalry, the boy David enlisted a second time and marched South to again bear his breast to the storm of war. There was patriotism for you, and the pay of the private soldier was thirteen dollars per month, paid in depreciated currency of Uncle Sam.

Of all the men I have ever known not one stood higher in my estimation than that humble, unlettered Baptist minister, who did everything to the glory of God and his country, and who never shrank from his duty, no matter how great the sacrifice might be.

He was not a statesman in any sense of the word, yet he counted large when it came to pointing the way to a salvation of the American Union, and I number this humble man among those who stood for as much as did the senators, governors and congressmen who were known throughout the land. Unknown beyond a small coterie of men, Carvin was yet one of nature's noblemen. Old Timer.

### No Poet To Sing Praises of Michigan

Grandville, Dec. 24—Michigan, my Michigan.

An empire state in more senses than one, with a population equal to that of the thirteen colonies at the outbreak of the Revolutionary war.

Immediately after the fall of the Southern Confederacy, and before the Union armies had returned to their homes, it was Senator Chandler who, still feeling bitter because of the insults and aggressions of Great Britain when our hands were tied, advised the Government at Washington that the best way to get even would be to take Canada and make it a part of the new American Union. The Senator remarked that the returning Michigan soldiers could do the job with promptness and dispatch.

Michigan furnished an army around 90,000 men for the suppression of the slaveholders' rebellion, and these, what were left from the casualties of war, were hardened veterans.

The State of Michigan is an empire in itself. Within its own borders it produces the sinews of peace and war. There would be no starving us out, even were the armies of the world surrounding the Peninsular State.

Vegetables of every description are products of our soil. Iron and copper mines produce in abundance. Wheat, rye and corn for our breads, sugar and salt for the table. There is only one thing lacking to make of Michigan a self sustaining nation, and that is fuel. Our woods have been decimated, so that coal is the sole dependence for fires. Even that is produced in small quantities which might be augmented in case of necessity. Michigan has the sinews of war, should it ever come to that, and not another state in the Union can show so good a record.

To-day, were war's dread clarion to sound, Michigan could, in proportion to her Civil War record of service, place nearly half a million men in the field. Think of that—an army equal to the grand army of Napoleon when

the French went philandering into Russia at the opening of the last century and lost out when Moscow was burned, and a retreat the most disastrous on record was brought about.

Michigan, my Michigan.

The complete adaptability of the state for human happiness has never been urged as it should be. Our climate is, perhaps, a little severe in winter, but for nine months in the year it is par excellence the climate strong men and healthy women, a climate which breeds a race of stalwarts who have proven their valor on many a hotly contested field.

"How do you like California?" I asked a returned visitor to that State last Spring. "It's fine for winter," he answered, "but Michigan is all right with me the remainder of the year."

For the most of us who keep to Michigan the year round there is no cause for complaint. Florida and California invite at certain times of the year, but, all in all Michigan has a climate that breeds a race of men and women who cannot be excelled in any part of the world.

Small lakes dot the State throughout its bounds and fish of various degrees of palatability are ever plentiful. Game is fairly well represented and, save for the destruction of the small birds, there can be no complaint about nature's bounties to man.

"Michigan, my Michigan has a record for progress excelled by no other member of the American Union. Her summer resorts are the talk of the world, while her excellent road system is opening up all parts of the State to the inquisitive outsider.

There are some things the State needs to make its attractions complete. One of these is a more humane and sensible game law.

Perhaps this Legislature may see the light and act accordingly. One-half the State does not know how the other half lives. That it does live, however, and make good, goes without saying. Along the various streams are hidden paradises which would do honor to the artist's pencil.

An artist from Chicago only last October found some thrills when he penetrated the wilds along the Muskegon, North of Croton, and sketched some of the rare wild scenes that there abound.

There were no artists nor historians to make record of the lumber woods days. All that we get from back there are accounts by aged veterans of the rivers and woods of a day long since past. Nevertheless, since the logging industry has left, the rivers to run their silent way to the lakes and a new wilderness has grown up along the banks of the streams so long ago denuded of its great forests of white pine.

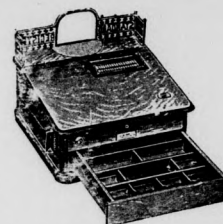
There is food for much thought when treading the silent places, out in the woods with God. No other land beneath the sun has more beautiful spots under the blue skies of heaven than the later solitudes of Michigan since her lumber days were past and gone forever.

Michigan is not only a State devoted to activities of manufacture and the tilling of the soil, but it is a State of romance and song, which makes us wonder why the real song of a real Michigan has not yet been written.

We have the Tituses and Curwoods of prose romance, but no poet to sing the praises of the most prosperous of states. The real beauties of Michigan along its tortuous rivers, its babbling brooks and its numerous inland lakes, have not yet been heralded to the world through the touch of the artist's pencil or the notes of the world's great poets.

The time must soon come, however, when all this beautiful land will no longer be permitted to bask in the sunlight, a prey to a solitude that is longing for the touch of a master hand to bring out its real possibilities.

Old Timer.



The Standard Cash Register will detect errors of your clerks. Avoid disputes with your customers. Keeps your cash straight. Simplifies your book-keeping. Write for details.

**STANDARD RECORDING CO.**  
North Manchester, Ind.  
No. 7 College Ave.

### Ideal Location For New Drug Store.

located in our new building at the corner of Third street and Clay avenue, just across from the Hackley Park. A large number of people pass this store every day. The room has a frontage on Third street of 52 feet and on Clay avenue of 51 feet. There is also a basement with a high ceiling, dimensions 29 x 36. Its location directly across from the park, will make it an especially desirable place for a soda fountain. We will rent this space to responsible parties at \$200 per month for the first year and at \$250 per month for an additional four years, making the total term of the lease five years.

### Occidental Hotel

Edward R. Swett, Manager  
Muskegon, Michigan.



### 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 85 N. Ionia Ave., Grand Rapids, Mich.

### A. E. BEEBE & SONS

Glenwood, Mich.


Are offering at wholesale their crop of Golden Heart Celery.

Our stock was gathered before the frosts and is tender and crisp.

Sample orders make continuous customers.

Michigan's Largest Celery Growers.





Parchment Bond

## Writing Paper

for everybody.

Nice, white writing paper for pen or pencil

**5 lbs. Letter Size \$1.00**  
approx. 500 sheets

The universal writing paper for Home, School or Office. Every dealer should carry a stock of all sizes.

Say to our Dept. C. "Here's a dollar. Send me five pound package." Try it!

**KALAMAZOO VEGETABLE PARCHMENT CO., Kalamazoo, Mich.**  
The home of Quality Papers.

"Personal Stationery—Cheaper than scratch pads, said one man. "The most good paper I ever got for my money," said another.

# Brooks Valeur

## BITTER SWEETS



## Walker

MUSKEGON  
MICHIGAN

## Makes Good Chocolates

## WELCOME 1925

WITH EVERY GOOD WISH FOR THE  
NEW YEAR

Welcome Also

**PEACOCK BLUE, BLACK and WHITE**

The New "MONOGRAM" PACKAGE LINE.  
The Line that will not only increase your business for 1925 but will increase it from year to year. "Monogram" Package Line of PURE DRUGS and LIQUIDS in all size containers and in packages and bottles that are clean-cut, certainly stand out as one of the greatest improvements in the package Drug Line in years. It's worth your trouble to write for price list of sizes.

**HAZELTINE & PERKINS DRUG CO.**  
Manistee MICHIGAN Grand Rapids

## WHOLESALE DRUG PRICE CURRENT

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

<b>Acids</b>		Lavender Flow... 8 00@8 25		Cinchona -----		92 16
Boric (Powd.)	15 @ 25	Lavender Gar'n	85@1 20	Colchicum -----		91 80
Boric (Xtal)	15 @ 25	Lemon	1 50@1 75	Cubebs -----		93 30
Carbolic	40 @ 70	Linseed, bld, bbl	@1 22	Digitalis -----		91 80
Citric	59 @ 70	Linseed, bld less 1	29@1 42	Gentian -----		91 35
Muriatic	3 1/2 @ 8	Linseed, raw, bbl	@1 20	Ginger, D. S. --		91 80
Nitric	9 @ 15	Linseed, ra. less 1	27@1 40	Gualac -----		92 20
Oxalic	15 @ 25	Mustard, artifil. oz.	@ 60	Gualac, Ammon.		92 00
Sulphuric	3 1/2 @ 8	Neatsfoot -----	1 35@1 50	Iodine -----		91 95
Tartaric	40 @ 50	Olive, pure -----	3 75@4 50	Iodine, Colorless		91 50
<b>Ammonia</b>		Olive, Malaga, yellow	2 75@3 00	Iron, Clo. -----		91 35
Water, 26 deg.	10 @ 18	Olive, Malaga, green	2 75@3 00	Kino -----		91 40
Water, 18 deg.	8 1/2 @ 13	Orange, Sweet...	4 50@4 75	Myrrh -----		92 50
Water, 14 deg.	6 1/2 @ 12	Organum, pure	@2 50	Nux Vomica -----		91 55
Carbonate	20 @ 25	Organum, com'l	1 00@1 20	Opium -----		93 50
Chloride (Gran.)	10 1/2 @ 20	Pennyroyal -----	3 00@3 25	Opium, Camp. --		91 35
<b>Balsams</b>		Peppermint -----	12 00@12 25	Opium, Deodorz'd		93 50
Copaiba -----	75@1 20	Rose, pure -----	13 50@14 00	Rhubarb -----		91 70
Fir (Canada) --	2 55@2 80	Rosemary Flows	1 25@1 50	<b>Paints.</b>		
Fir (Oregon) --	65@1 00	Sandalwood, E.		Lead, red dry --	15 1/2 @ 16 1/2	
Peru -----	3 00@3 25	Sassafras, true	2 50@2 75	Lead, white dry	15 1/2 @ 16 1/2	
Tolu -----	3 00@3 25	Sassafras, arti'l	80@1 20	Lead, white oil..	15 1/2 @ 16 1/2	
<b>Barks</b>		Spearment -----	6 00@6 25	Ochre, yellow bbl.	@	
Cassia (ordinary)	25 @ 30	Sperm -----	1 80@2 05	Ochre, yellow less	2 1/2 @	
Cassia (Salign)	50 @ 60	Tansy -----	5 00@5 25	Red Venet'n Am.	3 1/2 @	
Sassafras (pw. 50c)	@ 55	Tar, USP -----	50 @ 65	Red Venet'n Eng.	4 @	
Soap Cut (powd.)	30c	Turpentine, bbl.	@ 95	Putty -----	5 @	
<b>Berries</b>		Turpentine, less	1 02@1 15	Whiting, bbl. --	@ 4 1/2	
Cubeb -----	@1 25	Wintergreen, leaf	6 00@6 25	Whiting -----	5 1/2 @ 10	
Fish -----	@ 35	Wintergreen, sweet	3 00@3 25	L. H. P. Prep. --	2 80@3 00	
Juniper -----	10 @ 20	Wintergreen, art.	80@1 20	Rogers Prep. --	2 80@3 00	
Prickly Ash -----	@ 30	Wormseed -----	6 50@6 75	<b>Miscellaneous</b>		
<b>Extracts</b>		Wormwood -----	8 50@8 75	Acetalid -----	47 @ 55	
Licorice -----	60 @ 65	<b>Potassium</b>		Alum -----	08 @ 12	
Licorice powd.	@1 00	Bicarbonate -----	35 @ 40	Alum, powd. and		
<b>Flowers</b>		Bichromate -----	15 @ 25	ground -----	09 @ 15	
Arnica -----	25 @ 30	Bromide -----	69 @ 85	Bismuth, Subn-		
Chamomile Ger.)	20 @ 25	Bromide -----	54 @ 71	trate -----	3 22@3 43	
Chamomile Rom.	-- 75	Chlorate, gran'd	23 @ 30	Borax xtal or		
<b>Gums</b>		Chlorate, powd.		powdered -----	07 @ 13	
Acacia, 1st -----	50 @ 55	or Xtal -----	16 @ 25	Cantharides, po.	1 75@2 25	
Acacia, 2nd -----	45 @ 50	Cyanide -----	30 @ 50	Calomel -----	1 79@1 99	
Acacia, Sorts -----	20 @ 25	Iodide -----	4 66@4 86	Capsicum, pow'd	48 @ 55	
Acacia, Powdered	35 @ 40	Permanganate	20 @ 30	Carmine -----	6 00@6 60	
Aloes (Barb Pow)	25 @ 35	Prussiate, yellow	65 @ 75	Cassia Buds -----	25 @ 30	
Aloes (Cape Pow.)	25 @ 35	Prussiate, red --	@1 00	Cloves -----	50 @ 55	
Aloes (Soc. Pow.)	65 @ 70	Sulphate -----	35 @ 40	Chalk Prepared..	14 @ 16	
Asafoetida -----	65 @ 75	<b>Roots</b>		Chloroform -----	55 @ 65	
Pow. -----	1 00@1 25	Alka. et -----	25 @ 30	Chloral Hydrate	1 35@1 85	
Camphor -----	1 05@1 15	Blood, powdered.	35 @ 40	Cocaine -----	10 60@11 25	
Gualac -----	@ 70	Calamus -----	35 @ 40	Cocoa Butter -----	50 @ 75	
Gualac, pow'd --	@ 75	Elecampane, pvd	35 @ 40	Corka, list, less	40 @ 50	
Kino -----	@ 85	Gentian, powd.	20 @ 30	Copperas, Powd.	4 @ 10	
Kino, powdered..	@ 90	Ginger, African,	30 @ 35	Copperas, Sublim	1 43@1 64	
Myrrh -----	@ 60	powdered -----	60 @ 65	Cream Tartar	30 @ 35	
Myrrh, powdered	@ 65	Ginger, Jamaica	30 @ 35	Cuttle bone -----	40 @ 50	
Opium, powd. 19	65@19 92	Ginger, Jamaica,	55 @ 60	Dextrine -----	6 @ 15	
Opium, gran. 19	65@19 92	powdered -----	55 @ 60	Dover's Powder	3 50@4 00	
Shellac -----	90 @ 1 10	Goldenseal, pow.	5 50@6 00	Emery, All Nos.	10 @ 15	
Shellac Bleached	1 00@1 10	Ipecac, powd. --	3 75@4 00	Emery, Powdered	8 @ 10	
Tragacanth, pow.	@1 75	Licorice -----	35 @ 40	Epsom Salts, bbls.	@ 1 00	
Tragacanth -----	1 75@2 25	Licorice, powd.	20 @ 30	Epsom Salts, less	3 1/2 @ 10	
Turpentine -----	@ 25	Orris, powdered	30 @ 40	Ergot, powdered	@ 1 00	
<b>Insecticides</b>		Poke, powdered..	35 @ 40	Flake, White -----	15 @ 20	
Arsenic -----	15 @ 25	Rhubarb, powd. 1	00@1 10	Formaldehyde, lb.	13 @ 30	
Blue Vitriol, bbl.	@ 07	Rosinwood, powd.	@ 40	Gelatine -----	1 10@1 25	
Blue Vitriol, less	8 1/2 @ 15	Sarsaparilla, Hond.	@ 1 00	Glassware, less	55 %	
Bordea. Mix Dry	12 1/2 @ 23 1/2	ground -----	@ 60	Glassware, full case	60 %	
Heliole, White		Sarsaparilla Mexican,	@ 60	Glauber Salts, bbl.	@ 03	
powdered -----	20 @ 30	ground -----	@ 60	Glauber Salts less	04 @ 10	
Insect Powder -----	75 @ 85	Squills -----	35 @ 40	Glue, Brown -----	21 @ 30	
Lead Arsenate Po.	24 1/2 @ 39	Squills, powdered	60 @ 70	Glue, Brown Grd	15 @ 20	
Lime and Sulphur		Tumeric, powd.	17 @ 25	Glue, white -----	27 1/2 @ 35	
Dry -----	9 @ 20 1/2	Valerian, powd.	40 @ 50	Glue, white grd.	25 @ 35	
Paris Green -----	32 @ 45	<b>Seeds</b>		Glycerine -----	65 @ 75	
<b>Leaves</b>		Anise -----	@ 35	Hops -----	6 45@6 90	
Buchu -----	1 35@1 50	Anise, powdered	35 @ 40	Iodine -----	7 35@7 65	
Buchu, powdered	@1 50	Bird, is -----	13 @ 17	Iodoform -----	20 @ 30	
Sage, Bulk -----	25 @ 30	Canary -----	13 @ 20	Lead Acetate --	@ 1 20	
Sage, loose -----	@ 40	Caraway, Po. --	30 @ 35	Mace, powdered	@ 1 25	
Sage, powdered..	@ 35	Cardamon -----	@ 30	Menthol -----	18 50@19 00	
Senna, Alex. -----	50 @ 75	Celery, powd. .55	.45 @ 50	Morphine -----	11 18@11 93	
Senna, Tinn. -----	30 @ 35	Coriander pow. .35	27 @ 30	Nux Vomica -----	@ 30	
Senna, Tinn. pow.	25 @ 35	Dill -----	12 1/2 @ 20	Nux Vomica, pow.	17 @ 25	
Uva Ursi -----	20 @ 25	Fennel -----	25 @ 40	Pepper black pow.	32 @ 35	
<b>Oils</b>		Flax -----	07 1/2 @ 12	Pepper, White -----	40 @ 45	
Almonds, Bitter,		Flax, ground -----	07 1/2 @ 12	Pitch, Burgundy	10 @ 15	
true -----	7 50@7 75	Foenugreek pow.	15 @ 25	Quassia -----	12 @ 15	
Almonds, Bitter,		Hemp -----	8 @ 15	Quinine -----	72 @ 1 33	
artificial -----	4 00@4 25	Lobelia, powd. --	@1 25	Rochelle Salts	30 @ 35	
Almonds, Sweet,		Mustard, yellow..	15 @ 25	Saccharine -----	@ 30	
true -----	1 25@1 50	Mustard, black --	20 @ 25	Salt Peter -----	11 @ 22	
Almonds, Sweet,		Poppy -----	22 @ 25	Seidlitz Mixture	30 @ 40	
imitation -----	60 @ 1 00	Quince -----	1 50@1 75	Soap, green -----	15 @ 30	
Amber, crude -----	1 50@1 75	Rape -----	15 @ 20	Soap mott cast.	23 1/2 @ 25	
Amber, rectified	1 75@2 00	Sabadilla -----	25 @ 35	Soap, white castile	@11 25	
Anise -----	1 00@1 25	Sunflower -----	11 1/2 @ 15	case -----		
Bergamont -----	5 75@6 00	Worm, American	30 @ 40	Soap, white castile		
Cajeput -----	1 50@1 75	Worm, Levant -----	6 00	less, per bar -----	@1 40	
Cassia -----	4 25@4 50	<b>Tinctures</b>		Soda Ash -----	3 1/2 @ 10	
Castor -----	1 75@2 00	Aconite -----	@1 80	Soda Bicarbonate	3 1/2 @ 10	
Cedar Leaf -----	1 50@1 75	Aloes -----	@1 45	Soda, Sal -----	03 @ 08	
Citronella -----	1 50@1 75	Arnica -----	@2 40	Spirits Camphor	@1 35	
Cloves -----	3 25@3 50	Asafoetida -----	@2 40	Sulphur, roll -----	3 1/2 @ 10	
Cocanut -----	25 @ 35	Belladonna -----	@1 35	Sulphur, Subl. -----	04 @ 10	
Cod Liver -----	1 65@1 85	Benzoin -----	@2 10	Tamarinds -----	20 @ 25	
Croton -----	2 00@2 25	Benzoin Comp'd	@2 65	Tartar Emetic -----	70 @ 75	
Cotton Seed -----	1 50@1 75	Buchu -----	@2 55	Turpentine, Ven.	50 @ 75	
Cubebs -----	7 50@7 75	Cantharadial -----	@2 85	Vanilla Ex. pure	1 75@2 25	
Eigeron -----	5 00@5 25	Capsicum -----	@2 20	Vanilla Ex. pure	2 50@3 00	
Eucalyptus -----	1 25@1 50	Catechu -----	@1 75	Zinc Sulphate -----	04 @ 15	
Hemlock, pure..	1 75@2 00					
Juniper Berries..	2 75@3 00					
Juniper Wood. --	1 50@1 75					
Lard, extra -----	1 50@1 70					
Lard, No. 1 -----	1 35@1 50					



# 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 Milk  
Farina  
Evaporated Milk  
Lamb

## DECLINED

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



AXLE GREASE  
48, 1 lb. 4 60  
24, 3 lb. 6 25  
10 lb. pails, per doz. 8 20  
15 lb. pails, per doz. 11 20  
25 lb. pails, per doz. 17 70

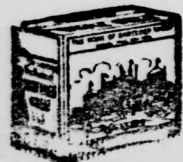
BAKING POWDERS  
Arctic, 7 oz. tumbler 1 35  
Queen Flake, 25 lb. keg 12  
Royal, 10c, doz. 95  
Royal, 6 oz., doz. 2 70  
Royal, 12 oz., doz. 5 20  
Royal, 5 lb. 31 20  
Rocket, 16 oz., doz. 1 25  
BEECH-NUT BRANDS.



Mints, all flavors 60  
Gum 70  
Fruit Drops 70  
Caramels 70  
Sliced bacon, large 3 60  
Sliced bacon, medium 3 25  
Sliced beef, large 5 10  
Sliced beef, medium 2 80  
Grape Jelly, large 4 50  
Grape Jelly, medium 2 70  
Peanut butter, 16 oz. 4 70  
Peanut butter, 10 1/2 oz. 3 25  
Peanut butter, 6 1/2 oz. 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  
Cream of Wheat 1 80@3 45  
Pillsbury's Best Cerl 2 20  
Quaker Puffed Rice 5 45  
Quaker Puffed Wheat 4 30  
Quaker Brist Biscuit 1 90  
Quaker Corn Flakes 3 60  
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  
Instant Postum, No. 8 5 40  
Instant Postum, No. 9 5 00  
Instant Postum, No. 10 4 50  
Postum Cereal, No. 0 2 25  
Postum Cereal, No. 1 2 70  
Post Toasties, 36s 3 45  
Post Toasties, 24s 3 45  
Post's Bran, 24s 2 70

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

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

Shoe  
No. 50 2 00  
Peerless 2 60

BUTTER COLOR  
Dandelion, 2 85  
Nedrow, 3 oz., doz. 2 50

CANDLES  
Electric Light, 40 lbs. 12 1  
Plumber, 40 lbs. 12 8  
Paraffine, 6s 14 1/2  
Paraffine, 12s 14 1/2  
Wicking 40  
Tudor, 6s, per box 30

CANNED FRUIT.  
Apples, 3 lb. Standard 1 50  
Apples, No. 10 4 50@5 50  
Apple Sauce, No. 10 8 00  
Apricots, No. 1 1 35@1 90  
Apricots, No. 2 2 85  
Apricots, No. 2 1/2 2 60@3 75  
Apricots, No. 10 8 00  
Blackberries, No. 10 10 00  
Blueberries, No. 2 2 00@2 75  
Blueberries, No. 10 12 00  
Cherries, No. 2 3 00  
Cherries, No. 2 1/2 3 75  
Cherries, No. 10 10 75  
Loganberries, No. 2 3 00  
Peaches, No. 1 1 25@1 80  
Peaches, No. 1, Sliced 1 40  
Peaches, No. 2 2 75  
Peaches, No. 2 1/2 Mich 2 45  
Peaches, 2 1/2 Cal. 3 25@3 75  
Peaches, 10, Mich. @6 50  
Pineapple, 1, sl. 1 80@2 00  
Pineapple, 2 sl. 2 80@3 00  
Papple, 2 br. sl. 2 65@2 85  
Papple, 2 1/2, sl. 3 35@3 50  
Papple, 2, cru. @2 80  
Pineapple, 10 cru. 12 00  
Pears, No. 2 3 25  
Pears, No. 2 1/2 4 00@4 50  
Plums, No. 2 1 75@2 00  
Plums, No. 2 1/2 2 50  
Raspberries, No. 2, blk 3 25  
Raspb's, Red, No. 10 12 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, Minced, No. 1 2 50  
Finnan Haddie, 10 oz. 3 30  
Clam Bouillon, 7 oz. 2 50  
Chicken Haddie, No. 1 2 75  
Fish Flakes, small 1 35  
Cod Fish Cake, 10 oz. 1 85  
Cove Oysters, 5 oz. 1 90  
Lobster, No. 1/4, Star 2 70  
Shrimp, 1, wet 2 10@2 25  
Sard s, 1/4 Oil, ky 5 75@6 00  
Sardines, 1/4 Oil, k less 5 00  
Sardines, 1/4 Smoked 7 50  
Salmon, Warrens, 1/2 3 75  
Salmon, Red Alaska 2 10  
Salmon, Med. Alaska 2 75  
Salmon, Pink Alaska 1 75  
Sardines, Im. 1/4, ea. 10@28  
Sardines, Im., 1/2, ea. 25  
Tuna, 1/2, Albocore 95  
Tuna, 1/4, Curtis, doz. 2 20  
Tuna, 1/2, Curtis, doz. 3 50  
Tuna, 1/4, Curtis, doz. 7 00

CANNED MEAT.  
Bacon, Med. Beechnut 2 70  
Bacon, Lge. Beechnut 4 50  
Beef, No. 1, Corned 2 75  
Beef, No. 1, Roast 2 75  
Beef, No. 2 1/4, Eagle all 1 25

Beef, No. 1/2, Qua. all 1 75  
Beef, 5 oz., Qua. all 2 50  
Beef, No. 1, B'nut, all 4 05  
Sap Sago 35  
Beefsteak & Onions, s 2 75  
Chili Con Ca., 1s 1 35@1 45  
Deviled Ham, 1/4 2 20  
Deviled Ham, 1/2 3 60  
Hamburg Steak & Onions, No. 1 3 15  
Potted Beef, 4 oz. 1 10  
Potted Meat, 1/4 Libby 5 1/2  
Potted Meat, 1/2 Libby 9 0  
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, No. 2 8 50@12 00  
Gr. Beans, 10s 7 50@8 75  
L. Beans, 2 gr. 1 35@2 65  
Lima Beans, 2s, Soaked 95  
Red Kid, No. 2 1 20@1 35  
Beets, No. 2, wh. 1 75@2 40  
Beets, No. 2, cut 1 60  
Beets, No. 3, cut 1 80  
Corn, No. 2, Ex stan 1 45  
Corn, No. 2, Fan. 1 60@2 25  
Corn, No. 2, Fy. glass 3 25  
Corn, No. 10 7 50@16 75  
Hominy, No. 3 1 00@1 15  
Okra, No. 2, whole 2 00  
Okra, No. 2, cut 1 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. June 1 90@2 10  
Peas, No. 2, Ex. Sift. E. J. 2 60  
Peas, Ex. Fine, French 25  
Pumpkin, No. 2 1 35@1 50  
Pumpkin, No. 10 4 50@5 60  
Pimientos, 1/4, each 12@14  
Pimientos, 1/2, each 27  
Swt Potatoes, No. 2 1 60  
Sauerkraut, No. 3 1 40@1 50  
Succotash, No. 2 1 65@2 50  
Succotash, No. 2, glass 2 80  
Spinach, No. 1 1 25  
Spinach, No. 2 1 60@1 90  
Spinach, No. 3 2 10@2 50  
Spinach, No. 10 6 00@7 00  
Tomatoes, No. 2 1 40@1 60  
Tomatoes, No. 3 2 00@2 25  
Tomatoes, No. 2 glass 2 60  
Tomatoes, No. 10 7 50

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

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

OYSTER COCKTAIL.  
Sniders, 16 oz. 3 25  
Sniders, 8 oz. 2 35

CHEESE  
Roquefort 55  
Kraft Small tins 1 40  
Kraft American 1 40  
Chili small tins 1 40  
Pimento small tins 1 40  
Roquefort, small tins 2 25  
Camenbert, small tins 2 25  
Wisconsin Old 23  
Wisconsin new 26  
Longhorn 26  
Michigan Full Cream 26  
New York Full Cream 28  
Sap Sago 42

## 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  
Spearment, Wrigleys 65  
Wrigley's P-K 65  
Zeno 65  
Teaberry 65

## CHOCOLATE.

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

## COCOA.

Bunte, 1/4s 43  
Bunte, 1/2 lb. 35  
Bunte, lb. 32  
Droste's Dutch, 1 lb. 9 00  
Droste's Dutch, 1/2 lb. 4 75  
Droste's Dutch, 1/4 lb. 2 00  
Hersheys, 1/4s 33  
Hersheys, 1/2s 33  
Huyler 36  
Lowney, 1/4s 40  
Lowney, 1/2s 40  
Lowney, 1/4s 38  
Lowney, 5 lb. cans 31  
Runkles, 1/4s 32  
Runkles, 1/2s 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 23  
48 2 oz. pkgs., per case 4 15  
48 4 oz. pkgs., per case 7 00

## CLOTHES LINE.

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



## COFFEE ROASTED

Bulk  
Rio 30  
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  
Carlene, Tall, 4 doz. 3 80  
Carlene, Baby 3 50

## EVAPORATED MILK



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

Blue Grass, Baby, 96 4 10  
Blue Grass, No. 10 4 15  
Carnation, Tall, 4 doz. 4 75  
Carnation, Baby, 8 dz. 4 65  
Every Day, Tall 4 50  
Every Day, Baby 4 40  
Pet, Tall 4 75  
Pet, Baby, 8 oz. 4 65  
Borden's, Tall 4 75  
Borden's Baby 4 65  
Van Camp, Tall 4 90  
Van Camp, Baby 3 75

## CIGARS

Worden Grocer Co. Brands  
Master Piece, 50 Tin. 37 50  
Henry George 37 50  
Harvester Kiddies 37 50  
Harvester Record B. 75 00  
Harvester Delmonico 75 00  
Harvester Perfecto 95 00  
Webster's Savoy 37 50  
Webster Plaza 95 00  
Webster Belmont 110 00  
Webster St. Reges 125 00  
Starlight Rouse 90 30  
Starlight P-Club 135 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 31  
Specials, 1-20, per M 75 00  
Little Dutch Stogie 18 50

## CONFECTIONERY

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

## Mixed Candy

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

## Fancy Chocolates

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

## Gum Drops Pails

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

## Lozenges. Pails

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

## Hard Goods. Pails

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

## Cough Drops Bxs.

Putnam's 1 30  
Smith Bros. 1 50

## Package Goods

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

## Specialties.

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

## COUPON BOOKS

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

## CREAM OF TARTAR

6 lb. boxes 38

## DRIED FRUITS

### Apples

Evap. Choice, bulk 15

### Apricots

Evaporated, Choice 24  
Evaporated, Fancy 27  
Evaporated, Slabs 22

### Citron

10 lb. box 48

### Currants

Package, 14 oz. 17  
Greek, Bulk, lb. 16

### Dates

Hollowi 09

### Peaches

Evap., Choice, unp. 15  
Evap., Ex. Fancy, P. P. 20

### Peel

Lemon, American 24  
Orange, American 24

### Raisins.

Seeded, bulk 9  
Thompson's s'dless blk 9 1/2  
Seeded, 15 oz. 11  
Thompson's seedless, 15 oz. 11 1/2

## California Prunes

70@80, 25 lb. boxes 008  
50@10, 25 lb. boxes 009 1/2  
60@10, 25 lb. boxes 011  
40@50, 25 lb. boxes 014 1/2  
30-40, 25 lb. boxes 017  
20-30, 25 lb. boxes 023

## FARINACEOUS GOODS

### Beans

Med. Hand Picked 07  
Cal. Limas 16  
Brown, Swedish 08 1/2  
Red Kidney 09 1/2

### Farina

24 packages 2 50  
Bulk, per 100 lbs 06 1/2

### Hominy

Pearl, 100 lb. sack 4 00

### Macaroni

Domestic, 20 lb. box 09  
Armours, 2 doz., 8 oz. 1 80  
Fouls, 2 doz., 8 oz. 2 25  
Quaker, 2 doz. 1 80

### Pearl Barley

Chester 5 50  
00 and 0000 7 25  
Barley Grits 06

### Peas

Scotch, lb. 7 1/2  
Split, lb. yellow 08  
Split, green 10

### Sago

East India 10

### Taploca

Pearl, 100 lb. sacks 9 1/2  
Minute, 8 oz., 3 doz. 4 00  
Dromedary Instant 3 50

## FLAVORING EXTRACTS

### JENNINGS' 50 YEARS STANDARD EXTRACTS

Doz. Lemon 1 50  
Doz. Vanilla 2 00

1 50 7 1/2 ounce 2 00  
1 80 1 1/4 ounce 2 65  
3 25 2 1/4 ounce 4 20  
3 00 2 ounce 4 00  
5 50 4 ounce 7 20  
9 00 8 ounce 12 00  
17 00 16 ounce 24 00  
32 00 32 ounce 48 00

### Arctic Flavorings

Vanilla or Lemon 1 00  
2 oz. Flat, doz. 2 00  
3 oz. Taper, 40 bot. for 6 75

### Jiffy Punch

3 doz. Carton 2 25  
Assorted flavors.

Mason, pts., per gross 7 70  
Mason, qts., per gross 9 00  
Mason, 1/2 gal., gross 12 05  
Ideal, Glass Top, pts. 9 20  
Ideal Glass Top, qts. 10 80  
gallon 15 25

## FRUIT CANS.

### Mason.

Half pint 7 35  
One pint 7 70  
One quart 9 00  
Half gallon 12 00

### Ideal Glass Top.

Half pint 8 85  
One pint 9 20  
One quart 10 90  
Half gallon 15 25

### Rubbers.

Good Luck 75@90



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

HORSE RADISH	
Per doz., 5 oz.	1 20

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

JELLY GLASSES	
8 oz., per doz.	35

OLEOMARGARINE	
Kent Storage Brands.	
Good Luck, 1 lb.	26
Good Luck, 2 lb.	25 1/2
Gilt Edge, 1 lb.	26
Gilt Edge, 2 lb.	25 1/2
Delicia, 1 lb.	21
Delicia, 2 lb.	20 1/2

Van Westenbrugge Brands  
Carload Distributor



Nucoa, 1 lb.	25 1/2
Nucoa, 2 and 5 lb.	25
Wilson & Co.'s Brands	
Certified	25 1/2
Nut	20
Special Role	25 1/2

MATCHES	
Crescent, 144	5 75
Diamond, 144 box	8 00
Searchlight, 144 box	8 00
Red Stick, 720 1c bxs	5 50
Red Diamond, 144 bx	6 00

Safety Matches	
Quaker, 5 gro. case	4 75

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

#### MOLASSES.



Gold Brer Rabbit	
No. 10, 6 cans to case	5 95
No. 5, 12 cans to case	6 20
No. 2 1/2, 24 cans to case	6 40
No. 1 1/2, 36 cans to case	5 30
Green Brer Rabbit	
No. 10, 6 cans to case	4 80
No. 5, 12 cans to case	4 60
No. 2 1/2, 24 cans to case	5 10
No. 1 1/2, 36 cans to case	4 30
Aunt Dinah Brand.	
No. 10, 6 cans to case	3 00
No. 5, 12 cans to case	3 25
No. 2 1/2, 24 cans to case	3 50
No. 1 1/2, 36 cans to case	3 00
New Orleans	
Fancy Open Kettle	74
Choice	62
Fair	41

Half barrels 5c extra Molasses in Cans.	
Dove, 36, 2 lb. Wh. L.	5 60
Dove, 24, 2 1/2 lb. Wh. L.	5 20
Dove, 36, 2 lb. Black	4 30
Dove, 24, 2 1/2 lb. Black	3 90
Dove, 6, 10 lb. Blue L	4 45
Palmetto, 24, 2 1/2 lb.	5 15

NUTS.	
Whole	
Almonds, Terregona	20
Brazil, New	18
Fancy mixed	22
Filberts, Sicily	25
Peanuts, Virginia, raw	11 1/2
Peanuts, Vir. roasted	11
Peanuts, Jumbo, raw	13
Peanuts, Jumbo, rstd	15
Pecans, 3 star	23
Pecans, Jumbo	50
Walnuts, California	31
Salted Peanuts.	
Fancy, No. 1	14
Jumbo	23
Shelled.	
Almonds	62
Peanuts, 125 lb. bags	13
Filberts	32
Pecans	1 02
Walnuts	63

OLIVES.	
Bulk, 2 gal. keg	3 25
Bulk, 3 gal. keg	4 75
Bulk, 5 gal. keg	7 50
Quart Jars, dozen	5 00

Pint, Jars, dozen	3 00
4 oz. Jar, plain, doz.	1 30
5 1/2 oz. Jar, pl., doz.	1 60
9 oz. Jar, plain, doz.	2 30
20 oz. Jar, Pl., doz.	4 25
3 oz. Jar, Stuf., doz.	1 35
6 oz. Jar, Stuf., doz.	2 50
12 oz. Jar, Stuf., doz.	4 50
20 oz. Jar, Stuf., doz.	7 00

#### PEANUT BUTTER.



Bel Car-Mo Brand	
8 oz., 2 doz. in case	24
24 1 lb. pails	12
12 2 lb. pails	12
5 lb. pails 6 in crate	14
14 lb. pails	25
25 lb. pails	50
50 lb. tins	122

PETROLEUM PRODUCTS	
Iron Barrels	
Perfection Kerosine	12.1
Red Crown Gasoline	13.7
Tank Wagon	36.2
Gas Machine Gasoline	18.6
V. M. & P. Naphtha	39.2
Capitol Cylinder	21.2
Atlantic Red Engine	21.2
Winter Black	12.2



Iron Barrels.	
Light	59.2
Medium	61.2
Heavy	64.2
Special heavy	66.2
Extra heavy	69.2
Transmission Oil	59.2
Finol, 4 oz. cans, doz.	1.40
Finol, 8 oz. cans, doz.	2.00
Parowax, 100, lb.	7.2
Parowax, 40, 1 lb.	7.4
Parowax, 20, 1 lb.	7.6



Semdac, 12 pt. cans	2 70
Semdac, 12 qt. cans	4 30
PICKLES	
Barrel, 1,200 count	24 50
Half bbls., 600 count	13 25
0 gallon kegs	10 00
Sweet Small	50 00
3 gallon, 3000	50 00
5 gallon, 500	10 00
Dill Pickles.	
600 Size, 15 gal.	13 00
PICKLES	
Cob, 3 doz. in bx. 1 00@1 20	
PLAYING CARDS	
Battle Axe, per doz.	2 65
Blue Ribbon	4 25
Bicycle	4 50
POTASH	
Babbitt's 2 doz.	2 75

FRESH MEATS	
Beef.	
Top Steers & Heif.	@18
Good Steers & H'f.	14@15 1/2
Med. Steers & H'f.	12 1/2@14
Com. Steers & H'f.	10@12 1/2
Cows.	
Top	12 1/2
Good	11
Medium	9
Common	7 1/2
Veal.	
Top	12 1/2
Good	11 1/2
Medium	10
Lamb.	
Good	25
Medium	22
Poor	18
Mutton.	
Good	12
Medium	10
Poor	7
Pork.	
Heavy hogs	11
Medium hogs	11 1/2
Light hogs	12 1/2
Loins	16
Butts	18
Shoulders	14 1/2
Spareribs	13 1/2
Neck bones	5

PIPER	
PROVISIONS	
Clear Back	29 00@30 00
Short Cut Clear	29 00@30 00

Dry Salt Meats	
S P Bellies	18 00@20 00
Lard	
Pure in tierces	17 1/2
60 lb. tubs	advance 1/4
50 lb. tubs	advance 1/4
20 lb. pails	advance 1/4
10 lb. pails	advance 1/4
5 lb. pails	advance 1/4
3 lb. pails	advance 1/4
Compound tierces	14 1/2
Compound, tubs	15

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
Ham, dried beef	24
sets	24
California Hams	15
Picnic Boiled	30
Hams	32
Boiled Hams	32
Mixed Hams	14
Bacon	18

Beef	
Boneless, rump	18 00@22 00
Rump, new	18 00@22 00
Mince Meat.	
Condensed No. 1 car.	2 00
Condensed Bakers brick	31
Moist in glass	8 00
Pig's Feet	
1/4 bbls.	2 50
1/2 bbls., 35 lbs.	4 00
1 bbl.	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 1/2@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, 11 1/2 Num	3 25
Silver Flake, 18 Reg.	1 60
Sacks, 90 lb. Jute	3 65
Sacks, 90 lb. Cotton	3 75

RUSKS.	
Holland Rusk Co.	
36 roll packages	4 50
18 roll packages	2 30
36 carton packages	5 10
18 carton packages	2 60

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, doz.	1 40
Wood boxes, Pure	28
Whole Cod	11

Holland Herring	
Mixed, Kegs	1 10
Queen, half bbls.	9 00
Queen, bbls.	17 50
Milkers, kegs	1 10
Y. M. Kegs	1 05
Y. M. half bbls.	10 00
Y. M. Bbls.	19 00
Herring	
K K K K, Norway	20 00
8 lb. pails	1 40
Cut Lunch	95
Boned, 10 lb. boxes	27

Lake Herring	
1/2 bbl., 100 lbs.	6 50
Mackerel	
Tubs, 100 lb. finey fat	24 50
Tubs, 60 count	7 50
White Fish	
Med. Fancy, 100 lb.	13 00

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

STOVE POLISH.	
Blackline, per doz.	1 35
Black Silk Liquid, dz.	1 40
Black Silk Paste, doz.	1 25
Enamaline Paste, doz.	1 35
Enamaline Liquid, dz.	1 40
F Z Liquid, per doz.	1 35
Radium, per doz.	1 85
Rising Sun, per doz.	1 35
654 Stove Enamel, dz.	2 80
Vulcanol, No. 5, doz.	95
Vulcanol, No. 10, doz.	1 35
Stovoll, per doz.	3 00

SAIT	
Colonial, 24, 2 lb.	95
Log Cab, Iodized, 24-2	40
Log Cabin 24-2 lb. case	1 40
Med. No. 1, Bbls.	2 80
Med. No. 1, 100 lb. 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
Baker Salt, 280 lb. bbl.	4 25
100, 3 lb. Table	6 07
60, 5 lb. Table	5 57
30, 10 lb. Table	5 30
28 lb. bags, Table	40
Colonial Iodine Salt	2 40



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

#### Worcester



Bbls. 30-10 sks.	5 40
Bbls. 60-5 sks.	5 55
Bbls. 120-2 1/2 sks.	6 05
100-3 lb. sks.	6 05
Bbls. 280 lb. bulk:	
A-Butter	4 20
AA-Butter	4 20
Plain 50-lb. blks.	52
No. 1 Medium bbl.	2 75
Tecumseh 70-lb. farm	92
Cases, Ivory, 24-2 cart	2 35
Bags 25 lb. No. 1 med.	26
Bags 25 lb. Cloth dairy	40
Bags 50 lb. Cloth dairy	76
Rock "C" 100-lb sacks	70

#### SOAP

Am. Family, 100 box	6 30
Export 120 box	4 90
Big Four Wh. Na. 100s	3 90
Flake White, 100 box	4 25
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 45
Pummo, 100 box	4 85
Sweetheart, 100 box	6 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
Trilly Soap, 100, 10c.	
10 cakes free	8 00
Williams Barber Bar, 9s	50
Williams Mug, per doz.	48
Proctor & Gamble.	
5 box lots, assorted	
Ivory, 100, 6 oz.	6 50
Ivory, 100, 10 oz.	10 85
Ivory, 50, 10 oz.	5 50
Ivory Soap Flks., 100s	8 00
Ivory Soap Flks., 50s	4 10

#### CLEANSERS.



80 can cases, \$4.80 per case

WASHING POWDERS.	
Bon Ami Pd, 3 dz. bx	3
Bon Ami Cake, 3 dz.	3
Climaline, 4 doz.	4
Grandma, 100, 5c	4
Grandma, 24 Large	4
Gold Dust, 100s	4
Gold Dust, 12 Large	3
Golden Rod, 24	4
Jinx, 3 doz.	4
La France Laun., 4 dz.	3
Luster Box, 54	3



### Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Dec. 17.—In the matter of the Palace Cafe the trustee has filed a report showing that he has received an offer from the Grand Rapids Store Fixture Co., of Grand Rapids, for all of the assets of the estate. The offer is \$500. The property for sale is appraised at \$1,824.39. The date fixed for hearing and sale is Dec. 29. The property is located at 86 Market avenue, N. W., Grand Rapids. All interested in such property should be present at the named time. The sale will be held at the referee's office.

In the matter of Peter H. Fox, Bankrupt No. 2600, the funds for the first meeting have been received and the first meeting has been called for Dec. 30.

In the matter of John Voshel, Peter Voshel and Voshel Bros., Bankrupt No. 2601, the funds for the first meeting have been received and such meeting will be held at the referee's office on Dec. 30.

In the matter of Phineas M. Tyler, the first meeting of creditors has been called for Dec. 30. The case number is 2607.

In the matter of Christ Kalfis, Bankrupt No. 2606, the funds for the first meeting have been received and the first meeting of creditors has been called for Dec. 30.

Dec. 18. On this day was held the final meeting of creditors in the matter of Martin Hendricks, Leo J. Braun and Hendricks-Braun, Bankrupts No. 2461. The trustee was not present. No others were present. The trustee's final report and account was approved and allowed. An order was made for the payment of administration expenses, so far as the funds on hand will permit. There were no objections entered to the discharge of the bankrupts. The meeting was then adjourned without date. The case will be closed and returned to the district judge.

On this day also was held the final meeting of creditors in the matter of Walter C. Wilcox, Bankrupt No. 2497. There were no appearances. The trustee's final report and account was approved and allowed. The administration expenses of the estate were ordered paid and a final dividend of 17.3 per cent. was ordered paid to creditors. There were no objections entered against the discharge of the bankrupt. The meeting was then closed without date and the case will be closed and returned to the district court in due course.

Dec. 20. On this day were received the schedules, order of reference, appointment of receiver and adjudication in bankruptcy in the matter of John D. Martin Furniture Co., Bankrupt No. 2608. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a corporation having its offices in Grand Rapids, and engaged in the marketing and distribution of furniture and kindred lines. The schedules list assets of \$10,951.84 and liabilities of \$16,129.15. The first meeting of creditors has been called for Jan. 5. A list of the creditors of the bankrupt is as follows:

Caroline N. Winegart, Grand Rapids	\$ 134.00
Gladys Cogswell, Grand Rapids	8.00
Old National Bank, Grand Rapids	1,500.00
Rindge Building Co., Grand Rapids	750.00
Williams Furniture Co., Richmond, Ind.	100.00
Land Dilks, Richmond, Ind.	1,250.00
Louck & Hill, Richmond, Ind.	650.00
Richmond Chair Co., Richmond, Ind.	125.00
Wm. Kopp Co., Louisville, Ky.	350.00
Hagerstown Table Works, Hagerstown, Md.	2,561.48
North Vernon Lumber Mills, North Vernon, Ind.	300.00
White Printing Co., Grand Rapids	100.00
Williams Kimp Co., Grand Rapids	258.00
Crescent Furn. Co., Evansville	150.00

All of the above are notes.

The following are open accounts.

Crescent Furn. Co., Evansville	\$ 525.71
Columbia Storage Co., Grand Rapids	11.93
G. R. Dry Goods Co., Grand Rapids	51.90
Hagerstown Table Works, Hagerstown, Md.	449.24
Hickory Furn. Co., Hickory, N. C.	83.50
A. F. Levine, Bay City	22.72
Wm. Kopp Co., Louisville	126.90
Mich. Bell Tel. Co., Grand Rapids	13.89
Odin Stove Co., Erie, Pa.	1.97
John B. Salturni, New York	9.86
No. Vernon Lumber Co., No. Vernon, Ind.	43.00
Richmond Cabinet Co., Richmond, Ind.	629.50
Richmond Furn. Co., Richmond, Ind.	2,170.86
Williams Furn. Co., Richmond, Ind.	1,106.59
Lyon Agency, Grand Rapids	54.00
G. R. Marketing Association, Grand Rapids	154.00
John D. Martin, Grand Rapids	2,050.00
G. R. Bedding Co., Grand Rapids	43.80
Hart Furniture Co., Toledo	145.10
Elwin F. Kent, Pentwater	43.50
I. E. Wagner, Big Rapids	150.00

Dec. 22. On this day was held the first meeting of creditors in the matter of Henry Wells, Bankrupt No. 2590. The bankrupt was present in person and by attorney, Geo. H. Smith. One creditor was present. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined with-

out a reporter. The schedules were amended. The first meeting was then adjourned without date and the case closed and returned to the district judge.

On this day also was held the first meeting of creditors in the matter of John H. Spykerman, Bankrupt No. 2591. The bankrupt was present in person and by L. D. Averill, attorney. No creditors were present or represented. One claim was proved and allowed. The bankrupt was sworn and examined by the referee, without a reporter. No trustee was appointed. The meeting was then adjourned without date and the case closed and returned to the district court as a no asset case.

On this day also was held the first meeting of creditors in the matter of Joseph Polinski, Bankrupt No. 2594. The bankrupt was present in person and by Earl W. Munshaw, attorney. Several creditors were present in person. Francis L. Williams and Hilding & Hilding were present for certain creditors. Claims were proved and allowed. Howard L. Boggs was elected trustee and the amount of his bond placed at \$1,000. The meeting and the examination of the bankrupt was then adjourned to Dec. 29. The bankrupt was ordered to appear at such time.

On this day also was held the sale of the Chevrolet automobile in this estate. The trustee was not present or represented. No creditors were present or represented. The car was sold to Fred Ehrmanns for \$200. An order was made concerning the sale, and the meeting was adjourned without date. The matter is that of Almond Stewart, Bankrupt No. 2542.

### Proceedings of the St. Joseph Bankruptcy Court.

St. Joseph, Dec. 15.—In the matter of Mrs. Guy E. Hazen, bankrupt, doing business as the Molly Pitcher Tea Room, of Kalamazoo, the final meeting of creditors was held at the referee's office and the trustee's final report and account, showing total receipts of \$119.12 and disbursements for secured mortgage claim of \$996.45, were considered, approved and allowed. There not being sufficient funds to pay the administration expenses in full, the same were pro rated. No dividends were declared to creditors. The final order of distribution was entered. Creditors having been directed to show cause why a certificate should not be made recommending the bankrupt's discharge and no cause having been shown it was determined that such favorable certificate be made. The trustee was authorized not to interpose objections to the bankrupt's discharge, whereupon the meeting adjourned without day.

Dec. 16. In the matter of the Superior Motor Sales Co., a corporation, bankrupt, of St. Joseph, the trustee filed his second report and account, showing total cash on hand of \$960.30, with request that a special meeting of creditors be called for the purpose of declaring a first dividend of at least 5 per cent., the payment of administration expenses, the consideration of certain claims and to pass upon the compromise and settlement effected by the trustee with the Industrial Finance Corporation, of South Bend. The request of the trustee was granted and an order made by the referee calling a special meeting at his office on Dec. 21.

In the matter of Sylvester P. Ball, bankrupt, of Dowagiac, the Lee State

Bank of the latter place has filed a petition in behalf of itself through its cashier and for other bank creditors, requesting that a meeting of creditors be called for the further examination of the bankrupt, for the purpose of discovering assets and facilitating the administration of the estate. The request was granted by the referee and the meeting will be called within the next twenty days.

Dec. 17. In the matter of Jay Gunnett, bankrupt, of Kalamazoo, an order was made calling the first meeting of creditors at the latter place on Dec. 29 for the purpose of proving claims, the election of a trustee, the examination of the bankrupt and the transaction of such other business as may properly come before the meeting.

In the matter of the Pulp Products Co., a corporation, bankrupt, of St. Joseph, the trustee filed his supplemental final report and account, showing the disbursement of all funds, with request that he be discharged as trustee. The matter was considered and orders made by the referee discharging the trustee and cancelling his bond, also recommending that the bankrupt's discharge be granted by the district judge. The record book and files were returned to the clerk's office.

Dec. 18. In the matter of Claud R. Russell, bankrupt, of Kalamazoo, an order was entered for the first meeting of creditors at Kalamazoo on Dec. 29, for the purpose of proving claims, the election of a trustee, the examination of the bankrupt and the transaction of such other business as may properly come before the meeting.

In the matter of the Superior Motor Sales Co., a corporation, of St. Joseph, objections having been filed to the al-



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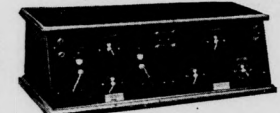
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3 tube Regenerative Detector and 2 stages of amplification. The set we never could catch up on orders for last year. MRC12.



3 tubes in handsome case with inlaid panel doors and compartments for batteries, headphones, etc. MRC3, \$87.50



Michigan "Midget" 2 tube regenerative long distance wonder. MRC2, \$37.50



lowance of certain claims, and for the re-consideration of other allowed claims, orders were made by the referee for the claimants to show cause on or before Dec. 24, why such claims should not be reconsidered, re-allowed and reduced in amount. The objecting creditor claims the copartnership company known as the Z-Taxi contracted part of the claims, as the same was operated by the former president of the bankrupt.

In the matter of Arthur L. Richey, bankrupt, of Vicksburg, an order was made calling the first meeting of creditors at Kalamazoo on Dec. 29 for the purpose of proving claims, the election of a trustee, the examination of the bankrupt and the transaction of such other business as may properly come before the meeting.

Dec. 19. In the matter of Emory Anderson, doing business as the Sturgis Grocery Co., bankrupt, of Sturgis, the trustee has been directed to file his final report and account for the purpose of calling a final meeting of creditors, the payment of a final dividend and the remaining administration expenses.

In the matter of Harlow Crawford, bankrupt, of Dowagiac, the trustee has been directed to file his final report and account, as more than three months have elapsed since the declaration and payment of the first dividend.

Dec. 20. In the matter of Isaac Goldman, bankrupt, of Kalamazoo, the final meeting of creditors was held at the referee's office and the trustee's final report and account, showing total receipts of \$2,396.13 and disbursements of \$1,266.08 and balance on hand of \$1,130.10, were considered, approved and allowed. The remaining administration expenses were ordered paid. A final dividend of 13.6 per cent. was declared and ordered paid within the ten day period. The final order of distribution was entered and the final dividend list of creditors filed. Creditors having been directed to show cause why a certificate should not be made by the referee recommending the bankrupt's discharge and no cause having been shown, it was determined that such favorable certificate be made. The trustee was authorized not to interpose objections to the bankrupt's discharge. The meeting was adjourned without day.

#### What Retailers Generally Are Buying.

Christmas clubs estimate that about 245,000,000 was distributed this year to over 6,000,000 members throughout the country. No small part of this sum was spent in buying gifts, but merchants didn't get as much of it as might be expected, and so far indications do not point to a record-breaking Christmas season.

"Give the Wearable Gift" has been stressed in much of the store advertising, and this may or may not have had a great deal to do with the vast amount of silk negligees and silk lingerie sold for gifts this year. Stores are doing a remarkable business with this class of merchandise. Even at this late date jobbers are receiving "fill in" orders and an unusual amount of open special orders and reorders. Price does not seem to be any object, the request usually being, "Buy something that looks good."

Many merchants have been to market to buy coats for sales which they have been holding right along. There is little of the more desirable merchandise left on the racks. Special lots are now being made up for January sales, and this will be about the only available merchandise to be had for those stores who plan to run any coat specials during the month of January.

Buyers are looking at and enquiring about new ensemble suits and coats. They are buying a limited quantity for early delivery in January. They want these to display in their windows and to have a few in their stock until they come into markets again in January.

No more jobs of dresses are to be had at any price and orders received for this class of merchandise cannot be filled. This last season manufac-

turers cut for orders with little or no overstock, with the result that the market is absolutely depleted now.

No store needs to push infants' and children's brushed wool sets for Christmas selling, for they appear to sell themselves, and jobbers are constantly filling orders for all kinds of knit goods for children, sizes 2 to 6.

Hat stores are placing orders for January 1 delivery. They are buying very cautiously, selecting hats of straw and fabric combinations.

Women's fancy hosiery of every description continues to receive a very responsive call from the trade and indications are that the idea will be carried through to spring.

Short novelty cuff gloves are very active now and orders specify immediate delivery.

Beginning last June and continuing up to the latter part of November there was an exceptional demand for three and four inch suede and kid belts, but the demand has fallen off as abruptly as it started.

During the last week merchants have had some calls in yard goods for good quality printed crepe de chins, satin crepes and satin cantons, as well as broadcloth tub silk in stripes and checks at prices which will make these good offerings for January special sales.

Buying for January white sales has been far from brisk in cotton goods merchandise. It is difficult to decide if merchants have enough goods on hand to start their white sales, or if it is true that the white goods sales are giving place to the January clearance sales. At the present writing there are no outstanding features in yard goods, linens, sheets or pillowcases that we could recommend to our readers as leaders for such a white sale. The general run of goods will be the regular merchandise at reduced prices and a little buying will be done to fill in stocks. From our survey we find that many stores throughout the country are side-tracking the January white sale and running instead January inventory or clearance sales.

#### Unexpected Discovery of Fortunes.

A negro fiddler in Mexico, caught out by darkness on his way over the mountain, built a fire, and the following morning sun revealed molten bits of pure silver glistening among the embers. He had built his fire on a bare vein, and thus were discovered the silver mines of Catorce.

The famous Bueno Suceso silver mine in Sonora was discovered by an Indian who swam across the river after a big flood and found the crest of a large lode laid bare by the water's action.

A mule-driver found the celebrated Real del Pachuta, which brought wealth beyond the dreams of avarice; and he was able to lend the King of Spain a million pesos.

Two Indian brothers, so poor they could not buy a little corn for tortillas on the night before, located the Morelos mine.

#### Christmas Trees Should Be Legitimate By-Product.

There is no question but that all of the Christmas trees used annually by the country could be grown by tree nurseries on a comparatively small acreage, nor is there reason to doubt that they could also be supplied from the forests of the country if they were secured by the scientific thinning of small growth. Unfortunately, however, neither is now being done. Many nurseries specializing in the growing of evergreens are in a position to supply small trees at little expense, either alive or cut, but none of them have gone after the Christmas tree business in a vigorous fashion so that the public at large is uninformed as to this method of securing its Christmas trees. Most trees are purchased from local tradesmen.

A typical example of how these trees are cut is as follows:

A farmer has a self-seeded pasture covered with spruce or fir of a suitable size. He is in temporary need of cash, possibly for the purpose of re-roofing his barn or paying the interest on his mortgage, but quite as often to buy a new ford. He decides to cash in on his pasture full of small evergreens, which, if allowed to stand, would be marketable lumber in some twenty-odd years. He cuts them himself or more frequently sells them on the stump to some man in the locality who makes a specialty of buying and shipping Christmas trees. The pasture is not thinned. It is devastated. They start with the corner nearest the road where the trees are to be loaded and cut every tree of marketable size, or, if only part of the stumpage has been sold, they cut every tree on the portion sold. I have never heard of a case where Christmas trees were secured by legitimate thinning, although it may happen very occasionally.

If the wholesale Christmas tree buyer was obliged to go here and there in the country, cutting only such trees as the owners should select, the expense of cutting and loading would be tremendously increased and the price paid the owner correspondingly less. It is too much to hope for, that this will ever be done in this day and age where everybody is chasing the immediate dollar with no thought to the future of the country or the happiness and welfare of our children's children.

The only hope as I see it, lies in restricting the Christmas tree trade to nurseries. I do not believe that nurseries under existing labor costs could compete with present prices of the wild product, so that to accomplish this it would be necessary to place some sort of tax on Christmas trees marketed from wild land.

My Christmas tree this year will be a five-foot living fir which is being shipped from a nursery. The roots will come with the earth on them carefully wrapped in burlap and on arrival it will be placed in a painted tub made out of a half barrel. In other words, my children will enjoy a living Christmas tree, not a corpse of the forest. After Christmas it will be planted in a previously selected spot

in the yard where the ground has been kept from freezing solid by a blanket of leaves.

I appreciate that it would not be practical to do this in the case of city apartment dwellers. On the other hand, many of our city folks could get their trees from nurseries and many of them who have country homes or whose friends have, could in this age of automobiles easily present a living tree to their friends as a New Year gift.

W. Lee White.

The life work of Henry M. Reynolds, in making it possible for every home, store, shop, factory, warehouse, etc., to have a fire resisting roof, should give his name place among the greatest of benefactors to humanity.

The bigger the man and the more important his position, the easier it is to see him. Men who complain about "not having time" usually never have time to be successful.

#### Business Wants Department

Advertisements inserted under this head for five cents a word the first insertion, and four cents a word for each subsequent continuous insertion. If set in capital letters, double price. No charge less than 50 cents. Small display advertisements in this department, \$3 per inch. Payment with order is required, as amounts are too small to open accounts.

FOR SALE—Established grocery business, including stock and fixtures, in a Western Michigan town 10,000 population. Address No. 778, c/o Michigan Tradesman. 778

For Sale—Old established dry goods and shoe business. No competition in my end of city. Will sell the stock and two small stores \$10,000, \$8,000 cash. No trades considered. Ben Wagonlander, 2708 Richfield Road, Flint, Mich. 779

For Sale—An up-to-date established grocery business in best small city in Michigan. Building modern and best location in city. Good lease, cheap rent. Reason for selling, have other business. Address Box 685, Grand Ledge, Mich. 780

For Sale—Grocery store fixtures, including large McCray refrigerator, electric coffee mill, three floor show cases, computing grocery scales, etc. Cheap for quick sale. Address No. 773, c/o Michigan Tradesman. 773

WANTED—Set of drug store fixtures, including good soda fountain, cigar and wall cases. No junk wanted. Address No. 774, c/o Michigan Tradesman. 774

FOR SALE—About 150 feet of hard wood up-to-date shelving and about ninety feet hard wood counters. Also show cases at a bargain. Possession given July 1, 1925. John Vandersluis, Dry Goods Store, Holland, Mich. 775

Bargain in grocery display counters. Good as new; glass front display, thirty-drawer, beautiful finish. Less than half price. Hickok Grocery Co., Kalamazoo, Mich. 776

Wanted—Middle-aged man who has had experience in selling goods to merchants to act as subscription representative for the Tradesman. Must be active, energetic and resourceful. Address, giving length of experience and houses represented in the past, Subscription Department, Michigan Tradesman, Grand Rapids, Mich.

ICE MACHINES FOR NEXT SUMMER—We have several small machines traded in on larger. A-1 standard makes, at or about 1/2 price. Will erect and guarantee. Born Refrigerating Co., 208 N. Wabash Ave., Chicago. 764

General Store For Sale—Successful general store. Long established business located in town of 1,300 in South Western part of state. In prosperous community of general and fruit farming. Six churches, electric lights, good sewage and water and an active chamber of commerce. Annual sales about \$100,000. Stock will invoice about \$30,000, including dry goods, clothing, shoes, groceries, and meat market. Address No. 765, c/o Michigan Tradesman. 765

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 LEVINSOHN, Saginaw, Mich.



### You and Your Relation To Your Community.

Has it ever occurred to you that your business is a part of the community in which you live; that you constantly have to consider other people in the conduct of your affairs? The city, the state and the Nation are but enlarged communities and every person is more or less dependent upon the fortunes of his fellowmen for his welfare.

In the beginning communities consisted only of a few families. As the population grew, life became more complex until government and institutions were necessary. The highly organized society to-day with its people engaged in giving various kinds of services, is but the outgrowth of the demands which growth has brought.

The successful business man to-day must ever keep these thoughts in mind. He may say he intends to keep unto himself and offer his goods to the world. He will offer his wares and wait for the world to come and see and buy. But will he have many customers? Hardly. If he wants to keep unto himself, in most cases the people whom he would have as his customers will let him do so and his goods will stay on the shelf.

Merchants should ever keep in mind the fact that they are part and parcel of the community life; that the success or the failure of farmers in the West, men whom they have never seen, affects their business; that the welfare of their neighbor is of vital importance to their own well being.

Fortunately most business men nowadays do realize the verity of these facts and strive to enter into the work of their neighborhoods and states and the nation as far as possible. When the community conducts a campaign for the benefit of the poor, for the unfortunate, for the church or various institutions which are a part of it, you will find the foremost men in industry and the professions out campaigning to put the enterprise over. They reap their reward both in personal satisfaction at having done their work in a good cause and also in returns which the esteem of their associates and neighbors brings.

Much as Americans work with their eye on the dollar, this Nation has not stooped to greed and selfishness. Men with large incomes all over the land give away large sums of money for the benefit of their less fortunate fellows. Not all merchants can give of their earnings. They cannot put cash back into the coffers of society. They can, however, be active in community enterprise. They can show their customers and associates that they are interested in the welfare of others and that they are in the community to see to it that their part is done to help that community be the best place in which to reside that it is possible to make it.

So we say to business men who may chance to read this that they should not neglect to get into the swing of things. Join the organizations that are formed in your home town. Enlarge your acquaintance. Become an active worker in movements that other business men are joining. It is your first duty, of

course, to support your own trade organization, but many merchants make the mistake of sticking too closely to their trade bodies instead of becoming members of the general business organizations and welfare associations which are conducted for the good of the community as a whole. The returns may not be immediate, but as time goes on you will find yourself gradually being considered a live wire and a leader in the affairs of your town or city. You will not be able to enjoy as many pleasant evenings at the movies or driving your car, but you will be glad later to enjoy instead the personal satisfaction of the man who has done his task well and you will find yourself surrounded by a host of fine and loyal friends—one of the greatest things this world has to offer.

### Sleeping on a Pullman.

Ever since the Pullman "sleeper" was invented the rule seems to have been to make up the berths "head first," i. e., with one's head toward the engine, and all the porter knows about it is that "them's orders." I suppose that most people sleep poorly on a train and either take a long time to get to sleep, or waken frequently, or both; and it is in the hope of making some good travelers out of poor ones, and better travelers out of good ones, that I offer an explanation which, after many years of testing out, has ceased to be theory and become proven fact, in my own case at least.

The average train made up of "Pullmans" is long and heavy. It starts slowly and gains momentum so gradually that it takes possibly from four to six minutes to reach a speed of, say, fifty miles an hour. The effect on the blood stream of such gradual acceleration of speed is so slight as not to be noticeable.

On the other hand, the same train will slow down and stop in perhaps one and a half to two minutes, and if one is sleeping head first the inevitable result is that the blood tries to keep going at the same speed as before and in the same direction, i. e., toward the head, until its inertia is gradually overcome. I have noticed many times when sleeping head first that my sudden awakening was accompanied by the grinding of brakes and the rapid slowing down of the train; also, though not so often, I have waked with the feeling that my head was bursting and wondered whether I was going to have "a stroke."

Now the converse of the proposition is, of course, that if one sleeps "feet first," or with his feet toward the engine, the blood is forced toward the head only when the train is picking up speed, so gradually that the effect is negligible; on the other hand, when the train is slowing down rapidly the inertia of the blood tends to drag it away from the head and he sleeps tranquilly on.

In view of the fact that the circulation of the blood was discovered by Harvey early in the seventeenth century, whereas the Pullman sleeper was not invented until about 1875, it would seem that there was little excuse for a fool order to Pullman porters which must have caused a vast deal of dis-

comfort to millions of people since it was first issued. Certainly there is no reason why a blunder born of ignorance, or lack of observation, should be perpetuated indefinitely just because it has itself acquired the "inertia" of tradition.

The next time you board a sleeper just call the porter, saying, "Please make my berth feet first," and I'll wager that you'll have a better night's sleep than you imagined possible on a train, to say nothing of avoiding a broken neck if you happen to be in a head-on collision.

### General Market in Canned Foods Dull.

The market is rather generally inactive, but some of the large buyers are taking advantage of that fact and are buying some large blocks of corn, peas and tomatoes at a little below the full market list from canners who have not the best frost-proof storage and on that account prefer to sell and move their holdings.

There is a general opinion with the wholesale trade that the supply of canned foods of the 1924 pack is going to be insufficient to fulfill the requirements of the country until the pack of 1925 is available, and this opinion seems to extend to all parts of the United States. Consequently an active buying demand is expected after the first of the year, and this accounts for the fact that some of the larger buyers are picking the ripest bargains now.

Very little interest is evident in the future or 1925 pack of canned foods, and it is reported that buyers are inclined to hold off until after the annual convention of the National Canners Association in Cincinnati the week of January 26 to 30.

The market for canned foods is in a strong position and is apparently waiting for a forward movement in prices.

John A. Lee.

### Regulation of Coal.

About four thousand billion tons of coal—lignite, bituminous and anthracite—underlie American territory. Two fifths of the world's production is mined in the United States. It is of the greatest importance that Americans be furnished coal at a fair price.

The fact is that Americans have not been able to secure coal at an honest price. In the anthracite coal industry monopoly has put its slimy hand on every phase of production and distribution. The result has been exorbitant prices and extortionate profits, swollen fortunes on the one side and suffering and privation for men, women and children on the other.

Anthracite is a natural monopoly. Five counties in Northeastern Pennsylvania produce 95 per cent. of the output of the Nation. Eight railroad companies dominate the entire situation. They control the coal lands and the output. They control the means of transportation and the price paid by the consumer.

If we do not have Government regulation we shall have Government operation. If the private interests involved blindly refuse a just remedy and insist upon their power to oppress, they will be shorn of that power by the

Government of an outraged and indignant people. C. K. Wilson.

Noel W. Smith, former Philadelphian, in his capacity as head of the Alaskan Railroad, is giving the Frozen North a demonstration of Eastern railroad operating efficiency. Taken from his office as assistant to the general manager of the Eastern region of the Pennsylvania Railroad a few months ago and made assistant to Secretary of the Interior Work and told to get the road in first-class shape, he applied railroad methods to the task instead of continuing army routine, the procedure under which the road had heretofore been operated. He studied the road. He noted its shortcomings. And now he has notified the Government that it will be necessary to expend \$11,878,781 in a six-year period to complete it. At present, Mr. Smith wrote in a letter to a former co-worker in Philadelphia, the chief traffic handled by the railroad is supplies for the railroad, lumber and building materials. The road's present schedule consists of two round trips per week between Seward and Fairbanks. Its passenger equipment consists of four observation cars, two diners and three sleeping cars for a railroad that is only 70 miles long.

Academic circles will be fairly startled by the upsoaring Gothic shaft the University of Pittsburgh proposes to rear to a height of fifty-two stories, and 680 feet, as the new home of more than 12,000 students with their classroom and laboratory facilities. Ancient Babel meant the confusion of tongues; the modern pharos of belles lettres and science stands as a beacon of the advancement of learning. To gather the usual lateral outspread of college buildings into this giant vertical berg to be seen afar like a mountain peak was a bold concept on the part of the architect. Although the conventional notion of a campus is sacrificed to the spired cathedral scheme, its altitude assures the inspiration of far horizons and a plentitude of light and air denied to many buildings in which students are trained. It is a bold idea, worthy of the aspiring energy of the great steel-making city.

### 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	3 00
Skunk, Short	2 00
Skunk, Narrow	1 00
Skunk, Broad	1 25
Muskats, Winter	1 25
Muskats, Fall	1 00
Muskats, Kitts	15
Raccoon, Large	5 00
Raccoon, Medium	3 50
Raccoon, Small	2 00
Mink, Large	9 00
Mink, Medium	7 00
Mink, Small	5 00