

MICHIGAN TRADESMAN

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Forty-second Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 31, 1924

Number 2154

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Happy New Year

Here's a plain old-fashioned
greeting,

For this day that's full of
cheer.

It is simply "Happy New
Year"—

May it come to you this
year.

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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.

With the approach of winter, you start eating the more highly concentrated foods and take less exercise in the open. As these two conditions are conducive to constipation, it is the part of wisdom to guard against them.

Constipation is, perhaps, the most prevalent of all human ills and one of the greatest trouble makers. It is not only bad in itself, but it renders the person suffering with it susceptible to the attack of other maladies.

In the fight against constipation, nothing has been found which is so generally efficacious and satisfactory as Stanolax (Heavy). It is effective not only in the less serious cases, but it has also given relief to thousands of sufferers with obstinate cases of long standing.

STANOLAX

(HEAVY)

for constipation



MICHIGAN TRADESMAN

GRAND RAPIDS
PUBLIC LIBRARY

Forty-second Year

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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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GOMPER PATRIOTISM A JOKE.

The fulsome flattery bestowed on Sam Gompers by the (union) subsidized daily press is enough to make any true American blush with shame. Born in the slums of London with Jewish parentage, his methods were those of the slum, based on the theory that might makes right. As a matter of fact, the accomplishments of his lifetime—if they can be called accomplishments—were due to terrorism, threats, cajolery and pretense—never to right, justice, fairness or honor. The widely paraded claim that he was a patriot is enough to make the blood of any genuine patriot turn cold, judged by the following activities of the crafty old dissembler:

He vehemently defended the right of Boston firemen and policemen to go out on strike and served notice on Mr. Coolidge that he had signed his political death warrant because he put down the strike by substituting in place of the strikers State soldiers. Anything patriotic about that?

He induced President Wilson to exempt walking delegates from the operation of the draft during the kaiser's war, thus legalizing the criminal tactics of the slimy lizards who precipitated many thousands of strikes and delayed the preparations we were making for conducting the war at the most critical period in the Nation's history. Anything patriotic about that?

He led the mob of union thugs which held the watch while Congress was coerced into enacting the Adamson law—the most infamous law ever enacted by the representatives of a free people. He also held the watch on Wilson when he gave the President 5 minutes to sign the bill. Anything patriotic about that?

He induced McAdoo, the most subservient union trucker who ever existed, to issue an order coercing railway employees into joining union organizations during the war, thus crippling the Government in transport-

ing men and material to the seaboard. Anything patriotic about that?

He forced wages up to a point and reduced the efficiency of workmen to a degree which made the war cost the Government three times what it would have cost under normal conditions. Anything patriotic about that?

He preached the infamous doctrine of the anarchist that it was proper to violate the decisions of the Supreme Court of the United States any time that tribunal handed down a decision which was not in accordance with his pernicious ideas. Anything patriotic about that?

No longer ago than last fall he undertook to throw the strength of his fast disintegrating organization—40 per cent. less in numbers than it was four years ago—to the support of La Follette, who stands for the overthrow of everything essential to the maintenance and perpetuation of the American Republic. Anything patriotic about that?

In short, the Tradesman challenges any man to produce a single ACT of Gompers which was in harmony with the fundamentals and traditions of the country of his adoption. His mouth was always prating patriotism, but his ACTS were always those of a marplot and a traitor, seethed with selfishness.

Steinmetz, the electrical wizard, was moved by a just sense of relative values in leaving money for scholarships at Union College as his most desirable memorial. Tablet or portrait or monumental stones could never mean so much as the encouragement of students with insufficient funds for a college training. Many a man has given a large sum for architecture that would advertise himself for succeeding generations and has neglected the upbuilding of lives of young men who hold in their firm tenure the world's expectation. One of the best things about Steinmetz was his generous encouragement of promising youth, and his bequest is in keeping with his spirit of one who had himself climbed from the bottom of the ladder despite all handicaps of frail physique and adverse circumstances.

Judge Moinet, of the Clinton County Circuit Court, sentenced Mahlon Lawhead, aged 30, of Ovid, from five to fifteen years in the State Penitentiary at Jackson for stealing an Essex coach belonging to George C. Young, of Ovid. The automobile was taken to Jacksonville, Florida. The automobile and thief were brought back and Lawhead was prosecuted in the Circuit Court at St. Johns. The Judge, in pronouncing sentence, said he was going to do his part to protect the property of the citizens of the State. This sentence should be a warning to young men who are too free to appropriate the property of others.

MORE PROTECTION NEEDED.

The Tradesman has long felt that the present automobile laws need many amendments, especially along the line of personal responsibility for accidents. Under existing conditions a pauper driving a worthless car can smash into a good car, killing or injuring the occupants and destroying many hundred dollars' worth of property, without being able to make one penny of restitution. If the present law was amended, providing that no one be granted a driver's license unless he has first obtained an indemnifying bond to be drawn on the event of indefensible accident and injury, many irresponsible drivers who make automobile driving a menace to life and limb would be eliminated. All will concede that the percentage of inexperienced, careless and utterly irresponsible men using the roads of the country is altogether too large and that something must be done—and done quickly—to curb their reckless and reprehensible methods. An appeal was recently made to the manager of a large accident insurance company for his opinion on this question. His reply was as follows:

I note that you say that it seems proper that the next Legislature should pass a law providing that no license be issued unless the applicant carries insurance or, possibly, a bond to cover damage for personal injury and property damage. Up to this time I do not believe that any Legislature has passed such a law except on commercial vehicles and bus lines. However, there is no doubt but what sentiment in favor of such a provision is increasing, in view of the fact that a great many people who drive automobiles are not able to pay for any damages they may cause. I have also heard some talk that if a law of that kind is passed there should be a companion bill providing that judgment against the automobile owner for personal injury or property damage be limited to say \$5,000. At the present time there is no question but what many automobile owners are imposed upon and damage suits started against them for from \$20,000 to \$50,000 which, in most cases, will frighten them into a settlement, even though it would appear that they were not to blame for the accident.

BRAZILIAN COFFEE.

A somewhat difficult problem was put before Secretary Hoover a few days ago by the National Coffee Roasters' Association. It seems that it is difficult to do intelligent trading in coffee without knowing what stocks are available in Brazil, where most of the article used in this country comes from. So it is proposed to have this Government approach the Brazilian federal government or the Sao Paulo

state government, or both, with a view to getting reliable statistical information on coffee similar to that furnished here about cotton. In return, the suggestion is made to have in this country a permanent service to inform Brazilian coffee growers of marketing conditions here. In a case of this kind, manifestly, the United States Government could go no further than to make a friendly suggestion to the Brazilians. To the latter the proposition would doubtless appear as one to the advantage of those engaged in the coffee trade here, while its benefits otherwise might appear negligible. About 65 per cent. of all the coffee imported into this country comes from Brazil. Before the war the percentage was about 74. In actual quantity, however, the imports from Brazil have been increasing, being 743,113,500 pounds in the fiscal year 1914 and 658,231,671 in the nine months' period ended with September last. This shows pretty clearly how much this country is dependent on Brazil for its coffee supply. The danger of this dependence on a single country is stressed by the coffee roasters in their appeal, and they urge the Department of Commerce to encourage increased coffee production in countries now growing the berry and also to investigate the possibilities in Porto Rico, Cuba, Hawaii and countries not doing so. This, while being prudent counsel, is hardly apt to commend itself to the Brazilians.

There is in a uniform cost accounting system the removal of a great temptation to individuals to change their methods in order to bring about a good statement, J. W. O'Leary, vice-president of the Chicago Trust Company, Chicago, told a recent gathering of manufacturing executives and trade association officers held by the department of manufacture of the Chamber of Commerce of the United States. He traced the changes in relations between the manufacturer and the banker from the old days when a loan was frequently made on the basis largely of the borrower's general reputation, through to the present time when banks and manufacturers jointly see the advantages of complete information on the borrower's business and his ability to repay the loan. There is no question that the banker is going to have a great deal more confidence in a concern which is in an industry that has a uniform system of accounting," he said. "He will have much more confidence in the figures that he receives, knowing that he can find out the real facts."

Protected by insurance brings a feeling of relief to the property owner; but it should never cause relaxation of endeavor to prevent fire.

IN THE REALM OF RASCALITY.

Cheats and Swindles Which Merchants Should Avoid.

The soft spot in the pharmaceutical breast has been one of the most prolific hunting grounds for swindlers of late. Nursed by constant tales of sickness, tempered by sympathy for those who seek medical help, the pharmaceutical breast is renowned as one of the most tender breasts in business. On this account, it has become a target for swindlers, and hardly a week passes without reports of how some druggist has been duped and relieved of his hard-earned money. As the methods employed by the swindlers are more or less the same, it would be an eye opener to other druggists if they were to become acquainted with the tricks and plans the swindlers use to extract their money. The first aid story has an A rating in the swindler's pharmacopoeia. He usually gives it a three stars' notation, as everywhere it is used it does not fail to bring results. Stripped of all verbiage, the first aid story will run something like this: A well dressed, neat appearing young man will walk into a drug store and say that he has just run into a ford while driving in another part of the city. The accident resulted in severe injuries to his wife, he continues, and he wants these first aid supplies despatched to his home at once. He will order a list of first aid items, such as boric acid, witch hazel, plasters, cotton wool, bandages, etc., and run the bill up to about \$5. In payment, he will tender a check for \$17.40—always an odd amount—made payable to K. R. Meitzel and signed W. E. Williamson. The young man will pull out his fountain pen, and endorse the check in the presence of the druggist. He will also show an engraved business card of K. R. Meitzel, representing some well-known business company. Without the slightest suspicion, the druggist will cash the check, deducting the price of the first aid articles purchased, and will send the goods to the address given. When the messenger returns and reports that there is no such person living at such an address, the druggist realizes the game, but a bit too late.

Modifications of the above scheme are encountered, but in the main essentials they are the same. The young man may go to a doctor for medical advice, and after securing a prescription, he seeks a druggist whom he asks to compound the medicines, tendering in payment a check for \$2 drawn on a well-known bank. Having gone thus far, the swindler takes the prescription to another part of the city, and this time he orders medical supplies to the value of three or four dollars along with it. His check now varies from \$14.50 to \$16.75. When the druggist cashes the check he loses the difference—which he quickly realizes on despatching the drugs to the bogus address.

Another plan that is being worked by the swindlers is illustrated in the experience of a Chicago neighborhood

druggist. A man called up the druggist and said that he was Dr. Allen of the Illinois Humane Society. Following this introduction, he went on to say that he will be supervisor of a certain district in the city for the Humane Society and in due time will be provided with a gold star and diploma in token of his new honors and responsibilities. The cost was to be \$27.50 which the good doctor will collect in person. When the druggist communicated with the Illinois Humane Society and learned that no such fictitious person as the Dr. Allen was in their employ, the fellow, sensing trouble, has already gone.

Few drug stores have escaped the swindlers as possible looting grounds for booze. Here is one way how the swindlers went after the job. A man called on a druggist in working clothes and with a coil of telephone wires over his shoulder. He said he was sent to do some wiring on one of the store's telephones. He went to the basement, where he remained some time. A week later the druggist's store was burglarized and a quantity of cigars was taken. It developed that the man with the coil of wire was not a Bell telephone employee.

How can you protect yourself against these people?

First: Do not, under any circumstances, cash a check for a stranger. This applies to what appear to be certified checks just as it does to any other check.

Second: Do not, under any circumstances, accept a check from a stranger in payment of merchandise which a customer intends to take away with him. It is safest to deliver the merchandise only after the check has been cleared at the bank.

A current periodical describes and declaims against the newest "come-on" schemes by which the professional crooks fool and rob the gullible and the innocent. Since the armistice these experts have gone into the real estate business, and it is declared that no less than \$100,000,000 was the booty they raked in by their shady operations last year. The ease with which the innocent are beguiled into fake investments may be accounted for, but why thousands upon thousands of the people who have worked hard to accumulate small savings take risks in the face of palpable fraud, even admitting to themselves and friends that they hope to profit by the fraudulent character of the schemes, is a mystery. For the gullible small crooks ought to be clever enough to see that the game is rigged against them.

High pressure stock salesmen with their promises of "no risk and 10 per cent." find the industrial Middle West, Michigan, Ohio, and Indiana, the best field for their fraudulent operations, according to a Nation-wide survey made by the National Vigilance Committee, of the Associated Advertising Clubs of the World. The aggregate stock losses throughout the country are estimated by the committee to be

about \$600,000,000 a year, with Michigan, Ohio and Indiana contributing far above the Nation's per capita stock loss of \$6. The highest per capita loss of any town or group of towns, \$40, was reported by seven adjoining towns in Pennsylvania, whose combined population was not 10,000. One Michigan city with a population of 40,000, reported a loss of \$1,000,000, or \$25 per capita. The survey also showed that the group of individuals who pay the highest toll are mine and factory workers of foreign birth. The work of vigilance associations, the committee found, has saved the public and legitimate business many millions of dollars. Detroit is a good instance of this savings, the Better Business Bureau reducing fraudulent stock losses from about \$35,000,000 to \$15,000,000 in three years.

His Practice and Preaching Did Not Harmonize.

Grandville, Dec. 30—In a former communication I referred to a backwoods preacher who was patriotic to the backbone, and who was in every way an estimable man and honest citizen. It is pleasant to recall some of those old timers who were the making of the country, the very essence of purity and kindness.

Not all the early woods citizens were of this man's caliber, however. As a boy I attended the little Sunday school in the schoolhouse on the hill overlooking the longest and most productive logging river in the world.

One spring some 400,000,000 feet of pine logs were given to the big Muskegon to be floated to the mouth where a score and more of big sawmills were waiting to manufacture these logs into lumber for the Chicago and Western market.

It was to this region that the itinerant men of God made their way, backed by their respective churches, pioneering for Christianity. It was no picnic to try and interest those hardy lumberjacks in their souls' salvation and those pioneer preachers experienced many real hardships and dangers wholly unknown to the preachers of the present time. The early circuit riders were excellent horsemen and made their rounds in the saddle. The example of men high up has its influence on the rising generation, and a good example counts far more than a whole lot of platitudes issuing from the mouths of men.

Ezra Parvel (not his real name) was one of the very pious men who came to the pine woods to better his fortunes and seek to curry favor with those who had favors to grant. Ezra was a blacksmith by trade and a Sunday school teacher by preference. He was one of the most pious characters I ever came across, yet his example, set before the young people of Sunday, was hardly in keeping with his professions. We had a score of attendants at the Sunday school which Parvel superintended. He was a very solemn visaged man of fifty, and until a certain incident revealed his real character we young folks deemed him a most worthy individual.

One fatal Sunday the first steamboat to plow the waters of Muskegon river was heard tooting its whistle a mile below our sawmill town. A sharp bend in the stream half a mile below hid the oncoming steamer from our sight; besides, it was Sunday morning when the boys and girls had started to school when that distant whistle roused our interest.

A steamboat was something akin to a miracle to the lads and lassies of the little town, and when I, as a youngster of seven years, together with a brother older, betook ourselves across the long milldam on our way to the Sunday

school, the sound of that whistle held our steps at the end of the long bridge which spanned the river. Running toward the bridge were two of the neighbor boys and across the river were other boys gathered discussing something of importance.

"Come on, Dave, come on Jim," yelled one of the running lads. "The steamboat's coming; let's go see it."

My brother turned to me, telling me to go right on to school, while he would join the other boys and go down the river bank toward the distant sound of that whistle, and the puff of the engine.

It so happened that the steamboat on this initial trip had grounded on a sandbar, and was still agonizing to get free when we boys appeared on the scene. An Indian in a canoe came to the rescue and making two trips landed the runaways on the deck of that monster (?) steamer.

It is not of the boat, however, I wish to speak at this time. The upshot of it was we were too late for Sunday school that day, and our superintendent took us to task the next Sunday, picturing in darkest colors the enormity of our offense, speaking solemnly of the torrid place where the flames never cease.

"Boys, that place is too hot for me to describe," said he, and then reminded us of the heat of a redhot iron in his forge, which, of course, we all had seen on various occasions. "When that iron turns to a white heat you may be sure it is hot. The place prepared for sinners is a thousand times hotter than white hot iron!"

There we sat trembling in our boots while this man made us out the vilest of sinners. Such was his stressing of things by word of mouth. Now for the example he set some time later for we boys who were so wicked as to stay from Sunday school to see a steamboat.

A neighbor's hog found a breach in the fence surrounding Mr. Parvel's employer's cornfield and, hog like, went on an investigating tour. Consequently he was caught in the act by our superintendent. Taking his employer's savage dog, he entered the cornfield, first carefully closing the hole in the fence, when he set the dog on the hog, dogging him until the ears of the poor animal were nearly torn off.

When that bleeding pig was finally permitted to escape into the road, quite exhausted and nearly dead, and I saw the vindictive teacher laughing at the animal's plight, my feelings received a shock which lasted a long while. I thought of that hell, so hot like white hot iron and, young as I was, I realized that it is what a man practices, not what he preaches, that counts in the sight of an all wise God. Old Timer.

It should be the employee's practice to make himself popular with the patrons of the business. It helps the business and it helps the employee.

If you let your men loaf to-day when there is work to be done, they will expect to do the same thing to-morrow.



SELLS ON MERIT

Moseley Brothers

GRAND RAPIDS, MICH.

Jobbers of Farm Produce

OLD-TIME PARTISAN SPIRIT.

Lack of It Explains Present Vote Reduction.

Much is said these days about the large number of voters who do not vote. This element has been figured all the way from 25 to 50 per cent. of the whole voting population.

These voters who don't vote have been given all sorts of bad names, and a systematic campaign was conducted during the past fall to correct this growing neglect.

What is it that has brought about the apathy of so many voters? In my opinion the cause proceeds from the independent political attitude taken by most of the newspapers in recent years. The old-time "organ" has been assigned a place in the museums with the corkscrew, the hairpin and the horse.

No longer is the opposition party a "menace to the country." No longer are invective and contumely hurled at those on the other side of the political fence. The newspaper of this day prints in its news columns everything that is said and done by all parties, while in its editorial columns the editor expresses his opinions mildly and cautiously.

In the late campaign there was, so far as I could see, almost no difference between the policies of Coolidge and those of Davis. Both were eminently respectable and able men. Both were looked upon without fear by the great moneyed interests of the country. Neither side "viewed with alarm" what was going to happen to the United States of America if the other side got the offices.

There were no Greeleys, no Danas, no Wattersons, no Whitelaw Reids to wave the red flag of wordy partisan warfare and thus arouse in the human heart the old-time partisan spirit.

Naturally the voter took little interest in what was going on. He felt that things would run along all right, no matter who was elected. And so, when election day came around, he did what he does on Decoration Day and Fourth of July—he called it a day off, and went everywhere but to the polls. His desire for pleasure triumphed over his patriotism.

Theoretically, political independence in the press is to be commended. The news columns should tell what is going on in all parties, and this news should not be garbled. Particularly in this policy desirable in places where but a single daily paper is published. To make a violent partisan organ of the only paper in the town verges closely on business idiocy.

The dollar that comes in for advertising or subscriptions is equal to exactly one hundred cents whether it is handed over by a Democrat, a Republican or a Socialist.

And the more dollars a publisher takes in, the more dollars can he pay out to improve his paper and the more dollars can he take to the bank to improve his balance.

Above all else, a publisher must run his paper according to the policies that will bring him in the most profits, honestly earned.

Personally, I regret to see the old-time "organ" disappear. It was a

spectacular and picturesque institution that stirred up our patriotism and love of our country. It kept partisanship alive and sent voters to the polls with the conviction in their hearts that they were saving the nation from destruction by the opposition.

But the "organ" seems gone forever. The drift is from partisanship to neutrality, and of course neutrality leads straight to indifference. Unless you stir up the human heart, you cannot make the blood flow fast, and when the political blood becomes sluggish you get precisely the condition we have to-day, when half our voters care nothing whatever for the priceless privilege of helping to choose those who govern us.

Is there a remedy to correct this growing political indifference? Some foolish folks favor a law compelling everybody to vote or go to jail, just as we now have laws compelling us to do or not to do nearly everything that takes place under the canopy of the sky.

For one, I don't believe in any more law than is absolutely necessary to maintain order and common decency. Particularly am I opposed to a law that attempts to legislate loyalty and love of country into anybody. If we can't educate and train our people to take an interest in our government, I feel sure we can't ram those virtues down their throats by act of Congress.

And so again I express regret at the exit of the "organ." It had its faults, but its one great virtue was stimulating patriotism and loyalty to country. The old-time "organ" passed out, not because of its partisanship, but because it paid less dividends to stockholders than independent journalism. In all things, money eventually is the token by which merit is measured.

No matter how worthy an institution may be, it has to make way for something else if this "something else" fills up bigger cavities in the cash drawer.

So let's not be too severe with the man who doesn't vote. Instead of putting him in jail for his delinquencies, let us put a little more partisanship into our editorials.

And, above all else let us have some real, vital issues to vote upon. "Republican" and "Democrat" are adjectives meaning exactly the same thing, the only difference being in the spelling.

Bert Moses.

Butter Finally Defined Legally in United States.

Washington, Dec. 30—While it may surprise the layman to hear it said that until lately "butter" has never been legally defined or standardized by the United States Government, yet it is true, because there never was a Federal standard set up until the passage recently of the Haugen bill, which requires a minimum standard for butter of 80 per cent. fat, with all tolerances provided for. This does not interfere with the internal revenue ruling that if butter contains as much as 16 per cent. of moisture it is adulterated.

On Way To Health Again.

Millbrook, Dec. 30—A. D. Kendall, who had a serious operation at Harper Hospital, Detroit, has so far recovered as to be home, but is very weak and not able to be out of the house yet. He says Happy New Year and many of them to the houses he deals with and all the salesmen who call on him. Says he is coming good but slow.

1925

The year 1924 is finished and we stand at the dawn of a New Year.

For each of us 1925 is going to be very largely what we make it.

We are going to get out of it as much success as we put service into it.

We are going to get out of it much happiness if we choose to, for happiness rarely comes unsought.

The person who follows the same old methods in 1925 that he has for the last decade, will be the loser.

The dawn of the New Year is a forceful reminder that time is speeding by on golden wings and that customs are changing with the times.

It is easy to float with the current—in a way it is easy—but it is the man who bends his back to the oars who gets up the stream of success.

It has been said that "anything worth having is worth striving for." And, inasmuch as 1925 is going to be to each of us largely what we make it as individuals, then let us strive for greater success in our chosen vocations, at the same time planning for more pleasure to brighten the hours of work and add to the enjoyment of life.

The **WORDEN GROCER COMPANY** has rolled up its sleeves, so to speak, to aid you to greater success in business and to aid in every way possible, so that we may all in 1925, make the most of every opportunity. Remember, for everyone of us, 1925, is going to be very largely what we make it.

WORDEN GROCER COMPANY

Wholesalers for Fifty-six Years.

The Prompt Shippers



Movement of Merchants.

Grass Lake—The Shelly Lumber Co. succeeds the Davis & Shelly Lumber Co.

Detroit—Carl E. Cook, grocer at 301 Custer avenue, is succeeded by Anna Mossey.

Detroit—Morris Heller has sold his grocery at 4201 Bueabien street to Wolf Snyder.

Detroit—James Templeton succeeds George Van Husen, confectioner, 2230 Central avenue.

Coldwater—The Homer Furnace Co. has increased its capital stock from \$1,000,000 to \$1,150,000.

Bessemer—The Bessemer Auto Service Co. has increased its capital stock from \$4,000 to \$10,000.

Detroit—Meyer Robinson is the new owner of the confectionery and cigar stock at 4771 Grandy avenue.

Detroit—Nathan Shapero has taken over the Brightmoor Shoe Store, 20712 Twelfth street, from H. Sandler.

Detroit—Gilbert Heidermaier, confectioner at 9528 Gratiot avenue, has sold his stock to Herbert M. Esper.

Detroit—Max and Walter Wain are now the owners of the grocery and confectionery store at 5114 Beaubien street.

Detroit—Albert J. Boyer succeeds Herma and Gustia Feldman in the candy store at 4865 Grand River avenue.

Detroit—Anthony Thomas and Samuel Joseph have taken over the grocery and meat market at 3476 Mack avenue.

Detroit—The H. W. Harding Lumber Co., 15953 Hamilton boulevard, has increased its capital stock from \$200,000 to \$300,000.

Detroit—The confectionery stock of P. B. Blain, 3004 McDougall avenue, has been sold to Joseph J. Hart by Mr. Blain's estate.

Detroit—Paul Joseph has bought the share of his brothers Alex and Charles in the Joseph Brothers Grocery, 468 Howard street.

Detroit—Weller Brothers, furniture, 2188 Gratiot avenue, have filed a petition in bankruptcy, with liabilities of \$3,613.83 and assets of \$1,100.

Detroit—Benjamin A. Love, dealer in men's furnishings, has moved his place of business from 2101 Woodward avenue to 3112 Woodward.

Detroit—The Glaze & Kettle Bootery opened at 7909 Ferndale avenue a short time ago. Oliver Glaze and J. Harrison Kettle are the proprietors.

Detroit—The Third Street Quality Market, 4632 Third, is now in the hands of I. Oppenheim, who bought it from Michael Schneider recently.

Detroit—Fred Neifert's confection-

ery is now being run by R. Galbreath, to whom Mr. Neifert sold the business. The store is at 2869 Baker street.

Lansing—An involuntary petition in bankruptcy has been filed against Frank T. Rohn & Son, hardware dealers of this city. The bills listed total \$1,042.88.

Detroit—Charles A. Sagar has sold Sagar's Pharmacy, 15001 Grand River avenue, to Otis and Burwell Jones, who are now conducting it as Otis Jones & Son.

Painesdale—The South Range Mercantile Co., Ltd., has merged its business into a stock company under the same style, with an authorized capital stock of \$50,000.

Detroit—An involuntary petition in bankruptcy has been filed against Irving Schreiber, hardware merchant at 1833 Davison avenue, East. The claims total \$806.30.

Detroit—An involuntary petition in bankruptcy has been filed against Jack Golden, retail shoe dealer at 7446 Michigan avenue. Three creditors claim a total of \$1,904.41.

Detroit—An involuntary petition in bankruptcy has been filed against the Advance Lumber & Shingle Co., 1103 Majestic building. The claims of three creditors total \$2,125.83.

Devereaux—E. E. Stokoe, dealer in hardware, implements, paints, oils, etc., has purchased the grocery stock of B. R. Tuxworth and has consolidated with his other stock.

Mt. Clemens—Sam Kastenbaum, women's wear merchant at 52 North Gratiot avenue, is the object of a petition in bankruptcy filed against him by three creditors whose claims amount to \$683.75.

Detroit—Joseph J. McLouff has recently opened the Belle Isle Market at 11312 Jefferson avenue, East. The Riverside Quality Market, formerly in the same location, discontinued business more than a month ago.

Pontiac—Louis H. Klein, operating as Klein's Emporium, 75 South Saginaw street, is the object of an involuntary petition in bankruptcy filed in U. S. District Court recently by three creditors whose claims aggregate \$749.78.

Saginaw—The Fordney Oil Co., Meredith and Franklin streets, successor to the J. H. Nickodemus Oil Co., has been incorporated with an authorized capital stock of \$15,000, all of which has been subscribed and paid in in cash.

Coldwater—Harry J. Bassett, until recently engaged in the jewelry business here, is dead at the age of 63 years. He leaves his widow, one daughter, Miss Bertha M. Bassett, an

instructor of music in the Peabody Institute, of Baltimore, Md., and one son, Irving M. Bassett, Dallas, Texas.

Imlay City—The Imlay City Oil Co. has been incorporated to deal in gasoline, oils, greases, auto accessories, supplies and parts, with an authorized capital stock of \$30,000, of which amount \$14,000 has been subscribed and paid in, \$8,000 in cash and \$6,000 in property.

Birmingham—J. Harry McBride has merged his hardware business into a stock company under the style of the McBride Hardware Co., 108 North Woodward street, with an authorized capital stock of \$50,000 common and \$10,000 preferred, of which amount \$45,100 has been subscribed and \$5,000 paid in in cash.

Saginaw—Herman L. Taub, 66 years old, pioneer Saginaw business man, is dead in West Palm Beach, Fla., where he had gone for his health. He was engaged in the plumbing and heating business and was a member of the Elks and a charter member of the Hebrew Benevolent society. He leaves four daughters and two sons.

Grand Rapids—The Quality Lumber Co., has been incorporated to deal in lumber and all kinds of building materials at wholesale and retail, with an authorized capital stock of \$50,000 preferred and 5,000 shares no par value, of which amount \$33,000 and 3,000 shares has been subscribed, \$411.62 paid in in cash, and \$32,588.38 paid in in property.

Owosso—E. H. Cherry has removed the nursery company, of which he is president, from Battle Creek here, where he has purchased a 60 acre tract of land just east of the city. Mr. Cherry will spend several thousand dollars in fitting it for the nursery business. The company will also manufacture garden furniture, fancy fences, etc.

Manufacturing Matters.

Birmingham—The Flexotile Products Co. has changed its name to the Fibretile Company.

Detroit—The Ferro Stamping & Manufacturing Co., has increased its capital stock from \$360,000 to \$1,060,000.

Detroit—The Dongan Electric Manufacturing Co., 2987 Franklin street, has increased its capital stock from \$25,000 to \$100,000.

Detroit—The Wolverine Stair Works, 8931 Greeley avenue, has changed its name to the Wolverine Mill & Lumber Co.

Detroit—The Strand Lumber & Woodwork Co., 8433 Epworth boulevard, has changed its name to the Strand Lumber Co.

Grand Rapids—The Standardized Furniture Co., 1019 Godfrey avenue, has increased its capital stock from \$140,000 to \$210,000.

Grand Rapids—The Special Furniture Co., with business offices at 1019 Godfrey avenue, has been incorporated with an authorized capital stock of \$1,000 all of which has been subscribed, and paid in in cash.

Detroit—The Michigan Kelvinator Corporation, 2051 West Fort street, has been incorporated with an author-

ized capital stock of \$1,000 preferred and 400,000 shares at \$1 per share, of which amount \$1,000 has been subscribed and paid in in cash.

Holland—Van's Chemical Co., 6 East Eighth street, has been incorporated to manufacture and sell fertilizers, chemicals used for fertilizing purposes, etc., with an authorized capital stock of \$20,000 common and \$30,000 preferred, \$30,000 of which has been subscribed and paid in, \$21,000 in cash and \$9,000 in property.

Queen Alexandra has just been observing very quietly her eightieth birthday. She has won the goodwill of the empire and of sister republics in her own right, apart from the popularity of Edward the Peacemaker. A doctor of music at Cambridge University, she has always been deeply concerned for the arts and sciences, and by her participation in various human endeavors she has endeared herself to a public that hailed her with enthusiasm when she appeared in the London streets, as on Alexandra Day, with its sale of flowers for charity. Daughter of a Danish monarch, she felt an unfeigned affection for the sea, which helped to endear her to a land proud of its navy and dependent on its fleets to maintain its insular independence. America joins Britain in wishing for Queen Alexandra a peaceful, happy eventide of life.

Radio Fans are naturally impatient at the delay in spanning the ocean with waves of sound. The very rapidity with which the invention has developed nationally accentuates its more leisurely progress in the international realm. In this difference history is repeating itself once more. It was ten years after the telegraph had clicked off Polk's surprising nomination for President that Cyrus W. Field began his series of attempts to lay a cable across the Atlantic. There were a dozen of these efforts and they were spread out over nine years. The first cable to be laid lasted just long enough to have a message transmitted from Queen Victoria to President Buchanan. It broke while its success was being celebrated. But finally all obstacles were overcome and cabling became an everyday occurrence. So will it be with radio.

Soldiers, even though of tin, seem inappropriate toys for Hapsburg nurslings. The circumstantial tale is brought of ex-Empress Zita's twelve-year-old royalist hope maneuvering his miniature armies in mock encounter on the sitting-room floor. Captain Kirchner, a Tyrolean officer, has created furor in Italy by his description of the militaristic parlor games in which Austrians, Hungarians, Germans and Russians are mobilized against Italians, who are always assigned the roles of craven and renegade foemen. Even the progressive monarchists of Central Europe are offended and demand that the education of the child shall forthwith be taken out of the maternal Hapsburg hands. One would hardly expect the embittered and impoverished Zita to entertain designs less ambitious than the recapture of the throne she vacated so reluctantly.

Essential Features of the Grocery Staples.

Sugar—The market continues to weaken. Local jobbers hold cane granulated at 7½¢ and beet granulated at 7¢.

Tea—The market for teas is very quiet and both retail and wholesale trade is at present giving attention to other lines of merchandise more appropriate to the holiday season. Importations of teas into the United States for the first ten months of 1924 were less than those of the previous period in 1923. During the ten months of 1924, including October, they were 73,267,970 pounds, as contrasted with the quantity imported for the same period of 1924 of 80,756,623 pounds. The higher price this year evidently has had an effect on consumption, but the months of November and December may pull up the average and make a more favorable showing.

Coffee—Reports reached New York Dec. 30 to the effect that the Brazilian minister of finance and the president of the Bank of Brazil had resigned and this seems to have an unsettling effect on American sentiment to such an extent as to have promoted scattered sales and a decided decline.

Molasses—Trade is quiet, so far as new business is concerned. However, factors are kept busy meeting deliveries on regular contracts. The blackstrap situation shows little or no change.

Canned Fruits—California fruits are not active as there is very little offered in any position and in any variety or grade. Peaches and pears are very difficult to duplicate even in the lower grades in No. 10 cans. Renewed activity is expected in the jobbing field in early January. Pineapples are firm but not active in a big way. Apples are steady to firm, depending upon the canner and the pack.

Canned Vegetables—The movement toward the consumer is going on without interruption. Although there is nothing to make the situation spectacular. A strong undertone prevails in all commodities as there is no free selling since advances are expected and there is therefore no reason why an operator should sacrifice stocks now which later on can be sold to better advantage. Southern tomatoes are the subject of greater enquiry and for the season are fairly active. Efforts have been made to buy under the market and have failed and as some factors anticipate advances they are placing buying orders now before the market goes against them. The demand is almost wholly for No. 2s as 3s are not much wanted and gallons still remain quiet but are firm in tone. There is also more enquiry than actual trading in California packs. Corn could be sold if it were released on the resale market in sizable blocks but much of it is under cover. Good standards fully up to specifications are scarce and as the future outlook is favorable there is no desire to move present holdings. Where any grade is available it is readily absorbed. Peas have been quiet all week with a steady undertone. Most popular sizes are very difficult to obtain.

Canned Fish—Fish packs are seasonably dull. Salmon is not being pushed by Western interests who are holding firm at \$2.35 for reds and \$1.35 for pinks, which does not attract local attention for later outlets. Chinooks are no more active than is occasioned by ordinary consuming outlets. American sardines are being maintained at former quotations. There is only a nominal demand, however. Foreign fish are rendered exceedingly firm by their general scarcity. Shrimp and tuna fish are also examples of shortages both here and at the source. Lobster and crab meat are unchanged.

Dried Fruits—California and Northwestern prune packers cannot be blamed later on for not giving the domestic distributing trade ample opportunity to cover their later wants at prevailing quotations by their failure to post the trade on the statistical position of the market. Their advice all along has been to buy ahead and their reasons for such suggestion have been frequently stated; yet the buying drive has not started, perhaps for one reason the holiday and the prospective inventories have caused operators to postpone action. The market has not been entirely lacking in orders placed for later shipment, but in view of potential outlets and accepting conditions at the source as they are represented, the volume of business has not been up to expectations. All packers predict substantial advances and it has been stated that the resignation of A. M. Mortensen as manager of the California Prune Association will tend toward a sharper advance in the near future than would otherwise have occurred. This, however, is the individual opinion of some factors. All sentiment expressed in California and Oregon is bullish and without exception an early clean up of all Coast stocks is anticipated. The raisin market passed through another quiet week. The most favorable feature has been the drive by chain stores to sell package goods which are being offered at attractive prices. Sales in that direction have increased, while the users of bulk stock have been content to take care of routine requirements. Apricots are so high that consuming outlets are not extensive and yet the shortage of stocks prevents any reaction. Many operators prefer to buy in moderate blocks as their needs dictate rather than speculatively. Peaches are also well maintained and are pretty well sold up at the source. Currants were steady all week but not active in a big way.

Olive Oil—Spot distribution of all grades of olive oil is restricted, as most operators are following a hand-to-mouth policy until the middle or end of January. Their stocks are sufficient for the moment and there is little speculative buying for later outlets, even though many phases of the market indicate the advisability of buying at to-day's range. Stocks here are moderate and cannot be duplicated abroad in many instances. Cables and letters still indicate a strong undertone at primary markets.

Rice—There are no weak holders to undersell the market, while Southern

points are firm and high on rough and milled rices. Unsold stocks in the South are not only moderate but they are in strong hands and there is no pressure to sell. The basis of rough rice indicates higher prices later on from the mill. Foreign rice is quiet but the market is in excellent position and no fluctuations occur.

Rolled Oats—Expectation that prices on packaged oats will be advanced in the near future is held by many. Owing to higher grain prices bulk oats have ascended the price ladder materially the past few weeks. Packaged oats have remained unchanged. That this condition cannot long continue appears the general belief.

Spices—After a moderate break in cloves at Zanzibar and a similar easing in this country trading in the latter is quiet. Mace continues in a firm position and despite the lack of any important buying movement prices keep very firm. Leading sellers are inclined to be very optimistic in regard to business next year, and as far as prices are concerned it is expected that they will remain firm for some time.

Fruit Jar Rings—Prevailing prices on fruit jar rings are the lowest in years, if not in the history of the trade. This is said to be due to a price war waged by competing manufacturers. Jobbers are booking orders at the prevailing sub-cellar prices for delivery at any time up to July 1, 1925.

Review of the Produce Market.

Apples—Baldwins command \$2.50 per bu.; Spys command \$3@3.50.

Bagas—Canadian, \$1.75 per 100 lbs.

Bananas—9@9½¢ per lb.

Beans—Michigan jobbers are quoting as follows:

C. H. P. Pea	\$5.85
Brown Swede	6.00
Dark Red Kidney	9.50
Light Red Kidney	9.25

Butter—The price has advanced 1¢ per lb. Local jobbers hold fresh creamery at 42¢; June packed, 34¢; prints, 43¢. They pay 24¢ for packing stock.

California Fruits—Emperor grapes packed in sawdust, \$3.25@3.50 per crate.

Celery—Commands \$1@1.50 per bunch for either Michigan or Calif.

Cauliflower—\$2 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 50¢ for strictly fresh. They resell as follows:

Fresh, candled	52¢
XX	42¢
Candled first	40¢
X	37¢
Checks	32¢

Egg Plant—\$1.75 per doz.

Garlic—35¢ per string for Italian.

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

Green Onions—Charlots, 75¢ per doz. bunches.

Honey—25¢ for comb, 25¢ 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	\$4.25
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	\$6.50
288	6.00
324	6.00

Red Ball, 50¢ lower.

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

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

	Live	Dressed
Heavy fowls	22¢	26¢
Light fowls	14¢	18¢
Heavy springs	22¢	26¢
Cox	10¢	14¢
Turkeys	32¢	38¢
Ducks	18¢	23¢
Geese	18¢	22¢

Radishes—75¢ per doz. bunches for hot house.

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

Squash—Hubbard, 3¢ per lb.

Sweet Potatoes—Delaware Sweets, \$3.50 per hamper.

Veal—Local dealers pay as follows:

Fancy White Meated	14¢
Good	12¢
60-70 Fair	10¢

Fattening of Poultry Well Founded Trade.

London, Dec. 20—Feeding poultry and fattening it for market is a business that is as well established in England as that of feeding livestock for market is in this country. These chicken feeders purchase the adult birds, feed them to great fatness, take the most promising of the lot and finish them as milk-fed by giving them ten days at the close of the feeding with only stale bread and milk, or meal and grain and milk for food, the result being that the poultry becomes plump and fat. The meat is whitened, they assert, because of the milk in the food, and the milk-fed birds command a price well above the ordinary stall-fed birds.

Presidential economy as a White House gesture is one thing. As a curtailment of the public enjoyment of show and luxury and thrill it is something else altogether. The Chicago trip had a certain Jeffersonian simplicity, but already an organized public appeal not to do it again and hang the expense is working its way slowly Washingtonward. The next important item on the social budget at the capital is the inauguration, and the Chamber of Commerce, sensing the biting wind of thrift that is blowing from the White House and taking knowledge of the Chicago lesson in plenty of time, has already met and framed a petition to the President to re-establish the old-fashioned inaugural ball in all its profusion and glory. A good many people feel that even such a serious thing as a Presidential Administration ought to produce a little fun as it goes along.

Paul Khoury, dealer in general merchandise at Channing, writes the Tradesman: "Enclosed check is for renewal of my subscription to the Tradesman. I am glad to be a subscriber, I would be lost without it."

UNWISE COUNSEL.

Scarcity of Wheat Follows Decreased Acreage.

Written for the Tradesman.

"Two years ago wheat sold in Michigan for 90 cents per bushel—a big loss to every Michigan grower; for it costs \$1.50 to \$2 or more to raise a bushel of wheat. What should he do? From farm papers, farmer's organizations, Agricultural Department officers and others came the response: "Cut down the wheat acreage; quit raising a surplus; check over-production."

Farmers generally accepted this as the only thing to do and wherever practicable, followed such advice. Any one who suggested the possibility of a world famine was a fool; for as the conditions resulting from the Kaiser's war were overcome and the nations resumed their usual occupations each one would more and more produce their own foodstuffs. American farmers should decrease wheat production in order to obtain better prices.

But there were a few people who did not join the popular clamor. They remembered that in the days of Pharaoh and Joseph in Egypt the years of plenty were followed by years of famine, and the same might happen even in the third decade of the twentieth century. They would not admit that there is ever overproduction of food while there are starving and underfed people in the world. They believed that conditions following the Kaiser's war had clogged the arteries of trade; communication with habitually underfed people had never been adequately

established; they considered it the part of prudence to conserve the surplus of wheat in America as a reserve in case world conditions became more favorable for exporting. They deplored any premeditated combination to decrease production and force wheat prices upward. It seemed on a par with strikes of union miners and others who cruelly brought about nation wide hardship and untold suffering in recent years.

The plunger always throws up an enterprise at the first reverse while the more steadfast ones hold on until the tide turns and then recoup their former losses. That seemed a reasonable thing to do in wheat production. But many a farmer could not go on paying exorbitant prices for farm machinery and labor to produce crops at a loss. As an individual it was his right to adjust his farm operations to his environments and financial circumstances. If that meant less wheat and more attention to other crops which promised adequate compensation that was a reasonable effort. In states where wheat was only one of many lines of farming it may have been wise to decrease production, but in the great wheat growing states of the West to sow less wheat and take on various kinds of crops in its place meant an additional outlay for equipment—machinery, storage, buildings and other accessories. Each crop required its special equipment in addition to some of the wheat growing paraphernalia which could be used for other crops. More expense, more indebtedness, more machinery unused for long

periods meant a greater burden for overhead.

Then, again, in whatever proportion—to whatever extent—the principal wheat growing states produced the things which they aforesaid had been wont to purchase, to that extent they shut their markets to the products of neighboring states, obliging them to seek other markets or decrease their production. We wonder if the present depressed condition of dairying in Wisconsin is in any measure due to loss of trade from the wheat states.

Other factors besides lessened acreage and lower yields have contributed to scarcity of wheat for export. Prices of feedstuffs did not decline in adequate ratio to lower prices for wheat. Bran at \$24 per ton; middlings and alleged middlings at \$26 per ton offered the farmer no inducement to haul his wheat to market at \$30 per ton and bring back the by products of wheat which gave him far less returns in feeding than his whole wheat. So he ground his wheat for cattle and swine and fed it more generously to fowls. He got more money for his wheat in that way. Who was most to blame?

About that time we made some calculations comparing the prices of wheat, bran, middlings and flour, and obtained these figures: On bran the miller made eleven cents per cwt.; on middlings he made 40 cents per cwt.; and on flour \$1.50 per cwt. To put it in other form, he took \$3 worth of wheat and got \$7 for it after the milling process. He did not carry on business at a loss; then why should the farmer? People could cook whole

wheat if there were no mills; but the mills could not get any wheat if farmers did not sow it.

Neither the farmer nor any other business man should shape his plans according to some nation wide policy without the most careful study. There is always the possibility that those who deal only in statistics may be as one-sided as the man who looks only at the facts in his limited experience. We need all the facts and information obtainable from official sources, but these are not all-sufficient.

Future world conditions can no more be correctly predicted than the weather. The past few months have been most unfavorable for new sown wheat in Michigan. Unusually dry weather until late November and now a thick coating of ice. Every farmer should continue the old plan of making his land produce the most and best.

E. E. Whitney.

Death of Mr. Von Platen Causes Universal Sorrow.

Boyne City, Dec. 30—Boyne City was shocked to learn of the death of Godfrey Von Platen. Mr. Von Platen's father came to Boyne City almost a half century ago and established a saw mill at Advance, on Pine Lake, across from Boyne City. Like a great many lumber ventures of the pioneer time, it was not successful, and Mr. Von Platen, a stripling of 20, took over the business and operated it to a success. When we say operated we mean that he did more than his share of the work, besides managing the business. About thirty years ago he moved his mill to Boyne City and run it continuously for twenty-five years. The fruit of his youthful energy and common sense, combined with an eye to

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Advance Paid \$62.50 in one payment. The earnings on these shares accumulate until they mature at \$100 in about 9½ years. If withdrawn before maturity we pay 4% earnings for the actual time in force.

Full Paid 5% certificates \$100 in one payment. We pay a semi-annual dividend of 2½% on June 15 and December 15 each year as long as these are in force. Can be withdrawn at any time without notice and we pay 5% for the actual time if in force three months.

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see and a will to grasp opportunity, was a very substantial fortune, which was invested in lumbering operations in the Upper Peninsula and the Pacific coast, as well as in the furniture business in Grand Rapids.

Mr. Von Platen was closely identified with the pioneer growth of Boyne City and always a liberal contributor to any public want or improvement. He had the confidence and respect of all the people. It is said that no one ever had a chance to get a job with Von Platen, unless some one of his crew died. They never quit or moved away, although he always demanded thorough and competent work.

It has been deplored that Mr. Von Platen did not see fit to reinvest himself and his fortune in Boyne City when his lumber holdings were gone, but he has always, since leaving here, been more than liberal in helping in any project that promised to advance the interests of the community.

After a period of negotiation and examination of the possibilities and advantages of Boyne City, we are assured that when spring opens a start will be made on a Portland cement plant at this place that will give employment to a minimum of 150 men at starting and a greater number in the not-too-distant future. The company is composed of Boyne City men, with a board of directors that takes in the best business talent of the territory headed by William H. White as president, L. W. Seegal secretary and W. L. Marlin, treasurer. The authorized capital is \$2,000,000 and it is designed to put up a 2,500 barrel plant on the old Von Platen mill site, which will give the best of shipping facilities, both by rail and water; the Boyne City, Gaylord & Alpena R. R. giving close access to both the New York Central and Pennsylvania systems, and Pine Lake furnishing a commodious deep water harbor for lake shipment. The supply of raw material, slate and limestone, is practically inexhaustible, nothing will have to be brought in but fuel and men to operate the plant. This was Santa Claus' remembrance to the citizens of Boyne City, the completion of the negotiation being announced to our people at Christmas time.

There is a rumor to the effect that an industry that has long been dormant will be revived and pushed to production the coming summer. This also will use the abundant mineral resources of the place.

We hope that the announcement of the possible renaissance of this town will not result in an influx of the "white collar" crowd to the town. We have all the lawyers, doctors, barbers, pool and billiard places, grocerymen, dry goods men, hardware men—storekeepers of all kinds—that we need. We could do with some men with the money to buy up and renew on a modern basis the multitude of houses, shacks and shanties left vacant and abandoned by the falling tide of the lumber industry to meet the demand that is sure to come from a revival of the industrial life, and the expansion of summer resident demands. We are hoping that within a short time Boyne City will again become the busiest little city in Michigan, such as it was a decade ago. Maxy.

New Tangerine, Developed in Florida.

Winter Haven, Fla., Dec. 30—The "Elopine tangerine," a new and entirely distinct variety of tangerine, has appeared, and M. L. Varn, of Eagle Lake and Winter Haven, has the honor of being the man to introduce it to the citrus industry and the growers of the state. The new fruit is about the size of the largest tangerine of the ordinary variety and is of a brilliant dark red hue, turning to an old wine color when full ripe. The flavor is delicious, and there is an abundance of juice to delight the palate of the consumer.

RING OUT, WILD BELLS!



Ring out, wild bells, to the wild sky,
The flying cloud, the frosty light;
The year is dying in the night;
Ring out, wild bells, and let him die.

Ring out the old, ring in the new,
Ring, happy bells, across the snow:
The year is going, let him go;
Ring out the false, ring in the true.

Ring out the grief that saps the mind
For those that here we see no more;
Ring out the feud of rich and poor,
Ring in redress to all mankind.

Ring out a slowly dying cause,
And ancient forms of party strife;
Ring in the nobler modes of life,
With sweeter manners, purer laws.

Ring out the want, the care, the sin,
The faithless coldness of the times;
Ring out, ring out my mournful rythmes,
But ring the fuller minstrel in.

Ring out false pride in place and blood,
The civic slander and the spite;
Ring in the love of truth and right,
Ring in the common love of good.

Ring out old shapes of foul disease;
Ring out the narrowing lust of gold;
Ring out the thousand wars of old,
Ring in the thousand years of peace.

Ring in the valiant man and free,
The larger heart, the kindlier hand;
Ring out the darkness of the land,
Ring in the Christ that is to be.

Alfred Tennyson

Proceedings of the St. Joseph Bankruptcy Court.

St. Joseph, Dec. 22—Albert R. Barringer, a farmer of the township of Kalamazoo, filed a voluntary petition and was adjudged bankrupt and the matter referred to Referee Banyon. The schedules of the bankrupt disclose no assets over his statutory exemptions and the following creditors:

Preferred Claims.	
U. S. Government tax	\$ 32.00
Homer Van Strain, Battle Creek	50.00
Chas. Bauman, Battle Creek	135.00
M. G. Wing, Battle Creek	26.00

\$243.00

Unsecured Claims.	
Wilson Packing Co., Chicago	\$ 30.00
Wolverine Spice Co., Grand Rapids	50.00
Star Paper Co., Kalamazoo	15.00
Cortright Paper Co., Battle Creek	34.00
Milk Producers Co., Battle Creek	525.00
Zun and Austin Co., Galesburg	487.00
A. W. Walsh Co., Kalamazoo	118.00
Gumper Co., New York City	90.00
Wayne Paper Co., Detroit	24.00
Easley Milling Co., Plainwell	Unknown
Phillips Produce Co., Battle Creek	340.00
Taylor Produce Co., Battle Creek	56.00
Randall Produce Co., Battle Creek	20.00
Standard Oil Co., Grand Rapids	11.00
Bozars & Confectioners, Detroit	40.00
Offer Bros., Detroit	56.00
Haliday & Son, Battle Creek	110.00
Buzzell & Son, Battle Creek	8.00
Jake Veenstraw, Battle Creek	75.00
Ruth Gilbert, Kalamazoo	798.00
Dale Quick, Battle Creek	18.00
Nelson Coal Co., Battle Creek	28.00
J. C. Drehere, Battle Creek	150.00
Consumers Power Co., Battle Crk.	25.00
B. C. Garbage Co., Battle Creek	6.00
Fayette Milling Co., Bedford	10.00
Climax Packing Co., Climax	15.00
Blue Ribbon Ice Cream Co., Kalamazoo	12.50
Mr. Buckner, Battle Creek	125.00
E. B. Gallagher & Co., Detroit	90.00
John E. King Coffee Co., Detroit	33.00

\$3,397.50

Dec. 24. John Van Dyke, of Kalamazoo, filed a voluntary petition, and was adjudicated a bankrupt and the matter referred to Referee Banyon. The schedules of the bankrupt show no assets, and the following are listed as creditors:

Blodgett-Buckley, Toledo	\$ 29.40
Louis Pfelzer & Son, Chicago	126.44
Wilson Co., Chicago	90.04
Chase & Sanborn, Chicago	22.20
Oscar Mayer Co., Chicago	103.76
Perfection Biscuit Co., Fort Wayne	9.90
C. Schmidt Co., Cincinnati	13.94
Woolson Spice Co., Toledo	7.89
Benjamin Cleenerwerk, Kalamazoo	46.83
Economy Wall Paper Co., Kalamazoo	22.88
J. E. Farrell & Son, Kalamazoo	11.69
Hanselman Candy Co., Kalamazoo	20.89
Holland-American Food Co., Grand Rapids	30.20
Lee & Cady, Kalamazoo	203.03
Milham Mercantile Co., Kalamazoo	22.00
Star Paper Co., Kalamazoo	34.10
Cornelius Sagers, Kalamazoo	55.32
VanDenberg Bros., Kalamazoo	77.00
Taylor Produce Co., Kalamazoo	33.45
First National Bank, Kalamazoo	50.00
John Sherer, Kalamazoo	200.00
Moordyke Hardware Co., Kalamazoo	55.00
Mary Houska, Kalamazoo	75.00
Independent Oil Co., Kalamazoo	50.00
Carl Williams, Kalamazoo	150.00
Jack McAllister, Kalamazoo	50.00
Hirman Heckema, Kalamazoo	300.00

\$1,893.92

Dec. 26. In the matter of the Superior Motor Sales Co., a corporation, bankrupt, of St. Louis, a special meeting of creditors was held at the referee's office and the trustee's first report, and account, also his second report and account, were considered, approved and allowed. The compromise and settlement made by and between the trustee and the Industrial Finance Corporation, of South Bend, Indiana, was ratified and confirmed by the referee. The administration expenses were ordered paid to date, and on recommendation of the trustee a first dividend of 10 per cent. was declared and ordered paid within the ten day period. The first dividend list of creditors were filed whereupon the meeting was adjourned without day.

Yeakey & Sons, Kalamazoo	\$172.92
Dr. C. Gillett, Wayland	9.50
H. E. Ross & Son, Bradley	14.50
Dr. Shipp Estate, Battle Creek	65.00
Huntsburg & Bowman, Wayland	32.50
Sprague Hardware, Kalamazoo	43.50
Nichols Hospital, Battle Creek	72.00
R. S. Allen, Wayland	43.00
Wayland State Bank, Wayland	20.50
F. B. Wild, Wayland	10.00
W. B. Hooket, Wayland	29.95
Hascall S. Harrington, Kalamazoo	35.00
Kalamazoo College, Kalamazoo	65.00
H. L. Stetson, Kalamazoo	45.00
Larkin Co., Buffalo	33.00
Spear & Co., Pittsburgh	15.00
National Map Co., Indianapolis	33.85
J. L. Sager, Battle Creek	25.00
Loren Edwards, Wayland	100.00
Roy Hines, Bradley	55.00

\$931.22

BAD STORE METHOD.

Not all of the commercial casualties among the smaller retail merchants of this and other cities, especially merchants handling apparel and other goods of particular interest to women, are due to insufficient capital, lack of experience, high overhead and similar reasons to which such casualties are most generally ascribed. Many of them result from the improper conduct of the business from the human side—that is, the methods employed by the retailers or their employees when in actual contact with prospective customers.

Several examples of how not to conduct a retail business are supplied daily by small merchants in the outlying sections of the city. One of them, for instance, has a little store in a suburban section which handles silks and other piece goods. This store has not failed, but there is no denying that it is losing business because of the incessant smoking of the proprietor and the man who assists him.

According to women who have gone into that store to look at materials, the practice of these men is to continue smoking even while waiting on their customers. Aside from the bad manners of the thing, more than one woman has gone out without buying merely because she was half choked with cigarette smoke before she could make a selection. Then, too, the smoke has so permeated the store that the merchandise itself reeks of the odor, and in one instance at least it was necessary for a customer who braved asphyxiation in order to get a piece of silk that attracted her to air the goods for some days before they could be cut up. This customer, by the way, has vowed never to trade in that store again.

Another thing which militates against the success of some of the merchants in question is their effort to sell the customer what they think the customer should buy, rather than what the customer wants. The reason for this may be that the goods the merchant is pushing are what in a larger store would be called "P. M." In any event, women who have patronized a certain store of this type complain of the efforts of the owner to force merchandise.

They complain even more of the attitude assumed by the proprietor if his forcing methods fail, and it is charged that more than once he has openly accused prospective customers of not knowing what they want. From the viewpoint of solid fact he may be right, but as a merchant he is 100 per cent. wrong. His most cardinal sin, from all accounts, was his assertion to a certain woman of middle age that "women of your age are harder to suit nowadays than a flapper." In still another case he is said to have "quit a customer cold" and let her walk out in a huff because she would not buy a coat he had insisted on selling her.

The clerk of another apparel store, this time a young woman, comes close to winning the prize for all time for tactlessness in replying to an asser-

tion of a prospective customer. The customer in this case had looked at a certain dress priced \$29.50, but had not bought it. A few days later she returned to the store and saw apparently the same dress tagged \$35. She called the clerk's attention to it, and, mistakenly or otherwise, asserted that she had seen the dress marked \$29.50 only a short time before. The clerk's prize-winning retort was: "May God forgive you that lie."

One of the most amusing of the various incidents related in connection with the activities of "neighborhood" merchants has an element of tragedy in it for, if it does not lead to a ruined business, it may lead to a ruined home. The merchant in this case is a rather nice-looking young fellow who got a good deal of business on the strength of his agreeable personality. He had a pleasant way of "kidding" that was very successful with many of his women patrons, regardless of their age.

However, he was married a few weeks ago, and customers of the store report that his bride spends most of her time there. Theoretically, she is there to help him but, as the matter is told, her principal occupation seems to be to glower at any woman with whom her husband employs a bit of the banter on which so much of his early success was built. She is said to be of an extremely jealous disposition, and her obvious dislike for women who presume to smile in the vicinity of her husband has already begun to cast a blight on the store. Yet, probably, any attempt of the husband to preserve his business by asking his bride to stay away from the store would bring up a marital crisis.

Factors of a less personal nature that work against the success of small stores in many instances include such things as bad lighting and improper displays of merchandise. Of the two the latter is apparently the greater—or at least the more common—fault. One apparel shop in particular appears gradually to be dying off as a result of bad lighting. Possibly because of too little capital, or possibly because he is naturally of a saving disposition, the owner of this store keeps the interior only a few shades lighter than the Stygian darkness of which the poets tell. The result is that many women do not enter, and in more than one instance they have been known openly to assert their fear of going into a store like that.

As to poor display, there is a piece-goods special shop in a neighboring city which comes close to winning the palm as a horrible example. The goods are piled willy-nilly in the windows and on the counters with all the abandon, from a color viewpoint, of a member of the new school of art gone daft. There is neither rhyme nor reason, shape nor form, in the intermingling of the merchandise. The result is that women stop and look into the windows as they would look at a freak in a circus sideshow, and then pass on.

Still another trade-retarding factor is the multiple-price system that prevails in many of the "neighborhood" stores in sections of the city where

that basis of doing business ordinarily would not be expected. With many such stores the rule that governs is still the ancient one of letting the buyer beware. Once this fact has become known to prospective customers their confidence is lost, for they can never be sure that they are not paying more for the merchandise than they should. With the loss of their confidence goes the loss of their patronage.

AID TO ETHICAL PRACTICES.

While a great deal of discussion is constantly indulged in about business ethics, nothing done is more effective than the every-day grind of the courts. The grist of these promises to be more deterrent to would-be evildoers than all the resolutions of trade bodies and the formal endorsements of individual approval. Take, for example, the matter of style piracy, especially prevalent in the dress industry. It is not so long ago that a victim of the practice, more determined than most of his fellows, made a test case against one of the malefactors and got judgment for a large amount for the injury done. During the past week there came before one of the criminal courts the case of a bankrupt debtor who had obtained credit on the strength of a fraudulent statement of his financial condition. He was convicted without difficulty and was sentenced to sixty days in the workhouse despite numerous pleas for leniency. In a number of recent instances jail sentences have been imposed for concealment of assets on the part of bankrupts. Every once in a while, also, cases come before the criminal courts in which persons are accused of counterfeiting trade-marks or putting false labels on inferior goods. Convictions had in such cases—one of them during the past week—show that such perversions may be reached. There appears to be plenty of law applicable to the various forms of swindling in business. That it is not oftener resorted to is due to the criminal good nature of the persons affected.

The oyster is just now engaged in recovering his character. The recent flurry of typhoid charged to a possible infection in the bivalve has touched a sensitive spot. Speaking for the outraged shellfish, Dr. Robert T. Morris of New York City, declares that it is man and his city and social habits which corrupt the oyster and not the oyster which menaces man. In his native bed in the real salt water of the sea the oyster, says the doctor, keeps his health to perfection. It is when he is lured away to be "whitened" in the brackish fresh waters that he is seized upon by bacilli and becomes a disease carrier. But the bacilli are a product of civilization. They are man-made, so to speak. The oyster in his free and natural home knows nothing of such evil things. The ice-cream like-wise is a corrupter of the oyster. In fact, everything that man with his gourmet tastes does to the succulent bivalve puts it in the way of danger. The way to keep the oyster pure is to let him stay where he is, out of the reach of all restaurants.

WOOL AND WOOLENS.

Wool markets everywhere are in a state of quiescence. Foreign auction sales are slated to begin about a fortnight hence and will doubtless receive a great deal of attention because of the quite natural curiosity concerning the continuance of price levels. There is a quite well defined impression that any changes in price are likely to be declines rather than advances, although there are still some who are expecting, if not hoping for further rises. Meanwhile the shoddy mills are working overtime to meet the demand for their product. Woolen manufacturers who are not well supplied with raw material will soon have to come into market to get what is needed for the next heavyweight season. Some may delay their openings until about the end of next month, and nearly all are convinced that nothing is to be gained by an early offering. It is taken for granted that fabric prices are due for a rise, and it is certain that the cutters-up are inclined to resist anything more than a moderate advance. Much will depend on the action that may be taken by the American Woolen Company. What supplies of wool that concern has or at what prices it acquired the same are not known. It may be able to set a pace which other manufacturers will not be in a position to follow. The employees of the company were recently urged, in an address by the President, to do their utmost in helping the concern to keep down expenses of operation, the evident intent being to try and get out fabrics at a price that will appeal. A little more activity in women's wear textures is expected about the middle of next month.

COTTON AND ITS FABRICS.

Sufficient stability in the price of raw cotton seems to be assured for all the purposes of spinners, judging from the recent market quotations and from the takings for export and for domestic consumption. Reports of larger crops from India and elsewhere caused hardly a ripple in the current of prices. How much will be needed for domestic and foreign mills is yet to be determined. In Great Britain the outlook for goods' production appears to be improving because of better prospects from India, the Near East and elsewhere. At present in this country the seasonal quiet is on in the primary markets, but the indications are quite promising. The exports of cotton fabrics were considerably larger in November than they were in the same month a year ago. Southern mills are on a good working basis, but there are still a lot of idle looms and spindles in the Eastern ones, despite the wage reductions. Trading in gray goods during the past week was slow, though prices are still firmly maintained. Finished fabrics have been moving a little into distributing channels and are expected to do better after the holidays. In underwear certain mills have been in receipt of large initial orders for next Fall. Others have not done so well. Spring business in such goods is still behind. A fair amount of selling has been done in bathing suits and certain lines of sweaters. The hosiery trade shows signs of dullness for the time being.

Some Men I Have Known in the Past.

In 1872 I was a clerk in the general store of D. M. McClellan, at Reed City. My salary was \$10 per month. I worked from 6 o'clock in the morning until 10 o'clock at night. There was no labor union in those days to tell me I was being abused. I was very happy in my position, because I was learning something new about merchandise every day.

One day in June Mr. McClellan went to Saginaw on the early morning train, to be gone until late at night. His parting injunction was, "If Blodgett comes in for any goods or sends any one in with an order for goods, don't trust him." My employer referred to Delos A. Blodgett, who had located in the neighboring town of Hersey in 1858 and engaged in farming and lumbering on a small scale. All lumbermen were objects of suspicion in those days, because the Golden Age of the Pine Log had not yet appeared. Many who could see ahead far enough to realize the fabulous wealth in store for those who acquired pine stumpage at the price then current were unable to endure the privations which their faith involved and fell by the wayside. Not so with Mr. Blodgett. He drew on every resource, pledged his credit at every bank which would take his paper and left no stone unturned in the work of acquiring one of the finest tracts of white pine which ever grew in Michigan—trees which were subsequently floated to Muskegon and cut into lumber under the supervision of his son, John W. Blodgett, who was drafted into the lumber business at an early age and contributed in no small degree to the creation of the many millions which awaited him when his father divided his estate among his children.

Mr. Blodgett's first investment in pine land was on Doc and Tom Creek, named after "Doc" Blodgett and Thomas D. Stimson, who subsequently maintained sawmills at Big Rapids and Muskegon. Mr. Blodgett obtained the cognomen of "Doc" from his knowledge of animal ailments, which enabled him to save many a horse and cow in the pioneer days at Hersey. There is a beautiful tradition in Hersey that no matter how tired he might be, he never refused to go miles away—frequently in the middle of the night—to respond to the call of a homesteader who had a sick horse or a widow who had a sick cow. This kindness of heart was the forerunner of a life time of constant benefactions in later years. He never failed to respond to the call of distress. His sympathy and check book were always at the disposal of those who needed either. One of his early associates on Doc and Tom Creek was an Indian named Penasa, who had once helped Mr. Blodgett out of the water in the log running days—perhaps saved his life. For this service Mr. Blodgett never permitted Penasa to suffer any want as long as he lived. The Indian subsequently made his home near Leroy, where he had carte blanche from Mr. Blodgett to draw on the store of the Kellogg & Sawyer Lumber Co. for anything he needed.

Before going to Florida for the winter, Mr. Blodgett always visited Penasa to say good bye. He also instructed the manager of the store at Leroy to be sure and see that Penasa's wants were fully supplied. On his return from Florida, one of his first trips was to Leroy to see how the Indian had gotten along during his absence. When a young Indian wronged a niece of Penasa Mr. Blodgett hired a detective to apprehend the scoundrel. The detective stayed on the job until he ascertained that the culprit had been killed by his own people near Ludington as the penalty for his misdeed. They had taken the law in their own hands.

As Mr. Blodgett came into possession of great wealth he developed many peculiarities which gave strength and color to his long and interesting career. Before leaving Hersey he erected and equipped a Congregational church and after his removal to Grand Rapids he gave prodigally to churches, charities and public causes. He was particularly friendly to Catholic hospitals and colored churches. He was always a warm friend and hearty supporter of Mercy Hospital, at Big Rapids. In the logging days he sent all his injured helpers to that institution. When the original hospital burned, he gave lumber to rebuild it and when it again burned and the organization acquired the Northern Hotel for a hospital, he was the largest contributor. Almost the last check he wrote for charitable purposes he handed to Sister Althonsus and her associate in his office on Ionia avenue. One of his latest gifts was the beautiful Blodgett Home for Children on Cherry street, which could not now be replaced for less than a million dollars. It was a source of great regret to Mr. Blodgett that he was called to his reward before this great undertaking was dedicated. At one time he, D. P. Clay and D. M. Benjamin planned to erect a Unitarian church on the foundation which they had laid on East Fulton street, just West of the Burleson hospital. The three men held a meeting in Clay's office to inspect the first draft of plans presented by the architect. None of them were satisfied. Clay said, "If you put a steeple on the church, I will not give a damn cent." Both Blodgett and Benjamin expressed themselves with similar emphasis over features which were objectionable to them. Looking up, they saw Charley Garfield standing in the doorway, smiling as usual. "What do you think about it, Charley?" asked Mr. Blodgett. "I don't just get your viewpoints," was the reply, "but if ever a church was effectually damned before it was started, this church certainly comes under that head."

Mr. Blodgett was long prominent as a leader and financial supporter of the Republican party. He was not always successful—as for instance, when he backed Cyrus G. Luce for United States Senator—but he never sulked in his tent or permitted any reverse to disturb his equilibrium. For many years he was a dominant factor in the councils of the party and did much to shape its policies and expound its principles.

When Mr. Blodgett decided to marry a second time—several years after the death of his first wife—he divided his fortune (then variously estimated at from \$8,000,000 to \$20,000,000) into three equal parts, giving one to his son, John; one to his daughter, Mrs. Lowe and her husband, Edward Lowe, in the form of tenants in common, and retaining one-third for himself.

As the Michigan timber was harvested and converted into cash, the proceeds were re-invested in choice tracts of Southern timber. On the sale of these properties, the proceeds were, in turn, re-invested in timber lands on the Coast. Both of these ventures resulted in large additions to the sum total. It is generally conceded that the Blodgett and Lowe accumulations are not far from \$50,000,000, showing the care and thoroughness with which the children have treated their heritage as a stewardship transmitted to them by the father.

The outstanding feature of Mr. Blodgett was his humanness—which was intensified as he grew older and neared the end of his long and useful life. With one exception, he never lost his poise and made use of the vast resources at his command to intimidate a man poorer in purse than himself. In this case—that of John Koopman, of Falmouth—the Michigan Supreme Court administered a rebuke which it was never found necessary to repeat. Few men aim to do the right thing in the right way to a greater extent than D. A. Blodgett and fewer still go to their reward with a record of achievement marred with so few blemishes. In whatever he did there was, together with a certain testy sell-will, a largeness of vision tinged by a high sense of public service and steadfast devotion to the common brotherhood of man. He was fond of his friends, fond of his business associates, fond of his home and had every reason to be fond of his children, who have carried out his utilitarian ideas to an extent that must certainly meet his hearty approval. The two wonderful hospitals which have been constructed with "Blodgett money" reflect as much credit on him as they do on the children who made them possible. I can well imagine how gratified he is in his present abode to learn how nobly the present generation of Blodgetts and Lowes are carrying forward the best and most cherished traditions of the founder of the Blodgett fortune. E. A. Stowe.

Down in Texas there is a small but successful town that is an exemplification of what co-operation can accomplish. It was founded in 1904. The establishment of a small lumber yard there was its start. To-day it has a population of 6,000, is growing rapidly, its citizens are working together under the direction of the Commercial Club, which, although in a small town, has wide-awake direction. The club is unique in that a man does not have to be a merchant, a banker or a professional man to belong to it. All one has to have is an interest in the upbuilding of Kingsville and Kieberg county, in which it is located.

Two Ways To Increase Your Sales Volume.

There are two ways for merchants to increase their volume of sales. One is to get more people into their stores and the other is by selling more goods to those who come into their stores.

Many merchants are awake to the desirability of attracting new customers and are active in this line of work. But many of these men do not appreciate the opportunity they have of increasing their sales through selling larger orders to the customers they already have. There are comparatively few families, especially in the larger trading centers, who buy at any one store all of the things which they regularly use and which that store has to sell. To a large degree this is because they do not know how complete the merchant's stock is and so fail to realize that they could save themselves time and unnecessary steps by securing more of their requirements at one store.

The matter of proper display of merchandise and that of tactful suggestion when taking orders are of prime importance in these cases. Additional business secured in this way costs less to get than an equal amount from new customers and for that reason returns larger profits to the merchant.

Peaked Crown Hat To Stay.

Radiogram information from Paris to the Retail Millinery Association of America is to the effect that if the first Spring showings of the big milliners are to be taken as a criterion, the "peaked" crown hat, with trimming simulating the peak, has come to stay. Women, especially Americans, have complained a great deal that such chapeaux are unbecoming. This was so when they were brought out in their original exaggerated form, the correspondent of the association admits, but this objection has since been overcome. "Lewis," he reports, "is showing many hats that have merely the ordinary round crown, usually of picot or milan, trimmed to suggest a peak at the top. Bunches of flowers are his favorite method of marking the peak at the top, and he also uses huge flowers of velvet. Two of these are placed back to back in a vertical position at the top of the hat. These hats generally have small upturned brims much like those of the cloche."

A Coolidge Story.

The first salary check of Calvin Coolidge as President of the United States had just been brought to him. It was a great check—\$6,250 for a single month. It had taken his father years to earn so large a sum. It was more than six times as much as he himself had received as Vice-President. Compared with what he had earned in his earlier career, it seemed little less than a fortune.

Mr. Coolidge looked at the check for a considerable period, but, as is his custom, he said nothing. He continued to be silent until the messenger had passed out and was about to close the door. It was then that the President's emotions overpowered him. He could not remain silent. With warmth and loquacity quite unaffected, he uttered these words: "Come again."



Kinds of Bargain Hunters.

The neighborhood store especially is confronted with the problem of bargain-hunters, and the problem is all the more complex because there are a number of different kinds of bargain-hunters and I will try to classify them:

1. People who have extra large or extra small feet are likely to be bargain hunters because department stores offer great specials at the end of seasons on the accumulation of extra large or extra small sizes.

2. A good many foreigners (not as much the Americanized) with whom it seems to be a born instinct to hunt bargains.

3. The unemployed or the small wage earner who becomes a bargain hunter through circumstances. There are two more classes that space does not permit to mention or explain. From the above we deduct that every class must be approached in a different manner.

Class No. 1 is rather easy to handle. Appealing to their sense of fairness as a rule works; for instance, telling the customer that when the merchant bought the shoes he did so specifically to accommodate those who are hard to fit and that it isn't fair of the customer to expect the merchant to sell the shoes at a loss, etc.

Class No. 2, sizing up the customer, reasoning and good judgment will make the sale. As a rule this class can afford to buy a good shoe, wants a good shoe, but likes to make their own prices on them. For instance, you show a customer a shoe. He likes it. You ask him \$6 for it, but that's too much, he thinks, and offers \$5. The best thing for the salesman to do is to pretend he has not heard a word and keep on explaining the merits and special features of the shoe and immediately fetch a \$5 pair, and tell him if you wish a lower priced shoe here is a mighty good buy at \$5, etc.

Class No. 3 must be treated very courteously for eventually they turn out good customers and a progressive merchant will allot a few dozen shoes that he will sell at a small profit in order to give this class the very best quality for the lowest price.

Summing up the whole thing, you must use much patience, plenty of energy and stick-to-itiveness.

Julius L. Zychick.

A Type Easy To Sell.

No doubt every store has its bargain hunter. The writer has had considerable experience in dealing with them. I find that a bargain hunter can be sold the same as any other customer, and it doesn't take very long to find out they are looking for bargains. Just as soon as I find out

I give them my special attention and try and give them a bargain. I find that in selling this class of trade that if you give them a bargain, they do not forget it and have confidence in you. If the merchandise is right and proves right you have made a customer, but I always try to be honest with them in regard to the size and quality of the merchandise. Most bargain hunters think they know more about the merchandise than the one who sells, and I let them believe that way.

We have so many different types of bargain hunters that we must use a little different system in selling the different ones. For instance, the writer has a customer who lives in a small town, and she is always looking for bargains. When she comes in she brings her husband with her. He is a bigger bargain hunter than she is and he must examine everything about the shoe before he buys. The writer has sold this customer about 10 years on the average of one or two pairs a season. But they always must be bargains. I must fit the woman with the shoes and then the husband will remark about the quality, and, if he says that is the best, I always agree with him. I have learned more from selling this particular customer than I have any other customers.

If they are sold right they make a customer for the store and a good booster, but you must give them attention the first or second time that you wait on them. I find it is a very easy matter to sell bargain hunters.

A. A. Scard.

Get the Shoes on the Feet.

Due to the vast amount of advertising in national magazines, the consumer's desire to possess has increased greatly and the standard of living in America has risen as a consequence. The limited means of the average family has caused the American mother to do a little shopping before purchasing in an effort to make her purchasing power go as far as possible toward maintaining that standard of living as established in the United States. The American mother tries to "stretch" her money. She is out to get the best she can for her money without fail, and as a result the bargain-hunters have increased in number. Just how to sell this type is a problem. Every sale requires tact, of course, but in order to sell the bargain-hunter it requires just a little more tact, plus a little better sales talk. It requires a "magnified-sales-line" to make her feel that she is getting the best. The shoes must not be only a "good shoe" but it must also be "the best shoe on the market and the newest thing out." Do you

get the idea? Now the price! Important indeed, and the salesman who can size up people quickly and then produce goods of that price can usually do business with the bargain-hunter. It is most important, however, that the salesman get the shoe on the prospect's foot. If the salesman can persuade the "shopper" to try the shoe on and then tactfully impress her as to how well it looks, it becomes difficult for that woman to resist buying the shoe. Make her take a pride in the shoe and by all means point out where she is ahead by buying that shoe—wear, satisfaction, etc.

In short, once contact with the customer is established, it is essential that the bargain-hunter be made to feel that the salesman is in sympathy with her situation, impressing her with appropriate emphasis that she is getting her money's worth. Harold Judge.

Must Be Assisted in Buying.

We devote a space 40 feet long of a 20 by 120 foot store to selling better than \$60,000 of women's, children's and men's shoes, no bargain table, and we inventory never over \$12,000. So you see our shoe department is a paying department and the following is how we do sell the bargain hunter:

All customers on entering the store are greeted with a cheerful "Good Morning," not by one but by every salesman they pass until they get to the shoe department. Here with a smile another salute is given, she is asked to "sit here, please."

Always a special shoe is shown her, and her own shoes are removed to let her see the shoes as they appear on her feet. Then we talk confidence in buying shoes that fit, wear, look well and please to the very end. We always try on both shoes. Then the customer is asked to walk a few steps on the carpet, and by the time she is back in her seat the price is mentioned. Attention is called that with the shoes, go fit, wear, style and perfect satisfaction.

We usually mention that we do make make a reasonable profit, but we also make a friend with every sale, and in her case, long after the price is forgotten she will remember where these shoes were bought. We do trust in the meantime she will mention to her neighbors how well she is pleased with this particular pair of shoes.

Bargain hunters can never be left to decide. They must be assisted and

put into a good frame of mind. They do more to advertise your cheerfulness and willingness than you can do in your local newspaper. They are rightly named "hunters" and all "hunters" must be shown. Show them the light of cheerfulness, frankness and honesty, plus leadership, and your bargain hunter is not only your customer, but your friend. Jennie Church.

How To Handle the Bargain Hunter.

The bargain hunter type of customer in most cases can be recognized by a tendency to "look around." She generally wishes to see quite a few designs before being seated to try them on.

All the cordiality at the salesman's command should be used in the meeting and selling of this type of customer. She must never be allowed to think of herself as a "bargain hunter" while being taken care of by the salesman. She is looking for cheap prices, not cheap merchandise.

Show her the merchandise at hand, and, if a special sale on certain articles is being held, never forget to have some reason for the low price. She does not care for left-overs or damaged goods, but neat appearing merchandise at a reasonable price.

This type generally demands all the service that the man on the floor can give and must never be neglected for any length of time. Make her feel as well pleased with your service as the woman buying expensive merchandise.

Be as sociable as possible and talk appearance and quality and sometimes quantity as well as price. Handle her with precision and tact.

Keep the idea that she is a bargain hunter from her mind, so that she will feel as important as any other customer.

In the end she will ultimately purchase a quantity that will make your sales slip as large as that of the man who sold the customer who demanded not so much quantity, but neatness and appearance, without much thought to price. Claude Fountain.

Are you doing your share in training up young men in your field of activity, so there may be no shortage of experienced men in your line?

If you expect to be crowded to the front, you will have to do your own crowding. Other people will be more likely to try to crowd in ahead of you.

Coming— "January Thaw"

Be prepared with a full run of sizes in light rubbers and rubber boots.

Sell your customers Wales Goodyear
"BEAR BRAND"

the rubbers that give perfect satisfaction.

HEROLD-BERTSCH SHOE CO.

Grand Rapids, Michigan

Welcoming the New Year Sixty-One Years Ago.

Grandville, Dec. 30—With a white Christmas and near zero weather, we are having symptoms of a hard winter such as used to tingle the cheeks of boyhood in lang syne.

Sixty-one years ago to-day we were in the midst of the great Civil War with which the destinies of the Great Republic were seriously concerned. And that was a long to be remembered New Year. It went down in history as "the cold New Years." Some of us old timers remember that New Year well, especially those who were enlisted under the banner of the stripes and stars, doing battle for the salvation of the American Union.

New Year's morning, 1864, was one of the coldest ever known. The mercury went far below the zero mark, the wind blowing a hurricane, and many of the soldier boys away from camp on furlough. With two feet of snow drifting everywhere it was certainly a day to be reckoned with. The brother of the writer, whose furlough was out that day, showed no hesitancy in setting out across forty miles of country to join his regiment at the Valley City.

Seven miles by private conveyance to the State road, where he connected with the stage from Newaygo to Grand Rapids. He suffered no ill effects from that New Year ride. That same night the Eagle office burned to the ground.

The 10th Cavalry had gone South and the Newaygo county soldier boy, just past 18, took the next morning train for the Sunny South and the seat of war. Melancholy days, the saddest of the year, were those to the mothers who had sons down in Dixie exposed to the ills of pneumonia and rebel bullets.

That was a New Year long remembered.

It was cold even in the South and the soldiers suffered much, yet there was little complaint. It was war anyhow and that was what the boys enlisted for.

New Year's is a day for the forming of new resolutions, most of them coming to naught before the year is half out. I remember well when three young fellows sat together in the rear of a backwoods store on New Year's eve and drew up an agreement to quit smoking forever. Everybody smoked in those days and those boys had been reminded of the folly of it by indulgent parents, all to no purpose until the night in question. The agreement was duly signed and lived up to for a week and a day. Since the story has been told before I will not afflict the reader with a repetition.

These New Year resolutions are seldom worth the paper on which they are written. We mortals are an "ornery set," as the old hunter's wife put it, and I reckon she was more than half right.

We had much to be thankful for on Thanksgiving day, and we have even more to satisfy us as a Nation on New Year's day than ever before. We have passed safely through a political campaign and come out without bloodshed such as usually stains the political campaigns of Mexico.

Another twelvemonth has passed into the realm of forgotten things and we face the perils and pitfalls of a new year with happy hearts and a determination to make our lives better than last year. At least such has been the case at the opening of other years.

Simply being better does not count for much unless we cap the resolution by being friendly to those whom we have passed by on the other side during the year just past.

Another milestone in life has gone by. We are a year older, a year nearer to the jumping off place, when we pass off the stage of action and begin our explorations in that land beyond this old world, a land that has its attractions if we are to accept the

preached word—that is, if we have lived a good life according to the tenets of the Christian faith.

Solemn thoughts should find place when we contemplate the future.

How seeming short the old year has been. As age advances the years of life seem shorter and shorter. On fleet wings to the days, weeks and months flit away into eternity, leaving us stranded at last on the shore of Time, gazing mayhap with longing eyes into that future whose conditions and surroundings no man knoweth.

Being born is as unaccountable as is death at the end of life's short journey.

New Year days come and go, barely seconds of time in comparison with the ages, and it behooves us to be ready for the change which comes to every being as assuredly as the sun shines throughout infinite space.

There are more worlds than ours. If this was the only handiwork of the Almighty we might easier understand how things came about. When we take into consideration the illimitable space which the creation occupies we feel as humble as the insect that stings the body of a flea, and has himself other fleas to bite him.

What is a year?

The diurnal trip of the earth around the sun. Three hundred and sixty-five fleeting days, so soon passed they seem hardly worth recording.

We shake hands across the distance with inhabitants of other worlds than this. Out in the woods with God, we begin to realize the omnipotence of it all, and sometimes wonder why the spirit of mortal should be proud as he realizes his own littleness.

As the years count upward this mortal body begins to decline, to rust out under pressure, and yet with the counting up of the years which so wreck the physical, the mind of man does not decay, but retains its powers until the whole skein of life is wound and the boatman from across the Styx calls for his waiting passenger. Good bye, old year, welcome the new. Old Timer.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Dec. 30—Charles Shilling, the well-known grocer on Spruce street, is selling out his business to R. Masters and will start the New Year free from business cares.

The Gowan Hardware Co. tin shop is now doing business in its new location from Arlington street to one door West of the News building, opposite the city hall.

The Du Roy Brothers, the well-known garage and repair men, have sold out to Jay R. Warren and Erwin G. McCartney. They will continue auto electrical repairing, cast iron and aluminum soldering in connection with the winter car storage.

Some travelers think that a dining room is a filling station.

Adolf Wandler, chief meat cutter for the Pittsburg Supply Co., finished the season and is opening the Superior meat market again, which he will conduct during the winter. Adolf is well known as a sausage maker, having learned the trade in Germany. He enjoys a good trade during the winter, having a large acquaintance and being an expert meat cutter.

The Riverside Tire & Battery Service have moved from 520 East Portage to its new location, 512 East Portage.

D. H. Maloney, the popular clothier, leaves after the first of the year for Dade, Florida, where the family will spend the winter.

Looks now as if Harry Snodgrass, king of the ivories at W. O. S., will be on Easy street when he gains his freedom in January, which only goes to show that it pays to advertise, instead of spending time to work the cross puzzles.

R. V. Purvis, Superintendent of the

Northern Terminal Railway, is spending the holidays with relatives in Detroit. He is accompanied by his wife. They expect to return in about three weeks.

The second wolf hunt pulled off by our Canadian wolf hunters last week resulted in the slaughter of another wolf. It seems the wolves are not so numerous as had at first been reported and what few there are give the hunters a merry chase.

S. D. Newton, the Soo's well-known writer and merchant prince, gave a very creditable book review on Madagascar and the man eating tree, published by our famous townsman, Ex-Gov. Chase S. Osborn. The item was published in the Soo Times of Dec. 11.

Roy Bowman, of Manistique, has accepted a position as manager of the Greenwood Chevrolet Co., at Ironwood, and left for that place last Monday. He will also continue to have charge of the Bowman Chevrolet Co., at Manistique.

The last whistle of the boats for this season was heard last Saturday when the steamer F. B. Squire passed through the locks, thus closing the

navigation season for 1924, which from all accounts was a successful season, with but few accidents and not much loss of life. William G. Tapert.

The earnings of authorship are better than in the old days of Grub street, but they are still on most modest proportions. Mrs. Frances Hodgson Burnett, who died last month, was for many years one of the most popular writers, with a market for her wares in every land. Her will, which has just been probated at Mincola, L. I., disposes of an estate of something over \$150,000. It is a sizable estate for authorship, but it represents more than forty years of toil with the pen, showing that the writing art at its best still belongs very largely in the realm of manual labor. On the other hand, like other great arts, its value to society and civilization is above that of rubies.

Continental Gas & Electric Corporation

(Subsidiary of the United Light & Power Co.)

7% Prior Preference Stock

Continental Gas & Electric Corporation is one of the large and successful public utility holding companies. Organized in 1912, the Corporation controls a group of electric power and light companies operating in four States and in Canada and serving 192 communities.

The total output of electric energy by subsidiaries in 1923 showed an increase of more than 23% over 1922, and an increase of more than 140% over that of 1918.

Net earnings, after making deductions for maintenance, depreciation and sinking fund charges at the rate provided in the Indenture securing the recently issued Secured 6½% Bonds of the Corporation, for year ended June 30, 1924, were in excess of ¾ times the dividend requirements on Prior Preference Stock outstanding.

The Prior Preference Stock is followed by \$1,920,600 of 6%-8% Participating Preferred Stock and 151,078 shares of Common Stock, which on the basis of present quotations represent a market equity junior to the Prior Preference Stock of over \$14,000,000.

We recommend this stock as one of the most attractive Public Utility Preferred Stock investments on the market.

Price to yield over 7½%

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GRAND RAPIDS



Fighting the Coffee Trust With American Money.

At last the coffee trade of the world is waking up to the evils of monopolistic control of the great staple by the governments of Brazil and especially of the State of San Paulo. Coffee traders are showing signs of a desire to hit back, but, unhappily, find themselves pretty well handicapped in any effective weapons with which to fight.

Many years ago the coffee trade foresaw the danger which lay in the periodical schemes of Brazilian "valorization" and has for years past consistently condemned the economic prudence of such artificial interference with the natural law of supply and demand; sometimes without the full support of the coffee trade, who failed to realize where such practices would lead. But now it has come home to them with all the force anticipated and more.

Brazil has been so persistently expanding her coffee production that she now occupies a dominating position in the world's markets for basic coffee. Production from any other given country is so small as to have become secondary and most of such grades are used for blending rather than as a staple supply. Brazil has meanwhile, so manipulated exports and has been able repeatedly to lock up uncomfortably large crop surpluses in bonded warehouses—often secret warehouses—that the world at large has no real and dependable knowledge of how much actual coffee is available. Buyers are constantly at the mercy of Governmental manipulation and prices are at all times nervous and uncertain. Nor are importers able to discover the truth; for Governmental control covers cable information as well as physical stocks.

The result of this has been to create a high ruling quotation for coffee which the trade frankly asserts to be 15c or 20c above a normally economic fair price; so high as to restrict popular consumption at the very time when the trade is beginning to feel the results of its campaigns to popularize coffee.

Naturally there is a howl of protest and the New York Coffee Exchange and the Coffee Roasters' Association are studying plans for creating competition for Brazil from other countries and through encouraging other grades which are not so manipulated. One plan is to open the doors of the exchange for trading in "Robusta" coffee, but the aggregate supply of this is only about 750,000 bags, as against the gigantic total of about 16,000,000 bags of the standard Brazilian grades. The fear is that any competitive balance available would be but a sorry mess man should indicate the futility

One of the recourses of some of the trade has been to ask our own Government to interfere, but of course, second thought of any intelligent business of any such interference. It is strictly none of our diplomatic business, save "drop-in-the-bucket" and of small effect.

in the way of innocent writing of letters.

A suggestion that our Consular agents get the real facts and keep American importers advised is equally futile. How long would Brazil, with her control of wires and cables, permit outsiders to send out advices detrimental to those who already have the Brazilian authorities by the throat?

Another suggested recourse is more promising. Since the present financial resource to hold back coffee "valorized" surpluses comes from British and American investors—who have bought the bonds with which valorization schemes have been made possible—it is suggested that American investors be persuaded to lend a hand in financing the cultivation of other coffee lands. In our own possessions, grades

of coffee have been produced which are said to be promising competitors of Brazilian types—such countries as Porto Rico, Hawaii and particularly the Virgin Islands.

There is a growing feeling that if capital could be made up until plantations become productive—a matter of five or six years—Brazil might find that her grasping tax exactions had only begotten their natural consequences through the restoration of the law of supply and demand, and that her monopoly is ended.

In any event, it looks as though a firm and determined action by the coffee trade, along true economic and competitive lines, may result from the present unrest. Any artificial palliative will only result in petty results and continuance of the old-line monopoly.

Life Insurance Safeguarded By a Trust

Suppose you had \$30,000 invested in Bonds or were in a position to buy that amount, returning you an income of approximately \$1,800 per year. Suppose these bonds and your home constituted your entire estate. In the event of your death would your loved ones be adequately provided for?

Suppose that during the active years of your life you leave this income untouched and invest it in such a way that your provision for the family support would be *substantially increased, USUALLY DOUBLED*, sometimes more than doubled, without much delay and without additional resources?

The Michigan Trust Company offers opportunity for this by means of a "Funded Life Insurance Trust."

Every family man should be interested in this opportunity to safeguard properly the welfare of those under his care.

The income from \$30,000 of 6% bonds (not spent but irrevocably set aside for use by the Trustee in purchasing life insurance) in the case of a man of 35 would buy, on present insurance rates, from \$61,000 to \$84,000 of Life Insurance, (depending on the kind taken, whether 20-year paid life or ordinary life); in the case of a man of 40 it would buy from \$54,000 to \$70,000 of Life Insurance; in the case of a man of 45 it would buy from \$46,000 to \$58,000 of Life Insurance; in the case of a man of 50 it would buy from \$39,000 to \$46,000 of Life Insurance.

By this plan, \$30,000 is made to produce from \$39,000 to \$84,000 ADDITIONAL in family protection.

It is well worth your consideration. Let us explain the plan to you in detail.

THE MICHIGAN TRUST COMPANY

Organized in 1889
Corner Pearl and Ottawa
Grand Rapids, Mich.

Wheat Trade Expecting Empty Bins By Harvest.

Chicago, Dec. 30—The wheat market this year has been the most peculiar in the history of the trade. Prices advanced more than 60 cents from the low point early in the year and wheat is now selling in many markets close to \$2, depending on the different grades. Dark Northern spring commands more than \$2. Some of the best informed men in the wheat trade are confident that wheat will sell at \$2 and over in the next six months, and they are basing their operations in cash wheat on a higher level of prices. Chicago handlers of cash wheat have not been inclined to sell freely for some time past, and it would take a good stiff bid to induce them to sell, as they are too well satisfied with the carrying charges from December to May.

In the world's wheat situation developments from week to week are more bullish, and it makes those who have been successful in their forecast feel as though the advanced price has not fully discounted all the bullish conditions. The latest estimates on the world's crop indicate a shortage of 440,000,000 bushels from last year, with an estimated yield of 3,330,000,000 bushels. The rye crop is short 320,000,000 bushels, making a combined shortage of 760,000,000 bushels. What this means in the way of prices will take time to develop. All indications are that reserves of wheat and rye will be exhausted by the end of this season, and that the new crop of 1925 will start with empty bins and should command good prices.

There are 96,000,000 bushels of wheat in the visible supply, or 23,000,000 bushels more than last year. There are 20,000,000 afloat and in store at Buffalo, nearly 11,000,000 bushels at Chicago, almost 16,000,000 bushels at Kansas City, 12,000,000 bushels at Minneapolis and 8,000,000 bushels at Duluth. Stocks at Atlantic and Gulf ports are small. Despite the heavy shipments to Buffalo and other lake ports they are regarded as lighter than last year, both of American and Canadian grades.

Reserves in Canada and in the American Northwest are said to be smaller than usual and the movement from those sections has fallen off materially. Farmers in the three Northwestern Canadian Provinces are said to have only 37,000,000 bushels of wheat to be marketed and there are 23,000,000 bushels at country elevators, suggesting 60,000,000 bushels in all to come forward, as estimated by the Northwestern Grain Dealers' Association. Their estimates of the crop are 247,000,000 bushels, or 2,000,000 bushels more than the Government estimate.

The wheat market has taken an immense load in the last ten days and prices declined only about 6 cents from the top of the season. Where all this wheat has gone to is one of the largest puzzles that the trade has ever tried to solve. The week is closing, however, with prices touching fresh high levels.

Flour stocks are not regarded as heavy, as millers in some sections have fair stocks of wheat and all their sales of flour are practically at lower prices than the prevailing market at present, yet flour consumers are relatively slow in furnishing shipping orders to mills, and some of the latter are disposed to cancel low price sales of flour unless the shipping directions are given.

The Government report on winter wheat acreage and conditions for the harvest of 1925, as given to the trade late last week, was about as expected. The acreage increased 6.5 per cent. with a condition of 81 and an acreage of 42,317,000 acres. It suggests a crop of 545,000,000 bushels, compared with 590,000,000 bushels harvested this year. Corn prices are regarded as in debatable ground. The usual December

movement is underway, but may be curtailed owing to the killing discounts prevailing on the No. 4 and No. 6 grades, the latter being around 13 cents or more under the December. On this basis country buyers should not pay over \$1 per bushel for corn at most loading stations in the West, which is considered too low as compared with the futures.

While increasing the acreage of wheat and oats and decreasing the area planted to corn this year, the Department of Agriculture raised the yield of wheat and oats and reduced that of corn to a greater extent than the trade expected. There is one of the shortest corn crops raised in recent years, there being 617,000,000 bushels less than last year and 469,000,000 bushels below the average.

Farm Associations Plan Chicago Center.

Chicago, Dec. 30—A movement is under way to establish an agricultural temple to cost more than \$31,000,000. One of the most active workers in the movement is former Governor of Illinois, Frank O. Lowden, who is also active in the co-operative marketing movement. It is proposed to construct the mammoth hall with storerooms, offices, hotels, railroad and steamboat docks on Michigan avenue, adjacent to the South end of the bridge, covering a tract of five acres.

This Temple of Agriculture has been the dream of a lot of agricultural leaders for several years, but it has not reached a concrete state until recently, as the agricultural people were without the money or the disposition to raise it in sufficient volume to make it a "go." It now seems nearer a reality, although it is far from completion.

The building is to be alongside of or covering the tracks of the Illinois Central Terminal on the other side of the Michigan avenue bridge and the tower covered office buildings of the Chicago Tribune and the Wrigley structures, a most imposing location.

The American Agricultural Society, which favors the movement to establish the Agricultural Temple where national dairy, live stock and other shows can be housed, is composed of ninety-two district divisions, representing more than 30,000,000 people, directly or indirectly in agriculture, who would lend support to the new project.

The auditorium contemplated would have a seating capacity of 21,000 people. The exposition and show rooms would be on the main floor above the Illinois Central tracks. It is understood that the Illinois Central Railroad Company, through its contract with the city is to have foundations of the building completed by January 1, 1927, at which time the electrification of its lines and those of other railroads using its terminal would be completed.

Cotton enthusiasts assert that mills might be established in Chicago and that investigations of Eastern manufacturers have been along these lines. The location, however, is in a congested district where transportation is poor and would be most difficult to remedy. Board of Trade people have considered the idea of becoming identified with this agricultural temple movement, but nothing has been done in regard to forming concrete plans.

An official of the Board of Trade says that while grain exchange is in sympathy with the movement, it would not be wise for it to give up its present location, which is worth more than \$5,000,000, and it would result in the loss of its individuality.

If lack of nerve is the only thing that prevents you from telling the "boss" where he gets off, lack of nerve is probably the only thing that stands between you and loss of your job.

It isn't what you say but what the buyer understands.

Your Resolution

No matter what your New Year's resolutions, let this one be included in the list:

I will plan my will without delay, have my attorney draw it and name as executor the Grand Rapids Trust Company.

Failure on the part of many to carry out this resolution has resulted in dissipated estates and unhappiness for the heirs.

Make this resolution today!

GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICHIGAN



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The Grand Rapids Savings Bank

60,000 Satisfied Customers

Resources Over \$19,000,000

The Devil's Conference.

I.
'Twas Christmas, nineteen twenty-three,
When gladness reigned o'er land and sea.
The Devil called his Faithful Few—
It was a heartless, motley crew—
And said: "Now, men you may commence
Your diabolic conference."

II
The Match was there, a treacherous fag,
And so were Oily Mop and Rag.
Bad Wiring entered on the scene,
Puffed with power, but all serene;
Our Red Brick Chimney towered aloft
And at the others snarled and scoffed,
While Open Fires and Open Lights
Recalled a thousand ghastly sights.
Explosion showed his sin'ster flashes
And looked askant at Old Hot Ashes,
While Sparks On Roof and Kerosene
Defied their rival, Gasoline.
Then Gas and Innocent Rubbish met,
As Fireworks "shook" with Cigarette,
While less obtrusive, Trash Pile sat
As he appears, serene and flat.

III
The Devil ruled that wicked band
With gavel poised in steel-mailed hand;
And speaking loud, he said that day:
"My Faithful Few, what do you say?"

IV
As Flesh and Blood is wont to do,
The speakers numbered very few;
But just the same, enough there was
To make the annual conference buzz.

V
The Match arose. "I'm first," quoth he,
"Because most fires begin with me.
I am the playmate of the child
Who starts the conflagration wild;
When mother drops me, unaware,
I go with baby, 'neath the stair;
And to a trash pile lead the tots
To shroud them for the graveyard lots.
Each year I take more human lives
Than in this cursed city thrive."

VI
Now Mop and Rag, in dual voice,
Declared it was their mutual choice
To listen while the others spoke
Of mankind's lurid, flaming yoke.
Defective Wiring, though, was heard,
While Lesser Lights drank in his word.
"It's I who starts the 'unknown' blaze"
He said, "in lofts and garrets' haze.
I creep between the studded walls
And on the ceilings of the halls;
Where-e're I breathe my poison breath,
There's danger, desolation—death."

VII
"Wiring holds no edge on me,"
Declared our Red Brick Chimney.
"I send hot ashes through my cracks
And in the embers leave my tracks;
On shingle roof, malicious, mute,
I shower my blazing sputum—soot.
My creed is, ply destruction's brand
While all the world's in Slumberland."

VIII
Hot Ashes spoke for Fire and Light.
"I do not claim such deadly blight,"
He said in meek apology,
"As these, my brothers, I'll agree;
They slant their curse athwart the home
And revel while their victims moan;
The lick a swishing garment free,
And laugh at writhing agony."

IX
Trash Pile winked as Ashes spoke:
"I scorn this boast as but a joke.
I've singed full many a lassie's tresses
And burned away their flowing dresses;
I've watched them, playful—never fear-
ing—
Scorned their blackened bodies searing;
And then rejoiced at mothers weeping
Where their little forms are sleeping."

X
Old Satan's eyes now gleamed with hate,
That none but Gasoline could sate.
"There's one among you, wise, sedate,
Whose hideous tales he'll now relate."
And then with most respectful mien,
All bowed before King Gasoline.

XI
"Sitting here," he said, "I've gleaned
The thought that I must be archfiend.
When I go forth, in car or tank,
Through crowded street, or valley dank,
I blow my vapor-laden breath
That carries fire—torture—death.
'Tis sweet to me to hear the scream
That echoes from Inferno's gleam,
And watch Old Death with sharpened
scythe
Draw near as suffering children writhe;
And then to view the mourners' plod
Amidst those somber mounds of sod,
That in the village churchyard shed,
Their ghoully gloom about the dead."

The Wooden Lath.

I am the lath that's made of wood;
I am not strong, nor sound, nor good;
Sawed from ends and scraps and waste,
Nailed to the studs in reckless haste
And covered with plaster, thick or thin,
Just any old way to hold me in.

I am the lath that the Jerrys use
In building the house on which you lose

The time you spend, or the money you
pay;
I seal the house that's built for a day.
But Jerry loves me; I'm cheap and light,
And quickly placed. Of course I'm right.

I am the lath that forms a flue.
Between the studs; the draft creeps
through
Where the mice have gnawed and built
their nests,
And I have made them welcome guests;
And the hungry, licking tongues of fire
Greedily wrap the waiting pyre.

Four minutes, only, do I resist,
I quickly yield as soon as kissed
By loving flames, whose warm embrace
Enfolds me in the secret place.
But ere I go—as I was planned—
Some human life, I will demand.

I am the lath that's made of wood,
I am backing that don't make good.
My only claim, or good excuse
Is, that I am in common use;
But you! Oh builder, owner, man,
Know you no wiser way to plan?

Corporations Wound Up.

The following Michigan corpora-
tions have recently filed notices of dis-
solution with the Secretary of State:
Andrews & Petrie, Inc., Muskegon.
South G. R. State Bank, Grand Rapids.
Great Central Forwarding Co., Detroit
and Illinois.
Phoenix Cheese Co., New York and Zee-
land.
National Manufacturing Co., Detroit.
Eaton-Smith Co., Kalamazoo.
Woodward-Larned Realty Co., Detroit.
Jacobson & Capehart, Inc., Jackson.
Wolverine Grinding Wheel Co., Jackson.
Round the World with Roy, Inc., Detroit.
Frazier Printing Co., Detroit.
Jeffres-Willebrands, Inc., Detroit.
Muzzy-Lyon Co., Detroit.
Bond Investment Co., Inc., Wilmington,
Del., and Detroit.
Westmore Realty Co., Detroit.
Hager Brothers Co., Ltd., Marquette.
Great Central Forwarding Co., of New
York, Wilmington and Detroit.

"Fully covered by insurance" is a
false or misleading newspaper report.
No honest person who suffers a fire
loss ever receives enough insurance
money to "fully cover" value of prop-
erty destroyed.



The above trade mark on
your fire extinguisher, is a
guarantee of an especially
effective prepared chemical
which forms a heavy blanket
of gas when it strikes the
fire. This gas excludes the
air and smothers the fire.
Simple to operate. A fire
protection appliance of ab-
solute dependability.

Write for our booklet
"Fire Demon"

PIONEER CHEMICAL CO. of Ithaca
ITHACA, MICH.

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

Michigan Shoe Dealers Mutual Fire Insurance Company

LANSING, MICHIGAN

PROMPT ADJUSTMENTS

Write

L. H. BAKER, Secy-Treas.

LANSING, MICH.

P. O. Box 549

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

On account of our location—our large transit facilities—our safe
deposit vaults and our complete service covering the entire field of bank-
ing, 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

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Retail Hardware Mutual

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Hardware Mutual Casualty Co.

Central Manufacturers' Mutual

Ohio Underwriters Mutual

Ohio Hardware Mutual

The Finnish Mutual

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Happiness and Progress.

Gradually we begin to appreciate and enjoy the teachings of successful leaders, even though the process is slow. These leaders became worthy because they took advantage of the possibilities before them that controlled their existence, acts and habits for their own benefit and the benefit of others.

For your own sake, remember that whatever you do in the way of honest work you do first of all for yourself. There is no kind of work that can fail to make you a better man and more successful if you work at it honestly and loyally. The man content is an enthusiast and optimist, an admirable combination; does his best work and devotes his energies to that which is worth while.

To study hard, think quietly, act frankly and talk gently, always sincerely, is to lead a life of self control, a life that is worth while, a life that leads to something and helps forward the improvement of the human race. To live in contentment means to realize the fullest possibilities of life. Train your mind through your work. Study the lives of those who have succeeded. Then you will more clearly understand that they did whatever they did as well as they could.

The way of a human being in the midst of life is that of a ship on the ocean. Make up your mind that, in your own way at least, you shall be controlled by the rudder of conscience and learn from passing ships a lesson of use in your own life. It is harder to beat against the wind and many men have had hard struggles to steer themselves to a good port in the face of an adverse start, a hard beginning or inclinations difficult to overcome.

Think of the things that are wrong and of the possibilities of righting them. Take inventory of your own weaknesses and imperfections; as a man thinks he grows. The brain, like muscles, needs well planned exercise. There is no limit to its possible accomplishments. There is power in the brain of every man to do greater good if he will only develop that power.

The world needs honest, conscientious men and women, able to do good work themselves. In order to improve things, to do the good that you can, begin by improving yourself. Your hardest effort may fail to reach a definite goal but honest work will, however, make it impossible for you to become a failure.

You can and will achieve self respect and success as you are endowed and at least become a more able man or woman bringing the desired measure of happiness and lighting the way to further progress.

C. J. Williams, Jr.

The British are grumbling at America again. They have heard that France is asking for easier terms than they obtained in the settlement of their war debt to the United States. The average Englishman was rather proud that his country was able to shoulder its debt payment so soon after the end of the war; he grumbled when it came to paying the necessary taxes,

but that was only human. Now he hears rumors that the French may get off more easily. Perhaps France deserves more lenient treatment, if for no other reason than that the war was actually fought on French soil. Americans are not apt to concede that any of the war debtors have grounds for complaint. They are expected to pay, but the United States has not been pressing them to do anything beyond their ability. The United States has been just a little more than fair, and is not likely to change its ways. If the British will realize this fact they will find that the future will take care of itself. They will only injure their own cause by putting any obstacles in the way of our settlement with France.

When the country is more or less congratulating itself upon the regulation and drastic reduction of immigration it is something of a shock to learn from Secretary of Labor Davis that 850,000 unwanted foreigners smuggled themselves over the Mexican and Canadian borders last year. If the Secretary's estimate is warranted by the facts, the official and permitted immigration is no more than a fraction of the total; and if it is so easy to get into the country 850,000 can come before they are noticed, it raises the question whether it is worth while to have any immigration laws at all.

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.

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MICHIGAN RANKS FIRST

In the Total Acreage of Small Fruits.

Michigan, because of its nearness to the geographical center of the country's population, its proximity to many large cities, its rapidly increasing industrial population and wealth, and its peculiarly favorable climate for fruit-growing, should naturally hold a high place among horticultural states. It has attained a high rank in that respect, a place that would have been capitalized to a far greater extent by some other states if they had reached a like position. It would seem that only a relatively small percentage of our people realize the importance of their State, not only with respect to fruit-growing possibilities but in many other ways. It is also evident that Michigan people are gifted with an unusual amount of modesty when it comes to advertising their commonwealth. Not long ago I was talking with our Federal statistician in Indiana. He was quite surprised to learn that Michigan ranked sixth among the states in the number of bearing apple trees, that it was considered particularly important in apple production, or that it even exceeded Indiana in that respect. I contend that this lack of information on his part was not as much his fault as it was ours.

I doubt if there are 100 people outside of Michigan, other than statisticians and research specialists that know Michigan ranks first in the total acreage of small fruits. I doubt if one-tenth of one per cent. of Michigan's people even recognize that fact. Yet, many people seem to realize that Washington and New York are leaders in apple production and that California is highly important in many of the other fruits.

It would seem that either we are not advertising our fruit-growing achievements sufficiently or in the proper manner. A merchant does not consider his business as satisfactory unless it makes a substantial growth from year to year. He has to meet the higher costs of doing business today with a larger volume sales. Fruit growers are facing greatly increased costs in raising and marketing their crops as compared with fifteen or twenty years ago, but Michigan's fruit industry has not increased in proportion. In fact, it has not held its own in potential producing power.

In 1910, we had 7,534,000 bearing apple trees in the State; in 1920, 5,616,000, a decrease of a little over 25 per cent. This change may largely be attributed to the passing throughout Southern Michigan of the so-called farm orchard, which has affected the commercial production much less than the above percentage of loss would infer. Also, in 1910 there were 2,253,000 apple trees below the bearing age as compared with 2,050,000 in 1920. The fact that these young trees were reported from 42 per cent. of the farms in 1910 and from less than 20 per cent. in 1920, indicates that the more recent plantings have been more concentrated on farms in the commercial districts and that only a limited effort has been

made to replace the farm orchards that have gone as the result of old age, neglect and disease.

The number of bearing peach trees decreased during the same ten-year period from 2,907,000 to 2,010,000, or nearly 31 per cent. This loss was largely due to severe winter killing, and but little replanting has since been done because of the greater hazard in retaining the trees and securing regular crops in comparison with other fruits. The State ranked twelfth in number of bearing trees in 1920.

Contrary to the general impression, the loss in pear acreage is relatively small compared with that of peaches and apples, being approximately 9 per cent. during the same period. In 1910, 1,136,000 bearing trees were reported; and in 1920, the number was 1,030,000, the State ranking third in this fruit.

Plums and prunes, in which we held tenth place in 1920, have decreased from 465,000 to 377,000 bearing trees during the same ten-year period, or a decline of about 19 per cent. This particular piece of news is not expected to dishearten those of you who are engaged in the canning business, however. These fruits seem to be losing favor with the consumer, the buyer, the grower and the canner.

The only fruit that made an important gain during the decade was the cherry, there having been 760,000 bearing trees in 1910, and 1,077,000 in 1920, an increase of nearly 42 per cent. It is probable, also, that the number has continued to increase at nearly the same rate since 1920, and that the State now has at least 1,200,000 trees. If this assumption is true; it undoubtedly places Michigan in first place; as New York had only a few thousands more in 1920 than Michigan, and its increase since that time is said to have been only a nominal one.

With reference to the small fruits, the State ranks second in raspberries and currants, third in gooseberries, fourth in strawberries, and fifth in blackberries. The last census showed an increase over 1910 of about 11 per cent. in the acreage of raspberries and 3 per cent. in currants. The 8,048 acres of strawberries reported in 1920 was almost the same area as reported in 1910. In the case of blackberries and dewberries, there was a decline of 27 per cent.

Thus, during a ten-year period when we had a gain of 30.5 per cent. in the State's population, and a gain of 41 per cent. in the population of our cities, we had a loss of approximately 2 per cent. in the area producing small fruits and a loss of 21 per cent. in the number of bearing orchard trees. In other words, if we consider the ratio of supply to consumption in 1910 as 100 per cent. that ratio is now only 60 per cent. This great loss has been partially overcome by the improved quality of fruits that are now reaching our markets but, on the other hand, as the quality improves the demand usually increases. First quality fruits nearly always bring good prices while those of poor quality are generally a drag on the market and tend to weaken and destroy demand. We are still over-producing the latter kind and under-producing the former. There-

fore, it is evident that the evolution now in progress in the fruit industry must continue until we are selling nothing but good fruits in the large outside consuming markets. This applies to canned products as well as fresh fruits, for, nature must first supply the size, color, texture and flavor before you can put those qualities in the can.

The canners of Michigan have made a long step forward through the recognition of this fact, and the steadily increasing demand for their products going to nearly all parts of the country is due to the improved and standardized quality of their output in recent years. The State Department of Agriculture has also been a factor of great influence through its efforts in standardizing the grading, packing and marking of fresh fruit. The Michigan State Experiment Station, through its research studies in cultural, pruning and spraying methods and the introduction and improvement of market varieties, has rendered and can continue a service of immeasurable value to the fruit industry. Many commercial growers have also contributed their full share to this general betterment by applying the improved methods at their command.

However, there are far too many Michigan growers who fail to recognize the value of maintaining a certain standard in their market products and who ignore the best practices recommended in growing and marketing their fruits. A successful merchant buys only the goods of kind and quality that he knows his customers want, yet, many farmers insist on selling their products, often of very inferior quality, to customers who would much prefer to pay a higher price for something good. Of course it is true that he cannot control the weather element which often reduces the volume and lowers the quality of his crop despite his efforts to counteract its influence, but I am speaking more particularly of those who are too willing to leave the quality entirely to the vagaries of our Michigan weather. He also often insists in using whatever style and size of package is most convenient for him rather than to comply with the preferences of his customers. As a result, he finds it difficult to establish and maintain a satisfied list of customers. In many instances he tries to overcome the situation by selling his choice fruits to his preferred customers and turning the remainder over to you, in the belief that it is just as good for canning as the number 1 product. Perhaps some of you are more or less to blame at some time in the past for his having reached that conclusion.

During the fruit season we generally read accounts from various points in the State that thousands of bushels of fruit are going to waste on farms for the want of a market. In the majority of these cases, the fruit is actually going to waste because it has so little market value that the owner cannot afford to handle it. In such cases, I believe the market is better off without it, and I believe the time will come when the growers will be better off if they never attempt to put low grade fruit on the market at all. I doubt if

we can ever establish a perfect reputation for Michigan fruits until the shipping out of the State of anything but first quality fruit is absolutely prohibited by law. I am also inclined to believe that such a restriction should apply to canned goods as well.

More extension work in city of what, when and how to buy fresh and canned fruits and vegetables would add greatly to the building up of a better demand for them. A very small percentage of city housewives have any practical knowledge of the proper season to buy for canning, or of the varieties best suited to their table or preserving needs. Many of them rely on the recommendation of a man biased toward whatever he may wish to sell them. I have known grocers to urge their regular customers to buy peaches for canning around the first of August, when only Georgia Elbertas were available and in a season when Michigan had a large crop of superior quality to come on the market a few weeks later. If city customers were also familiar with existing laws relative to grading, and knew that they could demand and have fruits of a certain standard and uniform quality, it would greatly stimulate the sales of fresh fruits. In the case of canned products, I assume that your Association and individual members are handling this situation with a proper and liberal distribution of printer's ink.

From the figures given above, it seems evident that there is an opportunity for a marked expansion of the fruit and canning industries in Michigan. Particularly is this true if quality is made the chief objective. I believe that the word "Michigan" on a package of any product of our State, should be made to represent a high standard grade of that product, stand as a guarantee to the purchaser, and its use on inferior products be forever prohibited. I believe I would go so far as to recommend that the address of manufacturer or grower must be omitted from all shipments, if such are allowed to go out of the State at all, of inferior products. This would make it impossible to trace any connection between them and this fair State.

Consumers would soon learn that in buying such goods they would be doing so at their own risk, and that they would have no redress for the shortcomings of the products. If we continue to drive with our lights dimmed, we should at least remove the obstructions and repair the rough places in the road. However, we are living in a fast age and we all want to make the best possible speed. Your competitors are coming from all points of the compass. They, too, are driving fast but with glaring lights intended to throw you into confusion and slow you up. The only logical redress seems to be to light up your path with your strongest head lights, and turn your spotlight on the quality of your products in such a manner that the entire countryside cannot fail to see it. You can then drive ahead with speed and with safety.

Verne H. Church.

Be so true to yourself that you cannot be false to others.

PAYING DEBT OF ANOTHER.**Promise Must Be in Writing To Be Enforceable.**

One of the most important rules of law from the standpoint of the business man, is that provision of the statutes of frauds pertaining to the enforcement of promises made by one person to answer for the debts or obligations of another. This law is substantially the same in most of the states, and in brief provides as follows:

That no action shall be brought to charge any person upon any special promise, to answer for the debt, default, or miscarriage of another, unless the promise upon which such action shall be brought shall be in writing and signed by the party to be charged.

In other words, under this law the mere oral promise to pay the debt of another cannot be enforced in the courts. If the person making the promise keeps his word well and good; but, in event he does not, the one relying on the promise is without remedy unless the promise has been reduced to writing and signed. The application of this rule may be illustrated by the following.

Where a merchant refused to sell a person goods, and a third person whose credit was good promised to see that the merchant was paid, the promise was held to be within the statute of frauds, and not being in writing could not be enforced. In another case one man promised to pay for goods if the merchant would let another person have them. The merchant delivered the goods on these conditions, charging them to the person who received them, and the promise of that first man was held to be within the statute of fraud, and not being in writing could not be enforced against him.

Of course there are numerous exceptions to the rule that may be brought into play by the given facts of a particular case. And if the merchant can show that the promise of the one agreeing to pay a debt was an original promise, it may not have to be in writing. As where one promises to pay for goods to be delivered to another and the goods are charged to the one making the promise, and where it is shown that the one making the promise to pay reaps the benefit of the goods, even though delivered to another, the promise may not have to be in writing to be enforceable.

But unless a business man is also a lawyer, or has gone into various legal phases of the subject in a careful manner, the question of whether or not a given promise must be in writing to be enforceable may be one of difficulty. Besides not one business man in a hundred has the time or opportunity to investigate the validity of a promise at the time it is made, and for that reason it will usually be a good policy to have such promises reduced to writing.

Needless to say the question of whether or not a given case is controlled by the statute has been the cause of much litigation. In fact the law reports hundreds of cases in the light of the particular facts involved, the subject cannot be covered by the

statement of a hard and fast rule. However, leaving aside legal refinements which do not as a general rule interest business men, this much may be said.

From the standpoint of the average business man it is not prudent to take anyone's bare oral promise to pay the debt of another. Regardless of the circumstances, and without stopping to reason out the question of whether or not a written promise is required by law to cover the situation involved, it will usually be to the advantage of the one relying on the promise to have it in black and white.

There are people who will make promises lightly. A gentleman may walk into a store, and upon request of a friend airily inform the merchant to "let George have what he wants, I'll stand good for it," etc., and thereafter if George fails to pay for the goods the merchant may be put to no end of trouble in getting the promisor to make good. And unless the promise is one that can be enforced though not in writing the merchant may in the end have to stand the loss.

Thousands of merchants have had experience of this kind and have learned to their cost perhaps in both money and friends that it does not pay to rely upon the mere oral promise of anyone to pay the debt or obligation of another. A far better, and safer policy is to have such promises reduced to writing and signed which tends to avoid all after disputes over the responsibility of the one making the promise.

Leslie Childs.

Keeping Trade at Home.

A successful small-town merchant, who does more than \$100,000 a year in a town of 1,500 people, less than eight miles away from a much larger city, declared in a recent interview that outside competition can be defeated by merchandising and advertising policies that "keep up the interest" in the home-town store. Stocks must be carried and well-displayed, must be of standard quality, and must keep a shade ahead of the big-town competition in price, he said. If these things are done, it is his experience, the home town store will get and keep the confidence of the people, and their familiarity with the store and its owner will keep their business at home, says "Pep," house organ of the La Crosse Clothing Co.

Nevertheless, the merchant insisted, it is necessary to have "something doing" in the home-town store to keep a good deal of business from drifting away. He advises a program of stunts throughout the year, at least one a month, to keep the store constantly freshly advertised in the minds of the community—and of course he believes in liberal advertising, not only of stunts but of merchandise, its quality and price. To this end this merchant publishes a monthly store news, which is a four-page publication frankly devoted to advertising the store and its merchandise. It is sent out in a one-cent envelope, because after experiment it has been found that separate addressing and mailing it thus insures a much higher percentage of careful reading than simply broadcasting it from door to door.

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Spring Millinery Shown.

At most of the early showings of spring millinery in Paris, silk and satin in combination with straw have been highly favored. Black, blue and brown have been the favorite shades. The only exception to this has been in the felt hats, which come in the brightest colors imaginable.

Moire, grosgrain and the new pebbled ombre silk are the favorite materials, according to a radiogram received by the New Millinery Bulletin, the official organ of the Retail Millinery Association of America. The favored straws run largely to milan and hemp. Black satin for the in-between season is very smart.

"Indications are that flower trimmings will be very popular for the first spring hats, they being placed at the center top of the crown," the Bulletin continues. "All kinds of ostrich are good, and the combination of two tones is especially well liked. Ribbon still holds a very high place. Crimped or fluted brims are being used by some of the houses.

"Maria Guy is making some of her new toques entirely of wide ribbons, with crowns very soft and suggesting the Tam o'Shanter. Large bow ends trail over the wearer's cheek on the right side. A new hat made for an English Duchess by Molyneux is of black satin. It has a soft peaked crown and three-inch brim turned straight up in front, with one ridge in the brim held by an elaborate pearl buckle.

"A new spring hat from Flora & Marguerite is made of black laize de paille, a straw all over that resembles brocade. This hat has a regulation Stetson cowboy crown with a narrow rolling brim and side trimmings of black wings."

Styles in Jewelry.

Semi-precious jewels will dominate morning styles in jewelry during 1925, according to predictions made by a Fifth avenue jeweler of international reputation. For morning lectures, concerts or shopping, he says, women will wear as jewelry a row of turquoises or coral, or, perhaps, topazes with earrings to match.

In the afternoon the properly dressed woman will wear either pearls or precious stones, such as rows of emerald beads, but jewelry will be set with very few diamonds. Cabochon

stones will be worn in the afternoon in preference to cut stones. In the evening only cut stones will be worn, with necklaces made rather long. Tiaras are no longer in favor, but headbands are worn very low on the forehead. Ornaments used at present appear smaller than those previously in fashion, but their value is increased as a result of the employment of larger gems.

One of the novelties which "smart" women will wear, the jeweler in question says, is the cliquet brooch. This pin frequently contains extremely valuable pearls. It is so fashionable, however, that it is worn in the morning made of coral and semi-precious stones. It also is seen in the afternoon, when it is made of pearls, especially larger ones, and precious stones. It is particularly favored for wear with small hats.

Silks.

Buying for present needs in the silk markets is still slow but there is more activity in the purchase of novelties for Spring. The demand for wash silks for Spring is also gaining and silk broadcloths in varieties of stripes and colorings are popular. Brocades in the lighter weights of two-tone and contrasting colors are interesting, also brocaded chiffons in the lighter shades.

Indications point to the continued use of bengalines but it is suggested that the buyer of piece goods and made-up garments pay particular attention to the construction of such fabrics. Due to the popularity of this material many manufacturers, who had little or no experience in its manufacture, produced a cloth that looked good but which did not wear satisfactorily. Garment manufacturers and piece goods buyers demanded a soft, drapy cloth of this weave but to produce this fewer picks were used which made the material more prone to pull and slip when subjected to strain.

Any ribbed weave such as bengaline is liable to slip under trying conditions but the closer it is woven the less this will show. A close examination of such cloths is therefore advised.

Bright colors and novelties in bright contrasting prints are being strongly featured. Stocks are still comparatively low.

Women's Apparel.

Producers of women's garments are adhering to straight line effects, slightly changed by the draping of the skirt. This is being shortened to about twelve inches from the ground and some designers are favoring a partial flare produced by pleats at front or sides. The ensemble costume will be strongly featured for spring and many

manufacturers who have not previously produced these are now doing so. As some of these manufacturers have not heretofore made dresses and others have not made coats, care should be exercised in selecting such garments. Short sleeves are to be seen on many costumes made for the Southern winter trade.

As there is little change in the lines of garments, novelty is developed by the use of fancy materials, silk, woolen and cotton, and the application of these. Bright colorings and effective patterns in weaves and prints are favored and embroidery is popular.

Tunics in their many variations will be good for the spring trade, and there is increasing interest being shown in the short blouse of Russian, Peasant and sport type, many with short sleeves.

As there have been many complaints against the tendency of Bengaline to "slip," we suggest that you read our statement under the heading of "Silks."

Says Fur Prices Will Hold.

That the price weakness which has been reported in the last few days from some of the primary fur markets is more sentimental than actual, and that it is due to the effects of the usual holiday dullness, is the assertion made by a man regarded as an authority on fur matters. "In my opinion," he said, "prices of furs are going to

remain high for some time to come, despite all talk to the contrary. This will be so, regardless of the contentions advanced by many factors in the local market that prices are now so high that they can neither buy nor sell. While business is dull right now, as is common with all lines during the last week of the year, it is my judgment that a period of real activity and price firmness in the fur trade is at hand. I do not look for inflation, as that would be harmful. However, strong prices, based on actual supply and demand, can scarcely fail to be maintained. This is especially true of the leading American pelts."

To Hold Back Velvet Lines.

Conditions in the velvet market are slowly improving, but, for the time being, producers are playing a waiting game in the showing of their fall lines. Ordinarily the showings of the latter would be made sometime next month, but it may be March before the lines for next fall are shown. Prices on goods for immediately delivery are a little firmer than they were a while ago, but the same cloth to-day is bringing much less than it sold for a year ago. Production has been severely curtailed recently. A prime difficulty has been the swing of the fashion trend away from a strong velvet vogue.

You can't reach laurels lying down.

To Our Friends and Patrons

We wish to express our appreciation to the merchant who visited us during our Reorganization Sale and made it a success.

We hope that in the year 1925 we shall continue to conduct ourselves so as to merit your co-operation and patronage in an ever increasing measure.

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Paul Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Mich.

Legal Restriction of the Sale of Revolvers.

Lansing, Dec. 30—Among a batch of bills offered in Congress last week was one prohibiting the indiscriminate sale of small firearms to other than properly designated authorities. A move in the right direction has been the announcement of two nationally known mail order houses that sale of such articles by them has absolutely been discontinued. This announcement is particularly encouraging, but there is some doubt as to the Federal Government being vested with authority to regulate the disposal of one-handed magazine guns within the bounds of the sovereign states without constitutional authority, which can only be secured through a long and tedious process.

Many of the individual states have for years attempted to regulate the use of these instruments of death, and in Michigan it is a misdemeanor to carry concealed weapons, but for all that they are so carried, even by individuals who would scorn the intimation that they were law breakers. Uncle Sam may, however, prohibit the transportation of such merchandise through the mails and regulate transportation from one state to another, either by freight, express or on the person, and legislation to this end would be one significant move in the proper direction. But it is up to the states to enforce the laws they already have or create such safeguards and then enforce them. It ought to be legally *prima facie* evidence of an intent to commit crime for any individual—not endowed with police authority—to have such firearms in his possession, and the punishment should be severe especially in cases of second offenses. A very large proportion of homicides, much manslaughter and most of the accidental shootings could be prevented if private individuals were not permitted to carry or even own such dangerous equipment. Especially is this true in many cases where youth is either the owner or familiar with the use of guns. Every day we read in the news columns of this, that and the other case, where individuals of both sexes, in a moment of temporary aberration, have gone to the bureau drawer, whipped out a revolver, and murdered a member of the family, some relative, or a dear friend, regretting it immediately afterward; where someone has mistaken his wife for a burglar, or someone else who "didn't know it was loaded. In cases of hold-ups and most burglaries guns in the hands of victims are worse than useless and in most cases of homicide in such circumstances the aggressor would have lived to tell the tale if he had not made some movement in the direction of his hip pocket.

Without the use of the "gat" the occupation of the criminal is almost essentially taken away from him. The criminal's chief weapon to-day is the gun. It figures in an overwhelming majority of every species of violent crime. Brass knuckles, the sand bag, lilies, the dagger and knife are now coming to be reckoned with among the more or less antiquated and incidental implements of crime. The revolver is the principal standby. A gunman, stripped of his gun, will not necessarily cease from criminality. Without it, however, he is going to be greatly handicapped and imbued with a sense of fear. He will not be in a position to pump lead into unarmed citizens and then assassinate officers of the law from safe positions or while fleeing in motor cars. He will have to face the officials, and while he may fight back the worst that can usually happen will be minor physical injuries. Without the gun, the hold-up man, who is usually an arrant coward, is going to be deterred in his activities, with a consequent restoration of confidence on the part of the innocent citizen.

The Michigan Hotel Association at its Grand Rapids meeting passed a

resolution asking the Legislature to enact a law preventing gun toting, which will replace all previous acts. But it will not be sufficient to regulate the use of firearms in the hands of actual or embryo criminals. The bureau drawer arsenal must be taboo. The sale of small arms must be taken from out the hands of dealers, placed under strict regulation by police bodies, and before anyone is even permitted to "blow in the muzzle," it must be definitely demonstrated that he is capable of handling it sensibly and with great care.

Of course State enactment will necessarily be limited in authority, hence such Federal legislation as is offered in Senator Capper's bill will be an assisting auxiliary, even though its scope may be limited to interstate traffic and gun-toting across the border. All this legislation should be concurrent and it should be broad enough in its scope to cover the manufacture of guns as well as the sale of same. A war on the criminal's gun is undoubtedly right, but it will avail nothing if the law abiding citizen is permitted to treasure up these relics of barbarism, which may eventually fall into the possession of criminals or into the hands of irresponsible parties to cause grief and incidental undertakers expenses.

Michigan has what is known as an individual gun license. This pertains altogether to sporting equipment, but every little while we hear of some candidate for the functions of the "fool killer" who is responsible for the demise or accidental injury of some body. This privilege should also be greatly curtailed. During the period between March 1 and September 1 one cannot legally slaughter any kind of game. In lumber jack days, whenever social functions were indulged in, gun bearers were customarily required to leave their utensils at the checker's stand as a measure of safety. Why not make it obligatory upon the owners of shot guns, rifles, etc., to deposit same with a proper custodian during the closed season and thereby eliminate five-twelfths of the danger, and before issuing a license ascertain by examination, whether the applicant is mentally capable of differentiating between a "muzzle" and "stock"; also keep such weapons out of the hands of children. A shot gun may not be equipped with facilities for creating such general havoc as a motor car, but the authorities are expected to limit driver's licenses to adults at least.

Try to tote firearms across the border into Canada and see what happens. The customs officer will relieve you of the article during your sojourn in any of her provinces, even if legitimately in one's possession, returnable when you leave its jurisdiction. England has the lowest criminal record of any political division in the world. While she punishes crime without fear or favor, she exercises as much effort in preventing it as she expends in dealing with the offender. The government absolutely regulates the disposition of one-hand arms. Concealing a weapon is a felony.

The gun must go and Michigan's authorities will certainly strike the right gait if they co-operate with Uncle Sam in its extinction. If when President Coolidge holds his next conference with the governors of the various states, he will propose some regulation of this evil, he will perform a distinct public service and add to laurels already won. A war on the criminal's gun is tactically right. It must be taken from him. It must be kept out of the hands of law lovers, who possibly might be the innocent means of undesirables securing same.

Appropos of guns and criminals, I have read with much interest a recent address by Judge Tolley, of the New York Court of General Sessions, in which he states in a blunt way that the United States must plead guilty to being the most lawless country on earth. This is a pretty strong indictment, but

may it not be true? It is almost impossible to pick up any periodical or journal to-day without finding some discussion of this current problem, all tacitly admitting its truth. Sociologists, lawyers, ministers, authors and community leaders all over the Nation are continually expressing their alarm over a situation which is placing the country unfavorably in the limelight of the world, thereby exciting unfavorable criticism on the Government of which we are all so proud.

Now comes a prominent jurist, well versed in conditions from absolute personal contact with the evils of which he speaks. He has been dealing at first hands with criminals for years. His attitude toward the problem is not that of a fanciful reformer, but what he does have to say compares favorably in significance with the opinions of a host of other writers and sociologists who have drawn their conclusions on the basis of ascertainable facts and without savoring of prejudice in any degree. They know the absolute conditions and speak understandingly.

Dr. Hoffman, the eminent insurance statistician, declares that the homicide rate for the past year indicates a state of affairs "so startling and of such significance that no government, Federal or state, can ignore it." He points out that the murder ratio has, population considered, doubled in the past twenty-five years.

This statement seems almost incredible, but backing it up is the law enforcement committee of the American Bar Association who are responsible for a statement which shows that nearly 10,000 people lose their lives annually through homicide, all of which goes to carry out the contention of Judge Tolley that there is "something rotten in Denmark." Something should be done about it. But what can be done? The real fact is that nothing is now being done other than criticising the courts for their interpretation of existing statutes, and not all being of the same mind, different conclusions make law's administration extremely complicated. Criticising the courts is not usually justified. Sometimes, through political or charitable reasons, inefficient lawyers are elevated to the bench, but their actions are subject to review by higher courts.

It is very easy to ask the courts to be more strict in their dealings with the criminal element, but the judge must be governed by the law as the jury is by the facts.

In this country the assumption of innocence on the part of the accused is pre-eminent, and this established tenet of jurisprudence is responsible for what might be considered miscarriages of justice. But the custom cannot and should not be abrogated, any more than should the right of trial by jury be annulled. The judge must be governed by long established rules of practice and the juror will always be human. The judge's acts are always subject to review, but the juror squares himself with his own conscience. The old established theory that it is far better to acquit a guilty man than to convict an innocent party will hold to the end of time.

What the Nation, and possibly every state, really should do, is to reduce the catalogue of crimes. There are too many so-called malefactors who are only technically so. Offenses against life and property should be punished, but petty misdemeanors which are the outgrowth of "isms" should be eliminated from the statutes, so far as possible. Crime has increased in the ratio that it has been created by the action of so-called "brother's keepers."

The great underlying trouble is that the judicial organization has not been increased in the same ratio that new crimes have been made so by questionable laws. The courts are perpetually hampered by useless litigation, the juries, overworked at times, seek the

channel of least resistance, and the wily criminal and his legal defender, stall proceedings until such time as the legal machinery is run down and out.

The prevention of crime by moral and educational influence might bring about some relief, but a reduction of some of the long list of technical crimes ought to be more effective.

Frank S. Verbeck.

Dress Accessories.

Laces and trimmings are inactive at present in the wholesale markets except for reorders and as yet there is little in the way of new novelties to be seen.

The fabric glove manufacturers and importers are showing the fancy cuff styles, also longer gloves, mostly twelve button lengths, in the lighter shades.

The hosiery and knit underwear markets are inactive except for reorders for holiday selling and there is nothing really new to be seen in these markets. Stocks are light and prices remain as they have been.

Bolshevists are excitable folk. They are now bombarding Washington with indignant protests because our Coast Survey put a brass tablet on one of their precious rocks along the Siberian coast. It was the indication of a site, not a claim of possession, but the astuteness of Moscow discerns no difference. Any pretext will serve for a letter to a capitalistic government; the one to London, bogus or not, brought so much free advertising that the Central Soviet is now trying to draw the epistolary fire of America. Among the commissars the most disdainful reply is better than the indifference with which their overtures have invariably been treated by the American Government.

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No. 7 College Ave.



Ripe Olive Poison Hurt Sale of Green Olives.

Written for the Tradesman.

A severe slump has overtaken the green olive industry as an aftermath of deaths reported as chargeable to California ripe olives. The editor of a prominent trade contemporary writes that—

"Large olive dealers report that their sales have dropped to one-third what they were. Of course, all this will come back, but why, if consumers have any sense at all, did it ever occur?" And he says some distinctly uncomplimentary things about the great American public and their apparently average low intelligence, adding as a commentary:

"I wonder why the green olive people didn't divert some of the money they are spending on innocuous advertising to consumers to the making of strong explanations aimed to protect their trade."

Well, this does not strike me from that angle at all. I think this is a preferred example of the interdependence of all industry, plus the fact that knocks are boomerangs as often as they are boosts.

First, to consider the consumer: What more natural than that he should cut out all olives? Olives mean little or nothing to most Americans. When they read flamboyant reports of poisonings by one kind of olives, it is the easiest and most natural thing to decide to lay off all olives and be safe. If ripe olives can kill, how do we know green ones are any safer? We don't. Therefore, let's cut 'em all out.

Let us remember that it is our special business to know about foods and the differences between them; but the consumer is not such a specialist.

Years ago somebody was poisoned by eating a ham or bit of bacon infected by trichinae. This being a disease that was new at the time, much was made of it. Result: Consumption of cured pork products fell off tremendously. Yet cured pork was a food familiar to generations of Americans and by most of us regarded as not merely wholesome, but especially beneficial and nourishing. If such a result could follow a localized scare such as that, how much more reasonable to conclude that olives must suffer under the latest accident.

Second, it would be wonderful if the green olive folks would use some of their funds in effective advertising; but that certainly would not wisely take the form of explanations. Explanations do not explain. Intelligent boosting of the virtues of olives as a food and condimental commodity would help, especially if the broad view were taken by the advertisers.

And what would be the broad view? To advertise California ripe olives.

Imported olive venders will not get this at all. They will say to themselves: "What have we to do with California ripe olives? The answer is that they have everything to do with them: that the olive industry stands as a whole in the public eye. It stands or falls as a whole. "The hand shall not say because I am not the foot, I am therefore not of the body."

It will take business a long time to reach such an intelligent view of its affairs and to sense how all its interests hang one on another. But the orange growers of California understand fully that any help they can give Floridians in marketing Florida oranges helps California. The Oregon prune growers know that to further the consumption of any prunes helps them.

If you are inclined to think your business is a hard one, consider the local cigar manufacturer. His business is in the doldrums now, because of transitional conditions. Here are some of his troubles:

The saloon formerly furnished a preferred outlet. It was ubiquitous and generally occupied prominent locations. Then only one druggist in ten had a cigar department. Generally, too, druggists were backward to take up expensive locations. Now druggists have learned the value of the best places and all of them have well furnished cigar departments, supplied by central, nationally distributing manufacturers of advertised brands. The druggist capitalizes such prominent places at prices the specialist cannot afford on his home brands.

Every grocery store and restaurant now has a cigar department and cigars are a by-product therein, which makes it impossible for the specialist to compete. Thus the big national manufacturers are making money, while the local man starves.

The automobile cuts into this local business, too. This because the average man can spend just so much for luxuries and, having a car which he is bound to keep, he cuts down on his smoking, buys fewer cigars at a time, also cheaper ones. More customers are waited on and more sales made on lower average volume.

Some manufacturers are not even earning enough to return an income tax. The grocer has no monopoly of trouble.

The latest news is that the Jones department store, Kansas City, has quit the grocery business. The reason given out is that other departments are expanding and the room is

M. J. DARK & SONS

GRAND RAPIDS, MICH.

Receivers and Shippers of All

Seasonable Fruits and Vegetables

Red Star

THE regular users of RED STAR Flour readily understand why they must pay more for this flour than most other brands. Cheap price never tempts RED STAR customers, just as we are never tempted to meet the cheap price of other mills by cheapening quality. Wherever and whenever you see RED STAR Flour, its quality is always the same.

JUDSON GROCER COMPANY
GRAND RAPIDS, MICHIGAN

A Happy New Year

To be followed by 52 weeks of
Business Prosperity -- To all our
Good Customers and Friends--

Is the wish of the

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

too valuable for groceries. This is interesting from many angles.

First, the Jones store always got such prices for food products that I felt it must make money, regardless of handicaps inherent in department store business. It never of late years has been any trouble for grocers in Kansas City to compete with Jones.

Second, department store expenses are necessarily so high that groceries cannot be sold there profitably, as a general thing. Gimble Bros., in Philadelphia, have a wonderful food department and it seems to be profitable, but there are peculiar circumstances about it, one of which is the manager, Mr. Smyser, who is a merchandising genius.

Third, of course, it will pay Jones better to use the room for women's garments, for such merchandise is in every way fitted for department store sales, whereas groceries are not. Thus old department stores are dropping groceries and new ones are not installing a grocery department.

A recent news item reads: "Chain systems of grocery stores on motor trucks are spring up in the big cities. The grocer backs his stock up to the curb and honks for the housewife to come out and buy. It is claimed that some of these trucks do \$1,000 a day business apiece. No rent. Chain store systems are a bit worried. Consumers watch the contest, sensing that brains are finally being applied to problems of distribution, as they have been for years to production."

Pretty soft free advertising for the truck manufacturer? I'll say it is. Moreover, it seems that this is fully as much of a propaganda for the truck maker as for anybody else. All he is interested in, of course, is to sell the truck. Why should he not work the idea by way of free news items as hard as he can and carry it as far as possible? All is fish that comes to his net.

My suggestion is that you be a bit cautious on this. Some men have made a success of it. It must be a poor scheme or idea that will not fit into the capacity of some men, but do not let the maker of trucks capitalize on this too glowingly in your case. And the no rent idea emphasized above is not going to hold long. Grocers associations everywhere are awakening to the injustice of according road and street privileges to such itinerant merchants free of tax burdens. City councils and county governing bodies are being prodded into the realization that it is not a square deal for merchants to pay taxes on stocks and rent on locations, owned or not owned, to build and keep in repair roads and streets for itinerant vendors to use free.

It behooves everybody to awaken on this question. It is hardly suitable that anybody get away with quite such a snap as the news item details. But it is up to each set of grocers in every community to get busy and safeguard their rights. The people want to do this for you. Paul Findlay.

Evolution of the Bacon Industry.

"Bacon for breakfast" deserved special emphasis not so many years ago. It signified something out of the ordinary, an unusual treat. To-day

bacon for breakfast is the expected thing. Not only is it the universal breakfast dish, but it occupies an important place in any meal of the day. It is becoming, too, a very popular article for luncheons in the form of sandwiches.

The story of how bacon was shifted from the luxury class and placed among the food staples in homes all over the world is closely interwoven in the romance of the packing industry's marvelous development. It is a story of production, preparation and distribution on a scale made possible by the business genius and courage of a few pioneer packers.

Although pork has been the food of mankind for many centuries, the animals providing it were wild or barely semi-domesticated; depending for their sustenance on foraging. Naturally this resulted in tough, stringy, poor tasting meat.

Even after the colonists in this country had developed a profitable trading in salt pork, particularly with the West Indies, practically no effort was made to improve the quality of the hogs for better meat. It was not until packing plants were established in Chicago, which has since become the packing center of the world, that producers seriously sought to improve the quality of their animals.

There are many living to-day who can remember when the slaughter of hogs could be done only in winter and the killing was confined to small slaughter houses whose limited capacity could supply only a limited area. The methods employed were decidedly haphazard; while the live animals available were usually improperly fed scrubs. Consequently the product was of a consistently unreliable quality. Because of this and lack of adequate refrigerating facilities the really choice bacon placed on the market was a minor quality and, of necessity, so high priced that only people of means could afford it.

To better visualize and appreciate the wonderful change wrought in this particular phase of hog packing we will select one of the large packers as truly representative and briefly outline the preparation of their product for the market.

First of all the preparation of their product actually starts with the animal on the hoof. Buyers who are expert judges of finish, conformation and quality select the animals best suited for good bacon. This task is constantly becoming easier, since producers are naturally striving, by careful breeding and scientific feeding, to attain the standard of quality most desired.

After animals have been purchased they are inspected by U. S. Government inspectors. Those that are passed are then sent to the killing plant. Here a seemingly endless procession of hogs enter at one end to emerge a few moments later as cleanly shaven, washed and inspected pork, ready for the coolers.

When the carcasses have remained in the cooler for forty-eight hours they are sent to the cutting room where the sides best suited for bacon are selected. For the choicest bacon only the young corn fed barrow hogs

possess the essential proportioning of finely textured fat and lean. The bacon chosen are very carefully trimmed and graded for sizes and sent to the curing rooms where they are treated according to a formula developed after years of experiment. They are then submitted to the hickory smoking.

Each individual step of the various processes is performed with astonishing speed and orderliness. There is no uncertainty, no wasted motion; each unit of operation synchronizes perfectly with the movement of the whole. Skilled men handle saws, cleavers and knives with unerring accuracy and remarkable rapidity.

It is quite obvious that production on such a large scale requires a relatively large and smoothly working system of distribution. Branch houses must be maintained in every large city to provide centers from which retailers in that territory can be quickly supplied. Transportation facilities, independent of ordinary disturbing influences, must be kept up. This includes thousands of refrigerator cars, equipped to carry properly cured bacon (besides various cuts of fresh meats) to consumers far distant from the original sources of supply.

All these things play a most important part in putting bacon on the tables of thousands upon thousands of homes every day and doing it at a price that all can afford. Were it not for the large packers with their tremendous organizations, bacon would still be classed as a luxury and available only to those immediately near the places of slaughter or to those

willing to pay the extra premium linked with small production and small shipment transportation.

Paul A. Dett.

An empty head induces cold feet.

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.

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Distributors of Fruits and Vegetables

We are establishing a reputation for

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

Builders Hardware Presents Scope For Outside Work.

Written for the Tradesman.

There is more scope for "outside salesmanship" in the builders' hardware department, perhaps, than in any other department of the hardware store. At any rate, this branch of the business has been pushed more through the medium of outside canvassing than other branches. A large number of firms have very successfully followed a canvassing campaign to stimulate trade.

Builders' hardware lends itself readily to this method of salesmanship. The outside salesman has at all times something tangible to work upon. He does not have to "scout" for prospects; on the contrary, he knows exactly where he can meet likely customers. There are contractors to keep in touch with, building operations to watch, property owners to interview.

An aggressive outside salesman can keep so thoroughly alive to the building situation that not a contract will get by without his firm having a chance to figure on it. This he can do by keeping track of all building permits, watching the local newspapers closely and calling regularly on all contractors.

I recall one hardware firm in a city of about 20,000 people that carried out this policy with marked success. Interrogation of the head of the firm as to why they had come to adopt the system elicited a rather blunt reply. They wanted more business. Instead of waiting for the business to come, they went out for it. And they certainly got it.

How they got it, however, makes an interesting story for hardware dealers, especially those who believe in brisk methods of hustling business along. They handed the job of outside salesman for builders hardware over to one of their most promising clerks and gave him carte blanche in the matter of time. He could devote to the outside work just as much time as he found necessary; and he was expected to keep right in touch with everything going on in the building line. The results were, according to the head of the business, decidedly satisfactory. Their trade in builders' hardware grew to large proportions. Not only that, but business in other lines showed stimulation which could be traced more or less directly to the outside man.

The builders' hardware "outside man" furnished further information as

to the workings of the system. At the start of the building season—indeed, for some time beforehand—he made a weekly round of calls on contractors and builders. He started his round on Tuesdays. Monday was always given to finishing up Saturday business and window dressing. Outside work occupied his attention pretty largely until Friday, when window dressing was again in order. Special window trims were always fitted up for Saturday. While a good many hardware firms in communities of this size do not change their displays twice a week, this firm found it good policy to do so.

During the time he was engaged each week on his outside work, the salesman made it a point to see practically all the contractors in the community. He very seldom found it necessary to go to the owner himself in probably 90 per cent. of cases the hardware supplies were purchased by the builders. He also kept in touch with the city engineer's department where building permits were registered.

"I did not find it difficult to get wind of all new buildings in time to figure on the hardware," he said. "It is seldom that we miss a chance to figure through not knowing of any particular job on hand."

This salesman kept a memorandum of all building news picked up at other seasons of the year. During the winter months, for instance, information relative to projected buildings could be obtained. Anything heard in this line was jotted down at the moment; and steps taken to get in touch with the builders and contractors likely to be interested, as well as the property owners.

It was found to be the rule rather than the exception that other goods could be sold with each order secured for builders' hardware. Thus, although primarily canvassing for the one particular line, no opportunity was missed to book orders for other lines, or to link up with prospects quite outside the builders hardware department.

On most jobs paint was needed; and the outside salesman could always figure on that. Then there were contractors tools, lime, oil and a number of other lines in demand practically all the time. The outside salesman often picked up hints, too, of prospective business in other hardware lines which enabled the firm to land good-sized orders.

One hardware firm in a large city not merely made provision for outside salesmanship, but paid its salespeople according to the amount of business done, a certain percentage being given on the profit on each article sold by way of bonus. Discussing this experiment the head of the firm said:

United Motor Trucks

A SIZE AND STYLE To Fit Your Business

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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

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Soot and dust on window sill
KEEP THE COLD, SOOT AND DUST OUT
 Install "AMERICAN WINDUSTITE" all-metal Weather Strips and save on your coal bills, make your house-cleaning easier, get more comfort from your heating plant and protect your furnishings and draperies from the outside dirt, soot and dust. Storm-proof, Dirt-proof, Leak-proof, Rattle-proof
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All kinds of Glass for Building Purposes
 501-511 IONIA AVE., S. W. GRAND RAPIDS, MICHIGAN

"I find it works out in this way. The clerks are anxious to make friends of our customers and thus secure repeat orders. They are courteous and obliging in the extreme. When they are anywhere outside, they neglect no opportunity to get new customers. They canvass their friends and keep their eyes open for new buildings. Our entire staff become, in effect, in their spare time, outside salesmen for the firm."

It should not be necessary to resort to profit-sharing, however, to arouse the interest of the salespeople in outside work for the business whenever the opportunity for such work confronts them. The shrewd salesman realizes that his own advancement depends in a great measure on the success of the business and on his own direct contribution to that success. If the business improves, his own personal reward keeps pace. His employer's gain is his own. Anything he can do, outside the store and after regular business hours, to advance the interests of the business will serve in a direct way to advance his own interests.

While the builders' hardware season does not fully open for some months, now is a good time for the hardware dealer, in spare moments, to begin his planning for his spring campaign. Much depends, of course, on individual circumstances. There are some communities where outside work would produce exceptionally good results; others might be found where the results would not be so good. It is the hardware dealer's business to know his community, and to adapt his selling methods accordingly to that knowledge.

If, however, in the light of the experience of other dealers, existing methods of selling can be improved, the winter months give the hardware dealer an excellent opportunity to plan for such improvement, and to weigh new ideas carefully, neither accepting them unthinkingly because they are enthusiastically urged by others nor rejecting them summarily because they are new.

Winter planning makes spring trade; and the shrewder and more carefully laid the plan, the bigger the trade is likely to be. It is not too early to look and plan ahead.

Victor Lauriston.

A Parable For Salesmen.

And in those days behold there came through the gates of the city a salesman from afar off. And it came to pass that as the day went by he sold scads of stuff. They that were grouches smiled at him and gave him the glad hand. The tightwads opened their purses unto him.

And those in the city that were order takers, and they that spent their days in adding to the alibi sheet were astonished. They said one to the other: "What tell?" How does he get away with it?"

And it came to pass that many of them gathered together in the back of the inn. And a soothsayer came among them. And he was one wise guy.

And they spake and questioned him.

He of whom you speak is one hustler. He ariseth very early in the morning and goeth forth full of pep. He complaineth not, neither doth he knock. He is arrayed in purple and fine linen, while you go forth with faces unshaven and holes in your socks.

While you gather here and say one to the other: "Verily, it is a heluva day to work," he is already abroad. And when the eleventh hour comes he needeth no alibi. The poolroom attracteth him not and the movies he passeth with a look of cold scorn on his snoot.

He smileth alike on the just and the unjust; He sayeth not to the big boss: "Behold they that are in this town are a bunch of boneheads; neither doth he say: "Verily, everywhere I have called were they out; nor doth he report that they are all stocked up and then console himself in a poker game.

He knoweth his line, and they that would stave him off, they gave him orders. Men say unto him: "Nay! Nay!" when he cometh in, yet when he goeth forth he hath their name on the line that is dotted.

He hath taken with him two angels, aspiration and perspiration. He knoweth whereof he speaketh, and he worketh to beat the band.

Verily I say unto you, go and do likewise.

But they answered and said: "Old stuff! Old stuff! Many times have I heard all that bunk."

And they would not, but called for a new deck.

Fallacy of Figuring on Cost.

Nine reasons why profit is figured on selling price are given below:

1. Because neither margin nor profit is made until after the sale is made.
2. Because other business figures are based on their relation to sales, and all business figures should be uniformly determined.
3. Because selling expenses are always figured in relation to sales.
4. Because taxes are based on sales.
5. Because total sales are usually available at a glance.
6. Because profit is earned to reward all your capital and not only that part invested in merchandise.
7. Because it indicates correctly the margin of profit when the selling price is stated.
8. Business allowances and discount are always made on sales.
9. Because mark-down is always figured on selling price.

Intrepid.

Mr. Thomas Horgan was anxious to sell his country home; had been, indeed, for a year. As a last resource, a little booklet with pictures and descriptive literature was printed and distributed. A few days later a man called Mr. Horgan up and said:

"Is everything in this book of yours correct?"

"Oh, yes indeed, everything in the house is just as described by the booklet."

"Very well then, I'll take the house and the five widows in the library."

The tale of the farmer's recovery was not all mush and moonshine. American agriculture is in the best shape it has been since the war. This year the farmer's income shows a gain of more than \$500,000,000 over 1923. It will probably reach \$12,000,000,000 when all the returns are in. The markets in which the farmer buys are reflecting the power of the new crop. The buying power of farm money is being felt all over the Mid-West. The markets in which the farmer sells are standing up remarkably well. They are absorbing a record run of hogs and the usual receipts of beef cattle without wavering. Grain prices have not faltered and the cattleman is beginning to feel much more hopeful with a possible cattle scarcity in sight. If agriculture is not over the long hill heaved up by the war, it at least is in sight of easier going.

Store-door delivery, which simply means that in place of the stores sending for goods to railroad terminals the railroads deliver to the stores, is daily receiving more attention on the part of transportation authorities. It has been in force in England for more than half a century, or ever since railroads began to operate there. F. C. Horner, consulting engineer of the General Motors Corporation, says the proposed change in the system in this country would benefit both consignees and railroads, while not injuring the business of well-organized cartage systems, and that it would remove a great deal of wastefulness involved at present in using railway terminals as warehouses or storage rooms.

Engineering skill is reflected in the construction of the new \$1,000,000 addition to the Wanamaker store, in New York. The original building had space devoted to a rotunda. This was converted into a fourteen-story structure which added 56,000 square feet to the floor space of the store. It required only a passage way allowed by an eight-foot door to move in the steel beams, machinery and other material required in the construction of the addition, the work being done inside a partition, with business as usual carried on in the main store. Located at Ninth street, Broadway and Fourth avenue, the main floor of the new structure, which is of Italian Renaissance design, has four terra cotta arches, twenty feet high and seventeen feet wide.

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News and Gossip About Michigan Hotels.

Kalamazoo, Dec. 29—Ionia is passing through the throes of a hotel promotion scheme and just now the local supporters of the enterprise are having a controversy over the site for same. Ionia needs a new hotel, but there is only one place to build it and that is on the site of the Bailey House, which has certainly earned retirement from service.

Building a new hotel, without demolishing the old one, leaves in the field a dangerous competitor which, in addition to having a considerable percentage of its old patrons remain with it, will be in a position to establish a rate attractive to commercial men and much lower than construction costs of a new hotel will warrant.

The situation in Ionia is not so far different from what it was in Holland when the new hotel project was launched there. A new site had already been selected when some older hotel operators suggested the purchase of the old Hotel Holland and using the location for the new establishment. This was accomplished and the new hotel—the Warm Friend Tavern—when completed next spring, will be absolutely without a competitor for the particular class of business to which it will cater.

Hotel operators are beginning to be convinced that the price of food will never be down again to where it was probably never get back to the pre-war basis, and that the overhead will long continue on the present basis, consequently if they are ever to arrive at a stage where they can reduce charges for food it will necessarily have to be done through economic channels.

Present bills of fare in most instances are top-heavy with meats in too many varieties. The assortment must be reduced. This applies to the a la carte as well as a table d'hôte. There is too much waste by spoilage. A smaller variety with better cooking is what will meet the requirements. If more vegetables, properly prepared, are served in lieu of the useless variety of meats, the patrons will be better off in health and better pleased as a rule. Fancy dishes encourage waste, interfere with digestion and are always expensive. A great many Eastern hotels, which have heretofore operated strictly on the European plan, are now adopting what is known as the "bed and breakfast" plan. When the guest checks in he is given a room rate to which is added a certain slated price for breakfast, which is not deviated from. His ticket is good for either a breakfast at this slated price or may be applied to a la carte selection. While at present its operation is largely experimental, it may eventually do away with the source of dining room loss.

In Europe some hotels arbitrarily charge the guest for breakfast without advising him of the fact, and in others they have notices posted to the effect that if you do not eat your meals in the hotel, the room rate will be advanced.

Country hotels operating on the American plan often make the error of allowing guests to check out for

breakfast. The guest will tell a plausible story of not caring to eat breakfast, checking out for same, but retaining his room, and then forthwith proceeding to a Greek restaurant to supply nature's cravings. If your guest retains his room he ought to pay for his meals while so doing, and if you are not charging him for same, you are not operating on the American plan.

The United States Department of Commerce is now making a move to standardize sizes in hotel china. The manufacturers say if this can be accomplished it will mean a reduction in overhead expenses in the manufacture thereof, and a great saving in cost of such standard sizes. Why not? And while we are on the subject, why not cut down the number of dishes used in table service. More dishes means more breakage and more dishwashing, two considerable expense items in hotel operation. I do not approve of "compartment" plate service, known by many as "trough feeding," but I do think that the meat portions may be sensibly served on the service plate, accompanied by at least one vegetable, which will save the expense of washing two extra dishes. It is being done in polite circles and giving satisfaction.

Mrs. Mary Brearley, owner of the Wright House, at Alma, and mother of C. V. Calkins, manager of same, died suddenly, last week. Mrs. Brearley was a long time member of the Michigan Hotel Association and will be missed from the councils of that body, where she was well known and popular.

The death of Ray Norton, of the Hotel Norton, Detroit, comes as a personal sorrow to every member of the Michigan Hotel Association. It occurred on Tuesday last, without warning to the fraternity, though it was known to his nearest friends that he was seriously ill. Stricken down in the very beginning of a career of usefulness—he was only 34—his demise was a calamity realized by all who knew him. The eldest of the three sons of the veteran hotel owner and operator, Charles W. Norton, he was practically general manager of the Norton interests, being secretary and treasurer of the operating company, and probably enjoyed as large a personal acquaintance as any hotel man in the State. To his widow, father and mother, and his surviving brothers, Preston and Ralph, the sympathy of a legion of friends goes out. He will be missed, but it is good to have known this most genial and wonderful man. Well beloved was he: At the time of his death Ray was Secretary of the Detroit Hotel Association and a member of the executive council of the State organization.

Many of the older traveling men in the State remember the old Court-right House, at Newaygo, erected a quarter of a century ago. It flourished like a green bay tree for a time, but through improper management, it became unpopular with the fraternity, and was for years lost sight of.

Something like eighteen months ago, E. N. Manning, a live wire coffee merchant, who had covered the Michigan territory for many years decided that Newaygo was his future home and acquired by absolute purchase the

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Rates \$1.50 up
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150 Fireproof
Rooms

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

Courtright property. The first thing he did was to renovate and refurnish the establishment, changing its name to the Valley Inn. It oftentimes happens that a retired traveling man does not necessarily make a good landlord. It depends largely on the condition of his digestive tract. If he happens to be a confirmed dyspeptic the "boys" all scamper to cover and leave him to his own methods of dieting.

Mr. Manning was not of this class, however. He knew when he was consuming good victuals and they agreed with him. Also, he had not been in the coffee business for thirty years—retailing, wholesaling and traveling—without knowing how to produce an article that would pass muster with his commercial patrons. He applied this knowledge to his advantage, as well as the satisfaction of his guests. He is still dispensing this article and the boys are talking about it. They like it.

Now Mr. Manning didn't open his hotel with a great blare of trumpets. He went ahead quietly and completely renovated the establishment from cellar to garret, applied paint and paper everywhere, installed new furniture, new beds and bedding, new carpets, renewed the plumbing and heating, installed new toilets and, not the least of all, a complete new kitchen equipment.

The knowledge he gained on the road was an asset. He knew what the traveler really required to make him comfortable and happy and he gave it to him. He continues to do so. His hotel is a model of comfort and cleanliness and his meals, prepared by a real home cook are ample and appetizing. Above all, he is doing a business which is satisfactory in volume, as well as profitable. Within the next few weeks the patrons of the Valley Inn will find an added improvement in the shape of running water in all rooms and a sufficient number of baths for their requirements.

On Christmas day the Valley Inn served this dinner to its constituents at one dollar per plate:

Fruit Cocktail	Olives
Celery Hearts	Radishes
Cream of Vegetable Soup	
Roast Turkey, Cranberry Sauce	
Roast Sucking Pig, Sage Dressing	
Mashed Potatoes	
Candied Sweet Potatoes	
Sweet Peas, in Cream	
Salad Macedoine	
Parker House Rolls	
Hot Mince Pie	English Plum Pudding
Ice Cream	Fruit Cake
Coffee	
Frank S. Verbeck.	

Gabby Gleanings From Grand Rapids.

Grand Rapids, Dec. 30—John A. Higgins (Watson-Higgins Milling Co.) leaves Jan. 10 for Bradentown, Florida, where he and his family spend their winters in their own home.

W. W. Hubbard, who left the employ of the Worden Grocer Company two months ago to engage in the automobile business, has returned to his first love. His territory comprises the Central part of Michigan Northeast of Grand Rapids.

W. E. Thompson, Manager of the Hood Rubber Co., accompanied by his wife, sails on a Canadian Pacific liner from New York Jan. 17 for a 45 day trip to Bermuda, Jamaica, Cuba, Panama and one or two South American points.

Wm. H. Anderson, President of the Fourth National Bank, who has been confined to his home by illness for the past four weeks, has so far recovered that he is now able to be at his desk at intervals.

story and basement brick building, 54x95 feet in dimensions, at the corner of Cherry street and Commerce avenue

Jesse H. Gingrich has sold his four to the Tri-Art Printing Co. for \$61,000. Possession will be given Jan. 1, at which time the Blizzard Sales Co. will remove to a location on Bond avenue. The Tri-Art Printing Co. is practically owned by the Grand Rapids Show Case Co. It was originally located in

the factory, but about six months ago it was moved to the Leonard building.

The world's just full of guys who wail "It can't be done." For the most part they make up the 70 per cent.—or is it 80 per cent?—of the folks who, the life insurance folks tell us, are dependent on charity after they reach sixty years of age. Then there are any number of "Go Getters" who tackle any job given to them with "the larger they are the harder they fall" spirit and those guys build Panama Canals, sell life insurance and clip coupons at sixty. For instance, a certain knitting company making sweaters added knitted bathing suits to their line. A bathing suit quota was given to each salesman. For the salesman covering resort territories where there was water, the quota was "duck soup," but for the boys in the arid territories where the only ocean, lakes and rivers seen are in the rotogravure sections of the newspapers, the quota looked like "apple sauce." And a wail arose from the ranks. But one bird used his noodle and not his mouth. He decided to find a way to sell bathing suits in his territory. His answer was to sell a place to breathe, and he accordingly picked a progressive town and, working with his dealer, started an agitation for a municipal bathing pool. It went over! The pool was built and "the salesman sold his quota of bathing suits in that town." To-day, that salesman's territory is dotted with bathing pools and dealers who sell bathing suits. There's one bird who said it could be done and did it.

The school for bricklayers recently established in Grand Rapids is turning out about twenty-five master workmen a month. It requires about three months to convert a novice into a finished workman. The original intention was to pledge students to remain outside the bricklayers' union, but this plan has been abandoned, because of the importunities the graduates receive from the walking delegates of the union to join that organization. The cost of initial membership is \$5 to \$10, but the walking delegate insists on \$50 as "hush money" in the case of each applicant. Unless he receives his "divvy" he invariably blocks the acceptance of the Applicants petition for membership. No one ever joins a union voluntarily. All the union card does for the holder is to prevent him being maimed or murdered by union men.

The U. C. T. dance committee announce a special New Year dance and dinner Saturday at the Morton Hotel. Dinner will be served in the ball room at 6:30 and regular dancing will begin at 9 o'clock. Dinner and dance, \$2 per; dancing only, \$1.10 per couple. The regular meeting of G. R. Council will be held at the Rowe Hotel at 7:30 p. m. The meeting will be short and snappy, as all will want to attend the dance at the Morton.

Mrs. A. F. Rockwell, chairman of our social committee, is planning on a real party to precede our meeting Feb. 7.

Our December meeting proved the worth of having the ladies with us on meeting night. While the men were having their business meeting the ladies played cards in the mezzanine room. After the business meeting, lunch was served in the lodge room. Mrs. K. Dingeman sang several numbers. Miss Marion Lypps and Miss Marion Boyd did novelty dancing and singing. The program was enjoyed by all. "The largest crowd in years" was what all the old timers claimed for this meeting.

W. E. Thompson (Hood Rubber Co.) has invented and applied for a patent on a device to be used inside an overshoe at the heel or counter portion, to prevent the heel of the wearer's shoe from tearing the lining of the counter or from otherwise injuring the same. The principal object of the invention is the provision of means which may be attached to the

heel of the wearer's shoes, which will be of non-friction material, which will have no sharp edges, and which will keep the heel of the wearer's shoe out of contact with the lining usually supplied on the inside of a galosh or overshoe. The invention consists in the provision of a detachable shell conforming substantially to configuration of the heel, which may be slipped upon the heel of the shoe and retained in this position by friction, or otherwise. The shell may be made of any desired material, preferably, however, of non-friction material such as celluloid or the like. The juncture of the bottom of the device and the rear upstanding wall is designed to be of a rounded nature so that as the heel of the wearer slips into the galosh, there will be no sharp edges of friction material in contact with the lining in the heel of the galosh or overshoe to tear the same. Mr. Thompson has received assurances from Washington that it is entirely new, no one ever having perfected such a device before.

William K. Wilson (Judson Grocer Co.) has gone to Baton Rouge, La., to spend the holidays with his son and inspect a new grandson whom he has never had the pleasure of interviewing before. Mrs. Wilson accompanied him. They expect to be gone about three weeks.

Do Not Fail To Cover Present Requirements.

Written for the Tradesman.

Grain of all kinds have reached new high marks during the past week. Wheat has been particularly active, May option selling as high as \$1.81¼, but apparently the advance was too rapid and quite a sharp reaction developed, resulting in a net decline of approximately 7c per bushel for futures and 4c per bushel for cash wheat.

An encouraging situation for the millers of the country is depicted in the figures showing distribution of flour exported so far on this crop. During the first four months Holland was the largest buyer of United States flour, receiving 16 per cent. of the total exports, whereas in 1923 her proportion was only 8 per cent. The United Kingdom received 15 per cent. of the total against 10 per cent. in 1923. Germany, the third largest flour buyer, has advanced from less than 2 per cent. of the total in 1913-1914 to 14 per cent. during the four months following July 1, 1924, so, as a whole, Europe during the first four months of this milling year was a larger buyer of United States flour than at any time during the past twenty years, with the exception of one or two war years. This increase is very encouraging to the millers of the United States and apparently has been a material factor in the steady and continuous advance in the price of wheat and flour.

It would seem that wheat is high enough for the time being, although there is plenty of bullish sentiment. Many grain dealers are predicting May wheat will sell for \$2 per bushel before this option is closed out and the market acts as though this prophecy has a better than even chance of being fulfilled.

From the consumer's viewpoint flour is high enough or too high. Those favoring the short side of wheat maintain there will be less flour consumed on account of the high price prevailing. The fact remains, however, that wheat flour to-day is the

most economical food. In other words, \$1 worth of flour will buy over 30,000 units of energy, while \$1 will buy of

Sirlion or beef	1,920 units
Eggs	2,800 units
Loin of pork	4,690 units
Cheese	4,720 units
Milk	5,340 units
Butter	7,100 units
Potatoes	13,330 units
Sugar	18,400 units
Rice	18,450 units

It will be readily seen from this table that wheat flour is more than one and a half times as economical as rice, its nearest competitor, and over fifteen times as economical as beef steak.

It is very apparent the consumer has no real complaint to make on the cost of bread compared to the cost of other food products.

Suggest flour buyers watch markets closely, for while it is undoubtedly inadvisable to buy beyond requirements, it is poor business policy, in our opinion, to fail to cover these same requirements. Lloyd E. Smith.

Evidently.

A Denver business man recently dictated to his stenographer as follows:

"Upon my return to the city after a brief trip following the election I find everyone optimistic."

The "dictated but not read" letter reached his correspondent with the statement:

"Upon my return to the city after a brief trip following the election I find everyone up to mischief."

Hides, Pelts and Furs.

Green, No. 1	09
Green, No. 2	08
Cured, No. 1	10
Cured, No. 2	09
Calfskin, Green, No. 1	18
Calfskin, Green, No. 2	13¼
Calfskin, Cured, No. 1	19
Calfskin, Cured, No. 2	14¼
Horse, No. 1	3 50
Horse, No. 2	2 50

Pelts.

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

Tallow.

Prime	07
No. 1	06
No. 2	05

Wool.

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

Furs.

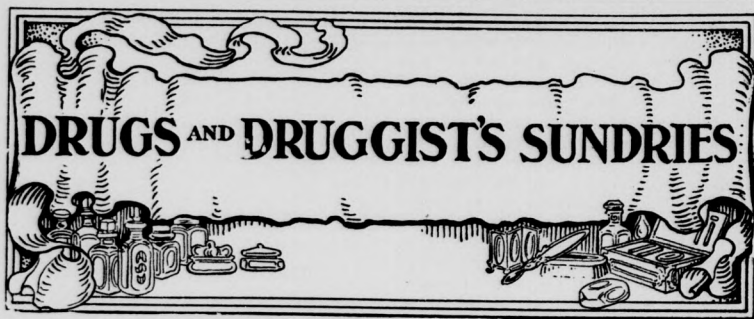
Skunk, Black	3 00
Skunk, Short	2 00
Skunk, Narrow	1 00
Skunk, Broad	50
Muskats, Winter	1 25
Muskats, Fall	1 00
Muskats, Kitts	15
Raccoon, Large	5 00
Raccoon, Medium	3 50
Raccoon, Small	2 00
Mink, Large	9 00
Mink, Medium	7 00
Mink, Small	5 00

Wm. D. Batt

FURS
Hides
Wool - Tallow

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

28-30 Louis Street
Grand Rapids, Michigan



The Memory of a Customer.

The memory of a customer may be ballast for your pharmacy vessel, to help keep her nose pointed straight for the harbor of success, or it may be the overload that wrecks the vessel and leaves it a derelict on the business sea. Are not courtesy and discourtesy alike graven on the memory of a customer?

Again, to use another illustration, we might say that fair treatment is like a lighthouse whose warm beams light the return trail for a satisfied customer. "My sister can never forget that your clerk pointed out a defect in the article that she was about to purchase," said a customer to her pharmacist. Do not those who say, "Yes, honesty pays in the long run," defer pay day too long? Honesty—absolute honesty—is often a prompt paymaster.

Are little courtesies often forgotten? Turn back the pages of memory: there are customers who could not be pried away from your pharmacy with any bargain lever simply because you have always been courteous, considerate and helpful. "For who hath despised the day of small things?" Small courtesies may be door openers for big business. Newspaper advertising may be essential but it is always somewhat problematical, but the problem of customer advertising was settled long ago; you get it, whether it is favorable or unfavorable—get it in the solar-plexus or in the cash register!

The memory of customers proves either our business blessing or our doom. Accrued courtesies eventuate in accrued trade—courtesy sowing, cash-register reaping. Tit for tat, first you go out of your way to please and fit a customer, then he goes out of his way to trade with you. What are a few extra steps to the pharmacist's who smiles and says, "Pleasant day," in such a confident way that you would say, "It sure is!" if it were raining pitchforks.

When an article sold proves worthless and a pharmacist says, with a bored air, "Oh, we don't guarantee that stuff!" memory gets busy and rivets and clinches those careless words. A pharmacist must at least make good in words, and he had far better lose a perfectly good dollar than to lose a perfectly good customer who will trade with him for many moons if treated not only fairly, but tactfully as well. Why not have a bit of patience even if a disappointed customer is unreasonable, and look at the matter from his viewpoint?—"a fellow feeling makes us wondrous kind."

Yes, customers will exercise memory but we furnish the halter that leads it out. The memory of a customer may

be first aid to trade or it may be a trade-preventer. What's in a customer's mind, anyhow? Presumably just about what we have put in.

George W. Tuttle.

Cleaning Marble at the Fountain.

Marble that has become dirty by ordinary use or exposure may be cleaned by a simple bath of soap and water.

If this does not remove stains, a weak solution of oxalic acid should be applied with a sponge or rag, washing quickly and thoroughly with water to minimize injury to the surface.

Rubbing well after this with chalk moistened with water will, in a measure, restore the luster. Another method of finishing is to apply a solution of white wax in turpentine (about 1 in 10), rubbing thoroughly with a piece of flannel or soft leather.

The action of acids, viz., sulphuric, carbonic, citric, phosphoric, lactic, etc., or the fumes emitting therefrom, employed in carbonating and dispensing soda water, attacking marble, is very injurious to its polish; the front of the apparatus, marble slabs, etc., exposed to the spattering of soda water in which one or more of these acids are present, should be immediately rinsed with water and afterward rubbed quickly with a clean, soft cloth until perfectly dry. Frequent applications of pure olive oil to black or fancy marble rubbed vigorously with a soft, smooth fabric, will assist toward retaining their original appearance. Under no circumstances should oil or soap be applied to onyx, Italian white, French blue or Bardillo marbles. Stone of this description should be washed frequently with pure water and afterward rubbed briskly with a clean chamois until it assumes a glossy appearance.

If the marble counter is much affected by acids it will be necessary to thoroughly repolish it and this can be best done by experts who employ at first coarse sand, changing to finer kinds and finishing with a pumice and putty powder.

How One Druggist Awakened His Clerks.

Out in Minnesota there's a druggist who thought he ought to sell more plasters. He had been in business for years and he knew that plasters enjoyed a reputation which could easily be capitalized.

But his young clerks didn't enthuse. They seemed to think that plasters did not fit in with modern customs. There were so many new things to occupy their minds, that they looked upon a medicated plaster as a thing of the past.

So, to get their attention and interest, the druggist offered a new hat to the clerk who would sell the most plasters during the next two weeks.

The four clerks studied plasters, displayed plasters on the counters and put a plaster display in the window, and they talked plasters to customers.

That store sold more plasters in those two weeks than it had sold the previous year. That little contest taught those clerks, as no amount of preaching would, that there is a great undeveloped field for the sale of plasters, and they are profiting by the lesson.

The efficient clerk will not wait for a contest to arouse him to action. He will see in plasters an opportunity to swell his weekly sales slips.

An Information Shelf.

A store service, much appreciated by regular trade and which also serves to bring others into your store is an information shelf.

On this shelf, and in pocket compartments on the wall keep for ready reference the railroad and traction time tables; parcel post and express rates; postal scale; telephone directory; county atlas, or city maps, etc.

Announce the inauguration of this store service with a short reference to it in your printed advertising, and have a few store cards, lettered inviting your trade to feel at home in using the shelf. Place them in various locations throughout the store.

If practical, an information desk is preferable to a shelf for it gives your customers a place for writing letters, addressing packages, etc.

The Heart Appeal.

The store which caters to a neighborhood or small town trade can build good will with parents indirectly, through watching the birth records.

One way to do this is to send a gift of a plaything and a useful article (like a bank, talcum, etc.) to each new baby born in the neighborhood.

Accompany the gift with a letter addressed to the baby telling how glad the merchant is that the baby has come into the neighborhood; that he is sending two articles, one for pleasure and one for comfort; that the mission of the store is to sell articles for making life more pleasant and comfortable, and that when the baby grows up the merchant expects to be then in business and enjoy his patronage.

He Had Nerve.

Old gentleman at counter: "Please tell me is Compound Syrup of Hypophosphites a good tonic for a man my age?"

"Why, certainly, sir; it is perfectly all right for you." (Visions of a sale.)

"Are you sure there is nothing in there to injure me in any way?"

"Positive, sir; you can take it with perfect safety. Shall I wrap up a bottle for you?"

"No, thank you, you see I get it so much cheaper at Spigget's chain stores but it's no use asking these very young men there any such questions. I know whatever you tell me I can rely on."

Liquid Court Plaster.

Pyroxylin	1 dr.
Oil of clove	20 min.
Oil of lavender	10 min.
Amyl acetate	5 drs.
Benzol	4 drs.
Acetone	20 drs.

Dissolve the pyroxylin in the amyl acetate and mix with the other ingredients.

In the opium conferences that have begun under auspices of the League of Nations two main ideas will come in contact. One, which might roughly be labeled the American idea, will call for a pact among the nations concerned to outlaw all traffic in narcotic drugs not designed strictly for medicinal purposes. All advanced sociologists agree that the use of drugs for any other purpose is an evil. The other idea, which might be called British, will call for an admission that such a pact could be carried out only by three or four strong governments and that its inevitable violation in other countries might increase rather than diminish the use of opium for non-medicinal purposes. Those who hold to this idea will therefore favor an agreement to recognize, but control, the use of narcotics that is frowned upon. From this point of view the two ideas are far apart. But both meet in favoring strict control of the drug trade; so beneficial results should follow if only the conferees do not attempt to take in too much territory.

Make no little plans; they have no magic to stir men's blood, and probably themselves will not be realized. Make big plans; aim high in hope and work, remembering that a noble, logical diagram once recorded will never die, but long after we are gone will be a living thing, asserting itself with ever-growing insistency. Remember that our sons and grandsons are going to do things that would stagger us. Let your watchword be order and your beacon beauty.

Those who are freest with complaints usually have little else to offer.

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.

Brooks Valeur

BITTER SWEETS



Parchment Bond Writing Paper

for everybody.

Nice, white writing paper for
pen or pencil

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

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

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

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

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



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 pack-
ages and bottles that are clean-cut, certainly stand
out as one of the greatest improvements in the pack-
age 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.

Acids		Lavendar Flow		Cinchona	
Boric (Powd.)	15 @ 25	Lavendar Gar'n	85 @ 1 20	Colchicum	@ 1 80
Boric (Xtal)	15 @ 25	Lemon	1 50 @ 1 75	Cubeb	@ 3 30
Carbolic	40 @ 47	Linseed, bld, bbl	@ 1 22	Digitalis	@ 1 80
Citric	59 @ 70	Linseed, bld less 1	29 @ 1 42	Gentian	@ 1 35
Muriatic	3 1/2 @ 8	Linseed, raw, bbl	@ 1 20	Ginger, D. S.	@ 1 80
Nitric	9 @ 15	Linseed, ra, less 1	27 @ 1 40	Gualac	@ 2 20
Oxalic	15 @ 25	Mustard, artifil. oz.	@ 60	Gualac, Ammon.	@ 2 00
Sulphuric	3 1/2 @ 8	Neatsfoot	1 35 @ 1 50	Iodine	@ 95
Tartaric	40 @ 50	Olive, pure	3 75 @ 4 50	Iodine, Colorless	@ 1 50
Ammonia		Olive, Malaga, yellow	2 75 @ 3 00	Iron, Clo.	@ 1 35
Water, 26 deg.	10 @ 13	Olive, Malaga, green	2 75 @ 3 00	Kino	@ 1 40
Water, 18 deg.	8 1/2 @ 13	Orange, Sweet	4 50 @ 4 75	Myrrh	@ 2 50
Water, 14 deg.	6 1/2 @ 12	Origanum, pure	@ 2 50	Nux Vomica	@ 1 55
Carbonate	20 @ 25	Origanum, com'l	1 00 @ 1 20	Opium	@ 3 50
Chloride (Gran.)	10 1/2 @ 20	Pennyroyal	3 00 @ 3 25	Opium, Camp.	@ 35
Balsams		Peppermint	12 50 @ 12 75	Opium, Deodorz'd	@ 3 50
Copaiba	75 @ 1 20	Rose, pure	13 50 @ 14 00	Rhubarb	@ 1 70
Fir (Canada)	2 55 @ 2 80	Rosemary Flows	1 25 @ 1 50	Paints.	
Fir (Oregon)	65 @ 1 00	Sandalwood, E.	10 00 @ 10 25	Lead, red dry	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
Barks		Spearment	6 00 @ 6 25	Ochre, yellow bbl.	@
Cassia (ordinary)	25 @ 30	Sperm	1 80 @ 2 05	Ochre, yellow less 2 1/2	@
Cassia (Saigon)	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.)	18 @ 25	Turpentine, bbl.	@ 92 1/2	Putty	5 @
Berries		Turpentine, less 1	00 @ 1 12	Whiting, bbl.	@ 4 1/2
Cubeb	@ 1 25	Wintergreen	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	Miscellaneous	
Extracts		Wormwood	8 50 @ 8 75	Acetanilid	47 @ 55
Licorice	60 @ 65	Potassium		Alum	08 @ 12
Licorice powd.	@ 1 00	Bicarbonate	35 @ 40	Alum. powd. and	09 @ 15
Flowers		Bichromate	15 @ 25	Bismuth, Subni-	3 22 @ 3 43
Arnica	25 @ 30	Bromide	69 @ 85	Borax xtal or	07 @ 13
Chamomile Ger.	20 @ 25	Bromide	54 @ 71	powdered	07 @ 13
Chamomile Rom.	75	Chlorate, gran'd	23 @ 30	Cantharides, po.	1 75 @ 2 25
Gums		Chlorate, powd.	16 @ 25	Calomel	1 79 @ 1 99
Acacia, 1st	50 @ 55	or Xtal	16 @ 25	Capsicum, powd	48 @ 55
Acacia, 2nd	45 @ 50	Cyanide	30 @ 50	Carmine	6 00 @ 6 50
Acacia, Sorts	20 @ 25	Iodide	4 23 @ 4 43	Cassia Buds	25 @ 30
Acacia, Powdered	35 @ 40	Permanganate	20 @ 30	Cloves	50 @ 55
Aloes (Barb Pow)	25 @ 35	Prussiate, yellow	65 @ 75	Chalk Prepared	14 @ 15
Aloes (Cape Pow)	25 @ 35	Prussiate, red	@ 1 00	Chloroform	55 @ 65
Aloes (Soc. Pow.)	65 @ 75	Sulphate	35 @ 40	Chloral Hydrate	1 35 @ 1 85
Asafoetida	65 @ 75	Roots		Cocaine	10 60 @ 11 25
Camphor	1 00 @ 1 25	Alkalet	25 @ 30	Cocoa Butter	50 @ 75
Guaiac	@ 70	Blood, powdered	35 @ 40	Corks, list, less	40 @ 50 1/2
Guaiac, pow'd	@ 75	Calamus	35 @ 50	Copperas	2 1/2 @ 10
Kino	@ 75	Elecampane, pwd	25 @ 30	Copperas, Powd.	4 @ 10
Kino, powdered	@ 90	Gentian, powd.	20 @ 30	Corrosive Sublim	1 43 @ 1 64
Myrrh	@ 60	Ginger, African,	30 @ 35	Cream Tartar	30 @ 35
Myrrh, powdered	@ 65	powdered	30 @ 35	Cuttle bone	40 @ 50
Opium, powd.	19 65 @ 19 92	Ginger, Jamaica,	60 @ 65	Dextrine	6 @ 15
Opium, gran.	19 65 @ 19 92	powdered	55 @ 60	Dover's Powder	3 50 @ 4 00
Shellac	90 @ 1 00	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.	@
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
Insecticides		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%	
Bordez. Mix Dry 12 1/2	@ 23 1/2	ground	@ 1 00	Glassware, full case	60 %
Hellebore, White	20 @ 30	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 @ 29	Squills, powdered	60 @ 70	Glue, Brown Grd	15 @ 20
Lime and Sulphur	9 @ 20 1/2	Tumeric, powd.	17 @ 25	Glue, white	27 1/2 @ 30
Dry	32 @ 43	Valerian, powd.	40 @ 50	Glue, white grd.	25 @ 35
Paris Green	32 @ 43	Seeds		Glycerine	25 @ 45
Leaves		Anise	@ 35	Hops	65 @ 75
Buchu	1 35 @ 1 50	Anise, powdered	35 @ 40	Iodine	6 45 @ 6 90
Buchu, powdered	@ 1 50	Bird, ls	13 @ 17	Iodoform	7 35 @ 7 65
Sage, Bulk	25 @ 30	Canary	13 @ 20	Lead Acetate	20 @ 30
Sage, 1/4 loose	@ 40	Caraway, Po.	30 @ 30	Mace	@ 1 20
Sage, powdered	@ 35	Cardamon	@ 3 00	Mace, powdered	@ 1 25
Senna, Alex.	50 @ 75	Celery, powd.	35 @ 45	Menthol	18 50 @ 19 00
Senna, Tinn.	30 @ 35	Coriander pow.	35 @ 27 @ 30	Morphine	11 18 @ 11 93
Senna, Tinn. pow.	25 @ 35	Dill	12 1/2 @ 20	Nux Vomica	@ 30
Uva Ursi	20 @ 25	Fennell	25 @ 40	Nux Vomica, pow.	17 @ 25
Oils		Flax	08 @ 15	Pepper black pow.	32 @ 35
Almonds, Bitter,	7 50 @ 7 75	Flax, ground	08 @ 15	Pepper, White	40 @ 45
true	7 50 @ 7 75	Foenugreek pow.	15 @ 25	Pitch, Burgundry	10 @ 15
Almonds, Bitter,	4 00 @ 4 25	Hemp	8 @ 15	Quassia	12 @ 15
artificial	4 00 @ 4 25	Lobelia, powd.	@ 1 25	Quinine	72 @ 73
Almonds, Sweet,	1 25 @ 1 50	Mustard, yellow	15 @ 25	Rochelle Salts	30 @ 35
true	1 25 @ 1 50	Mustard, black	20 @ 25	Saccharine	@ 30
Almonds, Sweet,	60 @ 1 00	Poppy	22 @ 25	Salt Peter	11 @ 22
Imitation	1 50 @ 1 75	Quince	1 50 @ 1 75	Seidlitz Mixture	30 @ 40
Amber, crude	1 75 @ 2 00	Rape	15 @ 20	Soap, green	15 @ 30
Anise	1 00 @ 1 25	Sabadilla	25 @ 35	Soap mott cast.	22 1/2 @ 25
Bergamont	6 75 @ 6 00	Sunflower	11 1/2 @ 15	Soap, white castile	@ 11 25
Cajeput	1 50 @ 1 75	Worm, American	30 @ 40	Soap, white castile	@ 11 25
Cassia	4 25 @ 4 50	Worm, Levant	6 00	less, per bar	@ 1 40
Castor	1 95 @ 2 20	Tinctures		Soda Ash	3 1/2 @ 10
Cedar Leaf	1 75 @ 2 00	Aconite	@ 1 80	Soda Bicarbonate	3 1/2 @ 10
Citronella	1 50 @ 1 75	Aloes	@ 1 45	Soda, Sal	03 @ 08
Cloves	3 25 @ 3 50	Arnica	@ 1 10	Spirits, Camphor	@ 1 35
Cocanut	25 @ 35	Asafoetida	@ 2 40	Sulphur, roll	3 1/2 @ 10
Cod Liver	1 65 @ 1 85	Belladonna	@ 1 35	Sulphur, Subl.	04 @ 10
Croton	2 00 @ 2 25	Benzoin	@ 2 10	Tamarinds	20 @ 25
Cotton Seed	1 50 @ 1 70	Benzoin Comp'd	@ 2 55	Tartar Emetic	70 @ 75
Cubeb	7 50 @ 7 75	Buchu	@ 2 85	Turpentine, Ven.	50 @ 75
Eigeron	6 00 @ 6 25	Cantharadial	@ 2 20	Vanilla Ex. pure 1 75	@ 2 25
Eucalyptus	1 25 @ 1 50	Capsicum	@ 2 20	Vanilla Ex. pure 2 50	@ 3 00
Hemlock, pure	1 75 @ 2 00	Catechu	@ 1 75	Zinc Sulphate	06 @ 15
Juniper Berries	3 00 @ 3 25				
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

Octagon Soap
Karo Syrup
Argo Starch
Quaker Milk
Olives
Veal

Lamb
Mutton
Pork

Sugar
Jelly
Boned Herring

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

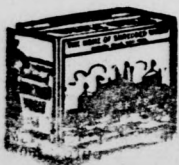
BAKING POWDERS
Arctic, 7 oz. tumbler 1 35
Queen Flake, 25 lb. keg 12
Royal, 10c. doz. ----- 95
Royal, 6 oz. doz. ----- 2 70
Royal, 12 oz. doz. ----- 5 20
Royal, 5 lb. ----- 31 20
Rocket, 16 oz. doz. 1 25
BEECH-NUT BRANDS.



Mints, all flavors ----- 60
Gum ----- 70
Fruit Drops ----- 70
Caramels ----- 70
Sliced bacon, large ----- 3 60
Sliced bacon, medium ----- 3 10
Sliced beef, large ----- 5 20
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
Cracked Wheat, 24-2 3 85
Cream of Wheat, 18s 3 60
Cream of Wheat, 36s 7 20
Pillsbury's Best Cer'l 2 20
Quaker Puffed Rice ----- 5 45
Quaker Puffed Wheat 4 30
Quaker Brfst Biscuit 1 90
Ralston Purina ----- 3 60
Ralston Branos ----- 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
Scrub
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, 3 oz. ----- 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
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 Chdr, 10 1/2 oz. 1 35
Clam Ch., No. 3 3 00@3 40
Clams, Steamed, No. 1 1 30
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, 1/2s 2 75
Salmon, Red Alaska ----- 3 10
Salmon, Med. Alaska 2 75
Salmon, Pink Alaska 1 75
Sardines, Im. 1/4, ea. 10@28
Sardines, Im. 1/2, ea. ----- 25
Sardines, Cal. ----- 1 65@1 80
Tuna, 1/2, Albocore ----- 95
Tuna, 1/2s, Curtis, doz. 2 20
Tuna, 1/2s, Curtis, doz. 3 50
Tuna, 1s, Curtis, doz. 7 00

CANNED MEAT.
Bacon, Med. Beechnut 2 70
Bacon, Lge. Beechnut 4 50
Beef, No. 1, Corned ----- 2 75
Beef, No. 1, Roast ----- 2 75
Beef, No. 2 1/2, Eagle 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, 1/4s ----- 2 20
Deviled Ham, 1/2s ----- 3 60
Hamburg Steak & Onions, No. 1 ----- 3 15
Potted Beef, 4 oz. ----- 1 10
Potted Meat, 1/4 Libby 52 1/2
Potted Meat, 1/2 Libby 90
Potted Meat, 1/2 Rose 85
Potted Ham, Gen. 1/4 1 85
Vienna Saus., No. 1/2 1 35
Vienna Sausage, Qua. ----- 95
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 1 60@4 75
No. 2 1/2, Lge. Green 4 50
W. Bean, cut ----- 2 25
W. Beans, 10 ----- 8 50@12 00
Green Beans, 2s 2 00@3 75
Gr. Beans, 10s 7 50@13 00
L. Beans, 2 gr. 1 35@2 65
Lima Beans, 2s, Soaked 95
Red Kid. No. 2 1 20@1 35
Beets, No. 2, wh. 1 75@2 40
Beets, No. 2, cut ----- 1 60
Beets, No. 3, cut ----- 1 80
Corn, No. 2, Ex stan 1 45
Corn, No. 2, Fan. 1 60@2 25
Corn, No. 2, 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. ----- 1 90@2 10
Peas, No. 2, Ex. Sift. ----- 2 60
E. J. ----- 2 60
Peas, Ex. Fine, French 25
Pumpkin, No. 3 1 35@1 50
Pumpkin, No. 10 4 50@5 60
Pimentos, 1/4, each 12@14
Pimentos, 1/2, each ----- 27
Sw't Potatoes, No. 2 1/4 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 ----- 29
Wisconsin new ----- 26
Longhorn ----- 27
Michigan Full Cream ----- 26
New York Full Cream ----- 26
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 ----- 36
Hersheys, Premium, 1/2s ----- 36
Runkle, Premium, 1/4s ----- 29
Runkle, Premium, 1/2s ----- 32
Vienna Sweet, 24s ----- 2 10

COCOA.

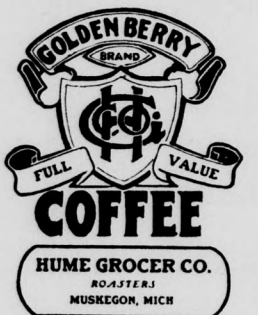
Bunte, 1/4s ----- 43
Bunte, 1/2 lb. ----- 35
Bunte, lb. ----- 32
Droste's Dutch, 1 lb. ----- 9 00
Droste's Dutch, 1/2 lb. 4 75
Droste's Dutch, 1/4 lb. 2 00
Hersheys, 1/4s ----- 33
Hersheys, 1/2s ----- 38
Huyler ----- 40
Lowney, 1/4s ----- 40
Lowney, 1/2s ----- 40
Lowney, 1/4s ----- 38
Lowney, 5 lb. cans ----- 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 ----- 13
Frank's 50 pkgs. ----- 4 25
Hummel's 50 1 lb. ----- 10 1/2

CONDENSED MILK

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

MILK COMPOUND

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

EVAPORATED MILK



Quaker, Tall, 4 doz. ----- 4 35
Quaker, Baby, 8 doz. 4 25
Quaker Gallon, 1/2 dz. 4 20
Blue Grass, Tall, 48 ----- 4 25

Blue Grass, Baby, 96 4 15
Blue Grass, No. 10 ----- 4 25
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
Websteretts ----- 37 50
Webster Savoy ----- 75 00
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, ----- 19
1-20, per M ----- 75 00
Worden's Havana ----- 75 00
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 2f
Big Stick, 20 lb. case 20

Mixed Candy

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

Fancy Chocolates

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

Gum Drops Pails

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

Lozenges. Pails

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

Hard Goods. Pails

Lemon Drops ----- 20
O. F. Horehound 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, special-
ly 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 ----- 43
Currants
Package, 14 oz. ----- 17
Greek, Bulk, lb. ----- 16

Dates

Hollowi ----- 09

Peaches

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

Pearl

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 ----- 08
60@10, 25 lb. boxes ----- 09 1/2
60@10, 25 lb. boxes ----- 11
40@50, 25 lb. boxes ----- 14 1/2
30-40, 25 lb. boxes ----- 17
20-30, 25 lb. boxes ----- 23

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
Fould's 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 05
Dromedary Instant ----- 3 50

FLAVORING EXTRACTS



Doz. Lemon
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 09
5 50 ----- 4 ounce ----- 7 20
9 00 ----- 8 ounce ----- 12 00
17 00 ----- 16 ounce ----- 24 00
32 00 ----- 32 ounce ----- 48 00

Doz. Vanilla
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 09
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 oz. Panel, doz. ----- 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@80

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 50
Imitation, 30 lb. pails	1 80
Pure 6 oz. Asst., doz.	1 10
Buckeye, 22 oz., doz.	2 20

JELLY GLASSES	
8 oz., per doz.	35

OLEOMARGARINE	
Kent Storage Brands.	
Good Luck, 1 lb.	25 1/2
Good Luck, 2 lb.	25 1/2
Gilt Edge, 1 lb.	25 1/2
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	25 1/2
Certified	20
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 lb. bxs	5 00
Red Diamond, 144 bx	6 50

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.	
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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 45
No. 1 1/2, 36 cans to case	5 30

Green Brer Rabbit	
No. 10, 6 cans to case	4 60
No. 5, 12 cans to case	4 85
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 50
Dove, 24, 2 1/2 lb. Wh. L.	5 20
Dove, 36, 2 lb. Black	4 70
Dove, 24, 2 1/2 lb. Black	3 90
Dove, 6, 10 lb. Blue L.	4 45
Palmetto, 24, 2 1/2 lb.	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	13
Peanuts, Jumbo, raw	13
Peanuts, Jumbo, rstl	15
Pecans, 3 star	23
Pecans, Jumbo	50
Walnuts, California	31
Salted Peanuts.	
Fancy, No. 1	14
Ambo	23

Shelled.	
Almonds	62
Peanuts, Spanish	13
125 lb. bags	13
Filberts	32
Pecans	102
Walnuts	63

OLIVES.	
Bulk, 2 gal. keg	3 60
Bulk, 3 gal. keg	5 00
Bulk, 5 gal. keg	8 00
Quart Jars, dozen	5 50

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, Stu., doz.	1 35
6 oz. Jar, stuffed, doz.	2 50
9 oz. Jar, stuffed, doz.	3 50
12 oz. Jar, Stuffed.	
doz.	4 50@4 75
20 oz. Jar, stuffed dz.	7 00



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

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	12.2
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



Smdac, 12 pt. cans	2 70
Smdac, 12 qt. cans	4 30

PICKLES	
Barrel, 1,200 count	24 50
Half bbls., 600 count	13 25
10 gallon kegs	10 00

Sweet Small	
30 gallon, 3000	50 00
5 gallon, 500	10 00

Dill Pickles.	
600 Size, 15 gal.	13 00

PIES	
Cob, 3 doz. in bx. 1 00@1 20	
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 & Hef.	@18
Good Steers & Hef	14@15 1/4
Med. Steers & Hef	12 1/4@14
Com. Steers & Hef	10@12 1/2

Cows.	
Top	12 1/4
Good	11
Medium	09
Common	07 1/2

Veal.	
Good	16
Top	14
Medium	12

Lamb.	
Good	32
Medium	28
Poor	22

Mutton.	
Good	18
Medium	15
Poor	12

Pork.	
Heavy hogs	11
Medium hogs	12 1/2
Light hogs	13 1/2
Loins	20
Butts	17
Shoulders	15
Spareribs	13 1/2
Neck bones	05

PIPES	
PROVISIONS	
Barreled Pork	
Clear Back	29 00@30 00
Short Cut Cleared	00@30 00

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

Sausages	
Bologna	12 1/4
Liver	12
Frankfort	16
Pork	18@20
Veal	11
Tongue	11
Headcheese	14

Smoked Meats	
Hams, 14-16, lb.	23
Hams, 16-18, lb.	24
Hams, dried beef	@34
sets	@15

California Hams	
Picnic Boiled	
Hams	30 @32
Boiled Hams	32 @30
Mixed Hams	14 @25
Bacon	18 @30

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
3/4 bbls.	7 00
1 bbl.	14 15

Tripe.	
Kits, 15 lbs.	90
1/4 bbls., 40 lbs.	1 60
1/2 bbls., 80 lbs.	3 00
Hogs, per lb.	@42

Beef, round set	
Beef, middles, set.	14@26
Sheep, a skeln	17@20 00

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

ROLLED OATS	
Steel Cut, 100 lb. sks.	3 50
Silver Flake, 12 Fam.	2 50
Quaker, 18 Regular	1 85
Quaker, 12s Family N	2 75
Mothers, 12s, Ill'num	3 25
Silver Flake, 18 Reg.	1 60
Sacks, 90 lb. Jute	3 65
Sacks, 90 lb. Cotton	3 75

RUSKS.	
Holland Rusk Co.	
Brand	
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.	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	2 1/2
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	21

Lake Herring	
1/4 bbl., 100 lbs.	6 50
Tubs, 100 lb. fancy 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
E. Z. Combination, dz.	1 35
Dri-Foot, doz.	2 00
Bixby, 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 35
E Z Liquid, per doz.	1 40
Radium, per doz.	1 85
Rising Sun, per doz.	1 35
654 Stove Enamel, dz.	2 80
Vulcanol, No. 5, doz.	95
Vulcanol, No. 10, doz.	1 35
Stovoll, per doz.	3 00

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

Blocks, 50 lb.	
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

AA-Butter	
Plain 50-lb. bbls.	4 20
No. 1 Medium bbl.	52
Tecumseh 70-lb. farm	2 75

Cases, Ivory, 24-2 cart	
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
Export 120	box	4
Big Four Wh. Na.	100s	3
Flake White, 100	box	4

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Dec. 22—On this day was held the final meeting of creditors in the matter of Olive K. McGannon, Bankrupt No. 2502. The bankrupt was not present or represented. The trustee was not presented or represented. Glenn D. Matthews was present for creditors. Claims were allowed. An order was made for the payment of administration expenses and a final dividend of 18.45 per cent. There were no objections to the discharge of the bankrupt. The meeting was then adjourned without date, and the case will be closed and returned to the district court in due course.

Dec. 23. On this day was held the first meeting of creditors in the matter of Louis V. Claire, Bankrupt No. 2598. The bankrupt was present in person and by attorneys, Jewell, Raymond & Face. No creditors were present or represented. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. No trustee was appointed. The meeting was then adjourned without date and the case closed and returned as a case without assets.

On this day also was held the sale of assets in the matter of Christian Coffee Corporation, Bankrupt No. 2568. The trustee was present in person. The bankrupt corporation was present by Clare J. Hall, attorney. Several bidders were present. The machinery and equipment was sold to D. F. Helmer, for \$725. The furniture and fixtures were sold to Geo. Hoeksema for \$100. The account, bills and notes receivable were sold to Florence K. Sullivan for \$310. All of the sales were confirmed. The special meeting was then adjourned without date.

On this day also were received the schedules, order of reference and adjudication in bankruptcy in the matter of George Myers, Bankrupt No. 2613. The bankrupt is a resident of Rockford and has conducted a restaurant at such place. The schedules filed list assets of \$1,211.60, of which \$250 is claimed as exempt to the bankrupt, with liabilities of \$4,208.15. Almost half of the liabilities are represented by claims secured on the assets and the court has written for funds for the first meeting, and upon arrival of the same the first meeting will be called, and note of the same made here. A list of the creditors of the bankrupt is as follows:

Clara Eastman, Rockford	\$ 15.00
Victor W. Krause, Rockford	200.00
G. R. Store Fixture Co., Grand R.	937.20
Rockford Co-operative Association, Rockford	150.00
Chaffee Bros., Grand Rapids	600.00
Y. M. C. A., Grand Rapids	10.00
X Cigar Co., Grand Rapids	48.77
Woodhouse Co., Grand Rapids	65.33
Squires & Co., Rockford	11.28
Vanden Berge Cigar Co., Grand R.	22.14
Schneider & Co., Grand Rapids	34.50
Rouge River Light & Power Co., Rockford	129.58
Dick Kimm Furn. Co., Rockford	222.33
Palmolive Co., Chicago	21.25
Kent Storage Co., Grand Rapids	137.22
Lowell Johnson, Rockford	19.41
G. R. Kolatona Co., Grand Rapids	7.50
Coffee Ranch, Grand Rapids	29.90
Hunting Co., Rockford	40.00
G. R. Store Fixture Co., Grand R.	18.00
Iroquois Co., Flint	11.25
Heller & Co., Chicago	26.45
General Cigar Co., Chicago	10.70
Grey-Beach Cigar Co., Grand Rap.	22.50
J. C. Dillingham, Rockford	38.92
Chas. A. Coye, Inc., Grand Rapids	38.20
Rockford Creamery Co., Rockford	207.76
Dennis Bros., Rockford	66.25
G. H. P. Cigar Co., Detroit	52.65
Patterson Printing Co., Grand R.	8.00
Tuxpan Importing Co., Chicago	39.75
Newspaper Engraving Co., Grand Rapids	3.49
Reliable Safe & Lock Co., Covington, Ky.	50.00
C. G. McBride, Rockford	45.36
Finch Bros., Rockford	150.00
Peterson & Thompson, Rockford	180.00
Rockford State Bank, Rockford	100.00
Pythian Lodge, Rockford	43.00
Hazeltine & Perkins Drug Co., Grand Rapids	142.45
Elliott Service Co., New York	8.65
Kelly Ice Cream Co., Grand Rapids	100.00
A. E. Brooks & Co., Grand Rapids	78.00
A. R. Walker Candy Corp., Muskegon	35.54
D. H. Moore, Greenville	11.92
Pete McCarthy, Grand Rapids	17.50

Dec. 24. On this day were received the schedules, order of reference, adjudication in the matter of Christian Coffee Co., a partnership, and Alfred E. Christian, Reginald Christian and Peter Christian, individually. Bankrupts No. 2511. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt partnership was engaged in the business of roasting and vending coffee in the city of Grand Rapids and elsewhere, with offices at such city. The assets later were merged in the Christian Coffee Corporation, later bankrupt, and which is in the course of administration in bankruptcy court. The schedules of the partnership list no assets other than those heretofore turned over to the corporation, with liabilities of \$10,316.33, and claiming exemptions for the individuals out of any property the estate

may have, of \$1,500. The court has written for funds for the first meeting and upon receipt of the same the first meeting will be called and note of the same made here. A list of the creditors of the partnership is as follows:

Burrows Adding Machine Co., Grand Rapids	\$107.45
National Cash Register Co., Grand Rapids	155.00
Bradstreet Co., Grand Rapids	37.50
Chope Stevens Paper Co., Detroit	57.17
Chappell & Earl, Grand Rapids	115.10
G. R. Herald, Grand Rapids	108.15
A. C. Isreal Co., New York	400.16
Iskeda Homma Co., New York	552.00
Michigan Tradesman, Grand Rap.	49.98
Michigan Street Car Advertising Co., Detroit	255.66
Chronicle, Muskegon	18.00
Northwestern Weekly, Grand Rap.	24.00
National Checking Co., Chicago	100.00
Peerless Paper Box Mfg. Co., Cleveland	296.37
Rohloff Bros., Grand Rapids	158.80
Silbar Co., Grand Rapids	61.80
Lawrence W. Smith, Grand Rapids	250.00
Standard Oil Co., Grand Rapids	49.87
Swanson Bros., Chicago	1,053.78
Thompson-Taylor Co., Chicago	3,482.92
Tisch-Hine Co., Grand Rapids	8.20
United Auto Ins. Co., Grand Rap.	31.50
Vigil Pub. Co., Grand Rapids	50.00
Geo F. Weiman Co., New York	232.68
Braunling Coffee Co., New York	2,608.24
Wealthy & Division Garage, Grand Rapids	30.00
Dean-Hicks Co., Grand Rapids	22.00

The schedules of the individual Peter Christian show liabilities of \$10,053.88, most of which are the liabilities of the partnership, with assets of \$400, all of which are claimed as exempt.

The schedules of Alfred Christian, in-

dividually show assets of \$400, all of which is claimed as exempt, with liabilities of \$10,942.44. Most of the liabilities are those of the partnership. The following liabilities in addition are listed: J. Silverman, Grand Rapids \$325.00 Eppens Smith Co., New York 563.56

The schedules of the individual Reginald Christian show assets of \$530, all of which are claimed as exempt, with liabilities of \$10,657.44. The following are listed as creditors of this individual in addition to the liability as a partner in the bankrupt firm:

Eppens Smith Co., New York \$563.56 La Salle Extension University, Chicago 40.00

Dec. 27. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Fred Voss, doing business as Deheco Enameling Co., Bankrupt No. 2615. The bankrupt is a resident of Grand Rapids and has conducted a business at such place for the enameling and finishing of automobiles and kindred property. The matter has been referred to Charles B. Blair as referee in bankruptcy. The schedules list assets of \$2,764, of which \$500 is claimed as exempt to the bankrupt, with liabilities of \$932.01. Certain questions as to the nature of the secured claims make the deposit of funds for the first meeting necessary, and upon receipt of the same the first meeting will be called and note of the same made here. A list of the creditors of the bankrupt is as follows:

Toren Printing Co., Grand Rapids	\$ 10.50
Etheridge Printing Co., Grand R.	15.00
Mich. Paint & Varnish Co., Grand Rapids	1.14
Standard Oil Co., Grand Rapids	137.61
De Vilbiss Co., Toledo	67.75

Max Cobb, Grand Rapids	25.00
Atwood Brass Co., Grand Rapids	10.00
Holwerda Htg. Co., Grand Rapids	21.50
Tubbs Oil Co., Grand Rapids	8.00
Minnesota Mining Co., St. Paul	29.13
Pratt & Lambert Varnish Co., Chicago	19.20
Barclay, Ayers & Bertsch, Grand R.	42.00
Old National Bank, Grand Rapids	150.00
G. R. Savings Bank, Grand Rapids	50.00
Middle States Security Co., Cincinnati	277.68
Sewall Paint & Glass Co., Cincinnati	67.00

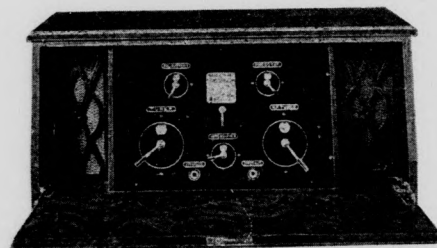
Patrick W. Foley, Grand Rapids	19.00
Deheco Enameling Co., Kansas City	15.00
Federal Products Co., Grand Rap.	16.50

On this day also were received the schedules, order of reference and adjudication in bankruptcy in the matter of Andrew A. Dahlgreen, Bankrupt No. 2616. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Fremont and is an undertaker by occupation. The schedules show assets of \$175, all of which are claimed as exempt to the bankrupt, with liabilities of \$5,125.33. The court has written for funds for the first meeting, and upon arrival of the same the first meeting will be called, and note of the same made here. A list of the creditors of the bankrupt is as follows:

Jos. M. Stern Co., Cleveland	\$ 40.40
Norwalk Upholstering Co., Cleveland	49.00
McDougall Co., Frankfort, Ind.	139.00
Batesville Casket Co., Galion, Ohio	61.61
Galion Metallic Vault Co., Galion, Ohio	233.00
Powers & Walker Casket Co., Grand Rapids	241.59
Home Sewing Machine Co., Chicago	27.50

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 B. F. Ruthledge Co., Zanesville, Ohio 132.00
 New York Times, New York 15.00
 Golden Star Mfg. Co., Kansas City 35.00
 John Seven Co., Grand Rapids 110.00
 Thomas D. Murphy Co., Chicago 31.69
 Johnson & Klare Mfg. Co., Lawrenceburg, Ind. 136.50

St. Louis Coffin Co., St. Louis 733.51
 Cincinnati Coffin Co., Cincinnati 278.15
 Century Chemical Co., Boston 26.50
 Western Shade Cloth Co., Chicago 38.55
 Broderick Co., Chicago 25.00
 Michigan Casket Co., Chicago 139.50
 National Grave Vault Co., Gallon, Ohio 155.42

Boyerston Burial Casket Co., Boyertown, Pa. 43.94
 James H. Boye Mfg. Co., Chicago 18.58
 G. R. Bedding Co., Grand Rapids 685.57
 H. Leonard & Sons, Grand Rapids 356.54
 Bloomingdale Bros., New York 122.12
 Detroit Metallic Casket Co., Detroit 218.60
 G. R. Casket Co., Grand Rapids 81.09
 Belmont Casket Co., Cleveland 129.39
 Beecher Hollins Co., Boston 26.80
 J. B. Pearce Co., Cleveland 461.08
 Clean Sweep Co., Battle Creek 19.30
 Traverse City Casket Co., Traverse City 203.50

Dec. 29. On this day was held the adjourned 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. No creditors were present or represented. The trustee was not present or represented. By agreement the matter was further adjourned to Jan. 5 and the bankrupt ordered to appear at the office of the referee at such time.

On this day also was held the sale of assets in the matter of Jerry Clark, Lawrence L. Lobenstein, and as Palace Cafe, Bankrupt No. 2592. The attorney for the mortgagee was present. Several bidders were present in person. The parties present agreed upon an adjournment to Jan. 2, at which time the sale will take place. The adjournment is for the purpose of allowing additional information as to the value of the lease to be gained by the bidders.

In the matter of Christian Coffee Co., a partnership, Alfred E. Christian, Reginald Christian, and Peter Christian, Bankrupts No. 2611, the funds for the first meeting have been received and the meeting has been called for Jan. 12.

In the matter of Fred Voss, doing business under the assumed name of Dehco Enameling Co., Bankrupt No. 2615, the funds for the first meeting have been received and the first meeting is called for Jan. 12.

Dec. 30. On this day were received the order of reference, petition, adjudication and appointment of receiver in the matter of Edd B. Nieboer, Bankrupt No. 2602. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt was a resident of the village of Reeman, and conducted a general store at such place. The matter is involuntary and schedules have been ordered. When such schedules are filed the first meeting of creditors will be called, and note of the same made here. A list of creditors will also be given at that time.

On this day was held the first meeting of creditors in the matter of Christ Kalis, Bankrupt No. 2606. The bankrupt was present in person and by attorneys Corwin & Norcross. Several creditors were present in person. Carrol Kerwin & Holloway were present for certain creditors. The bankrupt was sworn and examined without a reporter. Claims were proved and allowed. No trustee was appointed. The matter was adjourned without date and closed and returned to the district court as a case without assets.

Taking the Damp Out of the Refrigerator Car.

We know so much more than we did ten or twenty years ago about the causes of dampness in an ice-cooled refrigerator that we might with success, I think, apply some of our knowledge to the design of refrigerator cars in which eggs are to be shipped. And I know of no better way to bring about a better design in this respect than to attempt a clear statement to the egg trade of the main fault in refrigerator cars as now designed, to which dampness is due.

This main fault can be stated briefly enough, but the principle which is violated is not so easily made clear unless we keep always in mind that the cause of dampness is the amount of water in the air in relation to the temperature and not merely the amount of water in the air. This relation is

known as relative humidity, a certain temperature of air being capable of carrying a given amount of water, and no more, while a lower temperature of air will carry less water in suspense.

This, I know, is a loose way of stating the theory of relative water-carrying power of the air, but it will serve to make clear the main fault in design of refrigerator cars, causing dampness.

The fault lies in housing the ice in the same compartment with the cargo. This is roughly the case in all refrigerator cars of usual design, and for practical purposes is the case in cars provided with metal containers for the ice.

For some purposes it is not a fault to house the ice or the ice tank in the same compartment with the cargo. If for example, hot fruit or vegetables are to be loaded under heavy icing with salt, the purpose being to cool the load in transit, a car as now designed with good floor racks and the packages in the car spaced properly for free circulation of air provides a tolerably rapid cooling and drying effect until the temperature of the cargo approaches that of the ice bunkers.

But, as soon as this approach in temperature is made, car and cargo tend to attract dampness throughout. Most perishable food is composed chiefly of water, and, of course, ice is water. Only by maintaining a wide difference in temperature between the air of the ice chamber and that of the storage chamber can the air be forced to deposit enough of its surplus moisture in the ice chamber to give it the necessary avidity for taking up the surplus moisture that is gathered momentarily in the cargo chamber.

The remedy is rather simple in the theory and could, I think, be applied to refrigerator car construction if a demand arose for it. The ice chambers would have to be divided from the cargo chamber by walls sufficiently well insulated to maintain a wide difference in temperature between the air in the ice chambers and that in the cargo chamber. And when the cargo chamber has been cooled to, say 40 degrees Fahrenheit, the ice chamber can still be carried at, say, 20 degrees with salt.

At first thought it might be assumed that the load would continue to cool until the cargo should freeze, and that is what would take place with present designs, if the insulation were heavy enough or the outside temperature low enough not to offset the cooling effect of the ice and salt. This is because the present designs afford free vent and recirculation of all the air in the car at frequent intervals.

To hold the ice chambers at 30 degrees below the cargo chamber on a cold load louver would have to be provided which could be closed and graduated to the purpose, namely, the purpose of slowing down the circulation to a point where only enough air would circulate to offset the losses through outside walls and doors. Louvers would have to be provided both at top and bottom of the walls dividing the ice chambers from the cargo chamber.

It has been stated by specialists in ice box designs that air will circulate

freely by convection only about eight feet from the ice chamber, but this is predicated on a dividing wall designed with openings directly into the storage chamber and upon free circulation of air in sufficient volume to change all the air at frequent intervals. By carrying either the top or bottom openings across the entire length of the storage chamber, the air will circulate by convection several times the length of a refrigerator car.

Where, therefore, it is desired to carry a cold load under refrigeration without accumulating dampness in the cargo chamber, and when it is desired to maintain all the difference possible between the temperature of the ice chamber and that of the cargo chamber in order to provide a condition where a dry circulation can be maintained in the cargo chamber, it can obviously be accomplished more easily with one ice chamber than with two. This would be a possible saving in construction and operating cost worth considering.

The service to be performed is here brought into question, and for general purpose, assuming that only one general design of refrigerator car is practicable from the viewpoint of the carrier, I am of the opinion that the service of rapid pre-cooling, to which the present design is fairly well adapted as far, let us say, as the refrigerator car can be adapted to such use, is so important that it cannot be set aside for considerations of standardizing on a design of car better adapted to carrying a cold load under refrigeration.

On the other hand, as pre-cooling becomes more general and the usual service becomes one of carrying a cold load under refrigeration, then the present design of car is, for this purpose, in my opinion, expensive to build and to operate and is faulty as a carrier in the particulars mentioned.

The design of refrigerator cars has tended for many years toward one standard, and we may assume that carriers desire a single standard. Where new designs have been projected they have proved to hold out nothing especially new in the chief function of the refrigerator car for carrying a cold load, which is to carry the cargo dry, to do it continuously in the face of ordinary leaks and deficiencies in construction, and in the face of humid weather. This can only be done on one specific principle, in my opinion—namely, to provide a cooling chamber, whether ice or other refrigerant is used—that can be held at a temperature considerably below that of the cargo chamber. And for such a chamber ice is better, of course, as a refrigerant than anything contained in a pipe, because the moisture depositing on the ice does not frost or insulate the surface.

As to a single design or one standard car, while this may have advantages from the carrier viewpoint, the same might be said of the common freight car, the design of which has been accommodated to many special uses, according to load and specific service.

These hints and suggestions are advanced in the expectation that they will afford a point for beginning. There are those who feel the need of a car

in which storage eggs can be carried safely in summer time and in which pre-cooled eggs can be sent to market at any time the demand favors movement.

The ideal egg car should, no doubt, be designed to carry eggs a month, if need be, without loss to quality. The production and distribution of eggs is unusually widespread, and the demand is, in consequence, exceedingly difficult to forecast. If the orderly marketing of eggs is to be carried beyond the larger centers, a car is needed that can move eggs from out-of-the-way shipping points to out-of-the-way markets in safety.

In the main channels of movement it would be particularly easy to keep refrigerator cars in continual use for eggs.

Paul Mandeville.

So There.

"I wonder what your mother would say if she knew how backward you are in history?" remarked the teacher.

"Oh, she knows it," answered Mary. "but she says she never learned hist'ry and she's married, and my Aunt Kate says she never learned hist'ry and she's married, and you did learn hist'ry, and you ain't married."

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.

SPLENDID OPENING for attorney or dentist. Attorney can secure appointment to the office of city attorney. Present incumbent elected county prosecutor. We have for rent in our new bank building strictly modern office. First State Savings Bank, Otsego, Mich. 781

For Sale—Men's clothing store, small town northern part of state. Stock, fixtures and book accounts inventory about \$14,000. Bargain. Address E. D. Cole, 407 Stevens Bldg., Detroit, Mich. 782

For Sale—A profitable retail grocery. Owner must sell and will sacrifice for immediate sale. Address No. 783, c/o Michigan Tradesman. 783

For Sale—The two-story double store brick building occupied by the Robinson Store, also stock of millinery and ladies' furnishings. L. M. Robinson, Homer, Mich. 784

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

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

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

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. 774

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, etc. **LOUIS LEVINSOHN, Saginaw, Mich.**

Oyster Beds Polluted.

The oyster industry of the Atlantic Coast, at one time our most valuable fishery, has suffered serious depletion in recent years and production has been reduced by as much as 50 per cent. in some important areas, it is pointed out in the annual report of the Commissioner of Fisheries for the fiscal year 1924. During the past year, the report states, investigations have been conducted into the causes for this depletion and means whereby it might be remedied.

A hydrographic and biological survey of Long Island Sound, where the situation as regards the oyster industry is called especially acute, has been completed, and a report will soon be issued. This survey was undertaken in order to supply data regarding conditions having an immediate bearing on the problems of oyster culture. The results indicate that the difficulties of oyster culture in Long Island Sound are due primarily to the pollution of the best spawning beds by sewage and trade wastes, the overfishing of such spawning beds as remain unpolluted, and the exposure of these unpolluted spawning beds to the attacks of starfish and oyster drills.

The report points out that the oyster studies which have been in progress for some years in Long Island Sound and in Great South Bay were continued. In Great South Bay attention was directed to the discovery of the cause of the heavy mortality among young oysters, and to the development of additional knowledge of the early life history of the oyster and of the factors affecting spawning.

"Additional evidence was secured," continues the report, "which indicates the hydrogen sulphide generated by a deposit at the bottom of the bay was an important factor in causing the death of young oysters. Valuable data bearing on the larval history and the effects of temperature on spawning were also obtained. At Milford, Conn., the work of testing the effect of materials occurring as pollutants, and experiments in a new method of artificial oyster propagation, were carried on. Encouraging results were obtained in the experiments with artificial propagation, and it is hoped that in time the methods devised may be developed to a stage where they may be made an important adjunct to commercial oyster culture."

"It is of interest that the oysters artificially propagated during the season of 1923 and placed in the harbor survived the winter and attained considerable growth. An account of these experiments has been published as Fisheries Document 961, for the benefit of practical oyster growers and biologists. The work will be continued during the present fiscal year."

Demand For Canned Foods More Active.

The buying inclination seems to be breaking over the limitations of stock taking in canned foods and wholesale grocery buyers are putting up their requirements to the brokers in such volume and variety that the situation begins to look a little speculative.

Canners, on the other hand, are

showing no disposition to push spot goods and appear to be reluctant to name prices on their holdings.

Standard twos canned corn, whenever any can be found, seem to have taken a stand upon the \$1.50 a dozen price and cannot be persuaded to come down a step or two, brokers state.

Most of the buying that is being done is directed to twos extra standard and it is said that this is also hard to find in first hands. Canners who have any are asking \$1.62½, f. o. b. cannery, for it but there are some unlabeled lots in second hands that can be had for \$1.57½ for shipment from canneries.

Buyers are eagerly looking for good trades in No. 10 peas, No. 10 corn, No. 10 apples, No. 10 cherries pitted, and a number of other articles that are quite scarce. It is reported that all the available stock of apples stored in the vicinity of canneries in Michigan have been frozen.

There are but a few lots of canned tomatoes still in first hands in Indiana and such lots are firmly held at quoted prices.

There is said to be a good active demand for good trades in Wisconsin canned peas, and brokers are busy securing samples and trying to bring buyers and sellers together.

Altogether the market for canned foods, in nearly all articles, may be called active with the prospect of still greater activity ahead.

John A. Lee.

What's a Customer Worth?

A comprehensive survey recently made brought to light some interesting and significant facts regarding the value of a customer on the books of various kinds of stores, and the findings have an important bearing on the business of selling in all its branches.

It is estimated that the average department store customer buys approximately \$350 worth of merchandise per year. The amount of sales made by a retail clothing store to its average customer varies from \$80 per year to \$250 per year. To a shoe store a customer is worth from \$35 to \$70 per year. A furniture store customer, after having furnished his home, buys approximately \$70 worth of furniture each year.

Carefully compiled statistics show that the average business loses 15 per cent of its old customers each year. In order to hold its own it must, therefore, obtain new customers amounting to 15 per cent. To expand it must add upwards of 20 per cent. new customers.

It is obvious that a systematic effort to retain more than the normal 85 per cent. of the old customers should be more productive and more profitable than similar work performed for the sole purpose of adding new customers to take the place of those who have been lost.

They Stood Up Better Than They Paid.

In the midst of a serious heart-to-heart talk with his flock on the subject of honesty and responsibility, the parson of the small-town church got right down to cases:

"Let all those who promptly pay their just debts stand up," he shot at

his attentive audience. Apparently the entire congregation arose.

"Be seated," said the parson.

"Now all who do not pay their debts please stand up."

One lone man, his hair prematurely tinged with gray and his shoulders bowed by a world of care rose slowly to his feet.

"My poor man," quoth the preacher with tears in his eyes, "how is it that you alone of all this congregation are unable to pay your debts?"

In a low, tired voice, the man replied, "I am the proprietor of the State Street Grocery Store and most of these people present are my customers."

The parson said, "Let us pray."

Pineapple Company Is Prosperous.

Indicative of its prosperity is the announcement by the Hawaiian Pineapple Co. of a proposal of the directors to declare for next March a special stock dividend of 33½ per cent. on the \$6,000,000 outstanding stock of the company. This announcement came together with declaration of an extra 5 per cent. dividend for December. This extra brings the total dividends of the company for the year to 17 per cent., exclusive of the 33½ stock dividend, which will be submitted to the stockholders at their annual meeting in January or February. At that time there will also be submitted a proposal to increase the capital stock to \$9,000,000, covering the \$2,000,000 stock dividend with an issue of \$1,000,000 to be offered to stockholders at par in proportion to their holdings.

Tomatoes as a Barometer.

"The tomato market is stronger and according to general opinion, tomatoes may surprise you in the spring, for the statistical position appears to warrant confidence on the part of holders," says the Webster, Butterfield Co., of Baltimore. "It is strange and beyond understanding why tomatoes appear to be the keynote to the canned foods market, and whether this is just an invention of the mind is another matter. It seems as if great interest holds as to which way tomatoes may incline. Now that the tomato market is reported stronger, it may be worth while observing developments."

The huge operations which go in the name of the Government of the United States and under its direction are indicated by the report just made by the War Department of its efforts to administer the Adjusted Compensation Act, which provides bonuses for the soldiers of the World War. The department has printed 15,000,000 blanks for distribution to 5,250,000 persons. To date 1,785,000 of these blanks have been filled in by soldier applicants. More than 2,000,000 ex-service men have so far made no move to obtain the bonus. Sixty-four have refused it. In order to reach and persuade these millions the Government had to find all their names, addresses and war records—a clerical task of enormous dimensions and costing millions of dollars. It is estimated that it may take until January 1, 1928, the final date for taking advantage of the Bonus Act, to canvass the remaining millions and obtain their applications.

Rear Admiral Moffett, chief of the Bureau of Naval Aeronautics, has demonstrated a distinct capacity for keeping his feet on the ground. He refuses to soar aloft with those who have predicted that future wars will be fought entirely in the sky. He refuses to go up in the air with those who foresee the time when a fleet of planes will cross the Atlantic or the Pacific to bomb American cities. The distant future, when these things will become possible, should not be ignored, but it is the nearer future for which it is essential to prepare. According to Admiral Moffett, the United States is quite as well prepared for eventualities as any other power, perhaps better. We could defend ourselves from any foe that tried to take the air against us. Development of aviation in this country is going steadily ahead, and there is small possibility of our being left behind. There is something about Admiral Moffett's calm and calculated view that is particularly welcome after our recent dose of hysterical propaganda.

China's latest civil war has resulted only in bringing political confusion in Peking. Feng, the Christian general, remains nominally in control of the capital, but Chang of Manchuria and Sun of Canton are not far away and are holding themselves in readiness to take advantage of any development that may come. The Great Powers that for so many years have attempted to direct the destinies of the Flowery Republic find themselves virtually impotent, for there is no real power in China with which they can effectively treat. The Russian Ambassador, on the other hand is in his true element. Confusion and uncertainty simply further his dubious aims. He seems in way of making the Chinese anti-foreign movement his own, and in whipping up sentiment, both in leaders and in the masses, for repudiation of China's treaties. The diplomatic channels have been obstructed. Russia is concentrating upon China in a way that calls for summary action by the other Powers, including the United States. The Far East may be scorned but never ignored.

A small Minnesota railway is adding a fleet of passenger busses to its equipment. It will fight fire with fire. Busses in competition with its train service have ripped big holes in its receipts. A cross-country trip in almost any direction will show that the Minnesota line is not the only railway whose passenger business is being crippled by the omnipresent omnibus. The transcontinental highways are alive and acrawl with this latest development in the transport field. "Accommodation" and "milk trains" are vanishing from many division schedules. The motor bus is hurting the railways and hurting them badly. It is a competition that can hardly be met by reduced fares, even if the roads with their overhead costs and high wage figures and heavy tax bills, were in a position to reduce fares. Something big and maybe vital is happening to American transportation.