

MICHIGAN TRADESMAN

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Forty-second Year

GRAND RAPIDS, WEDNESDAY, JANUARY 21, 1925

Number 2157

The Land of Beginning Again

I wish that there were some wonderful place
Called the Land of Beginning Again,
Where all our mistakes and all our heartaches
And all of our poor, selfish grief
Could be dropped like a shabby old coat at the door
And never be put on again.

I wish we could come on it all unaware,
Like the hunter who finds a lost trail;
And I wish that the one whom our blindness had done
The greatest injustice of all
Could be at the gates, like an old friend that waits
For the comrade he's gladest to hail.

We would find all the things we intended to do
But forgot, and remembered too late,
Little praises unspoken, little promises broken,
And all of the thousand and one
Little duties neglected that might have perfected
The day for one less fortunate.

It wouldn't be possible not to be kind
In the Land of Beginning Again;
And the ones we misjudged and the ones we grudged
Their moments of victory here
Would find in the grasp of our loving handclasp
More than penitent lips could explain.

For what had been hardest we'd know had been best,
And what had seemed loss would be gain;
For there isn't a sting that will not take wing
When we've faced it and laughed it away;
And I think that the laughter is most what we're after
In the Land of Beginning Again!

So I wish that there were some wonderful place
Called the Land of Beginning Again,
Where all our mistakes and all our heartaches
And all of our poor selfish grief
Could be dropped like a shabby old coat at the door,
And never be put on again.

Louisa Fletcher

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

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

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

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

STANOLAX

(HEAVY)
for constipation



MICHIGAN TRADESMAN

GRAND RAPIDS
PUBLIC LIBRARY

Forty-second Year

GRAND RAPIDS, WEDNESDAY, JANUARY 21, 1925

Number 2157

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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of Grand Rapids as second class matter
under Act of March 3, 1879.

SERUM FOR A NEW DISEASE.

A new disease has sprung up in our midst—crossworditis. It is an inflammation, perhaps of the coverings of the brain, perhaps of the cortex of the brain—the seat of the intellect. As yet its pathology has not been clearly outlined, but that it is a disease that should enlist the close attention of all laboratory workers cannot be denied.

And why laboratory workers? The answer is simple. Quinine cannot cure it, calomel is ineffective, arsenic is futile, strychnine is no obstacle to its continuance in a severe form. A serum might be effective; and hence all diseases, even the most stubborn, are amenable to serums, let us hope that in the near future one of the laboratories will turn out a serum that will stop the epidemic.

That it is a disease that needs attention on the part of our scientific researchers is very evident. The unknown germ enters the system in a stealthy manner—through the skin, in case there is a "break," or through the mucous membrane. A man may be sitting in his room reading a light work of fiction or some ponderous treatise on medicine or literature or philosophy when all of a sudden the thought will occur to him that there must be a crossword for "graminiferous" or "Mycenaean tin" or "an Algerian bird in four letters." Directly this thought assails him he might as well close his book, for the germ has entered his system and is journeying to the coverings of his brain to be finally lodged in the seat of intellect; and his peace of mind for serious work other than cross-word puzzles is destroyed.

This happens so often that to doubt this statement would be foolhardy. And unfortunately the disease is communicable long before the victim is aware that he is a menacing carrier of the affliction.

Laboratories have worked assidu-

ously in the past on the why and wherefore of cancer, and up to date have failed to affix the badge of glory to their investigations. Why continue to waste time when a new disease, much more prevalent than cancer, is with us?

The charge has repeatedly been brought against the laboratories of the world that months and sometimes years elapse before a worth-while discovery is made. There are some harsh critics who even say that of all the laboratories throughout the world only one or two have been productive of good to mankind. Here's a chance for some laboratory to cover itself with glory—to make a lasting reputation over night. Those painfully normal people who are being bedeviled by the thousand and one diseased members of the human family because they refuse to allow themselves to be infected—the wearing of plugs in the ears, rubber undergarments, and a mouthpiece of gutta percha have proved adamant against the disease—demand that the hour has struck for one or another laboratory to institute a research that will result in the making of a serum which will put to shame the "marvelous" qualities of the "truth serum."

RUSSIAN REDS IN AMERICA.

The so-called child labor amendment precipitated on this country by the Russian soviet and kept in a constant state of agitation by Russian money is not restricted to children, to manual labor, nor to hurtful and immoral occupations. The amendment tends to nationalize the children of this country, thus introducing the immoral and destructive practices of Russia. It would create a power in Washington which would be enforced by a horde of Federal agents which can thrust itself into every home, question the right of the parent to have his child work, regulate the hours that the child shall work or the conditions of his labor. Under it Congress could prevent every person under 18 years of age from doing anything manual or intellectual for compensation. Congress could even prevent a father from ordering his boy to pick strawberries for his breakfast.

The United States of America is not founded on a group of people, but on an individual—the American citizen. The Constitution adopted as a basic law of our country was erected from the first word to the last on the one simple principle of acknowledgment of the right of every individual to liberty of person, liberty of property and liberty of contract.

The proposed amendment is not an amendment to the Constitution. it reverses fundamentally the system of Government, and if Congress receives

the power to act there is no doubt that it will fully exercise such authority, because experience has shown that not only has Congress on every question on which it has received authority to enact legislation gone to the full limit, but in many instances it has gone far beyond such limits.

It will be a sad day when another Federal bureau with its horde of bureaucrats, United States Marshals, spies and attorneys are turned loose to enforce an act of Congress to prohibit the labor of persons under 18 years of age.

It is well to recall in legislative bodies what happened in November last when an aroused public had an opportunity to express itself. In the case now in question, these legislators will also have to deal with the bitter opposition of fathers and mothers and other members of families. The writer is not an employer of child labor.

THE RIGHT TO WORK.

The advocates of the proposed amendment championed by the Russian soviet, give it the false name of the "child labor" amendment, but it would give Congress the power to prohibit young people of 15, 16 and 17 years of age from earning an honest living, or from aiding in the support of their sick parents. No state has now the power to do this. The Supreme Court of the United States in the case of Adkins vs. Children's Hospital (261 U. S. 525, 43 S. C. R.) quotes with approval the previous decision in *Coppage vs. Kansas* (236 U. S. 14): "Included in the right of personal liberty and the right of private property—partaking of the nature of each—is the right to make contracts for the acquisition of property. Chief among such contracts is that of personal employment, by which labor and other services are exchanged for money or other forms of property. If this right be struck down or arbitrarily interfered with, there is a substantial impairment of liberty in the long-established constitutional sense. The right is as essential to the laborer as to the capitalist, to the poor as to the rich; for the vast majority of persons have no other honest way to begin to acquire property save by working for money."

So far from giving the children of all the states "equal opportunity to develop mentally and spiritually" it denies to many of them this opportunity. There are many children, as has been repeatedly pointed out by those familiar with education, and among others by President Butler of Columbia, by President Mezes of the City College, by President Hamlin of Robert College, Constantinople, for whom the training of actual work is far more valuable than any instruction they can get in school. The Trades-

man has reported within the last three months many instances where young men have begun work at 14 or 15, have learned how to labor effectively and intelligently, and have developed in every way, physically, morally and mentally.

The appointment in absentia of Ambassador Kellogg as Secretary of State is so unusual a procedure as to be suspected of having method in it. However this may be, the effect of his presence in Europe is certain to be tremendous—out of all proportions, perhaps, to its actual significance. It may well be that the presence at the Paris Financial Conference of the future American "Premier"—the Secretary of State is so regarded by most Europeans—produced a sensation not at all injurious to American interests. And so it is likely to be until Ambassador Kellogg leaves London. It is not every day that European statesmen and politicians can gain personal contact with an American Secretary of State. In fact, this personage is usually one of the most unapproachable figures in the arena of international politics. Save upon special occasions, and those few and far between, he is at least three thousand miles away and inaccessible excepting along the red-taped routes of formal diplomacy. Here is one far from his Washington fortress and protected only by Ambassadorial armament. From now on Mr. Kellogg is not likely to lead a lonely existence.

Several nations of Europe are face to face with the question whether parliamentary government is suitable to their needs. Confusion resulting from a multiplicity of political parties has come perilously near the point of actual breakdown. In Germany even the formation of a working government is almost impossible, and a Reichstag split nine ways blocks any efficient handling of the public business. Austria put her finance in the hands of the League of Nations, and all her former toes went out of their way to make things easy for her. But a crazy Parliament at Vienna cannot pass a single necessary piece of legislation. Even France long experienced in the matter of many parties, finds extraordinary difficulty in carrying on essential public business, and once again is about to change governments in midstream simply because partisan politics has, during the last few months, been juggled and jockeyed. There must be some system that would make for greater efficiency and smoothness. But as there is small chance of any turn toward the two-party method, the outlook for parliamentary government is far from bright.

If an Egg Carton Could Talk.

I never knew there was so much of interest in life until I became an egg carton.

It happened that later on I met up with a number of other egg cartons in a waste pile adjoining a large apartment house and we got to talking over our careers. Most of us originated in forests, but there was one old codger of the returnable variety, and he was made of tin. He was the only one in our bunch who had run the whole gamut of experience as a conveyor of eggs.

The story of this seasoned old tramp made the rest of us feel a bit transitory. Personally, I am an aristocrat among egg cartons, and, now that I have served my one trip and gone to the waste pile, I hope I won't be worked up again into paper stock, for it happened I came direct from a forest in Wisconsin, and the sooner I get back to the soil again the sooner may I again become a tree. As a tree my life was out of doors and refreshing.

There were seven of us within talking distance that morning in the pile of waste, counting the tin derelict.

His story was the most interesting of all, but it made me kind of faint. He had been used in an egg candling room for holding doubtful eggs temporarily until they could be counted and classified by an expert candler. He became a carrier for the grocer by mere chance.

There was one poor simp in our circle that looked like a spot of kerosene on a newspaper. He had been used for a saucer during a kitchen round-table after theater. He was square built, little more than a light paper box, and he said the eggs seemed so heavy that he twisted and groaned with every movement. At the last minute he split open and parted company with his cargo and the eggs rolled out on the table—two of them dropped on the floor. After that he lay flat out on the table for several days until the table was cleared for the midnight luncheon. Judging from the conversation, some of which he remembered, the people who used him for a saucer were rounders—at any rate, they were not in my class.

There was, however, an aristocrat in our company who had not fared much better, but he came out of his rough experience looking little the worse for it. The people who bought his dozen eggs, so it seems, had no ice box and used the pantry window-sill for eggs and butter. The butter carton was lying right beside him and confirmed all this egg carton told us about the terrific storm which came up in the night. The window was slightly open, and the butter carton, being paraffined, did not mind the wet. But the egg carton had no waterproof on—in fact, he was of the opinion that it is more important for an egg carton to keep a stiff and strong attitude while carrying eggs, as we all very well knew. The butter carton interrupted to say that it might be all right for an egg carton to be stiff and strong, but his function was to keep the butter sweet; he cared little for stiffness and the paraffining was, therefore, not objectionable.

At that we all began taking sides on the question of sweetness—if there is one thing an egg carton has to do it is to keep the eggs sweet. The butter carton contended that a carton should be air-tight, but he was talking without any experience carrying eggs. We happened to have a nearly air-tight egg carton in the bunch at the dump and he had been packed for a couple of weeks in an egg car without air, I believe he said the market was slow, whatever that meant. But, anyway, there he lay, and the eggs seemed to sweat, and the weather was soft. Probably that had something to do with the market. By the time he was sold and delivered he had become quite damp and musty smelling and, unfortunately, he was constructed in such a way that he could not readily air out. When the cook came in from the dining room after serving the eggs she said some unpleasant things about the grocer who had delivered them. She did not know it was the carton's fault, so he kept still about it.

At this we all agreed it was not the carton's fault after all, but the fault of the man who made the carton and the egg dealer who bought it. This particular carton said that there was plenty of money spent for handsome printing on his outside and it caught the eye of the dealer when he ordered the cartons. "We have become very popular," said another carton, "and I wonder why we are not built more like our predecessor, the egg basket, which had the advantage of better ventilation?" We all saw how impossible that would be, but I spoke up and said: "Look at me, now. I am a good example of a carton built for stiffness and at the same time I afford the eggs plenty of air."

"There is scarcely any limit," said another carton, "to what they will spend on our appearance, and, while fine printing and lots of ink may sell the carton, it won't sell the eggs to the family."

"Now you're shouting," said our tin brother, who, up to that time, had listened with great interest to our experiences and opinions but who had continued frequently to shake his head as much as to say: "You fellows haven't got to the root of the matter at all. I was brought up in a candling room, as I told you, and lots of eggs came into my pockets that were broken or musty or smeared, and I listened to the talk of the egg men and had plenty of time to think. Since I got into the grocer's hands I have been in about every kind of a kitchen or ice box or pantry, and now, after listening to you egg cartons, if you will allow an old fellow like me an opinion, it is that the egg carton is no different in the mind of the public than any other package. The public are accustomed to having their cocoa in a tin, their butter in a paraffined paper carton, their cheese in tin foil or glass jar, perhaps, their tea in lead foil, their malted milk in a bottle, and so on through coffee, ginger ale, dry things, wet things, smelly things and crisp things—each kind of food has a special package according to its nature; but, when it comes to an egg, nobody has a clear idea of the nature of the

"Everybody Likes 'Em"



Chocolate Fruit

The delicious goodness of Chocolate Fruit is winning favor wherever sold.

This cake is going to make a lot of money for thousands of grocers during 1925.

How about you?

Ask your wholesale grocer for samples and prices.

Zion Institutions & Industries
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Inside information

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

The first sale usually means a steady customer.

CHASE & SANORN
CHICAGO

egg. At any rate, the egg trade seems to forget that a carton is not only a carrier of an egg, but the public think it is approved by science for keeping eggs sweet and fresh, else why are cartons made as they are? The public see so many ingenious packages that they assume the egg carton is one of them. Now, what has science done for the egg carton? If I may say so, there are only two well built, first-class, all-round cartons in the bunch of us here, unless we may add the butter carton.

"I don't assume to know all there is about eggs, but I have seen enough of musty eggs to know that eggs need air. The carton delivers the egg on its last lap to the consumer, who is no longer a well informed housekeeper of the old-fashioned sort—no, indeed. I've been in rooming houses where the kitchen is a closet and the eggs are kept on the trunk or in the window or on the shelf. Now, these places are not so bad for eggs in a well ventilated carton because eggs are more or less self cooling if set where they can breathe. Did you ever smell an egg that has been shut up with bad company? And have you ever noticed that on a dry day there is no odor to speak of?"

At this point I broke in on the conversation of the tin to say I had noticed that the waste pile smelled a great deal worse in damp weather.

"Yes," said he, "but, if you encase an egg without ventilation, it is always damp weather inside the carton because the egg itself is three-fourths water. If people would only see that eggs and butter, for example, are very different articles of food and that there is no other food quite like an egg—so brittle, so heavy withal, so porous and, oh, how delicate of flavor when kept right!"

"And that leads me to say that tin is harder than paper, but eggs were seldom broken when I carried them. If people only knew how to handle eggs it would not make much difference what kind of a carton or no carton they came in, but people know little about the care of food these days and it's up to the egg man to give them a package as nearly fool-proof as possible."

"But," said the nicely printed carton, "these inks smell pretty strong on a damp day."

"I know it," said the tin, "but you can't get away from printers' ink these days—give them air, is what I say, and a stiff package that will support the eggs and keep them from slipping. The filler men are getting wise to the fact that fillers, unless they are very stiff, or are anchored in some way to the case, are not much protection. A carton is different, of course, but take that grease spot over there who was used for a saucer; I venture to say he had fillers no heavier than good wrapping paper."

"Right you are," said the grease spot. "My maker held that eggs should always be taken out of the carton."

"Perhaps so," said the tin, "but who'll do it? No, the only way to deliver an egg to the table sweet and

whole is to pack it so the customer has nothing to think about."

"That reminds me," said I, "that the eggs which I carried had been processed some way and the man who packed them said they would go anywhere and keep good."

"That may be," said the tin, "but no egg spoils by taking care of it."

Margarine and Butter Substitutes Declined.

The Department of Commerce announces that according to the biennial census of manufactures, 1923, the establishments engaged primarily in the manufacture of oleomargarine and other butter substitutes in that year reported a total output valued at \$35,952,721, of which amount \$29,391,176 was contributed by oleomargarine and other butter substitutes and \$6,561,545 by subsidiary products, such as butter, cheese, mayonnaise, lard, lard compounds, oils, etc. The total value of products as compared with 1921, the last preceding census year, shows a decrease of 8.2 per cent.

In addition, oleomargarine valued at \$10,150,501 was manufactured by slaughtering and meat packing establishments in 1923. A small amount of oleomargarine is also manufactured by establishments engaged in other industries, the value of such products in 1921 being \$789,757, an amount equal to 2 per cent. of the total value of products reported for the industry itself.

Of the thirty-one establishments reporting for 1923, seven were located in Illinois, four in Ohio, three each in California, Maryland, Missouri, and Rhode Island, two in Wisconsin, and one each in Indiana, Massachusetts, Minnesota, New Jersey, New York, and Washington. In 1921 the industry was represented by forty-five establishments, the decrease to thirty-one in 1923 being due to the loss to thirty-one in establishments which had gone out of business prior to the beginning of 1923 and two which were idle during entire year.

America's Greatest Givers of Recent Years.

	Amount Bestowed
J. D. Rockefeller	\$575,000,000
Andrew Carnegie	350,000,000
Henry C. Frick	85,000,000
Milton S. Hershey	60,000,000
George Eastman	59,000,000
James B. Duke	42,000,000
Mrs. Russell Sage	40,000,000
Henry Phipps	32,000,000
Benjamin Altman	31,000,000
John S. Kennedy	30,000,000
John W. Sterling	20,000,000
George F. Baker	12,000,000

Total ----- \$1,336,000,000

Henry Ford is the richest man in the world to-day and is daily growing richer. Money has long ceased to interest him for money's sake and, judging from the precedent established by other rich men, he will leave a legacy to posterity which will eclipse anything that has gone before.

So far as known, Henry Ford has never given a dollar to any college, university or other educational institution or religious organization.

H O N E S T Y

THE GREATEST BASIC PRINCIPLE of SUCCESS

Of all essentials for success in business, honesty is without doubt the foremost of them all. It is the very foundation upon which any successful business rests.

Without honesty no business can long endure. With it, and ordinary business acumen, success comes in a greater or less degree.

Honesty on the part of a business head inspires confidence, and every business must have the confidence of its patrons or it will wither and die.

Let the business man violate that confidence by dishonesty, and his days in business are numbered. He is then no longer a success, but starts on the downward road to failure.

Less than three years ago a dealer was overheard to declare that "a man cannot make a living in my town in the grocery business, and do it honestly."

This same man is no longer in the grocery business. You can draw your own conclusions about his case. Apparently his trade found him out in short order and his retirement was a speedy one.

"Honesty is the best policy" is an old adage as true as gospel, and the fellow who wishes to succeed must make it one of the basic principles of his business.

Lack of business ability is largely overlooked by the buying public if the public is satisfied that the dealer is honest.

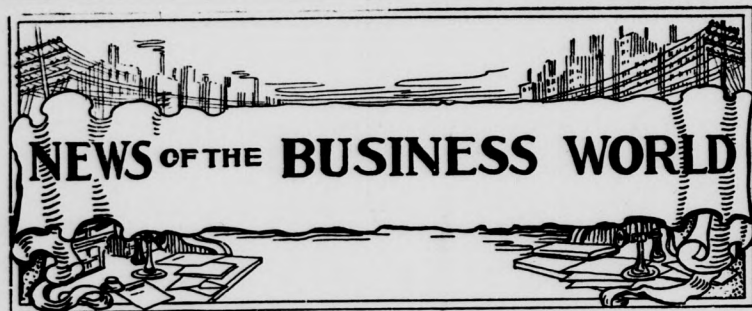
To succeed you must be on the square.



WORDEN GROCER COMPANY

Wholesalers for Fifty-six Years.

The Prompt Shippers



Movement of Merchants.

Fennville—Flanders Bros. succeeds C. L. Fosdick in the grocery business.

Detroit—Harry's Hardware store opened at 6324 Fort street, West, recently.

Belding—The Belding Gas & Oil Co. has changed its name to the Belding Oil Co.

Detroit—The Wells sweet shop opened for business at 12723 Gratiot avenue recently.

Detroit—George A. Palmer has sold the Chene Drug Co., 4670 Chene street to Max Koffman.

Detroit—A. J. Wetzler opened the Dels pharmacy, at 11155 Twelfth street, a short while ago.

Detroit—Nathan Price has disposed of his delicatessen at 8640 Grand River avenue to Barney Brush.

Lansing—Albert Heckema has engaged in the plumbing business at 119½ East South street.

Detroit—William Ward succeeds Theodore Mitchell, confectioner at 3812 Warren avenue, West.

Owosso—N. W. Bradd has closed his grocery store on Stewart street and re-opened his collection agency.

Detroit—Albert and L. A. Bachman recently opened the Schoolcraft Grocery at 7721 Schoolcraft avenue.

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

Flint—The Veit & Davidson Lumber Co., 218 Avon street, has increased its capital stock from \$50,000 to \$250,000.

Detroit—James Parong has purchased the stock of the Michigan Packing Co., 9124 Grand River avenue, fruit retailers.

Detroit—The Thomas A. Esling Co., furniture, draperies, etc., has increased its capital stock from \$15,000 to \$25,000.

Detroit—The Crest Furniture Shops, 8315 Gratiot avenue, will be known as the Phoenix Furniture Shops henceforward.

Bay City—The Bay City Tire & Supply Co., 705-707 Saginaw street, has changed its name to the Tyley Lowry Co.

Marshall—Charles H. Rose, grocer, has filed a petition in bankruptcy. His liabilities are \$2,030.66 and his assets are \$1,250.

Detroit—Ralph E. and Julia O. Wilson have succeeded Charles F. Lintz, confectioner, in the store at 5300 Fisher avenue.

Detroit—The Perfection Electric Co., 442 East Lafayette street, has increased its capital stock from \$60,000 to \$100,000.

Detroit—The Burch Motor Sales Co., 2475 West Grand River Blvd., has

changed its name to the Hettche Motor Sales Co.

Zeeland—H. Telgenhof has sold his grocery stock to Thomas Straatsma, who will continue the business at the same location.

Detroit—The Lafayette Storage & Transfer Co., 1338 West Grand Blvd., has changed its name to the John F. Ivory Storage Co.

Jackson—Charles B. Smith, dry goods merchant, has declared himself a bankrupt with liabilities of \$6,626.86 and assets \$1,500.

Detroit—The Independent Bicycle & Motorcycle Store of Michigan, 5017 Woodward avenue, has changed its name to Vim, Inc.

Detroit—Paton's Pharmacy has moved from 7029 Jefferson avenue, East, to 4400 Bewick avenue. D. W. Jonesville—H. P. Werner has sold

his grocery stock and meat market to Charles Alverton, of Jackson, who will continue the business.

Paton is the owner.

Detroit—Robert L. Smith has disposed of his grocery stock at 6660 Gratiot avenue to Mesdames Marie Engel and Kate Ross.

Detroit—Bert Nagy has purchased the stock, fixtures and good will of Mrs. Cynthia Forshee's confectionery at 1003 Nineteenth street.

Detroit—Samuel Robinson, shoe dealer at 5431 Russell street, is reported to be offering to compromise with his creditors at 25 per cent.

Holland—J. Henry Van Lente, formerly of VanLente Bros., succeeds Ben J. Brandsen in the grocery business at 169 East 16th street.

Detroit—George Kasnick has purchased the stock of the United Hardware Co., 7818-20 Ferndale avenue, and will continue the business.

Detroit—An involuntary petition in bankruptcy has been filed against Louis B. Cohen, women's wear, 236 Gratiot avenue, with claims of \$1,138.65.

Highland Park—Joseph Hendrich and C. C. Marshall have engaged in business at 13913 Oakman boulevard as the United Grocery and Meat Market.

Saginaw—Sobel Bros., Federal avenue and Franklin street, have opened a millinery department in connection with their women's wearing apparel stock.

Detroit—Louis Gold's confectionery, 3751 Gratiot avenue, is now being operated by Lee Harris and Harry Hirsch, who bought the business recently.

Detroit—Edward G. Bragon and Theodore Patz have bought the business of the Chamberlain Grocery & Fruit Market, 8868 Chamberlain avenue.

Detroit—An involuntary petition in bankruptcy has been filed against William Siegel, dry goods merchant at 5418 Michigan avenue. Claims total \$1,385.38.

Detroit—Sam Fryman, grocer at 8525 Brush street, was locked into a small room of his store while his cash register was rifled by two thugs on the 14th.

Bradley—Mrs. D. Wakeman has sold her stock of general merchandise in the West Gun Lake store to Louis Fanyrek, Jr., who will continue the business.

Detroit—Dr. H. D. Garner has bought the Lin-Mar Pharmacy, 8101 Linwood avenue, from Carl Caratiato, and has rechristened it the LaSalle Pharmacy.

Escanaba—The Escanaba Coal & Dock Co. has been incorporated with an authorized capital stock of \$75,000, all of which has been subscribed and paid in in cash.

Nashville—Frank S. Lemmon has sold his meat market to Menno Wenger and Irvin Troxell, who will continue the business under the style of Wenger & Troxell.

Detroit—An involuntary petition in bankruptcy has been filed against the New York Jewelry House, 4611 Woodward avenue, by four creditors who claim a total of \$580.51.

Detroit—Fred Sanders will open another confectionery at Grand River and Joy avenues about March 1. The building that will house the store is now under construction.

Pontiac—The Miller Baking Co., 24 Exchange street, has been incorporated with an authorized capital stock of \$5,000, \$2,000 of which has been subscribed and paid in in cash.

Nashville—Harold G. Springett and Fay C. Wing have formed a copartnership and engaged in the undertaking business in the Gribbin block, under the style of Springett & Wing.

Royal Oak—Hills Clothes Shop, 308 South Main street, has been incorporated with an authorized capital stock of \$5,000, \$4,000 of which has been subscribed and paid in in cash.

Detroit—Myra Henderson and Bertha Buzenberg have recently opened the Grand Hat Shop in connection with Buzenberg Brothers dry goods store at 5705 Grand River avenue.

Detroit—The Dearborn Hills Manor Corp., 126 Penobscot Bldg., has been incorporated with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in cash.

Grand Rapids—The Houseman & Jones Clothing Co., 140 Monroe avenue, has been re-incorporated with an authorized capital stock of \$150,000, all of which has been subscribed and paid in.

Lowell—D. G. Look has arranged to take a year's rest from his business cares and his drug and stationery store will be conducted by Vern Ashley and Charles Brown, present and former employees.

Monroe—The Freidenberg-Heil-Hacket Co., men's clothing, furnishings, etc., has re-incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Detroit—John Martin, shoe dealer of Brightmoor, is the object of an in-

voluntary petition in bankruptcy recently filed in Federal District Court here. Three creditors list bills amounting to \$654.81.

Detroit—The Wolverine Paint & Wall Paper Co., 1450 Gratiot avenue, has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and \$3,000 paid in in cash.

Negaunee—Rock Bros., who conduct a grocery store and meat market at Ishpeming, have opened a similar business here as a branch. Carl Bjork will assume the management of the meat department.

Detroit—Hills, Inc., 64-70 Cadillac Square, clothing, dry goods, notions, etc., has been incorporated with an authorized capital stock of \$50,000, \$25,000 of which has been subscribed and paid in in property.

Marquette—E. O. Stafford has sold a half interest in the Stafford Drug Co. stock to his registered pharmacist for the past four years, Ralph Kendrick, who will assume the management of the store.

Detroit—The Commercial Importing Corp. of Detroit, 4247 Woodward avenue, has been incorporated with an authorized capital stock of \$100,000, \$30,000 of which has been subscribed and paid in in cash.

Detroit—An involuntary petition in bankruptcy has been filed against Joseph and Benjamin Behrman, dealers in furniture under the style of Behrman Brothers, at 1570 Gratiot avenue, listing liabilities of \$650.04.

Detroit—The American Specialty Sales Corp., 2107 Crane avenue, has been incorporated with an authorized capital stock of \$2,000 of which amount \$1,750 has been subscribed and paid in, \$750 in cash and \$1,000 in property.

Detroit—Three creditors of Leon Efronson, dealer in women's furnishings at 13905 Jefferson avenue, East, have filed an involuntary petition in bankruptcy against him, alleging that bills amounting to \$996.80 have not been paid.

Detroit—The Tool Salvage Co., Globe building, Fort and Brush streets has been incorporated with an authorized capital stock of \$5,000 common, \$15,000 preferred and 7,000 shares no par value, of which amount 7,000 shares has been subscribed and \$7,000 paid in in cash.

Mt. Pleasant—The Isabella County Gas & Oil Co. has been incorporated to deal in gasoline, kerosene, lubricants and auto accessories, with an authorized capital stock of \$25,000, of which amount \$15,000 has been subscribed and \$3,000 paid in in cash.

Detroit—F. L. Marsh, druggist at Brightmoor, foiled an attempt on the part of four robbers to loot his safe a few days ago by pretending to hear the police flyer coming. The thugs beat a hasty retreat when they heard a motor truck, which Marsh told them was the flyer, round a nearby corner.

Capac—The Capac Oil & Gas Co., gasoline, kerosene, lubricants, auto accessories, parts and supplies, has been incorporated with an authorized capital stock of \$20,000, of which amount \$14,900 has been subscribed and paid in, \$2,000 in cash and \$12,900 in property.

Essential Features of the Grocery Staples.

Sugar—The market has been stationary since last report. Local jobbers hold cane granulated at 7.05c and beet granulated at 6.85c.

Tea—The market continues firm with an upward tendency on very nearly everything, but with no material change in jobbing prices during the week. The consumptive demand for tea is about normal for the season, with apparently no disposition on any retailers' part to buy very much ahead. Tea would appear to be good property, however, at present prices.

Coffee—The advices that have come from Brazil during the past week as to green Rio and Santos coffee for future delivery have been weak and the result has been a substantial fractional decline in futures. Spot Rio and Santos coffee, green and in a large way, have shown but very little change, in fact, the entire line of Rio and Santos remains about unchanged from last week. As to milds, there is a scarcity in many lines, particularly in Mochas. However, in some of the other mild coffees, chiefly the wash varieties, there has been a slight easing off during the week.

Canned Fruits—The outstanding feature among California fruits is the No. 10 situation among all items. There are very few gallons offered even in the lower grades and extreme prices are demanded. Buying interest has increased and it is more and more getting to be a sellers' market. No. 2 1/2s are also firm as the unsold stocks are light and there is general confidence in the whole line. Pineapple is quiet. Apples are in better demand than usual for the season, as fresh fruit is scarce and high. Maine blueberries are somewhat firmer.

Canned Vegetables—Tomatoes are firm, with an upward tendency. Packers are very strong in their ideas. The improvement in the demand would make it appear that buyers rather agree with them. Future tomatoes are being offered, but are being taken only in a very small way. Spot corn has a moderate demand, the only cheap thing being the lower grades of white corn. Packers are mostly firm. Spot and future peas are both being taken better than for some time. The situation in both is steady and healthy. Asparagus has come to the front during the week and is wanted.

Canned Fish—Salmon is doing better. Pinks on the Coast are reported by packers as due for an advance, as the \$1.35 blocks have been bought up so freely that packers think that a higher market is justified. Reds are not in such active demand here as on the Coast, but there are no price concessions. Chinooks are in fair demand. Shrimp and tuna are firm, due to scarcity. Oysters are sparingly offered, as canners prefer to quote as their packs are ready for delivery.

Dried Fruits—Oregon prunes have been stronger and more active also. Thirty's and 40s have moved upward and packers have been cutting down on the percentage of these sizes. The stronger Northwest market has caused a better spot business in Oregon packs

just as it has in California fruit. Cheap lines have been picked up and there is more confidence shown in prunes than in some little time. Apricots and peaches were also higher on the Coast last week. There are comparatively few offerings of a complete assortment as packers' stocks are broken and even in the lines most abundant there is no heavy tonnage to carry the trade through the present season. Extreme prices now rule on the better grades of apricots. Raisins were not on the upgrade last week at the source, but an advance in the near future, in fact, any day, would not be surprising. Such an event has been forecast by several noticeable tendencies which are quite apparent to well posted operators. Raisins are in strong hands in California and as the cheap lots on sale in jobbing centers disappear the outlook for the future has very much improved.

Salt Fish—The demand for mackerel during the past week has shown but little improvement; certainly prospective Lent has had no effect as yet. Stocks in most retailers' hands are small and when general replenishment begins a lively demand should occur. The larger and more popular sizes of mackerel are scarce; the outlook is firm. Codfish is also scarce, especially in primary markets, and prices are tending upward.

Rice—A noticeable improvement in the demand for domestic rice on the spot occurred last week as it was quite evident that buyers who had allowed their stocks to run low were forced to cover and accept the present price basis. Some advance buying also has occurred as a safeguard in case the market follows the course predicted by mills in the South. Cheap lots on the spot have been passing into stronger hands which is putting the North more on a parity with the South. Southern points were also more active last week. December distribution was about 950,000 bags, leaving an estimate supply of 2,750,000 bags. Foreign rice has been quiet, but firmness prevails as stocks are light.

Nuts—Nut meats overshadow unshelled nuts for the reason that there is more buying interest in the former and a more marked tendency toward advances is occurring in all shelled varieties. Some outlets were closed during December and early in January on the theory that the market was manipulated and speculative. It was believed that lack of buying support would cause deflation, but this did not occur and where declines had been anticipated advances have occurred. The present strong market is the result of a shortage in primary and secondary markets, and as the situation is being accepted as it exists, manufacturers and jobbers are buying more freely, fearing that greater delay will only force them to pay still higher prices. There is not a cheap unshelled nut nor one which shows weakness. All lines are scarce, particularly almonds and filberts, and since January 1 the market has advanced materially. Many indications point to no easier tone nor lower basis. Nuts in the shell are firm but are not active. Consuming channels are not extensive but during the past week there has been some

buying for spring outlets. The attention was largely centered in walnuts and almonds.

Beans and Peas—There has been no change in the market for dried beans during the week. Everything is dull, the market mostly in buyers' favor. Pea beans are fairly well held and so are red kidneys and California limas. The balance of the list is not very strong. Dried peas unchanged and dull.

Syrup and Molasses—Sugar syrup has sold better for export during the week and also somewhat better for domestic consumption; prices are steady. Compound syrup is selling steadily every day, without change in price. High grades of molasses are firm, but the undergrades are relatively cheaper than the high; the demand is good.

Cheese—The offerings of cheese from primary markets have been smaller during the entire week and the market has consequently been firm, but without any special advance. The demand is fair.

Provisions—The provision market has had a quiet week, without any change in price. This applies to all varieties of beef and hog products, including lard.

Review of the Produce Market.

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

Bagas—Canadian, \$1.75@2 per 100 lbs.

Bananas—8 1/2@9c per lb.

Beans—Michigan jobbers are quoting as follows:

C. H. P. Pea	-----	\$ 6.65
Brown Swede	-----	6.00
Dark Red Kidney	-----	10.50
Light Red Kidney	-----	10.00

Butter—The market is about the same as a week ago. Local jobbers hold fresh creamery at 38c. June packed, 35c; prints, 39c. They pay 23c for packing stock.

Cabbage—\$2.50 per 100 lbs. for home grown.

Carrots—\$1.35 per bu.

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

Cauliflower—\$3 per doz. heads.

Cranberries—Late Howes are selling at \$8@8.50 per 1/2 bbl.

Cucumbers—Illinois hot house command \$5 for fancy and \$4.75 for choice.

Eggs—Local jobbers pay 52c for fresh and resell them candled, at 56c. Cold storage supplies at this market are entirely exhausted.

Egg Plant—\$3 per doz.

Garlic—35c per string for Italian.

Grapes—Emperor, packed in sawdust, \$8 per keg.

Grape Fruit—\$3.50@3.75, according to quality.

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

Honey—25c for comb, 25c for strained.

Lemons—Quotations are now as follows:

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

Lettuce—In good demand on the following basis:

California Iceberg, per crate ----\$5.00

Hot house leaf, per bu. ----- 1.75
Onions—Spanish, \$2.25 for 72s and 50s; Michigan, \$2.75 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, 50c lower.

Parsnips—\$1.65 per bu.

Potatoes—Country buyers pay 40c in Northern Michigan, 50c in Central Michigan and 60c in the Greenville district.

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

	Live	Dressed
Heavy fowls	-----	20c 23c
Light fowls	-----	12 1/2c 14c
Heavy springs	-----	20c 23c
Cox	-----	10c 14c
Turkeys	-----	32c 38c

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

Spinach—\$2.25 per bu. for Texas.

Squash—Hubbard, 3c per lb.

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

Veal—Local dealers pay as follows:

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

Corporations Wound Up.

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

Mechanical Service Corporation, Detroit.

E. E. Seitz & Co., Detroit.

Spencer, White & Prentiss Co., Cleveland, Ohio, and Detroit.

H. H. Clark & Co., Detroit.

Detroit Rifle Range Co., Detroit.

Milliman-Curtis Co., Kalamazoo.

Olympic Land Co., Detroit.

Victory Real Estate Co., Detroit.

West Feliciana Lumber Co., Detroit.

Harris Cabinet Works, Grand Rapids.

Davison Cartage Co., Chicago and Detroit.

Flanders Realty Co., Wilmington, Del., and Detroit.

J. C. Penney Co., Salt Lake City, Utah, and Ishpeming.

C. S. Baine Co., Ltd., Grand Rapids.

Guardian Mortgage Corporation, Detroit.

Dewey Fuel Co., Jackson.

American Gum Machine Co., Detroit.

Stevens Land Co., Ltd., Detroit.

Home Bond & Investment Corporation, Detroit.

Luscombe's Factory Outlet Shoe Co., Detroit.

River Trust Co., Marine City.

Detroit Porous Inner Tube Co., Detroit.

Sonora, Inc., New York, N. Y., and Saginaw.

Clayton Co-operative Association, Clayton.

DeLuxe Operating Co., Detroit.

Herzog Art Furniture Co., Saginaw.

Pythian Arcade Co., Benton Harbor.

Detroit—It has been recently announced that extensive remodeling will be done to the store of George & Henry, men's furnishings, 259 Michigan avenue, to begin as soon as a remodeling sale, which is now in progress, is completed. The entire store will be made over.

Owosso—The State Savings Bank of Owosso, 101 South Washington street, has increased its capital stock from \$50,000 to \$100,000.

Pertinent Thoughts Along Several Different Channels.

Muskegon, Jan. 18—I confess I fail to see either rhyme or reason for the opposition offered to a proposed enactment compelling all automobiles stopping at railroad crossings.

It is said that some autoists object to giving railroad trains the right of way at railroad crossings because there is a danger of delaying traffic and yet in every city where there is any semblance of traffic regulation, they are compelled to stop frequently, as a measure of safety. These regulations are working out so well that nobody would think of asking for a change in same and yet in the same breath objection is made to being compelled to stop at railroad grade crossings where the element of danger is easily ten times as great.

The railroads are not usually great sufferers at grade crossing accidents, but the sacrifice of life and property is tremendous, much of which could be eliminated if it were made a misdemeanor for failing to "stop, look and listen."

You often find posted along the highway signs with the expression: "Drive carefully. You may meet a fool." The average man of sense will always stop at a grade crossing, because he recognizes the responsibility which rests upon him, especially when he is carrying his family or his friends along with him. Such a law is not intended for him. He does not need it. He knows better than to try conclusions with a locomotive. The opposition is too great. But there are numerous candidates for the fool killer, the demise of whom would possibly not be greatly regretted, were it not for the sacrifice of innocent victims who may accompany them. Hence it seems necessary to pass some measure to prevent them from performing rash acts, akin to suicide.

Some opposition arises from people who claim the railroads are asking for this legislation because they are prejudiced against motor cars. It is true that the railroads are feeling the effects of this competition, but are not sufficiently "hard boiled" to get satisfaction out of death and disaster.

A recent report of the Interstate Commerce Commission showed that in 1923 casualties at grade crossings exceeded those of 1917 by a very large percentage, though allowing for the increased number of motor cars in use there was a decrease. But this decrease was very largely due to the railroads which exercised unusual diligence in eliminating causes for accidents at grade crossings.

Ninety per cent. of grade crossing accidents could be eliminated if auto drivers would take time to "stop, look and listen," or, in other words, careless driving is responsible for ninety per cent. of these accidents. Yet in view of all these known facts there are many people who are not convinced that a law requiring all motorists to come to a full stop at grade crossings is imperative.

Last week in my article defending the use of the public highways by commercial vehicles, I neglected to mention the fact that these very operators are in a very large degree responsible for keeping such highways open for all traffic this winter. Several of these transportation organizations have invested thousands in equipment for keeping roads open, which would otherwise have been impassable for a long period.

It is now proposed to try out the constitutional rights of the negro under the fourteenth amendment, the claim being made that such provision "is not and never has been the will of the people, but was, by means of tyrannical force and unconstitutional acts, forced upon the people." The amendment may have been adopted in opposition to the wishes of many people, but it has never been observed by

any of them for the reason that public sentiment was opposed to its enforcement. For this reason it would be presumptuous to attempt to have its legality passed upon by the U. S. Supreme Court, who could hardly declare it unconstitutional when it is already a part of that document.

The entire South are now and ever have been occupying the center of the stage when it comes to ignoring the constitutional rights of the negro, but when they can keep liquor away from him without any interference with their individual tastes, they are strong for the constitution, especially the eighteenth amendment.

But the Southern element are not alone when it comes to inconsistency. The other day President Coolidge, over pancakes and sausage prepared by the White House chef, listened to the plea of a delegation representing the Citizens' Committee of One Thousand for Law Enforcement, especially as applied to Volstead legislation, and among the number were several who were once designated by the lamented Roosevelt as "malefactors of great wealth," showing that sometimes it makes a difference as to whose ox is being gored. Public sentiment is against rigid enforcement of the eighteenth amendment, and for this reason the old-time moonshiner of Eastern Tennessee was a piker as compared with a very large element in the grand old State of Michigan, with its little red school house on every hill top and a flock in every valley. From all reports the real place to make a stand on the enforcement of the Volstead act, is at Washington and a legion of culprits are to be found in the legislative hall of the capital, so to speak.

Representative Wingo, of Arkansas, certainly gave excellent advice to fellow democrats when he remarked on the floor of the House that President Coolidge and Secretary Hughes are handling American foreign affairs in a dignified and sensible way, and that the best thing members of Congress can do is to keep their mouths shut, avoid interference, and everything will come out all right.

This is probably the way the country feels about the matter also. It is not showing itself at all satisfied with the excessive haste of Senator Borah to declare himself in on the management of the diplomatic affairs of the country just because he happens to be chairman of the Foreign Relations Committee of the upper house. Nor are the public greatly impressed with efforts along the line of jingoism by other so-called regulars.

The country at large seems to possess an abiding faith in the ability and good judgment of both the President and Secretary of State, and if members of either house desire to stand will with their constituents they will do well to put their shoulders to the wheel, get down to work and try to dispose of some of the problems which are confronting the administration.

They certainly were elected with this one idea in view, and the President will do his part with half a chance.

Concurrent with the announcement that bobbed hair is becoming passe in fashion centers is the statement that one manufacturer of safety razors turned out nearly three billion double edged blades last year to be distributed among people who formerly patronized barber shops, but who prefer that maybew be self-inflicted.

The barber is just about due for a jolt. Assuming that his profession is not altogether the outgrowth of correspondence schools and that it requires some little attention to acquire it, the most of his practice comes at the expense of his victims—the fellow who is now using his quota of that safety blade output. Hijacking has entered into the routine of many barbers—not all, but many of them.



Postum—the favorite drink in 2,000,000 American homes

No other drink can bring their business to you



POSTUM CEREAL COMPANY, INC., Battle Creek, Mich.

Makers of Post Toasties (Double-thick Corn Flakes), Post's Bran Flakes, Grape-Nuts, Postum Cereal, Instant Postum and Malted Grape-Nuts

Which Would You Rather Sell?

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



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

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

And you will sell two boxes almost every time.

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

THE DIAMOND MATCH CO.

A few years ago you purchased a computation ticket for one dollar, good for a dozen shaves, and you were as welcome as the flowers of spring. Now you get a "lick and spick" for two bits and if you are not watchful you will have a bill for extras that would wreck a taxi-meter.

The owner of the shop has little to say about it. An organization over which he has no control whatever tells him what hours he may operate and what he shall charge. It is his employee, the journeyman barber, who does the rest, including his employer. He is employed on a salary and commission basis. The employer invests in the equipment, pays the rent, light, laundry and water bills, buys the soap and various tonics and hair restoratives, has all the worry, is not allowed to serve a customer unless all other chairs are filled and out of the first \$21 taken in he gets just \$5 and his employee \$16. After that the help extract 60 per cent. from all earnings, and the man who assumes all the anxiety and responsibility absorbs the balance.

The movement now on foot to "smoke out" the barber may or may not have any effect, but my sympathy goes out to the boss who reaps very little of the fruits of his enterprise. His charges are very much too high, but he cannot help himself.

But I am a stoic, so far as the grief of the journeyman barber is concerned. If you wont and do not fall for this solicitation for facial massage, nostrums, etc., and do not leave him with a tip, you are as completely ostracised as Alexander Selkirk and not entitled to a pleasant look.

Hence the safety razor.

Frank S. Verbeck.

Live Notes From a Live Town.

Onaway, Jan. 18—Gather up the discarded Christmas trees which are found scattered around town; set them in the snow, pour some water around them to make them stand up. Fasten pieces of suet to the boughs and watch the bluejays, woodpeckers and other birds enjoy the shelter and feast thus provided.

Everybody be expected to stand at attention promptly at 8 o'clock on the morning of Jan. 24. There may be many cases of "lordosis" of the spine the following day.

The new county sheriff has made his appointments and the deputies are now prepared to perform the duties assigned to them.

Why should automobile owners in Northern Michigan be compelled to pay as high car license as in a country where year-round service is furnished? Our season is from May to November; the remaining six months the majority of cars are laid up. It looks like a rather discriminating law.

Another tractor snowplow and grader has made its appearance and an effort will be made to keep the county roads open for traffic during the remainder of the winter.

The entertainment committee of the community council is staging another play for Jan. 28 and 29, which means something extraordinary to look forward to.

Roy Badgers, who has been associated with the Milliken-Buick Auto Co. during the past two years, has re-engaged in the barbering business at the John Roberts store room.

Manning & Graves is the firm name now doing business at the store formerly occupied by Mark Thompson. Lorn Manning has been a grocery man all his life and his partner, George Graves, needs no introduction to the public, having been in the employ of Mahoney Bros. hardware for many years and will undoubtedly be equally efficient in the grocery business.

Herb. Lefler has greatly improved the interior of his blacksmith and auto repair shop by concreting the floors, removing the repair shop to the rear, thus making ample storage room in

front for a good many cars. The re-arrangement adds considerably to the appearance of the building and shows that Herb. is progressive and wide awake to the interests of his patrons.
Squire Signal.

Apple Has Largest Iron Content of All Fruits.

Washington, Jan. 20—Iron is an essential element in food, but, as it occurs in small quantity in any one food, it is taken into the system in a variety of foods, one of the chief sources being fresh and dried fruits. The apple is one of the best sources of iron for the diet. Raisins have been advertised for their iron content. It is true that both fresh grapes and raisins, as well as plums and prunes, furnish this element, but the apple is the heaviest iron-carrying fruit, having 39/100 of one per cent. of iron in its make-up.

Qualified.

"What are your qualifications for the job of night watchman?" the manager asked.

"Well, sir, for one thing," replied the applicant, confidently, "the least noise wakes me up."

Delighted.

Young man: "I have written a poem on—"

The editor gave a weary look but the young man didn't waiver.

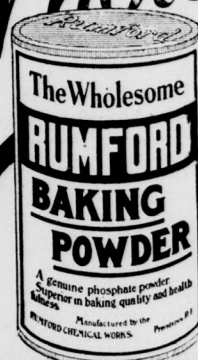
"I have written a poem on the old

red barn on the farm, and—"

The weary look had gone from the editor's face.

"Ah! Delighted! Written on the old red barn, eh? Fine! I'll stop at the old red barn next time I go past and read it!"

Wholesome



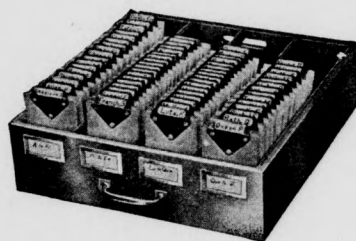
THE FACT that Rumford's is wholesome and a perfect leavener, too, makes every one, to whom you recommend it, a satisfied customer. And you will surely be pleased with the big profits in it for you.

RUMFORD CHEMICAL WORKS, Providence, R. I.

Rumford

THE WHOLESOME
BAKING POWDER

What Would a FIRE Mean to Your Business?



As a prosperous Merchant, your CHARGE ACCOUNTS represent a very important and non-insurable part of your business.

Give them the protection they are entitled to by placing them in a

Safety Vault

A complete system within itself. Each account filed behind a guide where it is easily and quickly found. The Tray holds 125 accounts. When placed in the vault, no fire can touch them.

Plenty of room for your stock records, paid bills, cash, unpaid bills, etc.

Any interior arrangement you may desire.

THIS SYSTEM MAY BE SEEN AT
BIXBY OFFICE SUPPLY CO., Grand Rapids, Mich.
REICHART BOOK SHOP, Grand Haven, Mich.
CLARKE PAPER CO., Kalamazoo, Mich.
SEEMAN & PETERS, Saginaw, Mich.
DANIELS CO., Muskegon, Mich.
R. A. MOOTE, Jackson, Mich.

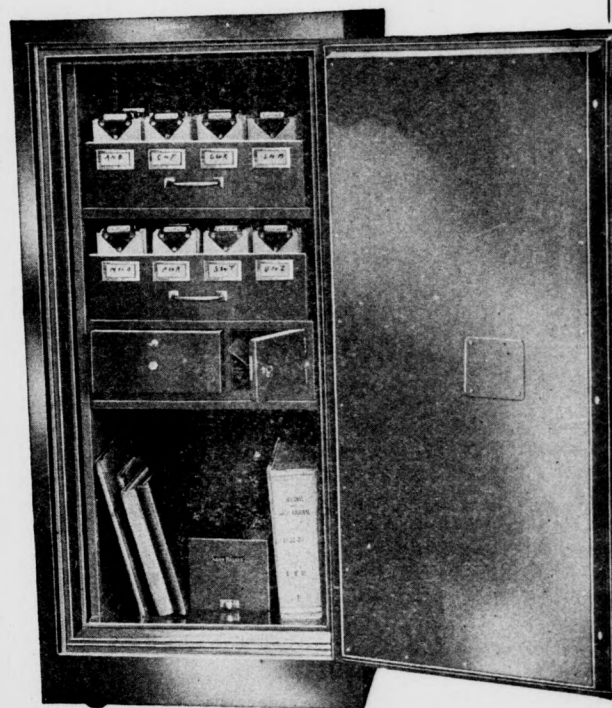
Otherwise write to

SHAW-WALKER
MUSKEGON, MICHIGAN

I want full information about protecting my accounts

NAME _____

ADDRESS _____



WHAT ADVERTISING IS.

Right now, as you read this, you may be sitting within a few feet of other men. If these men don't know who you are, you mean no more to them than a shadow.

They might recognize the Tradesman you hold in your hand, but you are merely something not to be stepped on. You have no part in their world.

The world is too big a place for most of us really to live in. So each person lives in a little world of his own—a world peopled with his family and friends and supplied with such devices as he has seen and heard of and may some day use.

Our friends are simply those whose markings we recognize and whose characteristics we know. This rule of acquaintance applies to goods as well as to people. We buy the article or the package or the brand that we are familiar with because we know it—just as we nod and smile to the men and women we know and ignore the strangers.

The strangers may have better qualities than those we know, but that makes no difference.

It is the same way with merchandise. It has become the habit of the American people to consider advertising the proper and natural way for the maker of an article to introduce it to their acquaintance and keep it there.

Advertising or not is not merely a question of selling goods or not; it is a question of how many human beings know that the thing you make exists and how they may sometime be able to use it.

An advertisement is primarily an introduction and secondarily a salesman. It makes new friends and it holds old ones. It makes the public know your goods and regard them as a friend.

To stop advertising is to stop greeting old friends and to stop making new ones.

FIGURING ON COST OF SUIT.

This is by no means the only country having controversies over the spread of prices between producer and consumer, especially in the matter of manufactured articles. In Great Britain recently, for example, a lively discussion was had over the alleged unwarranted cost of clothing. Somebody started it with the assertion that few suits of clothes contain more than 10 shillings worth of wool. This was immediately controverted in several directions. The Scottish Woollen Technical College at Galashiels asserted that, for an average Scotch tweed Saxony suit, it requires three and three-eighths yards of cloth absorbing five pounds of clean wool, costing from 27 to 33 shillings for wool alone. Then the manufacturing costs almost as much as the wool, so that the cloth for an average suit stands the factory in from 50 to 65 shillings. Next comes the cost of distribution until the material reaches the tailor, and following this are the added increments of manufacturing the clothing, the linings, trimmings, etc. From another angle the matter was taken up by The London Times Trade and Engineering

Supplement. That publication undertook to show what happened after the tailor got his cloth. What is called "an ordinary lounge suit," bought in the West End of London, figured out this way: Material at 15 shillings a yard, £2 12s. 6d.; labor, £3; lining and trimming, 1£ 15s.; total, 7£ 7s. 6d. This is without any allowance for cutting, the charges for which vary considerably, or anything to cover establishment charges and profit, which are, of course, not uniform. In this process from raw material to finished garment there appears to be nothing superfluous or that can be dispensed with. Every "middleman" fulfills a necessary and useful function.

OUTLOOK FOR COTTON GOODS

Within the comparatively narrow range of changes now customary in cotton quotations, it seems to take very little to move prices up or down a certain number of points. Thus the mere postponement, for a couple of days, of the publication of the figures of cotton consumption in domestic mills for December was sufficient to unsettle the minds of traders for the intervening period. It was merely a question as to how much over half a million bales the figures would show. When the report came out not much happened, although it was regarded as bullish because it showed an advance in consumption over November, when, however, there was more idleness in the mills than usual. The consumption in December was 532,047 bales. This was larger than in December, 1923, but the consumption for the first five months of the cotton year only totals 2,349,580 bales. If the average is kept up, it will mean little over 5,000,000 bales for the year, which would be very low. But the fact is that business in cottons is broadening and there is more of a disposition to order ahead since it has become apparent that the price of the raw material is about as stable as it is ever likely to be. Converters have been putting in larger orders for delivery during the first quarter of this year, and this has helped to keep prices firm in general and to advance them in some instances. Bleached goods are well under order up to mill capacity, and colored fabrics, especially ginghams, are in good request. A good response has been had to the offerings of blankets, some deliveries of which have been extended to September. The demand for knit underwear for fall keeps up, while that for spring goods of the character has improved. Trading in hosiery is limited for the time being.

AMENDING BANKRUPTCY LAW

Hearings have been had intermittently at Washington on suggestions for amendments to the bankruptcy laws. It is noteworthy that propositions for the repeal of such laws, which used to pop up every once in a while, have all been dropped. It is universally recognized now that only a National statute can be really effective. Up to 1867 the matter of insolvency was dealt with by State laws. The first National Bankruptcy act, adopted in that year, was subsequent-

ly repealed. Another one had, however, to be re-enacted later on because of the inadequacy of the State statutes. The existing laws are not so effective in certain directions as they should be, principally because the proceedings under them are too expensive and also because unscrupulous debtors have found means of circumventing their real purpose and have used them for fraud. Credit men and executives of trade bodies appeared before the House Judiciary Committee at Washington during the past week to make suggestions for needed changes in the laws. Among these are an extension of the preference period from four months to a year; the extension of the statute of limitations as to concealment of assets from one year to three years; the making of the provisions against embezzlement to apply to all having to do with a bankrupt estate; preventing an involuntary bankrupt from seeking relief oftener than once in six years, as is now the case in voluntary bankruptcies; to keep down costs and to compel filing of schedules promptly. All of these proposed amendments are the results of experience and will, doubtless, be enacted in due course. There appear to be no arguments in opposition.

CANNED FOODS TRADE.

The first week in January witnessed a broader jobbing demand for canned foods and last week a similar improvement occurred, in which all classifications were represented. It is evident that distributors are either running short of stocks needed for nearby outlets or realize that later on they will face shortages which should be taken care of now before it is more difficult to buy what is wanted. Substitution is necessary already in some packs where the desired grades and sizes are not available. First hands are out of such items and second hands have no surplus to offer on the open market. While more active, the demand has not been speculative nor for large blocks in most instances. Trading is routine in character and mostly of a jobbing nature, the strong undertone being caused more by the statistical position of the market than by any present heavy turnover. Nor can it be said that there is a stampede to cover on futures.

Professor Angell's report that athletics, editorships of college papers and presidencies of college societies are crowding mere education and culture off the campus is not a rap at the modern college and was hardly intended to be. The college, says the Michigan educator, is a social practice ground where men and women learn to make friends and carry on mutual undertakings and acquire a certain amount of polish and enjoy free from worries the most delightful periods of their lives. "College is no longer, if it ever was, solely a place for those who wish to become cultured," says Professor Angell. As a matter of fact, if all that the college has to give can be found in the standard educational books, there wouldn't be much use for colleges. Education is not book learning, but life.

SITUATION IN WOOLENS.

After considerable hesitation it appears to be admitted that weakness was shown at the recent auction sales of wool in Australasia and that even prices for merinos were lower. The withdrawals for failure to obtain satisfactory bids were also more notable. These occurrences add to the interest in the forthcoming auctions of colonial wools in London. The amount to be offered is less than usual in these series, which may or may not mean something. Following precedent, it would not be surprising to see value higher at the start of these sales than later on. The general impression is that wool values have been pushed as high as they are likely to be and that a general recession is about due. Not a great deal of buying is going on in this country, and the indications are that this will continue until the prospects for the next heavyweight season in wools are more clearly defined. This ought to be the case within a month or so in case the openings occur toward the end of January, as has been announced. Every one appears to be doubtful still as to what the manufacturers of wools will do, except that some price advances are sure. The extent of these and on what kind of fabrics they will be most pronounced will not be known until they are duly announced. Guesses run from 10 to 20 per cent. Next will come the reaction of the trade to the new prices. Cutters-up just now are not inclined to look with favor on any decided advances, which they fear will tend to restrict sales.

PIECEMEAL BUYING.

After the continuance, for a couple of years or so, of the practice of piece-meal buying the Chamber of Commerce of the United States deemed it worth while to send out a questionnaire to discover the effects in various lines of industry. Not much that is new was disclosed. Producers are the ones who are hardest hit by the practice, because it adds so much to overhead when continuous operation at or near capacity is made virtually impossible. The wholesalers and retailers appear to be fairly content, since they are limiting their risks and working on small margins of capital. An especially bad feature of the hand-to-mouth buying, however, is in its encouragement to frequent style changes which have a tendency to up-set business and introduce new elements of uncertainty. Upon one point all parties are agreed, and that is that the ultimate effect is to cause consumers to pay more for what they buy. The added cost to the producer is pyramiding as it goes along the line to the consumer, and there is, seemingly, no way to avoid it. No way out of the dilemma has yet been found, and there is no power existent to enforce a change in buying methods. So the policy is apt to continue indefinitely until there is a readjustment of values, with the consequent greater stability in prices. And with this must come more of a demand for what should be considered staples as against freakish changes. This would look like a long-drawn-out proposition.

Some Men I Have Known in the Past.

When Armour & Company engaged in the manufacture of soap, a supposedly high grade man was employed to manage the new department. He certainly got out a very attractive line of goods, but his selling methods did not find favor with either the wholesale or retail trade, because he announced his intention of putting the large department stores on the same basis as the jobbers, so far as price was concerned. This not only precluded the jobber from selling Armour soaps to the department stores, but it placed the independent retailer at a great disadvantage, because he could not compete with the department stores in price.

I had made a careful study of the career of P. D. Armour from the time he started as a string butcher back in York State and did not believe such a selling campaign would meet his approval, because up to that time the attitude of the Armour house had been friendly to both the wholesale and retail trade. About this time I came into possession of an autographed letter of instructions from the manager of the soap department to his salesman, giving them positive instructions along these lines. I caused a fac-simile reproduction of this letter to be made and published it in a full page in the Tradesman, accompanied by the most strongly worded protest I knew how to write. Within three days I received a call from Armour & Company's attorney, who said he had come to Grand Rapids to demand a retraction, in default of which he was instructed by the manager of the soap department to institute suit for \$100,000 damages. I told him that no retraction would be forthcoming and that he was at liberty to start his suit without further parley. Finding that his bluff would not work, he asked me what I would do to straighten things out. I replied:

"Under no circumstances will I hold any conversation with you or with the soap manager. I know P. D. Armour and do not believe he is in harmony with the action of his subordinate. Mr. Armour was once a retail butcher and I believe he has never ceased to believe that the regular retail dealer is the proper medium of distribution between the manufacturer, jobber and consumer. If Mr. Armour will write me a personal letter, stating that no advantage will be taken of my presence in Chicago to secure service in any legal proceedings, I will go to Chicago and discuss the matter with him personally, providing neither the soap manager nor yourself are present."

Two days later I received the letter from Mr. Armour and the next morning I called on him at his office on LaSalle street. After going over the matter carefully, he said:

"Mr. Stowe, you are everlastingly right in the position you have taken. I would not have had this happen for \$100,000. All my life I have fought to secure a square deal for the retailer. My soap man has put me in bad with the trade. What can you suggest to help me out of this dilemma?"

I told him that if he would give me a letter, stating that the soap manager had been fired; that the obnoxious let-

ter of instruction was sent out without his knowledge and consent and that the policy therein stated would be immediately reversed, I would publish same in the Tradesman at no cost to him and do all I could to combat the harm the original publication had done him. He complied with my request and immediately dictated a letter which he evidently deemed adequate. It did not meet my approval, however, and I frankly told him he must come clean or I would have to bid him good day. He then told me I might dictate the letter, which I did. It was pretty drastic and I distinctly recall that the color came into Mr. Armour's very expressive face as he signed it. This done, he said to me:

"Now, Mr. Stowe, write out a contract for a full page for a year and I will sign it."

I frankly told him that I could not accept any advertising for at least a year from the Armour house because if I did so my action might be misconstrued by my readers. He then said he wanted to pay my expenses to Chicago and add \$500 to the amount for the assistance I had been to him in extricating him from a difficult position. I told him he could not pay me one penny; that I was in Chicago on my regular weekly visit; that I was glad to be of assistance in unraveling the tangle he had gotten into through the unfortunate act of his subordinate and that I felt fully recompensed because of the service I had been able to render the retail trade. Mr. Armour thereupon remarked:

"You are a freak. You are the only trade paper publisher I know who cannot be bought or bribed. Don't you ever come to Chicago without coming to see me."

I complied with Mr. Armour's request, so far as possible, so long as he lived and had many pleasant chats with him in the little private office he occupied at 208 LaSalle. The room was about 10 feet square and contained a desk and two chairs. The only adornment on the walls was the following inscription over his desk:

Say little of what you have done.
Say nothing of what you intend to do.

In those days Mr. Armour made it a practice to walk from his home to his office every morning unless the weather was stormy. His driver kept pace with Mr. Armour with the family carriage, so he could use the vehicle at any time. He invariably reached his office by 7 o'clock. If he found any of the clerks ahead of him, it pleased him greatly. If a clerk made a practice of getting down early, Mr. Armour handed him his personal card and told him to go to the tailor across the street and order a suit of clothes with the compliments of Armour & Company. There was a common understanding in the office at that time that the limit was \$40. One recipient of Mr. Armour's bounty evidently thought he could "spring" the old man and get away with it, so he ordered a \$120 suit. The invoice came in and was laid on Mr. Armour's desk, as usual. Mr. Armour took the invoice over to the clerk and enquired if he obtained his clothes. On receiving an affirmative reply, Mr. Armour asked:

"Is this the bill for the clothes?"

"Yes," was the reply.

"Is the amount right?" enquired Mr. Armour.

"Yes," replied the clerk.

"All right," said Mr. Armour, as he turned away.

"Anything wrong with the bill?" anxiously enquired the clerk.

"No," replied Mr. Armour. "The bill is all right, but you know I am a pretty good judge of hogs."

I think Mr. Armour rather enjoyed relating this story, because he told it to me on two different occasions.

I never met a more rugged character in big business than P. D. Armour. He knew the price of success by bitter experience (without being himself bitter) and he had no use for any man who failed to do his full duty, who was continually looking for short cuts or who put off until to-morrow anything he could do to-day. Outside of his great development at the stock yards, I think he derived more pleasure from his Armour Institute of Technology than any other feature he created. It gave him great pleasure to see Chinese, Japanese and colored boys together at the same table, working out the practical problems for which the institution is famous. The Armour Mission was also a source of much pleasure and satisfaction to him. The death of his namesake was a heavy blow to him, because all his hopes were centered in the future of P. D., Jr. He never believed his other son, J. Ogden, inherited the genius of the father and subsequent events have demonstrated the correctness of his opinion. He believed in the theory of live and let live and never went out of his way to create a hardship for any factor in trade, as his son delighted to do in later years. He enjoyed the reputation of being the best judge of hogs and cattle in the United States and up to the time he was called to his reward he could estimate off hand the weight of any animal within a pound or two. He died in 1901 at the age of 68 years and eight months, leaving a record for energy, originality, good fellowship and accomplishment which few men have to their credit.

E. A. Stowe.

Novel Jiffy Safety Bag.

A hand or shopping bag having several novel features is being offered by a wholesaler here. It has a sliding catch similar to that used on tobacco pouches which prevents the contents from falling out or the bag opening without the knowledge of the owner when it is carried. In addition the bag has an "invisible, collapsible" frame, so constructed that it cannot break. The sides of the bag are gathered at the lower portion of the frame, and, acting as gussets, give additional support and eliminate pulling and sagging. The bag comes in sizes from seven to fourteen inches wide. Depending on quality, it is lined with epingle or flannel-ette. It is made in jacquard silks, moirés or tapestries and pin seal, suede, walrus and India leathers. A mirror and coin purse are accessories. Prices range from \$24 to \$60 per dozen.

How Coffee Is Brewed in Java.

I was delighted with the aroma and flavor of the coffee served to me at a hotel in Buitenzorg, and my curiosity was excited by the mode of service. The coffee was brought to the porch in front of my room, as is the practice there, and custom permits one to take it in one's pajamas. Later on one goes to the hotel table for a regular breakfast. There was a dark, almost black, liquid in a cruet, and there was also a pitcher of scalding hot milk. The dark liquid was coffee, and it was cold, but so strong that a portion drenched with hot milk and sugared to taste made a cupful of delicious hot coffee.

I scraped an acquaintance with a Dutch official and got from him an explanation of this mode of serving coffee. He said that our method of serving coffee as a decoction was a bad way of treating Java coffee; that boiling or scalding the coffee bean drew out tannin and other disagreeable elements. The Dutch method is to toast the bean carefully without charring it as the French do. Then the bean is pulverized and an infusion made with cold water.

It is a regular practice in Java to put the powdered coffee into a drip pot and allow cold water to drip through it slowly all night. The infusion is so strong that enough of it to reduce the temperature of the milk to a pleasant stage is sufficient to impart a strong coffee flavor. It is certainly the best coffee I have ever tasted, superior to either Turkish or Egyptian coffee, each of which has also a fine flavor, but as usually served has the drawback that much of the contents of a cup is sediment, whereas a cup of Java coffee can be enjoyed to the last drop.

Henry James Ford.

Truth Beats Fiction a Mile.

The following exchange of letters is self-explanatory and is believed to have no parallel in the operating history of railroads:

Frank Lloyd, Supt., Chicago & Northwestern Ry., Escanaba, Mich.

Dear Sir—Your train No. 37 broke a wood wagon, spilled our wood, killed a valuable horse worth 300, made a teamster lose a trip of wood, all of which you are not to blame for. Will you please send us a bill for delaying your train, or any other damages we have done your property. Thanking you for your prompt attention to this most important matter.

Yours very truly,
von Platen-Fox Co.,
M. J. Fox, sec-treas.

To which Supt. Lloyd immediately replied:

M. J. Fox, Sec.-Treas., von Platen-Fox Co., Iron Mountain, Mich.

Dear Sir—Your letter of Nov. 26 received, in which you refer to an accident which resulted in fatally injuring a valuable horse and other damages. I assure you that this letter is appreciated, as it is the first letter of this kind I ever received, or, in fact, read during my railroad experience. Further, if I can be of any service to you at any time I will be more than pleased to have you call on me.

Yours truly,
R. F. Lloyd, Supt.



Increasing the Dividends of Your Store Windows.

There are certain underlying principles frequently violated in the trimming of windows. Because these principles are violated so often, many window displays fail and the exceedingly valuable space and the opportunity for increasing business are not made to count.

First of all, the element of timeliness should always be kept in mind. Timeliness really means seasonableness. Some storekeepers with windows to dress make the mistake of using the display space to help push along slow-moving goods. They argue that people will ask for what is seasonable, anyway, and that the store advertising will help promote sales of goods which are in immediate demand. But the window space is used to show special bargains and offerings of stuff which the business man is anxious to turn into cash.

This is an exceedingly poor business policy. It would be much better judgment to put this slow-moving stuff on bargain tables, or in a section by itself, calling attention to the special values in a suitable way—principally through advertising.

To take the most valuable space in the store for this sort of goods is extravagant, to say the least, and will pile up the charges against them unnecessarily.

Use the window display space for what people want and ought to have their attention called to right now.

So strongly does the management of the Wanamaker store in Philadelphia believe in this policy that recently when they had two thousand silk-lined spring topcoats to sell, and wished to clear the stock out in nine days, they did not depend upon printed advertising and their own store windows alone. They realized that "Seeing is believing," and so they made the radical departure of renting show windows in different sections of the city so as to cover eight different buying areas. These additional windows sent the sales soaring in an amazing manner, and the goods were moved as planned.

So we may lay it down as our first rule that the display should be of articles as far as possible which are justified in claiming the public attention at the time when they are shown.

The second rule violated surprisingly often is leaving the window trim in place too long. Many stores have an established rule to dress their windows Friday night for Saturday, or to leave the display in place for five days, or six days, or to change it twice a week. This seems to be accepted as the proper thing to do in many quarters.

But a number of wide-awake effi-

ciency men are acting on a different principle. They reason that if they went to a high-class hotel to have lunch or dinner, and if soup was put in front of them and they did not care for soup that it would be taken away and the next course brought. If that also proved unacceptable, it would be removed and something else offered. The whole course of the dinner would not be held up for a certain period by the clock while the diner sat there impatient and inactive.

The same idea applies to the window display. If it is successful and brings sales—all good and well. It may be left with safety a reasonable time. But if that window awakens no response on the part of the buying public, it is much better changed very quickly for something more acceptable.

In some stores very close records are kept upon the sales of goods of a certain class, day by day, for a period previous to the display. Then a display of these goods is made and a close tabulation is made of the sales from the moment the display is shown. If the sales increase, the window is pulling. If the sales do not increase on that class of goods, the window is a failure. Something is wrong and why waste the most valuable space in the establishment a minute longer than necessary?

Where experiments have been made and results watched carefully, such windows have been changed three, four or five times a day, or until the mistake was corrected, or some new element added which began to bring business.

For example, a certain display of goods was arranged at night. Previous tests had shown that a buying response of a marked character could be depended upon by 9:0 in the morning. There was no buying response whatever at 10 o'clock. This represented a loss.

The window trimmer accordingly made his arrangements, entered the window and swiftly rearranged several items already in place. He added a few more articles and set a rich screen in the back of the window to give a touch more of color. Results were watched and there was a feeble buying response which was wholly unsatisfactory.

After a time the trimmer entered the window again and placed therein two or three display cards, neatly printed and carrying a few words of explanation about some of the goods shown. A good many more people stopped and examined the display with interest and several good sales were made. It seemed evident that the trimmer was getting "warm," as children are accustomed to say when they

play games in which they approach something which is hidden. But he was not satisfied yet.

A couple of hours later he entered the window still again and ticketed a number of articles with the price. The afternoon crowds were now on the street and many responded to the price incentive. Business began to look up decidedly. Still he was not quite satisfied not to make a further change.

The weather, which had been bright and sunny in the morning, was now overcast and the skies leaden. An appropriate lighting arrangement was put in operation, and the window which had been a failure in the morning when the skies were clear and the sun shining became an outstanding success in the last hour of the day when conditions were decidedly unfavorable and people beginning to hurry home to avoid an approaching storm.

Keep track of the actual results being produced by any window. Change it. Improve it from time to time if need be. If the window does not pull after a reasonable test, take it out altogether. Why leave it to represent a larger and larger loss?

The third rule, all too often violated, has to do with lack of imagination in display. Goods are put in a window in a sort of interesting arrangement and possibly with colorful settings, but without any consideration whatever of the human side of that merchandise. The more human interest you can introduce into a window display, the more successful it will be.

Human interest, let it be understood, is the appeal which your window makes to interest the "looker." Show him or her how these goods are produced; how they are actually used; the comfort and convenience and beauty or utility of them. Appeal to the imagination.

Some people—and they are mighty few—can furnish their own imagination, but most folks have to have the

stage set. They are busy with their own affairs. Their minds are occupied with their own problems. In passing up and down a business street they are met by a panorama of windows of different kinds. They do not stop to read the romance of each display. Perhaps they do not know that any such romance exists.

But if they come to a window of such an interesting character that they can read a story—a human interest story at a glance—that window will stand out and will arouse interest, create desire, and if the right sort of human interest is used it will urge to action—buying action.

Make a study of how much human interest appeal there actually is in the windows around you. Study the human interest appeal in the windows of your competitors. Study it in the most successful stores in your city and in nearby cities. Ask yourself the questions: "What would I like to know about those goods? What would claim my attention and make me want to buy?"

Hosiery Buying Is Uneven.

Despite the fact that current buying in the local hosiery market is not so even as reports indicate in other trades, little complaint is heard from manufacturers in general about the orders that are coming in to them. In some instances buyers are covering their requirements liberally as far ahead as Easter, according to the special news letter of the National Association of Hosiery and Underwear Manufacturers while in other cases the apparent stability of the market has resulted in a drop in buying for forward delivery. Novelty silk hose for both sexes continues to lead in the business now being placed, with fancy effects in wool hose running a close second. In the women's goods the novel checks, plaids and stripes that were originally offered in men's half-hose last Fall are moving well. They are selling both for street and sports wear.

A VISIT

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

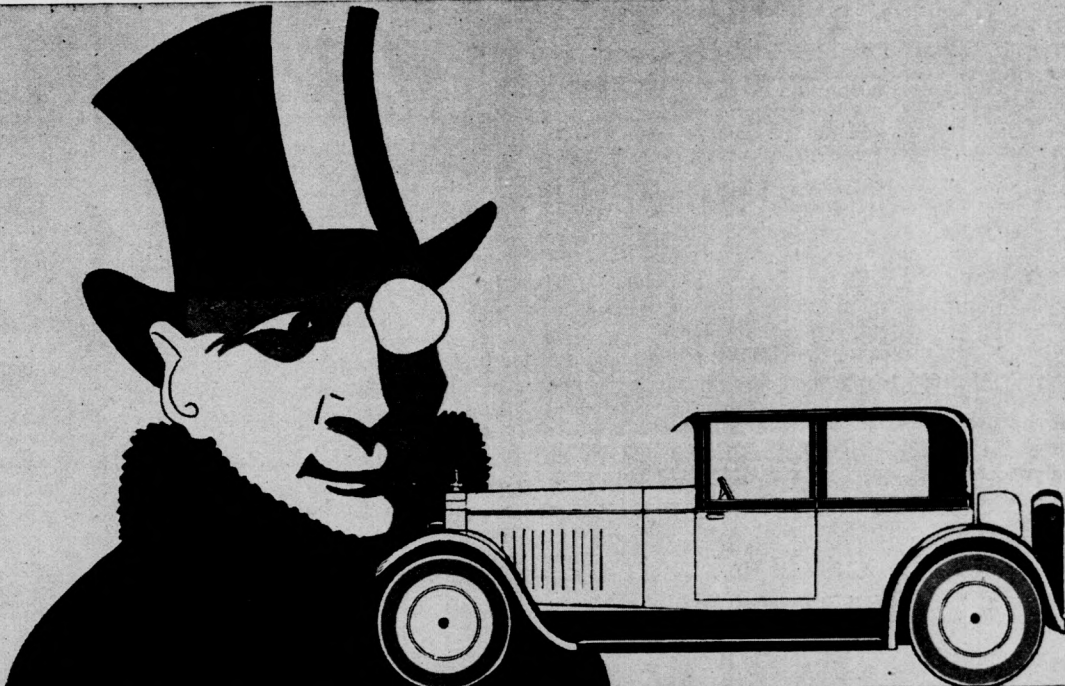
The
MOGUL for SPRING



The H. B. Mogul featuring the Balloon Style Last—made up in the new shade TAN LOZANT KIP, Stock No. 959, is the last word in up-to-date footwear for young men.

We also carry the Mogul in Black Full Grain Calf, Stock No. 958.

HEROLD-BERTSCH SHOE CO. GRAND RAPIDS



16th Annual
Auto Show
Feb. 9-14

**Klingman Building
Grand Rapids, Mich.**



WAY TO PAY YOUR BILLS.

Credit Rating Fixed By Promptness of the Merchant.

Two young men started in business at about the same time in the same city, only a few blocks apart. One, Jackson, bought an established business. The other, DeVoe, started a new store. Jackson had money enough to buy for cash and discount his bills. He stepped into the shoes of his predecessor, patronizing the same wholesaler who had previously vouched for his responsibility and they continue to fill his orders without requiring any financial statement. He had no trouble getting credit. DeVoe had but little money left after getting his business started. In fact, by the time he was ready for business, he had borrowed about as much as he could conveniently.

The two young men had not been proprietors long when they both received from a credit agency blank form upon which they were requested to make statements of their assets and liabilities, their resources. Jackson pooh-poohed and threw his blank into the waste basket. DeVoe filled his out to the best of his ability, although it was a new proposition to him and he did not know much detail to give.

It was not long after this that a representative of that credit agency visited the city. He called on both young merchants and sought to get more complete information. Jackson would tell him nothing except that he could get all the credit he wanted. He didn't think it was anybody's business how much money he had or how much he owed as long as he paid his bills.

DeVoe listened to the agency man and with his assistance filled out a new blank with full details. He had nothing to hide, he said. He knew he was not entitled to a very high rating, but he was solvent and wanted to be rated as well as possible.

Based on the information the agency secured from Jackson, the best it could report was that he refused to make a statement but was believed to be solvent. DeVoe's financial statement was open for all to read and he was given credit for honesty and frankness and an appreciation of the value of being rated. His rating was bettered as fast as he deserved it and whenever he could make a better showing, he gave the agency new figures.

It would not seem that this matter of rating or no rating would have much effect upon the affairs of the two business men. There was an effect, however, although Jackson may never have come to realize it. There came times when manufacturers with good propositions they wanted to put

before some merchant in that city, looked up the ratings of local merchants to get the names of desirable prospects. The manufacturer a thousand miles away depends largely upon agency reports for information about the merchants he is going to try to sell. Hence there were good propositions put up to DeVoe by mail or through traveling salesmen that never went to his independent competitor. DeVoe could write to the advertisers; he received offers of advertising and display helps and demonstrations; opportunities that passed Jackson by. DeVoe could write to the advertisers in his trade journals and get goods or information just by referring them to a credit agency for his rating. Jackson would have to give personal or banking references and it would take time to look these up. The fact that he was not rated was against him. He was handicapped by being financially unknown.

One of these men is to-day the most prosperous dealer in his line in his city. The other is struggling along with about the same amount of trade the other store had when he took it over. The difference may not all be due to one being rated and the other not, but that had a good deal to do with it. The rated merchant is the one whose business people are after and anxious to get.

The merchant who will not make a statement shows by that refusal that he has something to conceal or is so far behind the times as not to realize the importance of a rating. Every business man should show willingness to give evidence of his right to receive credit. Keep your business figures in such shape that you can make an intelligent statement. This is helpful when you want credit at the bank or from a new jobber. The jobber's credit man, or the manufacturer's, is not willing to make or take guesses. He is after and must have facts.

The way you pay your bills has an important influence upon your credit standing. The merchant who always discounts his bills makes money because he gets a return that exceeds the rate he must pay for borrowed money for the period, or the rate the loan of the money would bring him. Also he shows the jobber and the manufacturer that he is a good business man, a man whose trade they want. The merchant who does not

discount his bills will not be regarded as a good business man or a good financial risk. If actually so short of funds that he cannot discount, and if unable to borrow more for the purpose he may have a good excuse for not discounting, but that condition certainly will not be any recommendation for him. Whatever your reason for failure to take the cash discount, that failure is against your credit standing. Stretch every effort to pay cash in time to save the discounts.

It is a fact that certain large stores with a great volume of trade consider that their cash discounts for the year afford a sufficient net profit on the business.

Consider just what the cash discount means. It means that you are being paid that extra discount for paying your bill, let us say, within 10 days instead of within 30 days. In other words, the seller allows you 2 per cent. on your money for letting him have the use of it for the remaining 20 days of the month, instead of keeping it and using it yourself and giving it to him at the expiration of 30 days. If you can get two per cent. for the use of your money for two-thirds of a month, that means 3 per cent. per month, or 36 per cent. per year. Can't you afford to borrow at 6 per cent. per year in order to get six times that in return? Other cash discounts are easily figured out in the same way. Two per cent. ten days with sixty days net means that you get 2 per cent. for the use

Your Securities

In handling stocks and bonds, owners have three aims:

1. Protection from theft and fire. (The average home or office is not a safe place for stocks or bonds.)
2. Collection of income promptly. (Delay is common among individuals.)
3. The proceeds made available and a record to use in making income tax returns.

At an annual charge of one dollar per annum per \$1,000 face value of the securities (minimum charge \$12). The Michigan Trust Company will take all these matters off your mind. IT BECOMES YOUR FINANCIAL SECRETARY. The securities are kept in its modern vault; the coupons are clipped; certificates of ownership are attended to, when necessary; collection is made of principal and coupons; proceeds are passed to your credit, subject to your check; you are notified thereof; interest is credited monthly at the rate of 2% per annum on your average daily credit balance above \$100; and necessary information for income tax purposes is prepared for your later use. Dividends are handled in like manner.

We prearrange methods of identification.

To derive the benefit of this entire service, it is needful merely that you give us instructions and necessary powers to act on a prescribed form, taking our receipts for the securities placed in our care.

You remain the owner and can take your securities away on the surrender of your receipt.

THE MICHIGAN TRUST COMPANY

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

of your money for 50 days. At 6 per cent. per annum you pay five-sixths of one per cent. for the use of the money for fifty days. You get 2 per cent. A net gain of one and one-sixth per cent. which would be a little more than 8 per cent. per annum gain over and above the 6 per cent. you might pay for borrowed money.

Sometimes an additional cash discount is available, as in the case where you buy goods on a future dating. If you purchase a bill of goods for delivery July 1, with a September 1 dating, that means that the shipper will allow you to take your ten days discount ten days from September 1, but he will probably allow you to discount that bill further by paying on July 1, with 1 per cent. additional discount which represents just the interest on the money for the interim of two months.

Here is an important point. Whether you discount your bills or take full time, have your check in your creditor's hands on or before the day when it is due. Don't wait and mail it on the date due, thus holding him off for a day or two more. See that every financial obligation is taken care of or the date due. If you are not going to be able to make payment then, take it up with your creditor in advance, not after payment is due. Don't make it necessary for him to write and ask why you have not paid. You cannot maintain a good credit reputation unless you pay right on the dot.

Don't wait for your creditors to collect by sight draft. Head off the sight draft with a check and avoid having sight drafts coming through your bank and giving the banker reason to think you are not taking proper care of your bills payable.

I have known merchants to resort to various subterfuges to gain a little time in paying a bill. They will wait until the bill is due before making complaint about something they claim is wrong. They will claim the invoice has not reached them. They will even send out an unsigned check, knowing it must come back for a signature before it can be deposited. These tricks are recognized at their true value by creditors. A man might make such mistakes honestly, but even then he would be suspected. Avoid even the real mistakes. There is never anything to be gained by such tricks. Someone has worked them all before and they have been discredited. The only thing to do, if you cannot pay the bill on time, is to come right out and ask for more time, offering to make suitable adjustment. That adds to, rather than detracts from your reputation.

In checking over your invoices, scrutinize every item carefully and see that the figures are carried out correctly and the quantities properly indicated. Of course you will be just as particular to call the shipper's attention to a mistake in your favor as to one in his own favor. If I may put it on so unethical a basis; it pays. It shows that you are honest and then when you have a complaint to make of shortage of shipment, your say-so goes at its face value without being distrusted.

Make all complaints about incorrect

invoices and incorrect shipment just as soon as you discover the error, and look for errors at once.

When you pay for goods bought from a strange concern, you may use a certified check. Bear in mind that the bank certifying that check regards the check henceforth as money. If it is returned to you, do not destroy it. Deposit it at the bank. The bank will keep it instead of returning it with other vouchers.

The trade acceptance is a method of paying bills that grew out of the necessities of war-time. The trade acceptance is a promissory note. It merely puts your indebtedness for goods into a form payable at your bank at a certain date. On receipt of your invoice, you sign the Trade Acceptance which is somewhat after the following form:

Thirty days after date pay to the order of ourselves one hundred dollars as per invoice May 1, 1924, for merchandise.

The obligation of the acceptor hereof arises out of the purchase of merchandise from the drawer. This bill may be accepted as payable by the drawee at any bank or trust company that he may designate.

(Signature of Drawee)

The above blank properly filled in with dates and amounts is sent to the dealer who, if he uses it, fills in the following form which may be imprinted in red across the blank:

Accepted

Dated _____
Payable at _____
Address _____

(Signature of Acceptor)

When you have filled in and signed the acceptance and sent it to the shipper, he is able to discount it and it comes to your bank where you pay it on the date due, deducting one-half of one per cent. as a discount given for using the trade acceptance. In some instances the shipper allows 45 days time on the trade acceptance as a reward for its use, thus giving 15 days extra time. The trade acceptance stands high in the estimation of bankers and credit agencies and its use is commended.

President Coolidge slept the old year out and the new year in. It would be interesting to know what proportion of the population followed his example. Also it would be interesting to know which is the wiser and more healthful way—or perhaps which way reflects better sense on the part of the people. Furthermore, if the passing of the year is an event of such importance and its observance by a more or less unrestrained midnight of orgy so natural, it seems a great pity that custom and astronomy have staged it so inauspiciously at the darkest, loneliest, solemnest and sleepest hour instead of morning or noon-day. Strange, too, that waiting up for the new year to come in has always seemed just a bit too loose and hilarious in the land of Puritania, while to be soundly sleeping when "time his huge bolt slips 'twixt that which not yet is and that which is no more" has generally been adjudged a sign of sobriety and soundness of character.

Fourth National Bank

GRAND RAPIDS,
MICHIGAN

United States Depositary

Established 1868

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

DIRECTORS.
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Investment Bankers and Brokers

Citizens 4480 Ground Floor Michigan Trust Bldg. Bell Mail 4900
Grand Rapids, Michigan

"By their works ye shall know them:"

NACHTGALL MANUFACTURING COMPANY GRAND RAPIDS, MICH.

BANK, STORE & OFFICE FIXTURES

Gentlemen:

The writer was in Niagara Falls last Friday and wishes to compliment your Company very highly on the quality of the work. The Cabinet Work is equal in appearance to any, that has ever been done by any one for us, and the Mahogany finish is without question finer than anything we have seen on our jobs or on anyone else's work. It is a pleasure to inspect such an installation.

Very truly yours,
MORGAN, FRENCH & Co.,
Architects and Bank Engineers.
Per Louis L. Baxter.

PROTECTING INSURANCE

IT is a simple matter to safeguard your insurance and make it carry out your wishes. However, a vast amount of life insurance money is wasted each year through inexperience and unwise investments.

Safeguard **your** insurance by establishing a **LIFE INSURANCE TRUST**.

Let us explain the many
advantages

GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICHIGAN

Checking and Shopping Service Brings Beneficial Results.

Hundreds and thousands of dollars are being saved to Detroit retailers, dishonest employes are being ferreted out of stores, and helpful suggestions on how to make more friends for the mercantile establishment and thereby increase sales are being made—all by the Checking and Shopping Service of the Retail Merchants' Association of the Detroit Board of Commerce.

Started only a few months ago, the splendid work the service has done has already established it as an integral part of the Board's activities.

Under the direction of Earl Potter, the shoppers and their assistants answer any calls for help made by any local merchant whether he be a member of the organization or not. An investigation is made of shopping methods employed, suggestions are given as to how the sales staff may be more courteous, while dishonest employes are unloosed as the result of these activities.

The system used is similar to that in vogue in other cities and that followed to a more or less degree by all detective agencies. The great difference in the service is in the cost, however, as the Retail Merchants' Association cares for no net profits from the service, but merely charges for its service at very little above the actual cost.

Directors and officers of the Association consider that the service is primarily a protection to the merchant, an insurance policy costing practically nothing.

The necessity for constant shopping of a store is so vital as to need little elaboration. Suppose for example that a certain sales person is suspected of dishonesty. A check is made by the shoppers. The salesperson is given every opportunity to "knock down" the sale. But it so happens that the person does not. The average salesperson will make some thirty sales a day. The odds are thirty to one that the sale made to the shopper is not the one in which the dishonesty of the employe is found. The employe must be checked again and again.

The method of operation for the shopping service is simple. A retailer asks that his store be shopped, to use the term familiar to merchants. Sometimes he wants his establishment shopped once a week, sometimes twice a week, and frequently more often. A check is made of each salesperson.

Inside operators are placed in some of the stores. Many of the larger mercantile establishments have their own inside operators who are shifted from one department to another. Often valuable tips are given the shoppers as a result of what the inside operators have learned.

One instance in particular will suffice to prove the point. A salesman for a large downtown store had work-

ed for the firm for some fifteen years and was considered one of the best salesmen. After being checked several times it was found that he had been pocketing much of the money he was given for sales. When confronted with the facts he realized the hopelessness of argument and admitted taking approximately two hundred dollars from the firm in this method.

In one chain of Detroit stores eight salespeople were caught stealing, and of course summarily dismissed.

Since the service was started about thirty-five employes have been found to be dishonest. Their dishonesty ranged from such small amounts as \$1.25 to \$1,500. A girl who had worked in a Woodward avenue store for five years was detected "knocking down" money. Upon questioning she admitted that she was accountable for a \$1,500 shortage covering a period of about one year and a half.

The service is purely a shopping service, as has already been stated. Dishonesty is not only found, if it exists, but so are lack of courtesy and infractions of store rules.

It has been found that the most serious infraction of store rules is the failure to give sales checks. This is always true in cases of dishonest employes, but often is true where the honesty of the salesperson is not questioned. Where dishonesty is found, it will be discovered that the employe has taken merchandise as well as cash in three cases out of every five.

One girl admitted taking \$350 from a large department store during the course of the four years in which she had worked there. A man who had worked but a very short time in one store admitted taking \$175 by retaining money from single purchases as high as \$12 and \$15.

Many other problems enter into the service. A constant effort is made to improve the efficiency of the salespeople in Detroit. When a purchaser asks for one pair of hose an effort should be made to sell him two. If someone purchases a gown the suggestion should be made that there is a hat to exactly match the creation in the millinery department. If a shopper gets a toothbrush, the obvious suggestion should be made to buy some of "the very fine toothpaste which we have just received."

In a letter written some time ago the head of a large Detroit firm, Mr. Potter enumerated some of the salient points to be kept always in mind by the salesperson. They are worthy of reprint here, and every merchant should read them.

They are meant for the salespeople, not clerks, nor automatons who merely take the shopper's order and nothing more.

Here they are:

Approach

The approach should be prompt, the

PROTECTION OF THE MERCHANT

By the Merchant For the Merchant

PROVIDED BY THE

Grand Rapids Merchant Mutual Fire Insurance Company

Affiliated with the Michigan Retail Dry Goods Association

320 Houseman Bldg.

Grand Rapids, Michigan

Grand Rapids National Bank

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

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

Combined Capital, Surplus and Undivided Profits over

\$1,450,000

GRAND RAPIDS NATIONAL BANK

GRAND RAPIDS, MICH.

THE CITY NATIONAL BANK

of Lansing, Mich.

Our Collection and Bill of Lading Service is satisfactory

Capital, Surplus and Undivided Profits over \$750,000

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Investment Bankers and Brokers

Michigan Trust Bldg., Ground Floor, Grand Rapids

customer greeted with a smile and immediate interest shown in his or her needs.

Presentation of Merchandise.

The confidence of a customer can be gained by the salesman showing intelligent knowledge of materials used, workmanship and suitability of the merchandise shown.

Salesmanship.

Customers should be aided in proper selection of merchandise and ability must be shown to clinch the sale. Sell the customer the articles that best satisfies his needs—make more than a sale, make a customer.

Suggestive Selling.

Every salesman should at all times suggest merchandise in other departments throughout the store as well as merchandise in his own department. When a salesman only shows merchandise asked for he is not giving the proper interest to his concern. Through suggestive selling any concern can increase their business thousands of dollars each year.

Leave Taking.

The attitude of a salesman towards a customer who does not make a purchase on the first call to the store has a lot to do with the return of this customer when they are ready to buy. Even though the salesman spends quite some time with a customer only to find that they are going to wait before deciding, such a phrase as "It is perfectly all right Madam, we are pleased to be of service to you at any time," goes a long way towards the customer eventually returning.

Competitors.

The salesman who says nothing derogatory about his competitor but at the same time impresses the customer with the many advantages and good policies of his own concern to such an extent that he will at some time sell them, is an asset to the firm in which he is employed.

Work has been done by the service for thirty concerns since May 1. Establishments include department stores, drug stores, specialty shops, book stores, men's wear houses, candy stores, hardware stores, installment houses, stationery stores, shoe stores, and jewelry stores.

Not a single complaint has ever been made about the service since it was installed. Service is the word, for it is a distinct service which the Retail Merchants' Association of the Board is giving local merchants.

Robert W. Adams.

Shingle Roof Menace.

"Safeguarding America Against Fire" submitting data collected from the records of the Actuarial Bureau shows that property to the aggregated value of \$50,666,652 was destroyed by fire originating on shingle roofs during the five years 1918 to 1922.

A list of 118 cities which have prohibited the use of wooden shingles for roofing purposes within their corporate limits was given.

Out of their close and continuous observation of the effect of inflammable roofing in spreading fire, the country's fire-fighters, as might be expected, have drawn some valuable opinions of the wooden shingle. The

International Association of Fire Engineers (the municipal fire chief's organization) has formulated and spread upon the minutes an indictment of the wooden shingle, which, in substance, contained these three counts:

1. That every conflagration in the South since 1870, with the exception of the Baltimore fire (if Baltimore is to be classed as a Southern city) was started or fed from incipency to conflagration proportions by wooden shingle roofs.

2. That the wooden shingle is a by-product of the lumber mills, making a commercial standard thoroughly impracticable, if not wholly impossible of attainment.

3. That practically all wooden shingles on the American market are sawed shingles, making the new ones more dangerous from sparks than the old, which are hazardous enough.

Always the best judges of the efficacy of a remedy are those who have tried it themselves. New Braunfels, Texas, began in 1897 to rid itself of wooden shingle roofs, and in a letter written last summer the fire chief writes: "I wish to state that this is a city of 5,000 inhabitants, and has not had a roof fire in fifteen years."

Here are only twenty-two words; but then wisdom is not to be measured with a comptometer.

Not So Much.

"One hundred and one, eh?" exclaimed the vacationist who had had pointed out to him the oldest inhabitant of the town.

"Well, that's quite a record. I suppose the townspeople are mighty proud of him."

"I dunno," responded the native. His record ain't so much. He ain't done nothin' in this town 'cept grow old, and it took him a darn long time to do that."

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ESTABLISHED 1853

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

Buy Safe Bonds
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The Old National

FINNISH MUTUAL FIRE INSURANCE CO. CALUMET, MICHIGAN

ORGANIZED IN 1889.

This Company has returned
A DIVIDEND OF

50%

For 29 consecutive years.

HOW?

By careful selection of risks. By extremely low Expense Ratio.

Assets 44.11 per 1000 of risk. Surplus 30.89 per 1000 of risk.

Agents wanted in the Larger Cities.

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OUR FIRE INSURANCE POLICIES ARE CONCURRENT

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The Net Cost is **30% Less**

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of Fremont, Michigan

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SAFETY SAVING SERVICE CLASS MUTUAL INSURANCE AGENCY

"The Agency of Personal Service"

C. N. BRISTOL, A. T. MONSON, H. G. BUNDY.
FREMONT, MICHIGAN

REPRESENTING

Retail Hardware Mutual
Hardware Dealers Mutual
Minnesota Implement Mutual
National Implement Mutual

Central Manufacturers' Mutual
Ohio Underwriters Mutual
Ohio Hardware Mutual
The Finnish Mutual
Hardware Mutual Casualty Co.

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

WRITE FOR FURTHER PARTICULARS.

ON THE OTHER SIDE.

Graphic Description of Switzerland Grocery Store.

Written for the Tradesman.

We had less than three whole days in Paris, so I did little investigating among grocery stores. I was sorry, too, because the glimpses I got of retail food shops showed me they would be interesting. Specialization runs to extremes in the older countries. Shops wherein butter, eggs and cheese are handled carry nothing else. "Shops" is the right word for them, because they are all small—literally holes-in-the-wall—in charge of one or two persons, usually female. But they are busy places. The people in the store have no idle time on their hands. The volume must be considerable. Wish I had had time to dig out some facts.

But Paris is a big city, also a place of venerable age. Customs change slowly, new ideas percolate slightly, the ways of yesterday are in vogue today. Moreover, Parisians of all kinds, grades and classifications look with caution, tintured heavily with suspicion, on anything different from the ways of their fathers. Finally, Parisians are firm believers in the institutionalism of the habits, ways and practices of Paris first and France only secondarily to Paris. So I question whether anything very useful to Americans could come out of any investigation of Parisian shops and, perhaps, my haste was not all loss to my readers.

It is exceedingly hard to write of Nice (which you must pronounce Neece), which you can locate away down in the extreme South of France on the Mediterranean, without drifting into descriptions of the vivid blue of the sea and the magic of the views from the Grand Corniche; but before we started on our drive along the shores of that fairyland, I hunted up a place wherein to buy some breakfast fruit.

That reminds me that fruit is not served for breakfast anywhere in Europe. The British have come to realize that Americans—"droll people, don't ye know"—eat fruit for breakfast, also have the queer notion that a drink of water is good as a morning eye-opener; and the British have prepared, in a way, to give Americans what they want. That is, you get fruit, if you order and pay extra for it. Water is harder to get, but can be obtained if you are persistent. In France, too, you can get fruit, but the variety is limited in hotels and the prices very high; so it is best to roll your own.

A funny experience was in trying to get prunes in Marseilles. After struggling to express myself in my alleged French, I got some green plums. When I abandoned French and said: "Stewed prunes" to the head waiter, he got me all right, but he could not serve me with prunes. This in the land wherein prunes originated! Well, that is like trying to get a good orange in Orange, California, or acceptable Finnan haddies in Aberdeen!

I am drifting away from Nice again. What I found there was a nice little grocery store which looked just like

a delicatessen at home, and there I got some wonderful ripe figs and peaches as big and luscious as I could get in Los Gatos or Placerville.

Having more time in Venice, I got into a real grocery store. It was on an occasion when we wandered off by ourselves and got tangled up in the crooked alleys of that labyrinthine town. By signs and scattered words of three languages we managed to get into the neighborhood we sought. And there I saw a grocery store.

It was small, of course, but the sausage, cheese, side meat and food pastes looked just like Little Italy in San Francisco. I felt so much at home that I tried to stutter out something that would indicate that I was an American grocer. French being a supposedly universal language in Italy,

sons to Germany and therein they speak German.

Funny, too, how the different segments hate each other. That is, they do not like each other personally, just as we often dislike each other individually. It is bad, nevertheless, for anybody to try to trade on these family differences because they do not extend beyond the borders of Switzerland. That is good for the country and its continued independence and security.

Leaving Italy, it was natural that we should enter Switzerland in its Italian sector. Our first stop was Lugano. Do not start me on the description of scenery, comfortable hotels and that sort of thing, else I shall never finish. But I strolled down street in the soft sunshine of the morn-

ing, which meant it was set up around 1804 and had been running ever since.

To show me how they stored stock, I was invited into the warehouse. I cannot describe that place, so I illustrate it.

Look at the picture and you will notice the light comes from above. That is because this is the courtyard of an ancient palace. The opening in the top is glazed over. It was all so astonishing that I took considerable time setting my camera to take a fair picture. You cannot see the office, which is at the top of stairs on the left, nor the grandfather's clock which stands on the landing. You can see the piles of coffee bags, cases of olive oil and empty paraffin cans. You can also see the stately stairway and handsome grill work.

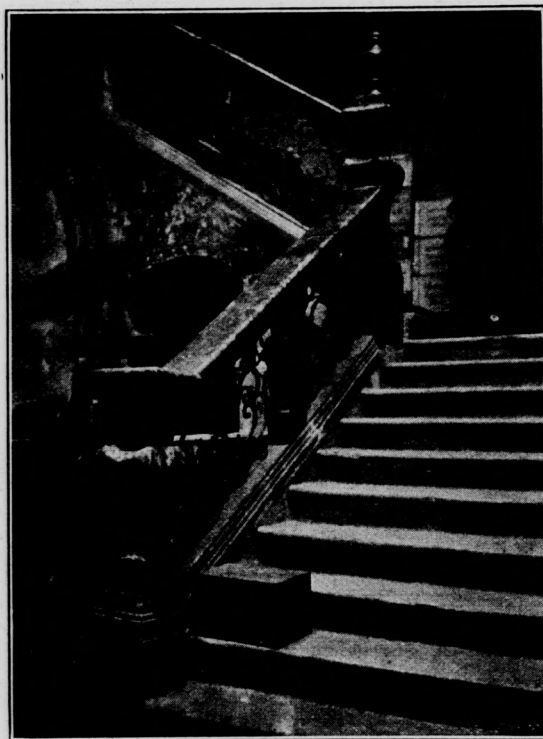
That leads me to the final note of striking variance in buildings between our country and those places abroad. There is where the difference is most pronounced. Consider that hand labor has been relatively cheap over there for centuries and that, therefore, ornamentation that we could not think of having—unless we were millionaires—was put onto structures of all kinds in the old days. That has made such ornamentation a matter of course. Thus to make common buildings ornate is such an old custom that it persists even now that hand work is not nearly so cheap as formerly.

The most ordinary building will have wrought stone and iron in profusion. Every house, store, hotel or warehouse is dressed up individually, so that, strictly speaking, each affords material for extended study. This is one feature that makes European travel delightful. I can almost say it is the feature because, for myself, architecture always has been as fascinating as history.

It seemed odd to have those Italian Switzers work casually in such a warehouse as I illustrate this week. Here they were, running about, carrying bags and boxes, opening bales and barrels, taking and giving orders, as if they were in a shed. They acted, in fact, just as if they were in a common grocery store, while, to me, they seemed to be rendering a play, an old-time drama, in a setting of fairyland. It was very difficult for me to wake up to the solid reality that these people were running a grocery store—a place wherein foods or "comestible," which means comestibles—were dealt in; and that there was no poetry about it other than the poem which everywhere is daily life. Paul Findlay.

Topcoat Sales Are Growing.

Further orders for Spring topcoats are being received by clothing manufacturers. In fact, the business in topcoats is said to be one of the bright spots in the bookings of wholesalers for the Spring. Retailers' stocks were considerably depleted during the course of the Fall, with little or no carryover for the coming season. The smooth finished fabrics are being extensively used for the new garments, tweeds and gabardines being in considerably less demand than heretofore. Some buying of topcoatings for next Fall is already taking place, according to mill representatives.



Interior of a Switzerland Grocery Store.

I tried my French. All I got in return was a renewal of the blank look, tinged with questioning suspicion.

Finally, a little French woman, who previously had directed us, was brought in and she understood my sounds correctly. Then all was lovely. The grocer was overjoyed to see somebody from San Francisco. Why, he had a whole assortment of friends, relatives and compatriots who had been to San Francisco and, evidently, a lot who had not come back. This is not surprising, considering that 15 per cent. of the population of California is of Italian origin.

Switzerland is, as you know, a place of jumbled population, also of assorted languages. Like ancient Gaul, it is divided into three parts. The segment adjoining Italy speaks Italian. The portion next to France speaks French. By far the largest portion is contigu-

ous after we got there to buy some films and I dropped into two grocery stores.

Here, as in many other places, I met a condition that now impresses one abroad. This is how stores are becoming standardized everywhere, so that there is really little difference between them. Here in Lugano I found Alaska salmon, JHF and MHF California fruits, California tuna and any number of other items that I might find in America.

But there was one store in which I got a thrill. That was the place kept by Filli Pumarso, which means the sons of Pumarso or something like that. It was the tiniest place, about twelve feet wide by twenty feet long, with long counters running the full length, windows on the other side, light, clean and well kept. The boys were cordial and told me the joint was 120 years

Volstead Act Valuable Asset To American Manhood.

Grandville, Jan. 20—Prohibition in the United States has its ups and downs, yet is nothing to what happened to the Maine liquor law which was on the Michigan statute book in the fifties, and which was enforced in some places for a short time, but in the main was utterly ignored by the law enforcers of that period.

The United States to-day is a paradise to what it was before the enactment of the Volstead law. The falling off in the consumption of liquor is really a cause for wonder and congratulation when we consider what the country has been up against.

That the law has been a complete success cannot be claimed, nor is any law fully enforced under all conditions and circumstances. We ought to feel thankful at the near success which has attended it.

There is less drunkenness; families are on Easy street to-day who were under the shadow of the liquor curse a few years ago. Those boozers who patronize the bootlegger run a terrible risk and many of them fall victims to their own foolhardiness.

Before the early prohibition enactment liquor was almost as free as water. On the Big Drive, along the Muskegon, scarcely a driver but felt the need of a bracer before he wet his knees in rolling logs across sandbars out into deep water.

The "Drive" was a living witness against prohibition then. A man could no more work in the water up to his waist and live unless he had plenty of red liquor to stay his stomach and stiffen his muscles. Such was the argument, and some men believed it.

To-day we find men proclaiming the uselessness of a Volstead act which takes away the liberty of choice and makes a man a slave. Nevertheless prohibition in the United States is to-day, despite all the bootlegging winked at by public officials, a remarkable success and the American people will never again go back to the open saloon as it existed a decade ago.

The prohibition law of the fifties was a purely State affair, and because of that was less easily enforced than the present law which covers the whole of Uncle Sam's domain. Unworthy officials there are who wink at all kinds of law breaking; and because of such, prohibition is not perfect by any means, and yet it is clearly gaining ground, so that within a few years we shall see a sane and sober Nation such as has never before existed on this earth. When that time comes the United States will be stronger in every particular than it ever was before.

After a brief effort on the part of prohibitionists to enforce the law in the fifties the effort was given up and almost every country crossroads in the State had its bar where man could indulge for a few pence in hogging down all the whisky his skin would hold.

Fourth of July celebrations were made occasions for free whisky carousals. The Big Drive would halt at the various stations along the river, line up before a tavern while the boss procured a bucket of "redeye" and ladled it out to each man as in the days when the ship's crew of an ocean steamer was piped to grog.

Those were rare, hilarious days. The fact that a prohibition law was on the statute book was quite ignored if not wholly forgotten. It was because of this non-enforcement of the Maine liquor law in Michigan in ye olden time that arguments were advanced against ever trying prohibition again.

The enactment of the Volstead act, however, being a Nation wide enactment, had firmer ground on which to stand. Beside all this the women of the land had taken a hand in saying what should be done and, per consequence, we have a total abstinence society which covers the whole country and which is so firmly imbedded in

the hearts of the people as to presage complete victory.

"There's more liquor drunk than before the Volstead act was passed," we hear from the lips of non-thinking individuals. This is merely loose talk, however. Facts are stubborn things and facts bear out the assertions of the temperance men and women of the land that a tremendous percentage of our people have become non-drinkers because of the prohibition law.

Many of the one time arguments in favor of liquor, such as the necessity for whisky in case of illness, have been proven falacious, and the fact demonstrated that man does not need continued stimulation from liquor than do the lower animals. Whisky is as unnatural and injurious to the stomach as it would be to the stomach of horse or elephant, and who would think of giving a whisky sling to a horse to give him more power for work?

In days of old, when men traveled the wilderness roads in all kinds of weather, especially in the cold of winter, very few of these but halted at the various taverns along the way to toss off a hot whisky to "keep out the cold," not realizing that in this way he endangered his chances for escaping death from freezing or pneumonia.

We live to learn, and we have learn-

ed much since the ante-bellum days of the sixties. It is known that men can endure more hardship without liquor, and that it is dangerous to partake too freely of whisky in the face of a winter's zero storm.

The Volstead act not enforced?

To be sure it is not, nor are any of the laws on the statute book if by enforcement you mean complete enforcement of such laws; but our National temperance enactment is approaching as near complete success as most of our laws which conflict with criminal practices. As time passes and better officials are elected there will be a decided betterment of conditions all down the line.

Old Timer.

Spurt in Demand Is Desired.

It is said to be becoming increasingly evident that time will again be an important factor in the successful working out of the Spring season for many of the women's wear mills. This is not so much the case with the leading producers of the high grade fabrics, which booked their orders early, or with those mills which have brought out weaves on which they practically immediately booked capacity orders.

There are a few mills in the latter position owing to the popularity of one or several numbers. Quite a number of the mills, however, are dependent on their sales for the remainder of the Spring in order to come out on the right side of the ledger. There now remain a little more than two months of selling for these mills, and a considerable spurt in the demand is what they are eagerly looking for.

Just Sheets.

A Jewish gentleman knocked at the door of a K. K. K. office. "Who's there?" enquired the guard from within.

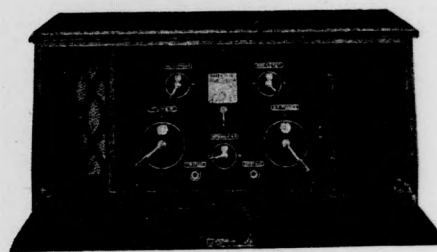
"It's me, Sol. Cohen."

"Go on, beat it," commanded the gaaard. "Don't you know you can't join this organization?"

"Vot? Join?" replied the son of Abraham, "I don't vant to join. I vant to see the man vot buys the sheets."

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Types of French Toques.

Some of the most effective of the French toques for Spring are made of vivid satin or pebbled silk. They resemble somewhat the skating caps that used to be worn by boys in this country, according to the New Millinery Bulletin, which is the organ of the Retail Millinery Association of America. The only real difference is that the toques have no tassel at the top.

"This apex to the crown is simply twisted into folds or turned over and caught with jeweled pins," the bulletin explains. "Such toques have no brims, and they are really more caps than hats. However, they are ver chic indeed."

"Camille Roger makes a novel toque for Spring from vertical alternating strips of black and red ribbon. The crown top enlarges into a Tam o' Shanter of this striped ribbon and at the center four tiny red minoche feather heads are placed. The quartet of black bills forms the indispensable peak."

"Lace is also making its appearance in Spring hats and it is used in many cases as trimming. Some charming small toques are seen that are made entirely of narrow ruffled lace and trimmed with bright flowers at the center top. Marie Crozet (Berthe Meny) is putting crowns of ruffled lace on many of her capelines and narrow-brimmed hats. These crowns are supple and peaked. She makes the brims of Milan hemp and trims them with clusters of flowers."

"The round-crown cloche, with its small curved brim, is by no means absent from the Spring showings, but it is invariably camouflaged by trimming at the top of the crown to simulate the new shape that Paris means to force on the world at large. Suzanne Talbot makes such cloches of striped satin and grosgrain ribbon. The stripes merge at the center top, which is trimmed with a loop of the ribbon having fringed ends hanging toward the front."

Duplicate Orders For Skirts.

A fair amount of duplicating on Spring skirts is already being received, say skirt manufacturers. This immediate delivery business is coming mostly from the better grade stores here, and in some instances the orders are quite sizable. Cashmere and flannels rule in preference, the wrap-around model retaining its popularity.

Wide box pleats are being stressed, as are also "peasant" or very narrow pleats. Some silk skirts are moving for the Palm Beach trade, but the real seasonal business in these is a matter of several weeks yet. Success is reported with the merchandising of "suspender" skirts, which are cut so that they have a suspender-like arrangement at each shoulder. These are shown in cashmeres, flannels and fancy patterned materials, solid colors being featured.

Wide Bracelets Taking Well.

Steadily growing success is being met here by flexible platinum bracelets set with graduated stones and, in cases where the major gem is colored, decorated with small diamonds. The most popular of these bracelets are set with cabochon emeralds and, being biggest at the middle, taper to the ends. One such bracelet is half an inch wide in its broadest part. Wide bracelets set with certain semi-precious stones are also in favor. The general use of emeralds in the more expensive bracelets has reduced local stocks of the better grades of these gems to famine proportions, yet stones of this type are said to be easier to purchase here than abroad. Large emeralds of quality are especially scarce, and those weighing over five carats are said to be almost literally jumped at by buyers.

Costume Slips Still Featured.

The costume slip is again featured in Spring petticoat lines. Many of the slips are developed in the same style of trimming as that of the petticoats. The use of embroidery is stressed, but rufflings do not come in for any particular attention. The embroidery often extends as far up from the hem as the knee and is heavy enough to weight the slip somewhat. In the novelties printed silk slips are stressed, being designed for wear under plain georgette frocks. Some of the flesh colored lingerie garments are finished at the hem and around the top with net footing. Colors cover a wider range than usual. Meanwhile, petticoats are said to be moving satisfactorily. Deliveries on both styles of garments are from two to three weeks.

Brighter Outlook For Neckwear.

An indication of the more optimistic way in which manufacturers of men's neckwear regard the Spring is found in the orders which the tie-silk mills have on their books. This business is considerably ahead of that this time last year, according to representatives of leading mills. From the retailers' standpoint, cut silk ties are said to be making a stronger appeal to the consumer, the trend toward cut silk mer-

chandise since last Summer being considered very definite. In the higher grade ties, retailing at from \$3 to \$5, the knitted ones are in demand. Colors are predominant in the merchandise being offered for Spring. Stripes continue well to the fore, as do neat figured effects.

Bleached Goods Well Covered.

Production of the finer grades of bleached cotton is well covered for the next six weeks or so. One of the leading lines is sold up solidly for deliveries this side of March 1, and the producer has nothing to offer but goods for shipment during the March-May quarter. As yet no price for the latter period has been made, but it is probable that the new figure will be announced when the wholesale fabric buyers are assembled here for their semi-annual meeting next week. The last price made on the bleached muslin generally accepted as the market standard was 19 cents. It was made late in October to cover deliveries during this month and next, and was withdrawn about a month later. Since that time the goods have been "at value."

Knitwear Market More Stable.

While it may take a little time for the knitted outerwear trade to work out of the difficulties which arose during the last half of last year, the Spring will probably see many of these eliminated, according to views of leading wholesalers. It is figured, for one thing, that the trade will have to go back to a style and quality basis, and this bids fair to be the case during the present season. Toward this end the trade will have back of it a firmer market for raw materials, and perhaps some difficulty in getting them, which will tend to lessen overproduction and too great emphasis on price. Lines shown for Spring are meeting with a good response from retailers.

Expect Good Neckwear Demand.

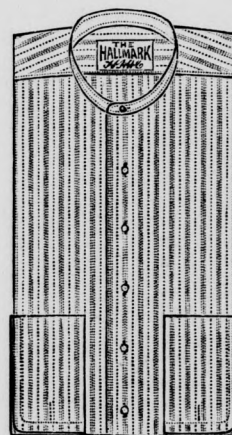
Expectations in the women's neckwear trade are that the Spring will see an expanded use of neckwear trimmings. The type of dress that is indicated as a leader in the Spring vogue is well adaptable to neckwear as trimmings. The cutting-up trade has done fairly liberal sampling and further buying from this source is waiting on more activity on the part of ready-to-wear buyers. Retailers have not

bought to any extent as yet, but neckwear sets and yard goods are counted on to attract their interest during the next few weeks. There is a liberal use of color in most of the merchandise offered.

He Had It.

A teacher asked a pupil the definition of a "vacuum." After pondering over the question for a while the pupil replied, hesitatingly: "I have it in my head but I can't express it."

SHIRTS



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including Piece Goods, Blankets, Hosiery, Underwear, Men's and Boys' Furnishings, Women's and Children's Ready-to-Wear and Notions.

Primary Nominations Tried and Found Wanting.

Grandville, Jan. 13—It is reported that the Michigan primary law will come in for a hearing at the present session of the Legislature.

It is to be hoped this is true and that something will be done to change the present farcical method of nominating men for official positions in our State.

Michigan has not had a truly representative government since that idiotic primary came into being. The desire expressed by its sponsors that it was getting nearer to the people has proven the worst sort of a mistake. Now that the blunder is fully known the sooner it is wiped off the books the better.

No doubt this attempt to do away with a farcical primary law may lead to many propositions no less detrimental to the good of the public, and the solons who have noddles capable of seeing things in their true light should see to it that the primary disgrace be not removed to make room for something even worse.

Certainly the people of the State have been fed up on the primary principle and wish no more of it.

Elections are not what they were when nearly all registered voters went to the polls and recorded their verdict. A listless attitude has taken possession of the masses. It is high time something was done to reawaken interest in governmental affairs. The repeal of the senseless primary will prove one long step in the right direction.

"What, would you go back to the old convention system?" cries one, with horrified face and uplifted hands.

Well, now even that may become necessary. During the long reign of convention nominations very few unfit nominations were made and the people were many times nearer their servants than they have been under the reign of primary selections.

Expense alone counts for something. This holding two elections in order to get a single set of officers is an extravagance for which there is not the shadow of an excuse.

Now that the Legislature is in session is a good time to bring this matter of nominations to public place to the front and settle it in a manner satisfactory to all concerned. Very few are satisfied with it as it is.

Some politicians, no doubt, regard primary elections as the acme of success, and it may be so far as the schemers are concerned. Nevertheless interest in political affairs will never come back while the farce of primary selection continues. It is easy for men to be nominated of one party by voters of another party. This may be democracy but it isn't fair play by any manner of means, and it has got to be changed before decency and genuine party interest will be aroused.

Who were the men nominated and elected in our State under the old convention system? In fact, take the Nation wide methods in the part of choosing the upper house of Congress through convention nominations and what do we see?

Abraham Lincoln was the product of a convention nomination. What flaw have you to pick with him? Senators chosen by state legislatures whose members were convention nominated squared up well with those who have come to their innings from primary selection.

Is the present United States Congress one whit better than those war time congresses when Lincoln was President?

The biggest statesmen the Nation ever produced were nominated to office by the at present despised convention system, while under primary selection we have some of the worst dunderheads as well as most scheming personages ever chosen to represent a free people in halls of legislation.

Under proper safeguards the convention system of nominations cannot be improved upon. There may be a

system just as good, but no man has as yet advanced one that would compare with it, and right here let me say that through caucus and convention the people have themselves to blame if they permit unworthy candidates to win out.

Each party by this system nominate men of their own party and are not permitted to call in aid from the opposition. Partisan nominations are wholly all right; the people can sit down on them at the polls if they are displeased with what the party convention has done.

Cass, Chandler, Howard, Ferry and hosts of other equally good men were in public life because of the convention system of nominations. No one would be rash enough to question the honesty and ability of these men. When the primary election was devised to take the place of the old time methods great things were predicted for the new way, things which have worked out contrary to all prophesy on the subject.

Party choice is necessary for the perpetuity of republican institutions, and this choice has been demoralized through the much tooted primary election laws. Mediocre men get in, also men unfitted by nature and ability to do the work, so that year by year our national and state governments have been retrograding to the detriment of good government.

What are we going to do about it? Something surely. The writer is heartily in favor of going back to caucus and convention ways. However, if anything as good, under another name, can be devised he is ready to have it tried.

The fact that our present Governor is reported to stand solidly for the retention of the primary election law in no way recommends its status to the common people. Old Timer.

Lord's Day Alliance Want Sunday Closing Law.

There is an organization in Michigan known as the Lord's Day Alliance of Michigan. It has for its officers and board of directors some very prominent Detroit men. A certain class of stores which do business seven days a week are a menace to good substantial business and merchant bureaus generally are in favor of legislation, either by State laws or by local ordinances to restrict this unfair competition. The following bill has been drafted for action by the present Legislature:

Sec. 1. It shall be unlawful for any person or persons, firm or corporation to open any store or place of business for the sale of groceries, dry goods, boots and shoes, clothing, jewelry, meats, musical instruments, sheet music, bakery goods, furniture, hardware, men's furnishings, radio supplies or any other articles or stable commodities sold or kept for sale, or offer for sale any groceries, dry goods, boots and shoes, clothing, jewelry, meats, musical instruments, sheet music, baked goods, furniture, hardware, men's furnishings, radio supplies on the first day of the week, commonly called "Sunday," provided, however, that nothing in this act shall apply to persons who conscientiously believe the seventh day of the week should be observed as the Sabbath and who actually refrain from business on the Sabbath day.

Sec. 2. That it shall be unlawful for any such person, firm or corporation to keep open their stores or places of business aforesaid on the first day of the week, commonly called "Sunday" for any purposes mentioned in Section 1 of this act.

Sec. 3. Every person, firm or corporation violating the provisions of this act shall be deemed guilty of a misdemeanor and shall, upon conviction thereof, be punished for the first offense by a fine of not less than \$10 nor more than \$25, or by imprisonment in the county jail or in the Detroit House of Correction for not more than thirty days or both such fine and imprisonment in the discretion of the court; and for a second or other offense under this act, shall be punished by a fine of not less than \$25 or more than \$50 and by imprisonment

in the county jail or in the Detroit House of Correction not to exceed ninety days.

No Good.

A corn syrup manufacturing company received the following letter:

"Dear Sirs: I have ate three cans of your corn syrup and it has not helped my corns one bit."

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The board of directors of The United Light and Railways Company has declared a quarterly dividend of One Dollar Sixty-three Cents (\$1.63) per share on the Six and one-half per cent (6½%) Prior Preferred Stock, Series of 1924, payable February 2, 1925, to stockholders of record January 15, 1925. Transfer books will not be closed.

F. F. KELLEY, Treasurer.

Chicago, January 13, 1925.

Michigan Shoe Dealers Mutual Fire Insurance Co.

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Organized for Service,
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We are Saving our Policy Holders
30% of Their Tariff Rates on
General Mercantile Business

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L. H. BAKER, Secretary-Treasurer

LANSING,

MICHIGAN



Definitions and Standards For Animal Products.

1. Flesh is any clean, sound, edible part of the striated muscle of an animal. The term "animal," as herein used, indicates a mammal, a fowl, a fish, a crustacean, a mollusk, or any other animal used as a source of food.

2. Meat is the properly dressed flesh derived from cattle, from swine, from sheep, or from goats, sufficiently mature and in good health at the time of slaughter, but is restricted to that part of the striated muscle which is skeletal or that which is found in the tongue, in the diaphragm, in the heart, or in the esophagus, and does not include that found in the lips, in the snout or in the ears; with or without the accompanying and overlying fat, the portions of bone, skin, sinew, nerve and blood vessels, which normally accompany the flesh and which may not have been separated from it in the process of dressing it for sale.

3. Fresh meat is meat which has undergone no substantial change in character since the time of slaughter.

4. Beef is meat derived from cattle over one year of age.

5. Veal is meat derived from young cattle one year or less of age.

6. Mutton is meat derived from sheep over one year of age.

7. Lamb is meat derived from young sheep one year or less of age.

8. Pork is meat derived from swine.

9. Venison is flesh derived from deer.

Meat by-products are any clean, sound, and properly dressed edible parts, other than meat, which have been derived from one or more carcasses of cattle, of swine, of sheep, or of goats, sufficiently mature and in good health at the time of slaughter.

1. Prepared meat is the clean, sound product obtained by subjecting meat to a process of comminuting, of drying, of curing, of smoking, of cooking, of seasoning, or of flavoring, or to any combination of such processes.

2. Cured Meat is the clean, sound product obtained by subjecting meat to a process of salting, whether by the employment of dry salt or of brine, with or without the use of sodium nitrate, of potassium nitrate, of a sugar, of a syrup and/or of honey, and with or without the use of spices.

3. Dry Salt Meat is meat which has been cured by the application of dry common salt, with or without the use of potassium nitrate, sodium nitrate, a sugar, a syrup, honey and/or spice, with or without the injection into the meat of a solution of common salt with or without potassium nitrate, sodium nitrate, a sugar, a syrup, and/or honey.

4. Sweet Pickled Meat is the meat

which has been cured by soaking in, with or without injecting, a solution of common salt, potassium nitrate, sodium nitrate and a sugar, a syrup, and/or honey, in proper proportions, with or without the use of spice.

5. Corned Meat is meat which has been cured by soaking in, with or without injecting, a properly prepared solution of common salt, with or without added potassium nitrate, sodium nitrate, a sugar, a syrup, and/or honey.

6. Dried Meat is fresh meat or cured meat which has been subjected to a process of drying with or without the aid of artificial heat until a substantial portion of the water has been removed.

7. Smoked Meat is the product obtained by subjecting fresh meat, dried meat, or cured meat, to the direct action of the smoke either of burning wood or of similar burning material.

8. Canned Meat is fresh meat or prepared meat, packed in hermetically sealed containers, with or without subsequent heating for the purpose of sterilization.

9. Hamburg Steak, Hamburger Steak is comminuted fresh beef, with or without the addition of suet and/or of seasoning.

10. Potted Meat, Deviled Meat, is fresh meat or prepared meat, comminuted, with or without spices, which has been cooked, and is usually packed in hermetically sealed containers.

11. Sausage Meat is fresh meat or prepared meat, or a mixture of fresh meat and prepared meat and is sometimes comminuted. The term "sausage meat" is sometimes applied to bulk sausage containing no meat by-products.

Meat Food Products.

1. Meat Food Products are any articles of food or any articles that enter into the composition of food, which are not prepared meats, but which are derived or prepared, in whole or in part, by a process of manufacture from any portion of the carcasses of cattle, swine, sheep or goats, if such manufactured portion be all, or a considerable and definite portion, of the article—except such preparations as are medicinal purposes only.

2. Meat Loaf is a mixture of comminuted prepared meat with spices and/or with cereals, with or without milk and/or eggs, and pressed into a loaf.

3. Sausage is comminuted sausage meat and/or one or more comminuted meat by-products, with added spices, with or without added salt, potassium nitrate, sodium nitrate, a sugar, a syrup, water, and/or a vinegar, and may be fresh, dried, smoked, or cooked.

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We're well along on the return lap of a generous crop year. Whether going or coming, at the start of the harvest movement when wheat supplies are flowing freely, or in the later seasons when wheat marketings are slackening, RED STAR Flour maintains the same remarkably high quality. The standard, always high, once established is never changed to meet the changing wheat trade conditions.

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SWEET MIDGET
PEAS
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MELTING SUGAR
PEAS
EXTRA SWEET
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CUT WAX BEANS
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GOLDEN WAX Beans
REFUGEE BEANS
EXTRA GOLDEN
WAX BEANS
EXTRA REFUGEE
BEANS
SMALL GREEN LIMA
BEANS
LIMA BEANS
FRESH GARDEN
BEETS
FRESH GARDEN
SPINACH
TOMATOES
WILD Blackberries
BLACK Raspberries
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ABOVE ITEMS IN STANDARD "WERTHMORE BRAND"

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

Sausage is frequently packed in animal membranes or in clean artificial casings. Animal casings are clean and sound, and impart to the contents no substance other than salt.

4. Pork Sausage is comminuted pork with added spices, with or without added salt, potassium nitrate, sodium nitrate, a sugar, a syrup, water and/or a vinegar, and may be fresh, dried, smoked, or cooked.

5. Blood Sausage, Black Pudding, Blood Pudding, is a sausage with which has been mixed, in the course of its preparation, clean fresh blood from swine, from cattle, from sheep or from goats, sufficiently mature and in good health at the time of slaughtering. It is usually packed into a suitable container and then cooked in water or in steam.

6. Liver Sausage is a cooked sausage characterized by the addition of comminuted liver.

7. Brawn is the product made from comminuted and cooked edible parts of swine, chiefly from the head, feet, and/or legs, with or without the comminuted tongue.

8. Head Cheese, Mock Brawn, differs from brawn in that other meat and or meat by-products are substituted, in whole or in part, for corresponding parts derived from swine.

9. Souse is the product consisting of meat and or meat by-products; after cooking, the mixture is commonly packed in containers and covered with a vinegar.

10. Scrapple is the product consisting of meat and or meat by-products mixed with the meal or flour of grain, and cooked with condiments, after which it is poured into a mold.

How the Love Apple Conquers.

The tomato, on coming into the modern world, was under a serious handicap. Abe Martin reports that he can remember when it was regarded as "p'isen." No doubt many others share his memory.

Now tomatoes grace the best tables and are carefully tended by gardeners. They are canned and preserved to carry some of summer's riches into winter's want. Their plump forms fairly radiate good cheer. They are the jolly campers in the garden. Their bright smile causes them to be known erstwhile as love apples. And as love apples they still are given a place of honor in some gardens alongside of the rambler roses and heliotropes.

It is a long step from their disgrace to their coronation. Perhaps the secret of their victory lies in the remarkable vegetable wisdom they show. They adapt themselves with quick facility to new demands.

Friend neighbor, in the press of spring work, forgot to provide supporting frames for his tomato plants. The season was far advanced when his wife reminded him of his neglect with admonitory comment. He went to his garden with misgivings, expecting to see his tomato plants ruined and his work wasted.

To his surprise something had happened. The love apples had shown that artificial supports are not essential in well regulated vegetable families. Instead of branching high they had sent out strong lateral arms close to the

ground. And these were laden with ripening fruit. Before the tardy gardener had brought his supports, the thrifty tomatoes had issued their declaration of independence, and their life forces had made provision for a good crop.

Having overcome popular suspicion, it was an easy feat for them to get along without a prop. If the tomato cannot tower like its friend, the corn, it can spread out safely like a bush. If it cannot carry its children in one way, it cares for them in another.

This is typical of the whole mystery called the life force. If it could have been defeated by petty obstacles, it would have been done for long ago. But if it cannot mount, it creeps, and if it cannot blossom high, it manages to cling to rocky hill, or clothe the ragged ledge with moss.

The index of life is adaptability, whether in plant, animal or man. Growth has been defined as just this power of an organism to adjust itself to changing conditions of place or time. It is not so different with men. With them final success and victory often depend on just this fine persistence in the face of untoward circumstances and the high endeavor to make shift, if not one way then in another.

Sweet Potatoes High This Season.

As a result of the light crop of sweet potatoes in the South, wholesale prices of Southern stock have been higher than last year and carlot movement has been stimulated. In North Carolina, Tennessee, Arkansas, Oklahoma and the seven other States directly South of them this year's combined production is estimated around 55,000,000 bushels, compared with 80,000,000 last season, nearly 89,000,000 in 1922, and 83,000,000 in 1921. Final December estimate of the total sweet potato crop is 71,861,000 bushels, a reduction of about 4,000,000 from the preliminary estimate in November. The 1923 crop was 97,177,000 bushels. Southern States have only 76 per cent. of the total production this season, as against the usual 80 per cent. to 85 per cent. Nevertheless, combined shipments to date from that territory have exceeded 2,500 cars, or 300 more than last season's record to the same time, thereby showing the stronger demand in consuming markets. South Carolina, Mississippi, Oklahoma and Texas have shipped fewer cars than last fall, but the other Southern sections made substantial gains. Alabama, with a crop only half as heavy as in 1923, has forwarded 63 per cent. more cars so far this season, and a similar situation exists in Louisiana.

Tuberculosis in Poultry.

Dr. G. S. Weaver, extension veterinarian at the State college, says about 55 per cent. of all poultry raised in South Dakota is infected with tuberculosis, and probably one-half of the flocks have tuberculosis in them. This causes an extensive loss to the poultry industry each year.

Tuberculosis in poultry is caused by a germ which has many of the characteristics of the germs that cause the disease in the human family. The germs live for many months in the dark, damp places about the poultry

yards and in the poultry houses, but can be killed by thorough disinfecting.

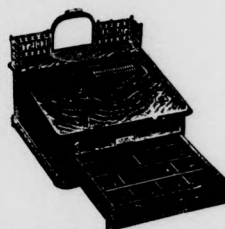
Tuberculosis in poultry causes an unthrifty condition, especially in older birds, they get poor and thin, and lose flesh rapidly, and many of them get lame. The only means of control is to eradicate the birds infected, because they distribute the disease to the other birds Weaver declares. Then see that the poultry houses and yards are thoroughly disinfected and in this way you will be sure there is no tuberculosis.



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Grand Rapids, Michigan



Straul

CHOCOLATES

My But They're Good

STRAUB CANDY COMPANY

Traverse City, Mich.

Saginaw, W. S., Mich.

Moseley Brothers

GRAND RAPIDS, MICH.

Jobbers of Farm Produce

"A BEST SELLER"

The
Little Miss Broom

Select Fancy Corn—Fine
and Green

Beautiful Orange Handle—
Velvet Finish

LIGHT AND DURABLE

At a price which is particularly attractive.

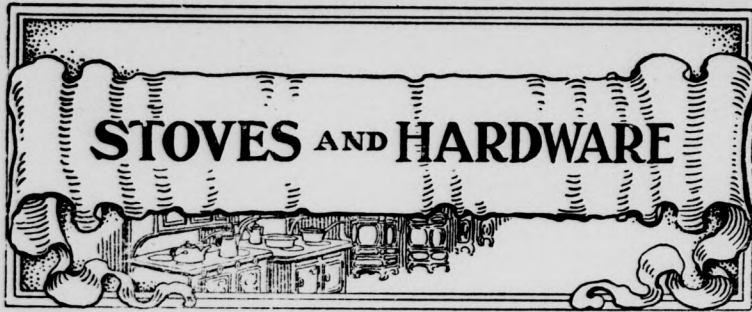
Michigan Employment
Institution for the Blind
Saginaw, W. S. Mich.

M. J. DARK & SONS

GRAND RAPIDS, MICH.

Receivers and Shippers of All

Seasonable
Fruits and Vegetables



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

When Buying For the Paint Department.

Written for the Tradesman.

Good buying is a first essential to successful selling. In the oft quoted words, "Goods well bought are half sold." Too often, however, the merchant thinks of "well bought" as signifying "cheaply bought." Price stands before the dealer's mind as the one essential to consider.

Now, price is very important. It cannot safely be neglected. There are, however, other essential factors in buying which the dealer must weigh well beforehand.

Forethought itself is an essential. In most retail businesses—in this respect the paint dealer probably manages better than men in some other lines of trade—the merchant waits until a traveler comes round, hears what the traveler has to say, orders such goods as strike his fancy, and goes back about his business; and gives never another thought to buying until the next traveler calls, when he orders some more stuff in an equally impromptu fashion.

Many merchants are still carrying on their shelves some of the goods bought in this careless fashion, six or eight or ten years ago.

Nowadays, competition is too keen for that sort of buying to produce satisfactory results. The merchant cannot afford to leave the initiative entirely to the traveling salesman. He must himself take an active part in the game, if he is to get the best returns.

A first essential is to know your clientele. Every community has its peculiarities. The line of goods which will suit a small town dependent largely on farm trade is apt to differ markedly from the line to select in an industrial community. In a lake or ocean port, there is business to which you can cater, which does not exist in any inland community. Then, again, in a large city, the industrial quarter has one set of demands and the swell residential quarter has another. If you found a good demand for a certain style of interior finish in one town where you clerked, that is no reason why you should count on a similar demand in some other town in which you are just starting a business of your own.

Every community has its own peculiarities. These peculiarities again are subdivided according to the class of population in this or the other part of the same town. Experience will reveal these peculiarities to the paint

dealer. Study of his field, plus experiment, will point out new local opportunities.

Finally, individual customers have their preferences and prejudices which it is worth while to know.

As a preliminary to good buying, therefore, it pays the paint dealer to study his community. Past experience in actual selling is a good guide; but even past experience is not entirely reliable in the paint business. For instance, the color combinations for exterior work which were popular in 1916 may be entirely passed over in 1917. Again, some novelty which may never have sold in large quantities needs only pushing to become a big profit maker.

Specific knowledge of the community will help the paint dealer to select the right kind of stock. Yet there have been instances where shrewd guess work or deduction brought profits which would never have been realized had the dealer conservatively bought only the lines for which he had in the past found a ready sale.

To know your customers—to be able to gauge what they want or are likely to want and in what quantities they will likely buy—is a first essential to good buying.

Your inventory and your stock records will be helpful in this department. To know your stock is essential if you are to prevent accidental duplication. I have known a traveling salesman to suggest to a certain retailer this or that line. "Oh, I guess you can put me down for a dozen," returned the retailer, carelessly. A merchant when buying should not be content to guess; he must know. In more than one instance guessing has led this merchant to duplicate lines that were really slow sellers.

To know what goods you have and in what quantities—to know what quantities you have sold—both these items are helpful guides when it comes to re-ordering. The paint dealer, to do business, must have the goods to meet all reasonable demands. He cannot take the risk of holding up a paint job in the rush season, or of turning down an order when the owner is in a hurry to paint, just because he is out of stock or has hardly enough of certain colors. He must be prepared to give the customer just the colors he wants when he wants them and in the quantity he wants. This is vital to good paint service.

To give such paint service, it is worth while to know as accurately as possible the extent of past sales, and to be able to gauge approximately the probable demand for certain colors. Too extensive buying is unfortunate, in that it militates against a quick turn-

Michigan Hardware Company

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICH.

Wholesalers of Shelf Hardware,
 Sporting Goods and
FISHING TACKLE

Foster, Stevens & Co. WHOLESALE HARDWARE



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

LEAVES NOTHING TO BE DESIRED

The Quiet Appliance recently perfected by the Underwood Typewriter Co. reduces the noise of operation 60 per cent. without in any way impairing speed, accuracy or durability. Can be added to any Underwood standard typewriter. For particulars write or call on **C. W. Richardson**, Western Michigan representative, 39 Fountain St., Grand Rapids.



Kept awake by rattling windows KEEP THE COLD, SOOT AND DUST OUT

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

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

WE INVITE

your orders for **DEPENDABLE** high grade oak tanned or waterproof cemented **LEATHER BELTING**. As belting manufacturers of twenty-four years experience, we are in a position to render any kind of prompt belting service, either from our **LARGE STOCK** on hand, **SPECIAL MADE BELTS** to fit a particular requirement, or **REPAIRING** leather belts that you need quick service upon. Call us on either phone.

GRAND RAPIDS BELTING COMPANY
 Leather Belting Manufacturers
 1-3 IONIA AVE. GRAND RAPIDS, MICHIGAN

THE TOLEDO PLATE & WINDOW GLASS COMPANY

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

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

over of capital; too cautious buying on the other hand is dangerous, in that the paint dealer may not have enough of certain colors when they are needed. The only remedy is for the dealer to bring to bear upon this question of buying all the intelligence he possesses and all the specific, accurate knowledge and information he can command.

Right here, a good business head is worth any amount of theory.

In many lines of business the temptation is often strong to purchase extensively for the sake of a wider margin of profit. The paint dealer is likely to be confronted with this temptation occasionally. He should bear in mind that he makes his profit, not on the goods he buys, but on the goods he sells; and that goods which stay on the shelf month after month and year after year are earning him absolutely nothing. At times of rising prices there are occasions where the man with plenty of available capital cannot invest it to better advantage than in surplus stock. The dealer, however, who needs every cent of capital he can command, and more, to carry on his active business, must see to it that his money is put where it will do the most work for him, secure the quickest returns and bring the largest immediate profit. A hundred dollars turned over three times a year with ten per cent. profit on each turn earns the dealer \$30 a year upon an investment of \$100. Three hundred dollars turned over once in two years with 15 per cent. profit earns the dealer approximately \$22.50 a year. In the first case the dividend is 30 per cent.; in the second it is only 7½ per cent. In this, reduced to small figures, we have the problem identical in principle which the paint dealer has to solve with his larger capital investment: to get the most, surest and quickest return from the smallest capital investment.

The paint dealer should, as a general principle, turn over his stock about three times in the year. Some dealers claim to do better than this. There are others I know who fall far short of this mark. The dealer who buys in extensive quantities for the sake of an attractive margin will not turn over his stock so fast. The tendency to extensive buying presents distinct dangers where a merchant's capital is limited.

Turnover is helped by careful selection of your stock. Here is where national advertising, so scoffed at by some dealers, is a very vital factor to consider. It pays to take on a line with an established reputation; or, failing in that, the next best choice is to take on a line whose manufacturers are aggressive in their advertising methods and are ready and willing to help the dealer in his selling campaign. It is the line which offers quality backed by advertising which establishes reputation.

This question of quality is more vital in paint buying and selling than many dealers think. A man will spend ten cents or a quarter for some small article without much trouble regarding quality. But when it comes to spending anywhere from \$25 up for the material for an exterior paint job the matter is one which demands serious consideration. The man who

is hard pinched for money may be induced to take a paint he suspects to be poor for the sake of the immediate money saving; but the man who has the money to spend—and most Americans have it—will buy quality every time it is urged upon them, and quite often will go to some trouble to seek it out.

The cheap ten cent article on the bargain counter, which falls to pieces a day or two after it is bought, is swept into the dust can and forgotten. The amount is negligible and the article is easily replaced. The finished paint job, however, is a standing advertisement, good or bad, for the paint used. Nor does the customer readily forget the loss of an extra thirty or forty dollars for labor which he incurred through a desire to save a few cents on paint. It is the paint store which gives satisfaction to its customers is the store which pulls repeat orders. A first essential to such satisfaction is the putting in stock of quality goods, the sort of goods which give lasting value and are a permanent advertisement for the paint dealer.

In buying, it is well to remember that the reputation of the brand you handle and the reputation of your store both help in selling; and the stock should be selected with a view to building the right kind of reputation for the store.

Take a little time beforehand to study the buying problem. Know your customers, know paint, know the stock you have and know what your sales have been. Do your buying in the light of specific knowledge, and put guesswork forever on the shelf. Putting guesswork on the shelf will displace a lot of slow selling goods.

Victor Lauriston.

Good Program in Prospect For Hardware Dealers.

Marine City, Jan. 20—Among the features scheduled for the annual convention of the Michigan Retail Hardware Association, to be held in Grand Rapids Feb. 24 to 27 are the following:

Henry A. Squibbs, Manager of the Fence and Post Sales Department of the American Steel and Wire Co., Chicago—a practical talk on General Business Conditions.

Grover C. Good, Governor 18th District, Rotary International, Grand Rapids—Profession of Business.

D. D. Walker, a popular and well-known traveling salesman—Store Atmosphere.

W. J. Spencer, another popular traveling salesman—The Relation of the Traveling salesman to the Dealer.

Paul J. Stokes, Manager of Research Service at our National office—Hardware Prospects for 1925.

Warren A. Slack, a member of the Executive Board—Credits and Collections.

Charles M. Alden, Grand Rapids, a past president—Community Development.

J. H. Lee, another past president—The Forming of a Good Impression.

R. A. Chandler, Sylvania, Ohio, a big dealer in a small town—What is the Best Way to Advertise a Hardware Business.

Herbert P. Sheets, Indianapolis, National Secretary—Team Play in Business.

The question box session Wednesday evening as usual. A very strong committee will have charge of this meeting.

Our exhibition promises to be larger and better than ever.

Details of the entertainment are be-

ing worked out by a local committee headed by Lou Cortenhof. The main feature will be a theater party Tuesday night and the big banquet Thursday night at the Coliseum. The principal speaker at the banquet will be Captain Irving O'Hay of the United States Army (retired).

A. J. Scott, Sec'y.

Small Store Advertising.

Consistency is held to be the soul of advertising for the small retail dealer in a pamphlet on "Small Store Advertising" issued by the Domestic Distribution Department of the Chamber of Commerce of the United States.

The Department lays down the general rule that "every merchant must make himself known in order to conduct a profitable business." It then goes on to explain the methods best adapted to the use of the small store owner by which this may be accomplished.

By the way of parable the Department points to the despised onion. "The onion," it says, "is a plebeian vegetable; tear-compelling, self-assertive and slightly vindictive; a fomentor of domestic strife and a bane upon polite conversation. It is to be tolerated, perhaps; not sought. But turn the magic light of advertising upon the onion and what happens? It becomes an appetizing, health-giving and blood-enriching gift of benign nature, more delicious than the ambrosia of Olympus and as salubrious as the breezes from a forest of pines."

With this is coupled the advice: "Although every repetition of an advertisement or a letter costs money, occasional, hit-or-miss advertising is usually a loss, whereas steady advertising of the right kind is sure to be productive. The retailer whose business justifies advertising in newspapers will do better to run a small advertisement every day than to run a large one once a week.

"This principle applies to all forms of publicity. If form letters are sent out, it is best to send them regularly; if handbills are broadcasted, it is best to broadcast them regularly; if window advertising is used, the displays should be constant and changed frequently. Never let the public forget you. Never give even your old established customers a chance to forget you, your store, your goods."

Gift Merchandise Active Here.

The fastest moving lines in the fancy goods and notions trade at the present time were said yesterday to be those articles which can be used for gift purposes. These cover a wide range, but they are rapidly becoming the backbone of the business. In the more specialized lines of fancy goods the most active things are beaded bags, clocher necklaces, perfume atomizers, etc. While sales of notions are not as large as they might be, there is a steady demand for the basic articles. The result is that the volume of business done in them shapes up pretty well with that of previous years at this time.

Stepping On It.

Nervous Passenger—Slow down a little, you might run into that picket fence and smash things.

Motorist—What picket fence? Those are telephone poles.

WE GUARANTEE

To move every piece of merchandise in your store **FOR CASH**. Our method is different.

Big 4 Merchandise Wreckers
Room 11 Twamley Bldg.
GRAND RAPIDS MICHIGAN

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.

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.

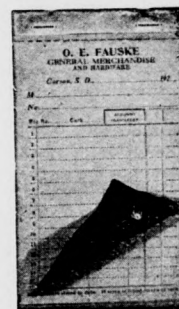
Sidney Elevator Mfg. Co., Sidney, Ohio

Sand Lime Brick

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

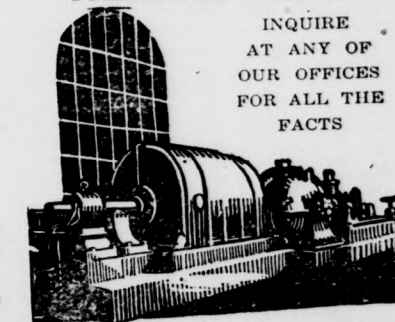
Brick is Everlasting

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



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

20,000 PARTNERS PROFIT FROM CONSUMERS POWER PREFERRED SHARES



INQUIRE
AT ANY OF
OUR OFFICES
FOR ALL THE
FACTS



News and Gossip About Michigan Hotels.

Muskegon, Jan. 19—At a hotel convention, held at Chicago, Frank W. Bering, Manager of the Sherman House, and well known to all Michigan hotel men, with whom he affiliates to a large degree, read a paper on hotel psychology which aptly hits the nail on the head wherever applied:

"John J. Jones comes to a hotel, registers and goes about his business. Now Mr. Jones expects a clean room and proper attention at the table. The minute he registers he establishes a right to those things. But what really pleases him is the personal attention, that solicitude which makes him feel he is really welcome and worthy. I recall that in the days of our old hotels the proprietor, the manager and the room clerks knew personally a large percentage of the guests. In the large hotels of to-day it is impossible for any one person to know a large percentage of the patrons. But it seems to me our big problem is to instill in the mind of every employee of a large organization that the little attentions to Mr. Jones go to form a big part of the assets of the hotel. Mr. Jones must be made to feel that no matter who he comes in contact with he is sure of that little warmth of welcome. Employees from the lowest to the loftiest must be made to feel that Mr. Jones is worthy of their attention and consideration. If Mr. Jones comes to the hotel a second time and someone remembers him, whether it be the manager, the room clerk, the bell boy or the elevator operator, he will feel, invariably, that his little streak of vanity, if I may call it that, has been rubbed the right way.

"One of the biggest, most meaningless words in the dictionary is Service, whether it applies to a hotel or not. The man who serves is the man who really lives; he is immensely happier than the chap who buries himself within himself and does only what the law requires. The fellow who goes out of his way in his hotel to make a guest happy and welcome can't help feeling just a bit more worth-while himself, and as a result his business becomes a real pleasure and not just a drudge."

I have before briefly mentioned the fact that the old Elkerton Hotel, at Dowagiac, has been completely overhauled and transformed into the Dixie, which is now operated by L. J. Maier. At this time I want to particularly mention the table service at this excellent establishment. While at many country hotels there is complaint of loss in the operation of the dining room, it is not so at the Dixie, where meals are supplied, excellent in character, at a reasonable charge. Here is a regular dinner served at a charge of 75 cents:

Cream of Green Peas
T Bone Steak
Roast Veal with Dressing
Boiled Beef Brisket, Horse Radish Sauce
Head Lettuce Salad
Mashed and Boiled Potatoes
Creamed Carrots
String Beans
Apple, Cherry and Pumpkin Pie

In addition to table d'hôte service, a moderate priced à la carte bill is provided, wherein with all meats named, soup, potatoes, one vegetable

and coffee are supplied at the prices given. I might add that the Maier's are not worried over dining room losses. They don't have them.

Harry Hart, operating the old Pad-dock House, at Decatur, now, completely overhauled and refurbished and known as the Hotel Hart, is visiting in Pennsylvania at present. While his guests miss his genial self, the hotel is running just the same and, as usual, giving satisfaction.

At Niles, Frank Helderbrand, Hotel Helderbrand, is making an important addition to his establishment. Twenty rooms with bath, tastefully equipped have been added to his equipment, to be opened to the public before the end of the month. In addition thereto, a new lobby, ladies' reception room, coffee shop and modern kitchen have been provided. Mr. Helderbrand has been catering to the Niles people for some time and has also been providing accommodations for traveling men, all of which have been so satisfactory that now the demand justifies him in making this radical improvement.

The Hotel Wren, at Berrien Springs will within a very short time open up a new addition containing several excellent sleeping rooms, all with running water and some with baths. An enlarged dining room and kitchen are among the improvements made. Mr. Frank, the owner, has been very successful with this Berrien Springs enterprise. He went there three or four years ago and soon after buying a house, adjacent to the business district, discovered that what the town most needed was a hotel, and he undertook to provide it. His efforts met with surprising success, and now he has a good property, more nearly adequate to his needs, and is doing a good business.

Dave Reid runs Reid's Hotel, at South Haven. Ever since he acquired the property, he has had a remarkable trade, because he is popular, but he operated under difficulties. Among other things the cafe was operated by outside parties and did not give satisfaction. I might say the traveling men "kicked" about it and made it decidedly uncomfortable for Dave. Awhile ago he decided to rehabilitate the entire establishment, and this he has accomplished. A new lobby, writing room, and a delightful coffee shop were installed, and many other changes were accomplished. There are no more complaints about the meals, which are now supplied by the hotel. In point of fact, they are being quite generally advertised by his traveling friends. Here are a luncheon and dinner served the other day when I was there, the former at 50 and the latter at 75 cents:

Luncheon
Vegetable Soup
Veal Stew with Dumplings
Macaroni au gratin
Mashed and Boiled Potatoes, Spinach
Apple and Blackberry Pies
Beverages

Dinner
Vegetable Soup
Roast Prime of Beef
Mashed and Steamed Potatoes
Spinach
Cherry Fritters
Pineapple Salad
Apple and Blackberry Pies
Orange Jello
Beverages

Mr. Reid's coffee shop, seating forty, is already so popular, not only with commercial men, but with home folks,

HOTEL BROWNING

150 Fireproof Rooms

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

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



WHEN IN KALAMAZOO

Stop at the

Park-American Hotel

Headquarters for all Civic Clubs

Excellent Cuisine
Turkish Baths

Luxurious Rooms
ERNEST McLEAN, Mgr.

MORTON HOTEL

GRAND RAPIDS' NEWEST HOTEL

400 Rooms—400 Baths

Rates \$2.00 and Up

The Center of Social and Business Activities

THE PANTLIND HOTEL

Everything that a Modern Hotel should be.

Rooms \$2.00 and up.

With Bath \$2.50 and up.

HOTEL CHIPPEWA

HENRY M. NELSON
Manager

European Plan

New Hotel with all Modern Conveniences—Elevator, Etc.

150 Outside Rooms

Hot and Cold Running Water and Telephone in every Room

\$1.50 and up

60 Rooms with Bath \$2.50 and \$3.00



CODY HOTEL

GRAND RAPIDS

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

The Durant Hotel

Flint's New Million and Half Dollar Hotel.

300 Rooms 300 Baths

Under the direction of the
United Hotels Company

HARRY R. PRICE, Manager

OCCIDENTAL HOTEL

FIRE PROOF
CENTRALLY LOCATED
Rates \$1.50 and up

EDWARD R. SWETT, Mgr.
Muskegon Michigan

Columbia Hotel

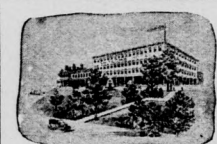
KALAMAZOO

Good Place To Tie To

CUSHMAN HOTEL

PETOSKEY, MICHIGAN

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



Hotel Whitcomb

AND

Mineral Baths

THE LEADING COMMERCIAL
AND RESORT HOTEL OF
SOUTHWEST MICHIGAN

Open the Year Around

Natural Saline-Sulphur Waters. Best
for Rheumatism, Nervousness, Skin
Diseases and Run Down Condition.

J. T. Townsend, Mgr.
ST. JOSEPH MICHIGAN

WESTERN HOTEL

BIG RAPIDS, MICH.

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

HOTEL KERNS

Largest Hotel in Lansing

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

HOTEL DOHERTY

CLARE, MICHIGAN

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

Henry Smith Floral Co., Inc.

52 Monroe Ave.

GRAND RAPIDS, MICHIGAN

PHONES: Citizens 65173, Bell Main 173

Bell Phone 596 Citz. Phone 61366

JOHN L. LYNCH SALES CO.

SPECIAL SALE EXPERTS

Expert Advertising
Expert Merchandising
209-210-211 Murray Bldg.
GRAND RAPIDS, MICHIGAN

that he is already planning its enlargement, and the establishment of a dining room for such as prefer cafe service.

At the thriving village of Bridge-man, I found Mrs. E. E. Ronse running the Esnor Hotel, small, but popular and profitable. This excellent lady specializes on service for tourists during the season, but serves excellent home cooking at all times and traveling men take pleasure in stopping with her and boosting as well. About February first, Mrs. Ronse, will also open a Hotel Esnor at St. Joseph. This will have thirty-five rooms, well supplied with modern conveniences, and is centrally located.

At St. Joseph I enjoyed the hospitality of Mr. and Mrs. J. T. Townsend, at the Whitcomb Hotel. I always like to visit here. The Townsends are "good fellows," allow me to eat just what I please and keep me warm. I have always claimed that the Whitcomb dining room is the prettiest and most comfortable in the State. The Whitcomb lobby privileges are also well worth the price you pay for their rooms.

H. F. Schwartz has purchased the interest of Mrs. Borup, in the Hotel Dwan, at Benton Harbor, and taken a new lease on the premises. Mr. Schwartz is well liked among the traveling fraternity and, no doubt, will continue successful.

The new Vincent Hotel, at Benton Harbor, is under roof and will be opened some time this spring. It is not known who will operate it. As it stands, it represents a big investment and will require much business to make its interest charges.

The Warm Friend Tavern, at Holland, is to be opened about May first, with Marion L. Tyson, formerly of the Hotel Manchester, at Middletown, Ohio, as manager. The Tavern will have 140 guest rooms, 100 with private bath. All other rooms will connect with bath. In addition to a commodious lobby, dining rooms and kitchen, it will be provided with a very large convention hall, something much needed in this enterprising and rapidly growing city. The promoters of the Warm Friend Tavern looked far and wide for someone to operate this property, and finally secured Mr. Tyson, who comes with the backing of a good reputation, and I am sure he will please the public.

The New Alpena Hotel, at Alpena, will add this spring fifty-four rooms to their equipment, making in all 100 rooms. The new apartments will be supplied with all modern conveniences. O'Neil Brothers are the owners and John O'Neil manager. This addition will make this hotel the largest of any hotel in the city. It is a popular rendezvous for traveling men and enjoys a wonderful tourist trade during the season.

Mead & Nemeth are the proprietors and operators of the Hotel Gildner, at Grand Haven. It was a pleasure to meet these genial individuals the other day. Their hotel is spick and span and under their management is successful. The Gildner is provided with a model coffee shop, which thrives—and not without reason—for its service is most excellent and meals satisfying in quality and portions. A regular 50 cent dinner was served here and is the best value I know of:

Noodle Soup
Baked Short Ribs of Beef, Brown Potatoes
Minced Ham and Scrambled Eggs
Hamburger Loaf and Sauer Kraut
Roast Prime of Beef au jus
Roast Loin of Pork, with apple sauce
Potatoes Navy Beans
Assorted Bread, Rolls and Butter
Rice Pudding Ice Cream

Assorted Pies
Beverages

Frank S. Verbeck.

Detroit—The Reliable Fish Co., 1826 Dime Bank building, has increased its capital stock from \$2,000 to \$4,000.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Jan. 20—A one-story brick building is being erected at Wyoming Park, 42x33 feet in dimensions. It will be occupied by the Schrouders Drug Store.

Saturday night, Jan. 24, the third dance of the season will be ushered in by the Grand Rapids Council. This dance is going to be held at the K. of C. hall, on Ransom avenue, because the ball room at the Morton is not large enough. The committee are planning on a big attendance and have some real surprises to offer. Let's show by our attendance that we appreciate the work the committee has been doing this season.

About 100 members, their wives and friends were the guests of the Worden Grocer Company at their building Friday night. Dancing was enjoyed by the majority, while a few played cards. A feature of the evening was the prize waltz and fox trot. W. S. Cooke and Miss Simpson won at waltzing and Mr. and Mrs. Fred Rademaker the fox trot. The punch bowl flowed all evening. At 11 o'clock ice cream and cake were served. The party broke up at 12 o'clock.

When A. J. Rankin, of Shelby, was injured during the holidays by an automobile accident, it was feared that he would not be able to preside over the annual convention of the Michigan Retail Hardware Association, which will be held in Grand Rapids Feb. 24 to 27. Recent reports from Shelby are to the effect that he will be so nearly recovered a month hence that he will surely be able to be present at the convention.

William K. Wilson (Judson Grocer Co.), who has been visiting his son at Baton Rouge, La., for several weeks, has returned home and resumed his visits to his trade. Mrs. Wilson will remain a couple of weeks longer before returning.

About sixty live salesmen in attendance at the meeting of the Salesmanship Club, Grand Rapids, listened to a short snappy talk given by Lou F. Allen, director of the Sheldon School of Salesmanship, of this city. Mr. Allen used as his topic, "Actions the Supreme Law of Life." His talk was full of meat and the only regret that arose in hearing him was the necessity of limiting the time allotted to him for his address.

The activities of this Club are attracting the attention of not only the salesmen, but the sales managers throughout Western Michigan, who are alive to the wonderful opportunities of such an organization to do constructive and educational work along salesmanship lines.

The next meeting will be held at the Rotary room, Hotel Pantlind, Saturday, Jan. 24, at 12:45 p. m., the speaker engaged for that meeting is Rev. Oswald T. McGinn, pastor of Holy Name Church, of this city. Rev. McGinn has appeared before several organizations in the city and proven that he is a speaker well worth listening to. These meetings are strictly informal, the only expense being that each guest pay for his own luncheon, which is well worth the small price charged, 75 cents.

The annual election of officers for the coming year will be held on Jan. 31 and it is understood that several candidates are in the field for the offices of President and Secretary.

William Judson (Judson Grocer Co.) is spending a week at his country home at Schoolcraft. Of course, Mrs. Judson is with him.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Jan. 20—The first hockey game was pulled off in the Canadian Soo last Friday night, defeating the Sudbury team with a score 15 to 5.

F. Gillotte, the progressive Ashmun

street grocer, is remodeling his store, making several changes, putting in a hardwood floor, also two large plate windows in place of the small windows. When completed it will give South Ashmun street four of the finest grocery stores in the city.

D. Booth, of the Booth & Newton Co., returned last week from Detroit, much improved in health and greatly benefitted by the treatment received at the Ford hospital.

The Union Carbide Co. is constructing a \$70,000 coke plant, which will help keep labor occupied during the winter.

Arthur Nesson, the merchant of Eckerman, paid the Soo a visit last week.

The Savoy, one of our popular cafes, installed a large electric waffle iron in its front window which is attracting the attention of its patrons.

The Cleveland Cliffs Co. has purchased the St. Paul coal dock, at Escanaba. The Cleveland Cliffs Co. plans to handle at least 100,000 tons of coal through its Escanaba dock next season.

A. La Bonte, Libby's salesman, called on the Soo trade last week, feeling optimistic as to the prospects for the coming season.

A great number of flivver wrecks are due to tight nuts.

J. C. Masker, district manager for Swift & Co., paid the branch house a visit last week. He says this is known as the snow country in his district.

R. W. Ballensinger, popular Ashmun street meat dealer, is installing an up-to-date smoke house, in addition to his sausage factory, enabling him to better care for his large patronage.

Fred Shaw, of the Gamble-Robinson-Shaw Co., left last week for Minneapolis to attend the annual meeting of the Gamble-Robinson Co. He expects to return this week.

The Soo Business Men's Ski Club had their first real outing on Sunday, when they made the Algonquin hills. Much skill in the art of skiing developed. H. E. Fletcher, the banker, took first place for distance. Doc McCandless was a close second. Isaac DeYoung received the booby. He made a fine high dive in four feet of snow. The other members made a favorable showing and enjoyed the sport immensely.

William G. Tapert.

Manufacturing Matters.

Traverse City—The Grand Traverse Metallic Casket Co. has started manufacturing operations at this place.

Grand Rapids—The E. O. Bulman Mfg. Co., 1719 Elizabeth, N. W., has increased its capital stock from \$20,000 to \$50,000.

Detroit—The H. H. Jones Mfg. Co., 850 Porter street, auto accessories, parts and novelties, has merged its business into a stock company under the same style, with an authorized capital stock of \$5,000, \$3,500 of which has been subscribed and paid in in cash.

Detroit—The Super Tool Co., 1005 Lafayette building, has been incorporated with an authorized capital stock of \$25,000 common, 250 shares preferred at \$100 each, and 2,250 shares at \$1 each, of which amount \$25,000 has been subscribed and \$2,750 paid in in cash.

Holland—The Holland Engine Co., with its plant at Holland, has combined with the Burke Furnace Co., of Chicago, to manufacture the latter concern's products as well as Holland engines and coal chutes. A. H. Landwehr is President of the new company and E. W. Pitter, of Chicago, is gen-

eral manager and treasurer. Operations have started briskly and the future outlook is promising. The company has twenty-five men now working at the plant and more will be added.

Kalamazoo—The Kalamazoo Paper Co. during 1925 will increase the daily capacity to over 200 tons, making it one of the largest mills in America devoted to manufacture of book papers, writing and various other high grade papers. New machines have been purchased, which are the largest in the Kalamazoo river valley district, having an aggregate width of four inches greater than any machine now in use in the district. The addition will give the Kalamazoo Paper Co. six paper machines in all. President Hodge reports that the purchase will carry with it a large increase in the beater and washer capacity, a large addition to the boilers and an immense turbine unit, and also addition to the present storage capacity. Plans are also under way for the new buildings required for the general enlargement.

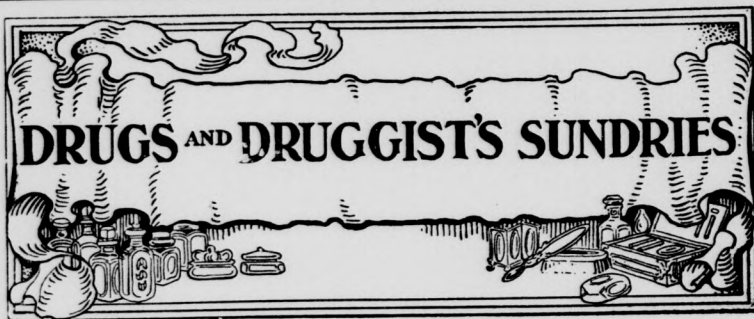
Ishpeming—The Bon Bon confectionery stock has been sold by Garfield Uren to Howard Groom, proprietor of the Chocolate Shop, in Negaunee. Mr. Groom will take possession next week. The place was taken over by Mr. Uren last fall from James P. Quayle, and he is relinquishing ownership now because of ill health. Mr. Groom is no stranger in Ishpeming, as he was engaged in business with Alfred Cousineau for a short time, going from here to the neighboring city to open the Chocolate Shop.

Ironwood—Governor Groesbeck has appointed W. O. Tresize, of Ironwood, to the position of deputy dairy and food inspector for the Upper Peninsula of Michigan, to succeed John T. Rowe, who was recently elected sheriff of Houghton county. The new officer has been a member of the People's Store Co., of this place, and ought to be well equipped for the duties he is assuming. Mr. Rowe was a most efficient officer who accomplished much good in his district.

Detroit—The Brunswick Shop, 125-129 East Grand River Blvd., all kinds of musical instruments, radio apparatus, parts, supplies, etc., has merged its business into a stock company under the style of the Brunswick Shop, Inc., with an authorized capital stock of \$100,000 common, \$1,000 preferred and 4,000 shares at \$1 per share, of which amount \$10,000 has been subscribed, \$1,000 paid in in cash and \$400 in property.

Dorr—E. S. Botsford has closed out his general stock and sold his store building to Peter Beukema, who conducts a meat market next door. Mr. Botsford was engaged in trade here forty-seven years and has richly earned a brief respite from business cares and responsibilities. He will take up his residence in Grand Rapids.

Detroit—The Vincent Steel Products Co., 3131 Bellevue avenue, has decreased its capital stock from \$15,000 preferred and \$85,000 common to \$12,000 preferred and 850 shares no par value.



Boosting Health Drinks at the Soda Fountain.

"Aim to get all the business there is," remarked a snappy dispenser the other day. "You may not get it all, but you will get more than if you aim low. And I don't mean to try to take business away from other people. Aim to create business. For instance, there is certain business coming your way without much effort. Young men and young girls drink a great deal of soda water. Chocolate ice cream soda is popular with them. In some form or other, I consider it the best seller we have.

Children are very strong for it, too. Sundaes and "fluffy" drinks are prime favorites with these classes. With plenty of ice cream and a fair list of fancy concoctions, you can get all of this business in your baliwick. For a long time I was satisfied to work along these lines and think no further."

"One day," he went on, "it occurred to me that there are people who do not drink ice cream soda and who do not care overmuch for fancy drinks. There is a class which may be reached by tonic drinks or health drinks. Another class may be reached by food drinks.

"Some men drink medicinal mineral waters and little else. And so it goes. All of these people may call for an occasional 'fluffy' combination, but they are not regulars at that sort of thing, as the school girls are. On the contrary, they are irregular consumers insofar as the regulation fountain favorites are concerned. The problem is, how to make regular customers of these people. It is the regular customer who helps to pay your rent and keep your overhead charges from worrying you. So I set out to interest all the various classes I could think of. Just now I am boosting health drinks."

You get his idea, and it is a good one. Figure the fountain as a department. You can divide your drinks or classify them under certain headings. Prohibition left a number of people adrift. In the old days they knew just where to go, but those places are closed now. So they are floating around, and if you go at it in an energetic manner you can induce a goodly number of them to tie up at your soda counter. The advent of dry days gives you an opportunity to go after custom which would have been very difficult to land in former times.

Now it is comparatively easy. They have to drink something, you know. To paraphrase the old Floradora line, they really must drink somewhere and it might as well be at your fountain. So go and get this business while the getting is good.

Now the way to get new business is to go after it in methodical and systematic manner. Haphazard methods can only secure haphazard results. One class of drinks you can boost is health drinks. Plan your campaign. The word "health" itself has great value. A great many people are in search of health. What is more natural than seeking it at a drug store?

Many druggists have used such a phrase as this: "We sell health." You can place it over your fountain placard listing health drinks, on your menu card, on window stickers, on folders, and you can use it in newspaper advertising.

Here's a suggestion for a placard: "Is your appetite poor? Try a tonic drink." These tonic drinks include iron, malt, and phosphate drinks, calisaya beverages, cinchona combination, and the like. You can get up a little list of them; not many are needed. Anything that will healthfully stimulate a jaded appetite will fill the bill. Calisaya has always been a popular beverage. What you want is a few tonic drinks to feature as leaders.

Elderly men often care more for these drinks than for foamy beverages.

"I have one man on my list," remarks a live-wire dispenser, "who comes in every day at 11 o'clock for a tonic drink. This is to give him an appetite. Then at 12 o'clock he comes in for his lunch. That is what I call getting the business. I want to annex more customers like him."

This is just the point we are trying to make, selling more stuff to the same people. It is very difficult to reach new people when you are not in a downtown neighborhood. An uptown store sees about the same people day after day. A druggist can hardly figure on drawing people from other parts of the town simply to patronize his soda fountain. You can hardly reach new people, but you can sell more stuff to the same people. And that is one of the great secrets of successful merchandising. Also you can sell stuff to people in your neighborhood who had not been buying anything at all before. The elderly man who does not care for an ice cream sundae may become a regular customer for tonic drinks. Young people are not thinking about their health. As a rule, they have plenty of health. The saying has it that after a man reaches forty he thinks about little else except his health. This is not always true, but the statement has a foundation based on fact. Plenty of men are thinking about their health.

Your fountain can offer quite a list of drinks suitable for dyspeptics. It is a nervous age and a great many people suffer from various forms of

nervous indigestion. Some drinks are both health drinks and food drinks. Take the malted milk list:

Malted Milk, Plain.
Coffee and Malted Milk.
Chocolate and Malted Milk.
Malted Milk with egg.
Vanilla and Malted Milk.
Chocolate, Vanilla and Malted Milk.
Malted Milk with various Hot Drinks.

All these are valuable health drinks. Many a man who cannot eat heavy food can make a satisfactory luncheon on some healthful food beverage.

Clam broth has genuine value as a health drink. It is palatable, nourishing, and is grateful to a delicate stomach. An excellent leader. Beef tea and chicken broth also belong to this group.

We have seen a well-selected list of celery drinks featured under this heading. Then there are pepsin drinks for those troubled with indigestion. You will have little trouble in getting up a list of health drinks. Many you have already on sale. The thing to do is to group them, and to sell the health idea. Hammer at this constantly.

It is the hammer, hammer, hammer that counts. Let your customers know that you are featuring health drinks and keep this idea to the front in your general advertising.

William S. Adkins.

Greaseless or Disappearing Creams.

These are not strictly "cold creams" but stearin soaps containing considerable water and usually some glycerin. The creams should be kept in well closed jars or dispensed in collapsible tubes to prevent evaporation of the water and drying out of the preparation. The following are said to be satisfactory:

- | | | |
|------------------|-------|--------|
| 1. Stearic acid | ----- | ½ oz. |
| Sodium carbonate | ----- | ½ drs. |
| Powdered borax | ----- | ½ dr. |
| Glycerine | ----- | 1 oz. |
| Water | ----- | 8 ozs. |

Mix all the ingredients together and heat them on a water bath until effervescence ceases, remove the mixture from the heat and stir at intervals until it begins to thicken, then add 30 drops oil of ylang-ylang, 5 grains heliotropin and 4 or 5 drops of oil rose dissolved in one fluidounce of alcohol. Peat up to two or three times its volume. Sometimes on solidifying the cream becomes rather hard and seems to lack smoothness, but a second beating renders it fluffy and creamy. Glycerite of starch may be used instead of glycerin.

- | | | |
|-----------------------------|-------|--------|
| 2. Stearic acid | ----- | 1 lb. |
| Castile soap | ----- | 1 oz. |
| Water | ----- | 8 ozs. |
| Tragacanth | ----- | 2 drs. |
| Glycerin | ----- | 2 drs. |
| Solution of carmine (N. F.) | ----- | q. s. |
| Perfume | ----- | q. s. |

Dissolve the soap in a part of the water and heat the stearic acid with this; make a mucilage of the tragacanth with remainder of water and incorporate it with solution of soap.

Sulphur as Tooth Powder.

S. Read considers the reason why none of the many drugs suggested for the treatment of pyorrhea has given

satisfactory results is because they have only local action. The difficulty with reference to internal prescription, he thinks, may be indirectly surmounted by the use of some substance as a tooth powder, some of which may be swallowed and act internally by raising the general tone of the patient, while some also will remain round the necks of the teeth and will eventually work into the pockets. Very finely powdered sulphur is such a substance. If used as a tooth powder in the ordinary way it has sufficient polishing power to clean the teeth without cutting them; not being soluble in water some is left in the mouth and is eventually swallowed, while a small quantity remains round the necks of the teeth and by the action of the tongue and lips may be forced into the pyorrheal pockets. The action of gravity naturally makes it more effectual with lower than with upper teeth, so that in cases where the latter are most affected, massaging with the finger or the tip of the tongue may be necessary. Mr. Read then queries the wisdom of using a calcareous tooth powder to clean away a calcareous deposit, particularly in cases of pyorrhea, as it may be dissolved by the acid nature of the discharge and redeposited in the form of a calculus.

Fenugreek as Substitute For Cod Liver Oil.

P. Blum states that fenugreek which has been used since remote antiquity, can be employed as a substitute for cod-liver oil in every case in which the latter is indicated, such as lymphatism, scrofula, rickets, anemia, and debility following infectious diseases or neurathenia, as well as in gout and diabetes, in which it may be combined with insulin. It possesses the great advantage of being cheap and being readily taken by children, in spite of its bitter taste, which can be easily disguised. Its chemical composition resembles that of cod-liver oil, owing to its containing substances rich in phosphates, lecithin, and nucleo-albumin. It also contains considerable quantities of iron in an organic form, which enables it to be readily absorbed. Reutter has noted the presence of several alkaloids in fenugreek, such as methyamine, dimethylamine, and trimethylamine, as well as cholin, neurin and betain, which are derived from the splitting up of lecithins. Like the Alkaloids in cod-liver oil, these substances stimulate the appetite by their action on the nervous system, or produce a diuretic or uro-poietic effect. The drug is given in the form of powder in doses of two teaspoonfuls daily in broth, milk, or jam.

Horse-fat as Ointment Base.

Lieutenant-Colonel Rainey suggests that horse-fat ought to be used exclusively as a basis for ointments intended for the treatment of appropriate conditions in the horse. Using a zinc ointment prepared with a sterile horse-fat basis, the results, he states, notably in conditions of the horse's heel, have been better than those obtained with the usual ointments, and there seems no room for doubt that horse-fat is to be preferred for equine practice to soft paraffin and lard.

Hair-Drying Powder.

To dry the hair after washing and to remove oil, it is customary to dust the hair with powdered orris root or various mixtures containing orris root, which may be applied with a powder puff. This powder may be allowed to remain ten or fifteen minutes, or better, over night, and then brushed out thoroughly. The following are good formulas for these powders:

1. Orris root, white cornmeal, equal parts of each. Both should be in fine powder.

2. Orris root, 2 av. oz.; talcum, 3 av. oz.; starch, 5 av. oz.; tincture of musk, 20 mins.; oil of lemon, 15 drops;

oil of bergamot, 15 drops; oil of neroli, 6 drops. The first three ingredients should be well mixed.

3. Wheat flour, 8 av. oz.; orris root powder, 1 av. oz. Heat the flour without scorching until perfectly dry then mix intimately with the orris.

A Bargain Hunter.

Bobby: Mamma, did you buy me from the stork?
Mamma: Yes, dearie; why do you ask?

Bobby: Oh, I've often wondered why you didn't pay a few more dollars and pick out a little boy without freckles.



Parchment Bond

Writing Paper

for everybody.

Nice, white writing paper for pen or pencil

Letter Size **\$1.00**

5 lbs. approx. 500 sheets

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

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

KALAMAZOO VEGETABLE PARCHMENT CO., Kalamazoo, Mich.

The home of Quality Papers.

Soda Fountains for 1925

If you are in the market for a new
SODA FOUNTAIN.
Write us and we will be pleased to tell you about the

"GUARANTY" SODA FOUNTAIN
The best one on the market today

Two Kinds
The old reliable kind that use ice and
MECHANICAL REFRIGERATION

No matter what kind you are interested in we have them from \$428.00 and up. Terms if you desire them. But write us now—don't wait until Spring.

HAZELTINE & PERKINS DRUG CO.

Manistee MICHIGAN Grand Rapids



Walker

MUSKEGON
MICHIGAN

Makes Good Chocolates

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 @ 120	Colchicum	@ 1 80
Boric (Xtal)	15 @ 25	Lemon	1 50 @ 1 75	Cubebs	@ 3 30
Carbolic	39 @ 46	Linseed, bld, bbl.	@ 1 25	Digitalis	@ 1 80
Citric	59 @ 70	Linseed, bld less	1 32 @ 1 45	Gentian	@ 1 35
Muriatic	3 1/2 @ 8	Linseed, raw, bbl.	@ 1 23	Ginger, D. S.	@ 1 80
Nitric	9 @ 15	Linseed, ra. less	1 30 @ 1 43	Gualac	@ 2 20
Oxalic	15 @ 25	Mustard, artifi. oz.	@ 60	Gualac, Ammon.	@ 2 00
Sulphuric	3 1/2 @ 8	Neatsfoot	1 35 @ 1 50	Iodine	@ 95
Tartaric	40 @ 50	Olive, pure	3 75 @ 4 50	Iodine, Colorless	@ 1 50
Ammonia		Olive, Malaga, yellow	2 75 @ 3 00	Iron, Clo.	@ 1 35
Water, 26 deg.	10 @ 18	Olive, Malaga, green	2 75 @ 3 00	Kino	@ 1 40
Water, 18 deg.	8 1/2 @ 13	Orange, Sweet.	4 50 @ 4 75	Myrrh	@ 2 50
Water, 14 deg.	6 1/2 @ 12	Organum, pure	@ 2 50	Nux Vomica	@ 1 55
Carbonate	20 @ 25	Organum, 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	13 50 @ 13 75	Opium, Deodor'd	@ 3 50
Copaiba	75 @ 120	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	16 1/2 @ 17 1/2
Peru	3 00 @ 3 25	Sassafras, true	2 50 @ 2 75	Lead, white dry	16 1/2 @ 17 1/2
Tolu	3 00 @ 3 25	Sassafras, arti'l	80 @ 1 20	Lead, white oil	16 1/2 @ 17 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.	1 01 1/2	Putty	5 @
Berries		Turpentine, less	1 09 @ 1 22	Whiting, bbl.	@ 4 1/2
Cubeb	@ 1 25	Wintergreen, leaf	6 00 @ 6 25	Whiting	5 1/2 @ 10
Fish	@ 40	Wintergreen, sweet	3 00 @ 3 25	L. H. P. Prep.	2 80 @ 3 00
Juniper	09 @ 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	Alum, ground	09 @ 15
Arnica	25 @ 30	Bromide	69 @ 85	Bismuth, Subni-	3 22 @ 3 43
Chamomile (Ger.)	20 @ 25	Bromide	54 @ 71	trate	3 22 @ 3 43
Chamomile Rom.	50	Chlorate, gran'd	23 @ 30	Borax xtal or	07 @ 13
Gums		Chlorate, powd.	16 @ 25	powdered	07 @ 13
Acacia, 1st	50 @ 55	or Xtal	16 @ 25	Cantharades, po.	1 75 @ 2 25
Acacia, 2nd	45 @ 50	Cyanide	30 @ 50	Calomel	1 79 @ 1 99
Acacia, Sorts	20 @ 25	Iodide	28 @ 43	Capsicum, pow'd	48 @ 55
Acacia, Powdered	35 @ 40	Permanganate	20 @ 30	Carmine	6 00 @ 6 60
Aloes (Barb Pow)	25 @ 35	Prussiate, yellow	65 @ 75	Cassia Buds	25 @ 30
Aloes (Cape Pow)	25 @ 35	Prussiate, red	@ 1 00	Cloves	50 @ 55
Aloes (Soc. Pow.)	65 @ 70	Sulphate	35 @ 40	Chalk Prepared	14 @ 16
Asafoetida	65 @ 75	Roots		Chloroform	55 @ 65
Pow.	1 00 @ 1 25	Alkaloet	25 @ 30	Chloral Hydrate	1 35 @ 1 85
Camphor	1 05 @ 1 15	Blood, powdered	35 @ 40	Cocaine	10 60 @ 11 25
Gualac	@ 70	Calamus	35 @ 40	Cocoa Butter	50 @ 75
Gualac, pow'd	@ 75	Elecampane, pwd	25 @ 30	Corks, list, less	40 @ 50
Kino	@ 85	Gentian, powd.	20 @ 30	Copperas	2 1/2 @ 10
Kino, powdered	@ 90	Ginger, African	30 @ 35	Copperas, Powd.	4 @ 10
Myrrh	@ 65	Ginger, Jamaica	60 @ 65	Corrosive Sublim	1 43 @ 1 64
Myrrh, powdered	@ 65	Ginger, Jamaica, powdered	55 @ 60	Cream Tartar	30 @ 35
Opium, powd.	19 65 @ 19 92	Golden seal, pow.	5 50 @ 6 00	Cuttle bone	40 @ 50
Opium, gran.	19 65 @ 19 92	Ipecac, powd.	3 75 @ 4 00	Dextrine	6 @ 15
Shellac	90 @ 1 10	Licorice	35 @ 40	Dover's Powder	3 50 @ 4 00
Shellac Bleached	1 00 @ 1 10	Licorice, powd.	20 @ 30	Emery, All Nos.	10 @ 15
Tragacanth, pow.	@ 1 75	Orri, powdered	30 @ 40	Emery, Powdered	8 @ 10
Tragacanth	1 75 @ 2 25	Poke, powdered	35 @ 40	Epsom Salts, bbls.	@
Turpentine	@ 25	Rhubarb, powd.	1 00 @ 1 10	Epsom Salts, less	3 1/2 @ 10
Insecticides		Rosinwood, powd.	@ 40	Ergot, powdered	@ 1 00
Arsenic	15 @ 25	Sarsaparilla, Hond.	@ 1 00	Flake, White	15 @ 20
Blue Vitriol, bbl.	@ 07	Sarsaparilla Mexican, ground	@ 60	Formaldehyde, lb.	13 @ 30
Blue Vitriol, less	8 1/2 @ 15	Squills	35 @ 40	Gelatin	1 10 @ 1 25
Bordea. Mix Dry	12 1/2 @ 23 1/2	Squills, powdered	60 @ 70	Glassware, less	55 %
Hellebore, White	20 @ 30	Tumeric, powd.	17 @ 25	Glassware, full case	60 %
Insect Powder	75 @ 85	Valerian, powd.	40 @ 50	Glauber Salts, bbl.	@ 03
Lead Arsenate Po.	22 @ 36 1/2	Seeds		Glauber Salts less	04 @ 10
Lime and Sulphur	9 @ 20 1/2	Anise	@ 35	Glue, Brown	21 @ 30
Dry	9 @ 20 1/2	Anise, powdered	35 @ 40	Glue, Brown Grd	15 @ 20
Paris Green	32 @ 48	Bird, ls	13 @ 17	Glue, white	27 1/2 @ 35
Leaves		Canary	13 @ 20	Glue, white grd.	25 @ 35
Buchu	1 35 @ 1 50	Caraway, Po.	25 @ 30	Glycerine	25 @ 45
Buchu, powdered	@ 1 50	Cardamon	@ 3 00	Hops	65 @ 75
Sage, Bulk	25 @ 30	Celery, powd.	55 @ 60	Iodine	6 45 @ 6 90
Sage, 1/4 loose	@ 40	Coriander pow.	35 @ 40	Iodoform	7 35 @ 7 65
Sage, powdered	@ 35	Dill	12 1/2 @ 20	Lead Acetate	20 @ 30
Senna, Alex.	50 @ 75	Fennell	25 @ 40	Mace	@ 1 40
Senna, Tinn.	30 @ 35	Flax	08 @ 15	Mace, powdered	@ 1 45
Senna, Tinn. pow.	25 @ 35	Flax, ground	08 @ 15	Menthol	18 50 @ 19 00
Uva Ursi	20 @ 25	Foenugreek pow.	15 @ 25	Morphine	11 18 @ 11 93
Oils		Hemp	8 @ 15	Nux Vomica	@ 30
Almonds, Bitter, true	7 50 @ 7 75	Lobelia, powd.	@ 1 25	Nux Vomica, pow.	17 @ 25
Almonds, Bitter, artificial	4 00 @ 4 25	Mustard, yellow	15 @ 25	Pepper black pow.	22 @ 35
Almonds, Sweet, true	1 40 @ 1 60	Mustard, black	20 @ 25	Pepper, White	40 @ 45
Almonds, Sweet, imitation	60 @ 1 00	Poppy	22 @ 25	Pitch, Burgundry	10 @ 15
Amber, crude	1 50 @ 1 75	Quince	1 50 @ 1 75	Quassia	12 @ 15
Amber, rectified	1 75 @ 2 00	Rape	15 @ 20	Quinine	72 @ 1 33
Anise	1 00 @ 1 25	Sabadilla	25 @ 35	Rochelle Salts	30 @ 35
Bergamot	5 75 @ 6 00	Sunflower	11 1/2 @ 15	Saccharine	@ 30
Cajeput	1 50 @ 1 75	Worm, American	30 @ 40	Salt Peter	11 @ 22
Cassia	4 25 @ 4 50	Worm, Levant	4 00 @ 4 25	Seldlitz Mixture	30 @ 40
Castor	1 75 @ 2 00	Tinctures		Soap, green	15 @ 30
Cedar Leaf	1 50 @ 1 75	Aconite	@ 1 80	Soap mott cast.	22 1/2 @ 25
Citronella	3 25 @ 3 50	Aloes	@ 1 45	Soap, white castile	@ 11 25
Cloves	25 @ 35	Arnica	@ 1 10	case	@ 1 40
Cod Liver	1 65 @ 1 85	Asafoetida	@ 2 40	Soda Ash	3 1/2 @ 10
Croton	2 00 @ 2 25	Belladonna	@ 1 35	Soda Bicarbonate	3 1/2 @ 10
Cotton Seed	1 50 @ 1 70	Benzoin	@ 1 10	Soda, Sal	03 @ 08
Cubebs	7 50 @ 7 75	Benzoin Comp'd	@ 2 55	Spirits Camphor	@ 1 35
Eigerson	6 00 @ 6 25	Buchu	@ 2 65	Sulphur, roll	3 1/2 @ 10
Eucalyptus	1 25 @ 1 50	Cantharadial	@ 2 85	Sulphur, Subl.	04 @ 10
Hemlock, pure	1 75 @ 2 00	Capsicum	@ 2 10	Tamarinds	20 @ 25
Juniper Berries	3 00 @ 3 25	Catechu	@ 1 75	Tartar Emetic	70 @ 75
Juniper Wood	1 50 @ 1 75			Turpentine, Ven.	50 @ 75
Lard, extra	1 50 @ 1 70			Vanilla Ex. pure	1 75 @ 2 25
Lard, No. 1	1 35 @ 1 50			Vanilla Ex. pure 2	50 @ 3 00

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

Beans
Vinegar
Pork
Quaker Macaroni
Evaporated Apricots
Quaker Milk

DECLINED

Wisconsin Old Cheese
Michigan Full Cream Cheese

AMMONIA

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



AXLE GREASE

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

BAKING POWDERS

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

BEECH-NUT BRANDS.



Mints, all flavors 60
Gum 70
Fruit Drops 70
Caramels 70
Sliced bacon, large 3 60
Sliced bacon, medium 3 25
Sliced beef, large 5 10
Sliced beef, medium 2 80
Grape Jelly, large 4 50
Grape Jelly, medium 2 70
Peanut butter, 16 oz. 4 70
Peanut butter, 1 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 2 60
Pillsbury's Best Cerl 2 20
Quaker Puffed Rice 5 60
Quaker Puffed Wheat 4 30
Quaker Brst 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 3 80
Grape-Nuts, 24s 3 80
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
Stove 1 80
Shaker No. 50 2 00
Peerless 2 60

No. 4-0 2 25
No. 20 3 00

BUTTER COLOR

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

CANDLES

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

CANNED FRUIT.

Apples, 3 lb. Standard 1 50
Apples, No. 10 4 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@2 75
Apricots, No. 10 8 00
Blackberries, No. 10 10 00
Blueberries, No. 2 2 00@2 75
Blueberries, No. 10 12 00
Cherries, No. 2 3 00
Cherries, No. 2 1/2 3 75
Cherries, No. 10 10 75
Loganberries, No. 2 3 00
Peaches, No. 1 1 25@1 80
Peaches, No. 1, Sliced 1 40
Peaches, No. 2 2 75
Peaches, No. 2 1/2 Mich 2 45
Peaches, 2 1/2 Cal. 3 25@3 75
Peaches, 10, Mich. @6 50
Pineapple, 1, sl. 1 80@2 00
Pineapple, 2, sl. 2 80@3 00
Papple, 2 br. sl. 2 65@2 85
Papple, 2 1/2, sl. 3 35@3 50
Papple, 2, cru. @2 90
Pineapple, 10 cru. 12 00
Pears, No. 2 3 25
Pears, No. 2 1/2 4 00@4 50
Plums, No. 2 1 75@2 00
Plums, No. 2 1/2 2 50
Raspberries, No. 2, blk 3 25
Raspb's, Red, No. 10 12 00
Raspb's, Black, No. 10 11 50@12 50
Rhubarb, No. 10 5 25

CANNED FISH.

Clam Ch'der, 10 1/2 oz. 1 35
Clam Ch., No. 3 3 00@3 40
Clams, Steamed, No. 1 1 80
Clams, Minced, No. 1 2 50
Finnan Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz. 2 50
Chicken Haddie, No. 1 2 75
Fish Flakes, small 1 35
Cod Fish Cake, 10 oz. 1 85
Cove Oysters, 5 oz. 1 90
Lobster, No. 1 1 25@1 80
Shrimp, 1, wet 2 10@2 25
Sard's, 1/4 Oil, ky 5 75@6 00
Sardines, 1/4 Oil, kless 5 00
Sardines, 1/4 Smoked 7 50
Salmon, Warrens, 1/2 2 75
Salmon, Red Alaska 3 10
Salmon, Med. Alaska 2 75
Salmon, Pink Alaska 1 75
Sardines, Im., 1/4, ea. 10@23
Sardines, Im., 1/2, ea. 25
Sardines, Cal. 1 65@1 80
Tuna, 1/2, Albocore 95
Tuna, 1/2, Curtis, doz. 2 20
Tuna, 1/2, Curtis, doz. 3 50
Tuna, 1s, Curtis, doz. 7 00

CANNED MEAT.

Bacon, Med. Beechnut 2 70
Bacon, Lge. Beechnut 4 50
Beef, No. 1, Corned 2 75
Beef, No. 1, Roast 2 75
Beef, No. 2 1/2, Eagle all 1 35

Beef, No. 1/4, Qua. all. 1 75
Beef, 5 oz., Qua. all. 2 50
Beef, No. 1, B'nut, all. 4 05
Sap Sago 85
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, 1/2 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 4 60@4 75
No. 2 1/2, Lge. Green 4 50
W. Bean, cut 2 25
W. Beans, 10 8 50@12 00
Green Beans, 2s 2 00@3 75
Gr. Beans, 10s 7 50@12 00
L. Beans, 2 gr. 1 85@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 65
Corn, No. 2, Fan. 1 80@2 35
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 50@1 60
Peas, No. 2, Sift., June 1 85
Peas, No. 2, Ex Sift. 1 85
E. J. 2 25
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 37
Sw't Potatoes, No. 2 1/2 1 60
Sauerkraut, No. 3 1 40@1 50
Succotash, No. 2 1 65@2 50
Succotash, No. 2, glass 2 80
Spinach, No. 1 1 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. 2 35
Sniders, 8 oz. 2 35
Lilly Valley, 8 oz. 2 10
Lilly Valley, 14 oz. 2 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 30
Wisconsin new 29
Longhorn 29
Michigan Full Cream 27
New York Full Cream 30
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 70
Bechnut 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 32
Runkle, Premium, 1/2s 32
Vienna Sweet, 24s 2 10

COCOA.

Bunte, 1/4 lb. 43
Bunte, 1/2 lb. 35
Droste's Dutch, 1 lb. 9 00
Droste's Dutch, 1/2 lb. 4 75
Droste's Dutch, 1/4 lb. 2 00
Hersheys, 1/4s 33
Hersheys, 1/2s 38
Huyler 28
Lowney, 1/4s 40
Lowney, 1/2s 40
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 32
Santos 35@37
Maracaibo 40
Gautemala 41
Java and Mocha 47
Bogota 43
Peaberry 37 1/2

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

Coffee Extracts

M. Y., per 100 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
Caroline, Tall, 4 doz. 3 80
Caroline, Baby 3 50

EVAPORATED MILK



Quaker, Tall, 4 doz. 4 45
Quaker, Baby, 8 doz. 4 35
Quaker Gallon, 1/2 dz. 4 30
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 50
Every Day, Tall 4 40
Every Day, Baby 4 40
Pet, Tall 4 75
Pet, Baby, 8 oz. 4 65
Borden's, Tall 4 65
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 House 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 75 00
1-20, per M. 75 00
Worden's Havana 75 00
Specials, 20, per M 75 00
Little Dr. Stogie 18 50

CONF. TIONERY

Sick Candy Pails

Standard 17
Jumbo Wrapped 19
Pure Sugar Sticks 600s 4 25
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 95
4 oz. pkg., 12s, cart. 13
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
Milk. 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, specialty print front cover is furnished without charge.

CREAM OF TARTAR

6 lb. boxes 38

DRIED FRUITS

Apples

Domestic, 20 lb. box 11

Apricots

Evaporated, Choice 24
Evaporated, Fancy 27
Evaporated, Slabs 19

Citron

10 lb. box 48

Currants

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

Dates

Hollowi 09

Peaches

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

Pearl

Lemon, American 24
Orange, American 24

Raisins.

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

California Prunes

70@80, 25 lb. boxes 208
50-60, 25 lb. boxes 209 1/2
50-60, 25 lb. boxes 211
40-50, 25 lb. boxes 214 1/2
40-50, 25 lb. boxes 217
20-30, 25 lb. boxes 223

FARINACEOUS GOODS

Beans

Med. Hand Picked 07 1/2
Cal. Limas 16
Brown, Swedish 08 1/4
Red Kidney 09 1/2

Farina

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

Hominy

Pearl, 100 lb. sack 5 00

Macaroni

Domestic, 20 lb. box 10
Armours, 2 doz., 8 oz. 2 00
Pould's 2 doz., 8 oz. 2 25
Quaker, 2 doz. 2 00

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

JENNIFER'S FLAVORING EXTRACTS

Doz. Lemn PURE Doz. Vanilla
1 50 1/4 ounce 2 00
1 50 1/4 ounce 2 65
3 25 1/4 ounce 4 20
3 00 1/2 ounce 4 09
5 50 1/4 ounce 7 20
9 00 1/2 ounce 12 00
17 00 1/2 ounce 24 00
32 00 1/2 ounce 48 00

UN FET FLAVOR

Imitation Vanilla
1 ounce 10 cent, doz. 90
2 ounce, 15 cent, doz. 1 25
3 ounce, 25 cent, doz. 2 00
4 ounce, 35 cent, doz. 2 25

GELATINE	
Jello-O, 3 doz.	3 45
Knox's Sparkling, doz.	2 25
Knox's Acid'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.	26
Good Luck, 2 lb.	25 1/2
Gilt Edge, 1 lb.	26
Gilt Edge, 2 lb.	25 1/2
Delicia, 1 lb.	21
Delicia, 2 lb.	20 1/2

Van Westenbrugge Brands	
Carload Distributor	



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

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

Safety Matches	
Quaker, 5 gro. case	4 75

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

MOLASSES.	
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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 60
Dove, 24, 2 1/2 lb. Wh. L	5 20
Dove, 36, 2 lb. Black	4 70
Dove, 24, 2 1/2 lb. Black	3 90
Dove, 6, 10 lb. Blue L	4 45
Palmetto, 24, 2 1/2 lb.	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, rstd	13
Pecans, 3 star	25
Pecans, Jumbo	50
Walnuts, California	31

Salted Peanuts.	
Fancy, No. 1	14
Jumbo	23

Shelled.	
Almonds	66
Peanuts, Spanish	13
125 lb. bags	32
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 25
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.	4 50
20 oz. Jar, stuffed doz.	7 00

PEANUT BUTTER.



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

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

Polarine

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



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

PICKLES	
Medium Sour	

Barrel, 1,200 count	24 50
Half bbls., 600 count	12 25
5 gallon kegs	10 00

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

Dill Pickles.	
600 Size, 15 gal.	18 00

PIPER	
Cob, 3 doz. in bx. 1 00	1 20

PLAYING CARDS	
Battle Axe, per doz.	2 65
Blue Ribbon	4 25
Bicycle	4 60

POTASH	
Babbitt's 2 doz.	2 75

FRESH MEATS

Beef	
Top Steers & Heif.	@17
Good Steers & Hf.	14 @15 1/2
Med. Steers & Hf.	12 1/2 @14
Com. Steers & Hf.	10 @12 1/2

Cows.	
Top	12 1/2
Good	11
Medium	9
Common	7 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	12
Medium hogs	13
Light hogs	14
Loins	20
Butts	17
Shoulders	15
Spareribs	13 1/2
Neck bones	65

PIPES	
PROVISIONS	

Barreled Pork	
Clear Back	29 00 @30 00
Short Out Clear	29 00 @30 00

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

Sausages	
Bologna	12 1/2
Liver	12
Frankfort	12
Pork	18 @30
Veal	11
Tongue	11
Headcheese	14

Smoked Meats	
Hams, Cert., 14-16 lb.	25
Hams, Cert., 16-18, lb.	25
Ham, dried beef	sets @34
California Hams	@15
Picnic Boiled	Hams 30 @32
Boiled Hams	35 1/2 @37
Minced Hams	14 @17
Bacon	18 @30

Beef	
Boneless, rump	13 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	
Cooked in Vinegar	1 55
1/2 bbls., 35 lbs.	2 75
1/2 bbls.	5 30
1 bbl.	11 50

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

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

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

RUSKS.	
Holland Rusk Co.	

36 roll packages	4 50
18 roll packages	2 30
36 carton packages	5 10
18 carton packages	2 60

SALT ERATUS	
Arm and Hammer	

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

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

Holland Herring	
Mixed, Kegs	1 10
Queen, half bbls.	9 00
Quen, 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	
1/2 bbl., 100 lbs.	6 50

Mackerel	
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
Bixbys, Doz.	1 35
Shinola, doz.	90

STOVE POLISH.	
Blackline, per doz.	1 35
Black Silk Liquid, dz.	1 40
Black Silk Paste, doz.	1 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. bbl.	95
Farmer Spec., 70 lb.	95
Packers Meat, 56 lb.	63
Crushed Rock for ice	cream, 100 lb., each

Washing Powders.	
Bon Ami Pd. 3 dz. bx	3 75
Bon Ami Cake, 3 dz.	3 25
Climaline, 4 doz.	4 20
Grandma, 100, 5c	4 00
Grandma, 24 Large	4 00
Gold Dust, 100s	4 00
Gold Dust, 12 Large	3 20
Golden Rod, 24	4 25
Jinx, 3 doz.	4 50
La France Laun., 4 dz.	3 60
Luster Box, 54	3 75

Butter Salt, 280 lb. bbl	4 60
Blocks, 50 lb.	42
Baker Salt, 280 lb. bbl.	4 25
100, 3 lb. Table	6 07
60, 5 lb. Table	5 57
30, 10 lb. Table	5 30
28 lb. bags, Table	40
Colonial Iodine Salt	2 40



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

Proceedings of Grand Rapids Bankruptcy Court.

Grand Rapids, Jan. 14.—In the matter of Frank E. Blackall, Bankrupt No. 2572, the trustee has filed in court his report showing that the property of the estate coming into his hands is more than fully covered by valid lien and exemptions claims, and the same has been abandoned and the case closed and returned to the district court.

In the matter of Andrew J. Courser, Bankrupt No. 2619, the funds for the first meeting have been received and the first meeting has been called for Jan. 26.

In the matter of Glenn A. Hendrick, Bankrupt No. 2621, the funds for the first meeting have been received and the first meeting has been called for Jan. 26.

In the matter of Stanley C. De Graff, Bankrupt No. 2564, the trustee has filed his final report and account and a final meeting has been called for Jan. 26. The trustee's final report and account will be passed upon and administration expenses paid as far as the funds on hand will permit. There will be no dividend to creditors.

Jan. 15. On this day was held the final meeting of creditors in the matter of Bert Wosinski, Bankrupt No. 2479. The bankrupt was present in person and by attorney Roman F. Glocheski. One creditor was present in person. The trustee was present. One claim was proved and allowed. An order was made for the payment of administration expenses as far as the funds on hand would permit. There will be no dividend. The trustee's final report and account was considered and approved. There was no objection to the discharge of the bankrupt. The final meeting was then adjourned without date, and the case will be closed and returned to the district court.

Jan. 16. On this day was held the first meeting of creditors in the matter of Andrew A. Dahlgren, Bankrupt No. 2616. The bankrupt was present in person and by attorneys White & Reber. No creditors were present or represented. Claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The meeting was then adjourned without date and the matter closed and returned to the district court as a no asset case.

In the matter of Wallace E. Barnum, Bankrupt No. 2604, the funds for the first meeting have been received and such meeting has been called for January 30.

Jan. 16. On this day were filed the schedules in the matter of Ed B. Nieboer, Bankrupt No. 2602. The schedules list assets of \$14,368.90, with liabilities in the sum of \$31,376.66. The first meeting has been called for Feb. 2. A list of the creditors of the bankrupt is as follows: U. S. Postoffice Dept., Grand R. \$6,562.36; Hasper Biscuit Co., Muskegon --- 24.29; Goodrich Rubber Co., Akron, Ohio 681.60; H. B. Wier & Co., Muskegon --- 2.70; Van Leeuwen Dry Goods Co.,

Grand Rapids --- 165.79; P. Steketee & Sons, Grand Rapids 123.82; Vanden Berge Cigar Co., Grand R. 350.63; John A. Tolman & Co., Chicago --- 78.30; Goll & Frank Co., Milwaukee --- 6.62; G. R. Dry Goods Co., Grand Rapids 264.05; H. Leonard & Sons, Grand Rapids 87.68; Hume Grocer Co., Muskegon --- 311.78; U. S. Rubber Co., Chicago --- 208.20; Daniel T. Patton Co., Grand Rapids 384.25; Robinson Bynon Shoe Co., Auburn,

N. Y. --- 64.20; H. Van Eenennaam & Bro., Zeeland 20.70; Palm Olive Co., Milwaukee --- 27.00; Brown Seed Store, Grand Rapids 122.72; Standard Oil Co., Grand Rapids --- 45.47; Rademaker-Dodge Co., Grand Rapids 227.96; Levy & Son Co., Muskegon --- 25.55; Peoples Milling Co., Muskegon --- 17.20; Hazeltine & Perkins Co., Grand R. 106.98; O'Neil Oil & Paint Co., Milwaukee --- 29.58; Steindler Paper Co., Muskegon --- 40.01; Home Shirt Mfg. Co., Chicago --- 16.30; Jewett & Sherman Co., Milwaukee 57.00; Muskegon Candy & Supply Co.,

Muskegon --- 26.85; Hirth-Krause Co., Grand Rapids --- 255.50; Lindfeldt Mfg. Co., Des Moines --- 349.75; Heckman Biscuit Co., Grand Rapids 99.53; Francis Jiroch Co., Muskegon --- 44.62; Reid Mordock Co., Chicago --- 53.71; Worden Grocer Co., Grand Rapids 349.07; Ideal Clothing Co., Grand Rapids 156.30; Converse Rubber Shoe Co., Chicago 122.40; Peter Boven, Holland --- 14,020.49; Old State Bank, Fremont --- 800.00; Fremont State Bank, Fremont --- 2,039.67; John Geerlings, Jr., Reeman --- 550.00; John E. Frens, Fremont --- 1,500.00; Jake Remick, Reeman --- 172.93; Reeman Mutual Ltg. Co., Reeman 239.40; Jackson Corset Co., Jackson --- 45.62; Manitowoc Seed Co., Manitowoc --- 113.14; Swift & Co., Muskegon --- 56.46; A. H. Weinbrenner, Milwaukee --- 67.35; Butler Bros., Chicago --- 14.57; T. Schillaci & Co., Muskegon --- 39.79; Oscar Levy & Co., Chicago --- 3.00; Arbuckle Bros., Chicago --- 24.20; Davy Assoc. Co., Inc. --- 14.75; Western Hat & Mfg. Co., Milwaukee 62.77; L. Perrigo & Co., Allegan --- 39.10; J. H. Vandenbelt, Fremont --- 14.00; C. W. Beggs & Sons Co.,

Jan. 19. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Arthur H. Lord, Bankrupt No. 2624. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of the city of Ionia, and is a merchant by vocation. The schedules list assets of \$315.87, of

which \$250 is claimed as exempt to the bankrupt, with liabilities of \$3,389.84. The court has written for funds for the first meeting and upon receipt of the same the first meeting will be called and note of the same made here. A list of the creditors of the bankrupt is as follows: State of Michigan, Co. of Ionia --- \$ 50.58; Schoenfeldt & Schoenfeldt, Detroit 716.07; Ionia County News, Ionia --- 13.00; Ionia Water Power Elec. Co., Ionia --- 55.00; G. R. Dry Goods Co., Grand Rapids 98.26; Ionia Hardware Co., Ionia --- 35.00; National Bank, Ionia --- 300.00; Menzies Shoe Co., Fon Du Lac,

Wis. --- 64.42; Stevens Strong Shoe Co., Milwaukee 68.94; Para Paint Co., Cleve. and --- 248.37; Huiskamp Bros., Keokuk, Iowa --- 209.42; Ionia Sentinel Standard, Ionia --- 138.84; Continental Mfg. Co., Indianapolis --- 3.65; Cummings Bros., Flint --- 6.21; Ricestix Dry Goods Co., St. Louis --- 10.00; Det. Suspender & Belt Co., Detroit --- 20.25; Western Shoe Co., Toledo --- 54.54; Arthur Williams Shoe Co., Holliston, Mass. --- 54.00; Hagerstown Shoe & Legging Co.,

Hagerstown, Md. --- 39.00; Segmund Eisner Co., Red Bank, N. J. --- 122.50; Steindler Paper Co., Muskegon --- 45.55; Hadley Hattendorf & Biggs Co., Toledo --- 239.75; U. S. Rubber Co., Detroit --- 309.22; Iceland Auto Drivers Cab Co., Chicago --- 12.92; Symond Bros., Saginaw --- 48.19; Schiller Stein & Co., Detroit --- 36.25; Rice & Ash, Detroit --- 42.50; Hetrick Mfg. Co., Toledo --- 25.17; Michigan Tent & Awning Co., Det. --- 113.50; Home Shirt Mfg. Co., Chicago --- 111.99; Frazier & Co., New York City --- 51.75.

Jan. 19. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Joseph F. Farber, Bankrupt No. 2623. The matter has been referred to Charles B. Blair, as referee in bankruptcy. The bankrupt is a resident of Muskegon Heights. The bankrupt's occupation is not stated in the schedules filed. The assets as scheduled are none, although exemptions of \$50 are claimed. The liabilities are listed at \$492.64. The court has written for funds for the first meeting, and upon receipt of the same the first meeting will be called and note of the same made here. A list of the creditors of the bankrupt is as follows:

King Clothing Co., Muskegon --- \$ 56.95; Peoples Clothing Co., Muskegon --- 88.50; Grossmans Dry Goods Co., Muskegon 14.00; W. M. D. Hardy Dry Goods Co.,

Muskegon --- 30.43; Mus. Hts. Butcher, Muskegon Hts. 66.50; Freedmoss Hat Shop, Muskegon --- 2.00; Bishop Furniture Co., Muskegon --- 9.00; Reliable Clothing Co., Muskegon --- 32.26; Little Henry, Muskegon Hts. --- 6.50; W. S. Parsons, Muskegon Hts. --- 7.50; Jacobs Jewelry Store, Muskegon --- 15.00; Wheelers Co., Chicago --- 21.00; Gotleys Opera Theatre, Chicago --- 17.00; W. J. Carl, Muskegon Hts. --- 46.50; Muskegon Produce Co., Muskegon

Hts. --- 31.00; Butler Clothing Co., Muskegon --- 36.00; Muskegon Hts. Furniture Co., Muskegon Hts. --- 7.00; Phillips Jewelry Store, Muskegon

Hts. --- 4.50. Jan. 16. (Delayed). On this day was held the first meeting of creditors in the matter of Universal Mfg. & Sales Corporation, Bankrupt No. 2576. The petitioning creditors were present by Hiding & Hiding. Clare J. Hall was present. The president and vice-president of the corporation were present in person and represented by Mr. Hall. Claims were proved and allowed. L. N. Atwater was appointed trustee, and the amount of his bond placed at \$200. The two officers of the bankrupt corporation were sworn and examined by Mr. Hiding before a stenographer. The meeting was then adjourned no date.

Jan. 19. On this day was held the first meeting of creditors in the matter of W. B. Kitchen, Bankrupt No. 2617. A. J. Cook was present for creditors. Several creditors were present in person. Claims were proved and allowed. Cornelius W. Moore was elected trustee, and the amount of his bond placed at \$500. The bankrupt was sworn and examined by Mr. Cook, without a reporter. The inventory and appraisal and report of custodian were approved. The meeting was then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Fred H. Kinney, Bankrupt No. 2618. The bankrupt was present in person and by W. F. Umphrey, attorney. Creditors were present by Judson E. Richardson, attorney. Claims were proved and allowed. The bankrupt was sworn and examined by Mr. Richardson, without a reporter. Mr. Lewis G. Hammond, of Evart, was elected trustee, and his bond placed at \$900. The meeting was then adjourned without date.

Detroit.—The Northern Discount Co., 512 Hammond building, has been incorporated with an authorized capital stock of \$50,000, of which amount \$42,200 has been subscribed and \$13,250 paid in in cash.

Getting the Most Out of Your Telephone

You can profit by taking advantage of the selling assistance the Telephone offers.

If you merely regard your Telephone as a convenience, you are overlooking one of the most valuable allies at your command.

Keeping in touch with out-of-town customers, between salesmen's visits; lining up new prospects; increasing the salesman's territory and cutting down the time and expense required to cover each town

these services the Telephone is successfully performing for hundreds of Michigan firms at little expense.

Use Long Distance and Increase Your Sales



MICHIGAN BELL TELEPHONE CO.

BELL SYSTEM

One Policy - One System - Universal Service

Real Inventor of the Typewriter.

I noticed in a recent issue of the Tradesman that the French claim that the first typewriter was originated in that country.

The first known attempt to invent a typewriter was that of Henry Mill, who obtained a patent from Queen Anne on Jan. 7, 1714, as any one may see by calling at the Patent Office in London, where it is on view.

The first American patent on a typewriter was granted in 1829 to William Austin Burt, of Detroit, who was also the inventor of the solar compass.

If it be true, as your correspondent states, that so great an honor is to be accorded to Guillemot, a Paris artisan, by the Paris Museum of Arts and Crafts for being the first to invent a typewriter, the year being 1859, the sooner some one acquaints them with the absurdity of such a step the better, for their attention may well be directed to the facts that in 1833, in their own country, a French patent was granted to Xavier Projean of Marseilles for a typewriter, as also in 1849 a patent was granted in Paris to Pierre Foucault, whose typewriter received a gold medal at the Crystal Palace Exhibition at London in 1851.

In 1843 Charles Thurber, of Worcester, Mass., U. S. A., received a patent for a typewriter. In 1850 Oliver T. Eddy of Baltimore, Md., U. S. A., received a patent for a typewriter. Between the years 1857 and 1867 six different American inventors each received patents for typewriters they had invented.

But of all the above typewriters none was of any practical value or stood the test of use or commercial production. The inventors were but clever visionaries whose mechanical ideas were nebulous.

It was not until the year 1867 that the late Christopher Latham Sholes invented, on new and original lines, the typewriter as we know it to-day—the first and only practical typewriter—and he, and he alone, is entitled by world accord to be considered the "father of the typewriter." Made first in his little workshop in Milwaukee, it was subsequently manufactured as the Remington, the name being taken from the small-arms manufacturers of that name, who contracted in its infancy to manufacture them for the owners of the patents. Sholes also coined the word "typewriter," which no one had ever used before and which no one since has been able to improve upon.

It is sincerely hoped that at no distant date a bust of this great world benefactor, who opened up such a land of promise to the army of women, may find a niche in America's Hall of Fame, the national Valhalla.

W. H. Saxon Davies.

Straw Hat Orders Took Spurt.

Straw hat orders during November and December were substantial and tended to take up the slack in business in preceding months, it was brought out at the meeting yesterday at the Hotel Astor of the Straw Hat Manufacturers of America. The total volume of orders now on the books compares very favorably with previous

years at this time. Wider brimmed hats are leading, the models also having a slightly lower crown. Prices show no change. Manufacturers will use fancy bands on a considerable portion of their merchandise, owing to the continuance of this vogue, bands, tones will predominate in the bands.

Hides, Pelts and Furs.

Green, No. 1	10
Green, No. 2	09
Cured, No. 1	10
Cured, No. 2	09
Calfskin, Green, No. 1	13
Calfskin, Green, No. 2	16½
Calfskin, Cured, No. 1	19
Calfskin, Cured, No. 2	17½
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
Musk rats, Winter	1 25
Musk rats, Fall	1 00
Musk rats, 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

Better-Grade Scarfs Called For.

Wholesalers here look for an active demand for silk novelty scarfs during the progress of the Spring season. Buying to date is described as substantial, the pace being set by the leading local stores. The business, it was said yesterday, has tended to narrow down to the better grade scarfs, there

being but little demand for the cheaper varieties. The reason for this situation is said to lie in the marked over production in the past of the cheaper merchandise which, however, has not worked injury to the scarfs having original and highly attractive patterns.

A Secured Public Utility Bond

Yielding 6½%

Maturing in forty years

Backed by the earnings and resources of the

Continental Gas & Electric Corporation

Subsidiary of The United Light and Power Company

one of the country's representative public utility holding companies. The combined gross earnings of its subsidiaries have doubled during the past four years.

Circular on request

HOWE, SNOW & BERTLES INC.

Investment Securities

GRAND RAPIDS

New York Chicago Detroit



We wish for our friends
in the trade a happy and
prosperous new year.

The
Franklin Sugar
Refining Company

PHILADELPHIA, PA.

He Should Have Said Japan.

It was Jones's busy day and he thus instructed the office boy: "I'll see no more callers this afternoon. Tell 'em I'm out; tell 'em anything; tell 'em I'm gone to China."

An hour later Jones's wife called. "Is Mr. Jones in his office?"

"Is that so? Well, he's got nothing on me, I'm going to peek in."

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.

General stores sold or bought for cash. Complete sale guaranteed. Commercial Advertising Co., 404 Sheldon Ave., Grand Rapids. 794

Shoe Store—One of the best and cleanest exclusive shoe stocks in Central Michigan, in a town of 1400, very best surrounding country. Must sell on account of other business, or might consider the right man that is capable of taking charge of this business as a partner. If you are looking for a shoe stand, don't neglect this opportunity. Address No. 797, c/o Michigan Tradesman. 797

Sales Position Wanted—Experienced. Three years general merchandise, two years wholesale hardware. Best of references. Want traveling position, or will accept clerkship. Address G. B. Lowe, Vicksburg, Mich. 798

For Sale—Drug store in city of eighty thousand, (Michigan). Invoice about \$31,000. \$4,000 will handle. Would consider small farm or income property as part payment. Address No. 799, c/o Michigan Tradesman. 799

For Sale—Clean stock dry goods, clothing and shoes located in good town in Central Michigan. Old established business. One of the best opportunities in the state. Will sell at a discount. Poor health reason for selling. Low rent. Best location in town. No trades considered. Mike Krohn, Edmore, Mich. 800

TRY THE METHODS OF OTHERS—THEN LET ME CONVINCE YOU my advertising and store arrangement for your special sale is THE BEST OF ALL. The original TRADE CAMPAIGN ORGANIZER. E. B. Davis, 620 State St., Alma, Michigan. 801

Wanted—First-class plumber having knowledge of sheet metal and heating. Good wages and steady job for the right man. Address W. Upton Hardware, Frankfort, Michigan. 802

Merchandise Auctioneer—Sales made anywhere. Will reduce, or close out your stock entirely. Write me. Albert O. Maas, Millville, Minnesota. 803

Position Wanted—Young married man, ten years' experience in dry goods, shoes and groceries, wishes steady position in store. Good reference. Address No. 804, c/o Michigan Tradesman. 804

For Sale—Stock of men's furnishings in the best location in Detroit. Must sell on account of my health. This is a wonderful opportunity for someone who wants to start in business. Don't miss this chance. NO STOCK BUYERS. Address No. 805, c/o Michigan Tradesman. 805

To Trade—A good farm on trunk line, eighty rods from good town and school, for stock general merchandise or groceries in small town. Address No. 785, c/o Michigan Tradesman. 785

FOR RENT—Store 20x60, with forty-foot warehouse. So. Park, Port Huron's factory district. Splendid location for gent's furnishings, boots and shoes. Address Thomas Waddell, 3016 So. Boulevard, Port Huron, Mich. 787

For Sale—Or Trade for Stock of Merchandise—120-acre farm, ninety-five acres improved. Thirty acres old seedling, twenty acres new. Large house, hip roof barn with basement, Rockwell windmill. Located 2½ miles from Newaygo. Address A. C. Hayes, Bad Axe, Mich. 790

Pay spot cash for clothing and furnishing goods stocks. L. Silberman, 1250 Burlingame Ave., Detroit, Mich. 566

CASH For Your Merchandise!

Entire or part stock. Any kind—anywhere. D. H. HUNTER, Rockford, Mich.

CASH For Your Merchandise!

Will buy your entire stock or part of stock of shoes, dry goods, clothing, furnishings, bazaar novelties, furniture, etc. LOUIS LEVINSON, Saginaw, Mich.

IN THE REALM OF RASCALITY.

Cheats and Swindles Which Merchants Should Avoid.

Coldwater, Jan. 19—Would you inform me as to the reliability of the National Distributors' Association, Inc., Chicago, of which literature is enclosed? M. G. A.

The National Distributors' Association is another form of any easy-money scheme. The prospect is asked to send \$5 membership fee. Then he will be furnished with profitable work in the way of distributing advertising matter, sign tacking, etc. The proposition has all the earmarks of a fake.

Passers of bad checks are again at work in this city, according to information the Tradesman has received during the past week, which tells of the operations of six of these frauds. Each has his or her (one of them is a woman) own little game, but the most elaborate one is being worked in various cities by a former employe of a well-known newspaper syndicate. This man has had checks printed similar to those of the syndicate in appearance but differing slightly in the form of the name. The address is different, both in the number of the street and building, but not so much so that it will be detected by casual observation. However, the checks are drawn on a local bank that is not in existence. Last April the same man was reported to be passing "not sufficient funds" checks, but was not apprehended.

Mt. Clemens, Jan. 17—Recently I received a letter enclosing two pencils, with the request that I send \$1 in return for them to the National Disabled Soldiers' League, Washington, D. C. If this money is really going to help some soldier I am perfectly willing to send it. If not, I have other uses for my dollar. Are we obliged to pay postage to send the pencils back if we do not keep them? Please tell us what you would do, with the understanding that we are willing to help anyone in need of it. E. C.

We doubt that any portion of the money received for the pencils goes to benefit the disabled soldiers. The disabled soldiers are well cared for by the Government, as they should be.

Those who capitalize the misfortunes of the soldiers for their own benefit in this way merit a severe rebuke. We advise those receiving pencils or other goods in this way neither to pay for them nor go to the trouble of returning the package. If this course is followed by a large number the scheme would disappear as unprofitable.

The Federal Trade Commission has issued a complaint directed to the Civil Service School, Inc., Barrister Bldg., Washington, D. C., in which the respondent is charged with unfair methods of competition in the use of alleged misleading statements in its advertisements and in correspondence with its students. The school, according to the citation, enrolls students for courses designed and adapted to enable such students to pass examinations of the Civil Service Commission of the United States Government. The complaint charges the respondent with advertising in newspapers and other periodicals, as well as in pamphlets and circulars, in the following misleading manner: that respondent is an agency of or is connected with the United States Civil Service Commission; that it secures for the United States government employes; that such employes are secured through the instrumentality of the respondent; that respondent guarantees prompt employment in the Government in positions for which its students are seeking to qualify themselves. All of the above statements, the complaint alleges, are untrue and have the capacity and tendency to deceive many of the public in various states of the United States into the belief that they can by taking respondent's course qualify themselves for service in the Government, and that they will promptly secure employment in the department which they are seeking to enter. The respondent's alleged acts, the complaint further recites, are all to the prejudice of the public and respondent's competitors.

In a complaint issued by the Federal Trade Commission the Advance Paint

Co., of Indianapolis, Indiana, is charged with the use of unfair methods of competition in the alleged misbranding of one of its products. The company is a manufacturer of wood finishing materials including fillers, stains, varnishes, shellacs and substitutes for shellacs. It sells its products both at wholesale and retail to dealers throughout the United States. According to the citation the respondent is alleged to have manufactured and sold to furniture manufacturers, wholesalers, jobbers and dealers, a product not composed wholly of genuine shellac gum dissolved in alcohol which it has branded and labeled "Improved-O-Shellac." This method of branding a shellac substitute, the complaint states, is unfair to competitors marketing genuine shellac and misleads the trade and general public into the erroneous belief that respondent's product so advertised and labeled is composed entirely of shellac gum and alcohol without any other ingredients.

A letter from the Tanner Shoe Manufacturing Co., Boston, Mass., says:

There is a fake agent traveling through your section of the country who is falsely saying that he is one of our salesmen. He calls himself C. Harris, and that is the name he has been signing on his order blanks. Through fraud and deceit he has obtained a sample case. His plan is to sell a pair of shoes to a customer making a special reduction from the price for cash. He then takes the money and that is all that was heard from him. He has had order blanks printed, copying our regular blanks. If you hear of him, I would be obliged if you would wire me, collect, whatever information you have. If you can lay hands on him, will you detain him advising me by wire, collect, and I will be glad to forward through the police department, here, necessary papers for his apprehension. W. J. Mishel, Sales Manager.

Detroit—The Cadillac Metal & Refining Co., 312 South Crawford street, has been incorporated with an authorized capital stock of \$10,000, \$6,100 of which has been subscribed and paid in in cash.

Meeting of Wholesale Grocers at Detroit.

Detroit, Jan. 20—The semi-annual meeting of the Michigan Wholesale Grocers' Association will be held at the Hotel Statler, Detroit, Thursday, Jan. 29. This is your opportunity to renew acquaintances, get the other fellow's viewpoint, exchange experiences that will all help to make 1925 a bigger and better year. J. Frank Grimes, of Chicago, will be with us. His suggestions have helped many wholesale grocers, among them some of the largest houses in the country. He will not deal in theories, but with facts and you will profit by his remarks. We are certain that you will be pleased. A stenographic report of this meeting will mean little. Your being present will mean much—so jot down the date now. We will have lunch together at 12:30 and will be entertained by the Betty Bryden girl's orchestra (music and song). As the chocolate advertisements say, the day will be packed "chock full." Bring as many of your department men as possible. P. T. Green, Sec'y.

Florida Tomato Season Starting.

Florida and Nassau tomatoes practically supplied leading Eastern markets last week, although much fair stock was offered. A cut of 20 per cent. in tomato acreage on the East coast of Florida is reported probable, although total plantings are still in doubt. Continued warm weather has hastened the growth, and movement early in January averaged a little over one car a day. The total to date, however, is about one-third of that of last season, with heaviest shipments not expected until March. The fall crop on the West coast was light. Freezes on November 25 and December 19 killed the Texas crop in the Asherton district, around Big Wells, and at Crystal Springs, after only a small percentage had been shipped. Plantings in Cameron county were reported around 300 acres, or 23 per cent less than last season.

Detroit—The Oil Automatic Heating Co., 7710 Woodward avenue, has changed its name to the Mechanical Heat & Cold Co. and increased its capital stock from \$20,000 to \$35,000.

Citizens Mutual Automobile Insurance Co., Howell, Mich.

CLOSED THE TENTH SEASON WITH 52,000 POLICY HOLDERS

This company has paid out over 25,000 claims since its organization. In only one case has any judgment against the company exceeded \$5,000. We sell a Liability Policy, together with fire, theft and collision insurance. We have a state wide organization of agents and adjusters to give service to our policy holders. A large part of our membership has belonged to the company for several years, showing that they are satisfied with our service.

Assets Over \$500,000.00

The Citizens Mutual Insurance Company is closing the year with assets of over one-half million dollars. And also has established legal reserves.

Anyone not now insured should see our local agent, or write to the secretary, Wm. E. Robb.

Citizens Mutual Automobile Insurance Co., Howell, Mich.