

# MICHIGAN TRADESMAN

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Forty-second Year

GRAND RAPIDS, WEDNESDAY, FEBRUARY 4, 1925

Number 2159

P. 725ER

## WAS IT YOU?

Some one started the whole day wrong —  
Was it you?

Some one robbed the day of its song —  
Was it you?

Early this morning some one frowned;  
Some one sulked until others scowled,  
And soon harsh words were passed around —  
Was it you?

Some one started the day aright —  
Was it you?

Some one made it happy and bright —  
Was it you?

Early this morning, we are told,  
Some one smiled, and all through the day  
This smile encouraged young and old —  
Was it you?

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# Thousands Using STANOLAX Enjoy Better Health



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

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

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

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

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

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

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

# STANOLAX

(HEAVY)

*for constipation*



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**MICHIGAN TRADESMAN**

(Unlike any other paper.)

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

Each Issue Complete in Itself.

DEVOTED TO THE BEST INTERESTS  
OF BUSINESS MEN.Published Weekly By  
**TRADESMAN COMPANY**  
Grand Rapids

E. A. STOWE, Editor.

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under Act of March 3, 1879.**COUNTRY'S FOREIGN TRADE.**

Certain bulk figures of the country's foreign trade for 1924 have been issued. Nearly all of them relate to values rather than quantities and so furnish little basis of comparison with former periods. Still there are some noteworthy data in certain classified groups. Taking together, for example, raw materials for use in manufacturing and semi-finished manufactures, the imports in 1924 footed up a total value of \$1,892,084,000. This was over half the total of imports and was nearly \$800,000,000 in excess of the same classes the year before. The difference here is much too great to be accounted for by any variance in values. It is the expression of greater manufacturing activity needing raw material. There is no such large discrepancy between the exports of the same groups in 1924 and 1923. In the former year they were \$1,936,840,000, about \$170,000,000 more than in the latter. Food-stuffs exports in 1924 were about \$125,000,000 greater than in 1923, but here the higher cost of grains must be taken into account. In the class of finished manufactures, the imports last year were \$22,000,000 less in value, while the exports were over \$110,000,000 more. These exports, further, were about double the value of the imports. In the textiles, imports of cotton goods decreased both in value and quantity. Those of wool, counting in yarns and woven cloths, did the same. A decrease was also noted in the case of silk fabrics. There is nothing in the figures to show any of the fierce and more effective competition from abroad which was so glibly predicted.

Royal Romance comes to the fore again in the circumstantial story that one of the English Princes is sent to join the fleet in China because of the fear at Buckingham Palace that he is

becoming too deeply interested in the vivacious daughter of a knight. One of the penalties attached to being a scion of a royal household is that backstairs tittle-tattle builds up many a story out of unsubstantial rumor. But this yarn sounds like one of those spun in Rumania, whose sovereigns are famed as matchmakers. In a dearth of reigning families, the Balkan kingdoms are among the few remaining quarries available. Not the least of the vexations that beset royalty is the tradition of a limited choice in matrimony. Even while the Prince of Wales is besought to choose a bride his brother apparently is banished lest he follow his personal inclination. In view of what has occurred more than once in his own domestic circle in the way of interference with the individual prerogative, it is not surprising that the Prince of Wales is evidently determined to keep his own counsel and have his own way, even though his deliberation wears out the patience of those who are ready to select the future Queen of England for him.

The move made in Congress to increase the salaries of Cabinet officers may not be instantly approved either by the members or the people, but surely both justice and expediency will endorse it. Positions which require men of the highest ability and distinction, such as Mr. Hughes, not to mention others, are certainly worth more than \$12,000 a year, and private employments and employers willingly pay them vastly more. The men who fill Cabinet posts are not infrequently of Presidential size, and several of the Cabinet positions are only less influential than the Presidency in dealing with public affairs. The comparative values of the services performed by the President and the Secretary of State respectively are in no sense indicated by the salary differential. As a matter of fact, all the servants of the people, especially in the highest positions of service and responsibility, suffer from the old false theory that when a man works for the people he must either work cheap or for nothing, with perhaps more or less of martyrdom on the side.

Thousands of people have wondered why slumber in a Pullman is required by the rules to be taken head-forward. The same or other thousands cling to a quite natural supposition that feet forward is the more normal style. Dr. Thomas R. Crowder of the Pullman's department of sanitation and surgery steps to the front and dissipates a very general public mystification on the subject. It has been commonly supposed that some law of the heart action dictated the head-forward practice. On the other hand, many have been frightened at the likelihood of head

contusions and broken necks in case of collisions while riding in that position. But Dr. Crowder says the heart has nothing to do with the case and that there is no rule about it. Anybody who wants to ride feet-forward can do so. The head is put forward for the simple reason that the draft and dust and cinders blow to the rear of a moving train.

Vassar College students have taken another vote on the question of smoking cigarettes. Twice before within the past few years the students of Vassar have rejected smoking by a considerable vote, which makes the present statistics more interesting. There are 1150 students in the college this year. Of this total 45.5 per cent. do not smoke, 37.5 per cent. do and 17 per cent. did not vote. Twenty-six per cent. of the total declared they had the consent of their parents to smoke and 16 per cent. openly advocated the establishment of a smoking room. It is a far cry from the hoopskirt and poke bonnet days of 1861, when Matthew Vassar's college was opened. The girl of that day who openly admitted she smoked would have been fortunate if she escaped being burned at the stake. Without doubt she would have been driven forth to spend the rest of her life living down the disgrace. The world do move—and nowadays the girls move with it.

The Department of Commerce reports a total of \$1,208,438,394 loaned by Americans to European governments and businesses last year. These princely figures throw an interesting light upon several phases of international relations in these increasingly international minded times. For one thing, the American dollar is no isolationist; and for another, the enormous volume of private trading back and forth across all boundaries is at once a proof of a high degree of confidence and good will among nations and a sign of the growth of that very democracy which is so often bewailed as lacking or fatally handicapped by governments.

The frozen North has seldom witnessed a more dramatic feat than that now being undertaken to send relief to victims of diphtheria at Nome. In the center of the snow-covered stage are the fastest and most faithful dog teams to be found racing across 600 miles of bleak wilderness at 40 below zero to carry antitoxin to the epidemic sufferers. Arctic sledges, dog drawn, are among the oldest objects in the world. Antitoxins are among the newest. They are combined in a bold effort to stay the ravages of disease on the earth's rim, while millions of persons in both hemispheres are made spectators of the thrilling drama.

**THE NEW COOLIDGE.**

Washington's case is rather sad. It has believed implicitly in the "singed cat" estimate of the character of Calvin Coolidge. Veteran politicians put their faith in the myth that there was a "Coolidge myth." They felt they would be more than able to handle the kind of a Coolidge that "myth" depicted. For a matter of a little more than six months they have been waking to disillusion. They saw the President whip his party into shape after galloping off with the Presidential primaries. He has created a New Guard in politics instead of relying on the Old Guard. His appointments have been his own. Whenever the Senate finds itself aching for a fight and "sashays" down the avenue to the White House looking for it, it can find it. On occasion the President demands that his party's Senators stand up and be counted for or against his wishes. Washington a year ago thought it had Calvin Coolidge classified, labeled, indexed, cross-indexed, filed. To-day it is somewhat dazed and dizzied by the new Coolidge.

Hospital reports are showing that it takes fifteen days to bring around patients who are the victims of bootleg whisky, where in pre-prohibition days three days was the average period of recovery. Bootleg's kick, in other words, is about five times more dangerous than the old form of intoxication. In the old days a "drunk" required no more than a brief period of slow-up and rest. To-day he requires the whole-time service of a nurse, and often leaves the institution permanently incapacitated both physically and mentally. This is an aspect of bootlegging that is entitled to consideration by every drinker wholly apart from the political and argumentative phases of the question. A fifteen-day collapse with a hard and desperately fought recovery and possible crippling for life is the normal bootleg risk.

Great Britain has been able to support a great and growing population in a small area by reason of her industrialism and her foreign trade. That population has been one of her greatest problems, resulting in a great and continuous unemployment. Unlike France, where a low birth rate keeps the population stationary, the Britishers multiplied. That situation at last has changed. In 1883 the birthrate was 33.7 per thousand. In 1924 it will be about 19. The British foresee the day when the population will become stationary and then begin to decline. Nature and a new national instinct toward restriction are beginning to solve a problem that has baffled governments and confounded statesmen.

## IN THE REALM OF RASCALITY.

### Cheats and Swindles Which Merchants Should Avoid.

Lyons, Feb. 3—We are enclosing letter received from Jim Barry which explains itself. We wrote Mr. Barry as follows:

"Referring to No. 86048. We have just received four of your ties which were never ordered. We are holding at your risk and subject to your order. On receipt of 25 cents we shall be pleased to pack and return the ties to you postage prepaid. We do not believe in your method of merchandising."

You are at liberty to make what use you wish of this matter.

Hatch & Baker.

The letter above referred to is as follows:

Philadelphia, Jan. 28—You do not know us, but a friend of yours, one of our many satisfied customers, asked that we send you a box of our Four Barry Tubular Ties on approval. He was convinced after examining them, that they are without a doubt the biggest tie value in the country—four for \$1.50.

Examine them for yourself, and you will at once realize why we do not hesitate to send Barry Tubulars on our approval plan—no cash in advance—to many thousands of men each year.

Four seamless knitted ties of the finest type, each of a different weave, each of different harmonious color effects and all of the latest designs, will captivate your eye with their rich appearance. That's why Barry Tubulars are rarely returned after an approval inspection.

Remember, you take no risk whatsoever. You must be thoroughly satisfied. Our business has been built on this basis and is steadily growing beyond our greatest expectations. We feel sure that you will want to keep them, and that your friends will want some when they see yours.

Just fill in the enclosed order blank and return with your remittance of only \$1.50 for all four ties. If convenient send money order or your personal check. Should you desire to return the ties kindly mail us the enclosed postal card and we will forward you return postage.

Won't you let me hear from you this week.

Jim Barry.

You certainly have the right angle on the Jim Barry scheme. He is sending neckties broadcast all over the country, judging by the complaints we receive from every quarter. We think you penalize him little enough when you ask him to send you only 25 cents. Under the law, you can consign goods of that kind to the scrap heap or the dump down by the side of Grand River, and the shipper has no recourse. "Friendly Co-operation" is hardly a correct name for the kind of stuff Jim Barry deals out.

Eastport, Feb. 3—Enclosed please find papers which were sent to me a few days ago. Would like to have your opinion on them. There were different ones in this vicinity received the same offer. H. E. Kauffman.

The scheme you enquire about is a deliberate swindle and has been repeatedly exposed in this department. Ford Motor Co. (Canada) is quoted on the Detroit Stock Exchange at \$500 per share. The schemers who are selling 1-100th of a share at \$6.25 are making a profit of \$125 on every share they sell or approximately 25 per cent. profit. The proposition is an outrageous one and ought to be

handled by the strong arm of the law. The Ford Motor Company, in response to many enquiries about the plan makes this statement:

"The Ford Motor Company disapproves of the scheme and regrets the use of the Ford name for speculative purposes.

"The plan of the scheme is this: a share of Ford Motor of Canada stock is bought at \$470 or \$460 or \$450—whatever may be its stock market price on the day the purchase is made.

"The spectacular purchases this stock and divides it into 100 pieces which he calls 'bankers' shares,' and sells at \$6 or \$6.50 each (there are two rates advertised). For each 100 pieces, costing him \$470, more or less, price, he receives \$600 or \$650 from those who fall for his offer and buy from him. This is a good profit to begin with. He sells you at the rate of \$600 or \$650 what anyone can buy for considerably less. He gets his money back with profit: All you have is a certificate showing that you have paid for a portion of a share of stock which you do not hold.

"If the stock pays dividends, it makes no difference to the peddler of 'bankers' shares' he has already made a large profit from the 'easy marks' who have sought the 'shares.'

"If it is good business to pay \$600 or \$650 for a stock that costs much less on the open market then it is good business to buy these so-called 'bankers' shares.' Otherwise not.

"Circulars are sent by the speculators to all classes of persons. Owners of Ford cars especially are informed that they will be 'permitted' to buy as many as 50 shares.

"The whole emphasis is on the Ford name. A synonym for honesty and worth is being used to carry a shrewd money-making scheme."

Credit criminals are to be gone after in a big way by the National Association of Credit Men, and a nation-wide campaign is to be started to find such offenders who are causing business houses a loss of more than \$250,000,000 per year. The movement originated in the recent conference at New York City composed of leading credit men from fifteen of the largest cities of the Atlantic coast and Middle West, William H. Pouch, president of the New York Credit Men's Association and director of the national association, presiding. The work of the national credit justice department of the national association will be enlarged so that it can handle all cases of suspected credit crime. There will be raised a fund of \$1,000,000 to go after the credit crook. As is generally known, the national association is big and representative, having a membership of 30,000. At this conference a St. Louis man reported that business men had recently discovered that a gang of gunmen had deserted their favorite avocation to go into the commercial crook game, a game taking less personal risk and promising greater profits. In a formal way the credit men in conference decided that their losses from credit criminals were as high as \$250,000,000 a year, as above said, but Garrett W. Cotter, assistant United States

## "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**  
ZION, ILLINOIS

## 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.**



attorney in New York, present as a guest, declared that the amount would probably be nearer \$400,000,000. He endorsed the projected movement and assured its principals that they must mobilize to meet the unscrupulous tactics of organized credit crooks. By credit crooks, as the chairman explained, is meant those criminals who get goods on credit through misrepresentation, or having legitimately received goods on credit, conceal these goods, sell them secretly, pocket the profits and then go bankrupt for the deliberate purpose of making their creditors pay the bills. It was the belief of the group of experts present that in starting a campaign to raise \$1,000,000 for this object the result would be a saving of \$100,000,000 annually to business houses. Campaign committees are getting under way in more than a dozen cities, with Mr. Pouch national chairman. He is the president of the Concrete Steel company of New York. The commercial failures of the United States have jumped from 8,881, with liabilities of \$295,000,000 in 1920, to 20,500, with liabilities of \$542,000,000 in 1924.

#### Young and Old.

When a'l the world is young, lad,  
And all the trees are green;  
And every goose a swan, lad,  
And every lass a queen;  
Then hey for boot and horse, lad,  
And every dog his day.

When all the world is old, lad,  
And all the trees are brown;  
And all the sport is stale, lad,  
And all the wheels run down;  
Creep home and take your place there,  
The spent and maimed among;  
God grant you find one face there,  
You loved when all was young.  
Charles Kingsley.

#### Two Curses of the Retail Groceryman.

Quantity price is one of the worst and one of the most demoralizing curses the retailer has to contend with, for the reason that it places the great majority of retailers at price disadvantage with their competitors.

Seventy per cent. of the groceries sold in this country are sold by the neighborhood grocer who has only a small display room and practically no storage room; therefore it is an impossibility for him to take advantage of the quantity price no matter what his financial standing may be.

He passes up the advertised brand, buys the "just as good brand" for a little less money and tells his customers that he is just out of the National advertised article and they, having confidence in him, take his word and buy the "just as good brand."

It is beyond our reasoning power to figure out why a manufacturer will go to the trouble of registering a trade mark and spend his good money to advertise it and then hire men to go out and demoralize the trade by offering a quantity price to men who can no more handle the quantity than they can handle the wind. And then the manufacturer pretends to wonder why he does not get the co-operation and good will of the retailer whom he is stabbing in the back at every turn in the road.

Loose credits by jobbers is another one of the curses of the retail business. Jobbers hungry for business hire men to call on and sell goods to people who absolutely have no business abil-

ity or business principles and no excuse on earth for being extended credit; only a grocery sign hung over the front door.

The jobber and his salesman watch their goods being at sold at retail by their creditor at the price of less than what they sold them to him for, but go blindly on extending credit until some day they find the doors closed and not enough stock left to pay for getting a judgment. Then they wonder why some people are crooked and why there is no money in the business.

It is amusing to sit and listen to the salesmen of four or five different jobbing concerns get together and compare notes on credits and collections and when you ask them why they don't shut down they will all smile and give you the same answer, "what's the use, he hasn't got anything."

Why may not all factors of the grocery business resolve that 1925 will see the elimination of quantity price, free deals, special discounts and loose credits and this business placed at the head of the class of all business where it belongs.

M. J. McGarty.

#### Hounding France Instead of Guilty Germany.

Shelby, Feb. 3.—While I am not in accord with your general premise, I agree with you in your disagreement with Old Timer on the French debt matter. I shall be glad if the people who are so concerned about the French paying would show a little more interest in Germany paying the money she agreed to produce. Although supposed to be the defeated party in the late war, Germany is still the victor, rather than the victim of her thievery

and atrocities. She has side-stepped and evaded every covenant. If our Government, and other governments permit it, she will be in a better position to dominate Europe in ten years than she was ten years ago. France held back the ravishing beast and was bled white to save civilization. But for the fortitude and sacrifice of France these birds who are hounding her would be walking the "goose step" and stammering "Hoch der Kaiser" in German right now. I get disgusted when I see people of presumed intelligence still falling for this German propaganda. And you hit the nail on the head in the economic fact—which people so generally overlook—we did not loan France money. We turned over several billions to our own profiteers and it is proposed to make France—in her extremity—pay back three or four fold. Were not the French grounded in the Individualistic Principle she would have gone Bolshevistic ere this. Hounding France is about on a par with the courting the Bolos dampfoolishness.

Harry M. Royal.

#### Faith.

We do not care what the world may say,  
If those whom we love are true;  
We do not mind the toil of the day,  
If we know in the dusk and dew  
Some one is waiting to welcome us—  
In a home where the heart can rest.  
Some one whispers, "Sweet-heart, I know  
That to-day you have done your best."

The heart don't care what the world may say,

If the heart it loves is true;  
For its ever and always the heart's own way.

To long for the love and true,  
We forget the gain, the loss and its pain,  
Which tortures the aching breast,  
When someone whispers, in sweet, kind faith,

"I know you have done your best."  
Will D. Muse.

A good man is like a good cat. No matter which way he is thrown he always lands on his feet.

## BERNARD [BARNEY] LANGLER

### 1839-1925



Barney Langler was an employe of this Company for over fifty years, and until he received his call to the Great Beyond.

He was honest, industrious and conscientious. He devoted his life to the upbuilding and developing of this business. He was a MAN, judged from all angles.

Because of these things, we place this memorial today to the life of this true soul.

## WORDEN GROCER COMPANY



### Movement of Merchants.

Detroit—Frank Smith plans to open a meat market at 4326 Milford avenue.

Detroit—The Ideal Furniture Store has opened for business at 5564 Hastings street.

Detroit—Agnes Byrne succeeds Earl P. Freeze in the confectionery at 6700 Fort street, West.

Adrian—The Schwarze Electric Co. has increased its capital stock from \$50,000 to \$100,000.

Assyria—Lawrence & Archer succeed L. L. Shepard in the grocery and hardware business.

Detroit—Michael Schneider succeeds Roy Parsons in the meat market at 2588 Fenkell avenue.

Detroit—James Shaheen has opened a grocery and meat market at 612 Milwaukee avenue, West.

Grand Rapids—The United Drug Stores Co., 200 Union avenue, N. E., has changed its name to the Michigan Co-Operative Drug Stores.

Copemish—H. Bekkering has sold his cream station to Swift & Co., and will remove to Grand Rapids.

Detroit—S. W. Allington, meat dealer at 2068 Michigan avenue, has sold his business to Roy Tierney.

Highland Park—Charles Dickens has taken over the grocery and meat market at 12344 Second boulevard.

Detroit—The Peninsular Chandelier Co., 1450 Broadway, has increased its capital stock from \$3,000 to \$24,000.

Detroit—Max Stoller has taken over the grocery and meat business of J. Solomon, 3406 Maybury Grand avenue.

Detroit—Gilley's Confectionery and Bakery, Bert Gilley owner, opened at 1839 Green avenue a few days ago.

Detroit—The Oil Storage Corporation, 8303 Foster avenue, has increased its capital stock from \$40,000 to \$70,000.

Lapeer—C. F. Callins, recently of Cass City, has purchased Hotel Elaine and will continue it under the same name.

Detroit—John Van den Brandt has sold his confectionery and grocery stock at 8417 Gratiot avenue to Frank Kadich.

Detroit—The Penrose Drapery Shop, Mary H. Parker, proprietor, opened for business at 1529 Woodward avenue recently.

Lowell—R. H. Speese, proprietor of the Liberty Store, has closed his store and is reported to have filed a trust mortgage.

Detroit—Miles B. Neely, confectioner at 4715 John R. street, has retired from business. Fred H. Garrett succeeds him.

Detroit—Joseph Fox has taken over the share of his partner, Herman Fox,

in the Fox confectionery at 1824 Gratiot avenue.

Detroit—Harold H. Simons and Sam A. Ganton succeed Ella Thompson in the confectionery at 15215 Livernois avenue.

Detroit—Albert Schlesinger, meat dealer at 7744 West Jefferson avenue, has moved his place of business to 832 Cary avenue.

New Lothrop—Mr. Woodward, recently of Flint, will open a jewelry and silverware store in the Telephone building, Feb. 14.

Plymouth—Claude A. Hearn, baker, has declared himself bankrupt. He has given his assets as \$4,716 and his liabilities as \$1,794.

Detroit—Harvey Glass has bought the stock and fixtures of the confectionery store at 6059 Maxwell avenue from Eva B. Dolan.

Detroit—The Haimovitz & Berkowitz Dried Fruit Co., 2475 Russell street, has changed its name to D. Haimovitz & Co., Inc.

Ishpeming—The City Drug Store has been re-opened, following the installation of new Wilmarth wall and show cases, fixtures, etc.

Detroit—Emil M. Pouliot has retired from partnership with Frank X. Pouliot in the F. & E. Pouliot Haberdashery, 9199 Gratiot avenue.

Detroit—Mark W. Taylor is the proprietor of Taylor's, Detroit's latest cloak and suit house, which will soon open at 1546 Woodward avenue.

Detroit—The Bullen Co., 1400-14 Fort street, West, jobber of auto trimmings, materials, etc., has increased its capital stock from \$25,000 to \$150,000.

Detroit—The grocery at 301 Custer has changed hands for the second time in a few weeks. Richard H. Carney is the latest owner, succeeding Anna Mossey.

Detroit—An involuntary petition in bankruptcy has been filed against Alex W. Elfers, dry goods dealer at 408 Gratiot avenue. Three creditors claim \$1,210.71.

Detroit—An involuntary petition in bankruptcy has been filed against Daniel Klein, dry goods, 7852 West Jefferson avenue. Mr. Klein's creditors claim \$645.72.

Detroit—Alex. W. Elfers, shoe dealer at 408 Gratiot avenue, and the Park Toggery, 15102 Kercheval avenue, are reported offering to compromise with creditors at 25 per cent.

Detroit—Three creditors of Joseph Behrman, furniture dealer at 1570 Gratiot avenue, have filed an involuntary petition in bankruptcy against him, alleging bills totaling \$650.

Detroit—Shortly after 8 o'clock last Friday evening, a lone bandit held up

Clyde Longworth in the grocery store at 4612 Twelfth street and made his escape with \$160 from the till.

Ann Arbor—A. Donovan, who conducts a chain of five auto accessories stores in Michigan, under the style of the Donovan Accessory Store, has opened a store here under the same style.

Kalamazoo—George R. Rickman has leased the modern new store building just completed at 142 South Burdick street and will occupy it with his stock of jewelry, silverware, etc., about Feb. 14.

Kalamazoo—Marcus Calder, dealer in general merchandise at 1214 Lincoln avenue, has doubled the size of his store building, remodeled the interior and will add to his lines of merchandise.

Reading—H. B. Smith, who has conducted a grocery store here for the past twenty years, has sold his stock and leased the store building to F. Decker, of Hillsdale, who took immediate possession.

Sault Ste. Marie—Welsh & Hemm, proprietors of Hotel Northern, St. Ignace, have purchased the Alto hotel here and will remodel and refurnish it at once in order to be ready for early spring business.

Lowell—Claude Staal and Merritt Miller will engage in the meat business in the building owned by Mr. Staal at the corner of Main street and Lafayette avenue, Feb. 14, under the style of Staal & Miller.

Pigeon—Fire destroyed the store building and stock of general merchandise of George V. Black, Feb. 1, entailing a loss of about \$160,000. Insurance totaling \$100,000 was carried on the building and stock.

Highland Park—\$625.75 is the total of the bills presented by three creditors of William Altman, dry goods and clothing dealer at 60 Manchester avenue, in an involuntary bankruptcy action filed a few days ago.

Owosso—Gred Glander, who recently sold his interest in the Standard Machine Co., will erect and operate a nickel plating plant on West Main street. The building will be 30x40 feet in dimensions, one story high.

Kalamazoo—The Marks Auto Accessory Co., conducting a chain of stores throughout Michigan, has leased the store at 210 West Main street and will occupy it with a complete stock of auto accessories, etc., March 2.

Kalamazoo—The Outlet Knitting Mills Co., subsidiary of the American Textile Co., Bay City, has leased a store in the McNair building, South Burdick street and will occupy it with a full line of knitted goods, about March 2.

Detroit—Albert C. Klett, men's furnishings, is the object of an involuntary petition in bankruptcy recently filed in Federal District Court here. The claims against him total \$613.80. His place of business is at 205 Monroe avenue.

Detroit—R. E. Bower recently bought out Messrs. Weynes & Lyndrup, operating as the W. & L. Pharmacy, 14119 Kercheval avenue, and moved the business across the street

to 14148 Kercheval. He is running as Bower's drug store.

Detroit—The Detroit Supply & Western Mills Co., 1007 Washington Boulevard Building, has been incorporated with an authorized capital stock of \$50,000, of which amount \$34,000 has been subscribed and \$10,000 paid in in cash.

Bear Lake—F. J. Zielinski & Co., who have conducted "Frank's Store" for the past twenty-three years, are closing out the greater part of their stock of dry goods and will remove the remainder to Detroit, where the business will be continued.

Detroit—Theodore Butteridge, proprietor of a drug store at 1500 Pallister avenue, was held up and robbed of \$170 a few days ago. Mr. Gibson, who ran the store before Mr. Butteridge took it over, was killed in a similar hold up several months ago.

Detroit—The J. Saraque Co., Inc., 1778 West Jefferson avenue, has been incorporated to deal in fruits vegetables, produce, etc., with an authorized capital stock of \$10,000, all of which has been subscribed and paid in, \$5,000 in cash and \$5,000 in property.

Lansing—The Michigan Cut Stone Co., with business offices in the Porter Apartments, has been incorporated with an authorized capital stock of \$6,000 preferred and 300 shares at \$1 per share, of which amount \$4,200 and 300 shares has been subscribed and \$4,500 paid in in cash.

Grand Rapids—The Friedrich Sales Co., 206 Monroe avenue, N. W., has been incorporated to deal in musical instruments, music, musical goods, phonographs, etc., with an authorized capital stock of \$25,000, of which amount \$12,500 has been subscribed and \$2,500 paid in in cash.

Dexter—Roy Bruckner succeeds Ernst & McMichael in the ownership of the general stock recently purchased of Fred Slayton, who is now in the garage business with his son-in-law, Ed. Parker, at Pinckney. Ernst is a realtor, which explains his brief ownership. The store of the late Jean Wheeler is being continued by a nephew.

### Manufacturing Matters.

Detroit—The Peterson Spring Co. has increased its capital stock from \$50,000 to \$75,000.

Detroit—The Superior Forging Co. has changed its name to the Iron Street Forging Co.

Kalamazoo—The Kalamazoo Paper Co. has increased its capital stock from \$3,210,000 to \$3,300,000.

Bronson—The Visel-Darling Co., Inc., metal display fixtures, has changed its name to the L. A. Darling Manufacturing Co., Inc.

Detroit—The Zeldes Smelting & Refining Co., 648 East Columbia street, has increased its capital stock from \$10,000 to \$15,000.

Lansing—The Wilson Art Metal Co., 1401 Case street, has been incorporated to manufacture and sell at wholesale and retail, auto accessories, parts, etc., with an authorized capital stock of \$1,000, \$250 of which has been subscribed and paid in in cash.



### Essential Features of the Grocery Staples.

**Sugar**—Eastern granulated has sustained another decline. Local jobbers hold cane granulated at 6.80c and beet granulated at 6.70c.

**Tea**—The only thing of interest at present happening in the tea market is a slump in some of the tea sections of Ceylon. So far, however, this is not important. Some grades of Ceylon teas declined a little on account of it, but fine teas advanced and medium grades have been steady. India teas have also figured to some extent in about the same way. Figures showing imports of teas into this country during the last six months of 1924 showed very sharp decreases over the similar period of 1923, except Ceylons, which showed an increase of 2,000,000 pounds. The general tea situation is just as strong as it has been.

**Coffee**—The market has weakened a little during the past week, owing to the softening up in Brazil. Undoubtedly the situation in Brazil is weaker than it has been and it may be that the threat on the part of the United States to interfere is responsible. Future Rio and Santos coffee is lower all along the line. As to spot Rio and Santos green and in a large way, no material decline has occurred, but the market is undoubtedly a little easier in this country. As to milds, the situation is about unchanged, possibly a small fraction lower. The jobbing market for roasted coffee shows no change the undertone is strong.

**Canned Fruits**—Brokers have their hands tied as they have an enquiry for stocks which they are unable to obtain. They have wired and written the Coast without satisfactory results and there is little available on the spot on the open market. All lines of No. 10s, peaches and pears, are wanted and command extreme quotations. Medium grades in No. 2½ cans are in the same class. Other varieties more or less favor the seller. Pineapple is steady but not active in a big way. Nearby wants are taken care of but later needs are often held in abeyance. Apples are firm and fairly active for the season.

**Canned Fish**—Imported sardines, meaning particularly Portuguese brands, and to some extent also the French brands are higher; many of the Portuguese brands have advanced a dollar a case. The reason appears to be a controversy between the canners and fishermen. As to Maine sardines, the situation is unchanged and dull. At present it is impossible to get any concessions from any packer affiliated with the combination. California sardines are coming East and show a fair demand at unchanged prices. Salmon is steady, but dull, only immediate wants are being bought for. Fancy shrimp is scarce and high. Other canned fish unchanged.

**Canned Vegetables**—Tomatoes are firm at no material advances in the South. Futures will not be definitely settled until canners have concluded their contracts with growers for their acreages which will establish a definite packing cost. Buyers are not ready to book now when they do not know

how packing costs will compare with last season. Peas and corn were in fairly good jobbing demand all week. There is a better call from local and interior distributors and there is no pressure to sell either pack.

**Dried Fruits**—Prunes are the most interesting item. Quite a contrast exists between California and Northwestern fruit as the former, while firm, have not been particularly active for forward shipment. The large bulk of the Oregon pack has been sold by packers and probably no more than 100 cars remain unsold in Oregon and Washington, including all sizes. Advances are being demanded, while California prunes are being held for no further rises. The close liquidation of Northwestern prunes and the small differential between California will naturally cause the latter to do better. Peaches are advancing more sharply than other fruits. Packers are running low, some being entirely sold out, including the largest factor, while others have withdrawn from the market. Shortages on the Coast and throughout the trade, with the heavy consuming months to consider, indicates a still higher market. Apricots are already held at top quotations and there is little available at the source. Raisins are improving in tone and the outlook on the spot is better as stocks are now held in stronger hands. Coast buying has been resumed on a larger scale. In fact an advance on the Coast in the near future would not be surprising.

**Nuts**—Candy makers and other users of shelled nuts face every prospect of high initial costs for all shelled nuts during the balance of the season until new crop is available. The general price trend all season has been upward, and since Jan. 1 there has been a decided trend in that direction. Foreign and domestic points of origin are almost down to bare floors and have little chance to secure unshelled nuts for cracking purposes, since growers have sold out. The comparatively light stocks at the source are being held until crop prospects can be determined, which means that they will not be released for a month or more. There is quite active buying interest throughout the list, as shortages require attention and force the buyer to pay full market quotations. There is only one moderately priced nut in the market, Brazils; all others are not only firm but are constantly advancing. Spring outlets for unshelled nuts are being considered, which causes a wider demand for spot offerings. All varieties except Brazil nuts are scarce in all quarters and quotations are easily maintained.

**Beans and Peas**—The demand for dried beans during the week has been light, but almost everything is steady to firm in spite of that. Pea beans are one of the few exceptions; they are weak. One of the strongest things is California limas, which show an advancing tendency. Dried peas are unchanged, with blackeye peas firm.

**Salt Fish**—Lent is coming near, but so far the market for salt fish has not been materially affected. Dealers are buying right along, but not anticipating their wants to any great extent.

There is in general, however, a very fair movement in mackerel. The situation is steady to firm, as stocks are comparatively light and assortments very spotty. The grades that are most available are those least desirable. Cod fish is also scarce and high.

**Syrup and Molasses**—The demand for good grocery grades of molasses continues good, with unchanged prices for the week. Sugar syrup is quiet at unchanged prices. Compound syrup steady, with moderate demand.

**Cheese**—Cheese has continued its uneventful course, being firm, but very quiet.

**Provisions**—The demand for provisions during the past week has been very fair, this including the entire list of hog and beef products. Prices have continued exactly as they have been for several weeks.

### Review of the Produce Market.

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

**Bagas**—Canadian, \$2 per 100 lbs.

**Bananas**—8½¢@9¢ per lb.

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

C. H. P. Beans	-----	\$ 6.50
Light Red Kidney	-----	11.00
Dark Red Kidney	-----	11.50
Brown Swede	-----	5.85

**Butter**—The market has had a rather uneventful week; practically the only change was a small advance early in the week. There has been a fair demand throughout the week for fine creamery, with undergrades quiet and unchanged. Local jobbers hold fresh creamery at 39c. June packed, 35c; prints, 40c. They pay 23c for packing stock.

**Cabbage**—\$2.25 per 100 lbs. for home grown; \$4.50 per crate for new from Texas.

**Carrots**—\$1.35 per bu. for home grown; \$2.25 per bu. for new from Texas.

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

**Cauliflower**—\$3.25 per doz. heads.

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

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

**Eggs**—The expected slump in fresh has occurred. Local jobbers pay 44c for fresh and resell candled at 50c and current receipts at 48c.

**Egg Plant**—\$3 per doz.

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

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

**Grape Fruit**—\$3.25@3.50, according to quality.

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

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

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

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

**Lettuce**—In good demand on the following basis:

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

Hot house leaf, per bu. ----- 1.75

Onions—Spanish, \$2.50 for 72s and 50s; Michigan, \$2.75 per 100 lbs.

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

126	-----	\$6.50
150	-----	6.50
176	-----	6.50
206	-----	6.00
216	-----	5.50
252	-----	5.00
288	-----	4.75
344	-----	4.00

Red Ball, 50c lower.

Parsnips—\$1.35 per bu.

Poultry—Wilson & Company pay as follows this week:

	Live	Dressed
Heavy fowls	20c	23c
Light fowls	12½c	14c
Heavy springs	20c	23c
Cox	10c	14c
Turkeys	30c	36c

Peppers—Green, 70c per doz.

Potatoes—Country buyers pay 55c in Northern Michigan, 65c in Central Michigan and 75c in the Greenville district.

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.

Tomatoes—\$1.50 per 6 lb. basket for Florida.

Veal—Local jobbers pay as follows:

Fancy White Meated	-----	15c
Good	-----	13c
60-70 Fair	-----	11c

### Speculative Buying Not Warranted

Written for the Tradesman.

The past two weeks has witnessed a range of 12 cents per bushel in the price of May wheat. Had an advance from \$1.93 the 22nd of December to \$2.05 and a fraction without a reaction; then the market dropped back to \$1.94, but it has advanced again and this option is now quoted at \$1.99¼-½, about 5 cents under the high point.

We mention this range of price to picture to you the erratic action the market has taken during the period mentioned, which indicates the price is high enough so that buying either wheat or flour for long deferred shipment appears inadvisable, although, of course, there is a possibility that May wheat will sell at \$2.25 per bushel before it is closed out. However, the higher the price gets under present conditions, the greater the risk in buying for future delivery and in larger quantities than actually needed for trade requirements.

The demand for flour continues good and there is really no indication that the demand for wheat during the next four or five months will be materially lessened. Probably firm markets are in store for us, but, as stated above, we do not believe the present situation warrants speculative buying.

Lloyd E. Smith.

Grand Rapids—The Cabinet Makers' Guild, Inc., with business offices at 318 Houseman building, has been incorporated to manufacture and deal in furniture and fixtures, with an authorized capital stock of \$100,000 preferred and 1,000 shares at \$1 per share, of which amount \$20,000 and 100 shares has been subscribed and \$2,000 paid in in cash.

Idle rumors are always busy at work.

### Days of Meager Profits in Grocery Business Past.

To look back on the many phases of the food industry one is surely led to a belief that one is not his brother's keeper. Yet life has proven that to be contented and successful one must have associates contented and successful. For the past fifty years each branch of the food industry has been so self-centered that no attention was paid by one to the other.

If one were a manufacturer all he would be interested in would be to produce and sell profitably.

If one was a jobber his interests were centered in distributing profitably.

If one was a retailer his duties were to assemble the merchandise his community needed and to satisfy these wants economically.

For a great length of time this procedure was acceptable to all concerned. But business moves on efficiently to perfection; so a score of years ago other distributing factors entered the field and have grown strong.

The question has not been settled to date whether their growth was due entirely to better business methods or to some other cause. I shall leave this question to others for an answer, but there have been many rumors of favoritism shown to this new comer, and by so doing manufacturers have permitted their product to be kicked up and down the field of prices in an organized manner that has created discord and distrust as to the proper price at which honest merchandise could be bought and sold.

As oftentimes occurs the hand that feeds gets bitten; for when this new comer grew strong enough he demanded more than good business judgment could permit. All through this period of favoritism the retail grocer was forgotten by the manufacturer and jobber and was compelled to find ways to counteract these conditions. How well he has done it is well proven that he still is an economic necessity.

The day of the turn-over profit only is fast waning. The retail grocers as well as others must have an adequate profit on all of their merchandise; each item must carry its proportionate share of overhead and net profit. So I say to the leading manufacturer of food products, whose ambition and duty is to see that his products and plant serve the public of the future heed this voice, still and small, but growing, which says:

"You are my partner in my business and I am yours. You must have a legitimate profit to succeed and I, too (the retail grocer), must have a profit so that I may distribute your products and succeed; for no one can continue business on a turn-over basis, or a 10 or 12 per cent. margin when the cost of doing this business is from 15 to 22 per cent."

The future retail grocer will know through education what firms and products permit him to stay in business and he will only handle such products, and not be seduced into a false state of security by any producer who expects the retail grocer to sell his products on a lower margin of

profit than the cost of conducting his business.

To be a successful manufacturer, you must have successful retailers, therefore you, Mr. Manufacturer, are your brother's (Mr. Retailer's) keeper. The grocer of to-day and to-morrow wants to be a decent human being, to be of service to his community; a credit to his calling; to be fair to his associates and to close his career by being a human grocer.

Success will crown the efforts of those who see that the retail grocers gets a legitimate return on all the products he distributes. Who will lead the way? John W. Francis.

Nearly 18,000,000 motor cars for fewer than 115,000,000 persons is the report of registrations for the year 1924. This is approximately one car for every six persons. The gain in commercial vehicles is greater than for passenger cars. What do the figures mean? They signify something more than an increment of individual prosperity and family welfare. They show that what was a derided rarity when the century began and a luxury a decade ago is now to be rated both as a domestic necessity and as a public utility. Like the steam locomotive, the trolley and the "flying machine" the automobile had to survive a barrage of sarcasm and of pseudo-science which sought to demonstrate that it would never displace the horse. But the foes of the horseless carriage are to-day computing the cost of gasoline and rubber as if these were coal and potatoes. Even the accidents, as Chief Engineer Stevens said at Panama, are a sign that traffic is moving; and driving a car has developed the personal efficiency of many who were assumed to be helplessly wanting in self-reliance or in the mechanical aptitude. If the automobile had been a fact instead of a dream in bygone centuries the course of history would have been changed by the power of the ubiquitous machine.

In the United States and other countries where popular government has reached an advanced stage there is always considerable criticism around election time on account of the so-called slacker vote. Yet we are wont to look with pity, if not scorn, upon certain backward peoples who have recently received the boon of popular government and democratic institutions. In the matter of getting out the vote, however, we all must bow our heads in shame to the Mesopotamians. They have no slacker vote problem. In a country with a population slightly under 3,000,000 the names of 10,000,000 voters appeared upon the registration lists. Undoubtedly the British overlords were jealous of the world record tacked up by this subject people, for the election has been postponed and a new registration ordered. Civic virtue apparently must be its own reward in Mesopotamia. But it seems a pity thus to put a damper upon enthusiasm in the exercise of the franchise, in so many countries considered a duty rather than a pleasure and a privilege.

The man whose credit is best is not necessarily the man with the most resources or capital. It is the man who always pays an obligation when it is due.

A cheery disposition is like air in a tire. There really doesn't seem to be much of it, but it makes the going easier and happier for everybody. The rougher the road the more you need it.

## Try this— and increase your profits

EVERY DAY for the next few weeks, place a stack of "Uneeda Bakers" products on the counter within easy reach—changing the variety each day.

While you are closing each sale, suggest including a package or two of the particular variety being featured.

You will find this an easy way to increase your sales—especially if you keep your supply fresh at all times. Fresh biscuit mean satisfied customers and satisfied customers mean repeat orders and larger profits.



The delicious salty tang of Oysterettes makes them a prime favorite with everyone. Especially good with oysters and soup.

NATIONAL  
BISCUIT COMPANY  
"Uneeda Bakers"



## Just Solid Comfort When You Ride the Street Car

No Parking Worries.

No Traffic Laws to Obey.

No Pedestrians to Endanger.

No Skidding, Collision, Damages.

No Troubles—Just Ride and Visit.

Help Relieve Local Traffic Congestion

GRAND RAPIDS RAILWAY COMPANY,

L. J. DeLamarter,

Vice President and General Manager.



# *Announcing* *the organization of* **THE OLD NATIONAL COMPANY** *of Grand Rapids*

The Board of Directors of The Old National Bank of Grand Rapids takes pleasure in announcing the formation of the Old National Company.

The Company is organized for the purpose of extending the investment business of The Old National Bank which has been carried on by the Bond Department during its four years of successful operation.

The \$200,000 capital and the \$50,000 surplus of the Old National Company have been paid in cash, aggregating \$250,000. The entire capital stock of the Company is owned by the stockholders of The Old National Bank and in the same proportion. The directors are also identical, with the one exception of Lemuel S. Hillman, Vice President and Manager, who is made a director of the Old National Company.

Through the increased facilities afforded by the Company, The Old National Bank will be able to render an increasingly greater service to the investors of Western Michigan. The Company will be prepared to underwrite entire issues of bonds and to provide its patrons with a comprehensive list of investment offerings.

The long established policy of the bank in recommending only the most conservative and accredited issues of securities, will of course, be continued by the Company.

Only such issues of bonds will be purchased and offered for sale as are safe enough for the investment of funds of the Bank. Such a standard assures investors bond offerings in which safety of principal is the major consideration.

The Officers and Directors of the Old National Company are:

**CLAY H. HOLLISTER**, President.

**LEMUEL S. HILLMAN**, Vice President and Manager.

**GEORGE F. MACKENZIE**, Vice President and Treasurer.

**JAY C. GREBEL**, Secretary.

**JAMES F. BARNETT**,  
Capitalist.

**C. S. DEXTER**,  
Secretary-Treasurer Grand Rapids Chair Co.

**JOHN DUFFY**,  
President Grand Rapids Hardware Co.

**LEMUEL S. HILLMAN**,  
Vice President and Manager.

**CLAY H. HOLLISTER**,  
President The Old National Bank.

**JOHN P. HOMILLER**,  
Manager Robert W. Irwin Co.

**JOHN C. HOLT**,  
President Antrim Iron Co.

**FRANK JEWELL**,  
President Clark Iron Co.

**WILLIAM JUDSON**,  
President Judson Grocer Co.

**GEORGE F. MACKENZIE**,  
Vice President The Old National Bank.

**WILLIAM R. SHELBY**,  
Retired.

**WILDER D. STEVENS**,  
President Foster-Stevens & Co.

**CARROLL F. SWEET**,  
Vice President The Old National Bank.

**HARRY M. TALIAFERRO**,  
Vice President American Seating Co.

**LEWIS H. WITHEY**,  
Chairman of Board, The Michigan Trust Co.

**WILLIAM M. WURZBURG**,  
President Wurzburg Dry Goods Co.

While permanent quarters on the mezzanine floor of the bank are being constructed the Old National Company will occupy the space formerly used by the bond department of the bank.

In establishing this investment company The Old National Bank is following its long recognized policy of rendering the greatest possible service consistent with sound banking practice. Investors are cordially invited to use the services offered by both The Old National Bank and the Old National Company.

**DRY GOODS CONDITIONS.**

At the close of the first month of the year merchants begin to see their way clearer than they did at the start of it. Inventories, both wholesale and retail, have disclosed no especially large stocks of goods on hand. For that matter it does not appear that manufacturers are overburdened in this respect either, since they took warning from the general course of buying. The spring season has, consequently, been opened under rather favorable circumstances, especially as the evidences of a broader consumer demand have become manifest. The improvement noted, however, is a gradual one, there being no indication of any sudden and pronounced burst of activity. People are, apparently, going about securing what they need in leisurely fashion, always with an eye toward getting the value of their money, and rarely purchasing much ahead of immediate requirements. End-of-the-season sales, although many of them have offered real bargains, appear to have had less drawing power than usual, although there have been a few marked instances to the contrary. The new goods are having a greater attraction because most purchasers are looking ahead to the new season. This is due in a comparatively few weeks because of the Easter coming earlier and also because, according to the usual probabilities with such a winter as this, an early spring is expected.

In the primary markets activity has been stimulated by the buying of jobbers, whose presence in large numbers has been a feature of the past fortnight. In a number of lines their purchases have been a little more liberal than they were last year at this time, which bespeaks a larger measure of confidence in the immediate future. But there has been nothing that savors of speculation, as it is realized that such a course would be risky under present circumstances. Prices appear fairly stable for the first six months of the year, but what is to come after that is plain conjecture. And yet it is for the last half of the year that the wholesalers are contracting in many instances. So far as possible, however, they are concentrating on the nearer-by business, following in this respect the course of retail buying. Later on, when the crop and other prospects are somewhat indicated, a more substantial basis on which to operate will result in further ordering to suit the then conditions. It is the manufacturers who have the most difficult problem. When and to what extent they shall accumulate raw material and at what rate of production they shall operate are difficult things to determine under existing circumstances when orders are apt to call for quick deliveries on comparatively small quantities. They are casting about for economies and the elimination of waste, while a state of affairs exists which makes these desired ends almost impracticable.

**LAW AND ETHICS DISAGREE.**

Once a thing is made public, it becomes the property of everybody. This is the general rule. It has been modi-

fied to some extent by various laws, especially those of patents and copyrights, whereby exclusive rights are given to inventors and owners of literary property, and those concerning trademarks, which are a perpetual property. Designs, however, whose importance and value have increased with the growing value of style, have only a very qualified protection. If only shown privately, they may not be appropriated by outsiders. If they are secretly or surreptitiously obtained, the owner has a remedy against the offenders. But outside of this the owner is without recourse. A case involving this point came up for decision during the past week before Justice O'Malley in the Supreme Court in New York. One dress manufacturing concern sought an injunction to prevent a rival from copying the models of the former. The facts were not disputed by the defendants. The latter urged, however, that the garments had been sold in large quantities by the plaintiffs, who had thereby voluntarily made them public, and that, in consequence, they were open and accessible to any one who wished to copy, manufacture and sell them. Justice O'Malley upheld this contention, stating that once a model or type of dress is made public, and if these models or dresses are obtained by fair means, any one can copy and sell them as his own creations. This is presumed to be the law. But the Court was not called on to make any pronouncement on the ethics of the case. Should that have been so, something blistering might have come out.

**THE UNSPEAKABLE TURK.**

The Turk remains the Turk. Having solemnly agreed that the Ecumenical Patriarch of the Greek church should remain in Constantinople, the Turks of Angora have seized the first opportunity of violating that clause in the treaty between the two countries. Without warning, the Patriarch has been deported, bag and baggage, across the frontier. It is all reminiscent of Abdul Hamid and the days of the Yildiz Kiosk. Under the republic the Turk is the same kind of Turk he was under the empire or the sultanates. His main business in the world has always been war. He is not happy unless he is invading or repelling an invasion. The greatest jest of modern diplomacy was perpetrated on the day when the Turk was formally admitted to "the comity of nations."

**FRED A. WASHBURN.**

Few men have passed to the Great Beyond who will be more genuinely regretted, and whose memory will be kept green longer than that of Fred A. Washburn, of Belding.

A friend has passed  
Across the bay,  
So wide and vast,  
And put away  
The mortal form  
That held his breath.  
But through the storm  
That men call death,  
Erect and straight,  
Unstained by years,  
At Heaven's gate  
A man appears.

**WOOL AND WOOLEN CLOTHS.**

It has been determined to close up the present series of wool auctions in London a day ahead of the time specified this week. Prices have been weak and speculative holders, failing to get what they expected, have withdrawn quite a large quantity from sale. A similar story comes from Australia, where only super-merinos have been able to hold their own. No one appears to be buying much ahead because of the growing belief that prices cannot be upheld, despite all the propaganda about a wool scarcity. Transactions in this country are not very notable. The weakening of raw material prices is not apt to be reflected in the cost of woollen fabrics for the heavyweight season, which will be opened this week with the overcoating and suitings offerings of the American Woolen Company. Much of the wool which will go into these fabrics has already been bought or contracted for. Guesses continue to be made in the trade as to the price advances that will be made, it being conceded that rises are certain. The general understanding is that they will be less marked in the case of worsteds than in woolens, especially the fancy woolens. Another feature is the query whether the opening prices will be lower than those to be made later on in order to obtain large enough initial orders to secure sustained production. The doubts will be removed this week when the formal openings take place. In women's wear, the first of the openings, as usual, is scheduled by A. D. Juilliard & Co. This will take place to-morrow. The concern is able to take the lead because of the distinctive lines it offers. Other women's wear fabrics will be shown at different dates through the month.

**CANNED FOODS CONDITIONS.**

A more active spot market in all lines of canned foods is likely from now on as the several handicaps to trading have been removed. Indeed, there are numerous reasons why the distributor should anticipate his wants in many staples before it is too late to take advantage of the present market and available holdings. It is admitted that as a whole line there is no excess in first or in second hands, but whether there is such a stringency as some factors picture, remains to be seen. Consumption is large and the turnovers are making profits for distributors which gives them encouragement and makes them confident of the future. On all hands the trade is optimistic as to the balance of the season as to the sale of spot canned foods. Futures are somewhat different. The wave of optimism noticeable at the fall election as to general business has not been followed by any reaction, but in the canned food industry advance buying so far, in this territory at least, has not been as extensive as the forecast made last fall indicated. This refers chiefly to vegetables and to what has been accomplished to date, which by no means indicates that there will be curtailed buying this season. Future trading here has been postponed more than expected, but there is plenty of time to make up for the later start than last

season. When future California fruits are once available there is no doubt that buyers will be vitally interested and that they will book freely to anticipate their normal requirements. The spot market was quiet all of last week since so many prominent trade factors were at the canners' convention in Cincinnati.

**COTTON PRICE CHANGES.**

A study of the gyrations in cotton prices recently gives abundant evidence of how increasingly difficult it is to find pretexts for changes in value. Nothing especially is happening to change conditions. Exports are going on about as was figured and the same is true of domestic consumption. Nor has there been any doubt within the last month or so of the sufficiency of supplies to care for all possible requirements. With nothing substantial, therefore, to induce price changes, every trifling circumstance appears to be taken hold of to bring them about. The net result is trifling, the few points advance of one day being offset by a similar decline on another. The manufacturing and distributing trades have reached the point of stability that is not affected by the minor changes in cost of the raw material which exchange blackboards show. The volume of transactions in gray goods, while not very large, keeps up fairly well and prices continue to be well maintained even when they are not firmer. While individual orders are not, as a rule, of large proportions, they are numerous and make up a pretty fair total. Finished fabrics are showing up in a rather satisfactory way in distributing channels. As to these, however, no less than as to goods in gray, there is still a lot of room for improvement because mills are not running anywhere near capacity. Still there is yet time for better results and these are expected to show up soon in reorders. An incident of the week was the half-cent rise in percales. The knit goods business booked has been good in general, although in this also needs have not yet been fully met. Hosiery orders have slackened up.

Secretary Hoover, with his usual perception, lays stress on the fact that one of the most important radio developments is not of an apparatus but of an attitude. Broadcasting is developing a discriminating audience. Its clients are not minded to give their concentrated attention to the more flotsam and jetsam dumped on the sea of the atmosphere by those who think that any noise will do if it makes a sufficient vibration. The motion pictures had to go through the same winnowing process. At first the public was victimized by rubbish. It rose up and protested. Every day, as Hoover says, the radio is strung more closely to fulfill the popular requirement of better service. So many worthy attractions are now competing for the possession of the ether at convenient hours that by a natural process of surviving the dross is eliminated. With the intimate invasion of the home by the microphone the American public is not minded to accept anything inferior to the best.



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

One of the first things I did after I started the Tradesman in 1883 was to organize a local retail grocers association. I was elected secretary and served the organization the best I know how for eight years. I never asked or received a penny in salary and most of the time I furnished the organization a meeting place in the Tradesman office without charge. We had about 375 grocers in the city in those days and succeeded in enlisting 125 of them under the banner of fair play. We had every representative grocer in the city with us. The small suburban dealers who did not join with us lived up to the rules we promulgated and followed the plans we inaugurated and put into execution for the betterment of the trade. There never was a time when the grocery merchants of the city worked in harmony as they did from 1884 to 1892. Those years were also golden years in the trade, because they enabled every grocer who followed the lead of the Association to make a profit and lay aside a comfortable sum for a rainy day. There were no department stores, chain stores or professional price cutters in those days. Both manufacturers and jobbers worked with us in harmony. My successor as secretary was Homer Klap, who never cut much of a figure as a grocer and finally petered out altogether and left the city. For a dozen years or more he kept matters pretty well stirred up. He never pursued the policy of working along the lines of least resistance. He complained because the local millers sold flour at retail; because the wholesale grocers sold goods to their own employees; because the hotels and restaurants were permitted to buy goods of wholesalers in wholesale quantities. He got up banquets at enormous expense and then assessed the cost on the jobbing trade without leave or license. None of the jobbers dared to object to his methods, because they assumed he had the solid backing of the retail grocers and would suffer in prestige and patronage if they refused to be mulcted. At one time he had the grocers so antagonistic to the Standard Oil Company that Mr. Drake, the district manager, was considerably exercised over the situation. He came to me one day in the Peninsular Club and asked:

"What can I do to lessen the activities of Homer Klap in his attitude toward our company?"

"Put \$50 in your pocket and hand it to him the next time you meet him," I replied.

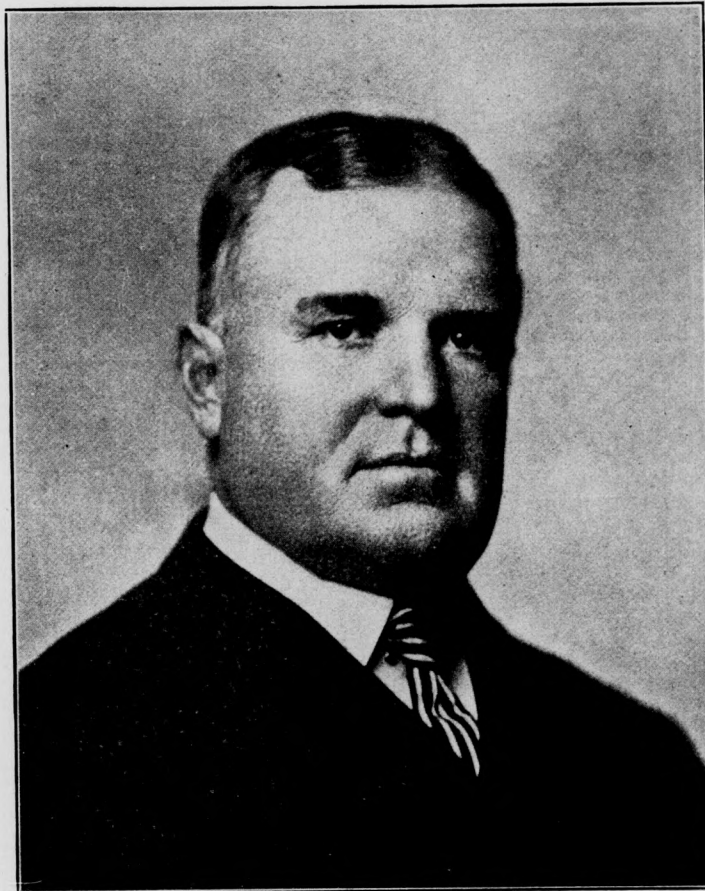
"Mr. Stowe," he responded, "I am surprised at you for making such a suggestion. My company would never condone an action of that kind and I would never forgive myself for doing a thing which could be construed as a bribe."

I had always entertained a high opinion of the ethical standards of the Standard Oil Company and its district representative and Mr. Drake's attitude on that occasion served to enhance the good opinion I have always had regarding the methods of that organization and the character of the men who represent it.

Sidney B. Drake was born in Clar-

ion, Pa., Oct. 19, 1850. He received a high school education and for a time acted as station agent at Titusville, Pa. This was at the beginning of the oil excitement in the Keystone State and it so happened that Coal Oil Johnny was baggage master under Mr. Drake at Titusville. He subsequently engaged in the oil brokerage business in Oil City, becoming connected with the Standard Oil Company January 1, 1887, when he became connected with the book-keeping department in the general offices in Cleveland. Two years later he went to Omaha, where he managed an adjunct of the Standard Oil Co. for a couple of years. He then returned to Cleveland, resuming his former connection with the book-keeping department. He subsequently removed to

powers, was sincerely mourned by a great number of business and social friends. He was well known in business and social circles and wherever known he was both admired and respected. Of splendid physique, highly attractive personality and apparently unbounded vigor and energy, he at once won all with whom he came in contact. His shrewd business sense, although always at his command, never warped nor unduly influenced his mental breadth or lessened his sterling qualities, derived from a sturdy ancestry. He was a magnificent example of the highest American type of the present day—full of life, of humor, of comradeship, and yet ever intent on the interest of the great business to which he had dedicated his career and in behalf of which he spent



Sidney B. Drake.

Grand Rapids and took the position of assistant manager under the late John C. Bonnell. On the retirement of Mr. Bonnell in 1895 he became manager of the business, which position he occupied for twenty years to the satisfaction of everyone concerned. He died at his home in this city March 17, 1915.

Mr. Drake was not a member of any fraternal order, but he had been a member of the Episcopal church ever since he was a boy and a member of St. Marks Parish ever since he came to this city. In June, 1908, he was elected Treasurer of the Episcopal Diocese of Western Michigan, which position he held at the time of his death.

The passing of Mr. Drake, when he seemed to be at the zenith of his

himself with all too great devotion.

To his immediate associates his death was a shock whose force cannot be put into words. His activity, his optimism, his sound yet prompt judgment, his invariable good humor, and the dynamic force with which he put through important matters will be sadly missed. He was "a twentieth-century man," in every sense of the word.

But he was more than all this; he was honest, clean-minded, upright; he took no unfair advantage; his exceptional abilities were always used in the right direction. Always he stood for the best, the most honorable—the rights of the other party. He knew, too, what those around him were doing, and he gave full credit for good work even by the humblest.

Those who knew Mr. Drake were privileged to know a man whose heart seemed to expand with his business. Even at times when his work made the greatest demand upon his time he always found a moment to drop the matter in hand and greet an acquaintance. He had that quiet way of looking squarely into your eyes, and his smile was as natural as it was sincere. The influence of his life will be felt during the entire life time of those who were privileged to come much in contact with him.

Mr. Drake was not a millionaire. He was not the founder of a great business venture. He was not a leader in any fad or ism. He was just a plain, ordinary business representative of a great corporation. He came to Grand Rapids about 1890 to serve that corporation and did his duty here for a quarter of a century, faithful to every trust, and making friends for himself and the company which he represented on every hand. He belonged to the great class of Americans who are satisfied to do their duty in such a way that when they go to sleep at night they know that they have nothing to regret—that great mass of normal men and women who by their efforts, small individually, but gigantic when taken as a whole, have made this country what it is.

E. A. Stowe.

### Men's Sport Shoes Moving.

One of the features of the business that is being done in the better grades of men's footwear at the moment is the demand that is reported here for sport oxfords for delivery in April and May. Combinations of white buck and tan calf and of black calf with white buck, with wing tips and heel foxings to match, are liked in these goods. Also favored are white buck oxfords with black or tan calf "saddles." Also offered, but said to be doing best in the more moderate-priced lines, are tan calf oxfords with white buck ballstraps and heel foxings of the same material. For real sport wear English crepe soles are favored in the goods now being bought, but in the semi-sport types the smooth sole that will permit dancing are in demand.

### Spring Buying Gains Momentum.

The Spring ready-to-wear season is now entering its most active stages from a buying standpoint. This week and the two to follow are likely to mark the peak of the present buying movement, with almost all retailers represented in the activity here. With the larger number of buyers the purchasing has tended to be distributed over more of the wholesale firms, with the result that the trade as a whole is getting a "good line" on the way the season will probably develop. Buyers are said to be somewhat cautious as yet in committing themselves heavily on the ensemble. The wholesalers, so far, are prone to regard this as only a passing development, asserting that there is practically no doubt that the ensemble will go over well with the consumer.

People like to do business with the head of the concern. Why not see that the hard-to-please customers are sometimes passed on to you?



## MEN OF MARK.

**B. C. Nott, Vice-President W. R. Roach & Co.**

Look in the dictionary for the word "time." You will find that it is explained as "duration considered independently of any system of measurement, or any employment of terms which designate limited portions thereof." It is at once the most precise and the most elusive of terms. It has engaged the study of philosophers in all ages. Among the moderns, the great French thinker, Henri Bergson, has applied himself most intensely to its analysis. He speaks of time as being not merely an abstract relation, but a substance fluid and tangible. He considers it as relative only in its uses by different individuals, though absolute and unchanging in the sum of its possibilities. For purposes of comparison, we may accept Bergson's concept of time. Within the limits of each day all persons, rich or poor, clever or stupid, old or young, possess precisely the same amount of this precious substance. Indeed, if one were searching for some indispensable basis upon which to postulate the equality guaranteed by the Constitution of the United States, one would discover it in this fundamental sameness of amount of time at the disposal of every human being. Divergences of character and accomplishment which controvert that equality have their starting-point in the differences of use which each individual makes of the time which is his. While everyone has sixty minutes in the hour, all do not avail themselves of the full contents of the hour. Some scatter the seconds wastefully. Thus they derive only the minimum of their power. Others concentrate them and get increasingly higher averages out of the total of their possibilities. Whether it be in shoveling sand, chopping down trees, producing canned goods or selling shoes, the actual things done in a given hour are the measure of man's exploitation of time.

Herein we have a logical gage of the individual. During the interval in which one man dawdles, another may decide the fate of empires. What a man does with his time and in his time tells us more eloquently what he is than all the words in the dictionary. For those who need encouragement there is a lesson and tonic in studying the growth and worth of the subject of this sketch.

Bennett C. Nott was born on a farm near Adams, N. Y., Sept. 27, 1880, being one of a family of five children, who are all still living. His father and mother were both Yankees, their ancestors having resided in New England for several generations. When the subject of this sketch was 12 years old his family removed to Albion, N. Y., where he attended high school. He subsequently attended a business college at Buffalo. On the declaration of war with Spain in 1898 he enlisted as a private, serving fourteen months and rising to the rank of Senior Corporal. On his return to Buffalo he obtained employment with the Niagara Falls Power Co., supplementing the knowledge thus acquired by pursuing an

electric course at night school five evenings a week for several months. Four years later he was invited to join forces with his brother-in-law, W. R. Roach, and removed to Hart. He has occupied nearly every position in the organization and is now Vice-President and General Manager of W. R. Roach & Co., with headquarters in Grand Rapids.

Mr. Nott was married March 3, 1909, to Miss Edith Roberts, of Albion, N. Y., the ceremony being performed by the late Rev. Charles Fluhrer, who was for many years pastor of All Souls church, Grand Rapids. Both Mr. Nott and his wife still retain their membership in the Pullman Memorial Universalist church, of Albion. This church was erected as a memorial to

that pastime. He attributes his success to being on the job.

Personally, Mr. Nott is one of the most companionable of men. No one has to "send in a card" to secure an audience at any time. No matter how busy he may be, he makes it a rule to see any man who has a message or an errand worth while. He is a prodigious worker and always runs on schedule time. He fits into the Roach organization remarkably well and has come to know everyone who touches the organization at any angle.

#### Great Is the Egg and His Producer.

"My son, consider the egg. For it knoweth humility and vaunteth not itself.

"Lo, it raiseth not its voice in self-

"It buyeth the baby shoes and Junior a school suit, withal.

"It handeth out ready cash when the oat reclineth in the granary awaiting a favorable market and the hog quotation slumpeth and the farmer weepeth.

"It filleth the hungry with good things, for many a homesick citizen hath gazed with dolor upon the French menu, and there was none to help;

"Then hath he cried aloud in his anguish, 'Gimme ham 'n' eggs,' and straightway he hath been fed and sent on his way rejoicing.

"Look not down upon him who carteth the egg crate to the grocery, for he is blessed beyond his neighbor, and his tribe shall inherit the earth.

"Yea, he shall dicker earnestly with the auto dealer, and his wife shall try out the back seat, while his neighbor shall patch the upholstery in the ancient boat and shall sigh, withal.

"Great is the egg and greatly to be respected, yet look not thou upon it with a magnifying glass.

"For many a man hath squandered his substance in riotous egg raising, but without understanding.

"And, behold, the egg did arise and steamroller his purse into the image of a pancake that is cold.

"Be wise, my son, and study diligently, and listen to the wisdom of the sages, and profits shall compass thee about.

"And thy purse shall wax sleek and fat and thy days shall be long in the land.

"But unto him that plungeth shall be only sorrow, and weeping and wailing and gnashing of teeth. Selah."

#### New Way Discovered To Blanch Celery.

By the use of ethylene gas University of Minnesota plant physiologists have demonstrated that celery can be blanched in from six to ten days, whereas by present-day methods of storing in darkness or hilling up process requires several weeks.

The discovery was made by Dr. R. B. Harvey and his assistant, L. O. Regeimbal, in a series of experiments at University Farm and at the University substation at Fens in St. Louis county. The experiments consisted in submitting the celery to varying concentrations of the gas in different containers for varying periods and varying temperatures. In every case the ethylene treated celery was found to be superior to the ordinary blanched celery from the standpoint of texture and flavor.

Since so short a time is required for the blanching of celery by this new method it is suggested that the process may be carried out while the plants are in transit in tight cars to market. The cost of the treatment is negligible, since 50 cents worth of the gas is more than sufficient to blanch an entire carload. The gas is non-poisonous, but as the treatment is still in the experimental stage it should not be attempted by celery growers without aid from the experiment station. Dr. Harvey warns that while the concentrations of gas required are far below the danger limit for explosions, it is inflammable and care must be exercised in keeping fire away from tanks and containers.



Mr. and Mrs. Ben C. Nott

his parents by the late Geo. M. Pullman, who spent some years in Grand Rapids after leaving Albion before going to Chicago, where he became rich and famous as the head of the Pullman Palace Car Co.

Mr. Nott is the father of two husky children—Emma Louise, aged 14 and Robert, aged 10. The family reside in their own home at 559 South College avenue, where rare hospitality awaits those who are so fortunate as to be guests of the family. They also own a summer cottage at Silver Lake, where they spend two or three months during warm weather.

Mr. Nott is a mason, including the Shrine and Knight Templar degrees. He has a hobby, which is fishing, but does not find much time to devote to,

approbation, yet it maketh the majority of farm crops to appear like unto a German mark when it is gone.

"Yea, its total yearly value mounteth like unto the King of France with his men, only that it cometh not down again, but continueth to climb like unto the mercury in a south wind.

"The egg possesseth great strength, even as Samson, and not alone when it is old and festooneth the person of the Ham Actor.

"For when it is fresh it hath built many a house and hath painted many a barn.

"Yea, it getteth under and lifteth the mortgage on the old homestead and doth make the grade on high when the 12-cylinder Wheatmobile stalleth in deep freight rates.



### Changed Conditions in Nineteen Hundred Twenty-Five.

"For the first time since the Great War, the world enters a new year with its feet on solid ground. It entered each of the last ten years with uncertain step. During four of those years it was carrying the burden of the bloodiest and most destructive war of its history. For the six years following the first four of the ten, it was hampered by the weight of the many problems left by the war; it entered these years hopefully but uncertainly. Now it enters 1925 confident, sure, with firm tread, backed by the knowledge that it has met and mastered the worst. The work of reconstruction that remains to be done has been laid out; it is known definitely what must be done; it only remains for those who are not yet completely free of the problems left by the war to follow through, to tackle them with will and energy. The way has been opened.

We of America have much to be thankful for, much reason to be grateful to a kindly Providence, but our secure place on the road to recovery did not come to us entirely by luck. Our accomplishments have been the result of hard work applied to common sense, the sum of intelligence added to will. We have not worked for ourselves alone; we have warded and watched and nursed a sick world for more than ten years. We have not cast our bread upon the waters that it might return to us many times; we have done what it seemed right to do. The fact that the economic system under which the world works made it easy for us to do what we have done detracts nothing from our accomplishments. We know, as others in the world know, that the benefits we have appeared to derive have been illusionary. Our work is not finished, we must go on with what we have begun, but the world is no longer a tottering invalid; it is virile again, strong and well along on the road to independence.

But let us hope that the world has learned its lesson, that it will abandon the ways that led into the cataclysm of 1914. As for America, the Western Hemisphere, it has a new affection for the Old World, the reawakened affection of the child drawn into old relations by dangers which threaten its parent and make it realize afresh how dear to it that parent is. This affection will enable us to appreciate the fundamental handicaps under which the Old World labors, and will guide us toward the understanding from which sympathetic co-operation in such adjustments as may be found necessary will ultimately come.

Because we have found ourselves, we of the United States will enter the New Year able and willing to bear such further fair burdens as may be in store for us. Once more, in thought as well as in fact, we are a united country. For a time some of us seemed to fear that it might be otherwise, but the attempt to divide us along class lines failed just as the attempt to divide us along sectional lines failed before it. The old faith in our institutions is still strong within us. The spirit which founded and developed our country is still a living thing.

Knowing that, there is nothing that can daunt us; for even while we doubted we were working and clearing away the debris of the past, and we lacked nothing with which to face the New Year but the confidence in one another which has just now been given us.

Lee M. Hutchins.

### Morley Bros. Should Practice What They Preach.

Morley Bros. have been engaged in the wholesale and retail hardware business at Saginaw for sixty-five years. They have built up a large business by methods which are not in keeping with the methods of some other houses in the hardware trade. They have never been known as price-cutters in their own territory, but when they maintain branch stocks at Detroit or Grand

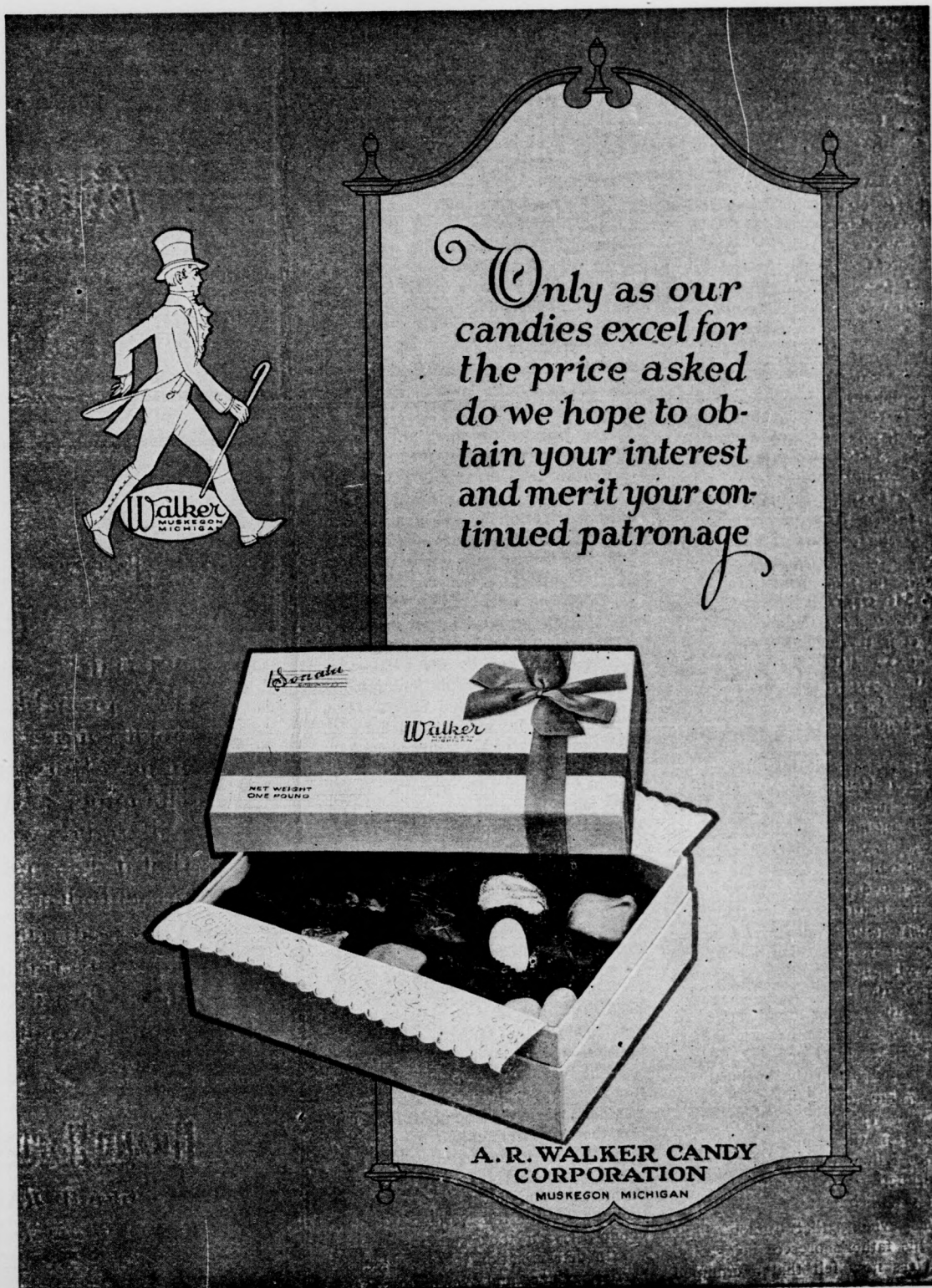
Rapids, as they do occasionally, they frequently demoralize things generally by selling staple goods at cost or less than cost, evidently on the theory that the losses they sustain in competitive markets can be made up by the extra profits made in the Saginaw district.

Morley Bros. have preached long and earnestly on the topic, "Patronize your local market" and "Confine yourself to your own line," yet we now find them apparently starting out on a crusade to destroy the country printers of Michigan by furnishing printed matter at less than any legitimate printer can furnish it—and live. The quality of stock used is so cheap that no decent printer would consent to handle such low grade stuff; but the price is apparently so low that some merchants may be caught by the clap

trap. Morley Bros. boastfully announce that their output is 1,000,000 sheets of printed matter daily, which is surely some capacity for a wholesale house which is organized to handle hardware, instead of dabbling in job printing orders. It is a question whether it is legal for the corporation to engage in the job printing business, because its charter covers only a wholesale and retail hardware business.

### A Real Leader.

"Yes, my friends," said the theological lecturer, "some admire Moses, who instituted the old law; some Paul, who spread the new. But after all, which character in the Bible has had the largest following?" As he paused, a voice from the back bench shouted: "Ananias!"



Only as our  
candies excel for  
the price asked  
do we hope to ob-  
tain your interest  
and merit your con-  
tinued patronage

WALKER  
MUSKEGON  
MICHIGAN

NET WEIGHT  
ONE POUND

A. R. WALKER CANDY  
CORPORATION  
MUSKEGON MICHIGAN





### How the Banker Saved a Jobbing House.

In a middle sized Western city there is a block standing in front of the bank—a clock which, as if contemptuous of the Roman or Arabic numerals advertises on its dial the U-N-I-O-N T-R-U-S-T C-O.

A significant fact in the clock's history relates itself to a story which is odd enough to be mere fiction; but nevertheless the citizens of the town vouch for its truth. For over thirty years Silas Slayton, a prominent jobber located two doors from the Trust company, had thrust his key into the lock of his business establishment at exactly R minutes past U. Six days a week, fair weather or foul, the House of Slayton threw open its doors with such accurate regularity that Main street would rather have accused the clock of being off time than concede that Silas was over or short one second at the hour of seven-thirty.

It was on a Monday morning that Tim, the night watchman of the Union Trust Company, made the first slip up of his career. Coming on duty the evening before, he had forgotten to wind the clock. We may regard this lapse of memory as perhaps excusable when we bear in mind that he had just returned from a celebration in honor of thirty years of uninterrupted wedlock. At quarter past seven the following morning when first he observed his error, it occurred to old Tim, who doubted the accuracy of his own watch, that he need only set the hands at U and R. This done he would await the approach of Silas, listen for the click of his key, and then swing the pendulum with the assurance of accuracy.

But strange as it may seem Silas and the clock had stopped at almost the same moment, as if after thirty years of intimate morning greetings there was now a conspiracy to answer this hour with silence. As far as Tim was concerned it arrived at S o'clock before his faith in the infallibility of Silas Slayton broke down and he surrendered to doubt, which was shortly verified when he met Silas Jr. hurrying back from the doctor.

"Yes," the young man replied to Tim's worried comment, "father's played out—stroke, I guess. And now it's up to me to run the business."

The significance of that last remark which was repeated to others again and again in the course of the day, could not fail to be noticed by those most intimate with the affairs of the Slayton establishment.

It was evident that Junior, while pitying his father's present incapacity, nevertheless now felt that a cramped

and misguided business was at last to receive the complete and unhampered support of his own genius.

This was not entirely the egotism of youth, with only four years in business; it was largely the result of a painful realization that the House of Slayton had been a one-man business, dominated by the principles and policies of his father and so closely controlled by him that no one could long endure the role of understudy.

The energy of Slayton, Sr., was like a tidal wave sweeping everything in its path. The force of it brushed aside clerks, book-keepers, accountants, the credit manager, the advertising manager and every other adjunct so necessary to a well rounded organization. Silas himself was all of these, and those who surrounded him were satellites who shone in his glory and bent to his will. It was a brutal force, perhaps, this inflexible one-man control, ineffective, inefficient; and yet Silas could no more prevent such tendency than could the tidal wave refuse to be picked up by the laws of nature and hurled against the rugged cliffs.

Life had left its imprint. He did not fail to recognize the curse of American industry too often evident in the one-man business which leaves no history after the one-man has built up a profitable business without developing trained successors to follow in his footsteps. But recognition of this evil had no retarding effect. For he, too, was gripped by an inexorable law which forced him to heights of energy unattained by the average.

The psychologist might look into the cause of such effect and find a reason but Slayton, Jr. was no psychologist. The generosity of his father alone kept the balance of affection. Young Slayton had dreams. He saw the wholesale house growing to gigantic proportions in a new industrial section of the country marked by agricultural prosperity. In his mind he added another story to their present building, he created a larger sales force, and developed an advertising campaign. He saw wonderful possibilities in more complete organization. But his dream ended when he was faced with the necessity of trying to interpose his will against his father's. It was a hopeless task.

So he rested on his oars, anticipating that the time would come. And now it was here. For the doctor had warned him that his father might hang on for a year or two, but could never again recover sufficiently to carry on the business, nor for that matter give it any thought. With this verdict in mind, young Slayton took supreme control with a determination to cast aside the barriers at once and over night expand

## CARE FREE TRAVEL

If you are planning to travel this winter let us relieve you of financial cares while you are gone.

We will keep your securities for you in our modern vault, the identical securities you deliver; we will clip the coupons promptly as they come due; fill out ownership certificates whenever necessary; and place the proceeds to your credit, notifying you of the same each time. The fund will be subject to your check.

An annual statement of your account will be made, giving you the information required for your income tax return.

Our annual charge for this service is \$1 per \$1,000 face value of the securities (minimum charge \$12). We will credit your account monthly with interest at the rate of 2% per annum upon your average daily credit balance above \$100.

Your securities will be returned to you at any time on surrender of our receipt.

Further information on request.

### THE MICHIGAN TRUST COMPANY

Organized in 1889

Corner Pearl and Ottawa

Grand Rapids, Mich.

## New Conditions

WHEN you made your will it probably was an ideal document under the existing conditions. But conditions are always changing, and a reading of your will today would probably show that it does not conform with your present ideas.

Your will should be kept up-to-date with the aid of your attorney and a Trust Company should be named executor and trustee.

### GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICHIGAN



the business to conform with his dreams. He gloried in this opportunity, exulting in the fact that without consultation he could carry out his own program. Inwardly he hoped his father would linger at least two years in order to see the results of his son's capacity to harvest two crops where before but one would grow.

The house of Slayton boomed. In a year Junior's dream seemed to be coming true. But, incidentally, the company's surplus had been reduced to zero!

"Next year," he had said to Nancy, "we will marry. You will be the wife of the most prosperous jobber in the state."

"Don't be too sure," she laughed. What if the bank refuses that loan for your new addition?" And then she grew serious: "Really, Junior, don't you feel awfully young to carry on so fast, and without some older man's advice?"

Silas shook his head.

"Not at all. Father built up the business by personal energy. But one man can go just so far. I'm getting an organization and I can't go too fast to suit anybody. Gee, Nancy, things are booming, I tell you!"

Disappointment often leaps at one unawares. To Junior's dream there came the first rude awakening when banker Farrell, a life-long friend, refused a loan.

"Too fast, too fast, young man!" he exclaimed after listening to the first bitter and impulsive outburst. "If your father made the mistake of doing it all alone, he was at least conservative. Often, I told him that he must cut his profits a little to spend on building up and educating others to take over his job. But if he failed in that, surely you are going to fail worse by too rapid progress. Build up slowly, build up slowly! Prosperity always has a day of reckoning. You have used up all the company surplus. Take a year or two now to work out present plans before you add a skyscraper to your building."

Silas Junior left in a rage. What a fool a banker could be!

Temptation is the greatest salesman. Advance agents by some curious radio or telepathy process seem able to pry into remote places at most appropriate times. And temptation came to Silas Jr. in the way of a business card announcing

#### SPRUCE STREET FINANCE CORPORATION

J. L. Stockdale

Credit and Loan Specialist

If others had found irresistible Stockdale's magnificent flow of eloquence, it is not to be wondered that Junior discovered in this salesman exactly the man of destiny he was looking for.

"Do you need more capital?" The question seemed to leap at him not only from lips but from the steel gray eyes which silently bored into his secret.

Did he need money! Could he ever need it more, with ambition tugging at his heart strings until the days following Farrell's turndown seemed like years of restless suspense?

And thus forgetting the inborn instinct of a trader, he cast caution to

the winds and drew Stockdale to his heart.

The evening sun was running a crimson barrier behind the river when finally they left the hotel where negotiations for a \$100,000 loan had been completed.

It was Stockdale who, as they crossed the bridge, pointed to the dazzling reflection on the water.

"A river of gold," he said. "It is significant that we see it at just this happy moment. For after all, speaking in synonyms, the Spruce Street Finance Corporation is the sunshine which, bearing down on the sluggish stream of an under capitalized business soon turns it to a river of gold!"

It was a pretty picture, reflective of the artist's touch in selling. At the station, Stockdale and Slayton, Jr., but one-day acquaintances, parted like brothers.

When the spell of the man had left him, young Slayton had more time to analyze the plan of financing to which he had agreed and for which he had signed the contract.

The Spruce Street Finance Corporation, it turned out later, had made a complete survey of the House of Slayton, having previously approached Silas Sr. But after several weeks of negotiation they had received a flat turndown and temporarily dropped the matter. This was unknown to Junior, who inwardly marveled at their knowledge of his business.

Stockdale, in behalf of his company, had offered to buy the entire accounts receivable, amounting to \$62,000. These accounts, purchased under the non-notification plan, immediately paid 80 per cent. of their face value or in round numbers \$50,000. This initial loan bore a basic interest rate of 6 per cent. and on top of this 1/30 of 1 per cent. per diem for each account receivable and sent to the finance corporation, thus relieving the loan obligation to the extent of the check's face amount, and allowing to the House of Slayton a return amount covering the 20 per cent. retained in the original agreement.

Young Slayton took out his pencil, whittled the point and began to figure: "Six per cent. for the original loan, one per cent. per month for the accounts receivable."

"Whew!" he whistled, "that's more than I anticipated. With an initial fee of \$5 per five thousand, and the agreement to pay auditor's expenses, this is going to run about 20 per cent. per year for my money."

He comforted himself, however, in Stockdale's pet arguments that it takes money to make money, and that often a bond sale must be swung at 80.

There was another phase of the

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situation which in his present reflective mood gave even greater cause for grave consideration. His thought turned to the second part of their negotiation; \$50,000 on accounts receivable and the other \$50,000 brought a first mortgage on the entire plant—a 6 per cent. mortgage payable in eighteen months. This short term obligation had been the chief stumbling block in their conversation; but Stockdale had assured Junior that such a mortgage was constantly renewed and was not the slightest bar to a mutual protection.

But with Stockdale gone, Junior found slight comfort in his meditation. He regretted his anger toward Farrell and now wished he had consulted him before actually signing the contract. But the die was cast. It was up to him to prove his ability to swing a little business into a big business with the proper financial resources under his control.

He must now arrange to bank in Kansas City, for Farrell must not know that the House of Slayton had mortgaged a \$400,000 asset for a \$100,000 loan.

The year had gone. The eighteen months' period of the loan was approaching. The House of Slayton boasted another floor and a new roof topping the great electric sign. For six months, the recently created organization had found itself unable to cope with the flood of business which came in the front door and was shipped out the back door.

And then came a wheat panic. Junior watched the business world tremble.

"Boys," he said, "grit your teeth and work a little harder."

During these days of strain, Nancy saw but little of him. He was too much concerned watching the pendulum sweep toward August first, and wondering where the \$50,000 would come from to pay off his mortgage. A letter from the Spruce Street Finance Corporation had told him:

We are not satisfied with your present showing, and unless there is great improvement in the next few months shall regret our inability to renew the loan.

But he only shook his head and replied that Stockdale had promised and he would anticipate adherence to that pledge. And then he was duly informed that Stockdale, too prone to overstep his authority was no longer employed by their house. The loan would be called August 1.

July 20—and the Slayton's home grew quiet—like still meadows at sunset. In the distance the soft intoning of a church bell, the faint bark of a dog where sheep turned into the dusty lane, the mystic tinkle of a brook along smooth, age-old boulders, the moon on the cool breath of a night mist drifting through fields of clover, the whispering of eventide in pine trees, the sob of loneliness where the deep darkness of a thicket drew nature close to herself. And in that still house Junior looked down at the quiet father. The senior's battle was over: the Junior's but just begun.

It was the evening of the day after the funeral. Junior was alone in the house watching the flood tide slowly reaching to suck him down, taking

all he had loved in the days of his youth and his ambition; first his father and now the business. He could see no alternative. He had cut himself free from his local banker. He had played his own game. There was no way to raise \$50,000. He was licked. He had not even told Nancy, for he would be man enough not to whimper.

The desolation of the house was unbearable. He turned to go. Nancy stood at the door. The gold of her hair shone brilliant under the soft hall light. It was the only gold he now wanted to claim. But that, too, seemed beyond his reach.

During the sickness of his father, she had been the old man's constant companion. Now she held out to Junior a letter.

"Your father," she said, "asked me to give this to you."

He took it. The hand writing was still firm and strong. It was a message from a father to his son whom he had loved better than his business, but could not in the days of his infirmity advise or control. Junior read:

My dear Boy: I am gone. But those last few hours of my life are here; vividly here in these lines I leave for you.

I know what you think about me. Yes it is true. I have played too much the game of solitaire, unafraid, alone, but lonely.

You will forgive me when I tell you why. My boy, you never knew your mother, never but for one minute felt those warm arms which held you so closely. I can see it yet, back through the undimmed memory of those thirty years. We were alone—just the three of us—when she pressed you close and gave all of her last little strength to that one caress.

And now, son, do you understand why I played the mad game of business as a game of solitaire—to forget—always forget with an energy that demanded I do all things alone, myself.

Twenty years ago a friend came. He knew my problem. He knew my struggle. He knew that I would build up a business, and that without me it would fail because I had not trained others to carry one. And he persuaded me to take out business insurance for the company so that others could have a proper capital to tide over until they obtained a foothold, or at least to pay off all my debtors and leave no stigma on my good name.

This friend was Farrell now at the bank. He alone carries my secret. In his hands is a \$50,000 policy. I have paid the premium. But the business alone can accept its benefits.

Farrell has watched you these two years of my incapacity. He is the sole judge of your ability. If in his able opinion you are adapted to carry on, the business will not be liquidated.

My boy, I believe in your ability to conquer. This insurance I leave the business is my testimony to your life-work. Go slow—go slow—build up your organization—make the House of Slayton a great institution. Do not play the game of solitaire—either my way or your way.

Goodbye—my dear boy—God bless you. Father.

"God bless you—Father." He read that prayer again, and turned the letter over with trembling fingers. He was not conscious of Nancy sitting beside him. The revelation completely swept him away from that moment of revulsion and pain which had come when he realized that everything was lost to him.

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In the hush of the room he felt the presence of those who leaving him were yet revealed to him with a closeness never before attained—the man of sorrow, working his way through a lonely cave to the sunlight of understanding—unafraid and tireless in his great energy.

Distinctly there came a picture to his mind—a picture of his father signing the insurance policy as so often he had seen him sign other important documents. He knew he must have pondered over his decision—lead on by the keen analysis of Farrell who alone understood his motives and temperament—pondering, pen in hand, thinking ahead, thinking years in advance of the boy then ten years old—the boy who must control the business and master it by his own initiative the boy untutored, untaught but protected.—F. R. Otte in Credit Monthly.

#### Insurance and Its Protecting Hand Over Commerce.

Insurance is, in our day, a prerequisite of sound credit and business stability. Without its protecting hand commerce would be filled with uncertainty and often with chaos. It is a form of protective co-operation whereby the many contribute to protect the unfortunate few.

I was among those who had the unforgettable experience of being present at the San Francisco conflagration of 1906. The major part of the city became ashes; business was on the ground, people were homeless.

What buoyed up the population after the disaster, what encouraged the people to turn their thoughts to the immediate rehabilitation of the city and gave them the necessary credit to proceed was the confidence of themselves and their creditors in the insurance covering their losses.

While they planned for the future, the great insurance companies of the world sent their adjusters to San Francisco and distributed over two hundred million dollars.

Without this insurance money it is difficult to conceive what would have been the condition of these people. Contemplate, if you will, the different attitude of their creditors if there had been no insurance. Imagine the wreckage of business on a sea of despair. Consider also the creditors everywhere who, not being paid, might have been seriously crippled financially.

What is true of fire insurance is equally applicable to life insurance, liability insurance, workmen's compensation and all other forms of legitimate insurance. It is apparent that the hazards covered by insurance companies are such as the ordinary business concern is unable itself to underwrite. For the protection of itself and its creditors it must adequately insure in sound insurance companies.

Eugene S. Elkus.

#### Sweetest Word in the Language.

Lover: Can there be any sweeter words than "I love you?"  
Wife: Yes, for instance, "Check enclosed."

Speedster: Sure, such as "Not guilty."

#### What Causes Grocery Store Fires.

1. Insufficient protection in the storage and handling of matches.
2. Careless insulation on handle of the coffee roaster.
3. Carelessness in the matter of rubbish and sweepings.
4. Inadequate lighting equipment, making necessary the use of lamps and candles, which are dangerous.
5. Unprotected floor and wall coverings. Fire walls and doors of standard material would prevent fire from spreading all over the building.
6. Exposure due to external hazards. Your buildings are no safer than your surroundings.
7. Spontaneous combustion originating from bad housekeeping.
8. Lighted matches, cigaret and cigar butts, take third place in the records of fire causes.
9. Heating plant hazards. Hot ashes, coal, etc., have resulted in many losses.
10. Inaccessible and poorly ventilated basements are often fire breeders.

#### Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Great Northern Canning Co., Clare. Frank E. Norton Co., Detroit. The Building Securities Corporation, Detroit.

Iron Mountain Furnace & Chemical Co., Iron Mountain.

White Rapids Paper Co., Oshkosh, Wis., and Menominee.

Beatrice Creamery Co., Des Moines, Ia., and Detroit and Durand.

Peoples Auto & Tractor Co., Manistique.

Manchester Creamery Co., Manchester.

Sheill Baking Co., Pontiac.

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### The Case of Mary Gogoff, of Battle Creek.

Grandville, Feb. 3.—Our immigration laws need readjusting.

Did you ever hear the expression, "He winked at it?"

What was meant by that? It sometimes refers to our administrators of justice. The courts have been known in certain instances to wink at that which was not strictly according to law, much less justice.

"Little Mary Gogoff is a pawn of nations," reads a headline in the news columns of the daily press. Looking into this, what does it show?

About as small a piece of business as ever disgraced the calendar of any court in Christendom, the keeping out of the United States of a little 13 year old girl because she has defective eyesight and hearing, both troubles contracted within this country. Her parents have not taken out their naturalization papers, which puts the little girl on the list of undesirables.

Mary has attended school here, contracted disease here, went to visit an aunt in Toronto last fall to recuperate from an illness of scarlet fever, starting to return for Christmas and was stopped at the boundary line, her return to home and parents being strictly forbidden by immigration officials.

What sort of a law is that which will forbid a child's return to parents who have long been residents of the United States, even though they have not taken out first citizens papers? Wherein is this child, who knows no other home than that of her parents at Battle Creek, Michigan, who has lived and attended the public school there for several years, to blame for what seems to constitute a breach of an immigration law?

The indignant women of Battle Creek have taken up the cudgel in defense of the rights of this wee mite of humanity and it is to be hoped they may make it clear to Uncle Sam's guardians that she is not the woeful criminal they seek to paint her.

Some months ago a case came up somewhat similar, in which a child of Belgian parents living in Illinois, and who had lived there with her parents seven and more years, was seized and ordered back to Belgium because she was of a weak mind. Seven years of American teaching had failed to make the girl better, hence the deportation to a land of which she knew nothing and where she had no living relatives. Commenting on that case at the time, I characterized it as an outrage and a distinct disgrace to our countrymen who would permit such mad injustice to be perpetrated in the name of America.

And now we come down to another scandalous miscarriage of justice in the case of the little Gogoff girl.

The father of the girl avows his intention to spend the last cent of a considerable fortune to have his daughter returned to her home at Battle Creek.

What father would not do the same? There are enough fathers right here in Michigan who will, if need be, contribute to the saving of little Mary Gogoff to her home and family.

Doubtless had the girl not visited across the line the world would be no wiser as to her illness and unfortunate position as an alien in the land of the free and the home of the brave.

It does not seem possible that this great injustice will be permitted to go on to full fruition and a helpless child bashed from the only home she has on earth.

No doubt thousands of immigrants cross to the United States every year who are not entitled to admission under the law. Many, of course, slip across those unguarded spots along the National border, without hindrance and will never be returned. Besides these there are, no doubt, other numbers who are winked at and get through with very little trouble.

Bootlegging, a gross breach of law,

is frequently winked at by men sworn to do their duty as Government officials. Even members of the National Congress are said to have overstepped the strict letter of the law as regards the enforcement of the Volstead act.

However, when a little child innocent goes to Canada to visit an aunt, she is forbidden to return on pains and penalties of the immigration laws.

These shameless technicalities, which go hot after the babies while winking the other eye when a bigbug does the same or worse, ought to be relegated to the waste box and a new line drawn which will have for its workings a streak of common sense as a foundation.

Law and common sense should go hand in hand.

Little Mary Gogoff has resided with her parents at Battle Creek for several years. This country is her home, the only home she has on the green earth. The sin she committed was to visit an aunt who lives across the United States boundary line. Once in Canada, even though her parents lived and worked under the stars and stripes for years, she has been forbidden to again enter the country.

If all U. S. officials were as careful to execute the law as are the ones who have taken cognizance of a child's innocence, in the present instance, there would be far less murders and scandals afoot in the land.

Under what wing of the immigration law this girl is forbidden to return home has not been explained. Let every parent put himself in the place of the father and mother of Mary Gogoff and say if they can that a righteous verdict has been rendered with regard to her status.

If the officials on the border are within their rights as regards Mary Gogoff, then a great wrong is being done under the guise of law, and the sooner an amendment to that enactment is brought about the better it will be for the rights of all the people, those within and those without the limits of the United States.

Old Timer.

### Chance For Economy in Government Expenditures.

Grandville, Feb. 3.—The President has sounded the keynote to the future prosperity of the Nation—cut, cut in every department of public expenditure until we get in touch with government economically administered.

Can this be done? President Coolidge thinks it can; every honest man knows it can be done, providing a proper effort is made in the right quarter.

One of the principal leakages is that of over employment of men and women who draw pay from the coffers of the General Government. The Kaiser's war left an aftermath of profligacy and reckless expenditure which it is high time we cut out, as the surgeon would a cancerous growth. ment has grown until it is a plague which threatens to destroy the Government itself. It can, it must be curbed; and it is lucky for the country that we have a Chief Executive who has entered with his whole soul into the remedial processes necessary for the complete eradication of useless hangers on who are sucking the life blood of the Nation.

Although there has been an effort made to raise the pay of postal employees, no effort has been made to cut off unneeded employees in other branches of Government work.

Very quietly, the raising of wages in other departments of Government has gone about, so that within a little more than a year the Government wage earners have received a rise averaging \$600 per year, and all this with no great advance in the price of living.

Why was this done?

Were those employees underpaid last year, even though there were and are

two on the payroll where but one is needed?

This applies particularly to the Post-office Department and is verily a scandalous piece of business. The President states that the gross pay of Government employees amounted last year to nearly two billion dollars.

Half of these people could be dropped from the rolls with no detriment to governmental business and a vast saving made. Are we ready for the question? Shall we cut out this cancer which is eating at the vitals of our Government system or will we let it go on indefinitely?

Now that the President has spoken, pledging himself to an economical administration of all Government forces, we may look for a cleaning out process that will be good for sore eyes, as the old housewife put it.

States and nations are of a piece.

While the United States has been racing after big and useless expenditures, the little old State of Michigan, under its present management, has been getting there with both feet with regard to piling up expenses at the cost of her taxpayers.

It is fine to be big and generous at the expense of the other fellow. Great projects take money. Since the taxpayer has the lucre in abundance, why not skin him?

That has seemed to be the policy of our State government, and the result of the last election only served to rivet the chains still more strongly.

We as a people, even the smallest of us financially, have to assert our rights if we would see the scandals of both State and Nation wiped out.

The scandal of the Nation is extravagance, which threatens the best interests of our people.

Why should we employ fifty per cent. more workers than we need? This is no idle question. There are too many sinecures paid by Uncle Sam out of the taxes of the people.

Michigan employs men to go around and tell the farmer how to run his schools, his farming, his every business and pays traveling sharks large salaries to mouth things before the people that had better be left unsaid. The common every day citizen has to foot the bill. Strange, isn't it, that we pay men to tell us how to do things which are of no benefit and many times a positive harm?

We have large schools, universities and colleges which turn out marvels of scholastic knowledge, and these must have some mode of making a living. How appropriate to turn them loose on an unsuspecting public which foots the bills for these salaries of our wise men.

Road inspectors fly about the State looking into the workings of our road system, even though some of them know absolutely nothing about road making and must glean their information from the actual workers on the highways. This is no fanciful picture, but an absolute fact, however unwelcome it may be to the man who has to foot the bills in extra tax levies.

The fact, boiled down, is that a large percentage of public employees could be dispensed with to the betterment of the service and a large decrease in taxes.

So far as the General Government is concerned, since the President has taken the matter up, there seems a likelihood that something may be done to cut out the useless wood cumbering the public service and a partial return to economic conditions made in the near future.

It is not the policy of the President to be stingy in the pay of men and women who do their work well and are not loafers on the job. Good wages, with one-half less employed, would prove a distinct advantage to the Government and a vast cutting down of reckless and unnecessary taxation.

State and Nation can profit by the avowals and enlightening speech made

by Coolidge. It is to be hoped there will be an awakening for better government and less wasting of public money hereafter.

Old Timer.

### Four Little Devils Which Haunt Every Salesman.

The first little devil is on the job bright and early. He jumps on your shoulders and whispers: "No use trying to see your man before 9:30—give him time to open his mail." And if you waver for an instant he straightway devours the front end of your precious morning.

The second little devil gets into the game at mid-day. "It is now 12:15," he adroitly suggests; "if you see a man now, he will be humpy and jostle you out, so as not to be late for lunch." Now he will be humpy and will hustle. If you agree and knock off for lunch yourself, he will tell you that "You won't see your man before two o'clock—he won't be back from lunch."

The third little devil appears early in the afternoon and whispers: "It's getting dark; you can't start an interview when your man will be tired and inattentive." And before you know it, this third little imp will gobble up the other end of your day.

The fourth little devil is perhaps the worst of all. His day is Saturday. "You can't do anything on Saturday," he says; "it's a short day, and no one will have time to listen." And so he will swallow up the whole day.

If you don't watch out, these four little devils will steal ten hours a week from you, and then you'll wonder why your pay envelope is so thin.

### Men's Shoes Moving Well.

Quite a good business is being done here in the better grades of men's shoes for delivery this side of March 15. Later deliveries are also selling, but the retailers seem especially anxious to get "at once" goods with which to fill up the gaps in stocks that have resulted from improved consumer buying. Most of the shoes wanted are of the oxford variety, with the greater call for the lighter, custom effects. Shoes of the so-called collegiate type are not being overlooked, but they seem to be doing best in the more medium-priced lines. The trend in the more expensive footwear is almost entirely toward simplicity in the line and trim. In many cases the Spring business booked to date shows an appreciable gain, in pairs, over that on the books a year ago at this time.

### Children's Dress Business.

Despite the fact that in infants' and children's dresses there is no Spring line in the sense there is in apparel meant for misses and women, manufacturers of these garments are doing an active business at present. The goods that are being made up include such things as dimities, voiles and other wash fabrics, and the general tendency of buyers is to order somewhat more freely than has been the case in recent years. Most of the manufacturers are sold up until the middle of March or thereabouts and consequently are not in a position to make deliveries under six to eight weeks.



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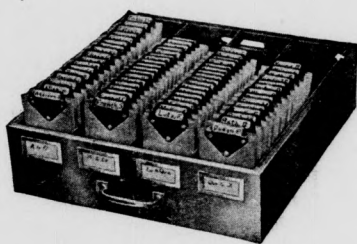
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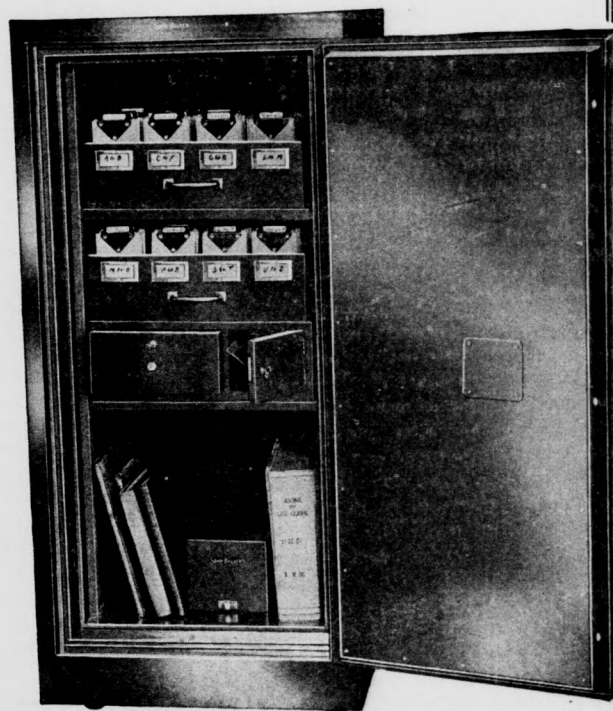
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#### More Parisian Hats.

An interesting hat that was seen recently in Paris was made entirely of bright green kid. It had a high-pointed crown, made of melon-shaped pieces, and a padded tube brim of the same leather, according to the current issue of *The Millinery Bulletin*, the official organ of the Retail Millinery Association of America.

"Lewis," *The Bulletin* goes on, "shows a black felt model with the soft crown folded in several irregular ridges, a turned-up brim with a tubular edge and a trimming of two blades of ribbon placed across the back and the top of the crown. These blades are covered with spangles of black leather, each having a center of white straw.

"Pale blue is one of the popular sports colors for Winter resort wear abroad, and Lewis is making hats of felt in this shade. The trimming is gardenias in the same tone, placed in a cluster at the center top of the crown.

"Elaine is, as usual, making many ensembles of hat and scarf, mostly of crepe, satin or taffeta. She trims them with straw braid embroidery, very often in allover effect. The straw braid and the silk of the hat are very often of different colors. For instance, on one hat of cyclamen crepe navy blue embroidery is introduced, and the contrasting textures and colors produce a striking effect. A straw-embroidered envelope purse is added to many of these sets. Elaine favors close-fitting crowns and small, rolled brims. She shows none of the pointed hats offered by the other Parisian milliners."

#### Present Overcoat Situation.

The overcoat turnover of retailers has not been satisfactory, with the result that the manufacturing clothiers have not been able to move the stocks they have on the racks, according to reports in the woolen goods trade. In a number of cases these stocks are not large, but in others the reverse is said to be true. A complication is added in the poor collections which it is reported the clothing manufacturers are getting from the retailers. This is said to restrict the sale, except on long dating, of present stocks of overcoats in the hands of the manufacturers, which are likely to figure as holdovers for next Fall. The reaction on the clothing manufacturer is held to be

that he is likely to be cautious in his planning of overcoat production for the Fall. The mills generally sense this in the elimination of fabrics which could not compete in the "highly competitive" season which will open shortly.

#### Novel Bathing Accessories.

A novelty bathing accessory in the form of a combination doll and bathing bag is being offered to the trade. The article is made of black patent leather and has the appearance in front of a regulation doll of the Lenci type. In its back, however, there is a flap which opens to a space large enough for a bathing suit, beach slippers, comb, keys, etc. The doll is made in Zulu belle types with fluffy hair, and also in the form of fishes and ducks. The idea is also worked out in a mama doll bag to be used as a mother's utility bag. The merchandise will retail at \$3.95. The same firm is also offering a bracelet for beach wear. It is made of celluloid and has as a pattern a bathing girl motif worked out in colors on a green ground. It will retail at 75 cents.

#### Under-arm Bag Retains Vogue.

The vogue of the under-arm style of handbag continues and bids fair to run strong until well into the Spring season, if not longer, according to wholesalers here. Both plain and novel treatments are accorded the bags which at present are described as selling best in the leathers, with the browns and blacks leading shades. With the advance of the Spring season it is figured that silk bags, both of the under-arm and pouch varieties will come in for a greater degree of attention. While a substantial volume of orders has already been placed by retailers, the bulk of the pre-Easter buying is still ahead for the wholesale trade.

#### Good Demand For Broadcloths.

Broadcloths are in good demand from the cutters, jobbers and retailers. The demand is described as mostly for the striped merchandise on white or colored grounds, with some buying of the geometric patterns. The interest in broadcloths has affected linens to some extent, but a leading seller here of the last named said yesterday that he had received fairly good repeat orders from jobbers. Linen prices are very firm, the rise in sterling recently having occasioned advances in prices quoted. The broadcloth vogue has also had an influence on the way printed voiles are moving.

#### Jobbers Sell Flannels Well.

Although reports from various markets do not wholly agree, it appears

that the buying of 1925 lines of flannels by the jobbing trade has so far been relatively larger than that by the cutters. The reason is said to be that the stocks of the jobbers were very low when the new season opened, while the cutters, due to the backwardness of buyers of the finished garments, were not very short of the piece goods. The result was that the wholesalers had to replenish their stocks to meet the restricted, though steady, demand for the goods on the part of retailers. The cutters, on the other hand, have been forced to buy only such goods as they required to fill occasional gaps.

#### Stripes Stressed in Neckwear.

Cut silk merchandise is leading in men's Spring neckwear, most of the demand at present being for ties in various cut silks. Stripes, plaids, checks and polka dots are the outstanding patterns with the use of color being very marked. There is a belief in some quarters that figured merchandise may be in stronger demand for the late Spring. That the figured goods will be in a better position for the Fall is conceded by many in the trade, as the belief is that stripes will then very likely be overdone. Printed crepes, foulards, reps, failles, mogadores and silk and wool tie silks are stressed.

#### Costume Slip Still Leads.

The vogue for the costume slip, which first manifested itself several months ago, continues unabated, judging from reports that have come in from members of the United Petticoat League of America. Bright colors still top the mode in the best-selling garments, but the more staple "bread and butter" shades are not neglected. The reports also say that a nice business is being done in petticoats, despite the vogue for the slip. Most of the petticoats that are selling now show embroidery as decoration, but some of them are made with the so-called shadow hem. A few are trimmed with flat "pinked" ruffles.

#### Popularity of Suspender Skirt.

With the arrival of more buyers in the market here a further growth of interest in the "suspender" skirt for Spring is noted. Until recently the large stores gave most attention to the skirt, but during the last week or so out-of-town buyers have begun to take it up with a degree of enthusiasm.

Wholesalers figure on the style as one of the sure leaders for the youthful trade, for the early season at any rate. Its popularity is also expected to have a favorable effect on blouse sales to the young girl. The skirts are being shown in a large variety of flannels, hairline stripes, plaids and novelty patterned fabrics.

#### Progress of Stout Wear.

In a number of instances, stout wear firms find their orders for Spring are larger than last year at this time. Wholesalers comment on the increase as reflecting the growing concentration of consumer demand. A great number of women are being satisfied in the retail stores, according to this version, who formerly had to go to dress-makers for their garments. The attention given to the proper sizes of garments for "short stouts" is also a beneficial factor. The ensemble is a feature of the Spring stout wear lines and is said to be meeting with favor.

#### Glove Orders Take Spurt.

Orders for Spring gloves have shown a substantial increase lately, according to manufacturers. The buying covers both suede fabric and silk gloves, with the short glove having a novelty French cuff stressed from a style standpoint. In colors the sands and grays stand out prominently. The suede fabric gloves are said to be in strongest request from a volume standpoint, but, with the progress of the season toward Easter, the demand for the silk merchandise is looked upon to show a marked gain.

Diesel engine propulsion of steamships promises in the near future to force the passing of the steam age in so far as it relates to vessel operation. With the advent of this new propelling power has come a change in the modern ship's auxiliaries. Many have given way to electrical operation, among them the picturesque steam winch; and later the steam whistle. To replace the latter, however, was a problem, which only recently was solved by the invention of a visible air whistle, which uses compressed air, which is plentiful aboard a motorship, and at the same time gives off a steam cloud that makes each blast visible to an approaching ship. The new whistle is of the diaphragm type. The steam making element is composed of a tank filled with a liquid which is emitted through an atomizing nozzle.



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## SALARY OR COMMISSION.

## On Which Basis Should Salesman Be Paid.

It is gradually becoming apparent to employers of traveling salesmen that some more adequate means of paying the latter must be found than either the salary or commission systems now in existence. Perhaps it would be better to say "fairer," instead of "more adequate," for it is upon the fairness of their compensation that much of the mental attitude of salesmen is based. Observing employers of salesmen are realizing more and more that it is upon the latter's mental attitude that much of their success in selling depends, and they are further realizing just how much their own success depends on that of the salesmen.

"No one who has given really serious thought to the question of paying salesmen in a way that will work to the best interests of all concerned has ever reached the conclusion that either the straight salary or the ordinary commission form of remuneration fills the bill acceptably," a man who is a student of business matters said yesterday. "Both systems are hand-me-downs from the days when neither general business nor selling was anything like so complex as it is to-day."

"Salaries have in great measure been superseded by commission payment plans of one kind or another, but there are still many firms that give their men a regular stipend each week. Just when and how the commission form of payment came into being I am not in a position to say. Neither can I say whether it was born of the feeling that the employer was not getting enough out of his salesmen in return for the salaries he paid them or whether it resulted from the demands of salesmen for a form of payment that would, seemingly at least, be more commensurate with the results they obtained."

"I have heard both sides of the case discussed many times, both by employers and salesmen. I have heard salesmen say that they could do their work with less tenseness and could get better results if there was not always before them the realization that if they do not get orders they will not get any payment for the time and effort they put in in trying to get their prospects to buy. I have heard others say that they would not work on a salary under any conditions."

"Likewise I have heard employers say that they would not pay salesmen salaries because they would not have the stimulus for working hard that exists under the commission form of payment. With statements of this kind I have little patience. They imply that salesmen will not give their best efforts unless they are forced to do so, yet I know from personal association with many of them that, taken as a whole, there is no harder working or more conscientious group of employees in any line of endeavor."

"I have also heard manufacturers and wholesalers say that they would prefer to pay their men salaries, basing their assertions on the contention that they could not only be controlled best under the salary system, but that they would return an average net profit to the business over a period of years

much higher than would be returned in a similar period by salesmen working on a strictly commission basis. This is because men who work on a salary basis are not averse to selling the lines on which the greatest profit to the house lies."

"To say it another way, salaried salesmen can be told on what to concentrate and they will do it. They know that if they find the sledding hard at any particular period, or with any particular line, their compensation does not suffer. The contrary is true of commission salesmen. They get paid only for the results they produce and their aim usually is to produce them as quickly as possible. This means that they follow the line of least resistance so far as they feel they can without arousing adverse comment, and the line of least resistance is usually the line of least net profits to the house."

"Another place where strictly commission salesmen fall down, from the viewpoint of general value to the house is in the opening of new accounts. It is a commercial axiom that to open a new account is one of the hardest kinds of selling, unless the merchandise offered is such that it will virtually sell itself. It usually takes time to start a new account and nurse it along to the point where it will be profitable to either the salesmen or their employers. The commission men either cannot or will not take sufficient time to open as many new accounts as they should, for the simple reason that the time required to sell to them is time that otherwise would be spent in booking orders from old accounts with a definite return in commissions."

"This attitude toward new business on the part of commission salesmen is costing many houses thousands of dollars annually in lost sales, yet the men who do the selling can scarcely be blamed for it. They get no commissions for trying to get orders; they have to get business or go unpaid. A number of firms who have 'seen the light' have tried to alleviate this condition by offering bonuses on new business, but the principal weakness of such plans lies in the fact that if the salesmen do not get new orders they get neither commissions nor bonuses. Consequently, they are no better off than they were before."

"However, bonuses for new business are not wholly to be condemned, for they at least act as a stimulus to selling efforts. My personal opinion, though, is that they are a great deal more logical and more likely to produce better results in the long run if offered in conjunction with the payment of salaries."

One of the forms of compensation for salesmen which has attracted no little attention in business circles because of its completeness and fairness is the plan of Art in Buttons, Inc., which is located in Rochester, N. Y., and which manufactures the merchandise from which it takes its name. This plan has now been in operation for about two years, and is said to have worked very well. In putting it before the sales personnel, this statement was made by the corporation:

"Determining equitable compensation for the service rendered by each

employee constitutes a most important problem for modern business, and it is one which is receiving the attention of some of the best minds of the country."

"Since the idea of measured pay for measured service is acceptable to both the fair-minded employee and the similarly minded employer, it has been comparatively easy to apply this principle to many mechanical and repetitive operations. It has, however, been difficult to adapt it to the problem of selling, into which the individuality of the salesman and the individuality of the purchaser so largely enter."

"Heretofore, salesmen have been paid either a salary, a commission on sales made or a combination of both. Much might be said in favor of and against these plans. However, if a man receives a salary he is either underpaid or overpaid. In good times he is underpaid and in poor times overpaid. If paid on a commission basis he disposes of those items most easily sold, irrespective of the profit made on such items."

"Thus the ideal compensation plan must provide for payment for any and all efforts put forth in the company's interest or behalf, whether or not such efforts result in immediate sales; must stimulate the sale of profitable items from the point of view of the sales-

man's employer, and must act as an incentive."

"Under the Art in Buttons' compensation plan salesmen report daily all calls made and all interviews had, and are paid not only for the calls and interviews reported, but also for submitting the daily reports. In addition they receive various rates of compensation (based primarily on profits) for selling different items and different variations of the same item. Further, the stimulation afforded by certain carefully worked-out sales engineering plans results in increased earnings for the salesman."

"Art in Buttons believes, therefore, that it has an ideal basis of compensation, which makes measured pay for measured service possible for its salesmen."

The function of business is to provide the material necessities of mankind. It is doing this and more. Business to-day is rising to new heights. It has a conscience and a soul. Business realizes that it must enter into the various community problems. The hospitals, the research laboratories, the other charities and scientific achievements are promoted chiefly by business men. This is the answer to the oft-repeated charge that business is sordid.

## 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.

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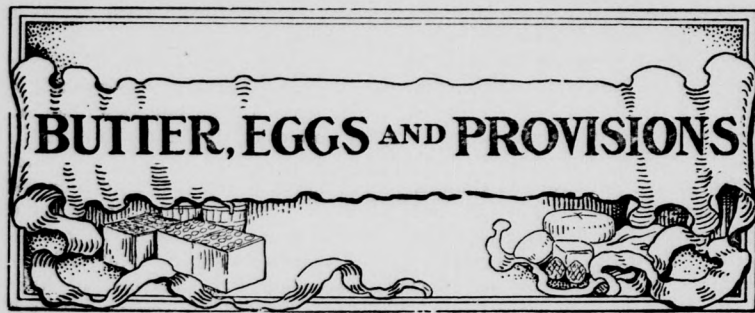
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### Some Varieties of Co-operative Marketing.

William Hirth, editor of the Missouri Farmer, started out some years ago with the declared intention of putting Armour and Swift out of business in Missouri. The egg business was only part of his program.

After an experimental period of furling with the egg market the farmers of that state who had organized under the Hirth banner got a common sense view of the speculative nature of the egg market and the risks of physical losses, coming at length to respect such internal considerations as the need for good plants, the market control of paying prices and of some provision for absorbing the ups and downs of the market.

They were practical enough to organize their produce-packing plants as stock companies returning dividends to the exchanges, and they have more recently put their buyers under control of a sales agent in Chicago, in which measures they have followed usual packer experience.

The plants are fed by the exchanges, which handle all kinds of farm produce and also sell a good many different things to the farmers, such as coal, salt, binder twine, feed, flour, etc. Their eggs have been standardized in these plants, and the output from the different plants is pretty much alike—in fact, as nearly as they can be. There is a drive now on to induce the farmers in the different localities tributary to the central plants to sign what they call a producers' contract, agreeing to sell all their produce through the central organization. So far it is said to be succeeding.

The different packing plants are all separate corporations governed by separate boards of directors. The opinion is growing amongst some of those responsible for the success of these plants that they would have been better off under one corporation; for, although they are all part of the Missouri Farmers' Association, each plant is subject to the control of its own manager in the decision of important questions relating to the mutual interests of all.

The plants return profits, if any, after a certain dividend has been paid to the exchanges that support them financially, and the exchanges, organized in the same manner, also distribute their dividends to the farmers direct.

To our readers who may be familiar with the more usual practice among Western and Southern co-operatives of packing and selling the produce before payment, or at most advancing a proportion of market value until sale and then, before dis-

bursing the proceeds of sale, taking out a retain per package or unit of measure for the expenses and needed reserves. The Missouri organization plan differs in the interesting particulars that it follows the more usual methods of corporations.

No doubt, the experience of the first few years has brought out some limitations of the California system, if we may call it that, when applied to the needs of heterogeneous business like that conducted by the Missouri farmers. The erection of a person in the form of a stock, dividend paying company was found more practicable, if not as purely co-operative in form.

The needs of all business are similar, consisting of capital or credit, physical equipment, usually some real property, reserves, often of a special nature which must be built up in advance for a future need, responsible control and final distribution, in the case of co-operatives, of all profits not absorbed by operating, managerial and other expenses.

When the form of the co-operative organization follows closely the organization of any big corporation, it differs from the corporation organized for profit almost solely in its origins. Eventually it must pay dividends, or make assessments or go out of business, and, in the case of stockholders of the corporation organized for profit, these results are the same.

Control of the co-operative is likely to be political whereas in the corporation organized for profit, control is usually to be found in some large stockholder or family or business group of stockholders or in the case of unprofitable business, it diverts to creditors who hold certificate equivalent to shares of stock.

We believe that, on the whole, the co-operative organized around one product, forming, as it were, a vertical trust, is pretty sure to follow the California plan or something similar, while the co-operative business which is organized to handle a general line will be compelled, through accounting difficulties, to follow a plan similar to the established custom of corporations organized for profit.

The California plan seems to have limits in this particular, since we find many crops that are scattered over a large producing area, as, for example, eggs in the corn belt, which, while important crops having a large volume in the aggregate, their primary markets are too scattered to be organized on the California plan.

The question remains as to the advantages of farmer ownership of a business merely because it caters to farmers' interests when the patronage is elective and the control is vested in

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Corn  
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Succotash  
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There are fundamental factors behind the widening distribution of RED STAR Flour. Sound merchandising stands out, of course, but precisely the influence in the enviable position of this brand is the high quality that goes into every sack. Never is an attempt made to cheapen the quality to meet a price. Always one price, a price that affords the finest in quality.

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"Yellow Kid" Bananas  
O. K. Grapefruit  
Vinke Brand Onions

**The VINKEMULDER CO.**

Distributors of Fruits and Vegetables



stockholders who are, after all, an association of farmers, as in the Missouri exchanges. How does this differ from mutualizing a business such as that of Swift & Co., and, if that business were completely mutualized among small stockholders, how soon would it come under the control of a public service commission? Paul Mandeville.

#### Inherent Weakness of the Direct Marketing Plan.

An extensive discussion appears in the December Bulletin of the National Poultry Butter and Egg Association under the caption "Why Not a Poultry Bureau," in which the editor digresses to stress the disorderly consequences of direct from farm or by truck deliveries to consumers and to dealers. The difficulties seen by the editor of the Bulletin that are likely to arise from the growth of this custom (and its growth is favored, of course, by good roads and settled conditions) are two in number. First the practice takes a considerable portion from the visible supply of eggs and covers thereby operations the knowledge of which are important to proper adjustments between supply and demand; and, second if this method of marketing is to continue and grow, then, in the opinion of the editor, the time will come in certain markets when the present wholesale and jobbing method of distribution will be used only to serve those territories at a great distance which cannot be served by the truck method. The volume from the latter arrivals will not be sufficient to make their marketing profitable for existing agencies.

In its economic consequences, direct marketing is no different from the custom of keeping poultry in the back yard. It is estimated that the eggs still produced off farms, or that are eaten on farms and therefore not sold to go into trade, comprise not less than 40 per cent. of the crop and probably more nearly 50 per cent., forming a great invisible supply not accounted for in any farm census of eggs sold. The chief market consequence of the invisible supply is that it reduces the validity of calculations made from the visible supply which, to be useful, have to be first weighted with the probable invisible supply. The growth of middleman activities of all kinds was stimulated by the unsettled conditions of the past decade and may be expected to diminish with more settled times. We do not anticipate a return to pre-war conditions; that is impossible in a nation growing so rapidly as ours. What we shall see is a much wider use of those economies which should follow direct marketing when it is really more direct in the sense that it reduces duplication of an important process. There are, of course, many creative ideas that do not survive the economic test.

That the economic justification of a new custom can be anticipated with any accuracy by a Government bureau is open to question. The bureaus find it difficult enough to keep up with history and to spread more quickly the sound measures as they are discovered and applied by private agencies. They do not appear to function well in the realms of prophecy and projection.

Someone has said that the most insistent evidence of a living God is His imminence, or that quality which compels us in our daily acts to square ourselves with conditions which were never anticipated, but which have forced themselves upon our attention by blocking the ways of our imagination. If the business man has one service to perform above all others, it is to discover, acknowledge and square himself with conditions as they develop.

We have observed that direct marketing will reduce the need for middlemen, but we have come to the conclusion after a rather long period of watching the efforts to reduce operation, that rarely, if ever, can both ends of a middleman process be eliminated at the same time. There may not be a need for three functionaries as, for example, the packer, the wholesale operator and the distributor; nor for two the packer and the distributor; but either the one or the other must remain. The packer may distribute or the distributor may pack, but the farmer cannot reach the consumer directly without waste which will fully justify the intervention of a skilled, larger-scale operation of some kind.

#### Increase Retail Sale of Fish This Year.

Building up a market for all edible fish is a task which the U. S. Fisheries Association, as well as the Middle Atlantic Chapter, will undertake during the coming year. Publicity through local and national advertising is the only way this will, if possible, be accomplished. A publicity campaign is to educate the American people not only to eat more fish, but to eat those varieties of fish which can be produced in abundance. Popular varieties need no advertising. It is the other kinds that require publicity, such as the grouper, mullet, carp, hake, herring, skate, pollock and fish of this character. Many of these fish are just as good as the higher priced or more popular species, but because they are not well known to the consumer, they are, during seasons of greatest production, a glut on the market. At such times these fish do not sell at prices high enough to pay the cost of transporting them to market, not considering the cost of production. Many times vast quantities of fish are released from the traps and seines because of this condition.

#### Know the Success Family.

The father of Success is Work.  
The mother of Success is Ambition.  
The oldest son is Common Sense.  
Some of the other boys are Perseverance, Honesty, Thoroughness, Foresight, Enthusiasm and Co-operation.

The oldest daughter is Character.  
Some of her sisters are Cheerfulness, Loyalty, Courtesy, Care, Economy, Sincerity and Harmony.

The baby is Opportunity.  
Get well acquainted with the "old man," and you will be able to get along pretty well with all the rest of the family.

All of us are born equal, but immediately after birth the inequality begins to show.

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"SUNSHINE"  
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Genuine Buckwheat Flour  
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## CHOCOLATES

My But They're Good

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Traverse City, Mich.  
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Beautiful Orange Handle—  
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Secretary—A. J. Scott, Marine City.  
Treasurer—William Moore, Detroit.

### Some Timely Preparations For Spring Paint Campaign.

Written for the Tradesman.

In paint selling, it has been said that preparedness is half the battle. In the winter months, when the paint trade is normally quiet is the time for the hardware dealer to prepare for an aggressive spring campaign in his paint department.

This does not mean that during the winter the dealer should lie down and put forth no selling effort at all. While exterior paints are of course out of season, the time is very opportune to push interior finishing and interior paint specialties of all sorts. Aggressive salesmanship in these lines will pave the way for the aggressive paint campaign which is to follow a couple of months later.

Indeed, the specialty campaign of mid-winter is the first step in preparing for spring. The dealer who has his spring prospect list ready now can, if he desires, start circularizing for timely goods. A "Brighten Up Indoors" campaign right now is a good, effective prelude to a "Clean Up and Paint Up" campaign a few months hence. The customer who buys a floor finish, a radiator paint or a wall finish from you now is all the more likely for that very reason to buy exterior paint from you when the season for outdoor painting arrives.

Hence, it is worth while to pay extra attention in winter to such paint specialties as can be sold, and to push them for all they are worth.

The average dealer will, however, still find time to prepare adequately for the spring selling campaign. An important step in this preparation is the revision of the prospect list.

Every up to date paint dealer has some sort of prospect list of which he makes use regularly in his spring and fall campaigns. The list may be in card-index form, or it may be in an ordinary indexed note book, or it may be merely a mental notation of possible customers. The thing to do right now is to put this list in the most efficient form possible.

Experience has shown that the card-indexed list is the most satisfactory. For this the dealer needs an ordinary card index tray with guides, and a supply of cards. In a simple prospect list these cards will be arranged alphabetically.

Where extension trade is done, or where an extensive campaign is planned, the prospect list may be subdivided; as (1) stores (2) factories (3)

residences. Of course the residential prospects will require the larger number of cards. Nevertheless, some such subdivision of the general list is often found helpful. Some dealers have separate classifications for (a) former customers who are repainting (b) prospects who bought elsewhere and are repainting (c) owners of new buildings.

These details of classification must be settled by the dealer himself. His own good judgment based upon specific knowledge of his particular field of operations is the one safe guide.

A card-index system has the further advantage that, after a sale is made, a record can be kept of useful information; as, the colors selected for a job quantity bought, dimensions of the building, weather conditions when the painting job was done, etc. Such information is worth dollars and cents to the dealer, in view of the fact that the paint customer of 1925 is going to be one of the paint prospects again a few years hence. In canvassing the same customer for a re-order a few years from now, the dealer who is able to go to his prospect with an estimate of the cost, with suggestions of new colors to use over the old ones, etc., has the inside track on the competitor who has no such information to guide him.

So, if you have a card index prospect list, note down whatever information of this sort comes your way, and file the card ahead. Thus, one dealer has a file for "1923 sales," "1924" sales, and he is now opening a new file for "1925 sales."

While the card index system is probably the most convenient and in the long run the least complicated, an ordinary note book, indexed, is far better than no list at all. It is far better than the more mental notation which is as far as some merchants go in keeping track of customers and prospects.

In compiling the prospect list for the spring of 1925, go over last fall's list carefully. Customers who have been sold will of course be weeded out. Note should be made also of property changes. Owners of new buildings who have not yet painted are always good prospects. New purchasers of old buildings are usually prepared to spend some money in "fixing up." A good class of people to get and keep in touch with are those men, often carpenters or small wage earners, who add to their incomes by buying houses on margin and fixing them up to resell. One such man who operates in a modest way in a certain city of 12,000 people is good for anywhere from six to a dozen paint jobs in a year. Another man has two jobs every year, regular as clock-work, for the dealer.

## 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.

## Foster, Stevens & Co. WHOLESALE HARDWARE



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



Soot and dust on window sill  
**KEEP THE COLD, SOOT AND DUST OUT**  
Install "AMERICAN WINDUSTITE" all-metal Weather Strips and save on your coal bills, make your house-cleaning easier, get more comfort from your heating plant and protect your furnishings and draperies from the outside dirt, soot and dust. Storm-proof, Dirt-proof, Leak-proof, Rattle-proof  
Made and Installed Only by  
**AMERICAN METAL WEATHER STRIP CO.**  
144 Division Ave., North  
Citz. 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

## Michigan Hardware Company

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

Wholesalers of Shelf Hardware,  
Sporting Goods and  
**FISHING TACKLE**



Where the dealer has never had a prospect list before, the reasons for compiling a list are all the stronger.

The prospect list is the backbone of the spring paint campaign. Most campaigns are conducted in conjunction with the paint manufacturer whose brand is handled by the dealer. The manufacturer supplies advertising material, which is sent out in co-operation with the dealer. In any event, the dealer has to depend on the manufacturer for a good share of his advertising material; the dealer's part is to get a line on the local prospects and to help work out the scheme of advertising distribution.

But the dealer can do much to supplement the regular advertising material of the manufacturer by advertising material of his own contriving. Through this medium he can feature, not merely the brand but the store. Play up your own personality and that of your store. You are a purveyor of good paint, an expert whose advice in regard to painting is to be had for the asking. See that these and other ideas relating to your store are impressed on the public.

If possible, adopt a slogan. "The Blue Paint Store" is familiar to many merchants. The local dealer can, if he sets his mind to it, devise something just as original, just as striking and just as effective.

To be successful, a slogan must be simple and it must be suggestive. It must, if possible, move the mind toward action. "Get it at Evans," the slogan of a Philadelphia drug store, is a good example of the slogan that suggests action. "Austin's, the store with the stock," is another example of the suggestive. "Brown's Purveyors of Pure Paints," is a good instance of the alliterative slogan. "See Pentz for paints," is brief but catchy.

If you adopt a slogan, use it on all your advertising material. Use it in the newspaper, on the store window and store front, on wrapping paper, on letter-heads and envelopes in circulars. Repetition is the great factor in the success of any advertising phrase. Hammer it in; until it is as familiar to your townspeople of to-day as the old town pump was to their fathers half a century ago.

The paint manufacturer's advertising material is excellent; but the dealer should supplement it with something effective of his own. A good circular letter, personally signed and sent out under two cent postage, should be the second or third item in the advertising follow-up campaign this spring. In this letter give concise but effective arguments for immediate painting. Touch on the insurance value of paint, its part in civic beautification, its sanitary aspects—and clinch your argument with an invitation to visit the store and secure estimates at once. The last phrase of an effective letter should suggest specific and immediate action on the part of the recipient.

Such a letter can be prepared now. It is better to prepare such material now than to wait until the dealer is busy with actual selling.

Advertising copy can also be prepared in advance. To secure the best results, newspaper advertising should

run hand in hand with the direct-by-mail follow-up campaign. The third item in the campaign is good window display. Now is the time to get together your ideas on this subject, and to sketch on paper a series of effective displays to use when the campaign is under way. With the entire series of displays thus roughed out, it is an easy matter to put them together when the actual time comes. On the other hand, when the campaign is on, the dealer can't spare much time for devising displays, for preparing advertising copy or for any other detail calling for mental concentration.

Now, there are good paint displays and there can be better paint displays. Displays should, for one thing, be changed regularly. For another thing, they should, if possible, have an element of novelty. The novel element is often very simple. One of the most catchy displays I ever saw was a half-painted board. It was not a thought-out idea, at that time, but an accidental discovery. A customer having a little paint in the bottom of his last can after finishing a house used up the surplus on the back fence. The dealer saw the half painted board. One portion was weatherbeaten; the other after a winter's siege looked as good as new. The dealer borrowed the board and used it as the text for a window trim on "the preservative value of paint." It added a touch of novelty to the usual neat display of paint cans and hangers.

Another dealer uses photographs of houses painted with Blank Brand paint. He has a clerk take kodak snapshots of every house painted with the brand he handles; and he sends these out to his prospects, as well as using them in and about the store, and in window trims.

A worth-while stunt is to pick up a few advance orders. Here and there a prospect will be encountered willing to buy his paint ahead of season. A few such orders taken ahead give the campaign a sort of impetus from the very beginning. They contribute as much to a good paint season as an early start usually contributes to a good day's work. It is worth something to be able to say to your later prospects, "So-and-So has already ordered his paint from us. He knows it is early, but he wants to be sure of a supply at present prices." Precept is good; but example counts for more than precept in salesmanship as everywhere else.

Finally, the dealer having planned his campaign as far ahead as possible, should campaign according to plan. It never pays to be a quitter. To start a follow-up advertising campaign through the mails and then to let it drop, or to fail to follow it up with aggressive personal effort inside the store, is a fatal throwing away of opportunities. Good advertising is never wasted—unless you quit before the results have a chance to get to you. Then they get to your competitor.

Victor Lauriston.

Don't sit back and leave it to your competitors to spring all the surprises on the public. Try for the new things yourself.

## QUALITY

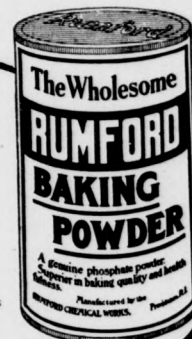
### GUARANTEES Your Profit

You're SURE of rapid turnover, growing profit, because Rumford's Purity, Economy, Dependability and Nutritious Phosphates make better bakings! It makes satisfied customers.

RUMFORD CHEMICAL WORKS,

Providence, R. I.

**Rumford**  
THE WHOLESOME  
BAKING POWDER



# Putnam's

## GOOD CANDY

Replenish your stock with the kind that sells the year round

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



Be sure to get the package with the Windmill Trademark

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

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

**Holland Rusk Company, Inc.**  
HOLLAND MICHIGAN

# HEKMAN'S

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

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



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





### News and Gossip About Michigan Hotels.

Detroit, Feb. 3—Hotels in existence in Detroit thirty years ago, with almost a Nation-wide reputation, were the Cadillac, Russell, Normandie and Griswold. Only two of these, the Normandie and Griswold, are in existence to-day.

The Russell House, operated for half a century by the Chittendens, father and son, was superseded by the Ponchartrain, in its day the most pretentious hotel in Michigan, if not in the entire West. It was razed a few years ago to make way for the First National Bank Building. William J. Chittenden, Jr., of the old stock, is now assistant manager of the Morton Hotel, Grand Rapids.

Well known were the Schwartz brothers, who were at the helm at the old Cadillac, where meals, the equal of which will never be known to future generations, made them famous. The Schwartz's retired years ago, and the new Book-Cadillac now occupies the site of the old Cadillac.

Fred Postal came to Detroit three decades ago, a country youth from Evart, Michigan, and made the old Griswold the talk of his State. He was gathered to his father's some years ago. The Griswold is still in operation, with Harry Postal, his son, as manager.

Twenty years ago, George Fulwell assumed control of the Normandie, and is, with his son-in-law, Robert Pinkerton, as resident manager, still in control of and successfully operating this institution. From the good old days with stove heat, wash bowl, pitcher, etc., the Normandie has kept ahead of the times and is thoroughly modernized. It is just as popular with its class of patrons as it was before the invasion of the Tuller, Statler and Book-Cadillac.

Hale and hearty, mentally and physically, George Fulwell is still much in evidence at the Normandie. Though he controls other establishments, among them the Colonial Hotel at Cleveland, his home is Detroit and he is an honored member of the Michigan Hotel Association.

I speak of these historical facts for the reason that nearly every day I run across traveling men who refer to the wonderful entertainment they received at the hands of these famous landlords, when hospitality and courtesy were considered essential features of hotel operation, and enjoying, as I do, the friendship of George Fulwell, I am always entertained with reminiscences of the good old days when rest and refreshment were dispensed at \$2 per day, and all you could eat at that.

When I am in Detroit I always enjoy eating at the Normandie cafeteria. It is by no means the largest of this class of food dispensaries, but it bears out the claim of its proprietor that good, wholesome cooking is by no means a lost art, and it is surprising the number of people who parallel my notions as to the excellence of this establishment. Here is a regular dollar dinner served at the Park-American Hotel, at Kalamazoo:

Cream of Fowl Beef Broth, Noodles  
Hot House Radishes Olives  
Halibut Steak, in crumbs, Tartar sauce  
Chicken Livers Saute, with Bacon  
Breaded Veal Cutlet, Tomato Sauce

Plain Omelet  
Roast Ribs of Prime Beef au jus  
Mashed, Steamed and French Fried Potatoes  
Creamed Hominy  
Baked Macaroni and Cheese  
Cottage Cheese, Green Peppers  
Pumpkin Pie  
Chocolate Sundae  
New York Ice Cream Pound Cake  
American Cheese Beverages

Here are two offerings by George Woodcock, Hotel Muskegon, at Muskegon:

Fifty Cent Luncheon Celery  
Puree of Tomato Soup Baked Lake Trout, Parsley Sauce  
Boiled Bacon and Spinach  
Roast Veal, Browned Sweet Potatoes  
Individual Chicken Pie  
Baked Pork and Beans  
Baked Potatoes Aut Gratin Potatoes  
Mashed Turnips  
Hot Rolls,  
Wheat, Rye and Whole Wheat Bread  
Suet Pudding, Vanilla Sauce  
Ice Cream and Macaroons, Beverages

Seventy-five Cent Dinner  
Beef Broth Queen Olives  
Fried Oysters  
Fried Lake Trout, Tomato Sauce  
Prime Roast of Beef, Brown Gravy  
Baked Spare Ribs, with Dressing  
Fricassee of Lamb, Green Peas  
Fried Spring Chicken, Family style  
Baked Apples  
Mashed and Lyonnaise Potatoes  
Creamed Parsnips  
Hot Rolls Corn Muffins  
Grape Pie  
Bread and Butter Pudding  
Coffee

Mr. Woodcock specializes on sea foods of every description; in fact, carries and serves a greater variety than any caterer in Michigan, outside of Detroit. His clam chowder is an incentive for much praise from those who are so situated that they can procure it.

Hotel Fairbairn, P. C. Bierer, Manager, Detroit, is among the later candidates for public favor as a bachelor hotel. It has 400 rooms, with modern conveniences, beautifully furnished, which are being offered at modern prices. Mr. Bierer goes somewhat farther and is supplying table d'hote meals, of excellent selection and quality, as shown by the accompanying menus:

Luncheon, 45 cents  
Old Fashioned Beef Steak Pie  
Individual Beef Steak Pie  
Calves Liver, with Bacon or Onions  
Ham Omelet, with Asparagus Tips  
Roast Stuffed Breast of Veal  
Mashed Potatoes Bread and Butter  
Beverages

An evening dinner, including all the above, with the addition of Baked Hubbard Squash, Pineapple Pie and Lemon Pudding, is served for 65 cents.

According to estimates Detroit has 200 hotels with an average rooming capacity of 100, or 20,000 rooms in all, an interesting topic for thought by those who incline to the belief that this town or that needs a new hotel just because a few days in the year show enough business to fill them. The average house count is about 40 per cent. In plain English three-fifths of all rooms in this city are idle, but there is a promoter on the job every minute and a would-be investor blossoms forth in the same period of time.

I told Charlie Norton, veteran head of the celebrated Hotel Norton, that it was rumored he was salting down a quarter of a million each year from operating his hotel. He doubts it. Thinks maybe the Norton cashier takes in an amount approximating this sum, but that certain outlays for matches and soap reduce this estimate some-

## New Hotel Mertens

GRAND RAPIDS

Union  
Station

Rooms \$1.50 and \$2.50  
Bath, Tub or Shower  
Club Breakfast 25c  
and up.  
Luncheon 50c.  
Dinner 75c.  
TOM LUCE  
Service

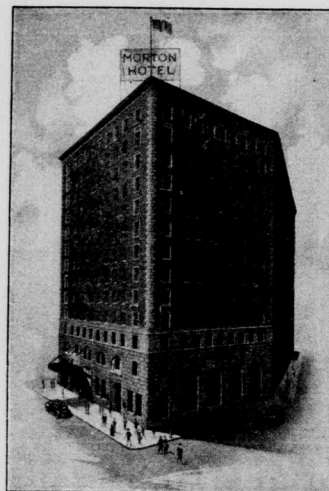


## The Pantlind Hotel

The center of Social and Business Activities.

Strictly modern and fire-proof. Dining, Cafeteria and Buffet Lunch Rooms in connection.

750 rooms—Rates \$2.50 and up with bath.



## Morton Hotel

YOU are cordially invited to visit the Beautiful New Hotel at the old location made famous by Eighty Years of Hostelry Service.

400 Rooms—400 Baths  
Menus in English

WILLIAM C. KEELEY,  
Managing Director.

## CODY HOTEL



IN THE HEART OF THE CITY  
Division and Fulton

RATES { \$1.50 up without bath  
\$2.50 up with bath

CODY CAFETERIA IN CONNECTION



what. And Preston talks as though there is some incidental outlay for new towels and possibly laundry work. Further along there might be some "overhead." But the general notion prevailed among investors that the receipts represent the profits, and then they wonder why they are eventually "frozen" out, and ultimately a receiver operates the property.

R. H. Reynolds, who a very few years ago took the Wildermuth Hotel, at Owosso, out of the scrap heap, so to speak, and made it to blossom like a green bay tree, has sold his interest in the property to Arthur G. Berner, who is to take possession on March 1. The rejuvenation of the Wildermuth has excited the admiration of all hotel men, as well as commercial travelers, who have been at all familiar with the accomplishments of Mr. Reynolds. Under adverse conditions and handicaps of all kinds, he made a hotel which is now physically the equal of any in that part of Michigan, supplied with almost every modern improvement, and certainly most attractive to the eye. Its dining room, or, to be more exact, coffee shop appeals to everyone who has ever visited it. The service in all departments has been most gratifying. Mr. Reynolds, has, as yet, made no definite plans for the future, but I predict that he will not be idle. His knowledge of hotel operation certainly possesses a commercial value that some far-sighted operator will recognize, if Mr. R. decides not to go into business for himself, which is not altogether unlikely.

Mr. Berner, who has acquired the property, does not claim to know everything about hotel running, but he is a successful business man, and if he follows the policies established by his predecessors, will probably find he has made a good investment.

Arrangements have already been made for installing a new, complete laundry in the Wildermuth. It is my prediction that this will prove a most profitable idea. Hotel laundry bills these days are most certainly terrific, and certainly without any valid reason. At least any explanation I have ever heard made was not convincing.

Owosso is a good hotel town. The National Hotel, operated by L. G. Heyer, is existing under a short term lease. It is a fine site for a hotel property and undoubtedly some day will be occupied by an institution worthy of this most enterprising city. Many traveling men find a home there, and like Lou Heyer. Considering his facilities, he does well, and I wish him much better equipment some day.

Frank S. Verbeck.

#### 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	16 1/2
Calfskin, Cured, No. 1	19
Calfskin, Cured, No. 2	17 1/2
Horse, No. 1	3 50
Horse, No. 2	2 50
<b>Pelts.</b>	
Old Wool	1 00 @ 2 50
Lambs	1 00 @ 2 00
Shearings	50 @ 1 00
<b>Tallow.</b>	
Prime	07
No. 1	06
No. 2	05
<b>Wool.</b>	
Unwashed, medium	040
Unwashed, rejects	030
Unwashed, fine	040
<b>Furs.</b>	
Skunk, Black	3 00
Skunk, Short	2 00
Skunk, Narrow	1 00
Skunk, Broad	1 25
Muskrats, Winter	1 00
Muskrats, Fall	15
Muskrats, Kitts	5 00
Raccoon, Large	3 50
Raccoon, Medium	2 00
Raccoon, Small	9 00
Mink, Large	7 00
Mink, Medium	5 00
Mink, Small	5 00

The idea of working for a living and minding our own business is something that should be taught in school.

#### Worth While Bill in Interest of Merchants.

Senator B. L. Case has introduced a bill in the State Senate which would, if enacted into law, tend to reduce much of the loss merchants are now compelled to face from itinerant and irresponsible debtors. The measure is described as Senate Bill No. 15, File No. 17. The text is as follows:

Section 1. Whoever, either directly or indirectly, shall purchase any produce, merchandise, meat or supplies from any farmer, merchant, or the owner or operator of any elevator or meat market, or accept any service from any laundry, with intent to defraud such farmer or merchant, or the owner or operator of any elevator, meat market or laundry, shall be fined not exceeding \$25, or imprisonment in the county jail or city workhouse for not exceeding ten days or both.

Section 2. Proof that such person refused to pay for such produce, merchandise, meat or other supplies or services rendered, or that he absconded without paying or offering to pay for the same, shall be evidence of the fraudulent intent mentioned in the preceding section.

Section 3. It shall be the duty of every merchant, and the owner or operator of every elevator, meat market or laundry, or of every farmer who wishes to take advantage of this act, to keep a copy of said act printed in large plain English type, posted in a prominent place in the store, elevator, market, laundry, barn or other place where his business is carried on, and no conviction shall be had under this act until it be made to appear to the satisfaction of the court that the provisions of this section have been complied with by the person making the complaint.

The above measure was ordered printed and referred to the Judiciary Committee.

The Tradesman commends this bill to the support of all merchants who would like to see the credit transactions of Michigan business men placed on a more stable basis. Every merchant who shares in opinion would do well to enlist the co-operation of his Senator and Representative with as little delay as possible.

#### Winter Days in Onaway.

Onaway, Feb. 2—Six weeks more beautiful winter, so the ground hog says to-day. A little cold, it is true, but who could prescribe better weather for a Michigan winter. Of course, this is the temperature that goes with it and no excuses or apologies to offer.

The big community play has come and gone. It was a complete success from the standpoint of acting and a return date would be very acceptable to the people. They played to a full house two nights and were continually applauded. The proceeds will boost the community funds and Bob Shaw, the manager, has again demonstrated his ability to make good in the theatrical line.

The little trouble existing at the American Wood Rim Plant when the polishers walked out has been adjusted satisfactorily and the boys have returned to work. Misunderstandings will sometimes creep in and we are glad that nothing serious developed. Ice, ice, ice. A constant stream of teams can be seen drawing the most beautiful sparkling clear ice that has ever been harvested.

The Knights of the Maccabees had big doings last Wednesday night, when they initiated a class of thirteen. District manager North was present and installed the new officers. The ladies served supper and furnished a splendid entertainment. The order is growing rapidly. Squire Signal.

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

**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.

**OCCIDENTAL HOTEL**  
 FIRE PROOF  
 CENTRALLY LOCATED  
 Rates \$1.50 and up  
 EDWARD R. SWETT, Mgr.  
 Muskegon Mich.

**Columbia Hotel**  
 KALAMAZOO  
 Good Place To Tie To

**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

#### HOTEL CHIPPEWA

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



#### WHEN IN KALAMAZOO

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

#### HOTEL BROWNING

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

#### A SERVICE YOU CAN GIVE

When you sell Fleischmann's Yeast-for-Health to your customers, you are doing them a service, for to sell Yeast is to sell health. Customers appreciate thoughtfulness and give their trade to those stores which show most service.

Let your customers know you sell Fleischmann's Yeast by keeping in view the package display sign which is supplied you and by suggesting Yeast to the people who call.

**FLEISCHMANN'S YEAST**  
 The Fleischmann Company  
 SERVICE

#### 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

#### 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

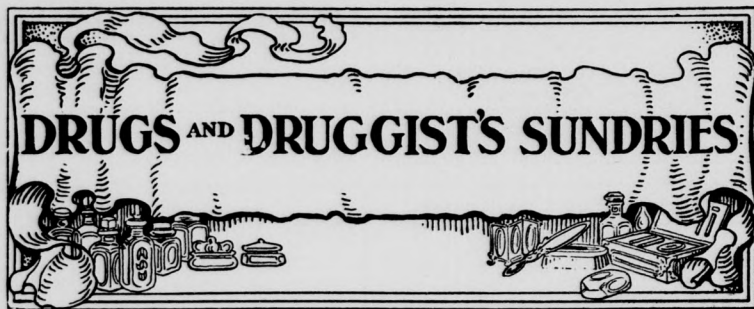
Largest Hotel in Lansing  
 300 Rooms With or Without Bath  
 Popular Priced Cafeteria in Connection  
 Rates \$1.50 up  
 E. S. RICHARDSON, Proprietor



#### Hotel 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





### What the Pharmacist Owes the Public

Our relation with the public is a twofold one, as we all know. We are their pharmacists and we are more than their merchants, according to our recently adopted slogan. Furthermore we are to be tried first. All of this weighs us down with a certain amount of responsibility and it is this responsibility that I should like to discuss in the time allotted me.

As pharmacists we must train ourselves by means of a college education and drug store or other pharmaceutical experience to be able to compound and dispense drugs and medicines and we must prove ourselves to be of good moral character, acquire a certain age and pass a State Board examination. With many pharmacists the idea of responsibility to the public ends right there. In truth this is only the beginning. Up to this point we have only qualified for the responsibility that is yet to come. But I am not going to waste your time in writing at length of the care you must exercise in selecting pure drugs, watching out for doctor's mistakes, giving service 24 hours of the day, making sure that the right medicines go to the right people and all the other stock responsibilities which are a part of every honest pharmacist's routine and for which he deserves no more credit than the engineer of the locomotive who pilots his train safely from terminal to terminal daily or a hundred and one citizens whose tasks are a necessary part of our daily existence. I am not belittling these things, but I say they are routine. They are the things we are supposed to do and do well, as our contribution to the life and welfare of our fellowmen and as a return to our God for the right to live.

What, then, are these greater responsibilities to which I have made reference? First place must be given to the responsibility of keeping our calling clean in the ethical sense of that word. We must be our brothers' keeper and we must "squeal" on this brother if he is weak and refuses to abide by the law. He is the speck who will soon cause the entire apple to rot and if we mean to accept the responsibility which is ours and which we advertise to the public as having been accepted, then we must make good. In fact, the very life of our profession depends upon making our high sounding resolutions not mere statements on a printed page, but words translated into living examples of sincerity, by our daily acts.

A profession can rise no higher than the individuals who compose it. Does this mean anything to you? It must. You cannot help but know that it is

your responsibility to see that your College of Pharmacy is properly supported, that it closes the gateway to the morally unqualified; that you exercise due discrimination in the selection of clerks and apprentices; that you stand back of your Board of Pharmacy in its regulatory and police work that you exercise due care in giving character endorsements and that a bond of friendship is not nearly as holy as the responsibility you accept in taking over the title of pharmacist and the responsibility conveyed by that title. I need not discourse further along this line as you know very well that many additional items of responsibility could be enumerated under this same broad view of the subject. The point is that we have not considered them as of the same importance as the buying of pure drugs, the catching of errors in prescriptions and the other things which I call routine duties. We must now realize that they are of far greater importance because they are fundamental. Show me the man who measures up to the moral standard and I will show you the man who can be trained without much difficulty to accept any of the routine responsibilities.

Boards of Pharmacy have the power to suspend or revoke licenses for offenses against the pharmacy law. The result is that offenses are the exception rather than the rule. It seems to me that pharmaceutical association membership should likewise be suspended or revoked for offenses against the ethics of our profession. The weak brother will think twice before he commits an unethical act if he knows there is swift and effective punishment in store. Suspension from membership in professional organization with a public statement of the reason for the suspension would not be relished by anyone. We ought to have the courage of our convictions and put a premium on the detection and punishment of violators of our code of ethics rather than upon the protection of such practices by diplomatic silence.

What can we expect the public to think of us if we do not clean our own house? When, according to recent statistics, about one-fourth of the drug stores of New York City have had their alcohol permits revoked because of violations of the prohibition laws and that fact is published, the public has a right to wonder what we mean when we say, "Your druggist is more than a merchant."

You may say to yourself "but that is New York; I am in Michigan. What they do in New York does not bother me." Nothing could be further from the truth. A single dispatch to the

newspapers of your state from a New York press association brings the problem right to your very door, and what the New York druggist has done to place him in a bad light reflects on you whether you admit it or not. None of us are isolated. The minute we step into a profession, its business is our business.

Some time ago a well-known pharmaceutical house placed on the market a preparation of quinine and chocolate. Another concern marketed a similar product. The method of competition followed by the second concern led the originator of the product to bring legal action. The case finally reached the Supreme Court of the United States and the decision of that court, recently rendered, is a very humiliating document to retail pharmacy. Just in passing it is of interest to note that the Court decided that anyone has a right to combine chocolate and quinine and market it under a name which is descriptive of the product, but the particular part of the decision which I want to bring to your attention is the following:

"It is apparent, from a consideration of the testimony, that the efforts of petitioner to create a market for Quin-Coco were directed not so much to showing the merits of that preparation as they were to demonstrating its practical identity with Coco-Quinine, and, since it was sold at a lower price, inducing the purchasing druggist, in his own interest, to substitute, as far as he could, the former for the latter. In other words, petitioner sought to avail itself of the favorable repute which had been established for respondent's preparation in order to sell its own.

"Petitioner's salesmen appeared more anxious to convince the druggist with whom they were dealing that Quin-Coco was a good substitute for Coco-Quinine and was cheaper, than they were to independently demonstrate its merits. The evidence establishes by a fair preponderance that some of petitioner's salesmen suggested that, without danger of detection, prescriptions and orders for Coco-Quinine could be filled by substituting Quin-Coco. More often, however, the feasibility of such a course was brought to the mind of the druggist by pointing out the identity of the two preparations and the enhanced profit to be made by selling Quin-Coco because of its lower price. There is much conflict in the testimony; but on the whole it fairly appears that petitioner's agents induced the substitution, either in direct terms or by suggestion or insinuation. Sales to druggists are in original bottles bearing clearly distinguishing labels and there is no suggestion of deception in those transactions; but sales to the ultimate purchasers are of the product in its naked form out of the bottle; and the testimony discloses many instances of passing off by retail druggists of petitioner's preparation when respondent's preparation was called for. That no deception was practiced on the retail dealers, and that they knew exactly what they were getting is of no consequence. The wrong was in, designedly enabling the dealers to palm off the preparation as that of the respondent. One who in-

# Fieglers

## Chocolates

Package Goods of  
Paramount Quality  
and  
Artistic Design

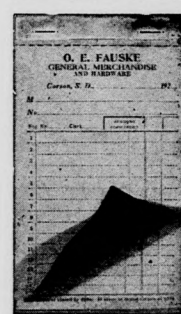


**CCParsons'**  
**Household**  
**Ammonia**

Unless it is  
**C. C. PARSONS'**  
it is NOT  
**HOUSEHOLD AMMONIA**  
**PARSONS AMMONIA**  
**COMPANY, Inc.**  
**NEW YORK**



Sidney Elevator Mfg. Co., Sidney, Ohio



**INVENTORY**  
**OVER**  
**STOCKS CHECKED**  
UP. Place your order Now for This Year's Supply.  
We make all styles and sizes. Get our prices and samples. We also handle Short account registers to hold sales slips. Ask us about it.  
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**RED ARROW**  
The best bread flour.

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duces another to commit a fraud and furnishes the means of consummating it is equally guilty and liable for the injury.

"Having regard to the past conduct of petitioner, the practices of some druggists to which it has led, and the right of respondent to an effective remedy, we think the decree fairly may require that the original packages sold to druggists shall not only bear labels clearly distinguishing petitioner's bottled product from the bottled product of respondent, but that these labels shall state affirmatively that the preparation is not to be sold or dispensed as Coco-Quinine or be used in filling prescriptions or orders calling for the latter." The Court says, in effect, you must tell these druggists right on your label that they dare not substitute. You cannot rely on their integrity.

Could we not have been proud if the Court had found by the testimony that the manufacturer had attempted to induce druggists to substitute but that he had found them unwilling to stoop to such practices. We hear pharmacists bemoaning the fact that newspapers print only the bad that they can find about pharmacy. Newspapers

print news and the kind of news they will print about pharmacy depends on what pharmacists do. If they play fair, there will be nothing but favorable news to print. We have demonstrated through the Drug Trade Bureau of Public Information that there is no difficulty in securing universal acceptance of favorable pharmaceutical news by the press of this country, but we cannot expect them to whitewash our offenses. Robert P. Fischel.

#### The Watcher.


She always used to watch for us,  
Anxious if we were late,  
In winter by the window,  
In summer by the gate;

And though we mocked her tenderly,  
Who had such foolish care,  
The long way home would seem more  
safe  
Because she waited there.

Her thoughts were all so full of us,  
She never could forget!  
And so I think that where she is  
She must be watching yet.

Waiting till we come to her,  
Anxious if we are late—  
Watching from Heaven's window,  
Leaning from Heaven's gate,  
Margaret Widdemer.

Men attract to them the positions  
that belong to them. A small magnet  
never has the power to drag after it  
big things.



**Parchment Bond**

## Writing Paper

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Nice, white writing paper for  
pen or pencil

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

The universal writing paper for  
Home, School or Office. Every dealer  
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lar. Send me five pound package."  
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### SODA FOUNTAIN

Write us and we will be pleased to tell you  
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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

## WHOLESALE DRUG PRICE CURRENT

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

<b>Acids</b>		<b>Lavendar Flow.</b>		<b>Cinchona</b>	
Boric (Powd.)	15 @ 25	Lavendar Gar'n	85 @ 1 20	Colchicum	@ 1 80
Boric (Xtal)	35 @ 45	Lemon	1 50 @ 1 75	Cubeb	@ 3 00
Carbolic	39 @ 45	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 @ 15	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, artifl. 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
<b>Ammonia</b>		Olive, Malaga,	2 75 @ 3 00	Iron, Clo.	@ 1 35
Water, 28 deg.	10 @ 18	Olive, Malaga,	2 75 @ 3 00	Kino	@ 1 40
Water, 18 deg.	8 1/2 @ 12	green	2 75 @ 3 00	Myrrh	@ 2 50
Water, 14 deg.	6 1/2 @ 12	Orange, Sweet.	4 50 @ 4 75	Nux Vomica	@ 1 55
Carbonate	20 @ 25	Origanum, pure	@ 2 50	Opium	@ 3 50
Chloride (Gran.)	10 1/2 @ 20	Origanum, com'l	1 00 @ 1 20	Opium, Camp.	@ 35
<b>Balsams</b>		Pennyroyal	3 00 @ 3 25	Opium, Deodorz'd	@ 3 50
Copaiba	75 @ 1 20	Peppermint	14 50 @ 14 75	Rhubarb	@ 1 70
Fir (Canada)	2 55 @ 2 80	Rose, pure	13 50 @ 14 00	<b>Paints.</b>	
Fir (Oregon)	55 @ 1 00	Rosemary Flows	1 25 @ 1 50	Lead, red dry	16 1/2 @ 17 1/4
Peru	3 00 @ 3 25	Sandalwood, E.	10 00 @ 10 25	Lead, white dry	16 1/2 @ 17 1/4
Tolu	3 00 @ 3 25	Sassafras, true	2 50 @ 2 75	Lead, white oil	16 1/2 @ 17 1/4
<b>Barks</b>		Sassafras, arti'l	80 @ 1 20	Ochre, yellow bbl.	@
Cassia (ordinary)	25 @ 30	Sassafras, true	2 50 @ 2 75	Ochre, yellow less	2 1/2 @
Cassia (Salgon)	50 @ 60	Spearment	6 00 @ 6 25	Red Venet'n Am.	3 1/2 @
Sassafras (pw. 50c)	@ 55	Sperm	1 80 @ 2 05	Red Venet'n Eng.	4 @
Soap Cut (powd.)	18 @ 25	Tansy	5 00 @ 5 25	Putty	5 @
<b>Berries</b>		Tar, USP	50 @ 65	Whiting, bbl.	@ 4 1/2
Cubeb	@ 1 25	Turpentine, bbl.	@ 99 1/4	Whiting	5 1/2 @ 10
Fish	@ 40	Turpentine, less	1 06 @ 1 19	L. H. P. Prep.	2 80 @ 3 00
Juniper	09 @ 20	Wintergreen,	6 00 @ 6 25	Rogers Prep.	2 80 @ 3 00
Prickly Ash	@ 30	leaf	6 00 @ 6 25	<b>Miscellaneous</b>	
<b>Extracts</b>		Wintergreen, sweet	3 00 @ 3 25	Acetanald	47 @ 55
Licorice	60 @ 65	Wintergreen, art.	80 @ 1 20	Alum	08 @ 12
Licorice powd.	@ 1 00	Wormseed	6 50 @ 6 75	Alum, powd. and	09 @ 15
<b>Flowers</b>		Wormwood	8 50 @ 8 75	Bismuth, Subli-	3 22 @ 3 43
Arnica	25 @ 30	<b>Potassium</b>		Borax xtal or	07 @ 13
Chamomile (Ger.)	20 @ 25	Bicarbonate	35 @ 40	powdered	07 @ 13
Chamomile Rom.	50	Bichromate	15 @ 25	Cantharades, po.	1 75 @ 2 25
<b>Gums</b>		Bromide	69 @ 85	Calomel	1 79 @ 1 99
Acacia, 1st	50 @ 55	Bromide	54 @ 71	Capsicum, pow'd	48 @ 55
Acacia, 2nd	45 @ 50	Chlorate, gran'd	23 @ 30	Carmine	6 00 @ 6 60
Acacia, Sorts	20 @ 25	Chlorate, powd.	16 @ 25	Cassia Buds	25 @ 30
Acacia, Powdered	35 @ 40	or Xtal	16 @ 25	Cloves	50 @ 55
Aloes (Barb Pow)	25 @ 35	Cyanide	30 @ 50	Chalk Prepared	14 @ 16
Aloes (Cape Pow)	25 @ 35	Iodide	28 @ 4 48	Chloroform	55 @ 65
Aloes (Soc. Pow.)	65 @ 70	Permanganate	20 @ 30	Chloral Hydrate	1 35 @ 1 85
Asafoetida	65 @ 75	Prussiate, yellow	65 @ 75	Cocaine	11 35 @ 12 00
Pow.	1 00 @ 1 25	Prussiate, red	@ 1 00	Cocoa Butter	50 @ 75
Camphor	1 05 @ 1 15	Sulphate	35 @ 40	Corks, list, less	40 @ 50
Gualac	@ 70	<b>Roots</b>		Copperas	2 1/2 @ 10
Gualac, pow'd	@ 75	Alkaest	25 @ 30	Copperas, Powd.	4 @ 10
Kino	@ 85	Blood, powdered.	35 @ 40	Corrosive Sublim	1 43 @ 1 64
Kino, powdered	@ 90	Calamus	35 @ 50	Cream Tartar	30 @ 35
Myrrh	@ 60	Elecampane, powd	25 @ 30	Cuttle bone	40 @ 50
Myrrh, powdered	@ 65	Gentian, powd.	20 @ 30	Dextrine	6 @ 15
Opium, powd.	19 65 @ 19 92	Ginger, African,	30 @ 35	Dover's Powder	3 50 @ 4 00
Opium, gran.	19 65 @ 19 92	powdered	30 @ 35	Emery, All Nos.	10 @ 15
Shellac	90 @ 1 10	Ginger, Jamaica	60 @ 65	Emery, Powdered	8 @ 10
Shellac Bleached	1 00 @ 1 10	Ginger, Jamaica,	60 @ 65	Epsom Salts, bbl.	@
Tragacanth, pow.	@ 1 75	powdered	55 @ 60	Epsom Salts, less	3 1/2 @ 10
Tragacanth	1 75 @ 2 25	Goldenseal, pow.	5 50 @ 6 00	Ergot, powdered	@ 1 00
Turpentine	@ 25	Ipecac, powd.	3 75 @ 4 00	Flake, White	15 @ 20
<b>Insecticides</b>		Licorice	35 @ 40	Formaldehyde, lb.	13 @ 30
Arsenic	15 @ 25	Licorice, powd.	30 @ 40	Gelatine	1 10 @ 1 25
Blue Vitriol, bbl.	@ 97	Orris, powdered	30 @ 40	Glassware, less	55 %
Blue Vitriol, less	8 1/2 @ 15	Poke, powdered.	35 @ 40	Glassware, full case	60 %
Bordea. Mix Dry	12 1/2 @ 23 1/2	Rhubarb, powd.	1 00 @ 1 10	Glauber Salts, bbl.	@ 03
Hellebore, White	20 @ 30	Rosinwood, powd.	@ 1 00	Glauber Salts less	04 @ 10
powdered	20 @ 30	Sarsaparilla, Hond.	@ 1 00	Glue, Brown	21 @ 30
Insect Powder	75 @ 85	ground	@ 1 00	Glue, Brown Grd	15 @ 20
Lead Arsenate Po.	22 @ 36 1/2	Sarsaparilla Mexican,	@ 1 25	Glue, white	27 1/2 @ 35
Lime and Sulphur	9 @ 20 1/4	ground	@ 1 25	Glue, white grd.	25 @ 35
Dry	32 @ 48	Squills	35 @ 40	Glycerine	25 @ 45
Paris Green	32 @ 48	Squills, powdered	60 @ 70	Hops	6 50 @ 6 90
<b>Leaves</b>		Tumeric, powd.	17 @ 25	Iodoform	7 35 @ 7 65
Buchu	1 35 @ 1 50	Valerian, powd.	40 @ 50	Lead Acetate	20 @ 30
Buchu, powdered	@ 1 50	<b>Seeds</b>		Mace	@ 1 40
Sage, Bulk	25 @ 30	Anise	@ 35	Mace, powdered	@ 1 45
Sage, 1/4 loose	@ 40	Anise, powdered	35 @ 40	Menthol	18 50 @ 19 00
Sage, powdered	@ 35	Bird, is	13 @ 17	Morphine	11 18 @ 11 93
Senna, Alex.	50 @ 75	Canary	13 @ 20	Nux Vomica	@ 30
Senna, Tinn.	30 @ 35	Caraway, Po.	30 @ 30	Nux Vomica, pow.	17 @ 25
Senna, Tinn. pow.	25 @ 35	Cardamon	@ 3 00	Pepper black pow.	22 @ 35
Uva Ursi	20 @ 25	Celery, powd.	45 @ 50	Pepper, White	40 @ 45
<b>Oils</b>		Coriander pow.	35 @ 40	Pitch, Burgundy	10 @ 15
Almonds, Bitter,	7 50 @ 7 75	Dill	12 1/2 @ 20	Quassia	12 @ 15
true	7 50 @ 7 75	Fennel	25 @ 40	Quinine	72 @ 1 33
Almonds, Bitter,	4 00 @ 4 25	Flax	08 @ 15	Rochelle Salts	30 @ 35
artificial	1 40 @ 1 60	Flax, ground	08 @ 15	Saccharine	@ 30
Almonds, Sweet,	1 40 @ 1 60	Foenugreek pow.	15 @ 25	Salt Peter	11 @ 22
true	1 40 @ 1 60	Hemp	8 @ 15	Selditz Mixture	30 @ 40
Almonds, Sweet,	60 @ 1 00	Lobelia, powd.	@ 1 25	Soap, green	15 @ 30
imitation	1 50 @ 1 75	Mustard, yellow	15 @ 25	Soap mott cast.	22 1/2 @ 25
Amber, crude	1 50 @ 1 75	Mustard, black	20 @ 25	Soap, white castile	@ 12 00
Amber, rectified	1 75 @ 2 00	Poppy	22 @ 25	case	@ 12 00
Anise	1 00 @ 1 25	Quince	1 50 @ 1 75	less, per bar	@ 1 45
Bergamont	5 75 @ 6 00	Rape	15 @ 20	Soda Ash	3 1/2 @ 10
Cajeput	1 50 @ 1 75	Sabadilla	25 @ 35	Soda Bicarbonate	3 1/2 @ 10
Cassia	4 25 @ 4 50	Sunflower	11 1/2 @ 15	Soda, Sal	03 @ 08
Castor	1 95 @ 2 20	Worm, American	30 @ 40	Spirits Camphor	@ 1 35
Cedar Leaf	1 75 @ 2 00	Worm, Levant	4 00 @ 4 25	Sulphur, roll	3 1/2 @ 10
Citronella	1 50 @ 1 75	<b>Tinctures</b>		Sulphur, Subl.	04 @ 10
Cloves	3 25 @ 3 50	Aconite	@ 1 80	Tamarinds	20 @ 35
Cocanut	25 @ 35	Aloes	@ 1 45	Tartar Emetic	70 @ 75
Cod Liver	2 00 @ 2 10	Arnica	@ 1 10	Turpentine, Ven.	50 @ 75
Croton	2 00 @ 2 25	Asafoetida	@ 1 35	Vanilla Ex. pure	1 75 @ 2 25
Cotton Seed	1 40 @ 1 60	Belladonna	@ 2 10	Vanilla Ex. pure	2 50 @ 3 00
Cubebs	7 50 @ 7 75	Benzoin	@ 2 65	Zinc Sulphate	06 @ 15
Egiron	6 00 @ 6 25	Benzoin Comp'd	@ 2 55		
Eucalyptus	1 25 @ 1 50	Buchu	@ 2 55		
Hemlock, pure.	1 75 @ 2 00	Cantharadics	@ 2 85		
Juniper Berries	3 00 @ 3 25	Capsicum	@ 1 75		
Juniper Wood	1 50 @ 1 75	Catechu	@ 1 75		
Lard, extra	1 50 @ 1 70				
Lard, No. 1	1 35 @ 1 50				



# GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

## ADVANCED

Whole Cod  
White Wine Vinegar  
Tea  
Ralston Branzen  
Ralston Food  
Saxon Wheat Food

Gasoline  
Parowax  
Corn Syrup

Sugar  
Veal  
Lamb  
Mutton

## DECLINED

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



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

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



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

**BLUING**  
Original  
condensed Pearl  
Crown Capped  
4 doz., 10c ds. 85  
3 dz. 15c, ds. 1 25

**BREAKFAST FOODS**  
Cracked Wheat, 24-2 3 85  
Cream of Wheat, 18s 3 60  
Pillsbury's Best Cerl 2 20  
Quaker Puffed Rice ----- 5 60  
Quaker Puffed Wheat 4 30  
Quaker Brst Biscuit 1 90  
Ralston Branzen ----- 2 70  
Ralston Branzen ----- 3 20  
Ralston Food, large ----- 4 00  
Saxon Wheat Food ----- 3 90



Shred. Wheat Biscuit 3 85  
Vita Wheat, 12s ----- 1 80  
Post's Brands.  
Grape-Nuts, 24s ----- 3 80  
Grape-Nuts, 100s ----- 2 75  
Instant Postum, No. 8 5 40  
Instant Postum, No. 9 5 00  
Instant Postum, No. 10 5 40  
Postum Cereal, No. 0 2 25  
Postum Cereal, No. 1 2 70  
Post Toasties, 30s ----- 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. Pcy. Parlor 26 lb. 10 00  
Toy ----- 2 25  
Whisk, No. 3 ----- 2 75

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

**Shoe**  
No. 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@3 75  
Apricots, No. 10 ----- 8 00  
Blackberries, No. 10 10 00  
Blueberries, No. 2 2 00@2 75  
Blueberries, No. 10 ----- 12 00  
Cherries, No. 2 ----- 3 00  
Cherries, No. 2 1/2 ----- 3 75  
Cherries, No. 10 ----- 10 75  
Loganberries, No. 2 ----- 3 00  
Peaches, No. 1 1 25@1 80  
Peaches, No. 1, Sliced 1 40  
Peaches, No. 2 ----- 2 75  
Peaches, No. 2 1/2 2 45  
Peaches, 2 1/2 Cal. 3 25@3 75  
Peaches, 10, Mich. ----- 7 75  
Pineapple, 1 sl. 1 80@2 00  
Pineapple, 2 sl. 2 80@3 00  
P'apple, 2 br. sl. 2 65@2 85  
P'apple, 2 1/2, sl. 3 35@3 50  
P'apple, 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, Minc'd, No. 1 2 50  
Finnan Haddie, 10 oz. 3 30  
Clam Bouillon, 7 oz. ----- 2 50  
Chicken Haddie, No. 1 2 75  
Fish Flakes, small ----- 1 35  
Cod Fish Cake, 10 oz. 1 85  
Cove Oysters, 5 oz. ----- 1 90  
Lobster, No. 1/4, Star ----- 2 70  
Shrimp, 1, wet 2 10@2 25  
Sard's, 1/4 Oil, ky 5 75@6 00  
Sardines, 1/4 Oil, k'less 5 00  
Sardines, 1/4 Smoked 7 50  
Salmon, Warrens, 1/2 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., 1/4, 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 sli 1 25

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, a 2 75  
Chili Con Ca., 1s 1 35@1 45  
Deviled Ham, 1/2 ----- 2 20  
Deviled Ham, 1/2 ----- 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 99  
Potted Meat, 1/2 Rose ----- 85  
Potted Ham, Gen. 1/4 ----- 1 85  
Vienna Saus., No. 1 ----- 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  
L. Beans, 2s ----- 7 50@13 00  
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., ----- 1 85  
Peas, No. 2, Ex. Sift. ----- 2 25  
Peas, Ex. Fine, French 25  
Pumpkin, No. 3 1 35@1 50  
Pumpkin, No. 10 4 50@5 60  
Pimientos, 1/2, each ----- 12 1/4  
Pimientos, 1/2, each ----- 27  
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 70  
Lilly Valley, 14 oz. ----- 2 60  
Lilly Valley, 1/2 pint 1 75  
Paramount, 24, ss ----- 1 45  
Paramount, 24, 16s ----- 2 40  
Paramount, 6, 10s ----- 10 00  
Sniders, 8 oz. ----- 1 95  
Sniders, 16 oz. ----- 2 95  
Quaker, 10 1/2 oz. ----- 1 60  
Quaker, 14 oz. ----- 2 25  
Quaker, Gallon Glass 12 50

**CHILI SAUCE**  
Snider, 16 oz. ----- 3 50  
Snider, 8 oz. ----- 2 50  
Lilly Valley, 8 oz. ----- 2 10  
Lilly Valley, 14 oz. ----- 3 50

**OYSTER COCKTAIL.**  
Sniders, 16 oz. ----- 3 50  
Sniders, 8 oz. ----- 2 50

**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 ----- 30  
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 ----- 65  
Beechnut ----- 70  
Doublemint ----- 65  
Juicy Fruit ----- 65  
Peppermint, Wrigleys ----- 65  
Spearmint, Wrigleys ----- 65  
Wrigley's P-K ----- 65  
Zeno ----- 65  
Teaberry ----- 65

## CHOCOLATE.

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

## COCOA.

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

## COCOANUT.

1/2s, 5 lb. case Dunham 42  
1/2s, 5 lb. case ----- 40  
1/2s & 1/4s 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



**HUME GROCER CO.**  
ROASTERS  
MUSKEGON, MICH.

## COFFEE ROASTED

**Bulk**  
Rio ----- 32  
Santos ----- 35@37  
Maracaibo ----- 40  
Guatemala ----- 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 ----- 12  
Frank's 50 pkgs. ----- 4 25  
Hummel's 50 1 lb. ----- 10 1/2

**CONDENSED MILK**  
Leader, 4 doz. ----- 6 75  
Eagle, 4 doz. ----- 9 00

**MILK COMPOUND**  
Hebe, Tall, 4 doz. ----- 4 50  
Hebe, Baby, 8 doz. ----- 4 40  
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 65  
Every Day, Tall ----- 4 50  
Every Day, Baby ----- 4 40  
Pet, Tall ----- 4 75  
Pet, Baby, 8 oz. ----- 4 65  
Borden's, Tall ----- 4 75  
Borden's Baby ----- 4 65  
Van Camp, Tall ----- 4 90  
Van Camp, Baby ----- 3 75

## CIGARS

Worden Grocer Co. Brands  
Master Piece, 50 Tin. 37 50  
Webster's ----- 37 50  
Webster Savoy ----- 75 00  
Webster Plaza ----- 95 00  
Webster Belmont ----- 110 00  
Webster St. Reges ----- 125 00  
Starlight Rouse ----- 90 30  
Starlight P-Club ----- 135 00  
Little Valentine ----- 37 50  
Valentine Broadway ----- 75 00  
Valentine DeLux Im ----- 95 00  
Tiona ----- 30 00  
Clint Ford ----- 35 00  
Nordac Triangulars, 1-20, per M ----- 75 00  
Worden's Havana ----- 19  
Specials, 20, per M 75 00  
Little Du ----- 18 50

## CONFECTIONERY

Stick Candy Pails  
Standard ----- 17  
Jumbo Wrapped ----- 19  
Pure Sugar Sticks 600s 4 2f  
Big Stick, 20 lb. case 20

## Mixed Candy

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

## Fancy Chocolates

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

## Gum Drops Pails

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

## Lozenges. Pails

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

## Hard Goods. Pails

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

## Cough Drops Bxs.

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

## Package Goods

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

## Specialties.

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

## COUPON BOOKS

50 Economic grade 2 50  
100 Economic grade 4 50  
500 Economic grade 20 00  
1000 Economic grade 37 50

Where 1,000 books are ordered at a time, specially printed front cover is furnished without charge.

## CREAM OF TARTAR

6 lb. boxes ----- 38

## DRIED FRUITS

**Apples**  
Domestic, 20 lb. box 11  
**Apricots**  
Evaporated, Choice ----- 24  
Evaporated, Fancy ----- 27  
Evaporated, Slabs ----- 20

**Citron**  
10 lb. box ----- 48

**Currents**  
Package, 14 oz. ----- 17  
Greek, Bulk, lb. ----- 16

## Dates

Hollow ----- 09

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

**Peal**  
Lemon, American ----- 24  
Orange, American ----- 24

**Raisins.**  
Seeded, Lulk ----- 9  
Thompson's s'dless blk 9 1/2  
Seeded, 15 oz. ----- 11  
Thompson's seedless, 15 oz. ----- 11

## California Prunes

70@80, 25 lb. boxes ----- @09  
60@70, 25 lb. boxes ----- @10  
50@60, 25 lb. boxes ----- @12  
40@50, 25 lb. boxes ----- @14 1/2  
30@40, 25 lb. boxes ----- @17  
20@30, 25 lb. boxes ----- @23

## FARINACEOUS GOODS

**Beans**  
Med. Hand Picked ----- 07 1/2  
Cal. Limas ----- 16  
Brown, Swedish ----- 08 1/2  
Red Kidney ----- 09 1/2  
**Farina**  
24 packages ----- 2 50  
Bulk, per 100 lbs ----- 06 1/2

## Hominy

Pearl, 100 lb. sack ----- 4 25

## Macaroni

Domestic, 20 lb. box ----- 10  
Armours, 2 doz., 8 oz. 2 00  
Fould'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

**JENNINGS' 50 YEARS STANDARD EXTRACTS**  
Doz. Lemon ----- 2 00  
Doz. PURE Vanilla ----- 2 00  
1 50 ----- 1 1/2 ounce ----- 2 65  
1 80 ----- 1 1/4 ounce ----- 2 85  
3 25 ----- 2 1/4 ounce ----- 4 20  
3 00 ----- 2 ounce ----- 4 00  
5 50 ----- 4 ounce ----- 7 20

## UNITED 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

## Jiffy Punch

3 doz. Carton ----- 2 25

## Assorted flavors.

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

## FRUIT CANS.

**Mason.**  
Half pint ----- 7 35  
One pint ----- 7 70  
One quart ----- 9 00  
Half gallon ----- 12 00

## Ideal Glass Top.

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

## Rubbers.

Good Luck ----- 75@80



<b>GELATINE</b>	
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

<b>HORSE RADISH</b>	
Per doz., 5 oz.	1 20

<b>JELLY AND PRESERVES</b>	
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

<b>JELLY GLASSES</b>	
8 oz., per doz.	35

<b>OLEOMARGARINE</b>	
<b>Kent Storage Brands</b>	
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

<b>Van Westenbrugge Brands</b>	
<b>Carload Distributor</b>	



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

<b>MATCHES</b>	
Swan, 144	5 75
Diamond, 144 box	3 00
Searchlight, 144 box	8 00
Red Stick, 720 lb. box	5 50
Red Diamond, 144 box	6 00

<b>Safety Matches</b>	
Quaker, 5 gro. case	4 75

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

<b>MOLASSES.</b>	
	

<b>Gold Brer Rabbit</b>	
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

<b>Green Brer Rabbit</b>	
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

<b>Aunt Dinah Brand.</b>	
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

<b>New Orleans</b>	
Fancy Open Kettle	74
Choice	62
Fair	41

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

<b>NUTS.</b>	
<b>Whole</b>	
Almonds, Terregona	20
Brazil, New	18
Fancy mixed	22
Filberts, Stilly	25
Peanuts, Virginia, raw	11 1/2
Peanuts, Vir. roasted	13
Peanuts, Jumbo, raw	13
Peanuts, Jumbo, rstd	15
Pecans, 3 star	23
Pecans, Jumbo	50
Walnuts, California	31
Salted Peanuts.	
Fancy, No. 1	14
Jumbo	23

<b>Shelled.</b>	
Almonds	68
Peanuts, Spanish	13
125 lb. bags	13
Peanuts	32
Pecans	1 06
Walnuts	59

<b>OLIVES.</b>	
Bulk, 2 gal. keg	3 60
Bulk, 3 gal. keg	5 25
Bulk, 5 gal. keg	8 50
Quart Jars, dozen	6 00

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

<b>PEANUT BUTTER.</b>	
	

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

<b>PETROLEUM PRODUCTS</b>	
<b>Iron Barrels</b>	
Perfection Kerosine	12.1
Red Crown Gasoline,	
Tank Wagon	16.7
Gas Machine Gasoline	37.2
V. M. & P. Naptha	19.6
Capitol Cylinder	39.2
Atlantic Red Engine	21.2
Winter Black	12.2

<b>Polarine</b>	
	

<b>Iron Barrels.</b>	
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.	7.7
Parowax, 40, 1 lb.	7.9
Parowax, 20, 1 lb.	8.1

<b>SEMDAC</b>	
	

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

<b>PICKLES</b>	
<b>Medium Sour</b>	
Barrel, 1200 count	24 50
Half bbls., 600 count	12 25
0 gallon kegs	10 00

<b>Sweet Small</b>	
30 gallon, 3000	50 00
5 gallon, 500	10 00

<b>Dill Pickles.</b>	
600 Size, 15 gal.	13 00

<b>PIPER.</b>	
<b>Cob, 3 doz. in bx. 1 00 @ 1 20</b>	
Battle Axe, per doz.	2 65
Blue Ribbon	4 25
Bicycle	4 00

<b>POTASH</b>	
Babbitt's 2 doz.	2 75

<b>FRESH MEATS</b>	
<b>Beef.</b>	
Top Steers & Heif.	@ 17
Good Steers & H. 14 @ 15 1/2	
Med. Steers & H. 12 1/2 @ 14	
Com. Steers & H. 10 @ 12 1/2	
<b>Cows.</b>	
Top	12 1/2
Good	11
Medium	9
Common	07 1/2
<b>Veal.</b>	
Good	15 1/2
Top	17
Medium	13
<b>Lamb.</b>	
Good	28
Medium	25
Poor	20
<b>Mutton.</b>	
Good	15
Medium	10
Poor	08
<b>Pork.</b>	
Heavy hogs	12
Medium hogs	13
Light hogs	14
Loins	18 1/2
Butts	17
Shoulders	14
Spareribs	13 1/2
Neck bones	05

<b>PROVISIONS</b>	
<b>Barreled Pork</b>	
Clear Back	29 00 @ 30 00
Short Cut Clear	29 00 @ 30 00

<b>Dry Salt Meats</b>	
<b>S P Bellies</b>	
18 00 @ 20 00	
<b>Lard</b>	
Pure in tierces	17 1/2
60 lb. tubs	advance 7 1/2
50 lb. tubs	advance 7 1/2
20 lb. pails	advance 7 1/2
10 lb. pails	advance 7 1/2
5 lb. pails	advance 1
3 lb. pails	advance 1
Compound tierces	14 1/2
Compound, tubs	15

<b>Sausages</b>	
Bologna	12 1/2
Liver	12
Frankfort	16
Pork	18 @ 20
Veal	17
Tongue	11
Headcheese	14

<b>Smoked Meats</b>	
Hams, Cert., 14-16 lb.	26
Hams, Cert., 16-18, lb.	27
Ham, dried beef	
sets	@ 34
California Hams	@ 15
Picnic Boiled	
Hams	30 @ 32
Boiled Hams	35 1/2 @ 37
Mince Hams	14 @ 17
Bacon	18 @ 30

<b>Beef</b>	
Boneless, rump	18 00 @ 23 00
Rump, new	18 00 @ 22 00

<b>Mince Meat.</b>	
Condensed 1 car.	2 00
Condensed Bakers brick	31
Moist in glass	8 00

<b>Pig's Feet</b>	
<b>Cooked in Vinegar</b>	
1/2 bbls.	1 55
1/4 bbls., 35 lbs.	2 75
1/2 bbls.	5 30
1 bbl.	11 50

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

<b>RICE</b>	
Fancy Blue Rose	7 1/4 @ 08
Fancy Head	8 @ 9
Broken	3 1/2

<b>ROLLED OATS</b>	
Steel Cut, 100 lb. sks.	3 50
Silver Flake, 12 Fam.	2 50
Quaker, 18 Regular	2 00
Quaker, 128 family	2 00
Mother's, 128, 11 1/2 num	3 60
Silver Flake, 18 Reg.	1 00
Sacks, 90 lb. Jute	3 65
Sacks, 90 lb. Cotton	3 75

<b>RUSKS.</b>	
<b>Holland Rusk Co.</b>	
<b>Brand</b>	
36 roll packages	4 50
18 roll packages	2 30
36 carton packages	5 10
18 carton packages	2 60

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

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

<b>Holland Herring</b>	
Mixed, Kegs	1 10
Queen, half bbls.	10 25
Queen, bbls.	17 00
Milkers, kegs	1 25
Y. M. Kegs	1 05
Y. M. half bbls.	10 00
Y. M. Bbls.	19 00

<b>Herring</b>	
K K K K, Norway	20 00
8 lb. pails	1 40
10 lb. boxes	95
Boned, 10 lb. boxes	21

<b>Lake Herring</b>	
1/2 bbl., 100 lbs.	6 50
Mackerel	
Tubs, 100 lb. fancy fat	24 50
Tubs, 60 count	6 00

<b>White Fish</b>	
Med. Fancy, 100 lb.	13 00
<b>SHOE BLACKENING</b>	
2 in 1, Paste, doz.	1 35
2 in 1, Combination, dz.	1 35
Dri-Foot, doz.	2 00
Bixby, doz.	1 35
Shinola, doz.	90

<b>STOVE POLISH.</b>	
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
Stovoil, per doz.	3 00

<b>SALT.</b>	
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. bg.	95
Farmer Spec., 70 lb.	95
Packers Meet, 56 lb.	63
Crushed Rock for ice cream, 100 lb., each	75

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



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

## Worcester



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

## SOAP

Am. Family, 100 box	6 30
Export 120 box	4 90
Big Four Wh. Na. 100s	4 00
Flake White, 100 box	4 00
Fels Naptha, 700 box	6 00
Gredma White Na. 100s	4 00
Rub. to More White	
Naptha, 100 box	4 00
Swift Classic, 100 box	4 00
20 Mule Borax, 100 bx	7 00
Wool, 100 box	6 00
Fairy, 100 box	5 00
Jap rose, 100 box	7 00
Palm Olive, 144 box	11 00
Lava, 100 box	4 00
Octagon	6 00
Pumice, 100 box	4 00
Sweetheart, 100 box	4 00
Grandpa Tar, 50 sm.	2 00
Grandpa Tar, 50 lge.	3 00
Quaker Hardwater	
Cocoa, 728, box	2 00
Fairbank Tar, 100 bx	4 00
Tri-N Soap, 100, 10c.	
10 cakes free	8 00
Williams Barber Bar, 9s	
Williams Mugs, per doz.	



## Proceedings of Grand Rapids Bankruptcy Court.

Grand Rapids, Jan. 27.—On this day were received the schedules, order of reference and adjudication in the matter of Earl G. Reed, Bankrupt No. 2630. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids and has conducted two confectionery and ice cream stores at such place. The schedules list assets of \$1,450, of which \$500 is claimed as exempt to the bankrupt, with liabilities of \$3,938.58. Many of the claims are of a secured nature, at least one-half of the aggregate amount of indebtedness, and the court has written for funds for the first meeting, and the same having been furnished the first meeting has been called for Feb. 10. A list of the creditors of the bankrupt is as follows:

Inez Hines, Grand Rapids	\$175.00
Hazeltine & Perkins Drug Co., Grand Rapids	634.92
Tom Rowling, Grand Rapids	150.00
Remington Cash Register Co., Grand Rapids	90.00
Strong Electric Co., Grand Rapids	180.05
Winegar Furniture Co., Grand Rapids	163.96
Morris Plain Bank, Grand Rapids	125.00
So. G. R. State Bank, Grand Rapids	200.00
M. L. Verdier, Grand Rapids	150.00
Lewis Electric Co., Grand Rapids	90.00
J. Delinke, Grand Rapids	90.00
E. B. Gallagher Co., Grand Rapids	24.00
Blatz Brewing Co., Grand Rapids	7.90
Lewis Electric Co., Grand Rapids	78.14
Monarch Printing Co., Grand Rapids	23.75
Roy L. Watkins, Grand Rapids	37.00
Isaac De Fouw & Sons, Grand Rapids	30.00
Arctic Ice Cream Co., Grand Rapids	4.40
A. E. Brooks & Co., Grand Rapids	67.82
A. P. Andryshak, Grand Rapids	53.50
Burton Hts. Creamery Co., Grand Rapids	274.00
Bixby Office Supply Co., Grand Rapids	7.75
A. E. Boulet, Grand Rapids	13.90
Burton Hts. Record, Grand Rapids	27.55
Geo. Cornell & Son, Grand Rapids	23.33
Consumers Ice Co., Grand Rapids	98.75
Consumers Power Co., Grand Rapids	30.92
Ellis Bros., Grand Rapids	88.75
Electric Service Co., Grand Rapids	10.22
Ellenbaas Bros., Grand Rapids	8.00
Folgers, Inc., Grand Rapids	6.90
G. R. Lumber Co., Grand Rapids	25.26
G. R. Gas Light Co., Grand Rapids	5.08
Gilder Garage, Grand Rapids	12.30
Heyboer Stationery Co., Grand Rapids	30.00
Holland-American Wafer Co., Grand Rapids	3.02
Hoekstra Ice Cream Co., Grand Rapids	25.10
A. L. Joyce & Co., Grand Rapids	17.55
Geo. Crabman, Grand Rapids	125.95
Kelly Ice Cream Co., Grand Rapids	59.00
Lee & Cady, Grand Rapids	9.05
Klevenow & Co., Milwaukee	4.71
H. Leonard & Sons, Grand Rapids	4.60
C. W. Mills Paper Co., Grand Rapids	101.13
J. E. Mueller, Grand Rapids	108.00
Miller Candy Co., Grand Rapids	13.71
Bell Telephone Co., Grand Rapids	4.50
National Candy Co., Grand Rapids	142.47
National Grocer Co., Grand Rapids	88.98
Northern Coca Cola Co., Grand Rapids	38.95
Oakdale Coal & Wood Co., Grand Rapids	6.50
Richmond Stamp Works, Grand Rapids	1.10
Thomas Krapp Motor Co., Grand Rapids	44.86
L. T. VanWinckle, Grand Rapids	2.00
Wolverine Spice Co., Grand Rapids	92.50
Woodhouse Co., Grand Rapids	3.75

In the matter of Paul G. Baker, Bankrupt No. 2629, the funds for the first meeting have been received and such meeting has been called for Feb. 10.

In the matter of Perry E. Larrabee, No. 2627, the funds for the first meeting have been received and such meeting has been called for Feb. 12.

In the matter of Augustus F. Lemon, Bankrupt No. 2581, the trustee has filed his return showing that there are no assets in the estate that are not either claimed as exempt to the bankrupt or such as are covered by valid lien claims. The property so encumbered has been abandoned and the case has been closed and returned as a no-asset case.

Jan. 30. On this day were received the schedules, order of reference and adjudication in bankruptcy in the matter of Ray Goss, Bankrupt No. 2632. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Cadillac. The occupation of the bankrupt is not indicated in the schedules filed. The schedules show assets of \$200, all of which is claimed as exempt to the bankruptcy. The liabilities are shown at \$2,607.38. 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:

Creamery Package Mfg. Co., Cadillac	\$873.49
H. F. Dowstra, Cadillac	67.60
Cadillac News, Cadillac	112.00
Cadillac Print Co., Cadillac	50.00
Krieger Currier Co., Cadillac	48.85
Nelson Bekman Co., Cadillac	16.00
Weber, Ainsworth Co., Cadillac	7.50
Nixon-Hansen Co., Cadillac	.80
Haynes Lumber Co., Cadillac	18.00
Ford Garage, Cadillac	375.00
Overland Garage, Cadillac	29.00
H. C. Jorgensen Clothing Co., Cadillac	6.50
Fair Store, Cadillac	32.00
Kelly Motor Co., Cadillac	43.60
Brems Potato House, Cadillac	150.00
A. Anderson, Cadillac	116.00

John J. Cooper, Cadillac	150.08
Geo. Cooper, Cadillac	73.00
Drury Kelly Hardware Co., Cadillac	25.32
Theo. Burke, Cadillac	38.80
Fred Baker, Cadillac	59.45
Mr. Baker, Cadillac	50.00
Cadillac Plumbing & Heating Co., Cadillac	52.93
W. T. O'Brien, Cadillac	11.75
Standard Oil Co., Cadillac	26.21
Schemer Co., Cadillac	3.50
Mr. Schute, Cadillac	65.00
National Dairy Council, Chicago	30.00

Feb. 2. In the matter of G. R. Grain & Milling Co., Bankrupt No. 2587, the trustee has reported the receipt of an offer from A. J. Hoolsema, of \$160 for property appraised at \$295, and also the offer of Tisch-Hine Co. of \$25 for property appraised at \$234.50. The accounts receivable, aggregating a book value of \$1,800, will be sold to the highest bidder at auction. The date fixed for hearing and sale is Feb. 13. All interested should be present. The sale will be at the office of the referee.

Feb. 2. On this day was held the first meeting of creditors in the matter of Ed B. Nieboer, Bankrupt No. 2602. The bankrupt was not present or represented. Corwin & Norcross were present for petitioning creditors. Several creditors were present in person and by White & Reber and Wm. J. Brandstrom. Claims were proved and allowed. A first dividend of 10 per cent. was ordered paid. The meeting was then adjourned without date.

## Canned Foods Foundation.

Canned Foods Week has undoubtedly been an important factor in encouraging the housewife to use canned products more generally. Its success on the one side and shortcomings on the other, have convinced those interested in canned foods of the value of an all-year-round campaign of education. But its adequate realization involves so large an expenditure that systematic organized auspices back of it must be established.

It is proposed to organize what shall be known as the "Canned Foods Foundation" to finance, organize and conduct a consistent campaign of education, in which all those to be benefited by larger uses of canned goods shall have their part. Who shall finance this and how, appears to be the chief problem.

The canner is more directly benefited than anybody else, but the broker, wholesale and retail grocers would share in large measure the encouragement of a larger volume of trade, and ought to participate in the burden to some extent.

This is meant to be not only an advertising campaign in print, but an educational campaign, participated in by speakers bureaus, university promotion and enlisting the support of women's clubs, physicians and the trade generally. As a result of this convention the way was paved for a well co-ordinated management and it is believed that subsequent conferences and co-operation between grocers, canners and brokers will go far to accomplish the desired end.

## At the Crossroads.

You to the left and I to the right,  
For the ways of men must sever—  
And it well may be for a day and a night,  
And it well may be for ever.  
But whether we meet or whether we part  
(For our ways are past our knowing)  
A pledge from the heart to its fellow heart  
On the ways we all are going!  
Here's luck!  
For we know not where we are going.  
You to the left and I to the right,  
For the ways of men must sever,  
And it well may be for a day and a night,  
And it well may be for ever!  
For whether we live or whether we die  
(For the end is past our knowing)  
Here's two frank hearts and the open sky,  
Be a fair or an ill-wind blowing!  
Here's luck!  
In the teeth of all winds blowing.  
Richard Hovey.

New Issue

February 2, 1925

\$20,000,000

## Est Railroad Company of France

(Compagnie des Chemins de Fer de l'Est)

### 7% External Sinking Fund Gold Bonds

Dated November 1, 1924

Due November 1, 1954

Interest payable May 1 and November 1. Coupon bonds in denominations of \$1,000 and \$500, registerable as to principal. Principal and interest payable in United States gold coin of the present standard of weight and fineness at the office of Dillon, Read & Co., New York, without deduction for any French Taxes, present or future. Application will be made in due course to list these bonds on the New York Stock Exchange.

A Sinking Fund is provided, beginning May 1, 1925, which is calculated to retire the entire issue by maturity, by purchase in the market at or below 100% and interest or if not so obtainable, by call by lot at 100% and interest.

Redeemable as a whole at 105% and interest on November 1, 1929, and on any interest date thereafter.

Information in regard to this issue is given in a letter from M. Maxine Renaudin, President of the Board of Directors of the Est Railroad Company, from which we summarize as follows:

### DESCRIPTION OF THE COMPANY

The East Railroad, which is one of the leading French Railroads, operates 3,124 miles of track and connects the city of Paris with Belgium, Luxembourg, Alsace, Lorraine and Switzerland. The geographical situation of its system assures a heavy freight traffic, as it serves one of the most important industrial regions of France, including the metallurgical district of Nancy, and the Briey Basin mines, and lies directly in the line of communication with the countries of Central Europe. Largely for this reason the receipts per mile of the Est Railroad are among the highest of the French Railroads.

### OPERATING PROFITS

Dividends have been paid on the common stock of the Est Railroad Company without interruption since 1846. For 1924 the earnings of the company, after payment of operating expenses, interest, dividends and full provisions for reserves will leave a balance sufficient to enable it to contribute approximately 20,000,000 francs to the railroad "Common Fund" referred to below.

Before the war the company prospered to such an extent that by 1911 it had repaid all advances theretofore made to it by the French Government on account of interest, and was free of debt. That part of the company's system which was destroyed during the war (approximately one-fifth) has since been restored, the cost of restoration having been met by the Government, and all debts of the company to the Government contracted from 1914 to 1921 have been cancelled.

### SECURITY

This is the first foreign loan contracted by the company. The bonds are the direct obligation of the Est Railroad Company and rank paripassu with all other issues of the company now outstanding, and the company covenants that it will not place any mortgage, lien or other charge on any of its properties or revenues without causing this issue to share ratably in the security created by such mortgage, lien or charge.

### GUARANTY OF FRENCH GOVERNMENT

The payment of interest and sinking funds on the outstanding bonds of the East Railroad Company, and amortization of and dividends on its capital stock is secured:

1. By the operating receipts of the road;
2. By the "Common Fund" of all the large French Railroad Systems into which Fund certain excess receipts of all Systems are paid;
3. By the payments which the French Public Treasury has undertaken to effect if necessary to make up an deficiency in the Fund.

The "Common Fund" of the French Railroads and the undertaking of the French Government in connection therewith are described in detail in the President's letter.

### PURPOSE OF ISSUE

The proceeds of this issue are to be used to meet the cost of constructing new lines, for repairs and improvements, and the purchase of rolling stock.

We offer these bonds for delivery when, as and if issued and received by us and subject to the approval of legal matters by our counsel, Messrs. Coudert Brothers, in New York and Paris. It is expected that interim receipts of Dillon, Read & Co. will be ready for delivery on or about February 10, 1925.

Price 87% and Interest. To Yield Over 8.10%

Further information is contained in a circular which may be had on request

## HOWE, SNOW & BERTLES

(Incorporated)

### INVESTMENT SECURITIES

#### GRAND RAPIDS

#### NEW YORK

#### DETROIT

#### CHICAGO

The statements herein, partly received by cable, have been accepted by us as accurate but are in no event to be construed as representations by us.



### Remarkable Facts About an Important Suburb.

Owosso, Feb. 3.—Owosso is a hamlet of 15,000 inhabitants, located 83 miles East of Grand Rapids. More to the point, from our viewpoint, Grand Rapids is 83 miles West of Owosso, and if anything happens or occurs down here we are going to let you know at intervals that you may not feel slighted. In other words, we do not wish to hurt your feelings. The streets of our fair city run East and West, and North and South and across each other at right angles, so this will give you a pretty fair map of the entire situation. This is for the information of your Mears correspondent.

The M. M. Lamb grocery stock and fixtures, located at 639 Cornua road, has been sold to F. G. Valentine, who has taken possession. Mrs. Lamb will move to Mt. Pleasant and operate a coffee ranch, in order to give their daughter, Miss Bird Lamb, who is a fine vocalist, the advantages of the Mt. Pleasant Normal College.

The city hall building, which has been under construction for several months, is of white brick and marble (at a cost of about \$125,000) is nearly completed. It is being built on the site of the old W. A. Woodard factory, on Main street, West, on the bank of the historical Shiwassee river. It is a magnificent structure and a beautiful and also convenient location. Boys, take a look when you all drive in from the West.

W. E. Lovett, owner and proprietor of the Connor cafe, West Exchange street, better known to his friends and patrons as "Bill's Restaurant," has moved to the basement of the State Savings Bank, corner of Main and Washington, where he has opened to the public an up-to-date eating place, known as Bill Lovett's American cafe. Everything is up-to-date. Home cooking, lots of it, with generous portions served. Boys, go down and see Bill. Bud Peagles barbecue and lunch parlor, in Birmingham, has nothing on us.

Paul Siess, of Siess & Gazelle, has purchased the business of John Gazella and becomes sole owner of the Recreation cigar lunch and billiard parlor.

Bud Peagles hasn't got anything on this concern. Finest and best outfit and most gentlemanly conducted billiard room in the State.

Honest Groceryman.

### Dea'h of Ai Barnum the Alaska Merchant.

Alaska, Feb. 2.—Ai Barnum, who has been engaged in the mercantile business here since 1906, suffered a stroke of apoplexy last Wednesday afternoon and died two days later. The funeral was held in the Baptist church at this place Sunday afternoon, services being conducted by Rev. Wright, of Middleville. Interment was in the Alaska cemetery.

Mr. Barnum was born on a farm near Bailey, April 11, 1857. He lived on the same farm until he was 45 years of age, when he moved to Middleville and engaged in the mercantile business. A year or two later he removed to Alaska, where he had been engaged in general trade for the past nineteen years. Mr. Barnum was married in 1889 to Miss May Faught, of Fremont. They had two children—Arlie D. and Eloise, now Mrs. Gordon Plough of Kalamazoo. He is also survived by the widow, who was too ill Sunday to attend the funeral. Mr. Barnum was a man of good intentions and generous impulses and was well liked by those who came in contact with him in a business way.

### All Teas Are Now Pure.

Examinations of tea imported into the United States during the fiscal year 1924 resulted in a smaller per-

centage of rejections than during any other fiscal year for the last ten years. During the past fiscal year 104,492,743 pounds of tea were examined at all of the ports of the country, and of this amount 63,159 pounds, or .06 per cent., was rejected. All of the rejections were for quality. As far as the purity of the tea was concerned, there was not even a suspicion of coloring or facing material appearing in any teas during the year. This is very gratifying, the bureau maintains, because at one time, due to the coloring and facing of teas, the rejections for impurities were very high.

It is a well-recognized axiom in art that an actor must never allow himself to be carried away by his role, that a poet must never yield to his emotion, that a painter, while he must be in love with his painting, must never be in love with his model. Departure from this rule is said always to end in something that is not art—in that something that is above art and is sometimes called truth. A Polish actor in the good city of Kielzy the other day exhausted the blank cartridges in his "property" revolver while taking part in a play that must have been not unakin to melodrama, "Bolsheviks of Warsaw." Coincidentally, it appears he exhausted his artistic urge and impinged upon the region of real life. At any rate, he drew his personal revolver, which had nothing to do with art or blank cartridges and shot up the theater, not sparing even the audience. Judicious critics, applying the well-recognized axiom, had no difficulty in realizing that he was a poor actor, a renegade to art. Even the policemen who arrested him must have had some vague notion that he had overstepped the mark.

Beyond the shadow of a doubt, prohibition enforcement is demanded by enlightened public opinion. The law is the law. Just the same, the wisdom of the measure reported to the House by its Judiciary Committee is worse than doubtful. This Stalker Bill backed by the Anti-Saloon League, provides ninety days in jail and fines of \$300 for the "half-pint" violators and \$10,000 fines and five years in prison for grave offenses. Apparently the provision making jail sentences mandatory for first offenses, even though minor ones, has been dropped. It should have been, and this measure should be further modified. The White House, in discussing this measure, pointed out that the punishment should fit the crime and that there are degrees in violation. It is axiomatic that if laws are too lax society takes punishment into its own hands. By the same token, when laws are too drastic juries refuse to convict. One of the things that prohibition should pray to be saved from is its own fool friends.

One of the traditional complaints of Socialism is that labor does not get its share of the spoils of man's victory over nature, which results in the production of useful things. Russia, under state capitalism, should be able to furnish some illuminating statistics

bearing upon this question. It has. For the year ended in October, 1922, the total average daily output of each worker in fourteen nationalized industries was calculated at \$2.15. What part of this did the worker receive? Just 19 cents. For the year ended in January, 1924, each worker's daily output was calculated at \$2.70, the average daily wage during that period being 36 cents. Of course, a great part of this differential may be laid to slipshod and inefficient methods and organization. But, in consideration of the fact that these industries are organized according to Socialistic economies, and the further fact that the Russian worker is politically dominant, it seems strange that he does not get more of his mythical "share."

Your equipment and fixtures may have been the latest when installed. How about them now? Isn't there something better to be had that would enable you to speed up the business?

## NOVELTIES

Along with staple articles, it is necessary to carry novelties of all kinds in children's ready-to-wear. Among these are

### RADIO CAPS



For young and old—Boys and Girls—Good in Spring, Summer, and Fall. Made of highly colored fibre silk.

Ask our salesmen to show you the latest things in children's hose, baby's bonnets, men's shirts, and all ready-to-wear merchandise.

**Paul Steketee & Sons**  
Wholesale Dry Goods  
Grand Rapids, Michigan

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.

## Business Wants Department

Advertisements inserted under this head for five cents a word the first insertion and four cents a word for each subsequent continuous insertion. If set in capital letters, double price. No charge less than 50 cents. Small display advertisements in this department, \$3 per inch. Payment with order is required, as amounts are too small to open accounts.

For Sale—Good clean stock of groceries and notions. Must be seen to be appreciated. Don't overlook this if interested in something GOOD. Address No. 811, c/o Michigan Tradesman. 811

For Sale—Ice machine, Isko, cheap. C. H. Kretschmer, Saginaw, Mich. 812

WANTED—Man with sales experience to sell the EHRLICH line of refrigerators, cooling rooms and freezing counters to the butcher and grocery trade. Splendid opportunity for the right man. H. EHRLICH & SONS MFG. CO., LAKE AND COLORADO AVES., ST. JOSEPH, MISSOURI. 813

For Sale—Good stock of men's clothing, furnishings and shoes. Very good location in Grand Rapids. Stock and fixtures will inventory about \$9,000. Big reduction if sold at once. Good reason for selling. Address No. 814, c/o Michigan Tradesman. 814

Mr. Merchant—Do you want two experts to "pep up" your business or reduce stock? Do you want to sell out? If you want quick action on your merchandise, write me at once. LEWIS PRESENT, Hotel Herkimer, Grand Rapids, Mich. 815

GENERAL MERCHANDISE STORE—Twenty miles from Grand Rapids. Wide awake, growing town. On best highway leading out of Grand Rapids. Stock inventories about \$4,000. Somebody will get this at a real bargain. Address H. L. Boggs, Trustee, 450 Houseman Bldg., Grand Rapids, Mich. 816

ESTABLISHED HIGH GRADE GROCERY. SUCCESSFUL FOR TWENTY-FIVE YEARS. High class trade. Five year lease assuring exceptionally low rent. Stock all up to date. Unusual circumstances require selling. This will require cash. Don't answer unless you mean business. Address No. 817, c/o Michigan Tradesman. 817

For Sale—Meat market and grocery stock and fixtures. Established business. Best location in town. GOOD summer resort trade. Must sell at once. No trades considered. Address L. K. Storms, Centerville, Mich. 818

For Sale—Ladies ready-to-wear and millinery store. Medium sized factory town. One plant employing 1200 running full time. Will inventory about \$3,500. Beauty parlor in connection pays the rent. Steam heated brick building. Reasonable rent. Will sell 25% off of inventory. Address No. 819, c/o Michigan Tradesman. 819

For Sale—Dry goods business; good future, old stand. Want to retire. N. Scharberg, Dunes Highway, Michigan City, Indiana. 806

For Sale—A clean stock of general bazaar goods and groceries in small town with city conveniences and surrounded by good farming country. This is a splendid opportunity for a retail merchant. Address No. 808, c/o Michigan Tradesman. 808

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

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

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.

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



### Gabby Gleanings From Grand Rapids.

Grand Rapids, Feb. 3.—Judging from present indications the February meeting of Grand Rapids Council this week Saturday night will be a record breaker, both from the standpoint of attendance and entertainment. It is to be ladies' night and Mrs. A. F. Rockwell chairman of the committee in charge, is making every effort to make it a highly enjoyable evening. The ladies will be entertained at cards on the mezzanine floor of the Rowe Hotel, while the men conduct the business section of the meeting. Come out, ladies, you might win a prize.

Art Borden writes us from Texas that he is enjoying the balmy air down there and that business is good.

Dave Drummond, of bob tailed cat fame, is spending the winter, with Mrs. Drummond, in Miami, Fla. He says no matter how much money a man has, he cannot become popular in Florida unless he "shucks out."

We are pleased to announce that Mrs. Gilbert H. Moore, wife of our efficient Senior Counselor, is rapidly convalescing from an attack of the flu.

You fellows who haven't yet paid assessment No. 179 better get busy. You might slip into a ditch.

And another thing you better do: Bring your wives up to the Rowe Hotel next Saturday night; leave them on the mezzanine floor, where they can enjoy themselves at cards, and you come on into the council room and let us see how you look with a U. C. T. cap on. We have your size.

The Sanitary Knitting Co. will remove about Feb. 10 from the Ranville building to the Leonard building on Ottawa avenue.

Samuel Kranse and wife and W. W. Huelster and wife left Tuesday for Gainesville, Florida, where they will devote a week or more to the inspection of their manufacturing plant, which converts moss from live oak trees into upholstering material, to be used in place of curled hair. They will then proceed to Palm Beach where they will remain two or three months.

The Elliott Machine Co. will remove about March 1 from the Ranville building to the Rice building recently purchased by Wm. Alden Smith at the junction of Campau street and the G. R. & I. railway track.

Rev. King D. Beach, pastor of the First Methodist church, gave a stirring address to the Salesmen's Club at the regular noon day meeting last Saturday. He announced himself as being not only pleased, but as somewhat surprised when the committee requested him to talk on the prohibition question. He said this certainly was conclusive proof that the standards of the commercial traveler and the salesman at large were on a much higher level than in the days gone by. He stated that at this time the Nation is facing a serious condition in connection with the lack of enforcement of the prohibitory law and that said lack of enforcement will eventually bring the saloons back, with all their attendant evils—dirty politics, red light districts, etc. In referring to the light wines and light beers, he suggested that in his judgment it would be just as difficult to prevent the bartender, who was dealing out light wines and light beers over the top of the bar, from dealing out something heavier from underneath the bar, as it is at present to absolutely enforce our present laws. He stated that tremendous changes have taken place since the Nation went dry. Applying his remarks personally, he stated that the test of a man's sincerity is his willingness to obey the law himself. And that a man who even drinks intoxicating liquor at this time is a violator of the law, because in so doing he is a part of a conspiracy to evade and violate the said law. He said, "I have more confidence in a man who violates the law himself than the one who gets the

other fellow to violate it for him." He also stated that the church is a potent factor in not only religious conditions, but in business, legal and social conditions, and that now is the time for all men, who believe in sobriety, decency and law enforcement, to come out and stand four square on the liquor laws as they are now in effect. Another good speaker has been secured for the meeting on next Saturday, Feb. 7.

### Too Late To Classify.

Detroit—Edgar M. Miesfeldt is succeeded by Peter's meat marke at 4900 Livernois avenue.

Wellston—The Halstead Merchandise Co. succeeds Paul Brach in the grocery, feed and grain business.

Baraga—Herman J. Falk has sold his cigar factory to his son, John P. Falk, who will continue the business.

Lansing—John Varraile, dealer in shoes and men's furnishings at 1135 South Washington street, is bankrupt. His assets are \$2,500 and his liabilities \$6,319.15.

Fountain—H. O. Loken, jewelry and men's furnishings, has installed a modern lighting plant in his store building with which he will furnish light to several of his neighbors in trade as well as his own store.

Highland Park—The Good Hardware Co., 14037 Woodward avenue, has been incorporated with an authorized capital stock of \$10,000, \$2,200 of which has been subscribed and paid in in cash.

Muskegon—The Allen-Webster Co., 95 West Western avenue, women's ready-to-wear garments, has changed its name to Louis A. Allen, Inc., and increased its capital stock from \$10,000 to \$25,000.

South Haven—Decker-Moore, Inc., 611-13 Phoenix street, has been incorporated to conduct a wholesale and retail business in autos, auto accessories, tires, parts and supplies, with an authorized capital stock of \$20,000, of which amount \$10,500 has been subscribed and paid in, \$3,000 in cash and \$7,500 in property.

Reeman—The Edd B. Nieboer general stock and fixtures have been purchased by Peter Boven, the former owner, who paid \$12,000 therefor. The stock was appraised at \$18,000. The total indebtedness of the former owner is \$31,058.67. Mr. Boven owned and conducted the business for several years prior to disposing of the stock to Mr. Nieboer, who owed Boven \$14,000 at the time of the failure.

Kalamazoo—The Fuller & Sons Manufacturing Co., auto truck transmissions, etc., has increased its capital stock from \$100,000 to \$250,000.

Mt. Pleasant—The National Super Cement Co. has been incorporated with an authorized capital stock of \$1,400,000 preferred and 600,000 shares at \$25 per share, of which amount \$3,000 and 600 shares has been subscribed and \$1,312.50 paid in in cash.

Saginaw—The Hammond-Wieneke Co., autos, parts, supplies and accessories, has increased its capital stock from \$25,000 to \$60,000, \$10,000 of the increase represents preferred stock which is to be distributed as bonuses to employees of the company.

Detroit—The Flower Products Co., has been incorporated to manufacture and deal in valves, hydrants, power piping, etc., with an authorized capital

stock of \$2,500, all of which has been subscribed and paid in in cash.

St. Joseph—W. H. Sweet has sold his grocery stock to Kenneth Auker, who will continue the business at the same location, 812 Wisconsin avenue.

Detroit—The Wanamaker Dress Shoppe, 8060 Twelfth street, has been incorporated to deal in women's ready-to-wear garments, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in, \$1,000 in cash and \$4,000 in property.

Detroit—The Reliable Radiator & Fender Repair Co., 4856 Cass avenue, has been incorporated with an authorized capital stock of \$2,000, all of which has been subscribed and \$700 paid in in cash.

Detroit—The Wayne Glass Co., 1309 Sherman street, has been incorporat-

ed with an authorized capital stock of \$40,000 common and \$10,000 preferred, \$35,000 of which has been subscribed and paid in, \$15,000 in cash and \$20,000 in property.

Detroit—The American Bleacher Products Co., 148 East Woodbridge street, has been incorporated to manufacture and sell bleach products, blueing and soaps, with an authorized capital stock of \$6,000, all of which has been subscribed and paid in in cash.

Mendon—The New York Poultry Co., Inc., has been incorporated to deal in poultry and kindred products, with an authorized capital stock of \$6,000, all of which has been subscribed and paid in, \$3,500 in cash and \$2,500 in property.

## THE 1,000 MILE SHOE



### Here's how they wear —and they always stay soft

Two years ago we announced a shoe that would wear 1000 miles.

Thousands read our ads and bought. Then they "checked-us-up." Just to see. For it was a big claim to make. Now, every mail brings us letters commending our product. The Rouge Rex 1000 mile shoe is something unique in a shoe. It is made in an entirely different way.

First, it is made of Cordovan horse-hide. Experts agree that this is the toughest leather known. The finest Cossack saddles are made of it. Baseballs, too, because horse-hide only will stand the pounding. But heretofore it always tanned-up too stiff for shoes.

In our tannery we learned the secret of making it soft. No one else, so far as we know, has learned how to do this, for work shoes. Even the soles of these shoes are horsehide.

And we tan it so that it stays soft. The upper leather is thick for your protection, but soft and pliable as buckskin. Even after many wettings it will always dry out soft. No other shoe does this.

There is a Rouge Rex shoe for every use. For field and shop. For lumbering and hunting, for the mines and the oil fields. The shoe shown above is especially designed for rough wear in the early spring and fall. But whatever your need, there is a Rouge Rex to meet it. All of the same quality.

**HIRTH-KRAUSE CO.** *Grand Rapids*