

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-third Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 21, 1925

Number 2196

VALE

HE HAD the soul of truth,
Strong with the strength
of youth;
He had the gift of wit,
With love to sweeten it.
He knew not fear or shame:
When the destroyer came,
When death betrayed the fall,
He could surrender all,
Putting the world aside.
For time had proved him,
And the gods loved him
That he died.

Charles Warren Stoddard

Indian Summer

The crisp, clear days of October are the finest of the year to those fortunate people who revel in good health. The sting of cool winds upon the cheek, the crackle of dried leaves underfoot, bring a sense of the joy of living that comes with no other season. Happy indeed are those

whose racing blood leaps to the challenge of October's nippy breezes.

But to many people October is a chilly month, a month of colds and snuffles and twinges of the joints; the fore-runners of the usual flock of winter ills.

There are thousands of unfortunate people throughout the country who never realize to the full the joy of life, because their systems are clogged by the poisons of uneliminated waste matter. Their vitality is so taxed by the strain of the continual, energy-sapping

fight against these poisons, that the sharp tang of an October day brings discomfort instead of stimulation.

Sufferers from constipation will find relief in Stanolax (Heavy), the colorless, odorless, tasteless mineral oil.

Stanolax (Heavy) aids in the elimination

of waste matter by lubricating the intestines and softening the hard, dry masses so that they can be easily passed. It has no medicinal effect, and is not followed by any of the injurious after-effects which commonly result from the use of purgatives and cathartics.

If you are one of those who fail to extract your full share

of pleasure from life because of the burden of faulty elimination, get a bottle of Stanolax (Heavy) today. It is for sale at all drug stores.



The Standard Oil Company
[Indiana]

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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.

Subscription Price.Three dollars per year, if paid strictly
in advance.Four dollars per year, if not paid in
advance.Canadian subscription, \$4.04 per year,
payable invariably in advance.Sample copies 10 cents each.
Extra copies of current issues, 10 cents;
issues a month or more old, 15 cents;
issues a year or more old, 25 cents; issues
five years or more old 50 cents.Entered Sept. 23, 1883, at the Postoffice
of Grand Rapids as second class matter
under Act of March 3, 1879.**THE SEASONAL URGE.**

A further quickening of activity marked business in mercantile lines during the past week. Some days of cool weather had something to do with this, but, aside from this circumstance, was the seasonal urge that could not be delayed. Retail stores, big and little, all over the country are feeling the impulse and are putting in reorders to provide for the awakened demand. Buyers from out of town were fairly numerous during the past week and their orders were pretty generally distributed, with most emphasis on ready-to-wear. Purchasing of holiday goods is also getting a little more momentum. How seasons swing into one another in a country with so many kinds of climate as this is shown by the fact that, at the very time when sales of cold weather raiment are reaching toward their peak, lines of summery Southern resort wear are also being pushed. Primary markets in general are showing up to better advantage than they did recently, being impelled by the results of consumer buying. Notable among the features of the past week were the many openings of silk fabric lines for Spring. The general characteristic of them is the great proportion and variety of prints. These are shown in a bewildering array of color and an attention to artistic design that have never before been equaled. It will not be the fault of the manufacturers if the supremacy of silks now fairly long maintained, is not continued.

WOOL AND WOOLENS.

Those who have wool to sell profess to see an improvement in the market for it. In some few instances and for certain special kinds there has been a slight advance. But the fact cannot be ignored that there is a lot of wool available in the world and that prices thus far have only been kept at their present levels by restricting the offerings and by fixing upset prices. How

long such an uneconomic position can be maintained is a question. Carrying charges must, sooner or later, have their effect and cause holders to let go, unless there is a decided quickening of demand. The very finest of merinos and some medium crossbreds have held up better than the other sorts because they were more called for by manufacturers of woollens. No drastic changes in prices are expected, but there may be gradual shrinking unless circumstances change. Fabric prices have softened a little in consonance with those of the raw material, and the same is true of a number of clothing lines for Spring. There has been some improvement in sales of overcoats and suits for the present season, retailers having put in quite fair reorders. Salesmen are out on the road after orders for Spring, but not much business has yet been placed. Women's wear is moving better than it did, but there is yet much to be done for the season. Sports wear for the Winter resorts has made its appearance and will be pushed vigorously from now on. Much is expected of this because of the boosting of Florida by promoters.

PLEA AGAINST CRUELTY.

For twenty-five years the Audubon Society has besought the co-operation of women in saving birds, imploring them not to uphold the millinery traffic in bird life for hat trimmings. Yet there are women who still refuse to comply with this small request and appear in wing-decked hats, and even aigrettes, which are bird scalps ripped from the heads of the living females on their nests.

Now that Minnie Maddern Fiske has brought to the attention of women the terrible cruelties of the steel trap, which captures but does not kill animals, it behooves women to think twice before buying or wearing furs. For weeks the animals endure thirst, starvation, attacks from other animals, fever, torturing pain before the trapper revisits the spot and relieves with kindly death. When possible, a mink, beaver, fox or other trapped victim will gnaw off a foot to get away and there are bloody tracks across the snow. Perhaps a pitying mate helped him make the escape. To hunt for sport, to injure and kill for pleasure is a relic of savagery.

This country and Mexico, for the first time, are to exchange professors. The University of Missouri is to send to the University of Mexico the dean of its school of journalism, Walter Williams, president of the Press Congress of the World. It will receive in return Dr. Jose Casaurane, secretary of Public Education, himself an experienced journalist. This exchange offers a stimulating prospect of further

intimacies of contact, precluding the better understanding that always issues from knowledge. The unofficial envoys are qualified to dispel long-harbored grudges due in no small degree to the fact that it is so many miles between Chapultepec and Washington. Many who should have been friends to both lands have done their part to muddy the waters of the Rio Grande. These two men, accustomed to present facts in a clear, straightforward fashion to as many as can read and digest them, will have a valuable mission to perform for those who in Mexico as well as in Missouri really want to be shown where and what the truth is.

Possibly the financial interests of America are exerting pressure, and thereby causing a new fall of the French franc and a new financial crisis in France. There have been new intimations from the White House that new loans from America may depend upon debt adjustments. At any rate, Finance Minister Caillaux is understood to be working on the terms of a new debt offer in place of the tentative pact he took home from Washington. Meanwhile, the Painleve Government is swimming hard to keep its head above the financial waters that threaten to close over it in December, when certain reimbursement bonds fall due. When the American Congress meets, the situation may become even more complicated for France. There is a possibility that Congress may solemnly resolve that American bankers should make no more loans to countries whose debts to America remain unadjusted. There is enough resentment in both houses of Congress to cause some such action.

Eugene Sandow's exceptional strength did not bring him unusual length of years. He was only fifty-eight at the time of his death. However, he might have lived much longer if he had not been the victim of a motor accident a few years ago. His death follows at an interval of twenty-four hours that of another strong man of Prussia, Breitbart, resulting from blood poison, due to a scratch of a nail. The average man, while impressed by the intensive training to which Sandow resorted in order to develop his exceptional thews and sinews, is content with a rounded program of exercise that will give him the sound body as the vehicle of the sound mind. He does not care to be able to crack iron bars, or lift a team of horses, or hold human dumbbells high over his head. More to the point, for one who wants to keep in prime physical condition, is steady, symmetrical training day by day, even though the feats performed may never startle an audience to approving demonstrations.

A California professor, on the way to the City of Mexico, to become dean of the English department in the university, says that he would entrust the fate of America to roughnecks rather than to highbrows. This sounds as though it meant something, but there is more pungency than sense in the remark. It makes a false antithesis between manual and mental effort. The two go together excellently and they should likewise be yoke fellows in human service. Practical men these days have no quarrel with theorists. They want all the book learning and all the scholarly advice they can get for their guidance. Motor car, airplane, radio and all mechanical appliances that minimize discomfort and drudgery, bettering health and increasing the joy of life, draw constantly upon the fund of knowledge achieved only by costly laboratory research.

Regret over the doom of the horse in city streets is a bit premature. The milkman and the iceman wouldn't know what to do without him. As the milkman walks along carrying a dozen bottles in the holder and leaving them at their various destinations, the horse keeps along with him. No automobile has ever been trained to do that. If a driver had to start and stop a car every few doors, there would soon be loud complaints over the late arrival of the morning's milk. Other advantages of the horse in comparison with his mechanical rival are listed in a survey conducted here by the Associated Press. One of these is the smaller cost of a horse under conditions of congestion which compel a slow pace. It is pleasant to think that we are not likely to lose soon one of the most picturesque features of our streets.

The most eminent lawyers in this country have long contended that we have adopted every conceivable plan for retarding justice. But they have been mistaken. The National Conference on the Science of Politics, in session at Columbia University, presented a new method. It suggested that psychological tests be applied to determine the fitness of judges and ascertain to what extent their decisions are guided by justice or personal motives. This should add to the gayety of any court room. Doubtless all criminals at the bar will be greatly entertained to see the judge placed in the circuit of a galvanometer to get his psychogalvanic reflex during his judgment; but it seems a bit unfair to place a dignified, elderly gentleman on trial for personal honesty while the actual malefactor looks on and grins.

Nobody can take your place.

IN THE REALM OF RASCALITY.

Cheats and Frauds Which Merchants Should Avoid.

Hillsdale, Oct. 15—As a subscriber to your good weekly I am taking the liberty to ask if you can give me any information as to the reliability of a concern calling itself the National Automobile Service Corporation. The proposition, as I understand it, is for the sum of \$24.50 I can get a rebate or lower price on gasoline of 2 cents per gallon, 10 per cent. discount on repairs or paint job; that I get towed in and other things enjoyed by the many members they claim to have. This looks like a good proposition if it is all true and if they last the period of the membership, which runs two years for the sum mentioned above. The fact that the solicitors are combing the district around Jackson, especially in the foreign section, leads me to believe they are getting business and it may be possible that I can save some real money on gasoline if nothing else. All I need do is buy around a thousand and gallons to get my money back. Have you ever heard of such a plan and is it O. K. or have people lost money in such schemes? The individuals' names who are peddling the memberships in Jackson or are trying to are Meyer Gordon, Gutman, Goodman, Lewis, Sam Schwartz and names like that. They have on their literature the name of a little garage in the North end of Ann Arbor, run by a colored man, as their road aid and emergency service. You get a 10 per cent. discount there, too. There are lots of large garages handy for a traveling man in Ann Arbor close to hotels. I hate to join this and have to go nearly a mile toward the country to get service. Do you think they will have a lot of other service stations where one can get to quick. The colored man is in the North end of town. I will thank you for any information you can give me.

Winn V. Richards.

The concern above named has been under suspicion by this department for some time and a definite statement regarding the institution will be made next week or the week following.

On two recent occasions the Better Business Bureau has brought to the attention of retail stores the fact that substitution of inferior, or even of different articles during the flood tide of buying induced by a sale undermines confidence. People soon discover, in appreciable numbers, that purchases do not correspond with the advertised inducement. If a well-known brand of hose is offered, late comers may be disappointed if they find that another brand has been substituted. If certain leather bags are advertised, other bags, not of as good quality, perhaps, will not satisfy those customers who came especially to purchase the specific article first proffered. When the advertised merchandise has been exhausted, the real sale is over. Keeping it alive with stimulants impairs public faith.

Sometime ago we published in these columns some information concerning the operations of the Jeffries Automatic Service Co., of Los Angeles, Calif. This concern was one of the first to operate pie and sandwich vending machines. It experienced considerable difficulty in promoting the business and got into a jam with the Corporation Commissioner of the State of California. This

company claims to have sold 100,000 leases on its vending machines to citizens of California. A few weeks ago they started placing 5,000 of these machines in Ohio and Michigan and several hundred have already been placed. On Aug. 1 the Cleveland manager received orders from headquarters in Los Angeles to discontinue all company business and close his office. We are informed that the company admits its machines are a mechanical failure and must be replaced. The Cleveland and other Eastern offices are said to have been operating at a loss. The patent and stock control have changed hands recently. In this connection we wish to inform our readers that numerous bulletins have been received from various Ohio cities commenting on the vending machine enterprises and warning readers that their experience has shown that most of these companies are more intent on disposing of their vending machines than they are in servicing them.

Lansing, Oct. 12—In 1923, my husband decided he would like to take a course in the Rahe Auto and Tractor School, Chicago. We did not have much money at the time, so they offered to reserve a place for him provided he sent an advance payment of \$25, which he did. As time went on conditions were such he could not pay the rest, and could not go. He wrote and explained, and they ignored all our letters until May 24, 1924, they sent us a letter saying the Rahe school had been purchased by the Chicago Auto & Electrical Shops, and they could not refund money that had been paid to the old organization. We are in need of money at present; in fact, have been for the past two years. We have six in the family, four children to provide for, and surely could use that \$25, and think if they are an honest organization they would not want to keep a poor man's money. Will you write to them and see if you can get this money for us?

Mrs. P. H.

It is impossible to get refunds of money from this class of auto schools. The advance payment was secured by false pretenses of course. The special inducements of this school to induce advance payment are all a hoax. The Tradesman has persistently refused the advertising of this auto school—and all others employing similar deceptive methods.

"Window-baiting" is a selling practice which the Better Business Bureau has opposed many different times. A new variety was revealed recently in this city. A certain dress was displayed in a show window at \$5.95. A similar dress was offered on the sales floor of the store, at \$9.95. Asked for an explanation, the saleswoman said the one in the window had been, with several others, accidentally spotted with ink, and that the dresses had sold formerly for \$12. Of course, the public, viewing the dress in the window, was entitled to know that the price of \$5.95 was based upon its blemished condition and not upon the actual selling price when undamaged. At the request of the Bureau, the store manager promised to refrain from this practice in the future.

The National Battery Manufacturers Association, representing twenty-

three manufacturers, moved recently to reduce opportunities for misrepresentation in storage batteries. It agreed, first, to adopt a standard for determining amperage, and, second, to brand each battery with its ampere-hour capacity. This action followed the appearance of batteries having large-size cases and low-ampere cells. Misrepresentations of this nature have been investigated by the Bureau. In one instance, not only were small plates enclosed in a large box, but the box had been weighted with a layer of concrete. It has also been reported that dealers are persuaded to handle these large-size but low-capacity batteries because they appeal to the buyer's eye as strongly as high-grade batteries of the same dimensions, and can be sold at a wider margin of profit. A false "competitive price" argument has also been used. The standards by the National Battery Manufacturers Association, in giving the public accurate information about the batteries it purchases, will thus build confidence in the products of the Association's members.

Not in Favor of Commission Sales Organization.

Grand Rapids, Oct. 16—Thank you very much for thinking of me as you did in your letter of Oct. 14. I noticed Mr. Royal's article in the Public Pulse column of the Press of Oct. 12 and have sent that paper an answer to it, which so far they have not published.

You know, it is a funny thing, but I pretty much agree with Mr. Royal. I think his position has been given publicity in a way which perhaps is not very favorable to the Association; at the same time I like to see things out in the open and only regret that Mr. Royal did not raise his criticisms at the meeting. In his article in your paper he at least admits that criticism was freely solicited by the organization.

Perhaps I took the motion relative to another road bond issue too lightly, but I could not see that it made the slightest difference how the Association felt about such a matter, as a thing of this kind must necessarily be put up to the voters of the State, and any action which our Association might take could at most merely favor such a referendum being submitted. I do not think that a referendum of that kind can do anyone any serious harm, whether opposed to it or otherwise. I may say that since talking with a number of people about it subsequent to the Muskegon meeting it would not surprise me much to see a referendum of this kind carried at the present time.

As to employing an outside sales organization to get the money, although this motion was carried by unanimous vote at the meeting (which I admit surprised me) at the same time I am not for it and hope very much to be able to at least un-sell the Executive Committee to whom it was finally referred.

If you have any very definite views of your own on these matters, I would deeply appreciate your suggestions.

Carroll F. Sweet,

Pres. Mich. Tourist and Resort Ass'n.

Kalamazoo—The National Tea Co., of Chicago, conducting a chain of cash and carry grocery stores throughout the Middle West, has leased a store on South Burdick street and will open a similar store here.

Grand Rapids—The Grand Rapids Cypress Hair Moss Co., 231 Fulton, West, has changed its name to the Gulf States Products Co.

Established 1860 Incorporated 1906
F.E. Harding Company
Wholesale Dealers in
Fresh, Frozen, Salted, Smoked

Fish

Write for our plan.

How to Make a
Fish Department
Profitable

Learn something of the varieties fresh from the sea.

16 Fish Pier
Boston, Mass.



Moseley Brothers

GRAND RAPIDS, MICH.

Jobbers of Farm Produce

TOLEDO SCALES

Porcelain Finish, Sure reading device. Fox Cylinder Scales saves mistakes; also customers.
20 W. Fulton St.

PAPER SHELL PECANS

Prompt Express
Shipments

Livingston Snow
Company

Quitman, Georgia

A COMPLETE LINE OF

Good Brooms

AT ATTRACTIVE PRICES

Michigan Employment
Institution for the Blind

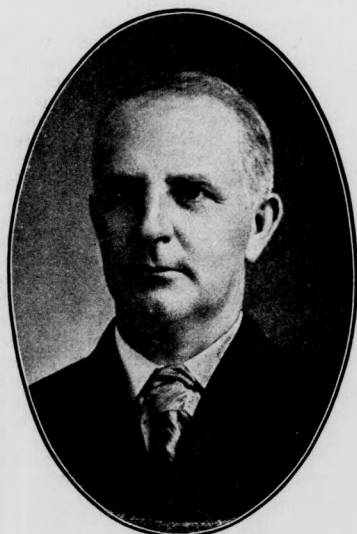
SAGINAW W. S. MICHIGAN

MEN OF MARK.

J. L. Norris, the Veteran Casnovia Merchant.

It is fortunate to be born with social position and to inherit the advantages which wealth may give, but it is rather the character of the man—what he has done in the way of upbuilding—that counts with those who are given to weighing with an unbiased mind the qualities of an individual. To every person, no matter at what level of the commercial world he may have entered, who has created to a point where he can be considered successful must be given the genuine approbation which his acts have merited.

A man must, partially at least, be judged by his associations in either the business or the social fabric. Should his connections industrially be those of the best and command the respect of competing houses in the same line of trade it must be accepted that there is



James L. Norris.

something of worth in the individual or he would not be in the position occupied. Of necessity value must play a prominent part in the gaining and holding of a station of responsibility and trust, for such are not given to the incapable or untrustworthy. And as for social recognition it is an indisputable fact that to enter the folds of the better and creditable strata of society requires that the applicant have the attributes of birth and culture.

In no other section of the country is more demanded of a man in the matter of industry and integrity than in Michigan. Brains count here for their truest value, because it is a battle of giants to conduct business where competition is so strong as to place the inefficient in the background. Only those who have the mental equipment can stay at the fore, and the less fortunate fall back into the ranks of the masses who aspire yet fail.

James L. Norris was born at Climax, Kalamazoo county, Feb. 16, 1861. When he was 9 years old the family removed to Eaton Rapids, where they remained three years. In 1873 they removed to Casnovia, where the family has resided ever since and where they have been identified with the mercantile business and the grain trade

continuously for the past fifty years. Mr. Norris was educated in the public schools of Casnovia, Nawaygo and Big Rapids, after which he spent several months in Swensburg's Commercial College, in Grand Rapids, in 1881, when he returned to Casnovia and entered into co-partnership with his father under the style of A. Norris & Son. The business consisted of a general store, an elevator and a drug store, the latter of which was managed by the junior member of the firm. This co-partnership relation continued until 1898, when James purchased his father's interest. Four years later he disposed of the mercantile business, retaining the elevator and grain trade, which he still continues. Nineteen years ago he admitted his son, Leon C., to partnership in the business, which is now conducted under the style of J. L. Norris & Son.

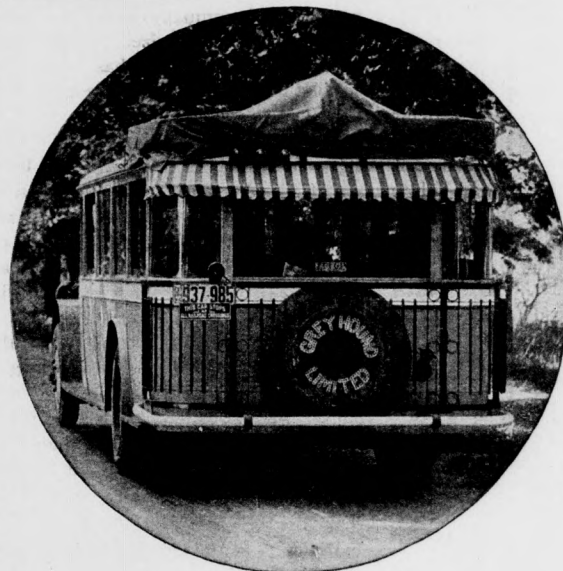
Mr. Norris was married June 3, 1884, to Miss Effie Squier, of Casnovia. They have two children, Leon C., 39, who is identified with his father in the grain trade and Harry aged 33, who is a partner with his father in the farming business under the style of J. L. & E. H. Norris. The firm has 400 acres of land under the plow adjacent to Casnovia. They specialize in short horn cattle and Duroc-Jersey hogs, being regarded as leaders in both lines.

Mr. Norris is a member of the Masonic lodge of Casnovia and DeWitt Clinton Consistory of Grand Rapids. All he needs to be a 33d degree is the 33d degree.

Mr. Norris is President of the Farmers and Merchants' State Bank of Casnovia. He is first and foremost in every movement having for its object the betterment of the community.

Mr. Norris attributes his success to patience and hard work, but those who know him best will probably agree with the Tradesman that careful training, long experience and native shrewdness have also been dominating factors in his career. Mr. Norris is characterized by his friends as having an even temperament and is the same pleasant gentleman to all who come in contact with him. He is easy to approach and ready to accommodate, even in the midst of exacting burdens devolving upon him in connection with the numerous duties. In no trying situation does he lose his balance, but calmly and efficiently meets any and every emergency. Such has uniformly been his just treatment of his customers that all have a kindly regard for him; and although his decisions and actions are always in accord with strict business policies, he has offended none so seriously as to make an enemy of any one. Equability of temper and a systematic way of doing business are his strong points. He is absolutely reliable and truthful in his dealings and knows when to talk and when to remain silent—rare qualities indeed—and has proved himself to be an able and safe administrator of affairs.

The man who has no time for his friends will eventually discover that he has no friends for his time.



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Get one of the New Greyhound Time Tables at Rowe or Crathmore Hotel Stations.



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7 TIMES DAILY TO
BENTON HARBOR \$3.20
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Wholesalers for Fifty-six Years

The Prompt Shippers

MOVEMENTS OF MERCHANTS.

Saginaw—Katter Bross. Baking Co. has removed to its new plant on Court street and opened it for business.

Fowler—Ed. J. Kramer has sold his restaurant and store building to Simon Bros., who will continue the business.

Port Huron—Paige & Co., 38 White Block, autos, parts and supplies, has changed its name to the Paige-McGregor Co.

Hillsdale—Frank L. Farnsworth is conducting a closing out sale of his dry goods, etc., stock, preparatory to a complete readjustment of the store after Jan. 1, 1926.

Bangor—The Bangor Canning Corporation has been incorporated with an authorized capital stock of \$25,000, of which amount \$11,000 has been subscribed and \$9,750 paid in in cash.

Detroit—The Cadillac Oil Burner Co., 6317 Kercheval avenue, has been incorporated with an authorized capital stock of \$100,000, \$25,000 of which has been subscribed and paid in in cash.

Baroda—The St. Joe Valley Oil Co. has been incorporated to deal in petroleum products, with an authorized capital stock of \$25,000, \$7,500 of which has been subscribed and paid in in cash.

Detroit—The Style Plus Comfort Shoe Co., Parmer street, has been incorporated with an authorized capital stock of \$50,000, \$15,000 of which has been subscribed and paid in in cash.

Detroit—Martin & Abend, 7100 West Jefferson avenue, automobiles, accessories, parts, etc., has been incorporated with an authorized capital stock of \$30,000, \$20,000 of which has been subscribed and paid in in property.

Marquette—The Wakefield Forest Products Co. has been incorporated with an authorized capital stock of \$1,000 preferred and 50,000 shares at \$1 per share, of which amount 1,000 shares has been subscribed and \$1,000 paid in in cash.

Lansing—H. Kositchek & Bros., 113 North Washington avenue, have merged their clothing business into a stock company under the same style, with an authorized capital stock of \$60,000, all of which has been subscribed and paid in in property.

Detroit—The Cumberland Timber Co., with business offices at 11-219 General Motors building, has been incorporated with an authorized capital stock of \$25,000, of which amount \$6,500 has been subscribed and \$6,200 paid in in property.

Plymouth—The Oakland Motor Sales Co., 828 Penniman avenue, has been incorporated to deal in automobiles and accessories at wholesale and retail, with an authorized capital stock of \$25,000, all of which has been subscribed and \$3,000 paid in in cash.

Iron Mountain—John M. Garvey, dealer in flour and feed for the past 16 years, has sold his stock and store building to the Gannon Grocery Co., wholesale dealer, who will open a branch house and install Mr. Garvey as manager. Nov. 1, is the date set for the opening.

Detroit—The Purity Extract Co., 408 Woodbridge street, oils, extracts, essences, etc., has merged its business

into a stock company under the same style, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in, \$200 in cash and \$4,800 in property.

Jackson—The Miller-Birney Co., 1601 South Jackson street, has been incorporated to deal in fuel and builders' supplies at wholesale and retail, with an authorized capital stock of \$10,000, of which amount \$7,000 has been subscribed and paid in, \$3,500 in cash and \$3,500 in property.

Detroit—Wood Galleries, Inc., 1014 Jefferson avenue, has been incorporated to deal in furniture, objects of art, house furnishings, etc., with an authorized capital stock of 50,000 shares at \$1 per share, of which amount \$25,000 has been subscribed, \$1,500 paid in in cash and \$10,000 in property.

Ithaca—Chatterton & Son have purchased the Farmer-Gleaner's elevator at this place. H. E. Chatterton started in business in Mount Pleasant twenty-four years ago, when he and his father, now deceased, bought the Mount Pleasant elevator. Since that time Mr. Chatterton has rapidly developed the business until now he is interested in twenty-six elevators in Michigan, Ohio and Indiana doing a total business last year of nearly \$12,000,000.

Allegan—Weldon Smith, the veteran baker, and Mrs. Smith are making preparations to pass the winter months with relatives in Los Angeles, Cal. Mr. Smith has been at the head of bakeries in Lowell, Grand Rapids and Allegan continuously for forty-two years. Mr. Smith has made a fine record in his business career. He owns his business block here and a fine home and his son, Draper Smith, is as well qualified to be at the head of the business as he has been in all these years. Another commendable record he lays claim to—that in amassing his share of this world's goods, he can look back over the forty-two years with just pride because he made every dollar honorably.

Paw Paw—The five-year old son of R. W. McCook, Decatur merchant, was seriously injured Sunday afternoon when struck by an automobile driven by J. C. Day, 3041 Dewrick street, Detroit. The boy was crossing the pavement at Teapot Dome, four miles west of this village when the accident happened. He was hurled a considerable distance and picked up unconscious. Mr. Day stopped his automobile so suddenly that it skidded across the pavement into a pile of rocks and turned over. Besides himself, the car contained his wife and child. No one was injured. The boy was believed dead when picked up, but afterward regained consciousness. Two doctors from Paw Paw declared the nature of his injuries could not at once be determined. It is believed he will recover. State police declared the accident unavoidable, and Mr. Day was not held.

Manufacturing Matters.

St. Joseph—The R. G. Goods Butta Work will build a factory addition to cost \$5,000. The plant now employs thirty-five men.

Mt. Clemens—The Mt. Clemens Pottery Co., largest plant in the city, will build an addition, 100 by 260 feet, at cost of \$25,000.

Lansing—The Copemish Gravel Co. has been incorporated with an authorized capital stock of \$100,000, of which amount \$45,020 has been subscribed and paid in.

Owosso—For the first time in two years the third furnace at the American Malleables plant is in operation, thereby putting the industry on a basis of maximum production. The plant employs 350 men.

South Rockwood—The pottery factory, owned and operated by Ritter Bros., has been remodeled and enlarged. A large addition has been completed, two dry kilns built and modern machinery will be installed.

Williamston—The Michigan Clay Products Corporation, with business offices at 409 North Clemens street, Lansing, has been incorporated with an authorized capital stock of \$500,000, of which amount \$117,200 has been subscribed and paid in, \$15,000 in cash and \$102,200 in property.

Muskegon—The Michigan Box Co., newly organized at this place, has leased the North factory of the Muskegon Valley Furniture Co., and will start production Nov. 1. The company will engage in the manufacture of wooden boxes and crates and will employ about fifteen men from the start.

Purchase Flour Supplies For Normal Requirements.

Written for the Tradesman.

There has been no statistical change in the wheat situation and recent advances have been the result more of the natural reaction from a rather pronounced decline of about a month ago.

The present value of wheat is on a reasonable basis in comparison with the cost of other food products. As a matter of fact, flour is cheaper today from the standpoint of actual food value than practically any other food product.

The producer is holding wheat for higher prices. On the other hand, the flour merchant is very much disinclined to purchase except for prompt shipment and with the world crop considerably larger than a year ago, these two forces may be able to maintain their present attitude without causing any material variation in the price of wheat or flour.

While, as we have stated, the price of both wheat and flour is reasonable compared to other merchandise, nevertheless, it appears to be plenty high enough when the world's crop is taken into consideration and ultimately the world's surplus will have something to do with even United States prices for wheat.

All merchants should carry sufficient stocks of flour, as well as everything else, to be able to properly serve their customers, but in a comparatively high price era we can see no advantage in buying heavily for future requirements. In other words, the safest policy appears to be to purchase ample supplies to cover normal requirements, but not to speculate on distant future values.

Lloyd E. Smith.

Two-Day Exhibit of Products by Saginaw Wholesalers.

Saginaw, Oct. 17—Retail merchants and their representatives from all over Michigan flocked toward the Auditorium Wednesday and Thursday to learn there through the third annual buyers' show of the Wholesale Merchants' Bureau of the Board of Commerce of Saginaw's growing importance as a wholesale market.

Within a few minutes after the doors opened the vanguard of the crowd had started to come and by noon there was a liberal representation of the merchants, while during the afternoon and the next day the record of attendance shattered last year's attendance records.

The show was complete and ready for inspection Wednesday morning and gave those who saw it a splendid idea of the variety of the products marketed through Saginaw's jobbing houses. Those in charge were highly pleased with the manner in which the various houses had arranged their booths and stocked them with a great number of products.

To one unfamiliar with the scope of Saginaw's wholesale institutions the show was a revelation in the variety of articles shown. Motor trucks, groceries of all kinds, men's and women's clothing, mill supplies, office supplies, glass, paints, candies, cigars, wall-paper, medicines, adding machines, baked goods, sausages, shoes, auto tires, hardware, candles, flour, electrical equipment and scores of other articles were shown in the tastefully decorated booths.

It is the contention of the officers of the Wholesalers' Bureau that a retailer can find practically everything in the Saginaw market that is needed to stock his store, and they were confident that the exhibits in the Auditorium did much to bear out their statement. The exhibits were supplemented by the plants of the wholesalers, for all of them were prepared to take visitors to their plants if they desired fuller information about lines than could be given in limited booth space.

Arrangements for the entertainment of the visiting merchants included several features. Allen Loehr's orchestra played during both afternoons and evenings and a radio receiving set was installed Wednesday afternoon to receive reports of the world's series baseball game. Both Wednesday and Thursday nights the visitors were guests of the wholesalers at the second show of the Jefferson-Strand theater. The house was bought out for the two performances and a new program was given each night.

A meteorite which has arrived in Scotland from Greenland is said to have taken two years of native labor to transport to the coast, and it is blamed for demoralizing the compass of the Danish ship enroute to Aberdeen. But this seven-ton lump of tin and iron is small by comparison with the one Peary brought South in 1897, which for more than twenty years has stood guard at the entrance to the American Museum of Natural History. This monster, weighing thirty-seven and a half tons, had long been a quarry of iron for the making of knives and hunting implements. The Eskimo tradition holds that evil spirits hurled it from heaven. Even civilized peoples regard with a lively curiosity these missiles that may be actual messengers from Mars or another planetary neighbor, if they are not tiny planetoids entrapped into the earth's atmosphere.

White lies are the kind a woman thinks she tells a man and black ones are the kind she thinks a man tells her.

Essential Features of the Grocery Staples.

Sugar—The market is without change. Local jobbers hold granulated at 5.90c.

Tea—Gains in fall business have been substantial and the tea market has been quick to reflect the improvement growing therefrom. The higher prices quoted for teas in most countries of production, as well as in London, have not yet been entirely reflected in the United States markets. However, the markets have been stimulated and there are gradual signs of strengthening in most grades. The tea restriction scheme in India is still operative and while predictions might be premature, the indications are that the decrease in production in Indian teas during October will be proportional to that in September, when the output was 10,000,000 pounds less. What few China green teas are arriving are coming on a practically bare market. The greater part of the blending trade use at least some green teas, but even small quantities continue difficult to secure. Some business has been done in Formosas, but it is doubtful if demand will be normal this season, as full supplies and a condition of cheapness must exist before the local trade will operate extensively in this grade.

Coffee—Coffee has been rather quiet of late, mainly due to an absence of speculative and trade interest, in expectation of further developments in Brazil. Prices have receded from the top, somewhat, especially for near month. There has been a selling pressure of late from Rio and Victoria, which latter can now be imported below the parity asked here for spots. Distant months are higher in sympathy with the doubtful crop prospects. The interrogation point of the present situation is European consumption, intimately connected with their economic outlook. Due to the fact that coffee is in a class by itself, as a commodity of daily consumption, and that it is really the cheapest of all drinks, we frankly confess that we believe that the consumption of coffee will rather tend to increase, while production, as we have demonstrated before, finds itself severely handicapped, through age, weather and labor conditions. The plain fact is that the world now needs about 10,000,000 bags of Sao Paulo coffee a year—that the present crop seems to yield only about 7,500,000 bags and that the next crop will surely not come up to 10,000,000 bags. Had it not been for the surplus of the 1923-24 crop, there is no saying where coffee prices would now stand. Nor do we know what will happen in the long run, if hopes of increased crops, deferred from year to year, fail to materialize, while consumption of coffee will probably tend to expand.

Canned Fruits—California peaches show more strength and are more readily sold than almost any other canned foods, with much of the demand centered on pie and water grades, which are short of requirements. Cannermen are improving their average quality and are turning out fruit which grades above those mentioned. Moreover, they have found little profit in

water and pie goods, if not experiencing an actual loss in packing them. In consequence these grades are not in their former proportion in the pack and they are working closer to the better lines. With short deliveries on contracts by some canners the whole peach line has added considerable strength. Fruits are picked up as they are offered. Other California and Northwest fruits are in good position also. Pineapple is more active on the spot and shipments of contract goods on which forwarding instructions were not given are being rushed to market for fear there will be a spot shortage. Apples are rather dull in the face of what appears to be a big pack.

Canned Vegetables—No real improvement can be noted in peas, tomatoes or corn. As the packing season of the two last mentioned is over and the goods in weak hands and outside of frost-proof storage are exhausted, the drift will be toward improvement in the situation. Tomatoes, however, are strongly influenced by too much fall and poor stock.

Dried Fruits—More actual change in raisins on the spot and at the source occurred during the past week than in other dried fruits as the market has changed from one of irregularity in quotations among independent packers to a higher basis in that quarter along with higher prices on bulk and packages. Sun-Maid made $\frac{1}{4}$ c and $\frac{1}{2}$ c advances on bulk and packages such as puffed raisins. Unusual rains in California seem to be cutting down the crop and where some outside growers had low ideas they are now holding. Packers have not had sufficient deliveries to make their expected early shipment and they are competing for fruit from the grower. Locally the market has also been stronger. Packages of the preferred brand are higher and there is intertrading among jobbers who are temporarily shy of offerings. Peaches are another strong item. Few grades are offered at the source and efforts are being made to dig out resale blocks but are as yet unfruitful as holders will not sell. New crop on the spot in large quantities is awaited to fill holes in stocks. Apricots have been unsettled, but are improving on the spot. The Coast market all along has been firm. Prunes were without material improvement. California and Northwest packs in better jobbing demand but still unsettled. California new pack on the Coast is irregularly quoted by independents and there is little buying for forward shipment. Outside of 40-50 new Oregon prunes, which are not being quoted, there is no interest in other sizes. Currants are in moderate jobbing demand.

Canned Fish—The most radical change in fish is the proposed advance in Maine sardines to occur October 26. It amounts to 10c a case at the factory. Spot red and pink salmon is in favor of the holder.

Canned Milk—Evaporated and condensed milks are less active in certain fields. The ice cream demand has been curtailed by cooler weather, while other channels are not conspicuous. The market, however, remains stationary.

Rice—Domestic rice has been more active during the past week as receipts have fallen off following unfavorable weather in the South. Jobbers who are low are stocking up for fear of a prolonged delay in the movement of new rice, with a possible enquiry to crop as to quality. Very little is being offered at the source for prompt shipment or for delivery in the near future. Postings are generally bullish. Foreign rice is dull as there is so little available that interest is nominal.

Nuts—While more active, nuts in the shell are not selling in large quantities as most distributors prefer to remain on a hand-to-mouth basis on the theory that prices are not apt to be worked much higher but later on may be affected by a curtailed consumption. First hand dealers have not overstocked, and as they cannot replace their holdings at the source for less than present values they are making no sacrifices. New crop foreign walnuts are beginning to appear and are being ordered for the Thanksgiving trade, especially from the interior. California walnuts are meeting with favor as quality is good and grading is satisfactory. Imported almonds are selling fairly well since domestic are high. Brazils are firm but are not in speculative demand. Filbert shipments have been limited as growers abroad have carefully selected their offerings so as to have them pass Federal inspection.

Seeds and Spices—African gingers show little change and the same applies to cochon sorts which are more or less neglected. Mace remains firm and scarce. The foreign markets on pepper have been so much firmer that trading here has been naturally active. Celery seed is easier for shipment, due to lower franc exchange. Other grades are meeting with some attention at unchanged prices.

Review of the Produce Market.

Apples—Baldwin, 75c; Talman Sweets, 90c; Spys and Kings, \$1; Jonathans and Mc Intosh, \$1.25.

Bagas—\$2 per 100 lbs.

Bananas—7 $\frac{1}{2}$ c per lb.

Beans—Michigan jobbers are quoting new crop as follows:

C. H. Pea Beans	-----	\$4.65
Light Red Kidney	-----	9.50
Dark Red Kidney	-----	8.25
Brown Swede	-----	5.00

Butter—Local jobbers hold June packed creamery at 47c, fresh creamery at 49c and prints at 50c. They pay 25c for packing stock.

Cabbage—\$1.10 per bu.

California Fruits—Honey Dew Melons, \$3.50 per crate of 8s. Climax Plums, \$2.50 per 6 basket crate; Santa Rosa Plums, \$2.50 per 6 basket crate; Pears, \$4.50 per crate.

Carrots—\$1@1.25 per bu.

Cauliflower—\$2 per doz. heads.

Celery—25c for Jumbo, 40c for Extra Jumbo and 50c for Mammoth.

Cranberries—Early Black from Cape Cod are now in market, commanding \$6 per box of 50 lbs.

Eggs—Local jobbers pay 42c for strictly fresh, selling as follows:

Fresh Canded	-----	45c
XX	-----	38c

X	-----	36c
Checks	-----	33c

Egg Plant—\$1.25 per doz.

Garlic—35c per string for Italian.

Grapes—Concords, Niagaras or Delawares in 4 lb. baskets, \$3.50 per doz.; Calif. Tokay, \$2@2.25 per crate; Calif. Malagas, \$2@2.25 per crate.

Honey—25c for comb; 25c for strained.

Lemons—Quotations are now as follows:

300 Sunkist	-----	\$11.00
360 Red Ball	-----	10.00
300 Red Ball	-----	10.00

Lettuce—In good demand on the following basis:

California Iceberg, 4s and 4 $\frac{1}{2}$ s ---\$4.75

Hot house leaf ----- 23c

Onions—Spanish, \$2 per crate of 50s or 72s; Michigan, \$2.75 per 100 lb. sack.

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

126	-----	\$11.00
150	-----	11.00
176	-----	11.00
200	-----	11.00
216	-----	11.00
252	-----	11.00
288	-----	10.75
344	-----	9.75

Red Ball \$1 lower.

Parsley—90c per doz. bunches for jumbo.

Pears—Anjou, \$2.25 per bu.; Kieifers, \$1.25@1.50 per bu.

Peas—Green, \$3 per bu.

Peppers—Green, 75c per basket.

Potatoes—Buyers are paying \$1.70@1.85 all over the State. The price is headed for \$1.50 per bu. and will probably reach that figure within the next two weeks.

Poultry—Wilson & Company pay as follows this week:

Heavy fowls	-----	21c
Light fowls	-----	13c
Springers, 2 lb.	-----	18c
Broilers, 1 $\frac{1}{2}$ lb. to 2 lb.	-----	18c
Squash—Hubbard, \$2@2.25 per 100 lb.		

Sweet Potatoes—Virginia Sweets, \$2.25 per hamper; \$6 per bbl.

Tomatoes—\$5 per bu. for ripe.

Veal Calves—Wilson & Co. pay as follows:

Fancy	-----	15c
Good	-----	13 $\frac{1}{2}$ c
Medium	-----	11c
Poor	-----	9c

It was niggardly business for the Congress to refuse to make provision for the preservation of the old United States frigate Ironsides, while permitting the Navy Department to receive contributions from the public for this patriotic purpose. If this old ship, famous in the annals of the American navy, is worth saving, the nation itself ought to make the necessary provision. The vessel has been "saved" on more than one occasion by the interposition of public opinion—and private money gifts—and a new appeal to the school children and fraternal and patriotic organizations is to be made. Even the personnel of the navy itself is to be taxed for this laudable end. The effort ought not to fail, of course, but it is not creditable to the Congress that such movement is necessary.

TRADE PRESS EXPLOSION.

Long-suppressed Protest Against Burning Up Good Money.

It all started when one of the live wires of the trade press—E. A. Stowe of the Michigan Tradesman, Grand Rapids—blew up and erupted the following:

I am getting pretty darn tired of seeing the advertising representatives of so-called National advertisers pay \$16,000 for double spreads in the Saturday Evening Post and then filch \$25 or \$50 additional money from the client by getting him to advertise in the trade papers, calling attention to the advertisement. My idea is that the better way is to run the double spread in the trade paper and call attention to the fact that "This is the kind of advertising we are doing to interest the consumer." I have never yet found a merchant who would ever take the Saturday Evening Post, much less be bothered to read it. You may not agree with me, but I think I am more than half right on this proposition.

It hit the bull's-eye squarely in the center, as everyone familiar with the grocery trade and its publications knows. It is no secret that no trade has ever been as faithfully served by its class publications and rewarded them with as complete a vacation in cold storage as the grocery trade. Few grocery trade papers get anywhere near a fair show at the hands of advertising agencies and most of them are hardly able to keep body and soul together despite their dogged loyalty to the cause.

So it was not surprising that several trade papers joined in on the theme set by brother Stowe. The Grocery World, of Philadelphia, another energetic organ, broke forth with this:

"It is astonishing how many big advertisers believe that the best way—the only way, some of them feel—to reach a dealer is through a consumer's paper like the —. They will go out to advertise a message to the grocer, for instance. It isn't intended for any consumer and not for any dealer but the grocer. Yet they will pay an enormous price to do it through the — when probably not one ten-thousandth of its readers are grocers.

"For a fraction of the sum they could cover all the intelligent grocers in the land without a particle of waste by advertising in the grocers' own papers."

And, commenting on it, the New England Grocer sounds a note of fiery retaliation when it adds:

"That is just it. Either some manufacturers are fools or are being made fools of. The grocery trade papers go straight to active, live grocers. Will the retail grocers put goods in stocks through advertising to consumers? They will not. Mrs. Smith may call for cracked air angel food but if the grocer hasn't it, Mrs. Smith will take something else.

"If the manufacturers want grocers to distribute their goods, let them advertise in the grocers' papers. Grocers cannot be forced to stock goods and

a demand cannot be created and maintained without the co-operation of the ultimate distributor—the retail grocer.

"The trade papers are not afraid of the manufacturers and they are going to demonstrate that fact pretty soon. Do the manufacturers want the trade papers for friends or enemies? Speak up, so we will know where we stand. Meantime, don't ask any more favors of the trade papers. Go to the consumer papers where your manufacturers are lavishing money and missing fire with every broadside."

The plain fact of the case is that all three are right. Whereas some trades—take the millers or the hardware trade or the dry goods trade or many others which might be mentioned—have prosperous, creditable, well supported trade organs, the grocery trade has literally starved its trade press. Being somewhat broader than a mere grocery paper—although the most influential grocery paper in America—perhaps this publication can say it with good grace.

Either the grocery trade is fundamentally prone to small ideals and stinginess or else there are too many one-track minds directing it and unable to realize that there is "more than one way to skin a cat." And in saying this, grocery trade means the broader field of all interests making, handling or selling foods—the largest business in the world and in most vital need for broader ideals.

Because advertisers can create popular demand and use it to compel the grocer to handle their lines, willy nilly, is no argument that much greater and smoother distribution might not result from a broader advertising policy. A grocer "compelled" is by no means as valuable an ally as one who is "persuaded." And a product which depends on unpopularity, beset by reluctant distributive channels, is standing on a mighty weak base.

One-tenth an average consumer-paper appropriation would make the grocery trade press feel like a nabob and be money well spent. Of course, few advertising agencies are sufficiently versed in merchandising arguments to prepare such copy—most of them will advise against it as a smoke-screen for their own incompetency—and its psychology should be planned by a real sales-manager. But if there is any excuse for sending salesmen to a prospect there is greater reason for backing them up with the printed form of salesmanship. Where the man may influence one prospect the printed word may convince hundreds.

For any concern that will sincerely—honestly and intelligently—undertake to use the trade press, and use convincing copy, will uncover a gold mine of untold wealth. If consumers can be persuaded so can distributors. To deny it is to admit inability to write the right kind of copy or to choose the right media. It is a mighty poor musician who knows how to play only one tune and that on a one-string fiddle. A trade press worth having is worth supporting. If it isn't worth supporting, no one is more to blame than the advertiser—running on a sin-

gle track and narrow gauge at that.

Of course the psychological appeal of the copy must be wholly different. but if the argument is suited for a salesman to present personally it can also be adapted for printed appeal. To claim that the trade press cannot be effectively and profitably used is to argue that salesmen are useless. Some day advertisers will wake up to it, and when they do there won't be much doubt as to who the "leaders" are in the trade.—N. Y. Journal of Commerce.

Thinks Prohibitions Is Not a Failure.

Grandville, Oct. 20—Prohibition dies hard.

And yet there are people styling themselves wet who seem to expect a return of the old saloon system once more.

"It's coming sure as shootin'," declares an enthusiastic wet.

Perhaps it is, but not in the present generation, while men and women are living who were witnesses to the fact that the saloon was the most dangerous and soul-destroying sin with which the Nation was ever afflicted.

Whisky lovers die hard, but they are dying all the same. The sappers and miners of prohibition are working assiduously to win the day for a nationwide temperance sentiment which is bound to put a ban on illicit liquor making and selling.

When that day dawns this will be a happy people.

The elements which temperance workers have to combat are among the highups as well as among the lower strata of humanity. This, of course, is to be lamented, yet it will succumb in time, as has every other monster evil against which the better element of society has constantly fought.

It is a fight, no disguising that fact and yet a large majority of the people are with the drys heart and soul. To have the whole Christian church on the side of the dry enforcement is something. What ever the better class of people go at determinedly is sure to win.

There is some drinking, even under the aegis of the Volstead law, but that does not mean that one-quarter of the liquor is now drunk that was disposed of in saloon days. Most business men recognize and acknowledge the benefits which have accrued since the saloons went out, and as time passes there will be better enforcement of the law, and a more secure dry condition.

With the brightest prospects ahead, why should we cry out in despair as have some who really know better.

"Michigan's greatest newspaper" came out some months ago with the solemn announcement at the head of its editorial columns that the dry amendment is a costly failure. Rather disheartening, was it not, for the majority of its subscribers who are earnest prohibitionists?

In one place it speaks of the "fearful increase of drinking," meaning to imply that more whisky is drunk than during the rule of the open saloon. Such petifoggish tactic was enough to disgust even the wets. People who live in Michigan know to the contrary of all this mush from the Free Press.

The cry that the law is not enforced and that more wet goods are consumed than ever before is the baldest of bald falsehoods, known to be such by every man, woman and child in this commonwealth.

That the youth are in greater peril from bootleggers than from saloons is another untrue statement, yet it all goes into the grist of the man who has the audacity to argue against temperance and for a return of the old saloon conditions. The country is 90 per cent. better off to-day than it was under the reign of the open saloon.

You, my fellow citizen, know this. The frantic antics of the Free Presses and Tribunes to the contrary notwithstanding.

We have the bogus newspaper which claims to be "the world's greatest newspaper" contributing to the vile mess which goes to make up the argument for a return to the halycon (?) days of saloon license, the loose morality of barrooms and vile resorts in general.

"The law is not enforced," says this one and that. To be sure it is not in every instance. What law on our statute books is? Even though nine-tenths of the illicit breweries and stills fall there are enough left to mar the sweetness of the atmosphere and keep officers forever on the alert.

When our major statutes are all enforced to the letter; when our speed ordinances are effective in entirety, then may we look for complete enforcement of prohibition. Such a time will never come. Perfection has not been attained in any line of endeavor and never will while men live on our earth.

The Volstead law was not expected to perform miracles. However, it has toned down the sin of drinking to a remarkable extent, and will in the future make gains in the interest of honesty, sobriety and better homes.

Go ask the good housewife if that one time caller at the wayside saloon is not a better husband and father today than formerly.

There is not now and never was an argument in favor of saloons.

There is no condition in life, under any sort of circumstances that the saloon comes into play for the betterment of mankind. It is evil and only evil from start to finish.

As regards enforcement of temperance laws, how is it with the law against speeding?

If the Volstead act were as often put under here in Grandville as is the ordinance against speeding this would be a paradise for whisky guzzlers. There is not a single day in the week that the speed law is not defied; not once but a dozen times. Every citizen knows this and also knows that only occasionally is the law against speeding called into service.

People who say the prohibition law should be repealed because it is not rigidly enforced have no comment to make on the non-enforcement of the speed ordinance. However many faults there are in temperance enforcement, even at its worst, it is far better than no law at all.

It may be set down as a fact that prohibition has come to stay and that as time passes its mandates will be more rigidly enforced, even though, like every other law, it may never be perfect in all respects. Old Timer.



Ford Truck Bodies

for

Mercantile Deliveries

Produce
Dry Goods
Hardware
etc.

Select a Ford-built body for your Ford truck. There is a style to suit your particular requirements—stake, platform, or express, with or without canopy roof, screens and curtains. A Ford open or closed cab will provide such driving protection as you may wish.

Such units are easy to load and unload, sturdy, rapid, economical and designed to carry loads up to 2000 lbs. Davidson Bros., provision dealers of Glasgow, Ky., make deliveries with 6 Ford ton trucks. These have been in service from 1 to 4 years covering 30 miles a day. W. P. Combs, Secretary, says, "The new Ford body which is used on all 6 trucks is far more suitable for our business than any other type we have ever tried."

An Authorized Ford Dealer is near you where all types of complete Ford trucks may be seen.

<i>Ford Ton Truck with Express Body and</i>	
Open Cab	\$485
<i>Ford Ton Truck with Stake Body and</i>	
Open Cab	\$495
<i>Ford One Ton Truck Chassis</i>	
<i>Closed Cab \$20 extra</i>	
<i>\$365</i>	

All prices f. o. b. Detroit

Ford Motor Company
DETROIT



Ford

CARS - TRUCKS - TRACTORS

RESUMES OLD ARROGANCE.

So far as she could, without being politically entangled in Europe, America has helped Europe back to her feet. For most of these seven years America made no demands upon the Old World. Little or no pressure was exerted to bring about a settlement of Europe's obligations to America.

Now, as Europe struggles to her feet with the help of the Dawes plan and the Locarno Conference, Old World resentment against America is sharply revealed. Germany's Foreign Minister talks of Europe's liberation from dependence upon America. The same Aristide Briand who made of France the stumbling-block at the Washington Arms Conference dreams of Pan-Europe against America. The British believe they have at last found a way to force America into the League of Nations.

So Europe plans the next disarmament conference shall be held not at Washington but Geneva. The French idea of a European economic pool and an economic conference has been revived. With the help of trade and customs compacts, American interests are to be shouldered out of Europe. Debtors are to make common cause against a common creditor. The Old World will organize to deal with, if not against, the United States.

These plans and gestures will hardly cause any panic in Washington. Strange as it may seem to London, Paris, Berlin, Rome and Brussels, there will be no jealousy stirred in America by the seeming success of Locarno's conference.

Undoubtedly the American people are more concerned about the success of the next disarmament conference than they are about who shall call it. America is more anxious that it shall be held than about where it will be held. White House or League, Washington or Geneva, it is all one to America, so the results be fortunate for the world.

If Europe wants no more American funds, these funds can find plenty of work to do at home. Now that the Old World is making arrangements to do its financing on that side of the Atlantic, it should raise no more difficulties in the way of debt payments. The American taxpayer will not complain. Possibly he may no longer be forced to carry the interest charges these Europeans should have been carrying for the last eight years on Europe's debts.

America has been interested only in accomplishments. If Europe can find peace without our help, can finance herself, bind up her own wounds, forget her own hatreds and feed her own starving, America will be satisfied.

Nor is America afraid of isolation. For Europe to attempt to isolate the United States is not the way to bring us into the League. The Old World is not now and may never be powerful enough to drive us to Geneva by coercion. The one thing that may carry us into the League is to help Europe do those things the Old World is now doing without our help.

So if Europe wishes to forget who fed her starving during the war and

for months afterward, that is the European privilege. If our former associates are unmindful of the help that came when their backs were against the wall and German steel was at their throats, this will not be the first case of international ingratitude.

Since the Old World feels it no longer needs the good offices of the Good Samaritan, Europe talks of wresting "leadership" from America. As European strength returns, a touch of the old arrogance comes with it. America will not be disturbed by these gestures. Her strength is hers, for it rests in a moral leadership too great to be isolated and too strong to be shaken by the prophets of Locarno.

NO LONGER UNDER THE BAN.

A sense of relief came to a number of trade associations when the United States Supreme Court last Monday refused a re-hearing asked for by the Attorney General in the cases of the Maple Flooring and Cement Manufacturers' Associations. This puts a stop to the efforts of the Government to prevent the distribution, by trade bodies to their members, of data concerning production, sales, prices obtained and the like. There never was any real reason why there should have been any attempt at curtailing such activities on the part of the associations. The pretext was a strained interpretation by the late Attorney General Daugherty of the Supreme Court's decision in the case of the Hardwood Lumber Manufacturers' Association. Certain trade statistics are a virtual necessity if business is to be conducted otherwise than as a gamble. All that the law sought to do was to prevent concert of action in fixing prices. Whenever trade associations use data for that purpose they are clearly amenable under the anti-trust statutes. The joke of the whole matter was that what it was claimed was illegal for trade associations to do, the Department of Commerce went on and did. It sent out periodically data showing production, prices, stocks on hand, etc., which were obtained from the trade associations or their members, and yet no one attempted to restrain it or punish any one on account of it. Although it is now established that the dissemination of trade information is not illegal, it still remains true that combination or conspiracy to use such information to force higher prices or to create monopolies is still under the ban of the law.

Gasoline, once allowed to run off in unregarded rivulets, was a special object of solicitude on the part of the American Chemical Society at its recent session. The experts are insisting on an intensive effort to get more work out of each gallon of gasoline, since, as one of them observes, even the resourceful American chemist cannot make ten gallons of gasoline where one now flows. Automotive manufacturers are co-operating by constant effort to increase the efficiency of motors. Merely because there are greater reserves of oil in sight in various parts of the world than have ever been tapped, wastage of our petroleum resources is not justified.

DRY GOODS CONDITIONS.

The past week has shown a demand for handkerchiefs by retailers from all parts of the country. The men on the road are doing as well as last year for immediate shipment and sending in a slightly greater volume of holiday orders. This is partly due to the fact that retailers did a better handkerchief business in September this year than last. The demand for novelty handkerchiefs still predominates, particularly in men's colored handkerchiefs.

The drapery department enjoyed a fairly good business on artificial silk draperies—goods of the more popular-priced character. Mail orders have been quite numerous and enquiries for various kinds of drapery fabrics have been greater in the last ten days than at any time since last Spring.

The main feature of the week in the linen department was a greatly increased demand for all goods of a holiday nature. All housekeeping items, such as tablecloths, towels (huck and Turkish) bedspreads, etc., containing a touch of color are freely taken. Turkish towel sets, so popular in previous gift seasons, have again taken a leading position in the holiday line. Store sales on them for the week were unusually heavy and road sales were heavier still.

Orders for rayon fabrics and brocades in the wash goods department continue to be received in good volume. Foulards, figured satines and suitings also moved freely. Sales on percales showed quite a bit of activity, and challies continued to move in particularly good quantities. Gingham are still on the upgrade and show an increase in sales over the previous weeks. The total charges for this department are higher than those of the same period a year ago.

In the silk department the heavy demand for crepe satin and charmeuse, especially in black, continues. Messalines and wash satins are also moving freely. Road and mail orders received during the week showed an increase in the demand for georgettes and flat crepes. Canton crepes are also receiving more calls. Chiffon velvets in black continue to be one of the leading sellers, with the cheaper grades predominating. Charges in this department for the past week were ahead of the corresponding week of last year.

FIXING OF RESALE PRICES.

For a number of months committees of the Chamber of Commerce of the United States and the Fair Trade League were in co-operation to prepare a bill for submission to Congress making legal the fixing of resale prices. If enacted, this would make it possible for manufacturers to see to it that their products sold at retail at the figures put on them at the factories. Cut-rate prices would disappear. They have been a thorn in the side of certain manufacturers, especially those who make proprietary medicines and toilet requisites. Efforts to stop the practice usually took the form of choking off the supplies to the offenders, and much litigation followed, beginning with the case of the Dr. Miles's remedies about a score of years ago. One trouble was that articles of the

kind referred to usually reach the retailer through a jobber. To coerce the former it was necessary to get the aid of the latter. But here the courts stepped in. It was decided that a manufacturer had the right to pick his customers and to refuse to sell to those whose practices were not to his liking. But if the jobbers in their turn combined to refuse to sell to cut-price retailers, it became a conspiracy in restraint of trade and therefore a violation of the anti-trust laws. Many, if not most, of the retail druggists of the country as well as a number of small dealers appear to favor the fixing of resale prices. The large department stores, as a rule, are against it because they use cut prices as "leaders" to attract trade. When the two committees above referred to announced they had their bill ready for submission, the National Retail Dry Goods Association asked that a referendum on the subject be submitted to its membership before the bill was presented. This, it is understood, has been agreed to. What it will settle, however, seems doubtful, to say the least.

COTTON CONDITIONS.

Neither traders in cotton nor dealers in cotton goods have yet got over the effects of the latest estimates of the crop issued under Government auspices. Prices of the raw material have remained low with occasional spurts due to speculative efforts. Much resentment continues to be expressed at the issuance of the estimates, not only privately but by organized bodies. The National Association of Cotton Manufacturers, at their convention in Boston the other day, passed a resolution deprecating the issue of any estimates early in the season. By others complaint was made that the Government's estimates were inaccurate and should not receive attention. As against this is the fact, to which the Crop Reporting Board called attention, that the exchanges did heed the reports because of their belief that they were well founded. Just now the uncertain factor is the weather. The frost that hit many portions of the country last week seems to have spared the cotton fields. If this keeps on, the crop may yet exceed the 15,000,000 bale limit. The sagging of cotton prices has had its effect on contracts for fabrics, but this was tempered by the curtailment of production in Southern mills because of lack of water power. Spot goods in the gray have kept up in price because of this circumstance. Finished cottons are moving well in distributing channels. This is especially the case with regard to percales and other prints. Fancy effects in rayon combinations continue to attract. Orders coming in are not individually large, but the sum total makes an impressive showing. The mills operating are increasing their output. There is little change in the situation as concerns knit goods. Within a short time Southern mills will begin preparing for the next heavy-weight season.

Affection never is affective.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

A business connection calls me to Plainwell once a month and I cannot drive through the main street of the village without recalling a peculiar character who once did business on that thoroughfare. I refer to E. A. Owen, who conducted a shoe store and devoted some of his spare time to the work of writing special articles for the Tradesman. Mr. Owen was born and reared in Ontario and possessed many of the admirable characteristics peculiar to the men of that province. He was a witty writer and a good off hand speaker. He wrote most entertainingly of the everyday affairs of a mercantile career and seldom provoked any serious dissent, although some of his ideas were radical to the extreme. He was not an ardent prohibitionist and one glass of good liquor gave him a flow of words which converted a naturally taciturn man into a prince of good nature and a master of loquacity. I never knew such a man before and I never expect to see his match again.

Two Plainwell men always interested me greatly—John W. Gilkey, who passed on some years ago, and William Thomas, who is rounding out a ripe and fruitful career as superintendent emeritus of the Michigan Paper Co. Because of the positive character of both of these men, they naturally differed on some non-essentials, but when it came to any matter vital to the well being of the company, they worked together as a unit. Mr. Gilkey was certainly fortunate in having so faithful a co-worker and Mr. Thomas was certainly equally fortunate in having at the head of his company a man who commanded the respect of every one for his fidelity to duty.

Two outstanding figures always confront me as I drive through the main street of Otsego, which is one of the most commanding village thoroughfares in America—George E. Bardeen and M. J. Rogan. I happened to be associated with the former in some of his paper mill ventures and I cheerfully accord him the honor of being the most optimistic man in the face of adverse conditions I ever knew. No matter how dark the clouds hovered around his head, he could always see the silver lining just ahead. As a result of his sanguine temperament he stayed by his undertakings to the end of his life and had the pleasure and satisfaction in the meantime of seeing nearly all of his flagging industries revive and reach the high water mark of prosperity. The next best quality George Bardeen possessed was his democratic methods. He found as much enjoyment in the conversation of an employe as in the presence of a millionaire banker. He was equally at home with either and made the other fellow feel equally at home also. I do not think he ever esteemed any honor which came to him during his long and active lifetime more than his election to the Presidency of the Michigan Knights of the Grip. He joined the organization soon after it was launched and served on the board of directors several years. The con-

nection meant nothing to him in a business way, but he liked men—red-blooded men—and found in the ranks of the traveling fraternity the companionship he craved and the appreciation that was meat and drink to him. I am told that he was always glad when pay day came around for the volunteer firemen of Otsego. He always spent the evening of that day at the engine house, playing poker with the men who were pledged to do their duty to the community in the event of fire. He never went home until he had every pay check in his vest pocket. On his way to the factory next morning he invariably stopped at the homes of all of his victims, leaving the pay check and as much more in cash with the wife of each fireman.

M. J. Rogan was an altogether different type of man, but I never see his name in print or recall his career that I do not voluntarily take off my hat to him. Why? Because a single act of his, early in life, showed me that he was a man in all the term implies. Mr. Rogan engaged in the clothing business at Otsego with the savings he had accumulated through years of frugal living. The undertaking was not successful and Mr. Rogan was forced to liquidate, paying his creditors less than 50 cents on the dollar. What did he do then—repudiate his obligations and seek to regain the money he had lost for his own enjoyment? Not much. He moved to Kalamazoo, rented a small home and obtained a position as traveling salesman. Every penny above the cost of a meager living was sent his creditors until all debts had been paid in full. Not until this was done did he expend a penny on himself or family which could possibly be avoided. What was the result? The inevitable result. The God of Business, like the God of Battles, is invariably on the side of the man whose heart is pure and whose hands are clean. Mr. Rogan is a rich man today. He lives like a prince in a home that is little short of a palace and his annual income has been in excess of five figures for many years. I imagine that his yearly gifts to his church and his favorite charities now amount to more than the sum he owed his creditors when he relinquished the retail business at Otsego many years ago. It could not be otherwise, because the man who knows how to live right is invariably given the opportunity.

E. A. Stowe.

Some Old-Time Merchants of Grand Rapids.

Written for the Tradesman.

About 1844 John Clancy arrived in Grand Rapids from Ann Arbor and opened a saloon. Later Clancy added a line of groceries and engaged William Hake, recently arrived from Germany, to assist in the making of sales. Hake was a thrifty, industrious, ambitious young man, and when the Holland colonies arrived (1847-48) he quickly learned the language of the immigrants and won a large share of their trade for the Clancy store. In the course of time Hake opened the first store to deal in groceries (wholesale) in Grand Rapids. When Clancy

became wealthy, he sold his grocery stock to John Caulfield, invested his savings in bank stock and well supported securities and loaned money at interest. The legal rate for loans in that period was 10 per cent. and the contract rate 7. From time to time persons suffering under financial distress would apply to Clancy for accommodation. "I have a lot of lazy money lying in the bank and would be delighted to help you," and to that statement Clancy would add, "Tell me, now, what is the nature of the security you could furnish?" As many of the applicants were penniless, the aid they sought was invariably refused, presumably causing greater distress to Clancy than to the unfortunates who sought his help. Clancy toured the world and acquired much knowledge of general interest. Finally, attacked with a serious illness, while sojourning in Paris he summoned a local doctor to join him. The doctor spent seven weeks in Paris, and finally brought his patient to New York, where he died soon after landing. The doctor collected \$7,500 from the Clancy estate for his services. Clancy provided the sum of \$60,000 to be used in the erection of the original building of St. Johns Orphan Asylum, a vault for his remains and liberal provision for relatives.

Aaron Dikeman, the first jeweler and watchmaker to unpack his kit in Grand Rapids, occupied a small one-story wooden building on the ground now covered by the main doors of the Hotel Pantlind. His nearest neighbor was E. D. Benedict, operator of the first telegraph instrument provided for the use of the public in Grand Rapids. Benedict received and forwarded messages, using a paper recording machine, operated like a stock ticker of the present. After a message had been received, Benedict locked his door and delivered it.

Another near neighbor was J. Bentum, who sold eatables and hard and soft liquors. For six cents Bentum supplied a piece of dried venison, a slice of bread and a mug of beer or cider. A remarkably handsome young man, a son of the proprietor, assisted in serving patrons, many of whom were farmers.

E. B. Dikeman, a son of Aaron Dikeman and a veteran of the civil war, was elected mayor of the city three times and rendered good service to the people. He carried on the jewelry business established by his father many years. He was fond of speed horses and patronized the races liberally. The Dikeman home is still standing on the Southeast corner of Fulton and Lafayette streets.

Jacob Barth was a dealer in women's wear and fancy goods. His store, a small wooden building was located on Monroe street, opposite Market, in 1865. Eventually he established a large business by expanding his lines from time to time. Much of his success was due to the efforts of his wife, an expert needle worker and an artist. Barth became prominent in the Masonic order and in the social life of the city.

Arthur Scott White.

Ham.

"Ham," a world-wide known dish, commonly used as a breakfast food by the great multiplus, should not be considered as an early meal altogether, for its uses are many and varied. When referring to this commodity we have in mind a portion of the hog, the hind leg, that has been put through a curing process. It is the addition of various curing agents in different quantities and of somewhat different qualities, together with differences in water when pickle cured that imparts those particular flavors. The manner of application also plays a very important part in controlling the taste. The addition of the various chemical compounds, as salt, sugar and saltpeter, have a definite chemical action on the muscular tissues, and if the methods of cooking are not of the proper kind then a very unsatisfactory dish will undoubtedly result. Realizing that salt and saltpeter are astringents and tend to harden the tissues, the method of cooking should have the opposite effect and tend to make them soft and tender. Many a fine quality and properly cured product has been spoiled in whole or part because of the improper manner in which it was prepared. The culinary practices associated with the repeated similar methods of cooking have undoubtedly caused many a consumer to order other kinds of meat from the butcher or restaurant keeper. The ham perhaps holds first place for the greatest number of ways in which it may be prepared in the home. One packer has used in his advertisement the statement that ham can be prepared under sixty different methods of cooking, and to substantiate his statement has agreed to send the recipes upon request to any consumer. The purchasing of a whole ham will afford the housewife a supply of meat always available on short notice, and furthermore, will permit opportunity of changing the menu in any number of ways. Because of its character the chance for spoilage is greatly reduced and the loss will not equal that of fresh meats when kept for the same length of time. As a cold and minced dish it ranks supreme, and as to forming a hot portion of the meal it may be used for boiling, broiling, roasting, baking or frying.

Buying Oysters By Count.

Retailers in Pennsylvania are required by the Act of March 17, 1925, to sell all oysters, except those shipped in sealed containers, by numerical count. The old method of buying oysters by the pint or quart is prohibited and consumers are thereby protected from buying excess water, as was frequently the case under the old method of sales. In some cases, as found by the Bureau of Foods and Chemistry, oysters, when purchased by the quart or pint, were found to contain as much as 50 per cent. of added water or excess liquor.

One of the purposes of this act, as pointed out by Director Kellogg, is to not only prohibit the practice of adding water to oysters, but to prevent contamination of oysters, which frequently occurred when water or natural ice was added.

Grocers as National Citizens—Taxes and Trade Topics.

Written for the Tradesman.

No man and no trade can rise above the general level of citizenship; for as the Nation goes right or wrong, so goes every mother's son of us. We may sidestep our duty, but we can none of us dodge our responsibility; and—properly considered—not one of us can afford to.

Two tremendous National issues are before us to-day: Immigration and the taxation of estates.

"Immigration?" you ask. "Thought that was settled!" But that is always the trouble. We pass laws, then heave a sort of sigh, say to ourselves, "Well, thanks be, that's settled," and we go back to our business.

But those interested in the admission of cheap labor, as well as others interested in the alien from other angles, do not regard the matter as settled. Those parties continue to bring pressure on Congress to render our present fairly good law impotent and nugatory by the enactment of various innocent looking amendments which will completely nullify it.

A wonderfully hopeful sign of the times is an editorial in the Manufacturers Record to this effect:

"Instead of opening our gates more widely to immigration, the bars should be put higher. We long ago reached the point where alien immigration brought about dangers to the very existence of our country. The thought of millions of people is foreign in sentiment. And the Record quotes from a deep student of the question:

"Immigration is a long-time investment in family stocks rather than a short-time investment in productive labor."

Write to your congressman and senator your real sentiments in this matter and do it now.

Inheritance taxes should be abolished. All should be wiped out. But let us begin by seeing that the Federal taxation of estates is discontinued. Then we can get busy on our states individually.

Why?

Well, because the present condition is apt to rob our widows and orphaned children of a ruinous proportion of what we accumulate and expect to pass on to them.

If, for example, you buy a bond now and then—as every business man should do when he gathers some funds ahead—here is what is liable to happen:

Assume that you buy carefully, consulting with your banker and buying through reliable people, your bonds will be good; but one feature is apt to be overlooked—the application of inheritance taxes in case you die. Then it may be discovered that several of your bonds are subject to inheritance taxes in two or more places. The bond may be of a company chartered in Derolina, having its factories in Pennsylvtucky, while you live in Calivada.

Now, if we also assume that all these states have laws originally based on the idea that "the rich should bear the main burden of taxation"—as many of them have—all bonds so located in

diverse places will come in for three mulctings.

Maybe you think that such burdens are not liable to be visited on you; also that few grocers are in danger of having any of the rich man's burdens saddled upon them; but it is well known that when once we begin to put away our savings, they pile up geometrically. The man who scrapes and denies himself to gather his first \$500, acquires the habit of playing safe,

\$25,000 is only a fair foundation for an adequate competence. And \$25,000 will become \$50,000 in a very few years if your health holds, if you continue your habit of attending to your business and if you persist as you are all but certain to do in your thrift habits.

So we see that rich is a purely relative term. The fact that the meaning of the word is altered by our circumstances is extremely dangerous because

Taxation of this character becomes a penalty on thrift. It puts a fine on the industrious man and woman who follows the oldest, soundest precepts. It is injustice. It is inequity. It is positively, wholly and criminally wrong. It should be abolished forthwith.

And if you have any remaining doubts about it, let me tell you that the state of Wisconsin taxes even life insurance money—it takes a toll from the one safeguard that always has been supposed to be immune, sacred to the protection of the widow and orphan in their direst extremity.

Is it time for us to wake up? I'll say it is.

But the awakening must be tangible. We must write at once to our congressional representatives and tell them in plain words that we want this item of Federal inheritance taxes abolished.

After we have accomplished that reform, we can get busy on the various states—and believe me, we need to.

Maybe you can see now why I insist—and always have insisted—that grocers are people. And in this government of the people, by the people, for the people there is no room for voting or working by proxy. We must take pains or suffer pains. The task is in our hands. It is futile for us to look for help outside ourselves. It is up to us. For privileges imply duties—and all duties of good citizenship come right home to us, not as theories but as hard, practical affairs. For what could hit us more intimately than taxes which threaten to rob us in this direct, intimate, personal way? Could a thief in the night take from us more directly?

Maybe the question, what does bootlegging mean to grocers? may seem like a joke; but across the border in Canada it is not so much of a joke. Indeed, it is a sample of the old story that it makes a whale of a lot of difference whose ox is gored.

For whatever else we may think of them, we are rapidly coming to realize that bootleggers are thrifty business men; and they are taking a leaf from the philosophy of Jim Hill. "Trust in God—and haul no empties," said Jim.

So these gentry were not satisfied with taking heavy loads of Canadian booze across to Uncle Sam's country. Their hearts ached over the unladen run back. Soon they found profit in hauling soap on the return journey. Canadian grocers jumped at the chance to buy the soap at a goodly reduction from regular prices.

So far, so good; but the end was not yet. For the public found the lowered prices attractive and refused to pay the old figures. Hence grocers who were not handy to the soap bootlegger were up against severe loss of profit or business or both.

The situation now has become so serious that both governments are taking a hand in preventive effort. Now bootlegging has taken on a new meaning for many grocers who formerly viewed problems connected with prohibition from the standpoint of "I should worry."

Shall we maybe incline to learn from such things that it is rather sound practice to uphold law, even incon-

Why Love Was Made

Love was made for something greater
Than we mortals here can find
In the things unknown to nature,
The negations to it blind.
'Tis the alchemy achieving
All of worth on up the grade
And alone perfects the being
From eternity essayed.

Without Love there would be nothing
Fundamental in the plan
By which came to be that something
Here on earth as mortal man.
Not an attribute as given
With it, would by him be known,
Not a thing that makes for heaven
Here on earth could he enthroned.

While there's "revelations" claiming
All the good we need to know,
Their negations are estranging
Men and nations to their woe.
But the loves of God's creation
Made and gave the human race
All that lifts to highest station—
All that fosters every grace.

So the reason of its making,
As the stepping stone of home,
Is because it was creating
That one sacred place alone
From whence comes to every station
In the world its meed of worth,
And all that exalts the nation
That reverts its priceless worth.

Without Love there'd be no reason,
Neither what we name as soul,
Life would merely stay its season
With no motive, plan or goal.
Every sterling attribute,
Every blessing with it given
Would leave creatures sightless, mute
With no thought of home or heaven.

Not till human love is rated
As the fundamental thing
Will a new world be created
As the final offering
Of the eons that are drifting
On in evolution's way
To the truth that's slowly sifting
Through the chaos of to-day.

L. B. Mitchell

of self-denial, of thrift and accumulation. He graduates onto a plane which to himself seems only fairly comfortable and secure, but which he would have regarded as affluent when he was scrimping for that first \$500.

It is true that inheritance taxes seldom work much hardship on small estates; but what is a small estate? To the man who has nothing, \$10,000 looks like all the money in the world. To him who has accumulated \$25,000,

we reach the heavily taxable stage unaware. If now we die suddenly, our heirs may find that instead of having a safe, sufficient competence, they actually have less than half what you accumulated. This finally shows that our habit of trying to put the greater burden on the rich turns into a boomerang which comes back and hits us precisely where we live—and where we had hoped our families might live in security.

venient law? If we do, we shall have achieved advance along wholesome lines of citizenship.

Paul Findlay.

Government Vocational Schools May Accomplish Wonders.

Now that the Federal Government has joined hands with the National Retailers in its effort to produce "Better Grocers" on a more defensible basis than an official tag and a receipt for a five-dollar registration fee—a fee, by the way, generally regarded as a contribution to the National Association finances more than an educational factor of uplift—the more thoughtful friends of the retail grocer are turning to thoughts of real uplift for the grocery trade as a profession.

And there is no reason why it should not be a serious profession. If it has been allowed to "run to cats and dogs," until it is notoriously an occupation recruiting its personnel largely from men who have failed in everything else and turned to it as a last resort, the fault lies very largely with the grocers themselves who have drifted rather than paddled in the mercantile stream; and, of course, the drift current is always in one direction. There have been and still are men in the trade who do really "paddle," who swim and actually get somewhere; but alas, they are too small a proportion and far too silent and inactive in the general movements of the trade associations. They are individualists and like all individualists, manifest little concern for the mass. What Paul Findlay says in one of his latest letters is to the point.

Then again it has been a popular pastime with too many retail grocers—especially their associations and association leaders—to eternally damn the trade by shouting its seamy phases from the housetops and whispering its virtues and opportunities in the secret recesses of the subcellars. The chief theme of any ordinary convention of retail grocers—and wholesalers as well in large measure—is its woes and sorrows. To listen is to conclude inevitably that the grocery trade has gone to the dogs; that the chain stores have the individual grocer on the run; that profits are pure creatures of ancient history, that wicked manufacturers have subsidized the grocers and reduced them to sweat shop wages or worse; that men become grocers as a last choice before entering the imbecile asylums and poor houses. The average agenda of a grocers' meeting is wail after wail, woe on woe, recrimination for everyone but the grocer himself, tricks to circumvent and eliminate the wicked jobber and imperialistic manufacturer.

And a very large part of it is nothing more than blue funk. True the retailing of groceries is a business of small calibre on the average; a neighborhood proposition and prone to many and various competitive abuses and distortions. In such a stream an incompetent is bound to flounder about and drown if he does not know how to swim—probably will drag others down with him. But, on the other hand, there is none that bristles with opportunity more than the retail grocery business. It is doubtful if any

mercantile field offers surer rewards or more shining examples of success. Thousands of grocers live well, make money, save it and retire in middle life with a competency, if not better. Very often one finds a retired grocer engaging in other pursuits as a capitalist and every such man will admit there is money in the grocery business. Wall street evidently thinks so, if the recent chain store, bakery and other exploitations are any barometer.

But these are not the phases of the grocery trade that the associations preach. They are too prone to repining and fault finding and begging and resolving. How can one expect a young man starting out on a career to adopt the grocery trade if he takes the grocer's estimate of himself at its face value? How could it recruit other than from the failures of other callings or those who become grocers from desperation?

The advent of vocational education in the grocery trade is possibly the dawn of a new era. If Uncle Sam is ready to help make better grocers and the grocers will back him up, take down the crape and hang out the flag, perhaps young men may be tempted to become grocers. And why not? Is there any more opportunity for public service—everywhere and at all times? Is there any merchandise more certain of sale or more commonly selling itself than food? Is any merchant more commonly respected in his community than the public spirited grocer? And is there any limit to which he cannot grow, if he will? True it will take a lot of new leaven to re-vive the old loaf and make it look fresh. But is there any reason why every community cannot have its grocers' school, as a part of the public school course perhaps, or the Y. M. C. A. course, or an evening school conducted by the local retail grocers' association? Such are the channels Uncle Sam means to employ. Is there any limit to their opportunity—for the clerk, for the grocer and for the community? But the need of the hour is really "Better Grocers," not mere wearers of an official "certified" tag or a membership card in the Undertaker's League.

Prior to the war the United States imported more toys than it exported. Since the war there has been a steady increase in the making of toys in this country. The year 1924 was the first we exported more toys than we imported. In that year we exported \$1,211,913 and imported \$1,160,173 worth. Indications are that we shall do better in 1925. During the month of July, the report shows, we exported \$269,810 worth of toys compared with \$249,023 during the corresponding month of a year ago. It is an interesting post-war development. Formerly a familiar sign on our toys at Christmas time was the old "Made in Germany." These toys were ingenious, well made, and the supremacy of the Teuton was attributed to his thoroughness in making all things. But it may be different now. American toys are likely to be a constant reminder to the Germans of the folly of the Hohenzollerns in 1914.

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FINANCIAL

If Railroads Are To Hold Their Own.

Samuel Rea, retired president of the Pennsylvania Railroad, does not believe the motor bus, the motor truck and air transportation will in the end work injury to the railways. He sees the problem they raise as one of co-ordination rather than as one of competition between them and the roads. In his opinion, they will actually aid the railroads by serving as feeders to the main lines.

In time this may be true. It is hardly true in the present transition period that has overtaken the transportation of this country. Certainly the railways, including the Pennsylvania, are at present having a rather unhappy time with these gasoline-driven vehicles.

Wherever good roads have been built the railroads have lost both passenger and freight business. The Boston & Maine, the Reading and the New Haven, to mention only a few, have learned this to their sorrow and have taken steps to offset it. True, revenue freight-loadings most of this year have been better than 1,000,000 cars a week. Demands for transportation service in the last year have been heavier than were ever known in peace times.

Nevertheless, the motor truck has hauled tens of thousands of tons of freight weekly that a decade ago would have moved in freight cars. Necessity for hauling service is not shrinking. It expands every day, and gasoline is taking a great part of this additional business away from steam. Along the Middle Atlantic seaboard, from Boston South as far as Richmond, gasoline is a dangerous competitor. It is only a little less dangerous over the vast new hard-road systems West of the Alleghenies.

Thousands of truck-loads of freight move every day from factory platforms to the merchant's or the consumer's door. This never touches a railway. In no sense does it "feed" any rail line. Neither do thousands of motor busses now carrying passengers who a few years ago would have used a steam road. They are the reasons why railways everywhere are revising passenger schedules and eliminating trains that have run for a generation or more.

Changed conditions are slowly forcing the railroads to rely in the future on long-haul passenger traffic, the moving of long-distance freight and the hauling of heavy goods, or else they must prepare to get into the short haul freight and passenger traffic now moving over the highways. For as Samuel Rea himself put the case some eighteen months ago:

The railroads are transportation machines which are becoming increasingly adapted to the rendering of service in bulk. We may regard them as the mass, or wholesale carriers of the Nation. As their equipment, yards, terminals and other facilities become increasingly adapted to this purpose they become less adapted to the retail forms of transportation, such as short-haul traffic and less-than-carload freight and the shorter distance light passenger traffic.

There are, in fact, now in existence

two systems of transportation battling for supremacy. The gasoline system has conquered a considerable part of the old domain of the railroads. It would be ridiculous for the railways to insist they have not been hurt or that they are about to be helped by it. Motor vehicles have refused to confine themselves to the "retail" fields of transportation. Truck trains hauling tons of goods over distances anywhere from one mile to 500 miles are moving on regular schedules. Motor busses, carrying more passengers than a parlor car, are covering routes ranging in length from twenty-five to 100 miles with ease.

It used to be that overland transportation was summed up in one word—railways. Now railroading is simply one form of transportation. Gasoline motors are changing the transportation maps. It is not too late for the railways to effect that co-ordination between themselves and these new agencies, of which the Pennsylvania's former president speaks. It may be done by the roads fighting gas motor with gas motor and hooking gasoline up with steam in comprehensive systems in which the old and the new will feed each other.

Transportation has outgrown the railroads. If they are to keep their grip on it, rail executives must become more than railroad men. They must see their problem as one demanding the use of all agencies of transport and change with the changing world.—N. Y. Evening Post.

Gas-Producing Companies Have Bright Future.

Far from losing their prestige, due to the forward march of electricity, the gas producing companies of the country are to-day in a much stronger position than ever before in their history. What business they have lost through the replacement of gas with electricity for lighting purposes has been more than offset by increase in the use of gas for other purposes.

The consensus of many of the leaders in the gas manufacturing business, gathered in convention at Atlantic City this week, is that gas is becoming more and more in demand for industrial uses. Many industries already are using gas in place of coal and oil as fuel, and the trend in that direction is distinctly apparent, they say.

Industrial engineers representing the largest gas companies in the country assert that never before has gas been used for commercial purposes on such a large scale as now. It is estimated that industrial gas installations made during the last year, especially since the beginning of 1925, will require an increase in the annual production of manufactured gas of between three and five billion cubic feet.

This does not take into account the increased consumption of domestic appliances using natural or producer gas. Manufactured gas, it is contended, is the only fuel now available that holds forth absolute assurance of lower prices and a permanent supply.

Engineers, investigating the feasibility of heating homes with manufactured gas, arrived at the conclusion that developments during the last year have

Are You Mistaken?

Some people think that because a Trust Company is large enough to amply protect their estate and is an experienced executor, having in its employ many men who are specialists in their line, that it charges more for its services than an individual executor or trustee.

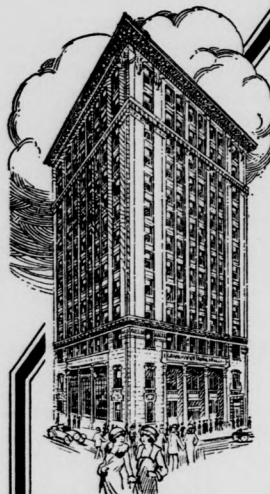
As a matter of fact, the charge for a corporate executor and an individual executor is governed by the same law and the fee is the same; in many cases the expense is actually less.

The Grand Rapids Trust Company handles small estates as carefully as it does large ones.

Have your Will drawn and be satisfied only with the best executor and trustee. Appoint the

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GRAND RAPIDS, MICHIGAN



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The Bank
Where you feel
at Home

OLDEST SAVINGS BANK IN WESTERN MICHIGAN

YOUR OWN

Vine and Fig Tree.

The joy and pride of your manhood.—

The heaven of your old age.

—Well, Why Not?

We would like to see every man in this community the owner of his own home.

We would like to open a Savings Account for you TODAY to that very end.

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brought this means of home heating within the reach of every one.

Until now, it was pointed out, gas for home heating purposes could be offered for sale only on the basis of its greater convenience and cleanliness. Now, however, it has been removed from the luxury class in that respect and is available economically for every home through the medium of heat-tight construction.

Heretofore our homes have been built primarily to keep out rain, snow, and the other elements, but until now little thought had been given to methods of preventing heat losses. Consequently, most homes have leaked heat like a sieve leaked water. Naturally, the cost of gas necessary to maintain a comfortable temperature has been almost prohibitive.

Experiments made by the Peoples Gas Light and Coke Company of Chicago, however, indicate that proper building insulation has resulted in eliminating such leaks and has brought gas for heating into direct competition with coal so far as the home is concerned.

Most of the larger gas manufacturing companies have been for years displaying various apparatus to be used in making gas the fuel for steam heating, but it has taken several years of coal strikes to make the public realize the possibilities contained therein. Currently, however, a much greater interest is being taken in such contrivances, and producing companies expect good business.

[Copyrighted, 1925.]

Why Do Stocks Continue Their Upward Trend?

In the final analysis the present stock market rests on a solid basis, springing, as it did, from a fundamental improvement in the whole business outlook.

By forcing stocks up persistently since 1921, however, and sharply since election time, purchasers in numerous groups not only have anticipated good business for a long period ahead but have discounted boom times. It is pretty certain that prosperity is here to stay for a time, but that we are on the verge of a great business boom is not certain.

Why then should stocks continue upward?

The question is one that involves a reference to the sustained ease in money rates, the increasing breadth of the market, the unprecedented interest in stocks as investments by persons far away from Wall Street and to the rise in agricultural prices, but still another reason exists of which not much has been said.

Scores of wealthy men whose paper profits have climbed into the millions see no advantage in selling out, and by thus recording their profits, subjecting themselves to heavy tolls in income taxes for 1925.

Mr. A., we will say, has an income of a round million dollars, but the present market has piled up for him a paper profit of \$10,000,000 in motor stocks. If he sells before the end of December, he reckons, he will have to divide his winnings with the Government. Sales recorded in 1926, he has

reason to believe, will not subject him to the same heavy toll. Mr. A. is human, and, feeling that the motor industry now is established on a sound basis, concludes that he will hold his stocks at least until after the turn of the year.

Mr. B. takes a different view, but Mr. C. and Mr. D. share Mr. A.'s views. At this season of the year selling for tax purposes begins to assume sizable proportions in an ordinary market. But the present market is not an ordinary one. It is extraordinary in the sense that never was there so little incentive to sell to record losses for tax purposes as now.

In explaining the sustained rise in stocks we must not overlook this situation peculiar to the present market: Had Mr. Mellon's proposals for tax reduction been adopted by the last Congress, and made effective for 1925 income tax returns, millions of shares would have been unloaded that still lie in vaults undistributed.

What will happen in 1926 when tax reductions are made remains to be seen. Without shutting our eyes to the fact that distribution now is going on, we should recognize that the advance of the market has been made easier by the virtual absence of selling for tax purposes. Indeed in the circumstances the very advance itself has tied up large blocks of stock that the owners under different conditions would have released.

Paul Willard Garrett.

[Copyrighted, 1925.]

Corporations Wound Up.

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

Allegan Milling Co., Allegan.
Saginaw Motor Sales Corp., Saginaw.
South Haven Gas Co., South Haven.
E. Schoenberg Co., Detroit.
Taft Drug Co., Lansing.
Saginaw Land Co., Saginaw.
Godfrey-McKinstry Lumber Co., Ltd., Jackson.
Yeamans Novelty Co., Hamtramck.
Rockwood Co., Detroit.
Manton Produce Co., Manton.
Russian Co-operative Restaurant, Detroit.
Corbin-Hill Land and Lumber Co., Alpena.
McGee-Finlay Hardware Co., Saginaw.
National Accounting & Bookkeeping Co., Detroit.
Blaney Southern Railway Co., Hermanville.
American Investment Co., Grand Rapids.
Sales Service, Inc., Detroit.
Gray Motor Sales Co., Detroit.
Richter Beverage Co., Escanaba.
Old Colony Land Co., Detroit.
Timken-Detroit Realty Co., Detroit.

The medical profession seems to know everything about diseases except how to cure them.

Our Collection Service

Must make good to you or we will. "There's a Reason"

DEBTORS PAY DIRECT TO YOU AND IT'S ALL YOURS Only the one small Service Charge—absolutely no extras.

References: Any Bank or Chamber of Commerce of Battle Creek, Mich.

MERCHANTS' CREDITORS ASSOCIATION OF U. S.

208-210 McCamly Bldg.

BATTLE CREEK, MICH.

For your protection we are bonded by the Fidelity & Casualty Company of New York City.

5% paid on Certificates in force three months. Secured by first mortgage on Grand Rapids homes.

GRAND RAPIDS MUTUAL BUILDING and LOAN ASSOCIATION

A Mutual Savings Society

GROUND FLOOR

BUILDING and LOAN BUILDING

Paid in Capital and Surplus \$7,500,000.00

Fourth National Bank

GRAND RAPIDS MICHIGAN

United States Depository

Established 1868

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

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J. C. Bishop, Cash.

Christian Bertsch,

Sidney F. Stevens,

David H. Brown,

Robert D. Graham,

Marshall M. Uhl,

Samuel G. Braudy,

Charles N. Willis,

Victor M. Tuthill,

Charles N. Remington,

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THE Old National Bank has a record of 72 years of sound and fair dealing with its depositors and with the community of which it is a part. Its facilities are available to you in all fields of progressive banking—Commercial Accounts, Securities, Safe Deposit Boxes, Savings Accounts, Foreign Exchange, Letters of Credit, Steamship Tickets.

The OLD NATIONAL BANK

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GRAND RAPIDS PAPER BOX Co.

Manufacturers of

SET UP and FOLDING PAPER BOXES

GRAND RAPIDS MICHIGAN

Kent State Bank

"The Home for Savings"

With Capital and Surplus of nearly Two Million Dollars and resources exceeding Twenty-Two Million Dollars, invites your banking business in any of its departments, assuring you of Safety as well as courteous treatment.

THE CITY NATIONAL BANK

OF LANSING, MICH.

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

"OLDEST BANK IN LANSING"

MICHIGAN

Not One Cent Contributed by Stock Owners.

The Capital Fire Insurance Co., of Concord, N. H., has sent out an announcement, to its agents, of its affiliation with the fleet of the Firemen's Insurance Co., of New Jersey. We wish to call the attention of our readers to the statement, made in this announcement, that this company started with the modest capital of fifteen hundred dollars, and that not one cent of the capital surplus has been contributed by the stockholders. It is further announced that the company's surplus will be increased by half a million on September first. Pretty good profit on a shoe string. The announcement further illustrates the advertising value, or supposed value, of the large fleet aggregation of capital and surplus. The following is the official statement of the Capital Fire:

"We have entered into a contract with the Firemen's Insurance Co., of Newark, N. J., whereby the entire assets of the Firemen's amounting to over seventeen million dollars (\$17,000,000) will be behind and responsible for all Capital policy contracts now in force and to be issued hereafter.

"In other words, every Capital policy now has the backing of the combined assets of the Capital Fire Insurance Co. and the Firemen's Insurance Co. In addition, the Capital agents have the full benefit of the large line and other facilities of the Firemen's and its associated companies.

"There is absolutely no change in the ownership of the Capital Fire Insurance Co. and its officers will continue as heretofore. The stock control of the company remains where it has been for the past fifteen years, or in the hands of the present officers of the company.

"We trust this will give you and your customers renewed confidence in the Capital, which commenced business as a small local company with a capital stock of fifteen hundred dollars (\$1500). Every dollar of the capital surplus has been earned—not one cent has been contributed by the stock owners to the surplus account."

What Is Burning.

Many tabulations are appearing in insurance publications under the above heading showing the total losses in various lines of business and property. Statistics of this kind are not of much value because nothing is said about the total values, nor the number of businesses and property included under the several classifications. While the losses on dwellings are disgracefully high, the figures must take into consideration that dwellings constitute the largest single group of insurable property and that therefore large losses might be expected on this line. The figures on "What is Burning" would have more value where they supplemented by figures giving number and value insured under the line tabulated.

To-day the editor devotes more time to keeping things out of his paper than to putting things in it.

The mind needs feeding as much as the body. Are you acting accordingly?

Metal Colors on Hats.

Southern resort collections of millinery which develop the hair capeline as a leading feature show a marked metal trend. Delicate pastel metal fabrics introduce both extreme and conservative applique designs upon crown and brim. Metal brush work on pastel velvet floral and fruit motifs in high relief creates original and beautiful designs, according to a special bulletin issued last week by the Retail Millinery Association of America.

"Metal gauzes, shirred and swirled in fantasies, and metal laces in both pastel and bolder colorings, also play an important decorative role," continues the bulletin.

"As a contribution to the most luxurious Florida and California modes a leading house has adopted a new method of metal painting upon transparent fabrics. This work is protected by patents pending in this country, and is originated by a foreign designer who has been brought to America to teach the workers in the art department of the company that has purchased the American rights.

"The designs submitted in the introductory showing reveal extraordinary metal color blendings in conjunction with unique designs which the new technique especially provides for. The transparent fabrics are stretched upon hair, crochet and leghorn bodies with altogether new effects. Both modernistic and traditional designs are executed, but with lightness and delicacy maintained as essential details.

"In view of the pronounced vogue of travel tweeds and sports wear a new type of fabric that proves very interesting. This creation matches the coat or tailor fabric and is included in the sale price of these high-grade garments. A hand-loom tweed is utilized—a construction derived from the crush hat principle—which instantly springs back into shape without manipulation when unpacked. It offers flattering brim lines, a snug, well-shaped crown, and is already an acclaimed success."

Fortune Waits For Inventors.

There are plenty of fortunes waiting yet for inventive minds.

For instance, a device that would keep men's trousers creased, and prevent bagging at the knees, would mean a fortune for the inventor.

A stove that would give all its heat out into the room instead of sending it up the chimney would find a quick sale to stove manufacturers.

Railroads would pay well for any kind of device that would stop the clank, clankety noise on trains, caused by the wheels passing over the rail connections.

Wipers have been invented for automobile windshields. But if some one would find a treatment for glass which would prevent the glass from being obscured by fog or rain, doing away with the need for the wipers, even, auto manufacturers would gladly buy the patent.

Isn't it amusing that we didn't know we were slaves until some jobless communist came along and told us?

Merchants Life Insurance Company

WILLIAM A. WATTS
President



RANSOM E. OLDS
Chairman of Board

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

August 2nd, 1909

August 2nd, 1925

16 YEARS

Without an assessment. Without a lawsuit.

Paying all losses promptly and saving our members 30% annually on their fire insurance premiums.

The Grand Rapids Merchants Mutual Fire Insurance Company

Affiliated with the Michigan Retail Dry Goods Association

320 Houseman Bldg.

Grand Rapids, Michigan

OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that you are buying

The Net Cost is **30% Less**

Michigan Bankers and Merchants Mutual Fire Insurance Co.
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WILLIAM N. SENF, SECRETARY-TREASURER

SAFETY

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CLASS MUTUAL INSURANCE AGENCY

"The Agency of Personal Service"

C. N. BRISTOL, A. T. MONSON, H. G. BUNDY.
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REPRESENTING

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

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

WRITE FOR FURTHER PARTICULARS.

WOMAN'S WORLD

Psychological Developments of Family Hold Back.

Written for the Tradesman.

All may not have heard of f. h. b. It means, family hold back. Suppose two or three friends drop in unexpectedly and upon being urged decide to remain to dinner. The meal will be ready to serve in half an hour. Of the simple menu, asparagus is to be one item. An amount that was ample for the family alone is a scant pattern when guests are added. Cleverly forestalling an embarrassing situation, the housewife-mother quietly passes the word around to her home foks, "F. h. b. on asparagus."

It then becomes a point of honor not to ask for a second helping. There is seemingly enough and to spare of the delicious vegetable, and all goes well.

There will occur to the reader various ways in which the abbreviation may be used in the interests of good form, when there happens to be an exigency in the household commissary. F. k. o., family knock off, means the same but is not so widely known as f. h. b.

A genial and well-read moralist, on hearing some one tell about f. h. b., quickly remarked: "The United Parents Association of Greater New York recently issued a big f. h. b. Among their fourteen suggestions to parents, made public through the New York Times, this one made an especially deep impression on my mind: 'Do not criticize the teachers or school within the children's hearing. Always hear both sides of every question and ask the teacher about it.'"

"It seems to me," he continued, "that this family hold back on finding fault with teachers before the children is as good a suggestion as can be made for helping the schools. Some parents always have been careful in this way, but many others have been anything but discreet, with the result of upsetting discipline and counteracting all good influence the school might have had."

"Not that a teacher should be privileged character," he went on. "Like any other public servant her professional reputation should stand or fall on actual merit or the lack of it. But when you consider what our schools cost in effort and money, and the need the children have of all the schools can do for them during the precious formative years of childhood, what can any father or mother be thinking of to throw a monkey wrench into the works by permitting fault-finding with the schools as common talk at home, and even setting up the children against the teacher?"

"Where there is one parent who will take the necessary steps to secure the ousting of an inefficient teacher, there are a dozen who will nullify the efforts of the best teacher by allowing an idle chatter of unjust criticism, and by always taking the children's side of every question without any investigation of the facts."

Wasn't the moralist right? Doesn't

it seem to the reader that an f. h. b. on finding fault with the schools should be put into practice in every household?

Thus easily does the abbreviation lend itself to psychological uses. Under almost every roof a few f. h. b.'s that don't relate to any crisis in the eats, are needed. Why not one for Dad's benefit? That is, if Dad has been plodding along for years and years, and the rest have rather gone ahead of him, he supplying the means for their doing this very thing. Then the family should hold back on trying to boss faithful old Dad, and on rubbing it in that he is a back number and falls short of supplying as much money as his very smart household feel that they ought to have.

Possibly there should be an f. h. b. in favor of Mother. If she is the one that all the hard, disagreeable jobs are put off onto, if she wears shabby clothes, never takes trips away from home, saves and scrimps in order that the others may spend freely and have all kinds of good times, then there is pressing need for an f. h. b. on making a drudge of Mother.

A defect, whether of mind, body, or education, never should be made the subject of general conversation. All corrective measures should be private. F. h. b. on all unnecessary allusions to deafness, awkwardness, stammering, hair lips, round shoulders, and—particularly as to parents, who may have had only limited school opportunities—errors in grammar and pronunciation.

The family should also hold back on swelling the head of the extra-smart or extra-good-looking member. H. b. on frequent reference to Mary's beauty or to John's local eminence in baseball or to Henry's high standings at school.

All hold back on getting on one another's nerves. Don't anyone inflict his or her presence too constantly even on those who are so near and so dear. Everyone, large or small, should be given some chance to live his own life in his own way. Otherwise, to a sensitive nature, home may become a place of torture instead of a realm of delight. Always there must be the strictest kind of an h. b. on anyone's opening another's letters and on other intrusions upon individual privacy.

In some households a strong h. b. is needed on the giving of savage little thrusts and unfeeling gibes—conversational sins committed in the name of humor. Sparring between those who are equally matched is not to be condemned, and it is perfectly right for all to poke fun at one another when each is able to take care of himself. A wise mother will try to see to it that every child, while growing up, learns to take a joke good-naturedly. But too often in the family a witty and inconsiderate member makes merry at the expense of some other who has no gift of repartee, and who is too timid and shy to call his soul his own. This is downright cruelty. Always there should be a stringent f. h. b. on making a jest of the love, friendships, or religion of any member.

These last are prohibitions that never should have to be learned consciously.

They should be absorbed from the atmosphere of courtesy and refinement that pervades every true home.

In the relation that is closest of all, a happy wedded life instead of a speedy trip to the divorce court may result from the faithful practice of a few common-sense h. b.'s. Husband, hold back on making the air blue when the engine won't start, or when you can't find the needed collar button. If customers have been exacting or if you are worn out with business or occupational worries of any kind, hold back on taking it all out on the little woman at home. Since she is putting just as much effort as you are into your joint enterprise, hold back on setting yourself up as the great chancellor of the exchequer, just because you are the one who makes the money.

Wife, hold back on nagging, and, except for needed discipline, from saying or doing any of the thousand and one things that you have in your repertoire for making your good man wretched. Especially hold back as to running on to every ear that will listen, in regard to the faults and failings you have discovered or have imagined in your husband. Wives are disloyal in the way of talking too freely, far more often than are husbands. A firm h. b. on the tongue is one of the greatest of womanly virtues.

Every member hold back on airing the family skeleton. A dark closet is the only place for it. Ghastly as it is, it may sometimes be forgotten if only it is left where it belongs.

The practice of such restraints as have been mentioned and of others that sound judgment may demand, detracts not at all from any essential liberty, and adds immeasurably not only to the happiness of family associations but to the seemliness and dignity of living.

Sometimes h. b.'s are needed in high places. In the Saturday Evening Post there was lately concluded a series of articles called "As a Woman Thinks," by Corra Harris. Hardly can too much be said of the charming qualities of the author's unique literary style, and particularly of her genius for description and word-imagery. That Mrs. Harris holds an unquestioned place among the most popular and best paid of the women writers of the day, needs no saying. If she chooses to make the intimate revelations of her own mind and heart that she does make, no one can dispute that her frankness is wholly within her rights. But in reading this series of autobiographical sketches, one feels that her contribution to literature would have suffered no real loss had she been governed by the canons of good taste and stopped short of describing her mother as "admirably conscious of her own worth and standing before the Lord," and saying of her father, "Give him a full glass, a roistering companion, and he could race with the devil himself." Eminence and the possession of a wide following of admiring readers scarcely render pardonable making public property of the lives of those who have stood in close and sacred relations to this wielder of a gifted and fluent pen.

Ella M. Rogers.

Good Light Pays.

Sixty merchants were asked this question, "What has better lighting done for you?" Their answers, reduced to simplest form, are given here:

1. Better lighting adds attractiveness and value to even the best of merchandise.

2. Better lighting shows the true value of merchandise, thus reducing the returned goods problem.

3. Better lighting creates an atmosphere of cheerfulness which affects customers and clerks alike.

4. Better lighting instantly creates an impression of cleanliness, neatness and up-to-dateness upon even the least discriminating shoppers.

5. Better lighting overcomes competition by attracting trade from the poorly lighted stores.

6. Better lighting saves rent by enabling a store located in the middle of the block to compete with the corner store.

7. Better lighting makes it possible to use every foot of floor space and eliminate dingy corners.

8. Better lighting pays for itself many times over through the increased sales produced by it, for well-lighted merchandise is already half sold.

9. Better lighting doubles the attraction and sales power of display windows.

No sharper critic of the navy ever lived than Admiral Sims. By and large he has annoyed the high command of that service more than any other American. His criticisms during the war and afterward were stinging. The battleship never had a more determined foe nor the airplane a more devoted friend than Rear Admiral William S. Sims, retired. He was a colorful witness before the Air Board. He always enlivens an enquiry. Undoubtedly he is good for what ails the navy from time to time, but he was of no great help to the Air Board. His charge that "uneducated men" direct it and that "untrained officers" administer the navy is of moment, but the country is a little more interested in aviation policies than it is in navy personalities just at present. Admiral Sims seems to believe the naval establishment would be satisfactory if properly directed. He makes his war on men rather than policies, forgetting, possibly, that policies may be even more important than men.

Imagination can hardly keep up with actualities in electrical progress. Visitors to the electrical and industrial exposition at New York City can see an instrument by which a person may watch his own heart beating. This uncanny experience is made possible by combining a moving picture projector with a fluoroscope. Now, if they will hitch a microphone to the combination, one can hear his heart beat as well as see it. Another interesting object is a screen on which is thrown a diagram showing the wave length of a person's voice. Then there is an electric grate fire which flames. No wonder people believe that there is absolutely no limit to what can be done with electricity.

NEW ISSUE

\$300,000

Welch-Wilmarth Corporation

Cumulative 7% Sinking Fund Preferred Stock

Exempt from Personal Tax in Michigan and Normal Federal Income Tax
Par Value of Shares—\$10

Preferred as to Dividends over the non par value Common Stock (both classes) and in case of dissolution or redemption, shall participate in assets at the ratio of at least \$100 per share for the Preferred Stock to each \$1 for the non par Common Stock, up to the par value of redemption price of the Preferred Stock. Preferred as to principal and dividends over any other class of stock hereafter authorized. Dividends payable quarterly on the first day of December, March, June and September. Redeemable upon 60 days' notice at 105 plus accrued dividends.

Registrar: The Michigan Trust Company

CAPITALIZATION

	Amount Authorized	Amount Outstanding
First Mortgage 6½% Sinking Fund Gold Bonds	\$1,500,000	\$ 875,000
7% Cumulative Quarterly Dividend First Preferred Stock	2,000,000	1,373,330
Class "A" Non-Par Value Non-Voting Common Stock (sold at \$33.33⅓ per share cash)	100,000 shares	2,775 shares
Class "B" Non-Par Voting Common Stock	100,000 shares	100,000 shares

COMPANY: The Welch-Wilmarth Corporation, incorporated under the Laws of the State of Michigan, is a recent consolidation of the Welch Manufacturing Corporation and the Wilmarth Show Case Company. It is now the second largest manufacturer of store fixtures in the United States and recognized as producing the highest grade standardized store equipment in this country.

The Companies entering into this consolidation started business nearly forty years ago and are pioneers in the manufacture of store fixtures. Both have shown a steady and substantial growth since their inception. Their properties consist of three large plants in the City of Grand Rapids, Michigan, and a plant in Sparta, Michigan.

About 800 people are employed in the Company's operations, and branches and offices are maintained in the principal cities of the United States; also the following foreign branches:

Copenhagen, Denmark.
London, England.

Porto Rico.
Mayaguez,

Mexico City, Mexico.
Sydney, Australia.

The Companies report Net Sales for the year in excess of \$3,000,000 with average annual Net Sales during the past five years and eight months of \$2,658,820.68.

ASSETS: Total Net Assets of the Corporation, less depreciation, are appraised at over \$2,900,000. Deducting the First Mortgage Bonds outstanding there remains total assets in excess of \$2,060,000, or over \$15 per share on all Preferred Stock outstanding.

Net Current Assets are over \$1,340,000, or about equal to the Preferred Stock outstanding.

The Fixed Assets are approximately \$1,390,000 based on replacement value, less depreciation, as determined by The Lloyd-Thomas Company, Chicago, Illinois; S. F. Fletcher and William H. Gilbert, Grand Rapids, Michigan, Appraisers.

Life insurance for the benefit of the bondholders, equal to the present issue of bonds, will be carried upon the lives of Messrs. Tom Thoits, Kenneth C. Welch, H. C. Wilmarth and Edmund Morris, officers of the Company, which is an added protection to the Preferred stockholders.

EARNINGS: Net Earnings available for dividends on the outstanding Preferred Stock for the year ended December 31, 1924, after deducting interest charges on the First Mortgage Bonds and after Federal Taxes (computed at the current rate) were \$292,014.12, or over 3 times dividend requirements.

For the past five years and eight months, ended August 31, 1925, average annual net earnings, after deducting interest charges on the First Mortgage Bonds and after Federal Taxes (computed at the current rate) were over 2.6 times such dividend requirements.

From the effect of this consolidation it is estimated that substantial savings will result in overhead, manufacturing economies, etc., approximating \$100,000 per year.

PURPOSE: The proceeds of this issue together with the proceeds from the sale of the First Mortgage Bonds will be used to effect the consolidation of the two companies and provide additional working capital.

MANAGEMENT: The present management, which includes Messrs. Tom Thoits, Kenneth C. Welch, H. C. Wilmarth, Edmund Morris and O. B. Wilmarth, all of Grand Rapids, Michigan, has been largely responsible for the unusual success of the Companies during the past fifteen years and continues in active charge of the Corporation's affairs.

All legal details pertaining to this issue will be approved by Messrs. Butterfield, Keeney & Amberg, and Roger I. Wykes of Grand Rapids, Michigan, for the Corporation, and Messrs. Travis, Merrick, Warner & Johnson, of Grand Rapids, Michigan, for the Bankers. The books of the Companies were audited by Messrs. Seidman & Seidman. Appraisals by The Lloyd-Thomas Company, Chicago, Illinois; S. R. Fletcher and William H. Gilbert, of Grand Rapids, Michigan. We offer this stock for delivery, when, as and if issued and received by us, subject to prior sale and approval of proceedings by our counsel.

Price \$9.80 and Accrued Dividend to Yield 7.14%

HOWE, SNOW & BERTLES

(INCORPORATED)

Investment Securities

NEW YORK

GRAND RAPIDS

DETROIT

CHICAGO

Statistics and information contained in this circular, while not guaranteed, have been obtained from sources which we believe to be reliable.

DRY GOODS

Michigan Retail Dry Goods Association.
President—Geo. T. Bullen, Albion.
First Vice-President—H. G. Wesener, Albion.
Second Vice-President—F. E. Mills, Lansing.
Secretary-Treasurer—H. J. Mulrine, Battle Creek.
Manager—Jason E. Hammond, Lansing.

Three Group Meetings—Model Peddling Ordinance.

Lansing, Oct. 20—The meeting at Hastings last Tuesday evening was a very delightful success. Mr. Frandsen and the ladies did their part very well. The members came early and enjoyed the club house and golf course. The dinner was splendid. Members came from Kalamazoo, Battle Creek, Shelby, Charlotte, Bangor, Grand Rapids, Lake Odessa and Lansing. About forty-five were present. The address of welcome by Congressman J. C. Ketcham was brief, snappy and full of good cheer. Former President J. C. Toeller gave an instructive talk of his observation among so-called merchants in the Mediterranean countries of Europe and Africa. Everybody seemed to be happy and pleased with the occasion. Come to these meetings at Owosso and Clare and help make them a success.

The group meeting at Owosso will be held at the parish house of the Episcopal church, Oct. 27. It will begin promptly at 6 o'clock Eastern standard (fast) time. All members, store executives and wives are invited to attend. Store employees are not urged to be present. President Bullen, Miss Case, J. W. Knapp, of Lansing, and others will be present.

The group meeting at Clare will begin promptly at 6 o'clock, Eastern standard (fast) time, Oct. 28. The same general remarks may be made regarding the Clare meeting as was said above regarding the Owosso meeting. The locality of the group meeting at Clare is the Hotel Doherty, a delightfully new hotel under fine management.

During the past summer, O. N. Cannon, of Santa Maria, California, a former resident of Lansing, gave an address before the Merchants Bureau of the Lansing Chamber of Commerce on the method used in his city to regulate bell-ringers. Mr. Cannon has sent us a copy of this ordinance and we present the essential parts:

Section 1. To protect women, children and all other persons in the security of their homes and as a police regulation, it is hereby declared to be unlawful for any person, whether engaged in interstate commerce or otherwise to go from dwelling house to dwelling house, or to any residence or dwelling place in the city of Santa Maria and solicit orders for any kind of goods, wares, merchandise, printing and pictures, or to peddle such goods, wares, merchandise, printing and pictures without first giving the city marshal a full and complete list in duplicate of the residences or dwelling places where such person expects to solicit or peddle, giving the correct street address of each home or place, which list shall include all of the places such person intends to call upon on the following day; and it shall be unlawful for such person to call upon any person at any residence or dwelling place at any other time or which is not specified and its location definitely described in said list.

Upon receiving such list, the marshal shall examine the same and eliminate therefrom the names of all persons who have filed notices that they do not desire to be solicited, as hereinafter provided, and thereupon issue a permit attached to one of the duplicate lists to solicit or peddle upon the following day, and such permit shall be good only for such day for which same is issued.

A new permit shall be issued for each day that a list is furnished, as herein provided. No permit shall be granted until the applicant has paid all license fees required by law or or-

dinance. Such permit shall be carried by the applicant and must be shown to each person solicited at any residence or dwelling place.

Persons engaged in the business of selling fish and perishable farm products shall not be subject to the provisions of this ordinance.

Section 2. Any person who does not desire to be solicited to purchase any goods, wares, merchandise, printing or pictures at any time at his or her residence or dwelling place shall file his or her name and residence address with the city clerk of the city of Santa Maria with a request for the exemption herein provided, and it shall be unlawful to solicit such person at the place of residence so designated for the sale of any goods, wares, merchandise, printing or pictures.

Section 3. The violation of any of the provisions of the ordinance shall be a misdemeanor and shall be punishable by a fine not to exceed \$300 or by imprisonment in the county jail not to exceed 90 days, or by both such fine and imprisonment.

The Treasury Department furnishes the following description of a new counterfeit \$10 National bank note:

On the Lackawanna National Bank, Lackawanna, N. Y. series of 1902, check letter "D", Chas. H. Treat, Treasurer of the United States. W. T. Vernon, Register of the Treasury, portrait of William McKinley.

This counterfeit is printed from crudely executed plates apparently woodcut, on a single piece of paper without silk threads or imitation of them. All the work on the bill is so poorly done that it should be instantly detected and no more detailed description is considered necessary.

Be on the alert for four counterfeit paper bills recently circulated throughout the East and Middle East. This notice was issued by W. H. Moran, Chief of the Secret Service. The counterfeits are: \$5 note of the Federal Reserve Bank of Cleveland, \$5 note of the Federal Reserve Bank of Boston, \$20 note of the Federal Reserve Bank of Boston, and \$20 note of the American Exchange National Bank of N. Y.

Jason E. Hammond,
Mgr. Mich. Retail Dry Goods Ass'n.

Knit Goods Show Little Change.

Not much change has taken place in the market for knit goods lately, at least so far as underwear is concerned. Wholesale buyers are still trying in many cases—in most of them unsuccessfully—to get quick deliveries of heavyweight ribbed union suits. They are said to be having but little better luck with ribbed shirts and drawers. The call for prompt shipments of women's ribbed unions is increasing, and some reports place the demand for these goods well above that of recent seasons. These reports are qualified somewhat, however, by the assertion that this is not due so much to an increased consumer demand as it is to the way wholesalers let stocks of this merchandise run down.

Novelties For Table Use.

Among the novelties in articles for table use that are now being shown here are salt and pepper shakers in the form of animals and birds. They are seen in oxidized silver and antique gold finishes, and wholesale at figures which permit them to be retailed at popular prices. The condiments are sprinkled through holes in the top of the head of the bird or animal, the head being detached from the body, for filling, by unscrewing it. Somewhat similar articles, also to retail at popular prices, may be had in colored glass.

Dry Goods Property in Good Hands.

The directors of the defunct Grand Rapids Dry Goods Co., who have become liquidating trustees by the process of law, have voted to place the building owned by the corporation in the hands of three trustees, who will handle the property for the best interest of the stockholders. The trustees compose the following:

Robert W. Irwin, the largest furniture manufacturer in Grand Rapids and a man of commanding managerial ability.

Chas. W. Garfield, the oldest banker in Grand Rapids and a man of stainless character and broad vision.

Lee M. Hutchins, head of the largest wholesale drug house in Michigan, whose masterly ability to face and surmount financial difficulties has been a matter of common knowledge for three decades.

These men have agreed to accept the trust imposed upon them and work out the problem placed in their hands to the best interest of all concerned.

The building and land have been appraised at \$400,000, with a mortgage indebtedness of \$150,000.

Handbag Demand Is Active.

Retailers have been doing considerable buying of women's handbags lately, the goods being taken particularly for special sales. Both pouch and under-arm styles are in demand, although it is said that there is more interest shown in the highly varied novelty effects in the former. At the same time there is a steady call for the staple leather merchandise, in which pin seal, calf and some of the innovations, such as lizard effects are outstanding. A large business has been done in children's bags and purses. Some factors are unable to make deliveries on these goods for some weeks. "Grown-up" styles lead in these goods.

Buying of Holiday Novelties.

Substantial buying of novelties, including jewelry and leather goods, for the holiday period has already begun, and some manufacturers of this merchandise have orders on their books that preclude their making anything like immediate delivery. The statement is frequently heard in the market that buyers who are neglecting to cover their requirements will find it quite difficult to get the goods they want in time for their sale. Opinion is unanimous in many quarters that the coming holiday business in merchandise under the general heading of novelties will be the largest on record.

Firm Market in Spun Silk.

The market in spun silk continues firm, with the available stocks restricted. The type of fabrics in demand has spurred a greater use of spun silk, particularly in such goods as tub silks, radiums, velvets and satins. Silk manufacturers also find the use of spun silk enables them to produce a heavier fabric without weighting. Best qualities of spun silk were quoted yesterday by the Champion Silk Mills as follows: 62-1 \$5.35; 60-2, \$6.75; 30-2, \$6.30, and 38-2, 6.50. The opinion was advanced that further stiffening in quotations was not unlikely.

For Fall and Winter

We carry large assortments in the following lines:

SHEEPLINED COATS
in Duck, Corduroy and Moleskin, Sizes 40 to 48.
Price Range \$7.50 to \$15.00

Youths Moleskin Only.

FLANNEL SHIRTS
in Large assortments of Colors, and Prices.

For Men and Youths
also
Boys Flannel Blouses

SWEATERS

We have Sweaters for all the family.

Men's, Youths', Ladies'
Misses' and Children's.

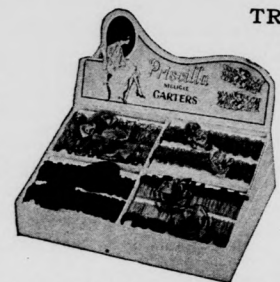
Ask our Salesman.

Mail Orders given prompt attention.

Paul Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Michigan



TRIM AND
TASTY

Ask
Your
Jobber

CRESCENT GARTER CO.
515 Broadway, New York City

For Quality, Price, and Style

WEINER CAP CO.

Grand Rapids, Mich.

MOSHER SALES SERVICE
A Business Building Service
For Merchants
Wayland Michigan

COLLECTION LETTERS

Why not collect your old accounts with our set of five result getting letters? Send \$2 for series 7C. FREE with above, a short letter with good psychological effect, also a special DEAD BEAT letter.

J. C. STONER, Lynn, Mass.

Contents That It Is Fair.

Late last week the question came up as to whether stores that follow the practice of marking down prices on merchandise for a specified period and then restoring them to the original levels were really playing fair with their customers. The question was based on the thought that if the store could afford to mark prices down at all it could afford to keep them down. Yesterday an executive of a local retail establishment said there was no question about a store's right to do this or about a store's fairness in doing it. "What really happens," he said, "is that the store sacrifices a part sometimes all, of its profit in order to stimulate buying at a time when it would otherwise drag. Special prices during morning hours, August sales if furs, etc., are samples of this. By moving the merchandise during the dull period the store derives some definite benefit, for which it is willing to pay in reduced profits. After the dull period is passed there is no reason why a store should go on penalizing itself."

Something Went Wrong Here.

The unusual spectacle of a local department store selling merchandise with another local store's label in it was witnessed here a few days ago, it became known yesterday. The merchandise consisted of blue serge bloomers, such as are worn in a gymnasium by women and girls. No official explanation of the occurrence has been made, but there are two probable ones. The first is that the shipping clerk for the manufacturer sent the labeled goods to the wrong store. The other is that the store whose name was on the label returned the goods to the manufacturer, and the latter, wishing to get rid of them, sold them to the second store at a sacrifice without troubling to take the labels out. In either case it is evident that the inspection service of the store which finally disposed of the goods was at fault.

Will Seamless Chiffons Sell?

Although there seems to be no question about the position of full-fashioned chiffon hose for the coming season, there is doubt as to just how well seamless goods of that type will sell. A well-known mill that has an excellent reputation for the quality of its seamless production, which covers several types of goods, recently experimented with samples of a 260-needle chiffon number, according to the special news letter of the National Association of Hosiery and Underwear Manufacturers, but threw it out of the line within a short time on the advice of the selling agents. On the other hand, there are a few mills running on seamless chiffons which now have more business than they can properly take care of, and whose selling agents look forward confidently to a big year in 1926.

Jewelry Sales Looking Up.

With the approach of the holiday gift season, a general improvement is reported in the movement of popular-priced jewelry in this market, as well as many of the finer pieces. It is in the cheaper lines, however, that the

larger gain is shown at the moment. One indication of the improvement in the last few weeks was the action yesterday of one prominent house in ordering its salesmen to take no orders after Oct. 15 for merchandise to be shipped this year. About two months ago, it was said, this concern and most of its competitors were hungry for business. A large part of its production during the remainder of the year will be given over to the so-called Indian bracelets, on which excellent orders have been booked in recent weeks.

Definition of a Gentleman.

Cardinal Newman's version, "A gentleman is one who never inflicts pain," is the definition that has held first place in the imagination of cultivated people along anterior to that credited to the late Professor Chandler and so feelingly referred to by a correspondent of the Tradesman, "A gentleman is one who never willfully annoys another."

It will arouse no resentment, therefore, to say that that element of the population whose delight it is just now to inflict not merely annoyance but pain on other elements of the population, and which must have winced under the castigation administered by President Coolidge in his address to the American Legion, can find no footing within that charmed circle which education and good breeding stand ever ready to defend. J. M. Wall.

Good Turnover of Handkerchiefs.

Wholesalers here report continued interest in novelty handkerchiefs. The business done in these goods is described as considerably ahead of last year, which was also a good sales period. Pastel shades and fancy patterns dominate in the women's merchandise that is selling. The handkerchiefs are also being worked up into other novelties, such as dolls and small pocketbook shapes that are taking very well. There is a growing call for merchandise for holiday requirements, it being expected that handkerchief turnover between Thanksgiving and Christmas will be exceptionally large. In men's goods the novelty type also is strongly in evidence, notably in colored patterned handkerchiefs to match neckwear.

No Talent For Learning.

A negro lad had been brought into a Georgia police court for the fifth time charged with exercising the time honored prerogative of the darky of stealing chickens. The magistrate determined to see the boy's father. "See here," said his honor, "this boy of yours has been in this court so many times charged with chicken-stealing that I'm quite tired of seeing him here."

"I don't blame you, judge," said the parent, "an I's tired of seein' him here as you is."

Then why don't you teach him how to act? Show him the right way and he won't be comin' ghere."

"I has showed him de right way," said the father, "but he jest don't seem to have no talent for learning how, judge; he always gets caught."

True love is expressed not by words but by service.

Duro Belle

HUMAN HAIR NETS

The strongest hair net made! Each Duro Knot is tied by hand—firm but pliable. Duro Belle Hair Nets are known far and wide for their strength, shape and invisible strands!

GREATER PROFITS

Duro Belle Hair Nets pay 20% greater profit than you can make on any other advertised hair net! Each dozen pays 60c profit—each gross pays \$7.20!

FREE ADVERTISING

A complete free advertising campaign will be supplied you upon request—ask your jobber. Window displays, a handsome counter case, wall decorations—everything you need to help you sell more Duro Belle Hair Nets.

NATIONAL TRADING CO.

630 SOUTH WABASH AVE.
CHICAGO, ILL.

67-69 IRVING PLACE
NEW YORK CITY

Thousands of Retailers say



Deserve the Popularity They Enjoy

The Ohio Match Sales Co.

WADSWORTH, OHIO

SHOE RETAILERS!

MAIL THIS COUPON TODAY

Herold-Bertsch Shoe Co.,
Shoe Manufacturers,
Grand Rapids, Michigan.

Gentlemen:

Please send me without obligation full details of your new plan for selling a short line of work and dress shoes.

We understand you claim greater profits, cleaner stocks and faster turnover for your plan.

RETAIL GROCER

CANNED FOODS WEEK.

Clean-up Sale of the Odds and Ends.

Canned Foods Week history does not go back very far, but the basic idea of the Week is as old as merchandizing itself. It is simplicity itself.

If you want to sell a man something, get him interested in it.

If you want to keep on doing business with him, sell him satisfaction.

On second thought, I want to reverse the order of those two statements especially as they apply to Canned Foods Week. If the idea exists anywhere among either canners or distributors that Canned Foods Week is merely an opportunity to put on a clean-up sale of odds and ends or undesirable goods, I want to frankly tell them that they do not understand the purpose of the Week, and that if they pursue such a mistaken policy then they can do irreparable damage to the canning industry and trade. New customers may be caught with price, but they can be held with quality. And canner and distributor alike are seeking business that is good for 52 weeks every year.

Canned Foods Week started modestly. It entered the lists a few years ago, contending for popular interest and favor with a multitude of other "days" and "weeks." In fact, the newspaper wag was not far wrong who proposed legislative extension of the number of weeks in a year so that the calendar would not get jammed. But the necessity no longer exists. Some "weeks" died a-borning, others dropped out after a fitful existence, while some few survived.

Canned Foods Week is one of the few that have not only survived, but have grown with each passing year. There is good reason for this, and Canned Foods Week will continue to grow just so long as its sponsors keep to the fundamentals of sound production and merchandizing.

The idea of Canned Foods Week first took tangible form in 1912, when there was put on "a national co-operative effort to familiarize consumers with the wholesomeness, excellence and economy of canned foods, thereby increasing their sale and use." Co-operating in this campaign were the National Canners' Association, American (then Southern) Wholesale Grocers' Association, the National Wholesale Grocers' Association, the National Association of Retail Grocers, and the National Canned Goods and Dried Fruit Brokers' Association. In this campaign, as in every one that has followed, the primary purpose was to interest and to educate the consumer, which is the first and a necessary step in making him a customer. This Canned Foods Week was so successful that plans for another were under way when the outbreak of the world war caused a postponement. And right here it might be said that whatever the economic ills it may have caused, the war demonstrated to the entire world the value and wholesomeness of canned foods.

Like every other industry the canning business suffered from the after-effects of the war, and it was not until 1921, when the industry began to get on its feet again and greater production was in sight that another Canned Foods Week was launched. Since then there have been four Canned Foods Weeks: March, 1922; March, 1923; March, 1924, and November, 1924.

Few men in business are interested in water that has gone over the dam unless they can see how it is to be used again to develop business power. That fact is my excuse, if any is needed, for not dealing so much with the history that Canned Foods Week has made as with the history that it should make this year and in the years to come.

In the first place, let us get some facts straight. The canning industry is growing. Canned Foods constitute a large proportion of the business done by grocers. Social conditions—the trend of population to cities, the increase of apartment-house life, the desire of housewives to be freed from kitchen drudgery, etc.—favor, if they do not make necessary, a greater consumption of canned foods. Emphasis of the influence of diet on health is drawing popular attention to the various forms in which food is available. Briefly stated, we have then an industry that is growing and wants to continue its expansion, a distributing trade that desires a larger business in its most important articles of trade, and a public that is ready to take an increasing amount of canned foods once they come to know these foods at their real worth.

No better setting could be devised for an educational and merchandising campaign.

Fortunately in the observance of Canned Foods Week this education of the consumer has not been lost sight of in the effort to sell him a bigger bill of goods. Not that the two things are incompatible, for if they were the canner and the distributor might as well shut up shop and get into some other line of business. And this means, in plain language, that while both canner and distributor are interested in quantity production and sales they will have to produce and sell quality or the consumer will be educated away from canned foods.

Canned Foods Week will make history this year, I am confident, if we get off on the right foot. The consumer's attention must be caught, his interest aroused, and that is the reason for the advertising, the window displays, the luncheons, the addresses, and all the other features devised by the local committees to put Canned Foods Week before the public. But I should like to emphasize to the distributors, as I have already emphasized to the canning industry, the fact that we must adhere to the basic principle of sound merchandising—selling satisfaction, which means selling quality—if we are to get permanent results.

A year ago committees in over 300 markets were active in putting on the Canned Foods Week campaign. They got results varying in practically direct proportion to their enthusiasm and

BLUE GRASS MILK

BLUE GRASS BUTTER

WORCESTER SALT

KENT CLUB COFFEE

TEA, SPICES, ETC.

GOOD LUCK and DELICIA OLEO.

THRU COMMUNITY GROCERS ONLY

KENT GROCER COMPANY

WHOLESALE DISTRIBUTORS

RED STAR

THERE is pride in selling to the housewife; she is known for her insistence on quality. When she buys RED STAR Flour, we know that this flour is keeping company with other high quality products used in the home. And RED STAR easily holds its place.

JUDSON GROCER COMPANY

GRAND RAPIDS, MICHIGAN

SERVE YOUR CUSTOMERS TO SERVE YOURSELF

Fleischmann's Yeast builds health and strength for your customers, and that stimulates their appetites for all your groceries.

Push its sale. You will do your customers a service and will serve yourself through the increased sales it will bring.

FLEISCHMANN'S YEAST

The Fleischmann Company

SERVICE



MEAT DEALER

efforts. This year, with more funds and materials and with an earlier start, there should be at least 500 committees and an observance of Canned Foods Week in many hundred more communities. This will, assuredly, mean more business measured in dollars and cents; but next year, when the history of Canned Foods Week in 1925 is written, I should like to be able to say that it also accomplished a few more important result—that it made new and permanent customers for canned foods through intelligent selling of goods that give the satisfaction that is inherent in quality. E. F. Trego, President National Cannery Ass'n.

Hearts.

The economic law that supply and demand are the working factors that determine market value of any article that satisfies human wants exercises its forces to a greater or lesser degree with regard to the various portions of meat derived from meat producing animals. Because of the greater demand for certain cuts, even though the supply may be larger than that of some others, the market price is higher. May we say that certain portions are in greater demand because they are better known or is it that the satisfaction produced by them is more greatly appreciated? Not every person knows the different portions of a carcass or what articles of commerce are derived from the live animal, but what person of average mentality does not know that an animal has a heart? Since we assume that every one knows that an animal possesses a heart and that it is composed of muscular tissue that is edible, why is not the demand greater for it than for the other portions which command a higher market value? Perhaps some may say this lack of demand is due to a sentimental reason, as the heart is a symbol of life, love and romance. If one retraces the steps in the history of progress it will be observed that during the early periods of civilization only the carcasses of animals were used for food. The various organs were discarded, not because they lacked nutritive value, but because the carcass was cheap and served the purposes of nutrition in a much better manner. The generations that followed were not taught to use these by-products, and, consequently, the subsequent populace failed to make the greatest use of all portions. To day, the cost of the carcass cuts far exceeds those of some of the by-products because of the lack of as great a demand for these less familiar market commodities. In many cases some of these by-products, such as hearts, for example, may be purchased at a price less than the original live animal costs the packer. Here is a food product of a nitrogenous nature highly flavored with a characteristic taste found in no other cut and very economical when placed upon a nutritive basis. Unlike many other meat dishes it may be served and prepared in many ways. For roasting or baking it is esteemed by many, and when fried no more economical dish can be found. It meets the demand

for a hasty meal; especially during the warm Summer months, boiled heart that has been pickled in a vinegar and spice solution will surely appease the most critical appetite.

Breakfast Sausage; Good and Bad.

Now that the breakfast sausage season has been prefaced by a few cool mornings and a few requests for the ever popular cold weather breakfast dish, sausage and griddle cakes, it may not be out of place to say a word about sausage in general and some of the variations that are in common use. Breakfast sausage is essentially a pork product and salt and pepper, with a little sage, the chief seasoning ingredients, though at times many other spices are used besides sage, and quite often sage is omitted, but somehow it is difficult, if not impossible, for us to think of good, old-fashioned pork sausage without thinking of sage. Now you see we just used the term "Pork Sausage" after trying to avoid the use of it, because so much breakfast sausage is not made entirely of pork and therefore cannot be termed Pork Sausage if sold in inter-state commerce. You see, breakfast sausage may be made up in various combinations and the market value of certain other meats, such as bull beef, cow beef, veal, and cheaper cuts of steer beef, as plate trimmings, for instance, influence formulae importantly and some of the resultant mixtures are good, some fair, and some are simply faking substitutes for the real thing. No manufacturer having the best interests of the consumer at heart will be induced by the unstable demand created by low prices to resort to such combinations as are used by manufacturers who depend on such low prices for sales. There are many concerns who have developed breakfast sausage formulae by patiently studying critical tastes, and these concerns have become established and their goods are known by their trade names. These concerns cannot be induced under any circumstances to change their formulae no matter how high pork goes. Their prices change, but their product does not change. This reflects character. Some less particular manufacturers add cereal to take up more water; some include pork meat from the heads some add more fat (and this is a too common practice) some load the product up with other meats so that it resembles genuine pork sausage about as much as a bowery clam chowder resembles the real old New England product. A little veal may be added and to some tastes the sausage will be better, but virtually all other changes and additions are to cheapen the product. No one is being permanently fooled, however, and cheap goods must sell at a low price, but those making the cheap goods are committing a dietetical sacrilege against what should be a food to smack the lips over. Let us give thanks, however, that we still have with us the honest Pork Sausage manufacturer who turns out a genuine article. His goods cost more, but are more than worth the difference.

Words were given us to make others happy, not unhappy.

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.

Now offering—

Grapefruit
Cranberries
Sweet Potatoes
Tokay Grapes
Figs, Dates, Etc.

The Vinkemulder Company
Grand Rapids, Michigan

M. J. DARK & SONS
GRAND RAPIDS, MICH.

Receivers and Shippers of All

**Seasonable
Fruits and Vegetables**

Putnam's

**COLD WEATHER
CANDIES**

NOW READY

HARD MIXTURES
PECO CRISP
HOREHOUND TABLETS

PEANUT CRISP
GOLDEN FLAKE
FANCY MARD CANDIES

Write for New Price List

LOWNEY'S
HOLIDAY PACKAGES
CHOCOLATES

Putnam Factory
GRAND RAPIDS, MICH.

HARDWARE

Michigan Retail Hardware Association.
President—Scott Kendrick, Flint.
Vice-President—George W. McCabe, Petoskey.
Secretary—A. J. Scott, Marine City.
Treasurer—William Moore, Detroit.

It Pays To Follow Up the Stove Prospect.

Written for the Tradesman.

The fall stove trade is by no means over, but, in some sections at least, the bulk of the business has been done. Dealers who have kept up an active stove campaign since early autumn undoubtedly have done a satisfactory amount of business. But the time for slackening effort in stove selling has not yet arrived. There is a lot of business still to be gathered in.

It must never be forgotten that for the average individual the purchase of a new range or heater is a serious matter, not to be undertaken lightly. It is usually discussed for weeks ahead; quite often the actual purchase is postponed from one year until the next. The stove prospect may realize that he ought to have a new stove, but he feels that he can't afford it just now, or that it may be possible with a certain amount of incidental inconvenience to get along with the old stove for another year.

By this time, a great many of the easier prospects, the people who had already made up their minds and with whom the problem was solely one of what make of stove to buy, have made their purchases. But in every community there are scores of people who would like to buy the new stove but are inclined to get along with the old one for another year if it is at all possible.

It is upon these prospects, the reluctant ones, that the dealer must concentrate in the latter part of the season. If he waits for them to buy, he will inevitably wait for another year. But if he energetically attacks the problem of selling them, he will do a good deal of business.

It is a common experience for the hardware dealer to have people visit the store early in the season and look over the stock but leave without closing the deal. This continues right through the season; and, if proper care has been taken, the dealer should have by this time a long list of people who had at some stage considered the purchase of a stove. Now that the first rush is over, time should be found to look these people up.

It will probably be found that quite a number of them have bought stoves from other dealers. The majority, however, will be found in the same state of mind as when they visited the store; anxious to secure a new stove but for some reason, probably one of economy, prepared to get through the winter with the old stove. In such cases good salesmanship will quite often close the deal right now.

In addition to the usual considerations the dealer has now one very strong factor in his favor. There has been quite a spell of cold weather and the disadvantages of the old stove have been conclusively demonstrated. It has probably failed to heat or cook properly and has, in addition to that,

consumed coal much more rapidly than the results obtained would warrant. Under such circumstances people are more inclined to regard with favor the purchase of a new stove. Having tasted of the discomforts that will continue all winter if the old stove is retained, they are generally found willing to forego economy and seek comfort and satisfaction.

Many dealers follow up their prospects with letters. They start about the middle of the fall season to send out letters to persons who have negotiated for stoves; and continue to send out such letters until well into the winter. Sometimes the letters are prepared with a view to the one particular case, citing reasons which are likely to appeal strongly to the individual recipient. More often, however, printed matter supplied by the manufacturers is enclosed in an envelope with a circular.

Here is a sample letter which any dealer may adapt to his particular public:

Dear Sir (or Madam):—

Some time ago you visited our store and looked over our stock of stoves, but did not at that time see your way clear to make a purchase.

We trust that by this time you are prepared to consider a proposition and we feel that you could not do better than give us another call.

Our stoves are the best on the market and we have no hesitation whatever in giving an unqualified guarantee. Our terms are reasonable and fair.

We desire to point out that to delay the purchase of a new stove when the necessity for one has arisen is false economy. An old stove is a heavy consumer of fuel; it does not give results; it entails considerable hardship and discomfort; and it is bound to necessitate some outlay for repairs.

The purchase of a new stove will prove a good investment and in the end save you money.

Will you call again and see what we have to offer?

Yours truly,

Good results are obtained from the use of letters but the personal call is the better method. If the time can possibly be spared, the dealer or one of his most trustworthy salesmen should make a round of calls, seeing all persons who had previously visited the store in quest of stoves.

The advantage of this method lies in the fact that the canvasser can ascertain just how the ground lies. He learns why the question of a purchase has been held up in each particular case and can advance arguments to meet any objections. On the other hand, the letter system is more or less of the hit-and-miss order, a letter detailing the folly of keeping an old stove for the sake of economy may be sent to a family who have delayed because they are intending to move later and have decided to make the purchase at that time.

The dealer should remember also that he has at his disposal one sure medium of publicity which he can use right along to stir up the procrastinating customer—newspaper advertising. Advertisements written to appeal to

Michigan Hardware Co.

100-108 Ellsworth Ave., Corner Oakes
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G. R. STORE FIXTURE CO.

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Blankets, Robes & Mackinaws

Sheep-lined and

Blanket - Lined Coats

GRAND RAPIDS, MICHIGAN

this class will be found effective at the present time. Here is a good line of argument to use:

THE OLD STOVE MAY LAST BUT—

You are not having the comfort you would enjoy if you were to buy a new —range or heater. It is never too late in the season to buy a new stove, if the old one is not giving satisfaction; but the earlier you buy, the sooner you enjoy the comfort a new stove brings.

You thought your heater would do another winter but now you find a better one is required. Save coal and doctors' bills by seeing us about a new stove right away.

Why struggle through the long winter months without proper heating when it is possible to secure a new stove now at a moderate figure?

The best method to pursue in getting up lists of prospects is to have an indexed book or card index file for the entry of particulars regarding every stove customer who calls. It devolves on the salesman to secure information from customers as to their names and addresses, the kind of stove they have and the kind they want; such information to be entered together with other particulars that the salesmen may deem likely to prove of use.

Many people who have neglected so far to purchase a new stove because they do not feel they can afford it can be brought to buy through the medium of a special sale or easy terms. While cutting prices is poor policy on general principles most dealers consider that it is better to sell their remaining stock out at a slightly smaller margin of profit than to carry it over to another season. Whether he does this or not is a matter for the dealer to determine in the light of his own particular circumstances. Victor Lauriston.

Notable Rides Not Mentioned in History.

Grandville, Oct. 20—There have been numerous rides recorded in history which were of tremendous moment to the human family. I might mention that ride from Ghent to Aix, also Paul Revere's ride to arouse the countryside outside of Boston of the intended march of the redcoats to Concord.

That ride of Revere's was important, since it gave the farmers time to get out and meet the enemy with a fusilade of musket balls and slugs melted by the patriotic women of Lexington and Concord which gave the Minute Men the opportunity to fire the shot heard around the world.

Lexington, Concord, Bunker Hill! Glorious names in American history. That was the beginning of the greatest Nation since the foundation of the world. Even Rome in her palmy days was no comparison to the present American republic.

Sheridan's ride has been immortalized in song and story, and the name of fiery Little Phil Sheridan has come down the ages as the foremost cavalry leader of any time. There were others like Custer who shone on the fields of war but Little Phil leads them all.

With every notable ride in history, man is not alone the hero, but the horse looms beside him, equal in importance, even though but a dumb brute, now almost discarded in the utilities of man's life.

Even in humbler times, along the rivers, in the woods, on the plains of the far West the horse came much into play.

On the Muskegon river at an early

day boy, man and dobbie were equal partners in some very thrilling rides.

There was the lad Davis, who rode his father's bay mare, "Old Doll," through the wilderness when at the heels of the horse raced half a score of great gray wolves.

The lumberman's son was mail carrier for the settlement, and the post-office was twenty miles away. Although the boy was scarcely eight years old, he was one of the best horsemen in the woods and asked nothing better than a scamper down crooked woods roads in the lead of some of the men who prided themselves on their horsemanship.

Old Doll outdistanced the wolves, and the boy merely laughed at the suggestion that he had been in deadly danger.

"My Doll," said the lad, "can outrun any bear or wolf in Michigan. We aren't afraid are we, Dolly?" patting the sleek neck of his mount.

I claim that this ride of an eight year old boy was equally brave with those other rides enshrined in history.

A sudden burst of flame shot up from the pine choppings two miles out of the river village. There was smoke, but no alarm seemed felt until little Indian Bill dashed into town on his pony shouting that the whole Sand Lake slashing was on fire, the blaze running like a racehorse.

"Git out you men—quick!" he yelled, and the little redskin was right in his alarm.

Two mill crews "got out" and fought fire for three days before the danger was fully subdued. That ride of the Indian boy was on a par with the ride of Paul Revere—why not?

Another ride through the woods was a memorable one.

Two men in a democratic wagon drove down the river road from Newaygo, thinking to get to Muskegon. For some reason they were delayed. There was no doubt the whisky jug along may have been an item in this ride.

At any rate about midnight a settler living near the edge of the big woods heard a man's shouts for help. The settler was doing his evening chores. He was in the stable with his lantern and ran out into the road. The cry for help was repeated and he ran down the road into the woods.

A horse team was scudding along the narrow wagon trail, two men bounding about in the seat, one of them yelling at the top of his voice.

The settler cast the rays of the lantern over the scene. In the road where the wagon had come to a halt was an animal, its eyes glaring defiance in the gloom.

"A panther!" screamed one of the men in the wagon.

The settler had no weapon, so the animal escaped. The man who gave the alarm was hatless, the blood streaming down his face from a wound in his head. The travelers halted for repairs at the settler's home and told their story.

While driving leisurely along through the dense forest an animal leaped from an overhanging tree upon the men, its claws tearing an ugly gash in the head of one. The settler's lantern had frightened the creature, else there might have been a fatal result.

Thus began the story of a panther scare that excited the settlements along the Muskegon for far more than the proverbial nine days.

Was there a panther?

Most people thought there was, although that half empty whisky jug found in the wagon had a suspicious look. At any rate no panther was found, although Indians and many white men sought the woods with guns and dogs for many days after the incident related.

There were many other rides worthy of note which space forbids recording in this article. The fact remains that those historical rides had many a counterpart in the woods of early Michigan.

Reform From Within

If Secretary Jardine has tamed the wheat pit, he has done something that a long line of would-be reformers have failed to do. Early this year the wheat market stampeded upward, evidently under powerful manipulation. In the wild trading that covered several weeks one Jesse Livermore alone "sold" more wheat than three states had grown. A considerable shortage in the world wheat supply was the foundation on which the speculators built a towering and artificial price structure. The Government, alarmed and enraged by the wheat pit antics, gave the Chicago Board of Trade its choice between reforming itself and changing its rules to prevent wide price fluctuations or facing drastic regulations made by Congress. The Board of Trade reluctantly agreed to reform itself. Evidently Secretary Jardine is satisfied with the proposed reformation. It remains to be seen, however, if anything the wheat pit will agree to do will satisfy its old enemies in the wheat regions and the corn country. The farming West has always looked upon the wheat pit as its dearest enemy.

Tackled the Wrong Brown.

There were two Browns in a certain village, both fishermen. One had lost his wife and the other had lost his boat at about the same time. The vicar's wife called, as she supposed on the widower, but really upon the Brown whose boat had gone down.

"I am sorry to hear of your great loss," said she.

"Oh, it ain't much matter," was the philosophical reply; "she wasn't up to much."

"Indeed!" said the surprised lady. "Yes," continued Brown, "she was a rickety old thing. I offered her to my mate, but he wouldn't have her. I've had my eye on another for some time."

And then the outraged woman fled.

London is a single mighty roar of welcome, telling the Prince of Wales that, from Crown to commoner, everybody is glad to have him home again after a voyage that has covered half the world. Politicians and economists may sagely appraise the results of the trip, for business and for statecraft. But the crowd, whose habitual British stolidity is shattered by his passage through the streets does not look on him as the super-commercial traveler. It bids him welcome as a human being, with the personal greeting that would be extended by one member of a family to another. He came back on a dull frowning raining autumnal day, in a time of spiritual unease and industrial depression. But he brought with him accents and aspects of courage, hope and confidence—the good cheer of his own buoyant optimism, sheer friendliness and democratic feeling. Hence an England weary, disgruntled, out of sorts, hails him with unprecedented demonstrations of the popular regard—tokens of the fact that prophecies of the early downfall of the House of Windsor are not likely to be verified.

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

Sidney Elevator Mfg. Co., Sidney, Ohio

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COMMERCIAL TRAVELER

Flattering Reports on a Dozen Michigan Hotels.

Marquette, Oct. 20—Last week, that prince of pathfinders, O. D. Avery, manager of the Hotel Metropole, Port Huron, took me for a trip through the Lower Thumb district, first visiting Croswell and winding up with Yale.

At Croswell, we found L. B. Middleton attending to the requirements of his guests at the Croswell House, a neat and trim little caravansary, meeting all the demands of a healthy constituency. Mr. Middleton is a most agreeable host, and while his close proximity to Port Huron might be expected to interfere with trade, he is doing a very satisfactory business and seems to have few worries.

The Hotel Cadillac, at Lexington, is operated by J. S. Yake. We found Mr. Yake deep in the culinary art, doing business and seemingly satisfied with life. The Cadillac is so situated that it can satisfactorily and profitably cater to the tourist trade, as Lexington is on the shore of Lake Huron and on the main pike leading to Harbor Beach and the North.

Robert J. Owen, early last spring took over what is now known as the Hotel Owen at Port Sanilac, completely remodeling it, and has a very attractive place on the shore pike, which even late in the season is still catering to travelers in considerable numbers. Mr. Owen, who was formerly from Detroit, knows his business thoroughly, possesses a most agreeable personality, and I shall expect to have satisfactory reports of him from time to time.

Situated at Sandusky, the county seat of Sanilac, we find the unusually attractive McDonald House, conducted by J. S. McDonald, a right sort of landlord. His establishment is always in prime condition, his service is popular, and he has many boosters who seem to take kindly to his plans and methods.

We took in Yale on our return trip, and called upon J. B. Paisley, of the Paisley House, which is also in the list of comfortable stopping places, and its register indicates that Mr. Paisley's efforts to please are fully appreciated.

Now all of these hotels are members in good standing in the Michigan Hotel Association, thanks to the assistance of Brother Avery, who is a hundred percent. They will all be in attendance at the convention at the Book-Cadillac in January.

En route from Port Huron to Glen Lake, I spent a pleasant evening with "Billy" Schultz, of the Ben Franklin, Saginaw, one of the veterans in the business, for many years associated with the old Bancroft under the management of Farnham Lyon, long since gathered to his reward.

The Ben Franklin is surely on the de luxe order—always bright and clean—popular in price and its patronage shows it. After the damage by fire last year, the Ben Franklin was thoroughly rehabilitated and is now the last word in comfort. Its dining room shows a profit through much increased patronage.

Stopping a moment at Clare, I greeted the Dohertys, who are busy in their magnificent establishment. They rather insisted that I contract with them to come and stay with them for a couple of weeks but—well, the worst may happen, later.

Among the hardware men of the State, no one enjoys a more extensive acquaintance than L. S. Collin, of Empire. He is always in attendance at the State conventions and a central figure thereat. All of his acquaintances will regret to hear that he is now at Mayo's Hospital, at Rochester, Minn., where he is to undergo a serious operation, the results of which will be watched with much anxiety.

W. O. Holden, the central figure of the Park Place Hotel, Traverse City,

is making his annual vacation visit to his birthplace, Kent, Ohio. "Billy" has been in charge of the Park Place, with the exception of a few short intervals, for a period of forty-four years and knows every traveler and politician in that region.

Stopping between bus and train at Petoskey, I dined at the Hotel Perry, as the guest of D. H. Reycraft, its manager. And it was a good meal, as you will all agree, when I tell you what we had:

Clam Chowder
Olives Cottage Cheese
Sweet Pickles Radishes
Fried Tenderloin of Trout, Tartar Sauce
Roast Prime Beef, with Pan Gravy
Roast Veal, with Jelly
Lamb Stew, with Green Peas
Macaroni and Cheese
Mashed and Boiled Potatoes
Baked Onions Mashed Hubbard Squash
Shrimp Salad
Apple and Cream Pie Cheese
Ice Cream and Cake
Buttermilk Coffee

I complimented Mine Host Reycraft on the excellence of the cooking, and the service was especially satisfactory in a very pleasant dining room.

The Perry caters to the commercial trade almost exclusively, though it has its share of tourists during the season, but never to the exclusion of the traveling men, and Mr. Reycraft is ever on the alert to see that everyone is happy.

Here is a supper bill at the Perry, which will be of interest to my hotel friends:

Corn Meal Mush
Spanish Onions.
Cottage Cheese, Green Tomato Pickles
Fried Whitefish
Broiled Sirloin Steak
Calves Liver and Bacon
Veal Chops, Family Style
Baked Corned Beef Hash
Cold Roast Beef, Lamb, Pork and Ham
Peach Salad
Baked and O'Brien Potatoes
Wheat Cakes Gingerbread Corn Cakes
Apple Sauce Ice Cream and Cake
Beverages

Dropped in on Bert Ellis, who runs the Hotel Northern at Northport, one day last week. Though this was what he called his dull period, it didn't seem like it, for he is still entertaining reporters and tourists. Bert deserves a great deal of credit for looking after the commercial trade during the winter season, where there is sure to be an absolute absence of profits. But taking it the year round, he does exceptionally well and is successful. He has his hotel fitted up with modern conveniences, keeps it warm in winter, and offers good meals at all seasons of the year.

At the Kalamazoo convention, Tupper Townsend, of the Whitcomb, St. Joseph, made the statement that there is a shortage of cooks and that the supply is gradually growing less.

The domestic science schools do not seem to be of much assistance in developing real cooks. Their graduates can tell you all about calories, balanced rations, etc., but their product falls far short of the old-fashioned efforts of mother. In time the palate will fall into disuse and eating will become a form of ration to keep one alive, sans enjoyment of any nature.

Some months ago the writer, in an article in the Saturday Evening Post, suggested as a probability of the future, the food tablet, made up progressively as to content. If we are to simply "eat to live," as it were, why wear out molars, continue the drudgery of dish washing, penalize ourselves by supplying table service of any kind, and waste our time discussing affairs over the morning sausage and pan-cakes.

The food tablet, increased in potentiality to suit nature's requirements and served with sugar tongs, may fill the bill. A few of us who have enjoyed good cooking will mourn, but the world will revolve just the same.

Frank S. Verbeck.

When a girl thinks a man doesn't care for her she begins to try to make him.

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MANISTEE, MICH.

HENRY M. NELSON, Manager
European Plan, Dining Room Service
150 Outside Rooms \$1.50 and up
60 Rooms with Bath \$2.50 and \$3.00

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CENTRALLY LOCATED

Rates \$1.50 and up

EDWARD R. SWETT, Mgr.
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Absolutely Fire Proof Sixty Rooms
All Modern Conveniences

RATES from \$1.50, Excellent Coffee Shop
"ASK THE BOYS WHO STOP HERE"

CODY HOTEL

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

HOTEL KERNS

Largest Hotel in Lansing

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

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Good Place To Tie To

WESTERN HOTEL

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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.

CUSHMAN HOTEL

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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.

MORTON HOTEL

GRAND RAPIDS' NEWEST HOTEL

400 Rooms—400 Baths

Rates \$2.00 and Up

The Center of Social and Business Activities

THE PANTLIND HOTEL

Everything that a Modern Hotel should be.

Rooms \$2.00 and up.

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Stop at the

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Headquarters for all Civic Clubs

Excellent Cuisine
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ERNEST McLEAN, Mgr.

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Corner Sheldon and Oakes;
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Three Blocks Away.

150 Fireproof
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Rooms with bath, single \$2 to \$2.50
Rooms with bath, double \$3 to \$3.50
None Higher.

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300 Rooms 300 Baths

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THE LEADING COMMERCIAL
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Open the Year Around

Natural Saline-Sulphur Waters. Best
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Diseases and Run Down Condition.

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Reasonable Rates for Rooms.

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CODY CAFETERIA

Open at 7 A. M.

TRY OUR BREAKFAST

Eat at the Cafeteria it is Cheaper

FLOYD MATHER, Mgr.

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52 Monroe Ave.

GRAND RAPIDS, MICHIGAN

PHONES: Citizens 65173, Bell Main 179

HOTEL HERMITAGE

European

Room and Bath \$1.50 & \$2

JOHN MORAN, Mgr.

Dancing Programme of Grand Rapids Council.

The committee on dances for the coming social season have outlined the following programme:

A series of dances will be held on the following dates:

Hallowe'en dance Oct. 31.
Thanksgiving dance Nov. 28.
December dance Dec. 12.
New Years dance Dec. 31.
January dance Jan. 16.
Valentine dance Feb. 13.

The dances will be held in the Pantlind Hotel ballroom and will be strictly informal with the exception of the New Years dance, which will be optional with the members and their friends.

Admission to the dances will be by invitation of the U. C. T. members.

Light refreshments will be served at all the dances with the exception of the New Years dance, which will be a dinner dance. Extra charge of \$2 for the dinner. Season ticket admits holder to the dance if unable to attend the dinner, without additional charge.

Woltjer's orchestra will furnish the music for the series of dances and no details will be overlooked to make these dances thoroughly enjoyable and among the leading social affairs of this city.

Now here is the real surprise: The committee will sell a season ticket for the six dances listed above for \$6. The price is very low, but it can be done successfully if you support the dances by buying a season ticket. There are several advantages in doing so.

1. Low cost of high-class entertainment.
2. Schedule of dances arranged ahead and evening reserved for it. Ample time to arrange to take your friends to one of these dancing parties.
3. Meeting the same people at a series of dances we form closer friendships than before and the dances become more enjoyable as the series progresses.
4. Your interest in seeing the U. C. T. put these dances across in an attractive manner; also assuring the committee that the finances are provided.

There will be tickets for the individual dances which will admit the holder of it when bearing his name and the name of a member of the U. C. T. The price of this ticket will be \$1.25. Additional single members of the family will be admitted for 25 cents each.

When you receive this letter it will save the committee a great deal of time if you will send the chairman your check for \$6 and season ticket will be mailed to you. Thanking you for your co-operation, we are,

Mr. and Mrs. L. H. Berles,
Mr. and Mrs. W. S. Cooke,
Mr. and Mrs. P. H. Fox,
Mr. and Mrs. L. L. Lozier,
Mr. and Mrs. Milton Smith,
Chairman,
Committee.

Like Brand Names Confuse Consumers
That similar brand names for food products confuse consumers and very

often defeat the purpose for which brands are selected, the Department of Agriculture has reported after a study of the use of brands in the sale of butter in Washington. The survey showed that 39 different brands of butter were used by 421 housewives.

Seventy-nine different brands were set down out of memory by these housewives and many brand names were inaccurately stated, especially where brand names are similar or have similar meanings. The most popular brand of butter was found to be one put up by an important chain store system, and, second in popularity was a brand marketed by this same chain store system, and which six months prior to the survey, had never been sold in the district, but had been widely advertised.

Housewives, it appeared, frequently try new and different brands of butter. Half the women replying to the questionnaires had used one brand two and a half years or less; approximately 16 per cent. had used their present brand less than seven months to one and a half years. Only 8 per cent. had used one brand for over ten years. Price and quality were found to be of primary importance to housewives when buying butter.

Muskegon Hardware Dealers Hosts To Visitors.

Muskegon, Oct. 19—The largest group meeting of hardware men held in the State was put on by the Muskegon dealers last week, with the dealers of Muskegon, Oceana and Ottawa counties as guests. The meeting was a banquet, and was held at the Masonic Temple. It was attended by about 125 persons.

The program included a sales address by S. R. Miles, of Sturgeon Bay, Wis., former National President, and an address on credits and the Michigan garnishment law by B. G. Oosterbaan, manager of the Muskegon Merchants' Service Bureau. J. H. Lee, of the Towner Hardware Co., gave a talk. Music included numbers by Kolkowski's orchestra and community singing. Other features were notes on the last hardware men's convention by A. J. Rankin, of Shelby, past State President and a question box, conducted by Mrs. R. W. Christie. Louis Freye, of the Freye Hardware, Lakeside, who arranged the meeting, was general chairman.

As the result of the successful meeting, the district hardware men will meet here again next year. Muskegon is the most central point of the three counties, and it is probable that a decision will be made next year to meet here every year.

Nicholas Workman, of the Muskegon Hardware Co., was named chairman of next year's meeting, and A. J. Rankin, of Shelby, Ben Adams, of White Cloud and Herman Kruse, of Muskegon were elected vice-chairmen.

No Such Person.

Thomas was not a prime favorite with his rich uncle. In vain did he try to impress him, but the old man was not easily impressed.

One evening the young man went to his uncle's home for a call, and in the course of conversation asked:

"Uncle, don't you think it would be rather foolish for me to marry a girl who was intellectually my inferior?"

"Worse than foolish, Thomas," was the reply. "Worse than foolish—impossible."

Japanese Exports of Crab Meat.

Japanese canned crab meat is being shipped to America in such large quantities that it is predicted a record traffic of 180,000 cases will be made before the season is closed, states the Japan Times and Mail. Earlier in the season the most optimistic estimate placed the volume at 150,000 cases, but this figure had to be greatly altered in view of the continued American buying, when usually business slackens. Already last year's entire exportation of 127,000 cases is exceeded and orders are coming in unabated. In certain sections of the trade, however, the remark is made that crab export business offers little encouragement as buying cost is high, while the market on the other side is comparatively low. One case of crab meat containing eight dozen of half pound tins cost exporters \$19 to \$20 delivered. Yokohama while the same goods sell in New York or Boston at \$27 ex warehouse, duty paid, and \$21.60 c. i. f. London or Liverpool, which could barely leave a margin of 40c or 50c for every case of crab meat sold. It is also asserted that while orders have been coming in without interruption, most of them are of a piece-meal variety.

From One of the Immortal Sixteen.

Colling, Oct. 19—I most thoroughly enjoyed the forty-second anniversary number of the Tradesman and congratulate you on the high merit of the articles in it. I am reading several high class journals, but none of them do I esteem more highly than the Tradesman. I well remember the first issues of the Tradesman. It was then

a small sheet, printed in the style of a country newspaper. There has been a great evolution in it since then. As Henry Clews was regarded as the dean of Wall street, so are you regarded as the dean of Michigan business men and we feel that in you we have a loyal friend and a most stalwart champion. Long may the Tradesman and you live and prosper. I thank you for your kind invitation to attend the fiftieth anniversary party of the Tradesman and if I am spared will be there and shall consider it an honor and a great pleasure. Charles H. Coy.

School teachers will do well to ignore the silly proposal to place them in uniforms. There are too many problems concerning the conduct of the schools to engage their attention now. Foremost among these questions is a just and fair remuneration for teachers in the lower grades. It is of the highest importance that these teachers should be fully equipped, since many of the children are limited in the time they can spend in obtaining an education of any sort. Nothing was more pernicious in our schools than the lowering of the requirements for instructors in the primary grades to meet the demand for more teachers. That was false economy. It is these teachers who lay the foundations on which the great mass of children in the schools must build their lives. The teachers will have enough to do to impress that fact upon the authorities, as well as that other fact that such teachers can be obtained only by honest treatment.

Now the season is at hand when papa's pocket book should go into training for fall openings.

One rotten egg in a dozen does not spoil the eleven but cuts out your profit

IT IS the same way with your valuable papers—which should be in a safe place—when you have a fire and your books, inventory, record of daily sales and record of purchases are not in a fire proof safe. It is like a rotten egg in a dozen; in fact, it is a rotten egg in your business, because, ten to one, you don't get the money you are entitled to and you cannot reasonably expect it either.

Prevent this possible loss. Buy a reliable safe to store away your books and valuable papers every night. Now, while you read this advertisement is the time to act. It is a warning to you for you don't know what is going to happen. Don't delay. Do it right now.

We sell the best safes on the market, in all styles and sizes at reasonable prices. **COME IN OR WRITE.** You will never regret it.

GRAND RAPIDS SAFE CO.
Corner Ionia and Louis Sts. Grand Rapids, Mich.

DRUGS

Using Attractive Containers To Overcome Sales Resistance.

There is a difference between "growth" and "development" of sales.

A product may grow in sales to a certain point. Then conditions may arise, outside the normal market for the product, which will greatly diminish, or even annihilate, the market for that product. The market disappears. The product disappears.

Growth alone cannot always meet new conditions. Development in new directions is necessary. The most enterprising manufacturer of coupes and tandem bicycles must stop growing when the demand for coupes and tandem bicycles ceases—unless he can develop along the lines opened up by the new conditions.

A newly designed package has frequently been the means of "developing" sales which have stopped "growing."

A case in point:

A wrench had been on the market since the civil war. It sold on its reputation. New wrenches appeared. Competition became keen. The old name did not quite carry the top. The manufacturer met competition by originating a new package and putting the new package in the counter display carton—the first wrench ever so displayed. To-day, the wrench is in countless homes where before it was generally used only by plumbers. Sales on a staple product were revived by packaging. New markets were developed.

A few other examples of where new packages have developed new sales:

A complete drug line has been given a new lease on a 60 year old life, by the standardization and improvement of its packages.

A well known soap, sold for half a century in foil wrappers, changed to tin boxes. Nothing changed but the package, but that change brought about a revival of interest and created new sales.

A tooth-paste and a shaving cream appear with patented tops on the old tube containers, and immediately jump into popular interest.

A manufacturer of gum drops found sales on the old-fashioned candy were steadily decreasing. By putting up the gum drops in small, attractive packages, and advertising the package, a 50 per cent. increase in distribution was obtained in less than seven weeks.

A new or distinctive package has more times than one been instrumental in breaking into a market in which competitors were already strongly entrenched.

For instance: The manufacturer of a line of fruit syrups sold to the soda fountain trade desired to sell to the home beverage trade. The manufacturer put out a line of syrups to which water could be added, making a variety of home drinks. An ordinary container was adopted. It was a plain bottle similar to the ones sold by competitors. The competitors were strongly entrenched and sales were small. Something had to be done to stimulate the interest of the trade.

An improvement in the product could not be made. An improvement in the package was possible. The ordinary bottle was changed to a distinctive jug. An attractive trade name was created. A new label was designed. An advertising campaign was planned. The trade was again approached.

The jug-container attracted immediate attention. It was different from anything handled by the jobbers. It gave the 'jobbers' salesmen a wedge for new arguments. The adaptability of the jug to new uses in the home, after emptying, was recognized.

The advertising manager of the syrup company, in speaking of the success of the newly packed syrup, said, "We feel we owe the change in attitude (effected to an extent which was quite surprising to us) two-thirds to the container and one-third to the advertising campaign which followed.

A changed or distinctive package has again often been instrumental in developing new markets for a product.

One of the most outstanding examples of this power of a package to open up new sales fields is found in the experience of a manufacturer of mints.

Formerly the mints were sold through the ordinary channel—candy stores. The manufacturer changed the packing of his mints. He wrapped them in pocket-sized foil packages. In a short time from ten to twenty new markets were discovered. Displays were secured and sales were made of the foil-wrapped mints in candy stores, drug stores, grocery stores, newsstands, hotels, restaurants, cigar stands, hot dog emporiums, summer resort booths, on boats, etc.

The five-and-ten-cent stores offer a large market for any manufacturer who cares to put up small packages of his goods. A thousand-and-one products, formerly sold in bulk, or large quantities, or singly through other retail channels, are being sold daily in the five-and-ten-cent stores.

In the self-service-store market, sales are greatly aided through attractive and easily recognizable packages.

Packaging will almost invariably increase sales for any product. Here are a few products, formerly sold singly, loose, or in bulk, which are now more successfully sold in some form of package:

Crackers sold from a barrel are now sold in individual packages.

Bread sold from a shelf is now sold in individual wrappers.

Tea-balls are sold in tins.

Tooth brushes are sold in glass bottles.

Felt hats are displayed in counter boxes.

Cheese is sold in a variety of containers.

Meat is sold in tin foil and boxes.

Beds are sold in boxes.

Tools are sold in individual packages.

Lamps, irons and electrical goods are sold in containers.

Notions, formerly sold from bins, are now packaged.

Books are sold in bon voyage boxes.

Fruit is sold by weight, in containers.

Bacon is sold sliced, wrapped in parchment and packed in cardboard containers.

New markets opened up for many of these products when they were taken from bins, boxes, drawers and shelves and presented to the public in attractive, handy packages.

New Bleach Prices.

Announcement by one of the manufacturers of an advanced schedule on sales of bleaching powder over 1926 has recalled the crash in prices on this commodity a few seasons back. The trade is now hearing what is said to be the "inside story" of that crash. The story is that at a friendly meeting of manufacturers of the product the question of price competition came up and was quite thoroughly discussed. During the discussion charges were made by one maker that a certain other producer was quoting low prices without warrant. This was indignantly denied, whereupon the supposed price cutter was asked to produce certain particular contracts. He could hardly refuse and when the contracts in question were examined they showed prices fully 25 per cent. below what had been considered the general market level. The interesting part of the story is that the subsequent competition which led to the break in prices to well below costs of manufacture was not started by the other manufacturers in self-defense but by the factor who originally broke the "schedule." Chagrined at the exposure of his price tactics he immediately made open announcement of extremely low prices and continued to reduce them throughout the contract season. The result was the cheapest bleach in history for the consumers and a general loss on all bleach business by all of the manufacturers. This year manufacturers are not likely to compete so severely for contract business. In fact, indications are that uniform prices will prevail.

New P. & G. Product.

Procter & Gamble Co. is putting on the general market a trade marked package of distilled glycerine for use as an anti-freeze compound under the brand name of "Ivo." The grade of glycerine obtainable at drug stores has not been perfected for this specific use. For the use of all motorists a table of radiator capacities has been prepared which shows the exact quantities of "Ivo" to be used in each make of car.

Hides, Pelts and Furs.

Green, No. 1	11
Green, No. 2	10
Cured, No. 1	12
Cured, No. 2	11
Calfskin, Green, No. 1	19
Calfskin, Green, No. 2	17½
Calfskin, Cured, No. 1	20
Calfskin, Cured, No. 2	18½
Horse, No. 1	3 50
Horse, No. 2	2 50

Pelts.

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

Tallow.

Prime	07
No. 1	06
No. 2	05

Wool.

Unwashed, medium	@40
Unwashed, rejects	@32
Unwashed, fine	@40

The toothless woman never sees anything worth laughing at.

Market Features of Some Drug Staples.

Strength in quicksilver continued as a feature of the closing market of the week. Buyers were quite active in search of goods and at the close the cheap sellers of earlier in the period had withdrawn and left the market largely in the hands of the three large importing houses. Various prices were quoted but \$82.50 per flask seemed to be about the best available in the spot market. From this level up to \$85.25 was quoted as to seller and quantity.

Manufacturers made no changes in the general list of products at the close of the week. Current levels were maintained quite well, although weak spots still exist such as the strychnine group, gualacol and quinine.

Competition or business in quinine is very keen and some very low prices are reported, especially on resale bisulphate. Manufacturers and direct importers in general are maintaining prices where they are under the control of Amsterdam. Outside interests, not so controlled, are naming such levels as they see fit and are apparently getting a large part of the business. It is an interesting situation and there are some who believe that an entire change of policy by the Amsterdam group will be inevitable in the near future. No intimation of such a change has as yet been forthcoming, but it is hardly likely that Amsterdam is particularly well pleased at recent market developments.

Demand for prussiates is less active and stocks in the New York market which were somewhat reduced are again at normal levels. The result, is a slightly easier market with prices lower on prussiate of soda and easier on the potash salts. The former could be had at 10½¢ on Saturday, although in other directions 10¼¢ was still asked.

Firmness continues as the general rule in fertilizer materials. Nitrate is, well held, with not much resale offered. Spot tankage and blood are maintained. Fish scrap has steadied at the recent reduction in prices. Sulphate of ammonia for export is not available from the makers. Firm prices are quoted on the material for domestic deliveries during the coming season.

Peppermint held firm but the consuming demand was rather light. Reports were heard to the effect that Japanese oil to be imported as cornmint was on the way to this market. This can be used for technical purposes and may fill a large proportion of the demand for technical oil if it is offered at reasonable prices. In addition there were reports to the effect that confectionery makers were preparing to temporarily eliminate peppermint flavors from their products and that at least one of the large chewing gum makers would make a drive on another flavor. If all this comes about it is just possible that the country speculators may reap some losses along with the heavy profits which they are making on present sales. They have bought a lot of oil back at rather fancy prices and it is just possible that they may have quite a lot of it to sell later

in the season. Other items were moderately active and firm at the close of the week.

Seeds and Herbs.

The sharp advance in Dutch yellow mustard seed has brought to a head a rather serious situation, both from the viewpoint of the American user and from that of the Holland shipper who thought prices were high and made short sales. Several of these shippers have repurchased this week sales made earlier at lower prices. The cause is more deep-seated than appears on the surface and it harks back to the lessened productivity of the English fields. England uses large quantities of yellow seed both for home needs and for the export of a world known brand of manufactured product. Canary is still rather weak, the market having felt the pressure of the Turkish, which has been offered more freely. We doubt if

the decline will go much further. Caraway has attracted investment buying by those who feel that the present price level has already discounted the ample crop. Celery is almost extinct on spot and anything nearby commands a good premium. The article is likely to ease off a little during November. French marjoram rules very high and there is not likely to be very much come in for normal jobbing purposes. That demand will probably use the German later on. The higher shipment cost of good Dalmatian sage has as yet had practically no effect on prices of spot goods.

John Clarke & Co.

To make men good by force is to force out of them the dynamic of real goodness.

That is far from being a home where you cannot see the family for the furniture.



Walker
OWOSSO
MICHIGAN
**Makes
Good
Chocolates**



Soot and dust on window sill
KEEP THE COLD, SOOT AND DUST OUT
Install "AMERICAN WINDUSTITE" all-metal Weather Strips and save on your coal bills, make your house-cleaning easier, get more comfort from your heating plant and protect your furnishings and draperies from the outside dirt, soot and dust. Storm-proof, Dirt-proof, Leak-proof, Rattle-proof.
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School Supplies

Ink Tablets, Penholders, Composition Books, Pencil Tablets, Pastes, Glues, Inks, School Records, Penholders, Pens, Slates, School Blanks, Slate Pencils, Rubber Bands, Pencil Pockets, Crayons, Compasses, Chalk, Pencil Sharpeners, Chamois Skins, Inks, Pencil Assortments, Fountain Pens, Blackboard Erasers, Colored Pencils, Blotting Paper, Exercise Books, Water Colors, Pencil Pockets, Cardboard, Thumb Tacks, Paste, Pencil Clips, Water Colors, Dictionaries, Ink Erasers, Bristol Board, Library Paste, Blank Books, Rulers, Dusters, Mucilages, Sponges, Crayolas, Pencils, Lunch Kits, Banner Loose Leaf Note Books, Pencil Boxes, Legal and Foolscap Paper, Dictionaries, Pat's Pick, Michigan History, U. S. Civil Government, Pattengill's Orthographies, Civil Government Primary, Michigan, Welch School Registers.

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HAZELTINE & PERKINS DRUG CO.
Manistee Michigan Grand Rapids

WHOLESALE DRUG PRICE CURRENT

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

Acids		Lavendar Flow.	8 50@3 75	Cinchona	21 10
Boric (Powd.)	15 @ 25	Lavendar Gar'n	85@1 20	Colchicum	21 80
Boric (Xtal)	15 @ 25	Lemon	3 50@3 75	Cubebs	21 00
Carbolic	37 @ 43	Linseed, bld. bbl.	11 10	Digitalis	21 80
Citric	58 @ 70	Linseed, raw, bbl.	11 07	Gentian	21 25
Muriatic	3 1/2 @ 15	Linseed, bld. less	1 17@1 30	Ginger, D. S.	21 80
Nitric	9 @ 15	Linseed, ra. less	1 14@1 27	Gualac	22 20
Oxalic	15 @ 25	Mustard, artifi. oz.	1 50	Gualac, Ammon.	22 80
Sulphuric	3 1/2 @ 8	Neatsfoot	1 35@1 50	Iodine	22 95
Tartaric	40 @ 50	Olive, pure	3 75@4 50	Iodine, Colorless	21 50
		Olive, Malaga, yellow	2 75@3 00	Iron, Clo.	21 35
Ammonia		Olive, Malaga, green	2 75@3 00	Kino	21 40
Water, 26 deg.	10 @ 18	Orange, Sweet	5 00@5 25	Myrrh	22 50
Water, 18 deg.	09 @ 14	Origanum, pure	2 50	Nux Vomica	21 55
Water, 14 deg.	6 1/2 @ 12	Origanum, com'l	1 00@1 20	Opium	22 50
Carbonate	20 @ 25	Pennyroyal	3 50@3 75	Opium, Camp.	22 85
Chloride (Gran.)	10 1/2 @ 20	Peppermint	22 50@22 75	Opium, Deodor'd	21 50
		Rose, pure	13 50@14 00	Rhubarb	21 70
Balsams		Rosemary Flows	1 25@1 50		
Copaiba	90@1 20	Sassafras, true	2 00@2 25	Paints.	
Fir (Canada)	2 55@3 30	Sassafras, artifi	90@1 20	Lead, red dry	15 1/4@15 1/4
Fir (Oregon)	65@1 00	Sassafras, true	2 00@2 25	Lead, white dry	15 1/4@15 1/4
Peru	3 00@3 25	Sassafras, artifi	90@1 20	Lead, white oil	15 1/4@15 1/4
Tolu	3 00@3 25	Spearment	15 00@15 25	Ochre, yellow bbl.	2 1/2
		Sperm	1 50@1 75	Ochre, yellow less	3 @ 6
Barks		Tansy	5 00@5 25	Red Venet'n Am.	3 1/2 @ 7
Cassia (ordinary)	25 @ 30	Tar, USP	50@ 65	Red Venet'n Eng.	4 @ 8
Cassia (Saugon)	50 @ 60	Turpentine, bbl.	75@1 12	Putty	5 @ 8
Sassafras (pw. 50c)	25 @ 30	Turpentine, less	1 21@1 34	Whiting, bbl.	2 @ 4 1/2
Soap Cut (powd.)	18 @ 25	Wintergreen, leaf	6 00@6 25	Whiting	5 1/4 @ 10
		Wintergreen, sweet	3 00@3 25	L. H. P. Prep.	3 05@3 25
Berries		Wintergreen, art.	75@1 00	Rogers Prep.	3 05@3 25
Cubeb	21 25	Wintergreen, art.	75@1 00		
Fish	21 25	Wormwood	3 00@3 25	Miscellaneous	
Juniper	21 25	Wormwood	3 00@3 25	Acetanald	47 @ 55
Prickly Ash	21 25			Alum	08 @ 12
		Potassium		Alum, powd. and ground	09 @ 15
Extracts		Bicarbonate	35 @ 40	Bismuth, Subnitrate	3 54@3 59
Licorice	60 @ 65	Bichromate	15 @ 25	Borax xtal or powdered	07 @ 13
Licorice powd.	21 00	Bromide	69 @ 85	Cantharades, po.	1 50@2 00
Flowers		Bromide	54 @ 71	Calomel	1 93@2 00
Arnica	25 @ 30	Chlorate, gran'd	23 @ 30	Capsicum, pow'd	48 @ 55
Chamomile Ger.)	20 @ 25	Chlorate, powd.	16 @ 25	Carmine	7 00@7 50
Chamomile Rom.	54	or Xtal	30 @ 35	Casia Buds	35 @ 40
Gums		Cyanide	30 @ 35	Cloves	50 @ 55
Acacia, 1st	50 @ 55	Iodide	4 66@4 88	Chalk Prepared	14 @ 16
Acacia, 2nd	45 @ 50	Permanganate	20 @ 30	Chloroform	51 @ 60
Acacia, Sorts	20 @ 25	Prussiate, yellow	65 @ 75	Chloral Hydrate	1 35@1 85
Acacia, Powdered	35 @ 40	Prussiate, red	1 @ 100	Cocaine	12 10@13 80
Aloes (Barb Pow)	25 @ 35	Sulphate	35 @ 40	Cocoa Butter	50 @ 75
Aloes (Cape Pow)	65 @ 70			Corks, list, less	40-10%
Aloes (Soc. Pow.)	50 @ 60	Roots		Copperas	2 1/2 @ 10
Asafoetida	75 @ 100	Alkanet	30 @ 35	Copperas, Powd.	4 @ 10
Pow.		Blood, powdered	35 @ 40	Corrosive Sublim	1 58@1 75
Camphor	1 05@1 10	Calamus	35 @ 50	Cream Tartar	31 @ 38
Guaiaac	80 @ 90	Elecampane, powd	25 @ 30	Cuticle bone	40 @ 50
Guaiaac, pow'd	80 @ 90	Gentian, powd.	20 @ 30	Dextrine	6 @ 15
Kino	1 @ 10	Ginger, African, powdered	30 @ 35	Dover's Powder	3 50@4 00
Kino, powdered	1 @ 20	Ginger, Jamaica, powdered	55 @ 60	Emery, All Nos.	10 @ 15
Myrrh	60 @ 65	Goldenseal, pow.	7 @ 10	Emery, Powdered	8 @ 10
Opium, powd.	19 65@19 92	Ipecac, powd.	3 75@4 00	Epsom Salts, bbls.	1 @ 15
Opium, gran.	19 65@19 92	Licorice	35 @ 40	Epsom Salts, less 3 1/2 @	10
Shellac	90 @ 100	Licorice, powd.	30 @ 40	Ergot, powdered	1 @ 25
Shellac Bleached	1 00@1 10	Orris, powdered	30 @ 40	Flake, White	15 @ 20
Tragacanth, pow.	1 @ 15	Poke, powdered	35 @ 40	Formaldehyde, lb.	12 @ 30
Tragacanth	1 75@2 25	Rhubarb, powd.	1 00@1 10	Gelatine	90 @ 1 05
Turpentine	25 @ 30	Rosinwood, powd.	40 @ 45	Glassware, less 55%	
		Sarsaparilla, Hond.	1 @ 100	Glassware, full case 60%	
Insecticides		Sarsaparilla Mexican, ground	1 @ 25	Glauber Salts, bbl.	02 1/4
Arsenic	15 @ 25	Squills	35 @ 40	Glauber Salts less 04 @	10
Blue Vitriol, bbl.	07 @ 15	Squills, powdered	60 @ 70	Glue, Brown	21 @ 30
Blue Vitriol, less	08 @ 15	Tumeric, powd.	20 @ 25	Glue, Brown Grd	15 @ 20
Bordea. Mix Dry 12 1/2 @	25	Valerian, powd.	2 @ 75	Glue, white	27 1/2 @ 35
Hellebore, White	20 @ 30			Glue, white grd.	25 @ 35
powdered	20 @ 30	Seeds		Glycerine	65 @ 75
Insect Powder	40 @ 50	Anise	35 @ 40	Hops	6 45@6 90
Lead Arsenate Po.	17 @ 30	Bird, ls	13 @ 17	Iodine	7 35@7 65
Lime and Sulphur	17 @ 30	Canary	13 @ 20	Iodoform	7 35@7 65
Dry	30 @ 35	Caraway, Po.	30 @ 35	Lead Acetate	20 @ 30
Paris Green	22 @ 25	Cardamon	20 @ 35	Mace	21 45
		Coriander pow.	30 @ 35	Mace, powdered	21 50
Leaves		Dill	18 @ 25	Menthol	15 00@16 50
Buchu	1 25@1 30	Fennell	08 @ 15	Morphine	11 18@11 93
Buchu, powdered	1 @ 30	Flax, ground	08 @ 15	Nux Vomica	2 @ 30
Sage, Bulk	25 @ 30	Poenugreek pow.	15 @ 25	Nux Vomica, pow.	17 @ 25
Sage, 1/4 loose	40 @ 40	Hemp	8 @ 15	Pepper black pow.	35 @ 40
Sage, powdered	40 @ 40	Lobelia, powd.	1 @ 25	Pepper, White	42 @ 50
Senna, Alex.	50 @ 75	Mustard, yellow	17 @ 25	Pitch, Burgundy	10 @ 15
Senna, Tinn.	30 @ 35	Mustard, black	20 @ 25	Quassia	12 @ 15
Senna, Tinn. pow.	25 @ 35	Poppy	22 @ 25	Quinine	72 @ 1 23
Uva Ursi	20 @ 25	Quince	1 50@1 75	Rochelle Salts	30 @ 35
		Rape	15 @ 20	Saccharine	11 @ 22
Oils		Sabadilla	25 @ 35	Salt Peter	30 @ 40
Almonds, Bitter, true	7 50@7 75	Safflower	11 1/2 @ 15	Selditz Mixture	15 @ 30
Almonds, Bitter, artificial	4 00@4 25	Worm, American	30 @ 40	Soap, green	22 1/2 @ 25
Almonds, Sweet, true	1 50@1 80	Worm, Levant	4 25@4 50	Soap, white castile	13 50
Almonds, Sweet, imitation	1 00@1 25	Tinctures		case	
Amber, crude	1 50@1 75	Aconite	21 80	Soap, white castile less, per bar	21 45
Amber, rectified	1 75@2 00	Aloes	21 45	Soda Ash	3 @ 10
Anise	1 50@1 75	Arnica	21 10	Soda Bicarbonate 3 1/4 @	10
Bergamont	8 50@8 75	Asafoetida	2 @ 40	Soda, Sal	02 1/4 @ 08
Cajeput	1 50@1 75	Belladonna	21 35	Spirits Camphor	2 @ 35
Cassia	4 25@4 50	Benzoil	2 @ 10	Sulphur, roll	3 1/2 @ 10
Castor	1 75@2 00	Benzoil Comp'd	2 @ 10	Sulphur, Subl.	04 @ 15
Cedar Leaf	1 50@1 75	Buchu	2 @ 55	Tamarinds	20 @ 25
Citronella	1 25@1 50	Turpentine, Ven.	50 @ 75	Tartar Emetic	70 @ 75
Cloves	3 00@3 25	Vanilla Ex. pure	1 75@2 25	Turpentine, Ven.	50 @ 75
Cocoonut	25 @ 35	Vanilla Ex. pure 2 50@3 00		Vanilla Ex. pure	1 75@2 25
Cod Liver	1 90@2 40	Capsicum	2 @ 20	Vanilla Ex. pure 2 50@3 00	
Croton	2 00@2 25	Catechu	21 75	Zinc Sulphate	04 @ 15
Cotton Seed	1 30@1 50				
Cubebs	7 00@7 25				
Elgeron	6 00@6 25				
Eucalyptus	1 75@2 00				
Hemlock, pure	3 50@3 75				
Juniper Berries	1 50@1 75				
Juniper Wood	1 50@1 75				
Lard, extra	1 60@1 80				
Lard, No. 1	1 40@1 60				

GROCERY PRICE CURRENT

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

ADVANCED

Canned Cherries
Canned Pumpkin
Seeded Raisins

DECLINED

Corn Syrup
Karo Syrup
Pork
Veal
Lard
Smoked Meats

AMMONIA

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



AXLE GREASE

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

BAKING POWDERS

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

BEECH-NUT BRANDS.



Mints, all flavors ----- 60
Gum ----- 70
Fruit Drops ----- 70
Caramels ----- 70
Sliced bacon, large ----- 4 95
Sliced bacon, medium ----- 3 00
Sliced beef, large ----- 4 50
Sliced beef, medium ----- 2 50
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



Original
condensed Pearl
Crown Capped
4 doz., 10c dz. 8f
3 dz. 15c, dz. 1 25

BREAKFAST FOODS

Cracked Wheat, 24-2 ----- 3 85
Cream of Wheat, 18s ----- 3 90
Cream of Wheat, 24, 14 oz. ----- 3 05
Pillsbury's Best Cer'l ----- 2 20
Quaker Puffed Rice ----- 5 60
Quaker Puffed Wheat ----- 4 30
Quaker Brist Biscuit ----- 1 90
Ralston Branios ----- 3 20
Ralston Food, large ----- 4 00
Saxon Wheat Food ----- 3 90
Vita Wheat, 12s ----- 1 80
Post's Brands.
Grape-Nuts, 24s ----- 3 80
Grae-Nuts, 100s ----- 2 75
Instant Postum, No. 8 ----- 4 40

Instant Postum, No. 9 ----- 5 00
Instant Postum, No. 10 ----- 4 50
Postum Cereal, No. 0 ----- 2 25
Postum Cereal, No. 1 ----- 2 70
Post Toasties, 36s ----- 3 45
Post Toasties, 24s ----- 3 45
Post's Bran, 24s ----- 2 70

BROOMS

Jewell, doz. ----- 5 75
Standard Parlor, 23 lb. ----- 8 25
ancy Parlor, 23 lb. ----- 9 25
Ex. Fancy Parlor 25 lb. ----- 9 75
Ex. Fcy. Parlor 26 lb. ----- 10 50
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

Stove

Shaker ----- 1 80
No. 50 ----- 2 00
Peerless ----- 2 60

Shoe

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

BUTTER COLOR

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

CANDLES

Electric Light, 40 lbs. ----- 12 1
Plumber, 40 lbs. ----- 12 8
Paraffine, 6s ----- 14 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
Apple Sauce, No. 10 ----- 7 50
Apricots, No. 1 ----- 1 75
Apricots, No. 2 ----- 3 00
Apricots, No. 2 1/2 ----- 3 00
Apricots, No. 10 ----- 10 25
Blackberries, No. 10 ----- 10 25
Blueberries, No. 2 ----- 2 00
Blueberries, No. 10 ----- 13 00
Cherries, No. 2 ----- 3 50
Cherries, No. 2 1/2 ----- 4 00
Cherries, No. 10 ----- 12 50
Loganberries, No. 2 ----- 3 00
Loganberries, No. 10 ----- 10 00
Peaches, No. 1 ----- 1 25
Peaches, No. 1, Sliced ----- 1 40
Peaches, No. 2 ----- 2 75
Peaches, No. 2 1/2 ----- 3 25
Peaches, 2 1/2 Cal. ----- 3 25
Peaches, 10, Mich. ----- 8 50
Pineapple, 1, sl. ----- 1 80
Pineapple, 2, sl. ----- 2 80
Pineapple, 2, br. sl. ----- 2 65
Pineapple, 2 1/2, sl. ----- 3 35
Pineapple, 2, cru. ----- 2 60
Pineapple, 10 cru. ----- 11 50
Pears, No. 2 ----- 4 00
Pears, No. 2 1/2 ----- 4 25
Plums, No. 2 ----- 2 40
Plums, No. 2 1/2 ----- 2 90
Raspberries, No. 2, blk ----- 3 60
Raspberries, Red, No. 10 ----- 15 00
Raspberries, Black, No. 10 ----- 16 00
Rhubarb, No. 10 ----- 4 75
Strawberries, No. 10 ----- 12 00

CANNED FISH.

Clam Ch'der, 10 1/2 oz. ----- 1 35
Clam Ch., No. 3 ----- 3 50
Clams, Steamed, No. 1 ----- 1 00
Clams, Minc'd, No. 1 ----- 1 35
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 60
Shrimp, 1, wet ----- 10 25
Sard's, 1/4 Oil, Ky ----- 5 25
Sardines, 1/4 Oil, kless ----- 6 75
Sardines, 1/4 Oil, kless ----- 6 75
Salmon, Warrens, 1/4 ----- 2 75
Salmon, Rd. Alaska ----- 3 90
Salmon, Med. Alaska ----- 3 90
Salmon, Pink Alaska ----- 1 85
Sardines, Im. 1/4, ea. ----- 10 28
Sardines, Im. 1/4, ea. ----- 25
Sardines, Cal. ----- 1 65
Tuna, 1/4, Albocore ----- 95
Tuna, 1/4, Curtis, doz. ----- 2 20
Tuna, 1/4, Curtis, doz. ----- 3 50
Tuna, 1s, Curtis, doz. ----- 7 00

CANNED MEAT.

Bacon, Med. Beechnut ----- 3 00
Bacon, Lge Beechnut ----- 4 95
Beef, No. 1, Corned ----- 2 70
Beef, No. 1, Roast ----- 1 70
Beef, No. 1 1/2, Qua. all ----- 1 55

Beef, No. 1/4, Qua. all ----- 1 75
Beef, 5 oz., Qua. all ----- 2 50
Beef, No. 1, B'nut, all ----- 4 50
Beefsteak & Onions, s ----- 2 75
Chili Con Ca. Is ----- 1 35
Deviled Ham, 1/4s ----- 2 20
Deviled Ham, 1/4s ----- 3 60
Hamburg Steak & Onions, No. 1 ----- 3 15
Potted Beef, 4 oz. ----- 1 10
Potted Meat, 1/4 Libby ----- 5 1/2
Potted Meat, 1/4 Libby ----- 90
Potted Meat, 1/4 Qua. ----- 85
Potted Ham, Gen. 1/4 ----- 1 85
Vienna Saus., No. 1/4 ----- 1 35
Vienna Sausage, Qua. ----- 95
Veal Loaf, Medium ----- 2 30

Baked Beans

Campbells, ----- 1 15
Quaker, 18 oz. ----- 90
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
Green Beans, 2s ----- 2 00
Gr. Beans, 10s ----- 7 50
L. Beans, 2 gr. ----- 1 35
Lima Beans, 2s, Soaked ----- 95
Red Kid. No. 2 ----- 1 20
Beets, No. 2, wh. ----- 1 75
Beets, No. 2, cut ----- 1 80
Beets, No. 3, cut ----- 1 80
Corn, No. 2, Ex. stan ----- 1 65
Corn, No. 2, Fan. ----- 1 90
Corn, No. 2, Fy. glass ----- 3 25
Corn, No. 10 ----- 7 50
Hominy, No. 2 ----- 1 00
Okra, No. 2, whole ----- 1 00
Okra, No. 2, cut ----- 1 60
Dehydrated Veg. Soup ----- 90
Dehydrated Potatoes, lb. ----- 45
Mushrooms, Hotels ----- 45
Mushrooms, Choice ----- 53
Mushrooms, Sur Extra ----- 70
Peas, No. 2, E. J. ----- 1 75
Peas, No. 2, Sift. ----- 2 00
June ----- 2 00
Peas, No. 2, Ex. Sift. ----- 2 25
E. J. ----- 2 25
Peas, Ex. Fine, French ----- 25
Pumpkin, No. 3 ----- 1 35
Pumpkin, No. 10 ----- 4 75
Pimentos, 1/4, each ----- 12 1/4
Pimentos, 1/2, each ----- 27
Sw't Potatoes, No. 2 1/2 ----- 1 60
Saurkraut, No. 2 ----- 1 40
Succotash, No. 2 ----- 1 65
Succotash, No. 2, glass ----- 2 25
Spinach, No. 1 ----- 1 25
Spinach, No. 2 ----- 1 60
Spinach, No. 3 ----- 2 10
Spinach, No. 10 ----- 6 00
Tomatoes, No. 2 ----- 1 40
Tomatoes, No. 3 ----- 2 00
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, 8s ----- 1 45
Paramount, 24, 16s ----- 2 40
Paramount, 6, 10s ----- 10 00
Sniders, 8 oz. ----- 1 95
Sniders, 16 oz. ----- 3 95
Quaker, 8 1/2 oz. ----- 1 25
Quaker, 10 1/2 oz. ----- 1 40
Quaker, 14 oz. ----- 1 90
Quaker, Gallon Glass ----- 15 50

CHILI SAUCE

Snider, 16 oz. ----- 5 50
Snider, 8 oz. ----- 2 50
Lilly Valley, 8 oz. ----- 2 10
Lilly Valley, 14 oz. ----- 3 50

OYSTER COCKTAIL.

Sniders, 16 oz. ----- 5 50
Sniders, 8 oz. ----- 2 50

CHEESE

Roquefort ----- 52
Kraft, Small tins ----- 1 65
Kraft, American ----- 1 65
Chili, small tins ----- 1 60
Pimento, small tins ----- 1 65
Roquefort, small tins ----- 2 25
Camenbert, small tins ----- 2 25
Wisconsin New ----- 28
Longhorn ----- 28
Michigan Full Cream ----- 27
New York Full Cream ----- 27
Sap Sago ----- 42
Brick ----- 24

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 ----- 70
Juicy Fruit ----- 65
Peppermint, Wrigleys ----- 65
Spearment, Wrigleys ----- 65
Wrigley's P-K ----- 65
Zeno ----- 65
Teaberry ----- 65

CHOCOLATE.

Baker, Caracas, 1/4s ----- 37
Baker, Caracas, 1/4s ----- 35
Hersheys, Premium, 1/4s ----- 36
Hersheys, Premium, 1/4s ----- 36
Runkle, Premium, 1/4s ----- 33
Runkle, Premium, 1/4s ----- 36
Vienna Sweet, 1/4s ----- 36

COCOA.

Bunte, 1/4s ----- 43
Bunte, 1/4 lb. ----- 35
Bunte, 1/4 lb. ----- 32
Droste's Dutch, 1 lb. ----- 50
Droste's Dutch, 1/4 lb. ----- 45
Droste's Dutch, 1/4 lb. ----- 35
Hersheys, 1/4s ----- 32
Hersheys, 1/4s ----- 28
Huyler ----- 36
Lowney, 1/4s ----- 40
Lowney, 1/4s ----- 38
Lowney, 1/4 lb. cans ----- 31
Runkles, 1/4s ----- 34
Runkles, 1/4s ----- 33
Van Houten, 1/4s ----- 75
Van Houten, 1/4s ----- 75

COCOANUT

Dunham's ----- 49
15 lb. case, 1/4s and 1/4s ----- 49
15 lb. case, 1/4s ----- 48
15 lb. case, 1/4s ----- 47

CLOTHES LINE.

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



COFFEE ROASTED

Bulk
Rio ----- 29 1/2
Santos ----- 35 @ 37
Maracabo ----- 37
Gautemala ----- 40
Java and Mocha ----- 49
Bogota ----- 41
Peaberry ----- 36

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

Telfer Coffee Co. Brand
Bokay.

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

Blue Grass, Baby, 96 ----- 4 65
Blue Grass, No. 10 ----- 4 75
Carnation, Tall, 4 doz. ----- 5 00
Carnation, Baby, 8 dz. ----- 4 90
Every Day, Tall ----- 5 00
Every Day, Baby ----- 4 90
Pet, Tall ----- 5 00
Pet, Baby, 8 oz. ----- 4 90
Borden's, Tall ----- 5 00
Borden's Baby ----- 4 90
Van Camp, Tall ----- 4 90
Van Camp, Baby ----- 3 75



Quaker, Tall, 4 doz. ----- 4 85
Quaker, Baby, 8 doz. ----- 4 75
Quaker, Gallon, 1/2 doz. ----- 4 75
Blue Grass, Tall 48 ----- 4 75

DRIED FRUITS

Apples
Domestic, 20 lb. box ----- 11
N. Y. Fcy, 50 lb. box ----- 16 1/4
N. Y. Fcy, 14 oz. pkg. ----- 17 1/4
Apricots
Evaporated, Choice ----- 30
Evaporated, Fancy ----- 35
Evaporated, Slabs ----- 27
Citron
10 lb. box ----- 65

CIGARS

G. J. Johnson's Brand
G. J. Johnson Cigar, 10c ----- 75 00

Tunis Johnson Cigar Co.
Van Dam, 10c ----- 75 00
Little Van Dam, 5c ----- 37 50

Worden Grocer Co. Brands
Canadian Club ----- 27 50
Master Piece, 50 Tin ----- 37 50
Tom Moore Monarch ----- 75 00
Tom Moore Panatella ----- 75 00
Tom Moore Cabinet ----- 95 00
Tom M. Invincible ----- 115 00
Webster's ----- 37 50
Webster Savoy ----- 75 00
Webster Plaza ----- 110 00
Webster Belmont ----- 125 00
Webster St. Reges ----- 90 00
Starlight Rouse ----- 135 00
Starlight P-Club ----- 30 00
Tiona ----- 25 00
Clint Ford ----- 25 00
Nordac Triangulars, 1-20, per M ----- 75 00
Worden's Havana ----- 75 00
Specials, 20, per M ----- 75 00

CONFECTIONERY

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

Mixed Candy

Kindergarten ----- 18
Leader ----- 16
X. L. O. ----- 13
French Creams ----- 17
Cameo ----- 20
Grocers ----- 12

Fancy Chocolates

5 lb. Boxes
Bittersweets, Ass'td ----- 1 70
Choc Marshmallow Dp ----- 1 70
Milk Chocolate A A ----- 1 70
Nibble Sticks ----- 1 85
Primrose Choc. ----- 1 25
No. 12, Choc., Light ----- 1 65
Chocolate Nut Kolls ----- 1 75

Gum Drops

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

Lozenges.

A. A. Pep. Lozenges ----- 19
A. A. Pink Lozenges ----- 19
A. A. Choc. Lozenges ----- 19
Motto Hearts ----- 20
Malted Milk Lozenges ----- 22

Hard Goods.

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

Cough Drops

Putnam's ----- 1 35
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. Mallovs ----- 60
Walnut Sundae, 24, 5c ----- 80
Neapolitan, 24, 5c ----- 80
Yankee Jack, 24, 5c ----- 80
Mick. 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, special-
ly printed front cover is
furnished without charge.

CREAM OF TARTAR

6 lb. boxes ----- 85

FARINACEOUS GOODS

Beans
Med. Hand Picked ----- 05 1/4
Cal. Limas ----- 15
Brown, Swedish ----- 07 1/4
Red Kidney ----- 10 1/4
Farina
24 packages ----- 2 50
Bulk, per 100 lbs ----- 06 1/4

Hominy

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

Macaroni

Domestic, 20 lb. box ----- 09 1/4
Armours, 2 doz., 8 oz. ----- 1 50
Foulds 2 doz., 8 oz. ----- 2 25
Quaker, 2 doz. ----- 2 00

Pearl Barley

Chester ----- 4 50
000 ----- 6 50
Barley Grits ----- 06

Peas

Scotch, lb. ----- 06 1/4
Split, lb. yellow ----- 08
Split green ----- 10

Sago

East India ----- 10

Taploca

Pearl, 100 lb. sacks ----- 09
Minute, 8 oz., 3 doz. ----- 4 05
Dromedary Instant ----- 3 60

FLAVORING EXTRACTS

Doz. Vanilla ----- 1 75
PURE ----- 1 75
Lemon ----- 2 00
1 ounce, 15 cent, doz. ----- 1 25
1 ounce, 25 cent, doz. ----- 2 00
4 ounce, 30 cent, doz. ----- 1 25
Jiffy Punch
3 doz. Carton ----- 2 25
Assorted flavors.



UNITED FLAVOR

Imitation Vanilla
1 ounce, 10 cent, doz. ----- 90
1 ounce, 15 cent, doz. ----- 1 25
1 ounce, 25 cent, doz. ----- 2 00
4 ounce, 30 cent, doz. ----- 1 25

Jiffy Punch

3 doz. Carton ----- 2 25
Assorted flavors.

FRUIT CANS

Mason.
Half pint ----- 7 60
One pint ----- 7 75
One quart ----- 9 00
Half gallon ----- 12 00
Ideal Glass Top.
Rubbers.
Half pint ----- 9 00
One pint ----- 9 25
One quart ----- 11 00
Half gallon ----- 15 25

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

HORSE RADISH	
Per doz., 5 oz.	1 20

JELLY AND PRESERVES	
Pure, 30 lb. pails	3 80
Imitation, 30 lb. pails	2 10
Pure 6 oz. Asst., doz.	1 10
Buckeye, 22 oz., doz.	2 35

JELLY GLASSES	
8 oz., per doz.	37

OLEOMARGARINE	
Kent Storage Brands.	
Good Luck, 1 lb.	28
Good Luck, 2 lb.	27 1/2
Gilt Edge, 1 lb.	28
Gilt Edge, 2 lb.	27 1/2
Delicia, 1 lb.	23
Delicia, 2 lb.	23
Van Westenbrugge Brands	
Carload Distributor	



NUCOAL	
Nucoal, 1 lb.	27
Nucoal, 2 and 5 lb.	26 1/2
Wilson & Co.'s Brands	
Certified	25 1/2
Nut	20
Special Role	25 1/2

MATCHES	
Swan, 144	5 00
Diamond, 144 box	6 60
Searchlight, 144 box	6 60
Ohio Red Label, 144 bx	5 00
Ohio Blue Tip, 144 box	6 60
Ohio Rosebud, 144 bx	6 60
Ohio Blue Tip, 720-1c	4 75

Safety Matches	
Quaker, 5 gro. case	4 25

MINCE MEAT	
None Such, 4 doz.	6 47
Quaker, 3 doz. case	3 60
Libby, Kegs, wet, lb.	22

MOLASSES.	
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Gold Brer Rabbit	
No. 10, 6 cans to case	5 95
No. 5, 12 cans to case	6 20
No. 2 1/2, 24 cans to case	6 45
No. 1 1/2, 36 cans to case	5 30

Green Brer Rabbit	
No. 10, 6 cans to case	4 60
No. 5, 12 cans to case	4 85
No. 2 1/2, 24 cans to case	5 10
No. 1 1/2, 36 cans to case	4 30

Aunt Dinah Brand.	
No. 10, 6 cans to case	3 00
No. 5, 12 cans to case	3 25
No. 2 1/2, 24 cans to case	3 50
No. 1 1/2, 36 cans to case	3 00

New Orleans	
Fancy Open Kettle	72
Choice	64
Fair	41

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

NUTS.	
Whole	
Almonds, Terregona	28
Brazil, New	18
Fancy mixed	22
Filberts, Sicily	25
Peanuts, Virginia Raw	12 1/2
Peanuts, Vir. roasted	14
Peanuts, Jumbo, raw	14
Peanuts, Jumbo, rstd	16 1/2
Pecans, 3 star	23
Pecans, Jumbo	50
Walnuts, California	28
Salted Peanuts.	
Fancy, No. 1	14
Jumbo	23

Shelled.	
Almonds	70
Peanuts, Spanish,	11
125 lb. bags	
Filberts	32
Pecans	1 10
Walnuts	60
Bulk, 3 gal. keg	5 25

OLIVES.	
Bulk, 5 gal. keg	8 50
Quart Jars, dozen	6 50
Bulk, 5 gal. keg	8 50

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

PARIS GREEN	
1 1/2 s	31
1 s	29
2 s and 5 s	27

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

PETROLEUM PRODUCTS	
Iron Barrels	
Perfection Kerosine	12.1
Red Crown Gasoline	15.7
Tank Wagon	19.7
Solite Gasoline	38.2
Gas Machine Gasoline	21.6
V. M. & P. Naptha	41.2
Capitol Cylinder	23.2
Atlantic Red Engine	13.7
Winter Black	

Polarine	
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Iron Barrels.	
Light	62.2
Medium	64.2
Heavy	66.2
Special heavy	68.2
Extra heavy	70.2
Transmission Oil	62.2
Finol, 4 oz. cans, doz.	1 45
Finol, 8 oz. cans, doz.	2 25
Parowax, 100, lb.	8.0
Parowax, 40, 1 lb.	8.2
Parowax, 20, 1 lb.	8.4



Semdac, 12 pt. cans	
2 75	
Semdac, 12 qt. cans	
4 60	

PICKLES	
Medium Sour	
Barrel, 1600 count	13 50
Half bbls., 800 count	10 00
50 gallon kegs	5 00
Sweet Small	
30 gallon, 3000	50 00
5 gallon, 500	10 00
Dill Pickles.	
600 Size, 15 gal.	14 00

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

PLAYING CARDS	
Battle Axe, er doz.	2 75
lue Ribbon	4 50
Bicycle	4 75

POTASH	
Babbitt's 2 doz.	2 75

FRESH MEATS	
Beef.	
Top Steers & H'f.	@19
Good Steers & H'f.	16@17 1/2
Med. Steers & H'f.	13 1/2@15
Com. Steers & H'f.	10@12 1/2
Cows.	
Top	14
Good	12 1/2
Medium	11
Common	10
Veal.	
Top	18
Good	16
Medium	14
Lamb.	
Spring Lamb	26
Good	24
Medium	21
Poor	15
Mutton.	
Good	14
Medium	12
Poor	10
Pork.	
Light hogs	16
Medium hogs	15
Heavy hogs	15
Loins	25
Butts	22
Shoulders	18 1/2
Spareribs	17
Neck bones	06

PROVISIONS	
Barreled Pork	
Back	34 50@35 00
Short Cut Clear	34 50@35 00
Dry Salt Meats	
S P Bellies	28 00@30 00

Lard	
Pure in tiers	17
60 lb. tubs	advance 1/4
50 lb. tubs	advance 1/4
20 lb. pails	advance 1/4
10 lb. pails	advance 1/4
5 lb. pails	advance 1
3 lb. pails	advance 1
Compound tierces	13 1/2
Compound, tubs	14

Sausages	
Bologna	12 1/2
Liver	12
Frankfort	17
Pork	18@20
Veal	17
Tongue, Jellied	32
Headcheese	16

Smoked Meats	
Hams, Cert., 14-16 lb.	30
Hams, Cert., 16-18 lb.	31
Ham, dried beef	@32
sets	@20
California Hams	@32
Picnic Boiled	@32
Hams	30 @32
Boiled Hams	40 @42
Minced Hams	14 @17
Bacon	33 @42

Beef	
Boneless, rump	18 00@22 00
Rump, new	18 00@22 00
Mince Meat.	
Condensed No. 1 car.	2 00
Condensed Bakers brick	31
Moist in glass	8 00

Pigs Feet	
Cooked in Vinegar	
1/4 bbls.	1 55
1/2 bbls., 35 lbs.	2 75
1/2 bbls.	5 30
1 bbl.	15 00

Tripe.	
Kits, 15 lbs.	90
1/4 bbls., 40 lbs.	1 60
1/2 bbls., 80 lbs.	3 00
3/4 bbls., 120 lbs.	@42
Beef, round set	14@26
Beef, middles, set	25@30
Sheep, a skein	1 75@2 00

RICE	
Fancy Blue Rose	08 1/2
Fancy Head	09
Broken	06

ROLLED OATS	
Steel Cut, 100 lb. sks.	3 25
Silver Flake, 12 Fam.	2 50
Quaker, 18 Regular	1 80
Quaker, 12s Family	2 70
Mothers, 12s, Ill'n'm	3 25
Silver Flake, 18 Reg.	1 50
Sacks, 90 lb. Jute	2 80
Sacks, 90 lb. Cotton	2 90

RUSKS.	
Holland Rusk Co.	
Brand	
18 roll packages	2 30
36 roll packages	4 50
36 carton packages	5 20
18 carton packages	2 65

SALERATUS	
Arm and Hammer	3 75

SAL SODA	
Granulated, bbs.	1 80
Granulated, 60 lbs. cs	1 35
Granulated, 36 2 1/2 lb. packages	2 25

COD FISH	
Middles	15 1/2
Tablets, 1 lb. Pure	19 1/2
Tablets, 1/2 lb. Pure, doz.	1 40
Wood boxes, Pure	29 1/2
Whole Cod	11 1/2

Holland Herring	
Mixed, Kegs	1 10
Mixed, half bbls.	12 75
Milkers, Kegs	1 15
Milkers, half bbls.	13 75
Milkers, bbls	

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

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

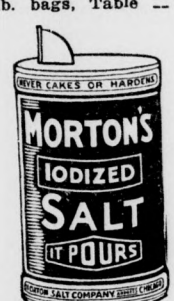
White Fish	
Med. Fancy, 100 lb.	13 00

SHOE BLACKENING	
2 in 1, Paste, doz.	1 85
E. Z. Combination, dz.	1 85
Dri-Foot, doz.	2 00
Bixbys, Doz.	3 50
Shinola, doz.	1 95

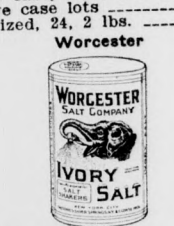
STOVE POLISH.	
Blackline, per doz.	1 35
Black Silk Liquid, dz.	1 40
Black Silk Paste, doz.	1 25
Emaline Paste, doz.	1 35
Emaline Liquid, dz.	1 35
E Z Liquid, per doz.	1 40
Radium, per doz.	1 85
Rising Sun, per doz.	1 35
654 Stove Enamel, dz.	2 80
Vulcanol, No. 5, doz.	95
Vulcanol, No. 10, doz.	1 35
Stovoil,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

SALT.	
Colonial, 24, 2 lb.	90
Colonial, Iodized, 24-2	40
Med. No. 1, Bbls.	2 75

Med No. 1, 100 lb. bg.	
85	
Farmer Spec., 70 lb.	
85	
Packers Meat, 56 lb.	
57	
Crushed Rock for Ice	
cream, 100 lb., each	75
Butter Salt, 230 lb. bbl.	
4 24	
Block, 50 lb.	
4 10	
Baker Salt, 280 lb. bbl.	
4 10	
100, 3 lb. Table	
5 50	
70, 4 lb. Table	
5 00	
28, 10 lb. Table	
4 75	
28 lb. bags, Table	
40	



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



Bbls. 30-10 sks.	
5 40	
Bbls. 60-5 sks.	

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Oct. 13.—We have to-day received the order of reference and adjudication in the matter of Pain Publishing Corporation, Bankrupt No. 2782. The Pain Publishing Corporation is located in Kalamazoo. This is an involuntary bankruptcy case. Orders were made to file schedules. When the same is received, the first meeting will be called and note of the same made herein.

Oct. 14. We have to-day received the schedules, order of reference and adjudication in the matter of Francis Kalil and Hodie Kalil, co-partners, trading as Kalil Brothers, Bankrupt No. 2784. The matter has been referred to Charles B. Blair as referee in bankruptcy. The schedules show assets of the co-partnership of \$1,295, of which \$500 is claimed as exempt, with liabilities of \$1,806.60. The individual assets of Francis Kalil are \$175, of which \$250 is claimed as exempt, with liabilities of \$1,506.60. The individual assets of Hodie Kalil are \$175, of which \$250 is claimed as exempt, with liabilities of \$1,625.60. The court has written for funds, and upon receipt of the same, the first meeting of creditors will be called, and note of the same made herein. The creditors of the bankrupts are as follows:

Worden Grocer Co., Grand Rapids	\$ 29.10
Rademaker-Dooce Co., Grand Rapids	56.64
Walter Moffatt, Grand Rapids	13.00
Judson Grocer Co., Grand Rapids	38.06
National Grocer Co., Grand Rapids	41.61
Kent Grocer Co., Grand Rapids	55.63
E. F. Roche Co., Grand Rapids	3.57
M. J. Dark & Sons, Grand Rapids	22.90
Henry Freudenberg, Grand Rapids	15.53
National Candy Co., Grand Rapids	22.00
C. W. Mills Paper Co., Grand Rapids	21.90
Voight Milling Co., Grand Rapids	5.60
Washburn-Crosby Co., Grand Rapids	958.63
Ellis Bros., Grand Rapids	14.10
Abe Scheffman, Grand Rapids	25.30
Proctor & Gamble, Detroit	5.60
H. J. Heinz, Detroit	26.48
W. F. McLaughlin, Chicago	32.00
National Clothing Co., Grand Rapids	15.07
Hekman Biscuit Co., Grand Rapids	13.00
Up-To-Date Vulcanizing Co., Grand Rapids	50.00
Wood Motor Co., Grand Rapids	5.10
Consumers Power Co., Grand Rapids	17.63

Oct. 14. We have to-day received the schedules, order of reference and adjudication in the matter of Henry W. Scramlin, Bankrupt No. 2788. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Climax. The schedule shows assets of \$250, of which the full interest is claimed as exempt, with liabilities of \$14,176.46. The court has written for funds, upon receipt of the same, the first meeting of creditors will be called, and note of the same made herein. The list of the bankrupt's creditors are as follows:

Royal Bank, Medicine Hat, Alberta	\$308.24
Keystone Printing Co., Spokane, Wash.	332.52
F. E. Worth, Spokane, Wash.	200.00
A. E. W. Parker, Lansing	821.50
Bank of Fergus County, Lewistown, Mont.	7,079.68
V. C. Drazan, Medicine Hat, Alberta	795.00
Preston & Raef, Spokane, Wash.	136.50
Roe Dardinger, Bluffton, Ohio	4,462.00

Oct. 15. We have to-day received the schedules, order of reference and adjudication in the matter of Koss L. Renwick, Bankrupt No. 2789. The bankrupt is a resident of Niles and his occupation is that of a merchant. The schedules show assets of \$2,193.59, of which \$500 is claimed as exempt, with liabilities of \$18,439.11. Charles J. Bernsein was appointed custodian. The first meeting of creditors will be called promptly and note of the same made herein. The list of the creditors of the bankrupt is as follows:

Charles Gerhan, Niles	\$2,300.00
Star Millinery Co., Indianapolis	78.63
Fahney & McCrea Millinery Co., Indianapolis	569.78
Peranu Hat Mfg. Co., Chicago	389.75
Reed Bros. & Co., Cleveland	14,100.95
William Nichols, Cleveland	1,000.00

Oct. 15. On this day was held the adjourned first meeting of creditors in the matter of Lewellyn & Co., Bankrupt No. 2636. There were no appearances and the matter was accordingly adjourned without date.

Oct. 16. We have to-day received the schedules, order of reference and adjudication in the matter of Henry Van Allsburg, Bankrupt No. 2790. The matter has been referred to Charles B. Blair, referee in bankruptcy. The bankrupt is a resident of Muskegon Heights and his occupation is that of a grocer and meat dealer. The schedule shows assets of \$2,861.35, of which \$500 is claimed as exempt, with liabilities of \$3,732.28. The court will promptly call the first meeting of creditors and note of the same will be made herein. The list of creditors of said bankrupt are as follows:

City taxes, Muskegon	\$ 10.50
E. L. Jordan Loan Co., Muskegon	100.00
Swift & Co., Muskegon	489.47
L. H. Froman & Co., Chicago	155.00
Austin & Nichols Co., Chicago	116.84
Consumers Power Co., Muskegon	2.08
Durand, McNeill & Horner, Chicago	43.63
Illinois Meat Co., Chicago	40.33
Vette & Zincker & Co., Chicago	41.88
G. R. Calendar Co., Grand Rapids	37.50

Hasker Biscuit Co., Muskegon	46.30
Moulton Grocer Co., Muskegon	321.05
United Aluminum Co., St. Louis	47.90
Steindler Paper Co., Muskegon	3.15
Hekman Biscuit Co., Grand Rapids	58.70
Henry Bush, Muskegon	78.28
Fred Kokx, Hart	123.17
Walker Candy Co., Owosso	8.80
Morris & Co., Chicago	37.66
Schillaci & Co., Muskegon	12.89
I. Van Westenbrugge, Grand Rapids	23.15
B. Hazekamp, Muskegon	305.00
Proctor & Gamble, Detroit	34.70
Reid Murdock & Co., Chicago	13.53
Wolfis Bros., Muskegon	60.80
Mills Paper Co., Grand Rapids	\$ 96.16
Telfer Coffee Co., Grand Rapids	32.50
Enterprise Chemical Co., Chicago	4.81
United Home Tel. Co., Muskegon	25.10
Henry Meyer, Grand Rapids	92.78
Norwood Market, Grand Rapids	39.17
Mona Lake Ice Co., Muskegon Hts.	124.99
First State Savings Bank, Muskegon Heights	750.00
Meacher Bros., Muskegon	27.66

In the matter of E. M. Engaman, Bankrupt No. 2646, the trustee has filed his first report and account and an order has been made for the payment of administration expenses and for the payment of a first dividend of 5 per cent. to general creditors.

In the matter of Groening Bros. & Wilde, Bankrupt No. 2732, the trustee has filed his first report and account and an order has been made for the payment of administration expenses and for the declaration and payment of a first dividend of 10 per cent. to general creditors.

In the matter of Henry Dykema, Bankrupt No. 2785, the funds for the first meeting have been received and such meeting has been called for Oct. 29.

In the matter of Ross L. Renwick, Bankrupt No. 2789, the first meeting of creditors has been called and the same will be held Oct. 29.

In the matter of Henry VanAllsburg, Bankrupt No. 2790, the first meeting of creditors has been called for Oct. 29.

Oct. 17. We have to-day received the schedules, order of reference and adjudication in the matter of Harold E. Myers, Bankrupt No. 2791. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids and his occupation is that of a wage earner and musician. The schedules show assets of \$215, of which the full interest is claimed as exempt with liabilities of \$1,149.05. The court has written for funds, and upon receipt of the same, the first meeting of creditors will be called, and note of the same made herein. The list of the creditors of the bankrupt is as follows:

Heyman Furn. Co., Grand Rapids	\$449.33
Herman Hansen, Grand Rapids	94.00
Herman Hansen, Grand Rapids	90.00
C. F. Adams Co., G. R.	26.00
Right Clothes Shop, Grand Rapids	18.50
Oppenhuizen Market, Grand Rapids	17.25
Bushey's Grocery, Grand Rapids	15.50
National Clothing Co., Grand Rapids	38.20
Peoples Clothing Co., Grand Rapids	15.00
Molena Coal Co., Grand Rapids	6.50
Rottschaffer Coal Co., Grand Rapids	14.50
Fred Utting, Grand Rapids	6.24
Dr. M. S. Ballard, Grand Rapids	29.50
Dr. F. C. Warnshuis, Grand Rapids	75.00
Dr. A. Noordewier, Grand Rapids	3.00
George Masterson, Grand Rapids	2.00
Wm. Stadel, Grand Rapids	14.00
Chas. Belkin, Grand Rapids	10.00
Dr. Reynolds, Grand Rapids	7.00
Wm. Elsacer, Grand Rapids	6.00
John F. Cardwell, Grand Rapids	9.00
Escott Drug Store, Grand Rapids	4.50
Menolds Drug Store, Grand Rapids	4.00
Costlow's Corp., Grand Rapids	66.50
H. Kuizema & Son, Grand Rapids	65.13
Butterworth Hospital, Grand Rapids	160.00
Charles H. Bates, Grand Rapids	10.85
Joseph Elias, Grand Rapids	4.95

In the matter of A. H. Roberts, Bankrupt No. 2775, the trustee has reported the receipt of an offer of \$600, from L. R. Dougherty, of Three Rivers, for the entire stock in trade, furniture and fixtures of this estate, appraised at \$920.36. The property is located at Three Rivers and is the stock in trade and attendant fixtures of a grocery store at such city. An inventory is at the office of the referee, at Grand Rapids, and in the hands of M. N. Kennedy, the trustee, at Kalamazoo. The date of sale is fixed for Oct. 30.

In the matter of Phineas M. Tyler, doing business as Tanners Coal Supply Co., Bankrupt No. 2607, the trustee has filed his final report and account and a final meeting of creditors has been called for Oct. 30. The trustee's final report and account will be considered and administration expenses paid as far as the funds on hand will permit. There will be no dividends for general creditors.

In the matter of William H. McCarty, doing business as McCarty Candy Co., Bankrupt No. 2622, the trustee has filed his final report and account and a final meeting of creditors has been called for Oct. 30. The trustee's final report and account will be passed upon. Administration expenses will be paid, so far as the funds on hand will permit, there being no funds on hand for the payment of any dividends for creditors.

In the matter of Henry W. Scramlin, Bankrupt No. 2788, the funds for the first meeting have been received and such meeting has been called for Nov. 2.



The Flavor is Roasted In! White House COFFEE

DWINELL-WRIGHT COMPANY
Boston Chicago Portsmouth, Va.

DELBERT F. HELMER

WHOLESALE

COFFEE and TEA

WE SELL OUR

DIV-I-DEND COFFEE

to only one merchant
in a town.

If it is not sold in your
city or town, we solicit
your account.

337-339 Summer Avenue, N.W.
GRAND RAPIDS MICHIGAN

Oct. 20. On this day were received the schedules, order of reference and appointment of receiver and adjudication in the matter of Josiah Van Loo, Bankrupt No. 2793. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Haven and is a grocer at such city. The schedules list assets of \$1,850, of which \$750 is claimed as exempt to the bankrupt, with liabilities of \$1,533.14. The first meeting has been called for Nov. 2. A custodian has been appointed. A list of the creditors of the bankrupt is as follows:

Sheffield Bros., Grand Haven	---\$283.54
Judson Grocer Co., Grand Rapids	478.96
Hekman Biscuit Co., Grand Rapids	60.05
G. H. Sales Ser., Grand Haven	54.05
Kent Grocer Co., Grand Rapids	144.65
Moulton Grocer Co., Muskegon	116.15
Swift & Co., Muskegon	20.96
Durand-McNiel-Horer Co., Chicago	142.12
Renfro Bros. Co., Chicago	30.22
Spring Lake Bakery, Spring Lake	4.16
H. Farm Bureau, Grand Haven	64.83
Bos Tobacco & Candy Co., Holland	10.21
G. H. Bottling Wks., Grand Haven	6.40
Ideal Bakery, Grand Haven	8.06
C. Ver Berkmoes, Grand Haven	2.80
Daily Tribune, Grand Haven	19.60
Dickery Dick, Muskegon	37.00
Mrs. Katharine Johnson, Grand H.	50.00
J. F. Van Loo, Grand Haven	10.00

Do You Advertise Effectively or Otherwise?

Grandville, Oct. 20—There is advertising and advertising.

How do you advertise?

Intermittently or continually? It makes a difference. There is much put into the newspapers dubbed advertising which is so much waste of ink.

"I am going to purchase a stove," said Jones to his neighbor Jim.

"Have you picked out one yet?"

"Not yet."

"Well then, let me show you. Here's a dandy stove, a splendid heater, advertised by Hardem & Pullem. Just see what they say about the good parts of the beauty."

Jim spread out the paper and exposed an illustrated advertisement of hardware in general and the Diamond heater in particular. Jones scanned the advertisement closely.

"Looks all right," he said.

"And I'll bet you it is all right," from Jim. "See the shape, the new draft methods, and—"

"All very fine," broke out Jones, "but what's the price?"

"Oh, the price. Well, you'll find that out when you get to the store. I should think—"

"No use," said Jones, "I'm not going to tramp a mile or more to ask the price of a stove when here's Sampson has priced a beauty which is every bit as good to look at as this one without a price. I am going to buy of Sampson."

"Oh, well, of course—"

"That's it exactly," declared Jones. "I want a stove. These merchants have them; both seemingly all right, but one firm hasn't the courage to give prices. That looks suspicious. He must be afraid the price will frighten customers away. When I buy anything of importance and see that article advertised I want to see the price. Then I know what I can do without making a trip to find out. Merchants who describe wares so extravagantly and fail to attach a price to their goods can go hang for all of me."

Naturally, Jones bought the stove with the price mark before his eyes. It is the same with almost every potential purchaser. He wants to know the price before he ventures to enter the store. Much better leave out long sentences of praise if you do not cap them with a price for the goods.

Most people are influenced by the price.

The question, "Can I afford it?" comes to the mind of every would-be purchaser, and it is a mistake to think he can be lured to a store by extravagant laudation of an article with no price attached.

We have all of us seen before now a grand display advertisement which attracts at first, but which palls when we glance keenly over the glowing descriptive page to find no price mark attached. Such advertisements may

win a few customers, but how many more would come to purchase if the goods on sale had prices attached.

Personally, I never give heed to an advertisement which neglects the price tag. It is tantalizing, not to say villainous, to read a splendid bit of good literature in an advertisement and find throughout the long well displayed good talk no word of what one must pay to possess the thing put before him.

Price talks even louder than quality, although both are necessary to reach the best customers.

How do you advertise?

The most pertinent question in the whole business. Desultory advertising has very little value. Even in the small towns the necessity for telling the people what you have to sell is as necessary as in the city.

The country newspaper goes to the homes of the community and it is through its pages the men and women who patronize stores expect to find advertised what they want.

One small town merchant changed his advertisement every week. No two alike, and people were curious to see the paper to know what Storman had new to say each week. That was good business, and when every article of a full page advertisement had a price attached it made it all the more interesting.

Even firms who ought to know better advertised frequently in the magazines and high class publications, leaving out the price, thus discounting the value of the advertisement one-half.

Mr. Merchant, whatever you do, however lavish you may plaster on descriptive polish, don't forget to price your goods.

Prices count every time. Most customers wish to get the most for their money and the merchant who has the goods and puts the right price on them, usually wins out. If you dabble in printer's ink—and you must do this if you expect to succeed—don't throw away half the value of your advertising by neglecting to price your wares.

Advertisements are pleasant, easy reading, and are usually read to the end when prices are attached, whereas even the most flamboyant of displays fall dead when no price is affixed, and the firm which indulges such inexcusable slackness has less chance of winning in the competing world of merchandising. Old Timer.

Cranberry Bog Produces Record Yield for Church.

Carver, Mass., Oct. 16—God's cranberry bog, dedicated four months ago to the support of the Baptist church here by its pastor, Rev. C. W. Hidden, has been harvested. It yielded the finest crop of cranberries that has come from this bog during the past 30 years and represents the highest number of barrels ever taken from a quarter-acre section. Local cranberry growers are amazed and the pastor attributes the result to the efficacy of prayer. Mrs. A. S. Broadway donated this section of one of her bogs in answer to the pastor's appeal to growers to set aside sections of their bogs the proceeds of which should be given to a fund for church improvements. Returning to the parsonage recently, after a ceremony of thanksgiving at the bog, Pastor Hidden announced that a supply of the berries from "God's own bog" will be sent to President Coolidge for Thanksgiving, with supply also to Gov. Fuller.

Additional Appreciation of the Anniversary Issue.

Kalamazoo, Oct. 15—I am writing to compliment you on the splendid anniversary number of the Michigan Tradesman, which has just reached me. You are certainly to be congratulated upon this very interesting edition, which would do credit to any metropolitan journal, and adds still further testimony and prestige to your ability

and progressiveness as an editor and publisher. Your editorial, Another Mile Post Passed, is full of good reading and sensible advice and should be read and considered by every merchant into whose hands it falls. As a whole, I think you have done a wonderful work, not only in the conduct of the Tradesman through the trying years, but in planning this great anniversary number, which will stand as a fitting climax to that work.

I hope you may be spared yet many years to continue the Tradesman, which has made its mark on the times and earned a warm spot in the heart of every one in the field it covers. All good wishes and kind regards to you and yours. Charles W. Carpenter.

Nashville, Oct. 16—I have before me the unabridged issue of the Tradesman of Oct. 7, containing, as usual, valuable advice, timely warning, splendid suggestion, business ethics; in fact, it is the business man's commercial guide book, this issue being the culmination of an ever increasing intelligent effort to make the Tradesman the best paper of its kind that comes to the retailer's desk.

You are to be congratulated, for each time it seems as though it were impossible for it to be better than the one preceding and yet it is, which is evidence conclusive of the increasing popularity of the paper and its editor, by reason of the valuable service it renders its readers. The very fact that you are able to enlist such a class of gentlemen to furnish articles as appears from time to time in its issues is evidence of the high standing of the periodical itself.

Please accept from me most sincere congratulations and may you live in health and vigor of both mind and body to issue many more such splendid birthday numbers. C. L. Glasgow.

Detroit, Oct. 15—To-day on my return home from a two weeks' trip selling clothing in New York and Boston, I find your anniversary paper of Oct. 7. The paper is wonderful—one of the best of its kind I have ever seen. Your article Another Mile Post Passed, I have just finished reading and I want to say to you that while you may have made a few bitter enemies the true staunch friends you have are legion and my earnest prayer is that you may live many more years and have good health. M. J. Rogan.

Onaway, Oct. 16—I assure you that I have not laid down on the job, neglected or even partially forgotten the duty I owe to you and the little city of Onaway which I have heretofore tried to represent in the Tradesman. The facts are that every minute of my time has been occupied and is yet, away long into the night. My able assistant left for a larger city compelling me to break in a new man in the photo work. This has prevented me from gathering any news items.

I wish to compliment you on your last Anniversary number. I would like to absorb every article that it contained.

I hope to be able to send some interesting matter in the near future as soon as conditions will permit.

Will B. Gregg.

The best wife on earth won't stand for too much advice from her husband's family.

The pushing fellow needs no pull.

FOR SALE—Dry goods and ready-to-wear stock invoicing about \$12,000. Located in Kansas town of 10,000 population. Low rent, fine location. Stock dry goods, shoes, and clothing. Kansas town, population 600; low rent; established business. Clothing and furnishing goods stock, established business, Kansas town of 17,000 population. Bargains for cash. Address Durst Sales System, 106 W. 8th, Topeka, Kansas. 84

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.

Wanted—To rent hotel, furnished. F. E. Calkins, 1128 Chippewa St., Flint, Mich. 73

For Sale—Old established general merchandise business. Stock \$12,000, sales \$48,000. Reasonable rent. Would reduce stock to \$5,000. Other interests demand owner's attention. A. H. Stevens, Montrose, Mich. 74

Do You Want a Newspaper?—we organize business men and manage paper for them. Makes cheap advertising. E. B. Bletts & Sons, 549 Ottawa, N., Grand Rapids. 75

OIL STATION—And small store together with house, barn and thirty acres of land for sale. On trunk line highway, no other oil station within eight miles. Price extremely low for quick sale. Inquire Davy & Co., Evart, Mich. 76

CLOSING Estate. Will sell cheap brick store on large lot, soda fountain, confectionery fixtures and stock. Call Mrs. Lillian Brandt, Ortonville, Mich. 77

FOR SALE—Grocery and market, good paying business. Must sell on account of sickness to go to warmer climate. Stock and fixtures inventory around \$8,500. Lease obtainable on building with apartment above. Chas. T. Bryan, Constantine, Mich. 78

FOR SALE—Pool room and cigar store, located on Main Street, Kalamazoo. Four tables, soft drink fountain, lunches, magazines, papers. Doing good business. Sacrifice price. Ranney, 126 Pratt Building, Kalamazoo, Mich. 79

FOR SALE—Best little hotel in the state. Located in county seat. Doing a big business. Address No. 80, c/o Michigan Tradesman. 80

Wanted—A business partner with \$15,000 or more. Best business in Southern Michigan. Doing a thriving machinery business. Practically free from incumbrance. Built up in three years from nothing to \$50,000 inventory. Business getting too large for one to handle. Address Box 28, Marshall, Mich. 81

FOR SALE—High grade grocery stock. Best location in city of 5,000. Address Box 10, Daily News, Hillsdale, Mich. 82

FOR SALE—NICE, CLEAN STOCK dry goods, notions, general merchandise. Invoice \$18,000. Splendid location, cleanest, prettiest town on the range. Large pay roll, excellent school, paved roads. Only general store in town 1,400 population. Doing nice business. Reason for selling, other interest takes up time. Address Box 210, Coleraine, Minn. 83

FOR SALE—Crusen's restaurant, Pewamo, Mich. Located on M21. Groceries, ice cream, bus depot in connection. Will sacrifice. Have other business. Box 234, Pewamo. 70

For Sale—Established boot shop, Southern Michigan manufacturing and college town, 10,000 population. Clean stock, modern front, low rent, good lease. Address No. 71, c/o Michigan Tradesman. 71

For Sale—Complete set of tools for tin shop. Reasonable. Address Ernest Adler, contractor, Hardin, Montana. 72

STORE—In small town, for sale. Thirty-five miles from Lansing, in fine farming section. General merchandise and post office. About \$6,000 required; \$3,500 down, balance easy terms. Address No. 64, c/o Michigan Tradesman. 64

For Sale—Old established business in a Michigan city of 10,000. Stock about \$20,000. Best location in the city. Address No. 65, c/o Michigan Tradesman. 65

For Sale—A clean up-to-date hardware stock. Will inventory between \$7,000 and \$8,000. The only hardware in a town of about 500 in a good farming community. Will bear investigation. No trades considered. Address No. 67, c/o Michigan Tradesman. 67

Wanted—A foreman and manager for our tin shop. Want a man who has had experience in figuring plans, laying out work and taking care of anything that goes into a regular tin shop; such as furnace work, tin work, cornice work, etc. We pay good wages and commission besides. Pekin Hardware Co., Pekin, Ill. 68

Pay spot cash for clothing and furnishing goods stocks. L. Silberman, 1250 Burlingame Ave., Detroit, Mich. 566

CASH For Your Merchandise! Will buy your entire stock or part of stock of shoes, dry goods, clothing, furnishings, bazaar novelties, furniture, etc. LOUIS LEVINSON, Saginaw, Mich.

GONE TO HIS REWARD.

Unexpected Death of T. F. Moseley.

Timothy F. Moseley, who was the surviving partner of the oldest produce house in Michigan and the oldest exclusive wholesale house in Grand Rapids, died at Butterworth hospital last Saturday as the result of heart trouble. He had spent the summer with his daughter at Gloucester, Mass., returning home only a few days ago. He remarked to his manager, William E. Bosworth, that he felt better than he had for years. Tuesday night he was taken with violent pains in the chest and on the following day he was taken to the hospital. He was hopeful of recovery and on Thursday had Mr. Bosworth bring his overcoat to the hospital, as he expected at that time to be released by Sunday. Friday he became unconscious and breathed heavily, which condition continued until his death the next day. The funeral was held at the family residence, 206 Cherry street, Tuesday afternoon, being conducted by Rev. E. W. Bishop, of Lansing, former pastor of Park Congregational church, of which Mr. Moseley had been a member many years.

Mr. Moseley's only surviving relatives are a brother, a sister and a daughter, Helen, who has resided at Gloucester for some time. She will undoubtedly decide to continue the business under the supervision of Mr. Bosworth, who has been connected with the house for thirty-two years and is thoroughly familiar with every branch and detail of the business.

Mr. Moseley made occasional contributions to the literary side of the produce business. His last work along that line was presented in the anniversary edition of the Michigan Tradesman, two weeks ago. It constitutes an authentic history of the produce trade of this market in the early days of the industry.

Aside from the pleasure of his own fireside, Mr. Moseley found great enjoyment in driving about the country. He "liked to see things grow," as he expressed it, because the knowledge thereby gained enabled him to form accurate conclusions regarding the volume of each crop he would have a hand in handling in the onward march from the producer to the consumer.

Mr. Moseley was a man of retiring disposition, who accomplished his purposes by quiet methods. He was gifted as a statistician and for many years had shown himself a master of facts in the produce trade. His ability to charge statistics with interest and value to the operator of studious habits marked him as a man with a grasp of many trade angles—the expression of variety in human nature. Always a gentleman, fair in all his dealings, he lived up to ideals reached only by a few. His loss will be deeply felt, not only by his friends and associates, but by all with whom he came in contact.

How to Meet Peddler Competition.

Don't belittle the peddler competition. It's here. It has a kick in it. If you don't think so, ask your postman and do a little Sherlock Holmes

work on the people in your own store. House-to-house canvassing is, in the main, perfectly fair. Don't try to legislate it out of business.

When you say in the newspapers, "Beware of the peddler," you help the peddler and hurt yourself. Every knock is a boost. The peddler pastes that advertisement in his hat and suggests to his prospects on the front porch that all this fuss wouldn't be made by the merchants, if he, the peddler, didn't have something good.

Get your share of this business by merchandising. Feature certain strong values which undersell the house-to-house numbers. Give these a name. Pound them constantly in the newspapers, in letters, in windows and in the department. Never let go of them.

ment often. Don't let the place look the same too long.

Feature the "how" in your displays. Show clippings from style magazines. Establish a reputation for having the new things first in hosiery.

Have a city-wide window week to demonstrate the ability of merchants to supply the best there is in the world, the best values, styles, colors.

Emphasize the suggestions of buying in threes, sixes, and dozens. Make inducements to quantity buyers.

Have the salesgirls watch for cases of friends who buy of the peddler. Solicit these folks as soon as you hear about them; convince them.

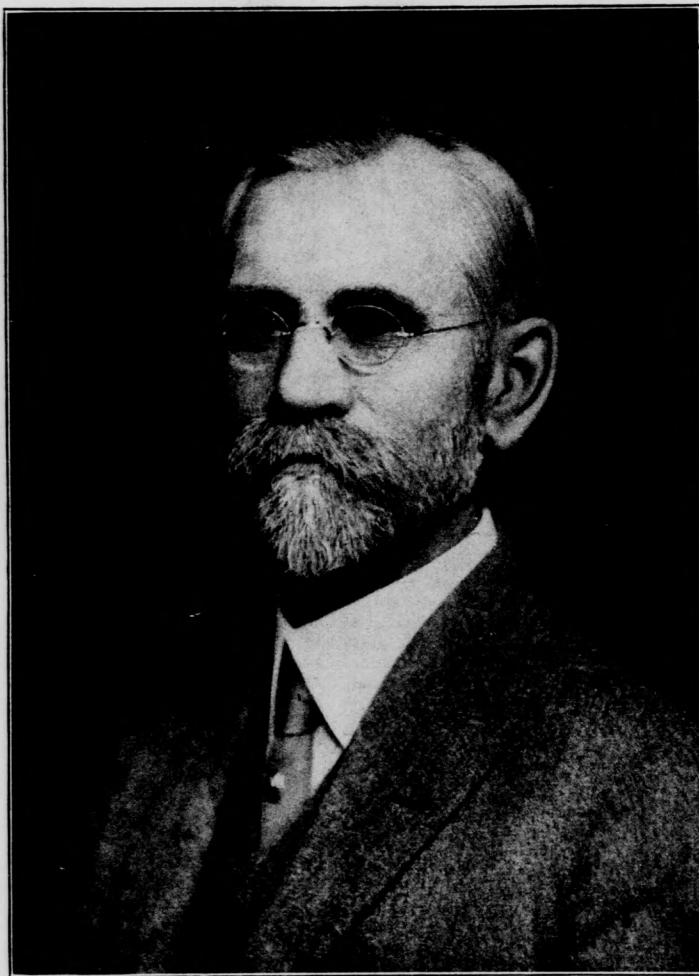
Grasp every chance for free rides for your hosiery advertising—postscripts on letters, inserts with pack-

whole store from the delivery boy to the manager will get the enthusiasm to sell and you'll meet your competition.

It's the lack of actual information and enthusiasm in the stores that gives the "Go Getter" canvasser his opening on the front porch. J. R. Ozanne.

Senator Edge contends that his resolution granting the President full powers to re-organize the Federal executive departments can be passed if the Smoot-Mapes reorganization bill is defeated. The President is pledged to support the Smoot-Mapes measure, but may approve the Edge plan if the other reform bill is beaten. It is even possible that Congress, in a fit of self-disgust at its inability to agree upon a reorganization scheme, might approve the Edge plan. However, Congress always owns more or less of a feud with the White House concerning rights, powers and privileges. It is always loath to give up any hold it may have. It passed the Overman act early in 1918 with extreme reluctance and after amending the life out of it. This act conferred upon President Wilson about the same powers that Senator Edge proposes to grant President Coolidge. Following the armistice Congress hastily revoked these powers. The record of Congress in such matters does not augur well for the Edge plan for Federal reorganization.

Senator Cummins of Iowa will once more introduce a measure to further the consolidation of the railways. The Iowa Senator is an authority on railroads. He believes something must be done for the 80,000 miles of railway that are not making money. It is admitted that the lines as a whole are doing well; but these 80,000 miles of branch roads and "weaker sisters" are the danger spot in the rail situation. The new measure does not provide compulsory mergers. There is doubt of the constitutionality of forced consolidation. It does, however, seek to make mergers virtually compulsory by providing for a division of earnings among the roads in the same territory. Certainly some pressure is needed to force the roads to act in their own general interest and that of the country. In five years they have made little headway toward a voluntary solution of their biggest problem.



Timothy F. Moseley.

Talk value, style, great variety of colors—play up the guarantee very forcibly. Use the phrase, "Money back without conversation."

Teach your sales girls to sell. Give them a real groundwork of facts. Make a stocking or a sweater so interesting to them and so full of good things to talk about that you will get their enthusiasm.

Put the entire personnel of the store at work on departmental events in hosiery or in some other line that is being heavily canvassed in your city.

Put on "Hosiery Days" once a month. Run a window—dress up the department, feature leaders. Show wide selections of colors.

Change the display in the depart-

ages, enclosures with statements, short sentences printed on merchandise bags and even wrapping paper.

Don't overlook the telephone as a means of getting business. One girl can make a surprising number of calls in a day.

Buy peddler goods and compare them with your own before the salesgirls. Do this often. Know your competition.

To sum it up: the answer is in you, your salespeople and your entire organization. Take time to ground them in the facts so that they are full of interesting information about your merchandise.

Back them with good displays and strong advertising about your goods, not the canvasser's goods. Then the

Airships are entitled to warning signals as well as marine vessels and may need them more. Hence the Weather Bureau does well to plan for the establishment of principal stations at 250 mile intervals along the airways and secondary stations between. The recent fatal accident in the mountains of Central Pennsylvania has served to emphasize the importance of every possible indication of air disturbance or untoward atmospheric conditions. And according to the testimony of Weather Bureau officials, the weather signs which were discernible to the crew of the Shenandoah gave them no hint of the imminence of danger. Both the dirigible and the plane require for successful navigation all the aid they can receive from surface of the earth.