

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-third Year

GRAND RAPIDS, WEDNESDAY, OCTOBER 28, 1925

Number 2197

The Sunny Side

It is raining on the river, and the sky is
low and gray;
It is raining in the timber, its a dismal
sort of day.
But a fellow shouldn't holler, though
the day is dark and drear;
For it's always raining somewhere—and
it happens to be here.

Somewhere else the sun is shining, some-
where else the world is glad;
Somewhere else they're having weather
of the sort we wish we had.
Some time, maybe to-morrow, sun will
shine and clouds will clear;
For its always shining somewhere—it
may happen to shine here.

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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.

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in advance.
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payable invariably in advance.

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issues a year or more old, 25 cents; issues
five years or more old 50 cents.

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under Act of March 3, 1879.

INSTALMENT BUYING.

The Tradesman recently published a statement from an executive of a local investment concern setting forth the supposed advantages that had followed in the wake of instalment buying. The stimulation to business and industry was especially dwelt upon. That this view is not universally entertained was shown a day or two later by T. James Fernly, Executive Secretary of the National Hardware Association, in a warning that instalment buying may collapse and throw on the companies financing it an immense amount of partially used merchandise. Some financiers have expressed themselves to the same effect. But what is really objected to is not the mere buying of things on instalments but the buying by individuals of more than they can really afford. On the part of the irresponsible there is always a disposition to acquire what may suit their fancy for the moment, provided this calls for only a comparatively small initial payment. They are apt to take a gamble on the future, and so are often betrayed into obligating themselves to larger periodic payments than they can meet if unexpected drafts are made on their incomes by sickness, loss of employment or other mishaps. But the risks are widely scattered and always excepting the case of a general panic affecting the whole country, it is improbable that there will be enough defaults to precipitate a financial crisis on the institutions advancing the funds which permit the instalment buying system. Thus far, no matter what economists may think or say, those vitally concerned in the system have shown no disposition to check its activities.

APPEALS TO PATRIOTISM.

Appeals to patriotism to buy goods manufactured here, though often made, are ineffectual. The New England textile mills some time ago started a movement to induce New Englanders

to purchase only such merchandise as was made in their section of the country. This particular phase was taken up by L. E. Kirstein of William Filene's Company of Boston, in an address before the cotton manufacturers. He told them that, no matter how glad his firm might be to buy all its merchandise in New England, the patriotic appeal "does not apply to the public." He added:

You can talk all you want about New England manufactures for New Englanders, but unless New England merchandise is much better, or some better in quality or price, more particularly in quality, they will buy merchandise made elsewhere. The element in human nature is strong that people will buy where they can buy to best advantage.

Mr. Kerstein further told them the retailer was tired of the so-called standardizing of fabrics, which entailed price cutting to an extent that left him no profit after the process of competition was exhausted. The public seeks diversification of fabrics, and this means that the shift from plain goods to the novelties and specialties was here to stay. Manufacturers, Mr. Kirstein went on to say, who continue to produce goods in line with standardized production schedules will find themselves with such goods on hand in the warehouses and not on the retailers' shelves. They should make a study of salesmanship and employ managers "that will influence the sale of a product, build up an organization, find out the prevailing styles, anticipating them if possible, and discover how long a style is to last," as well as work in with the retailer in a sales campaign.

No man in the history of baseball contributed more to the honor of the game than Christy Mathewson. In natural ability he ranked with the best players the game has produced. Throughout his career there was no suggestion of the tricks and devices that have marred the work of so many men who have been reckoned great moundsmen. In difficult situations he never resorted to the "bean ball" or engaged in unseemingly wrangles with his opponents or the umpire. Intellectually he was far above the general run of those who follow the game for a living, and his conduct off and on the field was always irreproachable. The cause of his death was in keeping with his conduct as a player. At a time when many professional athletes were dodging war service he went to France, where he contracted the disease to which he finally succumbed. Many players have been and will be acclaimed by enthusiastic baseball writers as "the best of all time," but of "Big Six" it may be truly said that whatever record leaps to light his never will be shamed.

WOOLS AND WOOLENS.

Sales of wool in Australia during the week are reported to have resulted in slightly higher prices for certain sorts, mainly fine merinos and medium varieties. But the opinion still seems to prevail in England that values are not stable, and Yorkshire manufacturers are holding off buying. It is wholly a question as to how long holders can keep their stocks. In this country, where prices are kept above world levels by a thirty-one-cent tariff protection, buying is sporadic and only for immediate wants. A little out of the ordinary was the recent buying up of a twelve months' growth of wool to be sheared from 7,000 sheep in Texas next spring at 40 cents per pound. Domestic woolen mills are, however, showing much activity, with greater stress on worsteds than was the case last year at this time. Initial orders for spring have been about closed and show up fairly well. The manufacturing clothiers whose men are on the road taking orders will be governed in their future requirements by the business forthcoming. Their prices are no higher than for last season and, in some instances, are slightly less. Practically all the spring lines of women's wear are now opened. The responses are coming in somewhat slowly, except for certain sports wear fabrics. Garment manufacturers, whose business for the current season has been coming in rather slowly, are in no hurry to commit themselves for spring needs. Latterly, however, due to the cooler weather, they have been making a better showing and, in some cases, have not been able to supply quickly certain specialties called for, not having been reckless in cutting up in advance of orders. They appear to have learned the lesson of keeping pace with the piecemeal system of buying.

HUMAN PERFECTION NON EST.

The human race has considerable ground for discouragement. Of late it has had attention focused to a greater extent than usual upon its varied imperfections. Failures, mental and moral, have been pointed out. Those of a physical nature have undoubtedly left it more or less dumfounded. There has always existed the dim hope, however, that some place, some time, there is in existence a perfect man or woman and beauty contests have helped in their way to nurture this mite of encouragement. Now Dr. Eugene Lyman Fisk, medical director of the Life Extension Institute, casts even that dim hope into complete shadow. During twelve years 400,000 persons have submitted to examination by the institute. Of these not one was a perfect physical specimen of

man or woman. It is not to be inferred that the human race is not what it used to be. Even Adam would have been forced to admit that it never was. The only implication is that physical perfection exists only in theory, and that this theory will never be demonstrated in practice. Even Hercules is rumored to have suffered from housemaid's knee.

HENRY CAN BE A KING.

Dispatches from Europe report that Poland is contemplating setting up a king, having found that running a republic is expensive. The idea is said to have gone so far that the Poles are now considering the sort of a monarch that will best serve them. One group favors the Duke of York or some member of the House of Windsor. The other group prefers a business man on the ground that he will be able to straighten out their economic troubles. They point out that while they are taking a king they might as well take one who has money in the bank. This group like the size of Henry Ford's bank roll, and suggests that he would be fitted admirably for the job. They think his great business ability is just what Poland needs. Whether he abandons automobile manufacturing is quite immaterial to them. All they want him to do is to make Poland as prosperous as Detroit is. That would certainly be a good thing for Poland and an election contest between the Duke of York and Mr. Ford would command the attention of the whole world.

SHIPMENTS OF LIQUOR.

In finding indictments against the Lehigh Valley Railroad Company the Federal Grand Jury at Syracuse has set a precedent in prohibition enforcement methods the outcome of which will be watched with interest all over the country. There have been many seizures of shipments of liquors alleged to have been of the forbidden strength found on railway cars. But it is said that the Syracuse case is the first in which the attempt has been made to hold the transportation company answerable for an illegal shipment. It would seem to be essential that proof shall be offered that the railroad officials or some of them were aware of the nature of the shipment before a conviction can be had.

Such a result should operate to make shipments of this character by rail more and more difficult, and in so far contribute to the cutting off of wholesale supplies of contraband liquors and beer.

Can you show enthusiasm about the goods you are selling? If you cannot, how can you expect customers to be enthusiastic enough to buy?

CO-OPERATIVE UNION.

How It Has Benefitted One Working Man.

Jim says to me, "I've joined all kinds of unions but the best union I know of is one that asks no dues, pays me big dividends, has no meetings and admits anyone to membership. It works for me. It's on the job all the time."

"Tell me about it," I said.

"Well, some years ago, not so many either, all toilers were slaves. Later on half-slaves or serfs. Then they were wage-earners, with a few rights, underfed, shabbily-clothed.

"My Co-operative Union was being organized then. It was slow work and at first the benefits were few. But as time passed it grew stronger, took in more members and began to pay dividends.

"Chaps in my class who all were slaves, serfs and later poor wage-earners began to get on in the world. We got the vote, became free. We got the newspaper, the public library, the public school for our children. We got electric lights, telegraphs, telephones, paved streets and sewers.

"Our tables had food from all parts of the world. We ate meat, butter, fruits and breakfast foods. We actually had tea, coffee and white bread. The old slave's mouth would have watered if he could see our table.

"We got subways, elevated roads, trolley cars and railroads. For a few cents we ride instead of walking miles in the mud as the first wage-earners did. Some of us even got automobiles.

"Our children go to school and, by George, they dress well and look like real kids, not half-starved, ignorant and dirty as the children of those olden days.

"Our pals of former times suffered from diseases and plagues. I forget the names of them even, but they had 'em all right. Now we have sanitation, modern plumbing, hospitals and doctors who do what chaps of olden days call miracles.

"I don't live on dirt floors. My house has a chimney and window panes. In it is a piano, a victrola, carpets, rugs and wallpaper. It has modern plumbing. Those fellows of other days used to throw the slops out of the window. No candles for me. Electric lights and gas, that's what I have. And coal, think of it!"

"Well, you certainly seem to have got on in the world."

"I have, it's the union you see," says Jim. "It's the union. I have men working for me in China, Japan, India, Brazil, Texas, California, Dakota. I have ships on the sea and railroads running everywhere, bringing me what I want.

"I have brains on my staff, brains, I tell you—chemists, engineers, inventors, discoverers, professors and scientists of all sorts."

"What's the idea?" Jim "are you crazy? What does all this cost you?"

"No, I'm not crazy and it does not cost me a cent."

"Doesn't cost a cent. All this for nothing. You must be crazy."

"Not a bit of it. It's the union, I

tell you. No dues, only dividends, big dividends."

"What union? Quit you're kidding and tell me what you mean."

"Well," says Jim, "It's like this: I get so much wages for so much work and with the wages I buy certain things for my wife and me and the kids. But my wages couldn't buy all the things I'm telling you about. I'm lucky that's all."

"Lucky!"

"Yes, lucky. You see I happened to be born into a world where the union exists. It's what they call 'The Union for Organized Education, Production, Agriculture and Distribution.' Some folks call it 'Social Organization.' Everybody is in the association. Brains

educate my children, eat good food, have saved up a little money, vote on election day—and, in short, compared with those chaps only one hundred years ago, I'm a prince. It's the union and my luck in being born when social organization of industry was so far advanced as to give me all these things."

"But, you say these things don't cost you anything!"

"Why," said Jim excitedly, "the richest man in the world hasn't got money enough to buy this union of all for each. In fact, money didn't do it except to help. It's brains, time, work, progress. That's what it is. Think of the modern typesetting machines, the printing presses and the organ-

better off. It's progress, through organization and work. It's the union."

"I guess you're right, Jim. Wages are not the only thing that marks progress. We're rich compared with workmen of ancient days. We fellows all get something else beside wages. We get our share, our dividends, from the general advancement of mankind. It's a great idea of yours, Jim. You're all right."

Alfred W. Wishart.

(Copyright, 1920)

The United States Supreme Court has handed down a decision that upsets any survival of the theory which makes the Indian people an autonomous nation within a nation. A Seneca Indian named Patterson left property to his white widow and their children. A tribal council sought to deprive them of the bequest on the ground that they were aliens, not members of the tribe, and therefore incompetent to inherit lands within the domain of the Senecas. The Supreme Court has now upheld the action of the Discret Court of New York, which refused a writ of habeas corpus for the Seneca Indians, who tried to eject the family of their tribesman from the Seneca domain. Whatever the rights acknowledged or the wrongs endured in the long history of interracial relations, and despite the admission of ruthless denials of aboriginal claims by predatory white men, the country to-day is politically unified from sea to sea, and there is no place on our soil for an independent jurisdiction. But the Indian comes under the law, and he cannot expect to enjoy these advantages and at the same time refuse the jurisdiction which the rest of the population accepts.

Mohair Weaves as Utility Cloths.

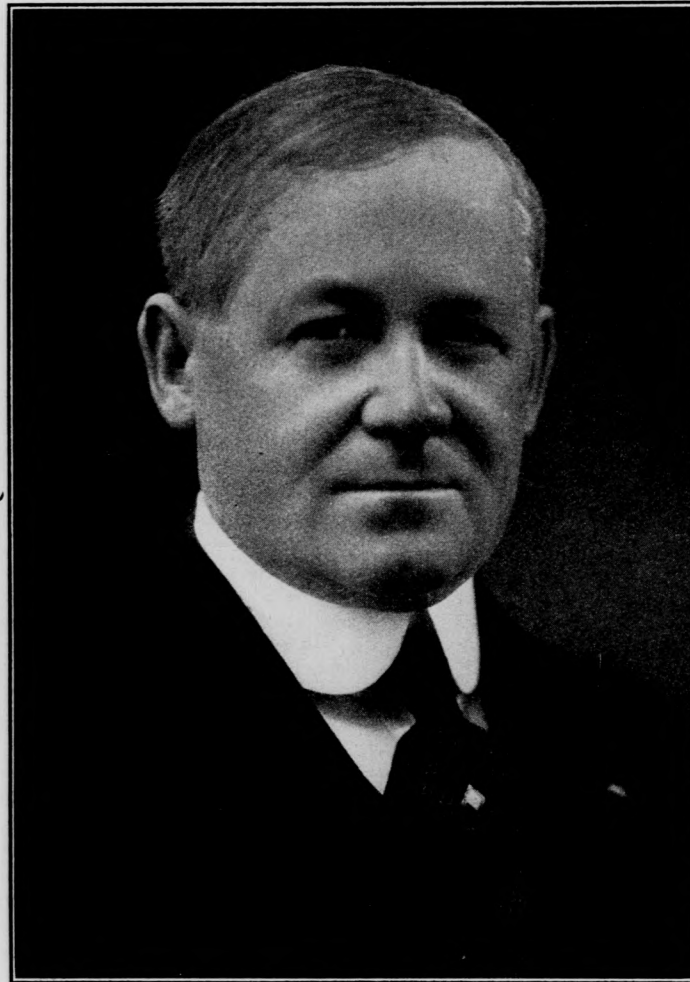
Utility cloths of mixed mohair and cotton yarns are finding a wider use than ever before, according to a well known manufacturer here. He commented yesterday on the increase in the sales of these fabrics, which are being used for service uniforms in many occupations and trades. One big advantage of these cloths, he said, is their ability to shed dust, which is not true of many of the other varieties of fabrics used for service uniforms. The cloths are produced in twelve different colors, the weave being that of the familiar serge. He added that the recent talk of having teachers wear uniforms may be productive of a large added consuming channel for these goods.

Kind Words.

Kind words do not cost much. They never blister the tongue or lips. We never heard of any mental trouble coming from this quarter. Though they do not cost much, yet they accomplish much. They may make other people good-natured. They always produce their own image on men's souls—and a beautiful image it is.

Blaise Pascal.

Your salesman may be willing to work in a cold, uncomfortable store, but your customers won't be willing to spend their time there, nor will they be in a buying mood while they stay.



Alfred W. Wishart

manage it. Brains use brains. Inventors invent machinery. Chemists make discoveries. Engineers work out great plans for railways, dams, bridges, buildings and mines. Captains of business organize the force to handle the business end. Captains of finance provide the money to back up industry and trade. Democracy, the work of everybody gives us our liberty, our laws and our constitution protect our freedom.

"It's a long story, but the fact is because of capital, science, education, invention, organization, banking, and democracy, I can buy a newspaper for 2 cents that makes me an intelligent man of world affairs. I ride in trolley cars, read by electric lights, live like a real human being, keep healthy,

ization to gather and to prepare all this stuff and lay it on my door-step for 2 cents. For 2 cents, remember! Why man, it took centuries to make that paper. Men are in their graves, turned to dust, who helped make it. Scientists of many countries had a hand in it. The world had to become free to do it. Education, modern democracy, modern business, science—all had to be born and grow before that paper was handed me for 2 cents. Of course, I didn't pay for it. I couldn't. It's the union I tell you, the union of modern life that helps all us workmen. And, what's more," says Jim, "the end is not yet."

"If we don't forget all this and make darn fools of ourselves, if we don't smash things, we're going to be still

IN THE REALM OF RASCALITY.

Cheats and Frauds Which Merchants Should Avoid.

Trenary, Oct. 16—I have been a reader of your paper for the past seven years and have seen many warnings and I thought I would be careful when it comes to signing of contracts.

About a month ago a salesman for the National Manufacturing and Production Co. came to my store with samples of chinaware and, as I thought his prices and goods were right, I signed a contract, which I am enclosing.

A few days ago merchandise came in and I found one lot O. K. The other, however, is far from what I was led to believe it would be and much smaller in size than represented, because it looks like a lot of toys. I informed the company that the merchandise was misrepresented, but look what they say, as per enclosed letter.

Would appreciate very much your reply and suggestion on this matter, as I feel that since the merchandise is not as represented, I am obliged to keep it and pay for it.

Louis Mikulich.

Chicago, Oct. 10—In reference to yours of Oct. 2, we may say that we are somewhat surprised at your statement. Inasmuch as you are a business man, it would seem that you would be fully informed as to buying imported chinaware before you signed your name to a contract, and so in this instance, as we contracted for this merchandise, which has proven satisfactory to thousands of customers to whom we shipped same, we see no reason why it should not prove satisfactory to you. The items in question are salable anywhere, provided they are put up for sale in a good business like way, and no doubt you can arrange in your store just the same as other merchants do.

Inasmuch as we have shipped strictly in accordance with your signed specifications, we cannot accept return of the merchandise whatsoever, as it has been paid for to our factory and they do not refund on items of this kind.

National Mfg. & Production Co.

Grand Rapids, Oct. 22—I regret that you should have been caught by the Chicago swindlers. I have repeatedly exposed these people as fraudulent and cannot understand how you could read the Tradesman and not notice the reference I made to this gang of crooks. If you have not paid for the chinaware yet, I would suggest that you offer to pay on the basis of your understanding of the matter. In other words, you agree to pay for the assortment up to standard and return the assortment that was not right. I think the company will accept this proposition after bluffing and protesting for a time, because it will cost the shysters five times as much as the account to send the claim to a lawyer and put it through the court, with every assurance that they will be beaten.

Kindly keep me in touch with the situation and if I can be of any further assistance to you, do not be at all backward in letting me know.

E. A. Stowe.

Boston, Oct. 26—Unitarian ministers are warned to move cautiously if they are called upon for financial aid by a well-educated and plausible man, short, somewhat ruddy, wearing eyeglasses on a black ribbon, claiming to be a former sea captain and to be a member of a Sea Captains' Association known as the Neptune Association of New York, calling himself Samuel I. Austin or Robert J. Burnham or by another name. A person answering this description, and familiar with the names of Unitarian ministers and churches, appears to have applied for aid under different names for at least two of our ministers.

H. E. B. Speight.

An unknown man succeeded in passing spurious \$20 bills in seven business places at Flint, after being chased through the crowd of Saturday night shoppers. The bills passed are all \$20 Federal Reserve notes of the series of 1914. An engraving of Grover Cleveland on the front is blurred and the counterfeit money is printed on a poor quality of paper. In every case reported the bill was presented after a small purchase of about a dollar's worth of merchandise and always while there were many patrons being waited upon.

We are informed that Harry A. Peck is in Michigan securing subscriptions to a purchasing service contract with the Automotive Merchandise Distributors. It appears that the subscriber agrees to pay a fee of \$25 in consideration of which he is to receive the Certificate of Purchase Service, which entitles him to all buying privileges and purchasing advantages offered by the above named company for the period of one year. Any one who is solicited on this proposition is requested to communicate with this office.

With the issuance of Federal warrants for the arrest of Jacob Factor and his associates on the charge of having used the mails in furtherance of a scheme to defraud at Chicago, another final chapter has been written in the operations of a questionable Florida land proposition. The National Better Business Bureau, in conjunction with the Better Business Bureau of St. Petersburg, and with the assistance of the Chamber of Commerce at Orlando, has been collecting material in an investigation bearing on the misleading advertising sent broadcast by this company. The Federal warrants named Morris E. Drucker, H. Heinius, H. J. Himmelstein and Newton Feldman as associates in this land selling scheme.

Several weeks ago we made reference in these columns to solicitations in behalf of a Jewish relief association by a Jewish negro who gave the name of Samuel Rubenstein. When questioned at police headquarters, it was found that he spoke the Jewish language fluently and exhibited credentials signed by the president of the association. A report is now available at this office which contains information as to the merit of this association as well as considerable data concerning its history. Anyone who is approached on the subject is requested to communicate with this office.

Canned Foods Week.

Grand Rapids, Oct. 26—Every merchant of Michigan should tie up his store with the campaign for Canned Foods Week, Nov. 9 to 21. The canners are sending out beautiful posters and you are urged to make big displays and price by dozens and cases.

Don't let this free advertising slip by, men, without using it. Show your customers you are alive.

Paul Gezon.

Sec'y Retail Grocers and General Merchants Ass'n.

Quaker Food Products

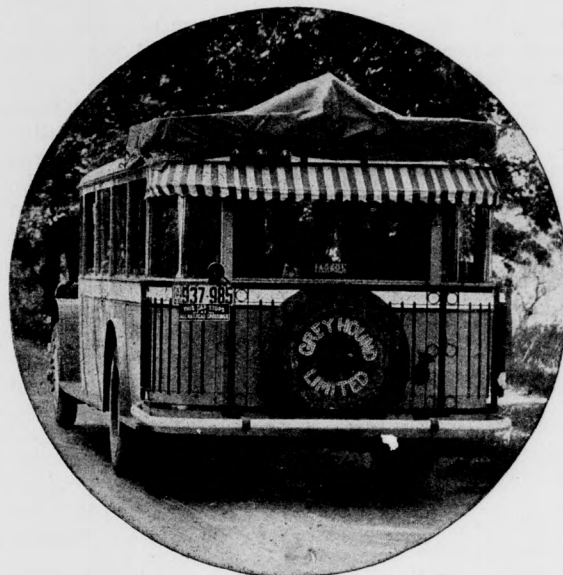
FOR SALE BY THE COMMUNITY GROCER IN YOUR NEIGHBORHOOD



WORDEN GROCER COMPANY

Wholesalers for Fifty-seven Years

The Prompt Shippers



Warm
and Cozy
in Cold
Weather



The Sign
of Safety

"RIDE THE GREYHOUNDS"

Licensed Traffic G. R. to

Chicago
Michigan City
Benton Harbor
South Haven

Get one of
the new 16
page Grey-
hound Time
Tables.

GRAND RAPIDS STATIONS

Crathmore Hotel

"A room and a Bath for \$1.50"

Opp. Union
Station

Dial 55261
Bell M. 1515

Rowe Hotel

Dial 54027

Bell M. 2419

MOVEMENTS OF MERCHANTS.

Bannister—John Novotney succeeds R. E. Starling in the grocery business.

Bad Axe—The Thumb Petroleum Co. has changed its name to the S. T. & H. Oil Co.

Saginaw—A shoe store has been opened at 214 Genesee avenue, under the style of The Rival.

Bangor—The Bangor Fruit Growers Exchange has increased its capital stock from \$5,000 to \$20,000.

Escanaba—The Helena Land & Lumber Co. has increased its capital stock from \$100,000 to \$200,000.

Muskegon—The Alpha Creamery Corporation has sold its plant and stock to the Freeman Dairy Co., of Flint.

Ann Arbor—Buell & Muncy, Inc., 2012 Washtenaw avenue, has changed its name to the Muncy Forestry Farms, Inc.

Augusta—Fred Black has sold his meat market and butcher's equipment to Al. Machim, who will continue the business.

Detroit—The Wayne Mill Supply Co., 404 Insurance Exchange building, has increased its capital stock from \$5,000 to \$30,000.

Norway—Christian Butchallas has opened a restaurant and cigar stand in the Protogere building, under the style of the Busy Bee.

Detroit—The Central Specialty Co., 7529 St. Aubin avenue, has changed its capitalization from \$50,000 to 49,000 shares no par value.

Battle Creek—The Battle Creek Coca Cola Bottling Co. has increased its capital stock from \$50,000 to \$100,000, \$84,000 of which has been subscribed.

New Lothrop—Amidon & Town succeed George W. Poyer in the drug business. Mr. Town was formerly clerk in the Tubbs drug store, Chesaning.

St. Louis—The St. Louis Tile Co. has been taken over by O. E. Bucaning, of Alma, who will continue the business under the management of Lyle Smith.

Battle Creek—Charles McSherry has purchased the store building and drug stock of the Spaulding Drug Co., on M 17 and will continue the business under his own name.

Lansing—R. H. Hoppe has purchased a new store building which is being erected on Woodlawn street, East and will occupy it with a stock of groceries and household articles about Nov. 12.

Lowell—The Superior Furniture Co., of Grand Rapids, has purchased the Lowel property of the Ypsilanti Reed Furniture Co. New machinery is being installed and the plant is expected to be in part production by Dec. 1.

Hillsdale—B. H. Morse, manager of the Willbee-Morse Concrete Co. for five years, has completed the deal which makes him the owner of the company. The firm will hereafter be known as the Morse Concrete Products.

Jackson—The Jackson Electrical Appliance Co., 805 Michigan avenue, has been incorporated with an authorized capital stock of \$20,000, \$16,000 of which has been subscribed and paid in, \$1,000 in cash and \$15,000 in property.

Detroit—Brumm-Post, Inc., 2330 Buhl building, has been incorporated to conduct an exporting and importing business, with an authorized capital stock of \$50,000, of which amount \$10,000 has been subscribed and \$1,000 paid in in cash.

Vassar—The Vassar Farmers Elevator Co. has sold its property, consisting of a large flour mill, elevator, warehouses, coal yards and state charter to the dam on Cass river, to the Hart Bros Elevator Co. of Saginaw. Immediate possession was given.

Lansing—Fields' Clothes Shop, one of a chain of stores featuring a \$22.50 suit and overcoat has opened for business at 307 South Washington avenue, under the management of Charles L. Frost, formerly engaged in the clothing business under his own name.

Muskegon—The Jordan Auto Sales, Inc., 410 Morris avenue, has been incorporated to deal in autos, accessories and parts, with an authorized capital stock of 10,000 shares at \$1 per share, of which amount 6,000 shares has been subscribed and \$5,250 paid in in cash.

Detroit—Todd & Moorman, furniture, wares, fixtures, etc., has merged its business into a stock company under the style of Todd & Moorman, Inc., 1528 Buhl building, with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in property.

Detroit—Arthur A. Stone has merged his wholesale dry goods, furnishings, and rugs business into a stock company under the style of Stone & Simon, 349 East Jefferson avenue, with an authorized capital stock of \$50,000, all of which has been subscribed, \$5,500 paid in in cash and \$6,448.72 in property.

Escanaba—Frank Paquin, 59 years old, proprietor of a hotel here and a resident of Escanaba for forty years, is dead of injuries suffered when he was struck by an automobile driven by Robert Curtis, 18 years old. Paquin's skull and two vertebrae were fractured. He never recovered consciousness.

Jackson—The Beacon Drug Co., of Detroit, conducting a chain of drug stores throughout Michigan, has leased a store on the corner of Michigan avenue and Jackson street and will occupy it with a complete stock of drugs about Dec. 1. The store is being remodeled and when it is opened for business will be under the management of W. C. Bellinger.

Manufacturing Matters.

Cadillac—The Cadillac Malleable Iron Co. has increased its capital stock from \$350,000 to \$500,000.

Grand Rapids—The Cleveland Metal Products Co., has changed its name to the Perfection Stove Co.

Ypsilanti—The Ypsilanti Foundry Co. has changed its capital stock from \$100,000 to 50,000 shares no par value.

Ecorse—The D. J. Ryan Foundry Co. has decreased its capital stock from \$500,000 to 20,000 shares no par value.

Detroit—The D. X. L. Radio Corporation, 5769 Stanton avenue, has in-

creased its capital stock from \$20,000 to \$45,000.

Saginaw—The Luffkin Rule Co., Hess street, manufacturer, has increased its capital stock from \$100,000 to \$2,500,000.

Detroit—The Warner Manufacturing Co., 5743 Woodward avenue, has increased its capital stock from \$65,000 to \$200,000.

Detroit—The Copeland Products, Inc., of Michigan, refining machinery, has changed its capital stock to \$6,250,000 and 500,000 shares no par value.

Detroit—The Cadillac Tile & Fire Place Co., 1315 Sherman street, has been incorporated with an authorized capital stock of \$10,000, of which amount \$6,800 has been subscribed and \$3,800 paid in in cash.

Saginaw—The Seaman-Sommers Cabinet Corporation, 113 South Jefferson avenue, has been incorporated to manufacture and sell store fixtures, with an authorized capital stock of \$100,000, of which amount \$60,470 has been subscribed and \$11,000 paid in in cash.

Newaygo—The Pike Laboratories, Inc., has been organized to manufacture and sell cosmetics, with an authorized capital stock of \$25,000 preferred and 7,500 shares at \$1 per share, of which amount \$9,500 and 550 shares has been subscribed and \$6,050 paid in in property.

Lansing—The Duffy Equipment Co., 407 Capital National Bank building, has been incorporated to manufacture and sell church furniture, fixtures, etc., with an authorized capital stock of \$50,000, \$18,000 of which has been subscribed and paid in, \$8,000 in cash and \$10,000 in property.

Allegan—Maurice Wright and Ogden Hotchkiss, of Grand Rapids, have purchased the Allegan laundry from Manzell Stafford and have taken possession. The new proprietors have been connected with the American Laundry, at Grand Rapids. They will improve the business and conduct a first-class place.

Detroit—The Gazelle Electro Heating Co., 5465 Lincoln avenue, has been incorporated to manufacture electrical water and house heating system, with an authorized capital stock of \$100,000 common and 1,000 shares at \$1 per share, of which amount \$27,100 and 1,000 shares has been subscribed and \$22,200 paid in in property.

Detroit—Montgomery Bros., Inc., Globe building, has been incorporated to manufacture and sell spot lights and illuminating equipment, with an authorized capital stock of \$10,000 preferred and 12,000 shares at \$1 per share, of which \$10,000 and 10,000 shares has been subscribed, \$4,500 paid in in cash and \$9,000 in property.

Owosso—The Field Body Corporation has filed a petition asking for an order of dissolution and the appointment of a receiver. The company manufactures bus and truck bodies and cabs. Lack of working capital and the inability to get it, makes it advisable to liquidate. Assets are placed at \$1,042,112 and liabilities at "in excess of \$360,000."

Detroit—The Wilcke-Armstrong Co., 3199 Monroe avenue, manufacturer of

coin controlled machines, etc., has merged its business into a stock company under the same style, with an authorized capital stock of \$50,000 preferred and 30,000 shares at \$1 per share, of which amount 30,000 shares has been subscribed and \$30,000 paid in in property.

Monroe—The foundry plant of the Detroit Stoker Co., now located at Bowling Green, Ohio, will be moved to Monroe about Jan. 1, or as soon as buildings can be erected for the plant. The three units to be added to the present plant will be constructed of brick, steel and glass and will consist of a foundry 150 by 162 feet, a pattern shop 60 by 82 feet, and sand and coke storage building 20 by 140 feet.

Galesburg—The Galesburg Paper Box Co., located in the building formerly occupied by the Hodges Chain Co., is now in production and doing a steadily increasing business in the manufacture of folding boxes for all types of baked goods and similar sizes. It is planned later to take on the manufacture of clothes boxes. The plant is one story, 45 by 140 feet, equipped and will eventually require a force of twenty-five employees.

GAINING IN MOMENTUM.

The general tenor of business is cheerful and the outlook is for further expansion except in those lines affected by the normal seasonal sag. The average level of commodity prices is practically unchanged. Indications point to maintenance of comparative stability in this direction.

With the advance of the season the movement of goods through channels of distribution has been gaining in momentum. There is always, about this time, a certain amount of consumer buying due to the needs called out by cooler weather. This is shown in purchases of warmer apparel and of divers household articles. Lately there has been a quickening of demand in excess of the usual. This is taken to indicate a rather urgent need for replenishment on the part of consumers, and it has taken quite a proportion of the retailers unawares because they had made no preparations to meet the calls being made on them. In consequence, they have been scurrying around to fill in depleted stocks, although in this they show the spirit of Mrs. Gilpin, of whom it was written that, "although she was on pleasure bent, she had a frugal mind." They still continue to buy sparingly and only such varieties as promise a quick turnover. While conditions in general continue favorable for good business for some months to come, there appears more than the customary discrimination in purchases, with style and quality as much factors as is price. Jobbing houses are, however, showing a little more inclination toward forward purchases where prices appear to be on a stable basis. The stage seems set for an amount of seasonal business ahead of that of last year, and there is now being added to it a goodly amount of holiday trading, especially in gift articles. Speculative activity is wholly absent everywhere, except in the dealings in securities, grain and cotton.

Essential Features of the Grocery Staples.

The most noticeable change in the market this week has been the sudden revival of buying interest and by local and out of state dealers who are now covering their needs on holiday specialties and on the staples which are usually wanted with the advent of cooler weather. This buying began with a rush and was continued all week without let up, causing wholesale grocers to work overtime, well into the night to get off their shipments or to receive incoming merchandise. Outside trucks have been called into service to speed up deliveries as buyers want their merchandise as soon as possible.

Despite the livelier jobbing demand the market has shown surprisingly few price changes throughout the entire list and where such occurred they have not been radical. One reason for this has been the lack of striking revisions in values at primary points. At the source the market has not been influenced by any such increased activity as has prevailed here and quotations at primary points have not necessitated adjustment in local prices. Dried fruits and nuts have been more conspicuous than canned foods which while more active are in routine demand since they had been moving steadily during previous weeks and were not subject to a seasonal increase in jobbing attention.

Sugar—The market is 10 points lower. Local jobbers hold granulated at 5.80c.

Tea—Demand for teas of virtually all grades and classes was stimulated by the reports of higher prices in the primary markets. Sales to the trade show a steady gain in volume with the city and country dealers anticipating their requirements and covering at present prices.

Coffee—The market has had its ups and downs during the past week, but spot Rio and Santos are just about the same as a week ago. The market has been rather excited during the last week, advancing one day and declining the next, owing to conflicting news from Brazil. Milds remain about unchanged from last week. The jobbing market for roasted coffee shows no important change since the last report. Coffee is in very fair demand.

Canned Fruits—Gallon fruits are in strong position for the California and Northwestern line, while Eastern No. 10s in the apple and other packs are affected by the uncertain conditions which always prevail when packing is under way and the extent of the output is unknown. No. 10 and smaller sized Coast fruits are uniformly firm except perhaps for pears. Peaches and apricots are working upward.

Canned Vegetables—There are a few items which are uncertain and which have been selling so low that the packer has lost money. Tomato canners, for instance, assert that the more they sell the more money they lose, as a 72½c basis for 2s is under cost of production. As yet the Southern market has not reached. Corn is doing better in the country on full standards, while fancy right along have been firm. Fancy peas take care of themselves as they are scarce.

Dried Fruits—Wholesale grocers have received a larger number of buying orders from a more extensive territory and for a broader assortment of dried fruits than in any week in several months. Compared with the limited movement heretofore, buying can be said to have begun with a rush, although so far it has been continued to the jobbing field and has not as yet resulted in buying for replacement or in a radical readjustment of spot quotations. Cool weather has been general and prolonged enough to cause buying which in many cases was postponed because of the fear that goods would not carry well out of cold storage if the weather were unseasonably warm. Many trade channels are understocked and a more favorable outlook encourages a broader demand. Most items on the list are firm. Indeed prunes are the only commodity which cannot be classed in that way. There is no question as to the strength in peaches, the depleted assortments offered from first hands nor the tendency toward a higher basis. In order to attract resale blocks on the open market, the drift of prices is upward. Spot stocks are light. Apricots are also strong at the source, although there is not a great deal doing on the spot. Retailers have had their futures delivered and are not vitally interested in replacements on the present high basis. Raisins again added to their strength during the week. The Coast market is definitely on the up-grade and there seems to be no prospect of a reaction as the crop is not panning out as large as expected and the opening prices of independent packers were on a basis which left little for the grower. The most radical change in prunes has been a better spot demand in which California packs were more conspicuous than Northwestern. The market at the source is also firmer.

Canned Fish—Fish is less active than the other classifications, as the consuming demand at this season is not heavy. The only radical price change at hand is the 10c advance on Tuesday on standard packs of Maine sardines.

Salt Fish—The mackerel market is in a rather uncertain condition. Domestic shore mackerel now coming forward shows a rather wide variety of quality and prices. The demand for shore mackerel is fair. Norway mackerel are available, but No. 2's are very scarce and so are No. 1's. The bulk of the catch are No. 4's and No. 3's. No. 4's are more abundant than No. 3's. Irish fish are also available, but No. 2's are very scarce. The demand for mackerel is better on account of the cooler weather.

Beans and Peas—The whole tone of the market for dried beans is dull, with prices easy. This includes the California limas, which are about 25c off. Dried peas are also weak and dull.

Cheese—The market is well maintained, having been firm during the entire week. The demand, however, has not gone beyond fair at any time.

Provisions—The demand for provisions, meaning all grades of hog and beef products, has been very slow during the past week. Prices, however,

have remained practically unchanged since the last report.

Syrup and Molasses—The prices on New Orleans molasses have not been named as yet, but will be shortly. Business is good, prices steady to firm. Sugar syrup is in a quiet condition at steady prices. Compound syrup is steady, without change.

Rice—Local holdings have been pretty well picked over and only light supplies are in transit, as the movement was halted by rains several weeks ago. Mills in the South have begun to operate more freely, but have no surplus for immediate shipment. All grades are firm and favor the holder. Foreign rice is dull, as supplies are inadequate and do not attract much attention.

Nuts—For the first time this fall nuts have been in fairly active demand as the current business shows that the tardy traders have entered the market to cover their actual needs. There is no heavy buying of any one variety as orders are generally for moderate sized blocks. The dullness so far this season has caused an uncertain situation and with the possibility of a reaction later on after the peak of holiday buying is over wholesalers and retailers desire to keep their assortments well within bounds. Brazil nuts are sometimes shaded as a noticeable slowing down in demand has occurred. Walnut prices are irregular abroad, while almonds also in Europe can be had on a more favorable basis than earlier in the season, although growers are withdrawing from the market to force it upward. Filberts are without radical change.

Review of the Produce Market.

Apples—Baldwin, 75c@85c; Talman Sweets, 90c; Spys and Kings, \$1@1.50; Jonathans and McIntosh, \$1.50.

Bagas—\$2 per 100 lbs.

Bananas—7@7½c per lb.

Beans—Michigan jobbers are quoting new crop as follows:

C. H. Pca Beans \$4.95
Light Red Kidney 10.00
Dark Red Kidney 8.25
Brown Swede 5.00

Butter—The market has retained a firm tone during most of the entire week. Last week the market advanced on fine creamery half a cent, but later receipts increased and the news coming from outside markets became a little easy, with the results that the market declined a half cent. At the present writing prices are exactly where they were a week ago, with fair receipts and fair demand. The market is cleaning up very well. Local jobbers hold June packed creamery at 47c, fresh creamery at 49c and prints at 50c. They pay 25c for packing stock.

Cabbage—85c 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—90c 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 \$7 per box of 50 lbs.

Eggs—The best grade of eggs have been scarce and firm during the past week, with anything firm bringing a premium over quotations. There are plenty of poor and medium eggs about, but very few buyers are willing to take them and the market is therefore weak and irregular. Local jobbers pay 43c for strictly fresh, selling as follows:

Fresh Canded 46c
XX 38c
X 36c
Checks 33c

Egg Plant—\$1.25 per doz.

Garlic—35c per string for Italian.

Grapes—California Emperors, \$2.75 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 4½s.. \$4.75
Hot house leaf 20c

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.; Kieffers, \$1 per bu.

Peppers—Green, \$1 per bu.
Potatoes—Buyers are paying \$2.25@2.50 per 100 lbs. all over the State. Market has been advancing very rapidly of late.

Poultry—Wilson & Company pay as follows this week:

Heavy fowls 21c
Light fowls 13c
Springers, 3 lbs. and up 19c
Broilers, 1½ 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—California, \$1 per 6 lb. basket.

Veal Calves—Wilson & Co. pay as follows:

Fancy 15c
Good 13½c
Medium 11c
Poor 9c

The only reason some men are unsuccessful in business is that they are not willing to try to be successful. They may have the business ability, but they haven't the business energy.

The great thing about modern display fixtures is that they pay for themselves out of extra sales.

"Things and Prices" Advertising or Personal Service?

Written for the Tradesman.

"Oranges are never sold," said a well posted, thoughtful broker; "they are always bought. The buyer makes the market."

Of things in general, that is only partly true. For those items which are sold through intelligent advertising are really sold—more than they are bought—even though the consumer has the final say in fixing any market. From this angle oranges, walnuts, prunes, coffee—all are distinctly sold.

But the weakness so far as grocers are concerned persists. These things and others are sold through the grocer but not by him. To the extent that he sells things himself, he is a prosperous grocer—prosperous above the ordinary.

I am led thus to reflect by another lot of grocers "advertising." Here we have a co-operative effort by Modesto grocers; and what is it? It is the humdrum lot of "things and prices." The outstanding items are: Sugar, 10 lb. sacks, 58c; P & G White Naptha soap, 10 bars, 38c; Soda crackers in bulk, 3 lbs. for 43c and Milk Producers Association Butter, 51c.

Where is there an item in that list which, for any reason, will remain in any customer's memory? Not one. It is a pure price appeal. It is an attempt to "meet the chain store" by quoting prices. The grocers will sell at those figures and throw in their credit and delivery service FREE.

Grocers are not the only tradesmen who are tongue tied when they use print. And not only grocers permit the customer to buy, instead of selling. In all lines, all over the world, are storekeepers who might as well be automatons for all the aid or suggestion they give customers.

But progressive grocers, the kind who usually think of advertising, are not tongue tied when customers go to their stores. They can talk with fair effectiveness face to face. But few grocers anywhere seem able to think of anything to say about their merchandise when they try to put their offerings in print. I know that any intelligent man who took a single afternoon to go around among the stores of the Modesto grocers could write a snappy, newsy advertisement that would grip the consumers' attention. And such attention could then be aroused more fully and sustained by similar advertisements printed regularly. That kind of advertising would bring returns. It would also build up the business of the individual grocers of Modesto. The kind I have quoted will result in nothing except a distribution of some of their earnings among the Modesto populace.

Up along the Coast, in Albany, Oregon, Reeves Brothers print a full page in their newspaper. In the middle of the page much space is devoted to the cut of a railroad crossing watchman, holding up his left hand while his right displays the orthodox circular sign, S T O P. Below is the headline and spiel thus:

You're Pinched.
You can avoid the "pinch" of your

pocket book by buying your groceries at Reeves Bros., who are members of the Independent Grocers' Association, consisting of 1007 leading grocers who are buying co-operatively and save money for their customers. Read every item and be convinced of the savings.

The remainder of the page is taken up with "things and prices." There is no word of description. There is no hint as to how any of the articles may be used. There is nothing to indicate that any special properties inhere in any of the things listed. Yet there is ample space in the full page to write an immense amount of information—real, worthwhile information—that would serve to impress Reeves Bros. store firmly in the mind of every reader.

If that kind of advertising gets results—and I am told it does—this is merely an indication of how effective advertising is; for this page might have been made 200 per cent. more effective without the writer half trying.

And anybody who cares to investigate the soundness of what I say can find preferred examples of descriptive advertising in any metropolitan newspaper and in the mail order catalogues.

I have in mind a prosperous grocer who beats chain competition on all hands and has done it for many years. He runs a store about which it is said "Yes, he has a fine store; he does a big business—but he certainly charges high prices."

Now, get that combination and reflect on it. Note the sequence: a fine store, a big business, high prices. It is important to notice the sequence because that indicates how the average mind runs: First, the kind of store which includes the character of personality; then, naturally, a big business; and last—always last—the question of price comes to mind. Price is the last consideration. Moreover, where merchandise is worthy and service right, price is accepted as correct.

This grocer advertises. He makes no hurrah about it. He just makes his careful announcements, telling just what he is offering, with the most carefully worded description, followed by the price. He never stops to think whether his price may be higher than articles of similar character are offered elsewhere. No, this is the item he has—and the customer is left in no doubt about what kind of article it is. His kind of service has become well known, even institutional in his town. Nobody questions the correctness of what he says or the value of what the customer will get.

That is the exceptional grocery condition. It applies to the 10 per cent. among grocers who are rated at \$5,000 and over. But nobody is pulling any bogymen stuff successfully among those grocers. They are of the kind that survive everywhere throughout the world in face of any conditions.

But you want to be an exceptional grocer, do you not? All right: go and do likewise. Set your own pace. Do not "meet" anybody. Then you will always be several laps ahead of competition.

Few sections of the Harvard reports are more worthy of study than those relating to sales per person. Let us

glance at the hardware business for a minute in this connection.

Sales per person in hardware range from \$6800 to \$25,000. That certainly is some range.

In cases where sales are less than \$14,000 per person, the selling expense is 8 per cent. Where sales run between \$14,000 and \$18,000 per person, selling expense is 6.1 per cent. There is a difference of 1.9 per cent. That is one-tenth per cent. more than the average grocery profit in 1924.

But where sales per person are \$18,000 and over, hardware selling expense is 4 per cent.

Therefore, sales expense in hardware stores where maximum selling efficiency prevails is just half where low efficiency reigns.

An Eastern editor analyzes grocery store records for 1924. These show that sales per person range from \$9,800 to \$13,200. The small sales were made in small stores—doing \$30,000 a year and less. This editor thinks that low sales records are what keep small stores small.

He shows that percentage sales expense in such stores works out to 11.8. On the basis of \$9,800 sales, this figures out \$1156.40 for the clerk's wages. On the basis of 1.8 per cent. profit, the net earnings on this clerk were \$176.40—less than \$15 per month.

He concludes that such earnings do not justify any grocer on retaining any clerk. I agree. But what to do? The answer is easy. To apply it is not so easy. It is:

Sell more goods. Get the idea of selling. Develop your business along the thought of selling. But go back to the beginning of this article and you will see that selling such as I insist on is not quoting "things and prices," which means cut prices, which entail losses instead of profits.

Properly understood, to advertise and sell is to build business, and business is not built on cut prices, nor is advertising made productive on a "things-and-prices" basis.

Paul Findlay.

The Most Useful Man in the World.

E. W. Howe, the veteran Kansas editor, comes up from his home on Potato Hill Farm, near Atchison, and delivers a few opinions to a Chicago audience. Among other things he declares John D. Rockefeller has been of more use to the world than any other man who ever lived.

In making this selection, Mr. Howe shows that his tastes are fundamentally healthy, although of course neither he nor anybody else can know who has been the most useful man in the history of the world. So much of what has happened in the world has been lost from knowledge, so many great men are utterly unknown to historians, that it is impossible to make even a good guess.

Who was the man who invented the wheel? It is generally agreed by students of the history of civilization that that man did more for material progress than any other man could possibly have done. The wheel is the fundamental element in every vehicle of transportation. Whether large or al-

most too small to be seen, the wheel is by far the most important element in virtually every mechanical operation that is at all complicated. Who was the man who rolled a fallen tree trunk under a burden in order to move it more easily over the ground? Who was the man who developed that tree trunk into the primitive form of the wheel?

To men of to-day the wheel seems so simple and obvious a thing that it could hardly have been necessary for anybody to invent it. But the apparent simplicity is a delusion. To primitive man, moving over the ground on foot or on horseback, the first wheel must have been the most complicated thing he had ever seen. It is extremely doubtful whether, in similar circumstances and with a similar background of ignorance, the ablest inventor of to-day would have thought of devising that complicated thing, the wheel.

And as with the inventor of the wheel, so with many another man, not only in mechanics but in other fields. Great men have lived and died in obscurity. Nobody can guess who is the most useful man that ever lived. But among men alive to-day, it would seem certain that Mr. Howe's choice must be considered with great respect.

John D. Rockefeller developed a great industry, with resultant benefit to most of mankind. Gaining wealth by that service, he has devoted his wealth to benefactions. He virtually created the University of Chicago, a great educational institution which has made immeasurable contributions to human knowledge. Mr. Howe especially praises Mr. Rockefeller for the creation of the Rockefeller Foundation, which has sent money all over the world to relieve suffering humanity. Particularly notable is its work for medical research.

In addition Mr. Rockefeller has donated vast sums to the General Education Board, the Rockefeller Institute for Medical Research, and the Laura Spelman Rockefeller Memorial, founded in honor of his wife. The last-named organization is now financing a study which may result in radical revision of the criminal codes of the American states and of the Federal Government, and thus may do more than anything else to solve the crime problem.

More than one scientist of genius might have wasted years of his life in unimportant work had it not been for the opportunities provided by Mr. Rockefeller's liberality. The Rockefeller money has given such men leisure to do work of tremendous importance for humanity.

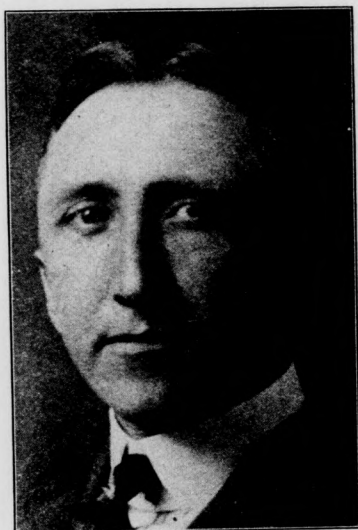
In the best sense of the word, Mr. Rockefeller has been a patron of the arts and the sciences. There is no instrument to measure the worth of his services. There is no device with which to gauge whether he is the world's most useful citizen. But certainly he would be high up on any sensible list.—Chicago Commercial Bulletin.

Poets are champions of the truth—at least, they frequently strike the lyre.

MEN OF MARK.

John R. De Vries, Manager of H. Leonard & Sons.

John R. De Vries was born in Grand Haven Jan. 20, 1884, his antecedents having been Holland on both sides. He attended the public schools of his native town, graduating from the high school on the English course. He then took a course of instruction at the Grand Haven Business College. The next three years he acted as shipping clerk for the Grand Haven Basket Co. Nineteen years ago he came to Grand Rapids and entered the employ of H. Leonard & Sons as shipping clerk. He subsequently was promoted to the position of credit man and later to assistant manager. On the death of Frank Leonard, a few months ago, he was made manager. During the past week H. Leonard & Sons has passed out from the control of the Leonard family and been taken over by seven long time employes, including Mr. De Vries. The new



John R. De Vries.

corporation has a capital of \$200,000, of which \$150,000 is preferred and \$50,000 common. All of the stock has been subscribed and paid for. The directors of the new corporation are C. H. Leonard, Noyes L. Avery, John R. De Vries, W. G. Peterkin and Ray A. Utter. The officers are as follows:

President—C. H. Leonard.
Vice-President—Noyes L. Avery.
Secretary—W. G. Peterkin.
Treasurer and Manager—John R. De Vries.

Mr. Peterkin will have charge of the glassware and house furnishing goods department.

Mr. Utter will have charge of the silverware department.

Mr. Herlein will handle the toy and china lines.

Mr. Folkertsma will be city salesman and Messrs. Smith and Berg will continue as road salesmen.

Mr. De Vries was married Feb. 12, 1905, to Miss Olive Teunis, of Spring Lake. They have had four children—three boys and a four year old daughter. The oldest boy, Richard, graduated from the Grand Rapids high school, attended junior college two years and is now pursuing a four year

course in the Detroit School of Law. The other two boys are attending public school. The family reside in their own home at 67 West Burton street.

Mr. De Vries attends the Fountain street Baptist church and is a member of Valley City lodge, F. & A. M. He has no other fraternal relations.

Mr. De Vries owns up to but one hobby, which is fishing. He attributes his success to hard work, properly applied, and strict loyalty to his employer.

Mr. De Vries and his associates enter upon their duties with the new organization with great hope and courage. They expect to not only increase the volume of business, but augment the profits as well. It is to be hoped their fondest anticipations may be realized.

Indiana Standard Leads Them All.

The market value of stock of the Standard Oil of Indiana, which has been held around \$62 per share for some months, has started on an upward movement which will probably reach \$100 per share in the next few months—possibly before the end of the present calendar year.

Automobile tourists who have covered the country from one end to the other state that none of the other oil companies anywhere in the United States cater to the creature comforts of travelers as thoroughly and satisfactorily as the Indiana Standard does.

No other oil company prescribes courteous treatment by employes with the same degree of insistence that the Indiana Standard does.

The Middle West is peculiarly fortunate that it is served with a company which measures up to the high ideals pursued by the Indiana Standard.

All of the Standard Oils have the benefit of expert and experienced management, but none of them have a more brilliant and far-seeing force of executives than the Standard Oil of Indiana.

Pecan Crop This Year Larger Than Last.

San Antonio, Texas, Oct. 24—The pecan belt which comprises Texas, Oklahoma, Louisiana, Arkansas and Mississippi will unquestionably produce more pecans than were realized in 1924. Texas, which is overwhelmingly the largest producer, sometimes producing more pecans than all the other States combined, will be unusually short this season. Present indications point to about a 25 per cent. crop. Oklahoma will have a 50 per cent. crop and Louisiana reports about 70 per cent. My knowledge of the Arkansas crop is rather vague, but I am informed that they have an excellent crop. Arkansas, however, at best is not a large producer, but together with the Louisiana crop they should compensate in a measure for the short crop we are having in Texas.

Stocks of 1924 crop in the hands of the shellers are now very limited as compared with the different situation existing last year at this time, although there may be realized a possible 25 or 30 per cent. more pecans than the States mentioned produced last year. In view of the present available supply of 1924 crop goods being very limited, it would seem that there is nothing to warrant any lower prices than those which prevailed last year.

Charles F. Hutches.

MICHIGAN WINTERS

are pretty severe on roofs.

The lumber dealer who sells **REYNOLDS SHINGLES** and **ROOFING** is selling satisfaction.

Reynolds products are built to successfully withstand ice, snow, gales and fire, and to do it over a long period of time.

They are particularly adaptable to this climate

Reynolds users are
Reynolds boosters

H. M. REYNOLDS SHINGLE COMPANY

"Originator of the Asphalt Shingle"

GRAND RAPIDS - MICHIGAN



A good seller
A splendid repeater

HOLLAND RUSK

AMERICA'S FINEST TOAST

Place your order today
All jobbers

HOLLAND RUSK CO., Inc.
Holland, Michigan

THE COUNTRY IS ALL RIGHT.

In discussing "Some Tendencies of Our Times" Judge Gary looks back over ten troubled years and finds the outlook of the world to-day is better than it was two decades ago. The ground-swell of the storm of war is subsiding. Nations, after a period of uncertainty, are paying their debts. There is a will for peace in the world, and peace means prosperity and world opportunity.

In the United States Judge Gary believes there has been a mighty swing toward betterment. "Improved and improving" is the veteran steel man's verdict. High taxes are being lowered to the great benefit of rich and poor, of little business and big industry. Reviewing the history of the Sherman act over twenty years and the recent decisions of the Supreme Court relating to business, he finds the present tendency of the Supreme Court is toward the stabilization of business and property, so far as it reasonably, properly and lawfully can be done.

Stabilization is one of the factors that make for solid greatness in a country; one of the fundamentals of opportunity. Concerning this, Judge Gary said:

The opportunities for securing subsistence, health, happiness and betterment are as good in the United States as they are in any country on earth and better than in many of them. Every advantage for honest success to every person is offered here. If there are failures anywhere, it is not the fault of free opportunity.

"The country is all right." No man can make a greater mistake than "to sell the United States short." Its consuming capacity is enormous, but its producing capacity outruns its consumption. Wages are high. Standards of living, on the average, are higher than anywhere else in the world. There is more of luxury and less of poverty in America than in any other country. General prosperity is more widely diffused than anywhere else among a like number of millions in the annals of the world.

We have had our troubles in steel. They passed. There has been depression in agriculture. That is passing. There is chaos in the coal industry now, but in the course of time there must be a readjustment there. The buying power of the country rises steadily and despite the machine in industry, we continue to find work for every worker. Our politicians seldom cease from troubling, but the country rumbles steadily along.

Judge Gary was right. His is not a mistaken optimism. Prosperity can be harassed and hampered, but it is hard to stop. Our snake-dancers and witch-doctors may trouble us at times, but we keep moving. For the Joneses and the Browns as well as the Garys, the country is all right.

DRY GOODS BUYING.

Holiday goods, especially handkerchiefs and seasonable staple merchandise, stood out in the retail buying of dry goods last week. Each week greater interest is shown in handkerchiefs. Indications point to a very early opening of the holiday handkerchief displays in retail stores. In ad-

dition to holiday goods, buyers are interested in special lots for table merchandise, sales of which have developed into a good volume. Colored handkerchiefs, in women's goods, hold first place in sales. No one kind of handkerchief stands out particularly. The demand is generally for novelty, whether Swiss goods, Irish handkerchiefs or French novelties.

Cooler weather has had a further stimulating effect in the lining department, making last week one of the busiest for this season. The pronounced selling fabrics have been fancy brocades and fancy printed fabrics.

In the dress goods line there has been a decided increase in the demand for plaids. Re-orders on French flannel have exceeded those of any other single fabric in the entire collection. Coatings are quiet. Reps are in great demand, and needlechene twills also are wanted. Cotton and wool combinations with silk decoration, to retail for \$1 or under, are being asked for. Blues are leading in the color line, ranging from dark navy to powder blue. All-wool tweed suitings are wanted in plain and small designs.

Creme de chine and flat crepes are selling in large quantities, especially in the high shades. Rayon satins and rayon jacquards are also being disposed of in fairly large quantities. Black velvets were one of the best numbers in the department. Charges during the past week were ahead of those for the same period last year.

Orders in the wash goods line continued at about the same level as those of the week previous. The new range of patterns in percales, consisting of stipple grounds and small English printed styles, have produced remarkably good results. Challies and bungalow cretonnes continued to be very active. Total sales in this line were considerably ahead of those for the corresponding period a year ago.

Throughout the linen department business in general maintained about the same stride as that reported the previous week. Road sales continued to show a substantial increase.

Sales for the past week on domestics and sheets and pillow cases were much better than those of the week previous. Wide sheeting moved very freely.

POWER PLANT ON WHEELS.

Much was expected of the Diesel electric locomotive, and in the first public demonstration, held at Reading, Pa., the performance came up to the sanguine expectations of its promoters. Both in the test run and in the yard work of a switching engine this "power plant on wheels," without overhead wire or third rail, disclosed its sufficiency and its efficiency. With 1,000 horse power, thrice that of extant gas-electric engines, and with an operating cost which it is asserted amounts to a quarter of that of the steam engine, the new locomotive rivals the camel for dispensing with water, and it requires a minimum of fuel. It seems to justify the optimism of engineers as making a distinct gain in the solution of tractile problems.

CANNED FOODS POPULAR.

An important factor to consider in canned food distribution this season is the ability of wholesaler and retailer to put the great bulk of the pack out to the consumer at popular prices.

At the start of the season the movement has been speeded up by extensive sales of fruits and vegetables at prices which are on a pre-war basis. Peas, corn, tomatoes and string beans are cheap and are already featured by the chain stores. Peaches, pears and pineapples are fruits which are in the same class. Some vegetables can be retailed at better than 10 cents a can.

Such a situation is significant as it is the first step toward paving the way for a heavy and continuous movement which is desired in the face of an increase this season in the country's pack of canned foods. Shelf warmers appear to be absent throughout the list, while another factor is the volume of merchandise which is necessary to fill up the gaps in stocks in wholesale and retail fields. The industry sold itself out in 1924 pack and there is an indefinite but substantial supply needed to make up an adequate daily working assortment.

While the influence of an unsettled market in peas, corn and tomatoes is disappearing there has been no radical change during the week. There are still plenty of cheap offerings to which are given little speculative support or even heavy buying for known wants. This statement applies to average and undergrades and not to fancy packs as top grade peas and corn especially are firm and in no oversupply. The string bean pack was large, but that commodity is rapidly establishing its place among canned foods and is priced so as to sell freely.

The main cause of concern among California and Northwest fruits is to secure additional supplies. Apricots are pretty well out among packers on the average and top grades. Pie and water peaches are gobbled up where available and other classifications are in sellers' favor. Pears are not as firm as other items, as there was a larger pack than of others. Pineapple is favorably regarded as it is selling well at retail.

Columbia River salmon has come into its own, as it is being stocked by dealers who formerly used red Alaska, but who hesitate to go long on the latter fearing that it may not sell freely around 50c per pound to the consumer. Chinooks are firm here and at the source, while reds and pinks are unsettled in the West. A spot scarcity tends to keep both at former firm quotations.

REAL MISSION OF NAVY DAY.

Navy Day, which was celebrated yesterday, calls attention to a branch of governmental service of which every American is justly proud. This year marks the 150th anniversary of its establishment. From that day in October, 1775, when Congress authorized the building of one vessel of ten guns and one of fourteen guns, the navy has occupied a high place in the history of the Nation. Puny as it was

in the Revolution, it was rich in men whose valor forced a recognition far beyond armament and numbers.

From its beginning the record of the navy has been replete with achievements. It curbed the Barbary pirates, forced France to respect our coasts and the British to recognize the nationality of our seamen. Fulton added steam and Ericsson added iron, both of which revolutionized naval defenses.

In later years the Spanish war showed the world that the arm of the American Navy had become long enough to seize victories in the Antilles and in Asia at the same time, and the great war disclosed a navy and its auxiliaries capable of transporting millions of men to the battlefields of Europe.

In these days, when the war-exhausted nations of the Old World are seeking a peaceful era to recover, we are prone to overlook the real mission of the navy. Foreign trade is our margin of prosperity. The smooth flow of this trade and its protection on the high seas depend upon the navy in all its forms—on the surface of the waters under the seas and in the air. It is our first line of defense. It has become our big stick in protecting trade and policing the seas. If we celebrate the day quietly, speaking softly, and look over that big stick, we do well in following the advice of that illustrious American whose natal day is celebrated on the same day as that of the navy.

A prosperous nation that neglects its navy courts disaster.

RESTORED TO ITS OLD PLACE

There have been instances since the passage of the Volstead act when it seemed that the Fourth amendment had been nullified by the Eighteenth amendment. Enforcement officers in many parts of the country took it upon themselves to search homes and other places without arming themselves with proper warrants. In some states laws were proposed that ignored the Fourth amendment and sought to set aside the ancient Anglo-Saxon doctrine that a man's home is his castle.

The power of that amendment had been so clearly understood until prohibition came that the United States Supreme Court had never, until now, found it necessary to decide this question. The recent decision came in a case involving the seizure of narcotics. It applies, however, with equal force to alcoholic seizures and searches. The ruling of the court is definite and emphatic:

The protection of the Fourth amendment extends to all equally—to those justly suspected or accused as well as to the innocent. The search of a private dwelling without a warrant is of itself unreasonable and abhorrent to our laws.

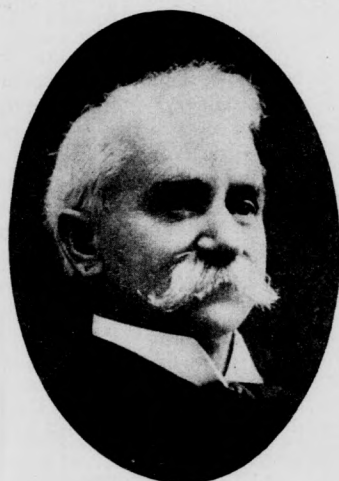
That this decision will be hailed by the "wets" as favorable is a matter of small importance compared with its significance as a victory for the Constitution and the orderly processes of law. The Fourth amendment had been partially undermined by officials acting without warrant of law. That amendment has now been restored to its old place in the Bill of Rights.

REPRESENTATIVE RETAILERS.

Fred C. Beard, Veteran Grand Rapids Grocer.

Probably no more striking example of success, won by dint of pluck and perseverance in the grocery business can be found in Michigan than that presented by Fred C. Beard, the gray haired and young hearted grocer on Wealthy street.

Mr. Beard first saw the light of day Aug. 21, 1851, in the town of Flushing, Cornwall county, in old England. At the tender age of 12 years he was seized with a desire to go out into the world and prepare himself for the business of life. This desire was so strong in the boy's mind that the combined exertions of both parents and friends did not prevail against it, and the future grocer of Morley was bound out to a shoemaker for a period of seven years. He soon learned that he had mistaken his calling; but he could not get out of it without deserting, and desertion meant imprisonment. It was imprisonment to remain, but he preferred the honorable



Fred C. Beard.

kind, and so he served out his full time. During the first year of his apprenticeship he received 12 cents per week; 25 cents per week during the next two and a half years; 75 cents per week for the two and a half years following, and \$1 per week for the last year. He was kept shod during the term, but he had to board himself or live at home. After regaining his liberty—or acquiring his trade, rather—he worked for his old master about three months at the princely salary of \$2.50 per week, without board.

Some time previous to this, Rev. J. M. Johns, with whom Fred was acquainted, had come to America and located at Morley, and it was through this gentleman's correspondence that the 19 year old shoemaker was induced to leave his native land. When he arrived at Morley his clerical friend advised him to teach school. He secured a certificate and a school some distance from Morley was engaged for him. Mr. Beard will give you his experience as a school teacher in his own words:

"I was young and everything seemed wild and strange to me. The school was supposed to be located

somewhere in the wilds of Michigan, about twenty miles from Morley. I shall never forget the morning I started out in search of that school. I was armed with my certificate, a stout heart, a big ambition, and an old English carpet bag wherein was stowed all my worldly possessions. All day long I tramped through the woods passing occasional patches where the forest had been mutilated by man, and just as the shades of evening began to gather, I came to a clearing. Thinking I must be near my destination, I called at a shanty to make enquiry. Imagine my surprise when my ears were greeted with the following response: 'Oh, mine cracious! It was shust feefteen miles mit dot school house.' I wilted. The good old Dutchman saw the pitiable plight I was in, and he tried to console me. He insisted on my staying all night with him, but between sharing the Dutchman's hospitality and bearding the American lion in his native jungles, there could be but one choice, and I resolved to return to Morley or die in the attempt. In the blackness of the night I scrambled along, falling over obstructions and dodging ferocious beasts, until, utterly exhausted, I sank down upon the ground. I fell into a troubled sleep and was dreaming of the far away home I had left when something tugging at my feet awakened me. Rising up I saw several animals about me as large as medium sized dogs. I seized my carpet bag and suddenly took my departure. After wandering the balance of the night in a condition of frenzy bordering on insanity, I found myself, at the dawn of day, in front of the old Dutchman's house. This was all the experience as a school teacher I wanted and I returned to Morley and went to work in J. Cummer & Son's sawmill at \$9 per week."

In the fall Mr. Beard left the mill and secured a clerkship in the general store of Wm. Judd, at Altona. He was installed at once as a member of Mr. Judd's family and, during his three years' service, he became thoroughly Americanized. His next engagement was with the grocery firm of Peters & Anderson, of Morley. Three years of faithful service were given this firm, after which Mr. Beard opened a grocery store of his own. In a little over six years from the time the boy of 19 landed in a strange country he had succeeded in accumulating \$600 by steady industry and frugal habits. Mr. Beard knew the value of every dollar of this small capital and he determined that it should help in the accumulation of more. He invested it in a stock of groceries. Some of his friends said it was a mistake; that he would lose his dollars, which had cost him so many hard days' work; that he was young and inexperienced and that nineteen out of twenty men who put their money into the grocery business never succeed in pulling it out again. But Mr. Beard was made of the same kind of stuff that successful business men are made of. He put \$600 into the grocery business in 1879, and in eleven short years he pulled out of that

same business \$25,000 in cold cash, which was subsequently well invested in Grand Rapids real estate.

When asked to explain the secret of his remarkable success, Mr. Beard said: "When I started my business I was strongly impressed that if it was to be a success, Fred Beard would have to work and economize. I always had a mania for hard work, and I attribute my success to that as much as to any other one thing. I never put off until to-morrow what I could do today, and I never depended upon another to do what it was possible for me to do myself. I never made an engagement or incurred an obligation that I could not, or I might say did not meet or fulfill—that is, so far as human control of ordinary events is concerned. Of course, there are times when sickness, death or extraordinary circumstances will thwart the best laid plans. I will say, however, that during the entire eleven years I was in business, I never allowed a bill to pass maturity unpaid. I wish to say also, that I attribute my success, in no small measure to the Michigan Tradesman, as a medium through which I was enabled to keep thoroughly posted in prices. By this means I was enabled to anticipate advances and declines and buy right; and I wish you would emphasize the fact that I credit the Tradesman quite largely as being contributory to my success in business."

On retiring from business at Morley, Mr. Beard came to Grand Rapids in 1892 and engaged in the real estate business. His original investment was in fifty-six lots on the North side of Wealthy street and East of Lake Drive. He disposed of these lots to good advantage. In 1894 he bought out the grocery stock of Wm. Barth, at 1497 Wealthy street. Twenty-four years ago he moved across the street to 1504 Wealthy street, where he has continued business ever since with marked success.

Mr. Beard was married July 21, 1878 to Miss Carrie Bronson, of Big Rapids. His wife was a daughter of the late Gen. Stephen Bronson, one of the first families of Big Rapids for many years. Mrs. Beard died twenty-nine years ago, leaving a son, Marshall C. Beard, who was called to pass the Dark River July 22 of this year. Mr. Beard has never married a second time. He resides with his daughter-in-law at 348 Gladstone avenue. He joined the Methodist church in England when he was 17 years of age and is now a regular attendant at Clark Memorial church, which he serves in the capacity of trustee. He is a member of the Woodmen, but he has no other fraternal ties or associations.

As a key to Mr. Beard's character, it is only necessary to state that from the time he entered that sawmill as a boy, up to her death, five years ago, a portion of his earnings passed over the broad Atlantic, as regularly as the months rolled by, to the dear old mother to whom he was devotedly attached. In 1911 he visited his mother at the old home in England, coming back refreshed and invigorated to a remarkable degree. Mr. Beard's at-

tachment to his mother and his loyalty to her are in keeping with the spirit of his entire career. He is a model man in all that the term implies and the Tradesman joins with his many friends in expressing the hope that he may live to be 100 and that he may enjoy every minute as long as he lives.

Wherein the Victims Were Fools.

When I run across a paragraph like that chronicling the collapse of the Knickerbocker Merchandising Co., of New York, I always feel for a little while what a slow and prosaic thing it is to try to get ahead by honest work.

It seems so easy to gather crooked money.

The Knickerbocker Co. went to retail grocers with an alleged co-operative buying scheme which has repeatedly been tried but has never succeeded. Usually fraud has killed it. In spite of this 100 per cent. record of failure, the Knickerbocker Merchandising Co. induced over 5,000 retailers to pay it \$130,000 in cash for the privilege of engaging in its co-operative buying scheme. All this in a few months.

Doesn't this make the slow processes of honest business seem tame and unappealing? However, we must of course remember that the twin thieves in this larceny, Maurice Innerfield and Emanuel Seaman, have been indicted and will probably go to prison.

But what about the 5,000 victims? Is it fair to call them fools? Possibly not, since they were really groping after some way of improving their condition. I will wager, however, that probably not a hundred out of the lot subscribed for and read a trade paper. That, if I am right, is where they were fools.—E. J. Buckley in Grocery World.

Some explorers are politely skeptical concerning the announced purpose of an American party to investigate the jungles of Dutch Guinea with the airplane. Walter Hinton, who did the flying in Amazonia for Dr. Rice's expedition, makes it very clear in his report of his experience that only the width of sluggish rivers in a dense expanse of level and monotonous verdure made it possible for him to land and take off without mortal peril and to return to the point whence he started. As it was, he had many narrow escapes. New Guinea is even less hospitable than Amazonia. It has tremendous mountains, with erratic weather and torrential rains. It has few broad and placid streams. Suitable flying fields in the region to be explored are not likely to be found. We have recently had a tragic example of what may happen to a trained aviator, among the great hills of Pennsylvania, and it should serve as a reminder of the patent fact that we still need to learn a great deal about the handling of machines above crags and dense forests at home before we take chances in far regions not populated, or inhabited by savages who least of all care to help the white invader.

Unless your store is lighted with unusual efficiency, by taking thought you can get better illumination with the use of less current.

SHOE MARKET

Modern Merchandising Utilizes Immediate Deliveries to Advantage.

An in-stock department is a help to economic conditions in the shoe field:

Provided the salesmen work with the merchant in selling him as he needs the merchandise—not overloading him, and—

Provided the merchant is sensible enough to realize he can't sell every one even if he has every line and every style obtainable in his stock.

Many things for the good of an in-stock department can be said provided the retailer uses it rightly and does not plunge in overbuying.

In-stock departments enable the merchant to do business on a smaller capital invested.

In-stock departments enable merchants to get more turnovers.

In-stock departments enable the merchant to keep his shelves clean of "dead numbers" and styles that are slow sellers because the stock department is carrying the bag.

In-stock departments enable the merchant who has been slow in ordering or who ordered too late to replenish his stock with styles thus saving his business from going elsewhere because of his mistake in anticipating his wants. An all in-stock department might help sell more shoes for the manufacturer. It does at least two very vital duties:

1. It aids in opening new accounts
2. It is a great equalizer of production thus keeping the manufacturing organization together, reduces shut-downs, thus reducing overhead expense greatly, all of these benefits reverting to the merchant in better made shoes and in lower prices.

How does the in-stock department affect the hand-to-mouth buying?

My opinion might be different, but I have decided the frequent placing of smaller orders has come to stay. It is the way of more modern merchandising in order to reduce as much as possible the wide difference in price between the producer and the consumer. What the effect of hand-to-mouth buying is on the manufacturer or the retailer, it can mean but one thing, and that is good for all of us provided each of us is honestly loyal with the firms we do business with, and continue to send the business as much as possible through one channel in each grade of merchandise bought instead of allowing one or more glib salesmen to talk us into flitting to another firm or line. The seeming inability of a buyer (whether factory, jobber, or retailer) to stand firm on his own conviction and play through with the firms that have honorably worked with him year after year has more to do with the poor credit ratings of firms than any other one factor.

Even a buyer's best friends sometimes try to load him up to the extent that more goods have been bought than his outlet can dispose for him. This "loading" is done because the buyer is known to play with outside lines if there is any opening left after he has bought his main lines.

The good old faith and belief in

each other—confidence in a word that is given, will eliminate a lot of grief in all branches of the shoe industry.

Mr. Manufacturer have faith and stay sold on the firms you pick to purchase your supplies from. Stop shopping for a saving of a few cents under the market price, which saving usually costs you ten times the amount in unexpected trouble. Know your article, have faith in it and get reasonable profit on it.

Mr. Merchant, to-day we are in an era of waste elimination so reduce your conflicting lines, have faith in the lines that have made you money, study your stock before your salesman gets there; place a quota on your business about the amount you can do each 90 days and then use one non-conflicting in-stock line as the back-bone of each department in your store and keep out the riff-raff odds and ends.

W. C. Roose.

Wholesalers Report Rubber Stocks Ample.

A general improvement in business conditions in the Middle West has reflected favorably on the rubber footwear field during the past six weeks. Retailers have been more favorable in placing orders and it has not been as difficult to get advance business from the merchant.

Stabilization of prices has benefited the trade and distributing houses, salesmen and merchants alike are in accord regarding shipments and goods to be delivered.

A canvass of many wholesale houses in the Middle West reveals a situation wherein almost all wholesalers succeeded in placing a larger volume than a year ago. Naturally the general success of selling rubber footwear depends largely upon the weather.

Merchants last year had a lesson in what it means to delay stocking up seasonable merchandise. Severe weather late in December caught quite a few dealers short-handed and they well remember this lesson. The average merchant is prepared for the snow and sleet this year with additional supplies of stock.

The demand for four-buckle arctic types for women shows no sign of abatement and it is generally expected by retailers and wholesalers alike the call for these will be considerably larger than that of last year, which was a record season for this type of footwear.

Naturally a great impetus in favor of four-buckle arctics subtracts considerably from the possibility of selling light rubbers for women, but wholesalers and retailers are not quarreling because of this condition as the sale of arctics means added sales volume and added profits also.

The sale of men's rubbers at wholesale has not kept pace with other types of rubber footwear. The influence of double soled shoes, strictly winter weight footwear, is easily seen and must be recognized. In certain sections, particularly the smaller towns, there has been an increased demand for storm rubbers, and also in some sections for men's arctics, especially since the habit of wearing low shoes the year around has increased.

The possibilities of selling protective footwear for children appears better this year, due possibly to the gradual increase in public purse.

This has been a great season for basketball shoes of all kinds and there continues to be a demand for juvenile shoes of the Keds type, the season just closing in these being one of the best.

Effects in Rayon Curtains.

What is described as a new development in the mixing of mohair and rayon yarns for the manufacture of fine lace curtain textures and bedspreads has been made by a prominent firm in New York which plans to offer the new lines shortly. These textures differ from the loose weave of other rayon materials in that the process is confined to the knot-stitch commonly associated with lace. The new cloths will be as light as gauze or net, with the knot-stitch assuring durability. The colors of the goods will cover a wide range, including white and cream, while all of the popular lace patterns will be featured. The firm in question has a proposition under way for the acquisition of a plant suitable for the manufacture of all-rayon fabrics, all-mohair and rayon and mohair mixed curtains of lace construction on a large scale.

Fancy Goods and Notions Sell.

While sales of novelties in fancy goods and notions are relatively larger at present than those of the more staple items, this is held to be due more to the increased purchasing of the many lines of the former merchandise that go to make up holiday stocks than to any marked falling off in the demand for the less fancy items. In the staples, for instance, sales of pins, needles, tapes, thimbles and sewing materials generally are brisker than had been looked for in some quarters of the trade, in view of the decline in home dressmaking that was expected to grow out of the new silhouette in women's apparel. Taken as a whole, business in fancy goods and notions is more active and widespread than has been the case for several months.

Flannels Coming Back Strongly.

The revival of interest in flannels, which has become noticeable during recent weeks, has in particular pointed to the combination of fabrics that

characterizes the new season. One of the leading mills reports a demand for flannels in special colors for combination with flat crepe, crepe de chine, canton crepe, wool crepe and velveteen. Separate flannel jumpers in pastel shades, designed for wear with pleated skirts of white flannel and crepe de chine, is another development already under way. Braid and ribbon bindings, as well as nickel and brass ball buttons, are used as trimming details on the new jumpers.

Has a Novelty in Rings.

One of the latest novelties in rings, which, in effect, is two rings in one, is now being offered to the jobbing branch of the jewelry trade. It is made with a reversible top which swings on a pivot, and in each side of the reversible portion is set a different stone. A slight pressure of the finger reverses the sides. Among the features claimed for the ring by the manufacturers is that the reversible portion not only gives the purchaser two rings at a little more than the cost of one but in the case of colored stones makes it possible for her to match two different costumes with them. The ring retails at \$15 and up.

Corset Sales Show Improvement.

It is the consensus of opinion among corset manufacturers that the average woman is again resuming the wearing of the corset, with the lace back type coming to the fore once again. The combination brassiere and corset was said to be doing well. This style, in fact, is tending to fill up the merchandising "hole" created by the lapse of the rubber corset from favor. The general tendencies are such that manufacturers look for the last three months of this year to show a substantial gain in orders over the same period last year.

Wool Hose Sales Vary Here.

Sales of wool hose in this market vary considerably in different parts of the trade this season. The weather during the past month has been far from ideal for them, the special news letter of the National Association of Hosiery and Underwear Manufacturers says, but fair to good duplicate business in them is reported. Wool mixtures in novelty half hose have sold particularly well, and some mills have nothing to deliver in fiber and wool goods before Nov. 15.

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.

Child Labor Amendment Unworthy of Serious Thought.

Grandville, Oct. 27.—An amendment to the Federal constitution forbidding the employment of children under the age of sixteen seems to be agitating a portion of our citizens to the exclusion of common sense.

Some boys at that age are full grown, and if they were not permitted to soil their hands with labor up to that age, what might be expected of them so far as good citizenship is concerned?

The sight of a farmer's son, half a head taller than his dad, sitting in the shade of a tree, cigarette in mouth, leisurely watching his father while he plows and cultivates the fields, not able to offer any help because of the fact, although a man grown, he is still under the prescribed age for work.

The picture is not overdrawn, nor would the son care much for labor, even at any age, after being reared to a life of idleness. Is it the part of a government to make shiftless babes of near grown men at the expense of the homes of the land?

What would be the effect of such an imbecile amendment to the American constitution? It would certainly emasculate the manhood of the Nation, debar a parent from ruling his own household and tend to depreciate the sanctities of home life; in fact, roll back the tide of enlightenment many centuries, and make of this Government a more cruel despotism than any other in the known world.

Such an amendment will never be ratified, of course. We of America have not quite abdicated reason and the decencies of civilized life.

Were it possible to accomplish such a sinful downfall of parental authority the first steps in race suicide would have begun. Parents would hardly risk the inconveniences of raising a family to have that family given over to a despotic government. The free and untrammelled rights of man would indeed become extinct in the land of Washington and Lincoln. There would follow a Government not of the people, for the people and by the people, but one unfitted for the niceties of a happy existence.

Why should a child of fifteen idle his or her time away at the expense of the parents?

There'd be need of more poorhouses in the land, since a house full of children would mean a home so skimping and scantily supplied as to make for a race of near morons.

I have witnessed enough of human life to know that an amendment to the United States constitution turning the childhood of the land over to complete idleness would in time bankrupt the Nation, both physically and morally. The very flower of a nation consists of its young people around the age thus banned by law from doing anything useful. Such a law would be a travesty on common sense, a hideous example of how not to do the right thing.

I call to mind many families in an early day the boys of which, from 12 to 16 worked to help the family exchequer to make both ends meet. With a dozen mouths to feed and only one to do the filling of those mouths would certainly have been an impossible task.

One family in particular, the father a hard working man with six boys, had in these stalwart images of himself helpers who kept the wolf of starvation from the door, each and every one growing to manhood, husky, able-bodied men who were never the worse, but far better, because they were not banded from work.

Work is as necessary for the boy or girl in their teens as is school and religious training. There might be instances where a growing child is overworked, but this is remedied by our present system of laws in the various states.

Not long ago I had the pleasure of

talking with the mother of ten children. She was yet in the prime of life, and no greater glory attached to her than the knowledge that every one of those children had grown up to do necessary work according to his capacity.

These children grew up on a six hundred acre farm, loved the great outdoors, and delighted in looking after pigs, chickens, cows and horses. Every one of these farmer's boys and girls was the better for his upbringing where work was regarded in the light of a necessity, and yet where there were days of recreation at different times which was all the more enjoyed because sweetened with the knowledge that he had earned his days of recreation.

The boys became partners with the father on that farm, and everything in time was owned in common. It was a happy family. How would it have been had the Government of this great country condemned every one of those ten children to idleness until the age of 16? The mother of that family does not believe it would have enhanced the pleasure of any of them. In fact, it would have been an impossible task to rear those children in idleness and work the farm to its capacity of production.

"All work and no play makes Jack a dull boy," says the old proverb. Even so, but all play and no work would be productive of far more disastrous results. There is of course a golden mean between work and play which most parents understand and follow out.

The human animal is so constituted that idleness palls after a certain length of time. It is no kindness to doom a child to a life of inertia. Laws sufficient for regulating child labor will do, but the absolute prohibition of labor until the boy or girl is grown to adult age is a dangerous experiment. Old Timer.

The American Ambassador is back in Mexico City after an absence of five months. During about four months of this period Mexico has been "on trial before the world," as Secretary of State Kellogg put it in his startling press announcement soon after Mr. Sheffield arrived in Washington and reported his inability to get the Calles government to take proper measures for the protection of American rights. Indications are that the course pursued by the State Department has not been without results. In spite of the sharp rejoinder on the part of President Calles a real attempt seems to have been made to clear up the situation which five months ago was "highly unsatisfactory." At any rate, Ambassador Sheffield arrives in Mexico City armed with an actual note from the Washington Government which he is to use his own judgment about delivering to the Foreign Office. If he does not have to present it, the implication will be that he sees signs of improvement—and vice versa.

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Green, No. 2	19
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
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FINANCIAL

Indicates Strong Financial Position of Industry.

By way of emphasizing the strength of their financial structures industrial companies with plenty of cash on hand are proceeding to fortify themselves against any eventualities by retiring preferred stocks, even though it is necessary to pay a substantial premium to do so.

Since the beginning of the current year the trend in that direction has been clearly defined and it has been one of the outstanding accomplishments of the period. The operation speaks volumes for the managements that are in a position to carry through such a plan. In the first place, it indicates that conservatism has been the keynote of the officials, for the reason that without conservatism it would not be possible to eliminate such charges against earnings ahead of the common shares.

Again it shows that officials are desirous of having their junior shares elevated to the highest point possible, and to that end are anxious to remove all obstacles within reason. Only companies in strong financial position, with sufficient cash on hand can accomplish such a task without recourse to new financing in one form or another and in such cases the effect of the proposed retirement is virtually effaced inasmuch as one security is merely replaced by another.

Holders of the preferred stocks of two more companies have been notified to present their holdings for redemption in the near future. Both these corporations are free from funded debt and at the close of 1924 each showed sufficient cash on hand to provide for such redemptions. The Borden Company has informed shareholders that it will be ready to retire its \$7,500,000 in 7 per cent. preferred stock at \$110 a share and accrued dividends up to the 15th of December on that date. At the close of 1924 this company had cash on hand of \$7,018,000 and marketable securities worth \$2,949,135.

Only the other day, R. J. Reynolds Tobacco Company shareholders approved the proposal of directors that its preferred stock outstanding in the amount of \$20,000,000 with dividends cumulative at 7 per cent. a year be called for redemption at \$120 a share and accrued dividend on January 1 next. This company at the close of last year had over \$22,000,000 in cash on hand, and more than likely the current cash holdings of both are in excess of the foregoing figures.

There being no funded debt, the junior securities are in the future entitled to all earnings which hitherto accrued to the preferred stocks. The importance of the change to the junior stocks may be realized more readily, when it is noted that in the case of the Reynolds Tobacco Company, it will make available an additional amount of almost \$1,400,000 for the common stocks, and will add almost \$500,000 to the balance applicable to the common stock of the Borden Company.

Of course, it does not necessarily follow that such stocks will benefit

immediately from the change. It may be the policy of the management to replenish the cash position before increasing the return to shareholders, but in the long run it is logical to the average individual that the stockholder must derive the benefit as such stocks constitute the only equity against assets and earnings.

[Copyrighted, 1925.]

Investment Bankers Deplore Scarcity of Available Offerings.

For the moment at least stocks have crowded bonds into the background in Wall Street, some persons may conclude, but the demand for fixed obligations has not disappeared in the great rush for shares.

In times like the present it is interesting to get the impressions of New York bankers on the position of the bond market. Does the popularity of stocks shake their confidence in their ability to sell bonds? Have investors begun to switch into stocks in such numbers that bond prices are being forced down? Have the underwriting houses shut down on loans offered to them?

A high official in one of William street's largest investment houses said in private conversation yesterday, when asked whether the stock market was hurting his business:

"No, my complaint is not against the stock market. I could sell a \$10,000,000 issue of good bonds and find a lot of fun in doing it. What I deplore is not so much that investors are turning away from bonds, but that I can't find issues enough to supply the ready demand."

The sentence is from the lips of a bond dealer whose name would be instantly recognized. Its significance lies not in the fact that the words were spoken by a well-known banker, however, but in the rather general attitude of bankers therein expressed. Investment bankers have not become so anxious for bonds that they will grant loans indiscriminately. To requests of Europeans for loans they had listened many times for every appeal that has been granted. Of first grade mortgage bonds, however, backed by domestic companies of recognized standing, houses of issue cannot now get enough.

"Another thing," said this banker; "don't forget that many companies that otherwise would be in the market to borrow money are taking advantage of the present great opportunity to sell stock. Money has been raised through the sale of stock, sometimes of pretty thin equity, that in an ordinary market would have been procured through flotation of bonds."

That this is a fact must be plain to any one familiar with industrial and public utility financing of the last year. It should also be borne in mind that the period of easy money extends back for a considerable time and that confidence of continued ease was not so general a year ago as it is now.

Not knowing when money might become more scarce, many utilities, in particular, a year or so ago began to borrow in anticipation of needs far into the future. It seemed to them

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good business to fill their coffers with cheap money while they could, knowing full well that growth of the industry would force financing upon them at a time, possibly, when borrowing would not be so easy.

Paul Willard Garrett.
[Copyrighted, 1925.]

Inflationary Tendencies Still Are Discreetly Avoided.

To a stability in commodity prices that has not been enjoyed since the war the country owes much of its present prosperity. Violent fluctuations in wholesale values destroy the faith of industry in its own ability to turn raw materials profitably into manufactured goods. It is therefore reassuring to find such a compilation of price changes as the Bureau of Labor Statistics has just recorded for the month of September.

Wholesale prices stood lower in September than in August, so the Government reports, but the difference between the average for the two months was slight. August prices averaged 160.4, taking 1913 as 100, and September 159.7. The net change for the month was four-tenths of 1 per cent.

For the last three months the bureau has found an average for wholesale prices that remains about 60 per cent. above the pre-war level, and it is interesting to note that is precisely where the index for last January stood. Not since the end of 1924 has the index departed from the level of prices prevailing now.

Still more interesting is it to observe that, except for agricultural commodities, prices have been fairly well stabilized for a year or more. It is true that the Bureau of Labor Statistics index is up to about 160 from 149 a year ago, but the total has been raised almost entirely by gains in the farm products and food groups. Farm products from 143 have risen to 160, and from 148 food prices have moved also to 160. On the other hand, the cloths and clothing group, fuel and lighting, metal and metal products, building materials and housefurnishing goods all remain surprisingly close to where they were in September, 1924.

Different members of the price family do not now bear the same relationship to their respective pre-war positions, but it is doubtful whether they ever will again.

The significant thing is that most of the serious price maladjustments, long stumbling-blocks in the way of prosperity, have been corrected. The upswing in agricultural commodities, it cannot be too often repeated, has, by restoring the purchasing power of the farmer, given a sound basis for sustained improvements in the whole business structure.

Clothing prices still are high. At 189, or 89 per cent. above 1913 levels, the Bureau's cloths and clothing index stands relatively higher than any other group. Metals and metal products at 127 stand lower relatively than any other group in the compilation. Unquestionably such a spread is substantial, but it does not present the same difficulties that were offered by

the prolonged depression in agricultural values. Paul Willard Garrett.

[Copyrighted, 1925.]

Country Is Entering a Great Gas Age.

In Wall Street H. M. Addinsell is known for the vision he caught years ago of a great future in public utility bonds and for his persistency in advocating them. The firm of which he is a partner, Harris, Forbes & Co., began business in the very year that witnessed the birth of the electrical industry, and its pioneer work has been in the power and light field.

It may appear that he has forsaken an old love for Mr. Addinsell now to say that the experts in his firm see a rich future for the gas industry, but such a change in heart he has not made. Without losing any of his enthusiasm for the great growth that lies ahead in the electrical industry he points to another field that is, in his opinion, just on the verge of big things.

An emphatic "no" is the answer Mr. Addinsell gave to the question will gas hurt electrical business: and he had figures to back him up.

Gas as an industry began years before the first Edison plant opened on Manhattan Island, in 1882. Many are still alive that remember the day, forty-three years ago last month, when electric current was sent from the Pearl street station, but the first gas company in this country was organized sixty-six years earlier, in 1816, at Baltimore.

That the advent of the electric light would kill the gas business was commonly thought forty years ago: but, as Mr. Addinsell's investigations show, then was when the gas industry really began to grow.

Apparently the development of the electric light, by forcing gas manufacturers to find new uses for their product was a boon instead of a blow.

Starting as a lighting enterprise, the gas industry has become primarily a fuel producer. No less than 85 per cent of the gas sales to-day are for fuel and the ratio steadily is mounting. In 1924 lighting sales contributed only 15 per cent. of the total, industrial fuel sales 24 per cent. and domestic fuel sales 61 per cent.

This interesting change in the character of business would not be so significant except that the volume has thereby been raised enormously. Gas for fuel, so some would have us believe, is coming into general popularity.

At any rate none of us can deny that sales of manufactured gas leaped from 306,000,000 cubic feet in 1919 to 405,000,000 in 1924. Here is an industry that dates back to the time that James Madison was President, but which in the last five years has enjoyed a 33 per cent. increase in gross business.

If the expectation of a 50 per cent. increase in sales within another three years is borne out, business will add to its record many fresh chapters filled with the romance of commercial growth. What is more, a new and great field for investment will have been opened to our growing army of investors. Paul Willard Garrett.

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2. To think that a corporation like his takes no interest in family problems. Fact is, its practice of doing so is one of many reasons why its services are desirable. It will be both business manager and friend, if given a chance. Come in to see us.

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Tricks Resorted To By Stock Fire Insurance Companies.

I have commented somewhat recently upon the apparently increasing tendency on the part of stock fire insurance companies to quibble over the payment of perfectly legitimate insurance claims. In a recent article I gave several illustrative cases, in which various stock companies had resorted to positions so technical as to be almost childish, to avoid the payment of claims. Happily most of them failed, but only after the insured had gone to considerable expense.

Inasmuch as the world of business in all lines is dependent to a great extent on insurance, especially fire insurance, I am performing a useful office, I feel, in warning the trade that many stock insurance companies are following this course and that merchants should be particularly careful in selecting the companies with which they place their risks.

I have another case now which constitutes an especially striking illustration of the length to which insurance companies are going to avoid paying just claims. The insurance company involved in this case was the Lebanon Insurance Company. It issued a policy on certain merchandise which was to have been described in the policy as carried in the warehouse of owner, naming him, located at "Nos. 536-538 North Charlotte street, Lancaster, Pa." There wasn't any uncertainty at all at any time, understand, about where the merchandise was. The owner of it had but one warehouse it was located at the Charlotte street address and the agent knew that.

Through an error in the office of the insurance company's agent, this merchandise was described in the policy as being in a warehouse located at Nos. 536-538 Charlotte street, Marietta, Pa., instead of Lancaster. It was merely a stenographic error and moreover was made, as I have said, by the insurance company's, or its agent's own employee.

A fire occurred and the merchandise was destroyed. Its full value was \$11,300, secured by policies in several companies, of which the Lebanon was one. Its share was \$1,923.73, and it refused to pay on the ground that "the policy shows that the insurance covers goods in a warehouse Nos. 536-538 North Charlotte street, Marietta, whereas the statement of claim itself shows that the fire occurred and the goods destroyed were contained in a warehouse Nos. 536-538 North Charlotte street, Lancaster." The court promptly threw this defense out.

Now my judgment is that defenses like this against perfectly legitimate insurance claims are not calculated to increase confidence in insurance companies, and in the long run the companies using such methods probably lose far more than they gain. In fact, usually they gain nothing, because the courts will refuse to sustain them whenever they can. The holder of the policy also loses, for he is put to expense which reduces the proceeds of his policy just that much.

The following from the decision in this case is an interesting bit of insurance law and shows that the courts

are alert to protect the interests of policyholders whenever they can:

It has often been said that a policy of insurance with its clauses, conditions and stipulations is the law of the legal relation between the insurers and insured, by which their mutual rights and liabilities are to be understood and measured. In this respect, an insurance is like other contracts, liable to be reformed on account of accident or mistake and set aside for fraud; so a latent ambiguity may be explained by intrinsic testimony.

It would seem that a mistake was made by the clerk who made out the policy in mis-stating the location of the warehouse. If this is true, the plaintiff has the right, upon a trial, to show it, and that the intent of the parties was to insure property in a warehouse located in Lancaster and not in Marietta. The statement properly avers the mistake, and, when sustained by proof, is sufficient to warrant a recovery on the policy. If this proposition is correct then the defendant is not entitled to have the case decided in its favor as a matter of law. Elton T. Buckley.

[Copyrighted, 1925.]

Honest Construction Important Factor in Safety.

Honest and competent construction, from the standpoint of fire engineering, will add materially to the factor of safety in any building. Even though fire-resisting materials are used in the structure, if the walls are left open without fire stops and wooden shafts exist, such as clothes chutes, dumb-waiters and similar openings, the factor of safety is greatly lowered. On the other hand, with materials less fire-resistant, if the construction is designed from the fire-proofing point, the net result from a safety angle would be higher.

Weather Important in Gloves.

The weather continues to be the dominating factor in the glove trade, confidence being generally expressed that a prolonged cold snap would bring re-orders in to a satisfactory extent. Those re-orders which have come in thus far have emphasized the popularity of the fancy cuff variety, although there has been some activity in the slip-on variety, particularly for sports wear. Wholesalers believe that the shortage of the latter kind a couple of weeks ago was an indication of the bareness of stocks in this merchandise, rather than of its extensive popularity. The action of a local department store in holding a sale of slip-on gloves recently is viewed as proof of this contention.

Novelty Shirts Helping Sales.

Novelty shirts continue to sell well, and manufacturers are well satisfied with the Fall season as far as it has developed. White shirts are said to be losing ground gradually in the face of new offerings of those with checked, striped and neatly patterned effects. This situation is to the advantage of manufacturers in their efforts to stimulate sales, but it is regarded as even more helpful to the retailer, since it is aiding him in disposing of ties and handkerchiefs to match the shirts. The vogue of the novelty shirts is expected to continue through the Spring season.

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Why Europe's Loss Is Low.

To explain the wide and widening disparity between the fire loss in Europe and the fire loss in America four reasons appear, and the first of these relates to the construction. Europe long ago saw the beginning of the end of its timber supply for building and early adopted stone and steel and other incombustibles as its structural materials. Then, in piecing them together to form the finished building, it has given for generations proper attention to such vital matters as the shielding of vertical openings against the uprush of flame and smoke and the limitation of floor areas by which fire, even though it may start, can be narrowly confined.

Second, there is to be considered the different temperament of Europeans. Towards thrift and caution they incline naturally, taking a pride in the preservation of existing things, partly from necessity and partly from dislike of change in residence or place of business. Home to an American is where he hangs his hat; to an European, home is where his great-grandfather's hung.

Third, there is the strict accountability to which, under the Code Napoleon and the laws children to it, the people of Europe are held when they suffer fire due to their proved negligence. Under European statutes every man must pay the costs of extinguishing a blaze and he is, furthermore, liable for any damage sustained by his neighbor if the flames communicate. Convictions, too, are followed customarily by sentence, and not merely by the imposition of fines which in turn might be insured against. This practice constitutes a strong persuasion towards care, and certainly not an obnoxious one so long as it is impartially applied.

Fourth and last of the reasons why Europe is far less flame-ridden than America is the rarity or total absence abroad of many hazards common in America. One example is the electric pressing iron found now in almost every American home and chargeable, through careless operation, with a considerable share of the fire waste. It would be possible to canvass every dwelling in whole towns in Europe and find not one of these devices. Matches, also, are not flung out with every purchase of smoking material in Europe as they are in this country. Scores of similar restrictions of hazard might be listed, all tending to lessen the chances of fire's occurring.

These, in summary, explain why in Europe a fire is an event, while in America it is almost a drab item of routine, and why the United States has taken the lead in the development of active defenses against the flames. That lead has been forced on her and the compulsion is nothing of which to boast. As a nation, Americans may possess a monopoly, as some declare on energy, but they certainly have no exclusive claim to wisdom.

"Which Falleth Like a Gentle Dew."

Hotel porters, take them as they run (which they do but seldom) are a pretty handy lot. To be able to do passably a multitude of odd jobs is

apparently the chief qualification for such employment. What, then, shall be said of the capacity of the porter who figures in a yarn told recently by Captain John J. Sheedy of the Albany, New York, Fire Patrol?

This fellow, according to Captain Sheedy, had been "devil-portering it" for twenty years in one of the Capitol District's leading hotels. Not long ago, as he was hastening down a corridor on one of the upper floors, he detected the odor of smoke, traced it to an outside room, raised the alarm, seized a 2½ gallon extinguisher and put out the blaze, all in a jiffy.

When the manager arrived on the scene and saw what prompt and effective work his porter had done he praised him warmly, as a matter of course, and, as a fitting sequel, promised him a suitable reward. Then, together, they descended to the office—to face several choleric gentlemen who shook menacing fists, vowing that "it was an outrage," that "they would sue," and uttering similar heated protestations. Order being finally restored, the puzzled manager heard the reason for the disturbance.

It seems that though the porter had known well enough how to start the extinguisher going he was blessed if he knew how to stop the thing. Consequently, rather than allow the contents to spill out over the furnishings of the room wherein the small blaze occurred, he had dangled it gracefully out the window permitting the liquid to trickle down upon the pavement of Albany's principal retail street and, incidentally, to shower and ruin several suits of clothes worn by pedestrians, as well as the upholstery of two or three cars parked below.

Since it cost the hotel some hundreds of dollars in damages, the management deferred indefinitely compensating the porter and took steps at once to drill him and the entire staff in the proper handling of first-aid fire appliances.

Chain Stores Fail in Ohio.

The Illinois-Missouri Piggly Wiggly Company has thrown up the sponge in Cleveland; closed all of their stores except the ten which they sold to Tom Good, their former manager in Cleveland. Good has now incorporated these ten as the "Tom Good Stores." His brother, J. S. Good, is manager of the Piggly Wiggly Stores in San Francisco. Evidently the Piggly Wiggly has not been a success in the larger Ohio cities. Several months ago they pulled up stakes and moved out of Toledo.

Silver Favored in Knitted Ties.

Silver is one of the new shades in men's neckwear that is taking very well, according to one of the leading manufacturers of knitted silk neckwear. White and steel silver threads are combined to give an all-over effect of silver gray, with silver and black also being shown. The new self-patterns reflect the modernistic influence. The bracken shades continue to hold favor, stressing the brown and red mixture effect in a variety of designs. Special lines of knitted ties for the holiday season will shortly be opened.

August 2nd, 1909

August 2nd, 1925

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WOMAN'S WORLD

The Much Discussed "Poor Mrs. Jones."

Written for the Tradesman.

The U. S. Department of Agriculture recently has been directing some of its attention to farmers' wives; not however, in this instance, with a view to improving their condition. Instead it is with the avowed purpose of making them better contented with their condition as it now is.

The method chosen, as announced by a bulletin, is a four-reel motion picture, which is to be circulated by the educational film service of the department and the co-operating state institutions. It is entitled "Poor Mrs. Jones" Finds She Is Rich.

As gathered from press comment, the scenario of this Government movie runs like this: Mrs. Jones has become sick and tired of her job as a rural housewife and is urging her husband to sell out and move to the city. Former Jones listens to what she has to say, and appears to offer no opposition. But as she has been working very hard and needs a rest, he persuades her first to take a trip to the city and visit her married sister.

Mrs. Jones goes on her vacation. She sees at first hand the life lived by her sister's family in a crowded city flat, and decides she doesn't like it, even though her brother-in-law's salary has looked large from the farm point of view. While the food served at the table is as good as can be bought at any reasonable price, Mrs. Jones misses the crisp freshness of the fruit and vegetables of her own home orchard and garden. Going down town with her sister on a shopping tour, she experiences the discomforts of bargain sales and the difficulties of the traffic jams. Altogether she has good and plenty of city life in a week's time, cuts short her visit, and returns home well satisfied to remain on the farm and fully convinced that instead of being poor Mrs. Jones as she before regarded herself, she is in reality rich Mrs. Jones.

The putting out of this movie is noteworthy in several respects. So far as heard from, it is the first attempt of our Government to pacify the women of any occupation as distinct from the men. While perhaps not directly so announced, it can be taken as a recognition from high source of what doubtless is true, that farmers' wives, as a class, are more dissatisfied than the farmers themselves. It can be taken further as denoting that the department sees that it is of little use to try to make the agriculturists contented and prosperous, if their women folks are all the time wanting to change their occupation—in short discerns that one very important step to be taken in lessening the discontent that has long prevailed among farmers, is, if possible, to give farming a better stand-in with farm women.

Among the general public outside of agricultural circles, few persons have any correct idea of the life of a woman on a farm. Most regard her as indeed a poor and much-to-be-pitied Mrs.

Jones, her lot one of isolation and hard, heavy, unrelenting drudgery. A small number of others, mostly those who themselves are suffering from the noise, dirt, confinement and crowding of the city, have a vastly different idea. They picture a farm as a haven of peace and rest, and the farmer's wife as a thrice-blessed creature whose spirit is forever tranquilized by the lowing of cattle and the caroling of birds.

Manifestly both of these views can not be right. In reality neither one is at all in accordance with facts. Any fair survey of the situation must take into consideration the advantages and the disadvantages alike.

From the woman's standpoint, farming presents some serious drawbacks. Considerable fairly hard physical work falls to the wife. With washing, ironing, baking, preparation of foods and canning of fruits and vegetables, all done at home, there is no such thing as light housekeeping on a farm.

Since the advent of high wages, man power is scarce and must be devoted to the raising and harvesting of the crops and the care of the livestock. So in addition to her indoor duties the rural housewife usually tends the garden, raises chickens, and may assist with milking the cows. In an emergency a strong woman may even help out with cutting hay or getting in the wheat.

The isolation of the farm, its lack of opportunity for certain kinds of culture and recreation, its falling short in that side of life that has to do with balls, theaters, and operas—these are strong objections with many women. Mothers often prefer town or city as furnishing better educational advantages for the children growing up.

The hard labor drawback and the isolation and educational disadvantages as well, have been lessened greatly in recent years. Good roads, rural free delivery, the telephone, the radio, and the automobile, have brought city and country close together.

The relegation of butter making to the creameries, the use of power washing machines, and the introduction of plumbing and other conveniences into rural homes, have done much to lighten the toil of farm women. The disappearance of hired help has been almost a blessing. When the farmer can't afford to pay a hired man, the wife doesn't have the hired man to board, with his voracious appetite and presence unassimilable with the family life.

The wife of a fairly progressive farmer now works no more hours and no more strenuously than does the city wife who is obliged to help out the household finances by her earnings in factory, office, store or schoolroom.

However, the opinion still prevails that "farm life is awfully hard on a woman," largely because opinion has not changed with changing conditions. The picture of the typical farmer's wife that still obtains in fiction, in the mind of the general public, and even among farmers themselves, is that of the farm woman of twenty-five or even fifty years ago.

Another source of feminine discontent

is the inferiority complex—the feeling that country people are looked down upon by town and city folks. Our "poor Mrs. Jones" very likely had a disquieting suspicion that her clothes were not always just right, and that their urban friends regarded her husband as somewhat of a Rube, and herself as a Mrs. Rube.

As a vocation, farming appeals to men far more strongly than to women. Indeed to many women it doesn't appeal at all, while large numbers of men who are in stores and offices, have a genuine love for the soil.

Farming is the husband's selection of an occupation, not the wife's. He took it from choice—she has married into it. The situation we are trying to help is just this: The husband likes farming and feels that he is better adapted to it than to any other kind of work, while the wife is unhappy on the farm.

Since the World War there has been widespread discontent among farmers—men as well as women. With the men the dissatisfaction is not with farming as a business, but because the business of farming during recent years has not been profitable. In some sections there have been crop failures. In many sections there has sometimes been the far more disheartening condition of not being able to sell a crop for as much as it cost to raise it. The feeling has grown strong—not among radicals alone but among those of reasonable mind—that the farmer does not receive a proper return for his labor and investment. The brighter outlook this fall has eased the situation somewhat, but much of the problem is still to be threshed out—so much that our statesmen and lawmakers can not take hold of it too earnestly nor too promptly. So much for the chief causes of discontent among farm women. Now as to the other side.

Farmer folks don't have as much as they ought to have, but they don't realize what they do have. The movie put out by the Department of Agriculture is a step in the right direction, in showing them that they are better off than many whom they envy.

As to food, the families who are on good farms usually live like lords. It would be an eye-opener to many farmers and their wives to see, set down in black and white, what their table supplies would cost if bought in the city. The farm income would not look so puny if there were added to it the amounts that city dwellers pay for rent, fuel and food.

A few brief statistics should be put into some graphic form, showing the come-out in different occupations. It would be only fair to show that many in the city who are wealthy or at least enjoy large incomes during middle age, later on lack the competence that almost invariably belongs to thrifty tillers of the soil in their advanced years.

The farmer's wife with her gardening and poultry raising, is her own boss and can control her working conditions. While adding substantially to the family income, she can keep the oversight of her children and her home. Her husband has a steady job in one

of the most healthful of all employments, and does not labor under the constant terror of the city wage-earner, that of being laid off from work, with expenses going on and no income. If occasionally the good man takes a few days rest, the crops go on growing and the livestock increases in value during his vacation.

The fresh pure air and open spaces of the country, the closeness to the land and to all Nature, the freedom of the farm environment from influences that are morally contaminating—these should appeal to every right-minded woman. History and biography show that the real mother, she who desires to leave a sturdy and intelligent posterity, can find no better place for rearing a fine family, than a good farm.

Altogether, the wife who will use common sense and sound philosophy in balancing advantages against disadvantages, will not urge a husband whose natural habitat is the farm, to leave it, and will not regard herself nor allow others to regard her, as a "poor Mrs. Jones."

Ella M. Rogers.

Treats Murder as a Fine Art.

When New York calls Chicago crude it is a little like the pot calling the kettle black. Nevertheless there are certain crudities, or, let me say in kindlier if not more accurate language certain inconsistencies, in Chicago that at once impress themselves upon the mind of the casual visitor. For instance, Chicago's most successful, or, at any rate, its wealthiest, daily journal boasts that it is "the world's greatest newspaper." But I doubt if there is a more mediocre and stupid sheet published in any great metropolitan city. Its editors appear to devote their hours of serious contemplation to the subject of murder and their hours of relaxation to the cheapest sort of slapstick "comics." If they treated murder as a fine art, they might excuse themselves as disciples of the gifted De Quincey, although even he was a "dope fiend" when he wrote his classic essay on "Murder as a Fine Art." But the art with which these editors portray murder is the typographical art of the auction poster—screaming headlines in blackface, stud-horse type.

Yet this commonplace newspaper has just made for itself a new home which is one of the notable buildings of America. It stands towering on the lake front, a creation of Gothic beauty, a monument to the genius which has enabled American architecture to make out of the skyscraper an original contribution to the progress of mankind. Man is a queer animal, a bundle of contradictions. What kink in his mind is it that permits him to produce at the same time and by the same process of energy such a mean specimen of the art of printing and such a noble printing house?—Lawrence F. Abbott in Outlook.

In arranging window displays, see that you get the goods at the height where the eyes of passers-by will most naturally fall upon them. Go outside and try it yourself.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

Passing Byron Center the other day I was reminded of Byron McNeal, a pioneer merchant of that place who passed over about a quarter of a century ago. He was a man of strong parts and lived a very useful life. The town still has two other pioneers in the persons of Frank Narrengang and C. B. Towner. The former still conducts a grocery store and the latter conducts a lumber yard and builders' supply business. He has lately constructed a celery warehouse, which he expects will preclude the premature destruction of the celery crop, as was the case last year. Mr. Towner was one of the most taciturn men I ever knew, but something has come into his life of late years which has caused him to become quite human, so far as conversational powers are concerned. I was associated with Mr. Towner in the mercantile business for several years—he still owns the brick store building and expects to restock it some of these days—and always found him to be the soul of honor, albeit I never could get him to talk over ten words at a time.

At Dorr I recall a lively merchant who died altogether too soon—Johnny Neuman. He started with very little, so far as actual money capital was concerned, but he had ample capital in the shape of infectious good nature which enabled him to make and retain friends as long as he lived. Another merchant has recently retired from trade after devoting nearly fifty years to work behind the counter. I refer to E. S. Botsford, who did all he could in all the ways he knew how to make Dorr a town of commanding importance. He was instrumental in establishing a creamery and a cannery, but neither industry prospered.

At Hopkins I recall two mercantile houses which reflected great credit on the town—Furber & Kidder and Frank B. Watkins. Both stores carried large stocks and attracted trade from a large area. As I recall it, the Watkins store was one of the cleanest and best kept country stores I ever visited. It so happened that I was able to do Mr. Watkins a good turn in the early days of the Tradesman by saving him \$100 loss on eggs he shipped to a fly-by-night scamp who was temporarily sojourning in Grand Rapids. He never forgot that service, as some merchants are prone to do under similar circumstances, and I never called on him at his store that I did not receive a hearty welcome. Another store at Hopkins ties the past to the present—the drug store of Wolfinger & Gillian, who have been faithful to the trust for many years.

I never visit Allegan that I do not recall the circumstances attending the organization of the Business Men's Association I helped start in 1884. H. H. Pope was elected President and C. Irving Clapp was elected Secretary. Only three of the original members survive—Edwy C. Reid, publisher of the Gazette; S. D. Pond, who has recently retired from the jewelry business,

and Joseph Renihan, then engaged in the hardware business under the style of Turner & Renihan, but for many years a practicing lawyer in Grand Rapids. I paddled around in the rain one fall day and secured the signatures of forty business men to a paper agreeing to attend a meeting that evening. They all kept faith and founded an organization which did effective work for years in the growth and development of the mercantile and material interests of Allegan.

An amusing episode in connection with this organization occurs to me. Dick Newnham, a practicing lawyer of Grand Rapids, was then living in Allegan. He was not as prosperous in those days as he is now and it happened that when the Association started out to compile and publish a delinquent list his name was the first one inscribed on that precious document. One morning my brother, who died about fifteen years ago, noted in the morning paper that he had been indicted by the Federal grand jury the day before for misuse of the mails. Judge Hatch took the matter up with Judge Severans, who promptly quashed the indictment. At the next session of the grand jury another indictment was forthcoming. Judge Hatch, who handled all the legal affairs of the Stowe family for thirty-five years, again appeared before Judge Severans who summoned Newnham before him. Newnham was then acting as assistant district attorney and was responsible for both indictments. Asked by Judge Severans what he meant by his action, he replied:

"You see, Judge, E. A. Stowe went down to Allegan about twenty years ago and organized a Business Men's Association. They put me on the dead-beat list, so I had to leave town. The only way I can get even with Stowe is to hit him through his brother."

Needless to say, there were no more indictments handed out to my brother and Newnham and I have become good friends through some of our fraternal connections. We have enjoyed many a laugh over the indictment campaign he conducted so industriously.

The above instance is one of many similar instances which has caused me to regard the grand jury system as un-American, unjust and cowardly. I do not know where it originated. The encyclopedia tells me it has been handed down to us from the fourteenth century. If the poor devils who were without friends five or six hundred years ago had to face this kind of a tribunal, God pity them. I have known of dozens of cases where indictments were handed down as the result of personal resentment, bitter malice and perjured testimony. The person accused seldom has any knowledge of the clandestine attack on his character until he is served with notice of his indictment or reads in the paper that his reputation has been assailed and a black mark splashed over his career which time can never efface. The methods pursued by the prosecuting officers in presenting so-called testimony to the grand jury in the New-

berry case were infamous beyond the power of description. No greater travesty on justice was ever undertaken in this country. It is no wonder that the United States Supreme court set the seal of disapproval on every act connected with the entire transaction and administered a rebuke to all who participated in the crime against innocent men which make the instigators of the outrage marked men as long as they live. Nothing is so abhorrent to me as sneak work, conducted in such a manner as to injure the innocent as well as the guilty and place a premium on secret machinations which emanate from evil minds and craven hearts. If I could have my life set back forty years I would devote my career to the destruction of the grand jury system because it is the most infamous thing of which I have any knowledge.

One of the most interesting characters I ever met was Albert Stegman, who managed the Allegan grange store with consummate success for so many years. His store was the sole remaining establishment out of 1,200 grange stores started in Michigan by the Patrons of Husbandry as the result of the agricultural upheaval in 1872. At first it was purely co-operative, but as time went on it assumed more and more the attributes of a one-man institution. Perhaps in this case it should be designated a man-and-woman institution, because Mrs. Stegman was certainly one of the most remarkable women who ever stood behind a desk in a mercantile establishment. While Mr. Stegman saw to it that the goods were bought right, she saw to it that nothing got out of the store without being paid for—"at cost plus 3 per cent." I do not vouch for the last portion of the above statement, because every sane man knows that no concern can do business on such a ratio of profit and live. The store not only lived, but Mr. Stegman retired from the management with a handsome competence. It was not necessary to do business on such a margin. All that was necessary was to make the dear people THINK that such was the case.

E. A. Stowe.

Sidelights on Six Pioneer Local Merchants.

Written for the Tradesman.

Although Julius Houseman gave close attention to his clothing store, he gave much time to the affairs of the public. For his services as an alderman four years and as mayor three years he was paid one dollar per year. The State of Michigan paid him three dollars per day for the five months he spent at Lansing as a member of the House of Representatives and from the treasury of the United States he was paid \$7,000 for his two years of service as a member of Congress. Mr. Houseman was an enterprising merchant. His popularity with all classes is indicated by the success he won in politics. His surplus profits were wisely invested in local real estate and bank stocks. Among his investments were the business lots now covered by the Houseman buildings and valuable tracts on Sheldon and

Division avenues and on Fountain street. The latter tract was presented to the public schools for a playground by Mr. Houseman's daughter, Mrs. D. M. Amberg, who inherited the property.

In 1865 Jack Horton and Daniel McNaughton occupied the ground floor of a two-story wooden building on Monroe avenue, corner of Ottawa, with a stock of groceries. A year or two later McNaughton was elected to fill the office of county clerk, when he sold his interest in the business to John S. Stewart and the firm moved to a store on Monroe avenue, near Ionia. Stewart entered into political activities and in the course of time he was chosen to superintend the erection of the first postoffice and court house for the General Government. Stewart sold his interest in the business to Horton, who continued in the trade many years.

William Bemis was engaged in the sale of groceries many years. The profits derived from his business were wisely invested in real estate. When he died a substantial fortune was conveyed to his heirs.

Mike Caulfield arrived from Ireland about as green in the ways of the world as one could be and entered the employ of his brother, John, as a salesman. Soon after the civil war closed organizations of Fenians, composed largely of Irishmen who had seen service in the army planned a raid on Canada as a preliminary campaign to free Ireland from British rule. Mike entered into the service enthusiastically and led a number of his countrymen to Buffalo, where the raiders assembled. Canada was invaded. The Fenians were badly whipped and Mike returned to Grand Rapids to engage in the prosaic business of selling groceries on his own account at retail.

Arthur Scott White.

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Shaw Association, Ltd., Boyne City. Flint Daily Herald Co., Flint. Motor Securities Co., Inc., Detroit. Triangle Motor Truck Co., of Michigan, St. Johns. Barkume & Stark Co., Detroit. Farber Footwear, Inc., Detroit. LaBounty Summer Resort Co., Lakeside. Grand Rapids Wire Products Co., Grand Rapids. Kerwin Machinery Co., Detroit. Thoner Motor Sales Co., Owosso. Mutual Live Stock Association, Iron River. Civic Heights Land Co., Flint. Gray Elevator Co., Romeo. Deutsche Sight Seeing Co., Detroit. Dextra Manufacturing Co., Detroit.

An Authentic Beauty Hint.

Some time ago a beauty hint deserving wide publicity was published in the Journal of the American Medical Association. It read as follows. "For giving the face a good color, get one pot of rouge and one rabbit's foot. bury them two miles from home and walk out and back once a day to see if they are still there."

Why doesn't the woman who married a poor man for love want her daughter to do likewise?

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.

A Record Silk Year.

With consumption of silk goods easily and naturally stimulated, the past year has been a record one for the silk trade, according to the mid-year trade review of the Silk Association of America, which was issued yesterday. Printed goods and 54-inch widths, the review points out, were the fabric features of the year and one helped the demand for the other. The stability of the market was shown in the Summer months when the usual dumping of distressed merchandise failed to materialize. Stocks of broad silks to-day, the review adds, are normal, while a very encouraging increase in the booking of orders for future delivery is reported. Piece-dyed goods held chief place in the dyeing industry, although the demand for printed silks was unequalled in the history of the dyer. The review tells of the much improved demand for velvets, orders for which have been coming in strong since July, with chiffons, brocades and damasks all selling well.

See Good Silverware Season.

The amount of regular Fall buying of both sterling and plated silverware that has been done to date by consumers, coupled with the early purchasing of holiday lines that is going on, was said yesterday to presage for retailers and manufacturers of this merchandise one of the best seasons in some time. That retailers are in an optimistic frame of mind in widely separated parts of the country is shown by the fact that in the good orders taken yesterday for sterling ware by one of the large concerns, the East, the Northwest and the South were represented. One of the features of the business that has lately been done in sterling ware is the amount of fine tea and coffee services and general table appointments that have been purchased. The sale of sterling beverage sets was said to be increasing almost daily, despite the Eighteenth Amendment.

Coat Demand Much Improved.

The buying of women's fur-trimmed cloth coats has improved so much within the last ten days that wholesalers are no longer worried about stocks on hand. In fact, according to several of them, the quantities available have been so depleted that it is a case of the retailer waiting for delivery over a period of a week or more in the case of some of the more wanted types. The new pile weaves continue to dominate in these dressy coats, with grackle-head blue and lipstick red the two outstanding shades. The belief is expressed that the coat demand will continue brisk during a good part of next month.

Sweater Sales Are Better.

Sales of men's sweaters have improved noticeably in this market of late, due to the coming of more sea-

sonable weather, but there has not been a corresponding improvement in women's goods of this nature. While a fairly large part of the recent business in men's staple sweaters has been done in low-end goods, including cotton and wool mixtures, the more noticeable improvement has taken place in the higher priced lines. One of the features of the demand for the latter is the broad interest buyers are showing in novelties. An interesting thing about the purchasing of novelties is said to be the improvement shown in them in the larger sizes, which is taken to mean that older men are now going in more strongly for lines which formerly sold mostly to school and college boys.

Making Up Spring Lines Now.

Spring lines of children's wear are now in the course of preparation in this market. This is particularly true with houses that make dresses for children from 2 to 6 years. The imminence of the holidays has created an interest on the part of buyers in voile dresses in the delicate hues, as well as in dimities and colored prints. Dresses of this type are featured for holiday parties, and are also special numbers in the Spring lines. Many houses are taking orders for them at present. Among some of the junior wear manufacturers it is reported that velvetene two-piece frocks, which have proved so popular this season, are about finished and silk and georgette models are being pushed into the foreground.

Some Offerings Doing Well.

Several of the dress goods mills have yet to make their offerings of Spring fabrics, but for the most part the woolen trade has completed its initial showings. To a number of offerings, it was said yesterday, the response of the cutters-up to the new weaves, particularly those of a fancy sports character, has been good. It will, however, be a matter of several weeks yet before the mills will be able to arrive at any reliable conclusions regarding the way and to what extent the cutter-up will operate. It is believed that in coatings and suitings the mills will be about able to hold their own. In dress goods, severe competition of silks is once more anticipated.

New Designs on Dollar Bags.

A handbag manufacturer here has succeeded in reproducing on bags to retail at \$1 the modernistic designs of prize models which were shown at the International Exposition of Modern Decorative Art in Paris. These designs are radically different in color and conception from anything which has hitherto been used for decorating purses. There are five different patterns offered. The colorings, of which there are many in each pattern, are in oil stencilling, which makes the design impervious to water. The bags are made of pin seal keratol in the regulation under-arm style. The original imports are being retailed at \$35 to \$45 each.

Should Put Spring Prices Up.

Regarding the present uncertainty as to what makers of the higher-priced lines of full-fashioned hosiery for wo-

men will do when they open for Spring it is said by a local market leader that there is justification for asking advances of at least \$1 a dozen. Increases of \$1.25 to \$1.50 a dozen would be required to give the manufacturers an "even break" in many cases, he added. "As against this," he went on, "there is a tendency on the part of some houses to work with their trade. This is especially true where retailers have had considerable success with certain numbers at set prices and want to retain those prices. The suggestion here is that the buyer and seller share the rise and leave the resale price unchanged. What it really amounts to is advancing numbers 50 cents a dozen on which increases of \$1 are warranted. Speaking generally, I look for higher prices on good merchandise as well as on the cheaper lines. Several of the latter have already been advanced."

Gold Leather Scarcity.

The continued demand for gold leather, which is being used so extensively this season by manufacturers of women's belts, is causing some anxiety among those who need good sized quantities of the material. It is imported, which makes it all the more difficult to procure. In view of the steadily increasing demand for gold belts the shortage of the leather is more than ordinarily troublesome, and according to a bulletin from the United Belt League of America it is all the more troublesome because the gold belts are among the novelties that are

making this one of the best seasons in years. Metal-trimmed belts of all kinds are also popular, as is the new gold mesh belt. This combines gold and suede in a woven design.

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Holly—packed 1 doz. rolls to carton. Doz. ----- 75c
Plain White—also packed 1 doz. rolls to carton. Dz. 75c
Price by the gross case \$8.00

Boxed Suspenders

No. 1939—Dress, assorted each in fancy box. Dz. \$4.50
No. 2441—Dress, silk web, plain modes, each in box. Doz. ----- \$8.00

Celluloid Goods

No. 65/4 Santa Class Assortment—High colors—1 doz. to carton ----- \$3.60
No. 15/4 Floating Toy Assortment—contains 3 doz. fast sellers for ----- \$4.00
No. 22/4 Kiddies Play things, large size, natural colors—2 doz. carton \$4.00

Boxed Stationery

No. 890—Juvenile boxed paper—very attractive. Dozen ----- \$1.15
No. 1025—Flat boxed fancy edged paper — beautiful packing, doz. boxes—\$2.00
No. 1050—Also Flat boxed stationery—most attractive, all new ideas. Doz.—\$4.00

Holiday Boxes

No. 0123—All around assortment contains 320 holly boxes, 27 sizes all nested. Per case ----- \$19.50
No. 0123—Gift Assortment, contains 263 boxes, all holly pattern, 38 different sizes, per case ----- \$20.50
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WHOLESALE DRY GOODS

GRAND RAPIDS, MICH.

Wholesale Grocer Charges Retailer With Ingratitude.

One of those rare occasions on which the Interstate Grocer admits that perhaps the wholesale grocer has some ground on which to predicate a retaliatory complaint against the retailer, is an interview with a prominent wholesale grocer of that market, printed in its last issue, in which the wholesaler points out that retailers are largely lacking in appreciation of the jobber's efforts to protect him against chain store competition.

Incidentally he suggests that the retailer's motive for supporting buying exchanges is not always in self protection; at least that he supports them when the jobber's attitude is friendly to him. But to quote it:

Retail grocers do not appreciate the wholesale grocer, nor what he does for them. They are not loyal to themselves and their own business.

We do not sell the chain stores, yet when we seek the business of these retailers they tell us we are holding them up. But they will turn right around and buy from wholesale grocers who sell the chain stores. Their excuse is that they can buy for less from such jobbers, thus helping to maintain such institutions which sell to their chain store competitors.

Price is no consideration when it comes to service. We render distinct service to the retailer, yet these grocers patronize others despite the fact that these same jobbers are selling the chain store crowd or other large volume buyers at better prices. If they were loyal their patronage would go to wholesalers who refrain from playing with the chain store interests, but they cannot, or will not, see the wisdom of that policy.

Our overhead is the result of the service demanded by the retail grocers. They will not haul goods away from our warehouse, though they will for some co-operative company in which they are financially interested. They will not pay us every week, though they will their own institution, but make us wait thirty days for our money. Furthermore, they will submit to inconveniences in that direction but with the regular wholesale grocer are extremely exacting and fussy.

They will buy a specialty from a small manufacturer who has but a small room, but when we go out with a specialty of real merit under our own label they tell us they do not want to open an account with another wholesale grocer.

They won't give us any help whatever in exploiting our own brands, even though it is to their own interest to do so, as the quality of our products is better than most manufacturers' brands, and, in addition, they are not entering into price competition with the chain stores, as chains cannot get our brands.

Price, price, price, seems to be the dominating factor with them and they lose sight of all other services rendered by the jobber.

The jobber is entitled to a profit if he is to exist and he has a right to existence. Those among them who sell without profit eventually lose out. Doubtless that is one of the reasons why there are so many consolidations, mergers or what not. It is a survival of the fittest and sometimes I think I may not be recorded among the fittest and I will have to give up the contest.

Jobbers Changed Plans And Won Success.

Saginaw, Oct. 27—Just yesterday a wholesale grocer remarked that within the past week he had found it necessary to add three men to his warehouse and put on another truck to take care of his city business. The interesting thing about this fellow that the first of this year he set out

with a definite policy to reduce his volume by one-half on two heavy volume lines that did not pay their way.

This policy was made known to another firm during the early part of this year and the prediction was made to the writer that this firm was going to die of dry rot, that in these days a policy of that kind could not be carried out effectively and it would be only a matter of time when he would see that he had made a mistake. This firm did make a mistake; not in the adopting of their policy this year but because they did not adopt it before. The conclusive evidence in their favor is the fact that their stock is one of the few grocery stocks that are selling above par.

I was visiting with a wholesale grocer a short time ago and the subject of trucking came up. I don't know what the volume of this house is but I do know that they travel only three salesmen. All of their merchandise is delivered by their own trucks and deliveries were made to country points without charge. About a year and a half ago they changed their system and a delivery charge was made to all country points. His customers were notified that a trucking charge would be made, and his reason for doing so. At the end of a year's time his trucking account revealed that he had collected \$1,800; his customers had been given better service, and his volume has been very satisfactory. This amount represented the net profit on \$90,000 worth of business on a basis of 2 per cent.

P. T. Green,
Sec'y Michigan Wholesale Grocers' Association.

The Biggest Six Cities.

American cities change rapidly in relative position as regards population. Only the three largest have held their rank since 1900—New York, Chicago, and Philadelphia, with a total population which has jumped in twenty-five years from 6,429,604 to 11,077,987, a gain of 4,648,383, more than the entire population of New York in 1900. Present populations of these cities are: New York, 6,103,384; Chicago, 2,995,239; and Philadelphia, 1,979,364.

Fourth position was held in 1900 by St. Louis, with 575,238. Now, with 821,543 it is sixth in the race, with Detroit, which was thirteenth twenty-five years ago with 285,704, now in fourth place with 1,242,044—a gain of 956,340, more than the entire population of Cleveland to-day, which is 936,485. Yet Cleveland has advanced from seventh to fifth place, while St. Louis has gone from fourth to sixth. Boston, fifth in 1900, is now eighth. Cincinnati, eleventh in 1900, is now eighteenth.

Thus time and the tides of shifting humanity change the population ranks of America's great cities. Cleveland and Minneapolis have more than doubled their population in the twenty-five years, Detroit has quadrupled hers, and Los Angeles has increased her souls seven times from 102,479 in 1900 to 727,102 to-day, an extraordinary gain indeed, which advances her from eighteenth place to ninth. Miami, which talks of a million in the next few years, will have some stepping to do to equal the strides of Los Angeles in the past twenty-five years.

Late Autumn Millinery.

Late Autumn millinery tends to greater variety of both form and trimmings, the forthcoming issue of the New Millinery Bulletin, the publica-

tion of the Retail Millinery Association of America, will say. Elaboration is also a factor in these chapeaux, according to radio information from Paris that has been received by the bulletin.

"Long-haired Angora felt hats supplement banal felt and velours effects," the Bulletin will continue. "A constantly increasing number of velvet, silk and satin hats is also noted both in millinery salons and at smart gatherings. Velvet is lavishly used for trimmings, with Reboux leading this movement. It is manipulated in flaring bows, bands and fans, or else, in cubistic effects, is sewed to crowns of silk, satin or velvet.

"Short-haired furs are extensively used in trimming, particularly shaved lamb and caracul. Mink, ermine and a few novelty furs are treated in a similar way. A long ostrich plume is the salient feature of Winter millinery, and is seen trailing off rounded crowns.

"Suppleness characterizes the new hats, no matter from what material they are made. Soft twisting and folding of either trimming or shape mark a change and increased elaboration. Toques and turbans are important features of the later season, and are perfect for the supple velvets and satins that are being used.

"Many small velvet hats are worked seemingly without any stiffness, and are trimmed with very large modernistic brilliant pins and buckles. Rose beige and rosewood velvet and satin hats are made of patches sewed together and trimmed with fantastic buckles or pins, or with twists or bows of self material."

What Is Profit?

Profit, according to some of the old school arithmetics, is the difference between the price which a merchant pays for an article and the price for which he sells it. Some merchants and accountants call it gross profit.

In modern trade language both are wrong. Only a small part of the difference between the cost price and the selling price is profit. Out of the difference must come the expenses which sometimes absorb from 90 to 95 per cent. of the entire margin.

How numerous these expenses are, is indicated by the following list suggested for study by the National Distribution Conference organized under the auspices of the Chamber of Commerce of the United States:

Wages, rent, heat, light, power, telephone, supplies, cost of capital, bad debts, freight and cartage, losses due to markdowns, returns and pilfering; unknown losses due to other causes and mistakes; deliveries, selling on approval, small purchases, long credits, styles demanding a wide variety, taxes, size of territory, decentralization of purchases by merchant and consumer, turnover, buying by the merchant in small shipments and broken packages.

If the retail merchant succeeds in meeting all these costs out of the margin between buying and selling prices, what is left is profit. If not, he is out of pocket and out of luck.

If a man is a good listener a woman votes him a good conversationalist.

Palm Beach Garments For Sports and Evening Wear.

Recent openings of Palm Beach garment lines have confirmed the predictions made earlier, and establish three leading silhouettes for sports and general wear. Junior effects continue to predominate in the youthful styles and serve to prolong the vogue of two-piece modes through day and evening apparel. They are, however, rivaled by the growing favor bestowed upon the princess line or molded silhouette, according to a bulletin issued yesterday by the fashion service department of Botany Worsted Mills.

"This newly achieved line influences both dresses and coats for Spring," the bulletin says. "It is advocated by designers of prominence in a wide variety of fabrics, and in formal afternoon dress will apparently receive solid support. Extreme versions are shown in coats, which preserve a flat front and back with a flare inset at the side seam. In other models the low flare is achieved across the back by means of many seams. In dresses the handling differs by bringing the fullness in a gathered line close to the bodice edge, which is variously placed at the normal waist line and hipline.

"The third silhouette again brings to the fore the significant advance of pleated detail. Not only are skirt and bodice sections pleated, but the all-around pleated skirt is revived. Cluster pleats, pleated apron fronts and numerous versions of box, side and novelty pleats are submitted. Unbroken interest in the newer mannish styles is maintained. The pressed narrow godet holds over in full length tweed coats, but a knee length jacket buttons snugly about the hips, releasing a slight fullness of the back by means of pleats which suggest the old Norfolk jacket.

"Short jacket suits are regarded as important. They frequently serve to introduce fabric combinations and plain and novel cloths in relation. The ensemble remains an outstanding feature of high-grade collections, with an occasional cape number predicting the gradual increase of interest in this style feature. The wrap-over sports coat, English raglans, the Tuxedo rever model and a semi-fitting straight-line type of three-quarter length are found to be identified with special seamings, inlays and sectional developments."

"Fabrics which are presented in suits, coats and jumper versions include cashmeres, short nap cloths, fine basket weaves, hand-loom tweeds, tapes, mannish worsteds, numerous rayon combinations, broadcloths, wool crepes, high grade flannels, reps and twills. Fabric combinations include wool and silk crepes; fine tweeds and kasha with Chinese damask; velveteen with kasha, flannel and reps; jersey with flannel, wool crepe and crepe de chine; brocade faille and kasha; reps with tussah, and hand-block linen and paste pique with kasha, broadcloth and wool crepe. Prints, painted and embroidered silks are found allied with worsteds, woolens and various plain silks."

RETAIL GROCER

For Grocery Clerks and Drivers.

If you make a mistake, admit it and correct it, but don't make the same mistake again.

Don't wait to be told what to do. There is always something to be done in a grocery store.

Any clerk who sells one item and makes no effort to sell an additional item is no better than a vending machine.

Keep counter, scales, cash register, cabinets and all other store equipment clean. Don't leave pieces of wrapping paper, bags, twine, sugar, rice, beans, etc., on the counters.

Welcome a new face in the store or a new voice over the telephone. Show the new customer that you are overjoyed to receive an order from her. Thank her for her business.

Use the right size of bag, the right size of paper and the right length of twine or tape. Using too much is waste. Using too little gives insufficient protection to the goods.

When your employer advertises his store, he advertises you. You are a part of the store. Usually the advertisements lead the public to expect good service and good treatment. Much of this is up to you. Live up to expectations.

If a customer comes into the store just about closing time, keep your eyes off the clock while you are waiting on her. Looking at the clock is a hint that she is over-staying her welcome.

When a pretty girl enters the door profit flies out of the window, if she comes in to buy bulk goods—especially candy. And the boss pays for the gallant young man's generosity.

Drivers, keep your delivery boxes clean. Housewives don't like to see greasy looking boxes brought into their kitchens. And be sure to deliver in the kitchen—not on the front porch. Save the customer the trouble of carrying goods through the house.

Cultivate a good memory for facts, for figures, for faces, for names, for tasks to be done. Any intelligent person can acquire a good memory. It is a habit and every sane brain is big enough to remember all that it should remember.

In times of lull, prepare for the rush. It comes to every store, some hour in the day, some day in the week. Learn where everything is, so hands can be placed on any item asked for in a jiffy. Have tops of counters cleared. Have an abundance of change in the cash register. Be "on your toes"—ready to work quick and fast, but with nerves under perfect control so that fluster will not take the place of speed and efficient service.

Meat Construction.

In discussing meats from day to day it is necessary to include terms or expressions that may be somewhat confusing to those who have never found it necessary to make a study of meat construction or meat composition. In view of this it may be well to say a few words about meat construction now, putting what we have to say in words that are clearly understood. When we all think in the same terms

certain technical expressions may be used without danger of misunderstanding resulting. In a study of meats it seems that the first thing to consider is what meat is composed of and how it is put together by nature. The varying grades of meat from the same kind of animal is due to presence or absence of fat and extractives, or to put it more accurately, the amount of fat and extractives in meat of the same kind. Other things affect meat grades also, such as age and sex, but they do not enter into this discussion. We may visualize meat as composed of muscle fibers, held together with connective tissues through which fat cells are more or less abundantly distributed. Each muscle fiber has a sheath or covering formed of an albuminoid substance. Within the fibers are contained the meat juices, which are solutions in water of proteins, non-protein nitrogenous extractives and salts. The connective tissue is made up largely of albuminoids, part of which is convertible through cooking in water or with acids into gelatin. The proteins of the meat juices contain among other things a muscle pigment which gives the meat color. After death the natural compound pepsin, in the presence of lactic acid, another natural constituent brings about what may be termed digestion, and this tends to make the meat more tender. When meat producing animals are fed on grain, fat becomes more abundant in the muscles and the meat juice also becomes more plentiful and the meat tastes better and is more tender. It is because animals may be fattened on various kinds of feed that meat of high or low grade may be produced. Grass is not a kind of food that produces beef, lamb, veal or other kinds of meat with a high fat or juice content. Usually grain is more expensive and so when animals are fed on it the meat costs more, but is unquestionably better.

Can't Put Dried Vegetables Over.

The various methods which have been worked out for the commercial drying of fruits and vegetables are discussed in a new bulletin prepared by the United States Department of Agriculture. Two objections to the use of dehydrated foods still exist, says the authors of the bulletin. Dehydrated foods require soaking and cooking and they do not always reach the consumer in good condition. There is no evidence at present that the first objection can be overcome. The second objection, however, will undoubtedly disappear as familiarity with dried foods increases the demand for them.

They Can't Let Coffee Alone.

The United States Commerce Department was informed during the week that the Brazilian State Minas Geraes had joined with the State of Sao Paulo in activities to raise funds to keep up the price of coffee. The authorities of Minas Geraes, the Department was advised, now proposed to levy a tax on each bag of coffee produced in the State when the price is above 10 cents a pound in New York. The tax funds will be used to fix the price of coffee in the State and to finance plantation operations.

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

THE REGULAR PURCHASE

Fleischmann's Yeast brings customers into your store regularly and gives you an opportunity to sell other things as well.

These regular customers are yours for the asking. Suggest Fleischmann's Yeast to chance customers and turn them into steady buyers of everything you sell.



FLEISCHMANN'S YEAST
The Fleischmann Company
SERVICE

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

MEAT DEALER

All Consumers Are Not Ignorant.

In the retailing of meat one of the frequently deplored features mentioned by writers and speakers is the ignorance of the buyer—a fact that, as claimed by some, would make the grading of meats useless, as the housewife persists in refusing to learn what she is buying. She knows—every one of them—some special cut or cuts, and her knowledge ends at that point. What she does know is usually the favorite cut or cuts demanded by her family. Beyond this everything is hazy and it is only through accident that she is made acquainted with others. Even if she does know, she cannot be expected to understand the many and varied names used by different marketmen in advertising or selling their meats. It is a problem!

This brings us to the question of what would really happen if housewives knew as much as marketmen are supposed to know—if meats were uniformly graded and named and prices made accordingly. If this were the case it is easy to see that if a customer wanted to buy a ham he would not be given a shoulder of pork under pretense that it was the ham of a small pig—and if he did buy a shoulder he would know that the small price paid per pound was due to the fact that it was not as desirable as a ham. Likewise, cow beef would be cow beef and bull beef bull beef and son on down the line.

Is it a fact that all meat dealers want the consumer to know what he is buying? In conversation with many we find that they do—and yet we know of an incident last week that seemed to disprove this—in the case of the proprietor of a big uptown shop. A friend of ours—a woman—who knows meat grades and kinds, through many years of work in a large public institution, asked for a flat bone sirloin, and, as she stood waiting, she saw the marketman cut from the rump. "I don't want that—I want it from the loin," she protested. "Lady, you don't know what you are saying," was the marketman's rejoinder. "I've been in business more than twenty years, and even I don't know it all, so how can you be expected to know the difference? I give you exactly what you ask for—I treat all my customers alike!" The outcome was as pretty a meat-cutting demonstration as one might wish to see—with the customer departing with exactly the cut she wanted in the first place and an embarrassed butcher wondering how it all happened. It isn't best to presume on buyer's ignorance.

Meat Terms.

During the past few years the growth of the industrial world, accelerated by the rapid means of transportation, has brought about a condition whereby the changing of place of residence by many of the meat consumers is very noticeable. This fact being true, the meat dealer soon discovers that many new faces appear in his store. This affords him an opportunity to make new customers by fair treatment, or

the losing of them by unfair and unbusinesslike methods. If he is an unscrupulous man a temptation to cheat customers may get the best of him, for generally these strangers are unaware of the methods and practices used in selling meats in the new locality, and also may not be acquainted with the various terms or names in use for the different cuts. Even though you as a buyer and consumer may know many of the common meat terms and ask for a cut by one of the known terms to you, it is not necessarily true that you will receive just what is wanted. Thus, if you are not able to identify the particular cut you wish, the chances are against you in obtaining that which is wished when dealing in a new locality. The nomenclature in the meat trade which was listed on the menu as tenderloin is anything but standardized when considering the country as a whole; thus the possibility of asking for one thing and receiving something entirely different is very great. Such a condition may be illustrated. If you order rump steak in Boston you will receive what is commonly known in New York as sirloin, or if you ask for sirloin you will be presented with a New York porterhouse steak. Again, in other cities the order may be for a tenderloin steak and you will receive a porterhouse, while in some sections you will receive only the large tenderloin muscle which is known as the "fillet." Another instance is that of chuck being sold as top sirloin steak. The term veal cutlet or veal steak which generally refers to that cut derived from the hind leg, has also been used in many cases to mean loin chops. In a few instances the restaurant keepers have served a croquet wherein the shoulder blade is cut from the cutlet. Perhaps these words or terms are not used so as to be classified as fraud or misrepresentation, but the ultimate end is the same to the consumer, who does not detect the difference until too late. The crux of this discussion is to be sure, when placing your order, that the retailer understands just what you want, even though it may be necessary to take a little more time.

Another happy illustration of how far we have progressed in overcoming the dangers of the sea is given in a radio dispatch from mid-Atlantic telling of the rescue of twenty-eight men by the crew of the President Harding. The Italian freighter Ignacio Florio became helpless in the storm which raged last week. Not so many years ago the story would have been briefer and ended there. The freighter and her crew would never have been heard of again. But modern inventions have changed this. The Florio sends out a wireless calling for help. Sturdier vessels—passenger and freight—hasten to her aid. The President Harding reaches her first, pours tons of oil on the turbulent waves and succeeds in taking off the whole crew safely. The fearful line that once made sea travel a dreaded thing—"Sailed and never heard of again"—is no more. It belongs to the old, unhappy far off things and terrors of long ago.

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.

Cutlery in the Show Window.

Written for the Tradesman.

In almost any hardware store you enter, you will notice a large stock of cutlery, cut glass, silverware, brass goods, etc., displayed in handsome silent salesmen and fine glass wall cases. But how often do you see a window display of these items?

In most stores a good display is made at Christmas, and then the cutlery window is probably forgotten until next Christmas. Perhaps there are more frequent displays; but are they frequent enough in view of the importance of the line and the fact that it offers substantial profits?

A hardware dealer of my acquaintance lays it down as a basic principle that displays of cutlery should be made at least once a month, and oftener if possible. This dealer makes it a point to make a good display of cutlery, cut glass, etc., every month and finds it one of the best paying displays he can make.

At the same time the interior display should not be neglected, the cutlery stock should be well taken care of, and the show case and silent salesman arrangements changed quite often.

Through his show windows the hardware dealer has a great opportunity to advertise his stock to the best advantage, and also with economy. In most cases it will be found better than newspaper advertising for this particular line, and it certainly costs much less. You must also remember that your windows are on the job for three hundred and sixty-five days in the year, and nights also. They should be well lighted at night, as that is the time when a great many people are out for a quiet walk, and have more time to notice what is being shown in the store windows than in the hustle of the day when everyone is busy.

Remember, when making a display, do not go at it in a half-hearted way, but put your whole energy into it.

Give the display some thought beforehand, and have your idea well worked out in advance. It also helps considerably to make a rough sketch of your display and work from that. It is possible to make displays with very little expense, but it is better business policy to spend a reasonable amount on each display. This money should not be looked on as an expense but as an investment, as it will be amply repaid from your display.

There isn't any line handled in the hardware store from which better displays can be made than cutlery. It is so clean and attractive, that when well shown it stops almost every passer-by, especially the ladies; and we all know that the ladies' trade is worth catering to.

It is possible to make a good showing without using a great deal of stock. The manufacturers are only too glad to supply the merchant with attractive

show cards, etc., and these can be used by the trimmer to great advantage.

The first thing to do in making your display is to arrange your background. This is most important as it is the first thing to attract the attention of the passer-by. Considerable time and thought should be spent on this, as it is the main part of your display.

With a great many window trimmers the background is the main trouble, as all windows do not have a solid back. This can be overcome by the use of wallboard, which can be gotten in sheets of various sizes and can be used either in one large sheet or cut into circles, stars, etc., and hung at the back of your window. These circles, etc., can be covered with colored crepe paper or sateen and are splendid for showing cutlery as well as other goods. The cutlery is easily fastened to them with fine wire which is not visible from the outside.

If you are fortunate enough to have a solid back to your window, you can certainly work to much better advantage. You can cut this wallboard into panels to cover your entire back. Then cover these panels with colored sateen and you have a false back for your window which cannot be beaten. Trim your panels in the store beforehand, fastening the cutlery on with fine wire, and when ready to make your display you can simply place them in the window and your background is complete.

Another good way to make a background is to use just one large sheet of wallboard. Cut this sheet so that when it is placed on the back there will be a space of about a foot or a foot and a half left vacant around the edges. Now take this centerpiece and cover with some bright colored goods, green or red preferred. Then work out some design on this with your cutlery, fastening the goods on with fine wire. Use some other color of goods to cover the balance of your background around this panel. In this space hang scissors or any other pieces of cutlery which are easily placed. This is also a splendid place to use any showcards which you want to use in your display. A good idea is to drape this space with various sizes of brass jack chains. Then in the loops made in this way hang the scissors or other articles. The brass chain blends nicely with the rest of the display and helps to make the goods stand out.

After you have the background complete it is time to start work on the bottom or floor of the window. A raised step should be made across the back, about a foot or a foot and a half high. If the window is extra deep it is best to use two steps and not have them quite so high.

Then cover the entire bottom and steps with bright sateen, the same as used on the background, or with a color that will blend with that used on the background. Now you can place your larger pieces of cutlery on the steps.

It is best to have the larger goods, such as case cutlery or cutglass vases, at the back. From this work down

New or Used { Flat or Roll top desks, Steel or wood files, account systems, office chairs, fire-proof safes. } for store or office

G. R. STORE FIXTURE CO.

7 Ionia Avenue N. W.

Foster, Stevens & Co. WHOLESALE HARDWARE



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

BROWN & SEHLER COMPANY

"HOME OF SUNBEAM GOODS"

Automobile Tires and Tubes	Farm Machinery and Garden Tools
Automobile Accessories	Saddlery Hardware
Garage Equipment	Blankets, Robes & Mackinaws
Radio Equipment	Sheep-lined and
Harness, Horse Collars	Blanket - Lined Coats

GRAND RAPIDS, MICHIGAN

Michigan Hardware Co.

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



Wholesalers of Shelf Hardware, Sporting
Goods and
Fishing Tackle

toward the front where you place smaller articles.

Pedestals and stands can also be used to good advantage in cutlery displays. They are excellent to stand some large piece of cut glass or case cutlery upon.

Considerable care should be taken in the placing of your goods in the window. Very often, perhaps, just one article is out of place and this seems to spoil the effect of the whole display.

It will pay to make an earnest effort to make your store the recognized headquarters for cutlery; which will be a relatively simple matter. Get your staff together, talk cutlery to them, and have them constantly push this line. You will soon find that with a little effort the cutlery sales will begin to increase, and you will also notice that your profits are increasing.

It is a good idea also to show safety razors and shaving accessories in sporting goods windows.

The trimmer should always remember that "goods well displayed are half sold." Do not be discouraged if your display does not draw a crowd. It is not always the display which draws the largest crowd which sells the most goods.

It is a common mistake to judge a window by the crowd which gathers in front of it. We all know that any kind of freak in a window draws a big crowd; but such windows do not sell the goods. The window is like a good salesman—the more direct, simple and businesslike the display, the more goods it will sell.

Your displays should also appeal to the women, in order to drive home the idea that they can make their purchases in the hardware store just as well as the men can.

Victor Lauriston.

Why Few Investors Have a Definite Policy.

With the exception of the usual small minority, investors it is claimed have no definite policy. The average individual regards a bond as a safe investment and a stock as a speculation. Usually his investment is made after a quick decision, inspired by an advertisement, or the suggestion of a friend or bond salesman. His stock purchases ordinarily are inspired by the desire for a quick profit and such transactions are frequently made on margin with all its accompanying hazards.

Many investors, careful observation shows, have limited their purchases to Liberty Bonds, only suddenly, to shift this investment into some stock promotion of uncertain quantity. This is not true, however, on the part of wealthy individuals or estates who purchase securities, stocks or bonds only after being thoroughly convinced that the present status and future prospects of such vehicles are favorable.

Comparisons have been made showing the outcome of investing a given amount of money in common stocks of ten corporations, each prominent in its pursuit, and investing a similar sum in bonds over a period of ten or twenty years.

Such compilations show that income from the stocks has been higher in proportion to the investment than the income from the bonds, and that more important there has been a steady growth in equities which has added to the present value of the initial investment year by year. No such growth could have happened in the case of the bonds which must eventually be redeemed at par.

The difference to the investor, Paske & Walbridge point out in a treatise on the subject, is that a well managed industrial corporation is constantly reinvesting part of its earnings in plant expansion and reduction of prior liabilities, thus adding to the net worth of the common stock.

Of course, the small investor should restrict his purchases to high grade bonds, but for the active business man with annual income surplus two other important factors should be considered in arriving at the desirability of stock over bond investment. First, while it is true that a bond is safer than a stock of the same corporation, nevertheless the real safety of both is fundamentally dependent upon the continued prosperity of the company.

The same amount of discrimination is required to arrive at a safe bond investment as might be the case in choosing a stock. Therefore once the investor has been able to pick for investment purposes companies whose future is sound and which have possibilities of expansion, he can get the maximum results from his care and watchful attention by investing in stocks rather than in bonds, since both require such attention.

Very often it is assumed that bonds even of low quality are to be preferred over common stocks on the theory that in the event of trouble for the company of issue the bonds are of necessity safe. The folly of this has been demonstrated times without number in a practical way. In most instances, where the difficulty is due to poor management bonds may suffer severely, whereas if the difficulty is merely temporary, the stocks of such company are likely to recover more rapidly from such temporary setbacks. [Copyrighted, 1925.]

Should Stock Up Carefully.

A warning against too heavy stocking in the better grades of silk hose of the shades that are now leading in popularity was given recently by one of the most prominent men in the trade. The shades especially mentioned were mauve taupe and gunmetal. These hues, according to the man in question, are of a distinctly fall flavor, and, while they are moving extremely well at the moment, they are not expected by him to do so well after the turn of the year. It is on this expectation, and his judgment has been correct more often than not, that the warning was issued. Grays, on the other hand, are thought well of for spring, despite the steadily improved call for them at present.

When a man loses a \$20 gold piece it isn't a case of "out of sight, out of mind."

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.

Moseley Brothers
GRAND RAPIDS, MICH.
Jobbers of Farm Produce

A COMPLETE LINE OF
Good Brooms
AT ATTRACTIVE PRICES
Michigan Employment Institution for the Blind
SAGINAW W. S. MICHIGAN

Grand Rapids Safe Company

**OLDEST
LARGEST
STRONGEST**
Handlers of Safes in Michigan
No Commission too Large
No Order too Small

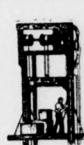
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Will reduce handling expense and speed up work—will make money for you. Easily installed. Plans and instructions sent with each elevator. Write stating requirements, giving kind of machine and size of platform wanted, as well as height. We will quote a money saving price.
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\$3,000,000
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ATHLETIC
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(of Chicago)

First Mortgage Sinking Fund Gold Bonds, Due March 1, 1945, at par and interest, to Yield

6.50%

Security is a first closed mortgage on land owned by the Lake Shore Athletic Club and building to be erected thereon. Land appraised at \$1,280,635. Estimated cost of building and furnishings, \$4,500,000. Total value of property in excess of \$6,250,000. Structure, 18 stories high, on 50,000 square feet of land on Lake Shore Drive, to be finest club building in United States.

A.E. KUSTERER & Co.
INVESTMENT BANKERS
AND BROKERS
MICHIGAN TRUST BUILDING.
CITIZENS 4267 BELL MAIN 2435

COMMERCIAL TRAVELER

Verbeck's Opinion of Thirteen Upper Peninsula Hotels.

Munising, Oct. 26—"The Naples of America," Ex-Governor Chase Osborn so christened Munising. Standing on the deck of a steamer as it entered this harbor one morning, and beholding the wonderful hills, at the foot of which the town is located, he said that nothing he had elsewhere seen, in America or abroad, so nearly approached the view he had enjoyed of the famous Italian resort. Banked by the green of the hills and hugging the shores of the greatest of inland seas, it is claimed that the city's natural beauties do equal those of Naples.

One who views this attractive harbor on a bright October day, as I did, with its foliage of everchanging colors, really has it over the Governor.

Grand Island, two miles away, a game preserve of many thousand acres, with hotels and cottages, is an added attraction, while the water falls and celebrated pictured rocks, within easy access, excite the admiration and sentimental feelings of all who view them.

Munising has a population of between 6,000 and 7,000, is the judicial seat of Alger county and has extensive and diversified industries, the principal ones being paper making and wood working.

On the beach, directly in front of the business section, is the well-known and exceedingly popular Beach Inn, operated by C. L. Heckathorn, an individual well cast in his part, a genial and efficient landlord. His establishment bloometh like a green bay tree and absolute neatness and comfort prevail everywhere. Modern equipment is here found, meals of excellent quality are supplied and trade is good. During the summer months the Inn is a veritable bee hive, and in the winter enjoys a satisfactory and profitable commercial patronage. A dinner served while I was there, is represented by the following bill:

Cream of Tomato Dill Pickles
Celery
Baked Lake Trout
Roast Chicken, with Dressing
Roast Ribs of Beef, au Jus
Mash and Steamed Potatoes
Sweet Corn
Fruit Salad
American Cream Cheese
Beach Inn Ice Cream, Maple Syrup
Beverages
Here is an ideal supper:
Corn Meal Mush Relishes
Fried Lake Trout
Calves Liver and Bacon
Sirloin and Tenderloin Steaks
Ham and Bacon
Eggs to Order
Yankee Fried Potatoes
Tea Biscuit Toast, any style
Apple Sauce and Cake
Beverages

On every bill you will find: "Have another helping? Tell the girl."

A gracious personality, inspired by a delightful family and, I might add, a competent chauffeur, who delivered me, through a blinding snow storm, into the custody of John Lewis, at the Hotel Marquette, fifty miles away.

At Munising, is also the Hotel Waukonsa, a most attractive institution, which does well under the supervision of Mr. and Mrs. S. Cummins, who have recently expended much outlay in improving and enlarging the establishment, which enjoys a good and profitable patronage.

I stopped over at Newberry and found a very proper stopping place at the Hotel Newberry, operated by D. Campbell. (Mr. C. explained to me that his ancestry being of the thrifty Clan Campbell, had specialized on brevity, hence given names had made way for Roman numerals in designating individuals of the flock.) Beyond that feature the real truth is that Mr. Campbell is not stingy in the least, is an ample provider of good food, has a clean and comfortable establishment, and transacts business continuously.

Which brings me up to John H. Lewis, who for over a third of a cen-

tury has been a guardian angel for almost every commercial man who ever traveled in the Upper Peninsula, at his Hotel Marquette, at Marquette. Thirty odd years ago, to my positive knowledge, John specialized on hospitality. His meals are just as appetizing and satisfactory as then. He still operates on the American plan and when he finds a dollar of profit in operation, he re-invests it in his hotel. Recently he completely refurnished his place, putting in Simonds beds and other modern equipment and new decorations and floor coverings, painting inside and out. His is the one place I know of which does a "full up" Sunday business. And this is what he gives them to eat at a dollar dinner:

Navy Bean Soup
Relishes
Boiled Lake Superior Trout, Egg Sauce
Roast Veal, with Dressing
New England Boiled Dinner
Spaghetti Italiane
Fruit Salad
Steamed and Browned Potatoes
Baked Hubbard Squash
Sugar Corn
Steamed Nutmeg Pudding
Apple and Coconut Pie
American Cheese
Beverages

And a supper made up if the following:

Raw Oysters
Cream of Tomato Soup
Corn Meal Mush and Cereals, with Cream
Broiled Lake Whitefish, Tartare sauce
Fried Spring Chicken, Southern Style
Braised Pork Tenderloin
Cold Roast Beef, Ham and Lamb
Pickled Pig's Feet Cucumber Salad
French Fried Potatoes
Baked Sweet Potatoes
Parker House Rolls
Apple Sauce and Cake
Beverages

Same old substantial meals, cooked in the same old way, and every morning he brings forth real pork sausage and home-made raised buckwheat slapjack, and besides he makes you like 'em.

The Hotel Clifton, Marquette, C. W. Sams, proprietor, is another good one. Here is another example of an unselfish individual whose greatest joy is to carry out a continuous program of improvements. Also another instance of a good week-end business. Mr. Sams also operates on the American plan and would not think of changing. His dining room is popular, not only with travelers, but he enjoys a good house patronage. He looks and acts the part of a typical jolly Boniface who somehow makes you feel that life is not without its compensating features.

F. H. Janzen runs his Hotel Janzen on the basis of \$2.50 and \$2.75 per day, American plan. His rooms are modern, kept scrupulously neat, and meals appetizing and wholesome. Owing to outside business connections, Mr. Janzen gives over the responsibility of hotel operation to his charming wife, and I will say that she fulfills the contract to the very letter.

LaVern Seass, many years ago—I should say seventeen—gained possession of the Hotel Breitung, at Negaunee, a substantial old structure, with spacious rooms, but when you are once inside you feel sure it is of recent construction, for it is in the very best of repair, and includes every modern improvement. You will hear it spoken of far and wide, in terms of warmest praise. He also provides an excellent table, as you will observe by looking over this menu of a dollar dinner he served last Sunday:

Supreme of Fresh Fruit
Oysters, Raw or Cocktail
Scotch Broth, with Rice
Celery Radishes
Roast Prime Ribs of Beef, with Brown Gravy
Roast Turkey with Stuffing and Cranberry Sauce
Boiled and Mashed Potatoes
Mashed Turnips
Head Lettuce and Tomato Salad, Mayonnaise Dressing
Apple Pie, with Cheese
Maple Ice Cream, Chocolate Sundae
Cake Beverages

Gustav Anderson has a tidy hotel known as the Anderson, at Ishpeming. It is nicely furnished, modern and its landlord enjoys his job. He also makes a rate of \$2.50 and \$2.75, American

OCCIDENTAL HOTEL

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

HOTEL DOHERTY

CLARE, MICHIGAN

Absolutely Fire Proof Sixty Rooms
All Modern Conveniences

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

CODY HOTEL

GRAND RAPIDS

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

HOTEL KERNS

Largest Hotel in Lansing

300 Rooms With or Without Bath
Popular Priced Cafeteria in Connection
Rates \$1.50 up

E. S. RICHARDSON, Proprietor

Columbia Hotel

KALAMAZOO

Good Place To Tie To

WESTERN HOTEL

BIG RAPIDS, MICH.

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

CUSHMAN HOTEL

PETOSKEY, MICHIGAN

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

HOTEL CHIPPEWA

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

MORTON HOTEL

GRAND RAPIDS' NEWEST HOTEL

400 Rooms—400 Baths

Rates \$2.00 and Up

The Center of Social and Business Activities

THE PANTLIND HOTEL

Everything that a Modern Hotel should be.

Rooms \$2.00 and up.

With Bath \$2.50 and up.



WHEN IN KALAMAZOO

Stop at the

Park-American Hotel

Headquarters for all Civic Clubs

Excellent Cuisine
Turkish Baths

Luxurious Rooms
ERNEST McLEAN, Mgr.

HOTEL BROWNING

GRAND RAPIDS

150 Fireproof
Rooms

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

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



Hotel Whitcomb
AND
Mineral Baths

THE LEADING COMMERCIAL
AND RESORT HOTEL OF
SOUTHWEST MICHIGAN
Open the Year Around

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

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

The HOTEL PHELPS

Greenville, Michigan

Reasonable Rates for Rooms.

Dining Room a la carte.

GEO. H. WEYDIG, Lessee.

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 173

HOTEL HERMITAGE

European

Room and Bath \$1.50 & \$2

JOHN MORAN, Mgr.

The Durant Hotel

Flint's New Million and Half
Dollar Hotel.

300 Rooms

300 Baths

Under the direction of the
United Hotels Company

HARRY R. PRICE, Manager

plan, and in an attractive dining room serves a meal like this:

Noodle Soup Celery
Roast Cloverland Spring Lamb
Roast Prime of Beef, Brown Gravy
Mashed Potatoes
Creamed Peas and Carrots
Head Lettuce Salad
Raspberry and Apple Pie Cheese
Corn Starch Pudding, Cream Sauce
Coffee

The Nelson House, Ishpeming, was built as a monument by a distinguished citizen, forty years ago, and was a palatial pile for many years. Just think of it—running water and marble bath tubs—and quite likely with the first steam heating plant ever introduced in this region. It is now owned and operated by H. W. Stegeman, who in recent years has expended much in rehabilitating it. The Nelson is one of the very few hotels in Upper Michigan which is run on the European plan, but with attractive room rates and modern charges on an a la carte bill of fare, it wins. The single exception is a 65 cent luncheon, worth while.

Among the many towns I visited, certainly Calumet was one of the most interesting. It is right in the heart of the copper region, and underneath is honeycombed with the mines. Calumet has keenly felt the depression in the copper market, but still retains a population of approximately 20,000, with many miles of paved streets and many pretentious buildings, some of which, however, are standing idle. Copper is still being produced there on a limited scale, but its inhabitants are undaunted, and a resumption of fair prices for copper ingots will speedily return prosperity to its citizens.

Floyd W. Lock, an energetic young man conducts the Central House here, an establishment with forty modern rooms, and has a cafe trade which would make many larger operators feel chasty. He is not worrying in the least.

Recently the Hotel Scott, at Hancock, was purchased by a local syndicate, which placed Richard Callahan in charge. It is now undergoing extensive improvements, including a sun parlor which can be used as a dining room and for dancing. Mr. Callahan has some very good ideas along the lines of hotel conduct, and besides falling heir to a good business is constantly increasing it. He will be heard from.

L. W. Nettleton, formerly proprietor of the Nettleton House, at Grand Marais, which he conducted for twenty-four years, gaining a surprising reputation for his chicken, fish and steak dinners, died a short time ago. Mr. Nettleton enjoyed a wonderful acquaintance and reputation and it will be difficult for anyone to take up the reins where he left off. There is an opening here, however, for someone who can cater to this class of patronage.

At Marquette there is more or less talk about a new hotel of large dimensions—silly, of course, but serious. During a very brief period in the tourist season there is an occasional demand for more rooms, but any hotel man of experience will tell you that a new hotel, with all of the business during that period, would fall short of making any living profits, and in the winter, or nine months period, could not take in enough to pay fuel costs alone, especially with the competition and excellent reputation of the hotels already established there.

Recently the Douglas Hotel Company, at Houghton, placed John McIntyre, formerly manager of the Houghton Club, in full charge of the Douglas House, the largest establishment of its kind in Upper Michigan. He carried with him to that institution knowledge gained by twenty-eight years of experience in club and steamship service and results show that no error was made in selecting him for the position.

The Douglass, with its hundred rooms, was built several years ago—to stay. It is massive, has spacious

rooms, is strictly modern and exceptionally well furnished. Its beds are first-class and its other furnishings correspond therewith.

Operated on the European plan the Douglass furnishes a la carte services only, but its selections are good, cooking excellent and prices right. Running a hotel in winter in the copper country is an extremely precarious occupation, but Mr. McIntyre hopes to avoid the red ink situation on his ledger, which will be some accomplishment.

At Ontonagon the Elk Hotel is a most pleasant recollection. Mrs. Elsie M. McLean is conducting this institution, gives good service and makes money. Her ideas of hospitality are in keeping with those of her guests, who are all good boosters. Home cooking is here in evidence and is no misnomer. All week day meals are charged at 75 cents but here is the menu for a dollar dinner served last Sunday.

Cream of Cauliflower
Hearts of Celery Queen Olives
Chicken a la King, en Cassarole
Broiled Beefsteak, with Mushrooms
Roast Young Pig, Apple Dressing
Omelet with Jelly
Browned and French Fried Potatoes
Sugar Corn
String Bean Salad
Green Apple Pie Banana Cream Pie
Pineapple Custard
Marshmallow Sundae and Cake
Beverages

From Ontonagon to Channing the railroad service is unquestionably deplorable and ought to be looked into by the State Utilities Commission. A single day coach with a small smoking compartment, congested with lumberjacks, supply all the accommodations, and the unfortunate female who is compelled to ride on the solitary train is out of luck, unless she can put up with tobacco smoke and rough talk.

No provision is made for meals, and when you are landed at the filthy station at Channing you are worse off than before. Several trains meet at this point and the company should be compelled to take better care of its patrons. The worst feature of the whole problem is that these conditions have prevailed for years.

Now definite announcement has been made that the contract for the erection of the new Hayes Hotel, at Jackson, has been let by its promoters. It is to have 198 guest rooms and will cost \$700,000.

According to their statement the rooms in this hotel are to cost in excess of \$3,500 each, which is somewhat more than hotel experts are inclined to invest in much larger cities.

It is time that Jackson needs better hotel accommodations, but there is grave doubt as to whether anyone can reap anything more than discouragement in operating those 200 additional rooms in that city, which is already provided with half a dozen other hotels, all of which are bound to function, even after the new hotel is completed. The older hotels will strive to retain their patrons, possibly with a cut rate, and they will succeed in a large degree. What the Jackson people really should have done was to acquire one of the other establishments there and improve it. A new hotel with this competition will produce an epidemic of headaches among the investors, unless they look upon their investments as donations. Frank S. Verbeck.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Oct. 27—Local brokers who have been offering \$4@4.50 per share for preferred stock of the Valley City Milling Co. have advanced their paying prices to \$6@6.50 per share. The par value of these shares is \$10 and within a short time it is the intention of the company to retire the stock at par and accumulated dividends. The company has paid off its bonded indebtedness and will soon receive \$135,000 in cash for its water power rights in the East side canal. The purchaser is the city. This will still leave the real estate where the mill was located before the fire, which

can probably be sold for \$150,000. These two amounts will be more than enough to retire the preferred stock, so no holder of preferred stock need sacrifice his holdings at this time in view of the good fortune in store for him.

It cannot be said that the merchants of Louisville don't work with the traveling salesmen. Some three or four years ago, the Louisville merchants heard many reports from salesmen of high priced hotel rooms, and inability to get into local hotels. They got busy, formed a company, and have just recently completed and opened a \$3,500,000 hotel of 450 rooms, with rates at \$3 per day and up. The New Kentucky Hotel was built by the Citizens Hotel Co., and will feature real service for the commercial traveler.

E. C. Simmons: My attention is strongly directed towards the fact that many of our salesmen have become so "groovy" that they have gotten into a rut about calling on one certain set of people, and sometimes only one firm in a town. May be they came to the conclusion last year or the year before that they cannot sell anyone else; probably at times they have had some quarrel or difference with "the other fellow" and therefore have let him alone. This, in my judgment, is a great mistake. I believe there are many chances of the other parties wanting to buy goods from us or from you. You might strike a man just at a time when he has had some disagreement with his old house, and when he will be quite ready to give you an order or renew business relations with us. It therefore should be your duty to carefully think over every place you visit, and every one in it that is liable to buy goods from you, and if there are any old quarrels or differences, try to make them up and heal the wounds. Life is too short to have any unkind feelings, and the man who does not recognize this makes a mistake, both as to his personal comfort and happiness, as well as to the benefit of his pocket book.

The Tradesman does not often find it necessary to dissent from the conclusions of its Old Timer contributor, but it would be a mistake for the opponents of the child labor amendment to regard it as a dead issue. While approximately three out of every four States to which it was presented have refused to ratify it, the "Twentieth Amendment" is not yet finally defeated. The American federation of labor, in its annual convention, urged it upon the country. The proposed amendment has other active and powerful friends, including the reds of Russia, who are supplying the money to keep up the agitation in this country. No time limit was set by Congress in which the amendment must be ratified. Nor is there anything to prevent the legislature of a state from reversing the action of a preceding legislature. It will be necessary for those who oppose this proposal to keep a watchful eye on it for some years.

St. Clair—The Chemical City Rayon Co. has been formed to establish a near-silk manufacturing industry on the shores of the St. Clair river between Marine City and St. Clair, to employ fifty men. Lafayette D. Vorce, Montclair, N. J., chemical engineer, and other chemical experts have organized for the manufacture of artificial silk, and a 1,500 acre site has been selected in China township, on which a plant will be built.

COTTON AND COTTON GOODS.

Prices sagged during the most of last week. In reality there is not much margin between the various guesses as to the final production, all of them placing this near the 15,000,000-bale mark. At the middle of this month about 9,500,000 bales had been ginned. Consumption in domestic mills during September showed an increase. The number of spindles operating through the month was 93.8 per cent. of capacity on a single shift basis, as compared with 80.5 per cent. in August and 76.4 in September, 1924. Opinion in mill circles inclines toward the probability of an easing in the prices of raw cotton later on, and buyers of cotton fabrics are basing their policy very largely on a similar presumption. While the mills are fairly busy on old orders, many being well under contract to the end of the year, there is hesitation in placing new business. Prices of gray goods eased off during the past week, most strength being shown for immediate or near-by delivery. But finished fabrics of one kind or another are moving well in distributing channels. Sheetings have been in good demand and so have napped goods. Novelty cottons are losing none of their vogue. Denims are moving well, although the price is not profitable to the mills. There is still much call for heavyweight underwear, which cannot be immediately supplied, and hosiery sales are keeping up. Sweater openings are scheduled for the beginning of next month.

\$300,000

Welch-Wilmarth Corporation

Cumulative 7% Sinking
Fund Preferred Stock
Par Value \$10

Second largest manufacturer of store fixtures in the United States.

Unusually strong and capable management.

Earnings available for dividends over three times requirements.

Tax free to Michigan holders.

Price \$9.80 and Accrued Dividend to Yield 7.14%

HOWE, SNOW & BERTLES INC.

Investment Securities
GRAND RAPIDS
New York Chicago Detroit

DRUGS

Food Products in Drug Stores.

A retired department store manager, browsing around in the drug store which supplied the wants of his neighborhood, noticed olive oil in one place, honey in another, and just then somebody came in and asked for gelatin. This the druggist produced from a closet.

"If I were you," suggested the other, "I would group my food products keep them together in one place."

"Why?"

"It will give you a better effect. I knew you sold olive oil, but I didn't know you stocked honey. That is, I didn't know it until I began to prowl around just now to ascertain what food products you do keep. I could never have guessed about the gelatin. It was out of sight. I think you would sell a great deal more if you kept it in view."

"Why so?"

"Because lines deviating in any way from regulation stock stuff should be seen, if not all the time, at least from time to time. I take it for granted that you have quinine pills. Even so, last winter you had a window trim showing quinine pills 100 to a bottle. And you sold quite a number of bottles, didn't you?"

"Yes."

"Display did it. Get your food products together."

This is good service.

We keep brushes together, nor do we show odd boxes of candy in the midst of the toothbrushes. We don't place a box of cigars in the candy case. Where shall we place olive oil? Or honey? Grape juice may be classed as a food product. Spices and extracts certainly come under this heading. A man wandering around the shop and noting olive oil in one spot, bottled honey in another, is apt to draw no conclusions further than that the establishment stocks olive oil and bottled honey.

But with the food lines grouped, the food products assume the dignity of a small department. This is more important than appears on the surface. People begin to say: "This man sells foods. He has powdered cocoa. He has olive oil, and a good quality, too. What else has he?"

One day, let us say, there is a request for salad dressing.

Other requests follow. The druggist stocks salad dressing.

People ask for peanut butter. This is added. The department has begun to grow. Healthy growth is highly important. Malted milk is a food product. One druggist added this to his food group and noticed a marked increase in sales. He asked one customer about it.

"I see you buy malted milk steadily now."

"Yes," said the customer, "I always used to look on malted milk as something for sick people. My wife and myself don't keep house. We sometimes get breakfast at home, but we take most of our meals out. All of our dinners we take out. We have a little bit of a kitchenette, not much

chance for cooking operations. Malted milk is just the thing for a light snack at night. My wife uses it at lunch, too. You know a woman doesn't like to cook for herself. Most of them won't cook. A bit of bread and butter, perhaps a scrap of lettuce, a cup of coffee—that is their idea of a lunch. Malted milk is nourishing, easily kept, and we find it very useful in our little household."

Food for thought here.

The following is a placard used by a druggist in connection with malted milk:

One of the problems of modern life looms up when the wife falls ill.

How to keep her properly nourished is the problem.

The husband can't cook.

Malted milk, with wafers, will keep anybody going nicely for several days.

People who can't drink ordinary milk can take malted milk.

In the old days, when there were large families and large houses, there were always plenty of women folks around to attend to the sick. Modern life shows us thousands of young couples living in apartments. There is no servant. You can't get them. A little cooking is done. When the wife falls ill for a few days, a serious problem does arise. The druggist knew what he was doing when he got up that placard. He is located in an apartment house neighborhood. And many a young husband has read that placard with complete understanding.

For what young husband so situated has not tried to concoct something that his young wife could eat? Some husbands can cook. Most of them cannot.

This situation could hardly be handled by means of letters.

People would read them, perhaps, and say: "Yes, that's true."

But unless illness actually existed at the time the letters would be forgotten. Returns would scarcely justify expenditures. A placard, however, costs little and is on the job all the time. The one we have outlined will make people think.

Other food products will fit in. We have beef cubes, meat extract, meat juice and clam broth.

Food products are worth boosting persistently because they lead to repeat orders. Some drug stores are now stocking jams, jellies, preserves and marmalades. There is a steady demand for such things as salad dressings. Frequently a department will expand in an unexpected direction, this being due to local conditions.

Why not group food products and see what you can accomplish toward business building?

Druggists To Ask Congress To Bar Liquor Sale.

Organized retail druggists of New York City, aroused by the methods of "most undesirable elements" attracted to their business since the enactment of the Eighteenth Amendment, will petition Congress at its next session to relieve them of the responsibility of distributing intoxicating liquors intended for medicinal purposes.

This action was decided upon at a special meeting of the New York Phar-

maceutical Conference, which is a delegate body representing twenty-two local drug associations.

Clyde L. Eddy, chairman of the Public Relations Committee, declared to-day that the temptations created by the Federal prohibition law "have ruined the drug business" by attracting persons into the field who have made the term "druggist" synonymous with bootlegger.

The druggists do not care who takes over the distribution of medicinal liquors, just so they don't have to do it. The conference suggested that it be "placed in the hands of any other trade, or that it be done by the Government."

"The responsibilities of carrying out the provisions of the Volstead Act," a resolution by the group declares, were "placed upon the shoulders of individuals in the drug trade against their wishes and desires."

"For five years the pharmacists have endeavored to the best of their abilities, honestly and faithfully to assist the Government in enforcing prohibition."

"Now at the end of five years, the unfair competition of a most undesirable element that has invaded the drug field for the purpose of exploiting the retail pharmacists' right to dispense liquor has made of pharmacy a laughing stock and by word and has ruined the drug business by means of unfair competition, which has developed into a price-cutting war."

"The insincerity of the public in complying with the Eighteenth amendment, the insincerity of the officials in enforcing prohibition have all tended to make it impossible for the pharmacist to comply with the law and regulations."

Evolution of the Thymus Gland.

The enigma of the thymus gland has been solved, or at least partly solved, by Dr. Oscar Riddle, of the department of genetics of the Carnegie Institution of Washington. The thymus is one of the ductless glands situated in the neck, and has long been a puzzle to physiologists, for its function has never been discovered.

Dr. Riddle has learned, however, by observing pigeons with diseased thymus glands, that these control the formation of egg shells and have further effects on the reproductive processes. Pigeons with thymus glands removed by operation also produced shell-less eggs. Feeding the abnormal birds with thymus made them normal again, and they produced good eggs. Although he has not yet succeeded in isolating this eggshell-producing substance from the thymus, Dr. Riddle gives it a provisional name—"thymovidin."

Though this solves the riddle of the thymus as regards birds, it does not show that the gland has any direct usefulness for mammals, for this higher class of animals does not lay shelled eggs. Dr. Riddle seems inclined to regard the structure in mammals simply as a surviving ancestral organ. He reasons: "Though not necessary to the life of the individual, thymovidin would seem essential to the per-

petuation of those vertebrae species whose eggs are protected by egg-envelopes. Such animals were the ancestors of mammals, and thus mammals also probably could not have come into existence without the thymus."

Maxims Uttered By a Napoleon of Business.

The recollection of quality remains long after the price is forgotten.

Promptness is the essence and vital force of all good business, especially prompt payments.

Prompt payments are the best evidence that a man is good.

Go after trade and don't wait for it to come after you.

Energy is an absolute requisite to business success.

Always get your money before you spend it.

Order goods often as needed; don't hold to make up a large order.

Buy what you need and nothing else, and in quantities to suit.

If you do fairly well be satisfied and thankful.

If you are contented you are rich.

Temperance and industry mixed with good nature are excellent physicians.

Talking too much is like an exchange of saliva for ice water.

When taking medicine take it with a smiling face, and the same with disagreeable things in business.

Don't keep your good nature down in your boots. Hang it outside where people can see it and be happy with it.

A grasp of the hand and a pleasant smile often sells a bill of goods.

True politeness emanates from a kind heart.

Purity of mind should go hand in hand with purity of body.

Five minutes' review of the day in private each night often makes a success of what had before been a failure.

The "Golden Rule" properly applied is good religion for business.

Don't hesitate to try a sample of new goods. The world is moving on.

Avoid promises—they are thin ice and dangerous.

Never allow an untruth to be hinted at, intimated or spoken in your business.

Have your desk near the front door. Welcome your customers even if you can't wait on them.

The way to wealth is as plain as the way to market—can be said in two words—industry and frugality.

Enthusiasm is a loadstone in business. Cultivate it, you can't buy it.

Work is not man's punishment; it is his reward, his strength, his glory and his pleasure.

Better cry over your goods than to cry after them.

It is a merchant's duty to ennoble his business by his integrity and absolute fairness. E. C. Simmons.

The way in which your opportunity excels that of the day laborer is in your ability to make to-day's work count for more than yesterday's. You can profit each day by previous experiences.

Serves Mushroom Over Five Feet in Diameter.

Buffalo, Oct. 26—Walter Hayes, society man, invited a party of friends to a royal feast recently. The chief dish was a mushroom of the puffball variety weighing 21 pounds and measuring 5 feet 1 inch through the thickest part. The fungi was picked near Mr. Hayes' home at Pleasant Beach, about 15 miles from here. Mr. Hayes believes the puffball was the largest ever found in these parts. He points to a description of the fungi in a Standard dictionary, which says that "the giant puffball has been known to attain a diameter of five feet." The one plucked by Mr. Hayes beats this by an inch. The dictionary also adds: "It is edible when young." Mr. Hayes' prize was young.

Some Anti-Volstead Specialties.

One of the big silversmiths is now offering a number of attractive novel-

ties in which thirst quenchers may be kept or carried. One of these is a sterling flask of half-pint capacity that is made to simulate the little brown jug of more or less lyrical fame. It has a ring-like handle, corresponding to the handle on the jug, to which the stopper is attached. The jug retails at \$22.50. The same house has what it terms a de luxe set, made up of three full-quart sterling flasks and an attractive leather case in which they may be kept or carried. It retails at \$300.

In even this day of great business successes there is an overwhelming percentage of mediocre merchants—just because those men will not study the books and the magazines devoted to their work.

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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GRAND RAPIDS

MICHIGAN

WHOLESALE DRUG PRICE CURRENT

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

Acids		Lavendar Flow		Cinchona	
Boric (Powd.)	15 @ 25	Lavendar Gar'n	85 @ 1 20	Colchicum	21 80
Boric (Xtal)	15 @ 25	Lemon	3 50 @ 3 75	Cubeb	23 00
Carbolic	37 @ 43	Linseed, bld. bbl.	@ 1 10	Digitalis	21 80
Citric	58 @ 70	Linseed, raw, bbl.	@ 1 07	Gentian	21 35
Muriatic	3 1/2 @ 8	Linseed, bld. less 1	17 @ 1 30	Ginger, D. S.	21 80
Nitric	9 @ 15	Linseed, ra. less 1	14 @ 1 27	Gualac	23 20
Oxalic	15 @ 25	Mustard, artifi. ox.	@ 60	Gualac, Ammon.	23 80
Sulphuric	3 1/2 @ 8	Neatsfoot	1 35 @ 1 50	Iodine	@ 95
Tartaric	40 @ 50	Olive, pure	3 75 @ 4 50	Iodine, Colorless	@ 1 50
Ammonia		Olive, Malaga, yellow	2 75 @ 3 00	Iron, Clo.	@ 1 35
Water, 26 deg.	10 @ 18	Olive, Malaga, green	2 75 @ 3 00	Kino	@ 1 40
Water, 18 deg.	9 @ 14	Orange, Sweet	5 00 @ 5 25	Myrrh	22 50
Water, 14 deg.	6 1/2 @ 12	Origanum, pure	@ 2 50	Nux Vomica	@ 1 55
Carbonate	20 @ 25	Origanum, com'l	1 00 @ 1 20	Opium	@ 2 50
Chloride (Gran.)	10 1/2 @ 20	Pennyroyal	3 50 @ 3 75	Opium, Camp.	@ 85
Balsams		Peppermint	22 50 @ 22 75	Opium, Deodora'd	@ 1 50
Copaiba	90 @ 1 20	Rose, pure	13 50 @ 14 00	Rhubarb	@ 1 70
Pir (Canada)	2 55 @ 3 80	Rosemary Flows	1 25 @ 1 50	Paints.	
Pir (Oregon)	65 @ 1 00	Sandalwood, E.	10 00 @ 10 25	Lead, red dry	15 1/2 @ 15 1/2
Peru	3 00 @ 3 25	Sassafras, true	2 00 @ 2 25	Lead, white dry	15 1/2 @ 15 1/2
Tolu	3 00 @ 3 25	Sassafras, artifi'l	90 @ 1 20	Lead, white oil	15 1/2 @ 15 1/2
Barks		Spearment	15 00 @ 15 25	Ochre, yellow bbl.	@ 2 1/2
Cassia (ordinary)	25 @ 30	Sperm	1 50 @ 1 75	Ochre, yellow less 3 @	6
Cassia (Saigon)	50 @ 60	Tansy	8 50 @ 8 75	Oclre, yellow less 3 @	7
Sassafras (pw. 50c)	@ 55	Tar, USP	50 @ 55	Red Venet'n Am.	3 1/2 @ 6
Soap Cut (powd.)	18 @ 25	Turpentine, bbl.	@ 1 14	Red Venet'n Eng.	4 @ 8
Berries		Turpentine, less 1	21 @ 1 34	Putty	5 @ 8
Cubeb	@ 1 25	Wintergreen, leaf	6 00 @ 6 25	Whiting, bbl.	@ 4 1/2
Fish	@ 2 35	Wintergreen, sweet	3 00 @ 3 25	Whiting	5 1/2 @ 10
Juniper	9 @ 30	Wintergreen, art.	75 @ 1 00	L. H. P. Prep.	3 05 @ 3 25
Prickly Ash	@ 75	Wormwood	8 00 @ 8 25	Rogers Prep.	3 05 @ 3 25
Extracts		Wormwood	9 00 @ 9 25	Miscellaneous	
Licorice	60 @ 65	Potassium		Acetalid	47 @ 55
Licorice powd.	@ 1 00	Bicarbonate	35 @ 40	Alum	98 @ 12
Flowers		Bichromate	15 @ 25	Alum. powd. and ground	9 @ 15
Arnica	25 @ 30	Bromide	69 @ 85	Bismuth, Subnitrate	3 54 @ 3 59
Chamomile Ger.)	20 @ 25	Bromide	54 @ 71	Borax xtal or powdered	7 @ 13
Chamomile Rom.	5 @ 54	Chlorate, gran'd	23 @ 30	Cantharides, po.	1 50 @ 2 00
Gums		Chlorate, powd.	16 @ 25	Calomel	1 93 @ 2 00
Acacia, 1st	50 @ 55	or Xtal	16 @ 25	Capsicum, pow'd	48 @ 55
Acacia, 2nd	45 @ 50	Cyanide	30 @ 90	Carmine	7 00 @ 7 50
Acacia, Sorts	20 @ 25	Iodide	4 66 @ 4 86	Casia Buds	35 @ 40
Acacia, Powdered	35 @ 40	Permanganate	20 @ 30	Cloves	50 @ 55
Aloes (Barb Pow)	25 @ 35	Prussiate, yellow	65 @ 75	Chalk Prepared	14 @ 16
Aloes (Cape Pow)	25 @ 35	Prussiate, red	@ 1 00	Chloroform	51 @ 60
Aloes (Soc. Pow.)	65 @ 70	Sulphate	35 @ 40	Chloral Hydrate	1 35 @ 1 85
Asafoetida	75 @ 1 00	Roots		Cocaine	12 10 @ 13 80
Pow.	1 05 @ 1 10	Alkanet	30 @ 35	Cocoa Butter	50 @ 75
Camphor	1 @ 80	Blood, powdered	35 @ 40	Corks, list, less	40-10%
Gualac	@ 90	Calamus	35 @ 60	Copperas	2 1/2 @ 10
Kino, pow'd	@ 1 10	Elecampane, pvd	25 @ 30	Copperas, Powd.	4 @ 10
Kino, powdered	@ 1 20	Gentian, powd.	20 @ 30	Corrosive Sublim	1 53 @ 1 78
Myrrh	@ 60	Ginger, African, powdered	30 @ 35	Cream Tartar	21 @ 25
Myrrh, powdered	@ 65	Ginger, Jamaica	60 @ 65	Cuttie bone	40 @ 50
Opium, powd.	19 65 @ 19 92	Ginger, Jamaica, powdered	55 @ 60	Dextrose	6 @ 15
Opium, gran.	19 65 @ 19 92	Goldenseal, pow.	@ 7 50	Dover's Powder	3 50 @ 4 04
Shellac	90 @ 1 00	Ipecac, powd.	3 75 @ 4 00	Emery, All Nos.	10 @ 15
Shellac Bleached	1 00 @ 1 10	Licorice, powd.	20 @ 30	Emery, Powdered	8 @ 10
Tragacanth, pow.	@ 1 75	Licorice, powd.	20 @ 30	Epsom Salts, bbls.	@
Tragacanth	1 75 @ 2 25	Orris, powdered	35 @ 40	Epsom Salts, less 3 1/2 @	10
Turpentine	@ 25	Poke, powdered	35 @ 40	Ergot, powdered	@ 1 25
Insecticides		Rhubarb, powd.	1 00 @ 1 10	Flake, White	15 @ 20
Arsenic	15 @ 25	Rosinwood, powd.	@ 40	Formaldehyde, lb.	12 @ 30
Blue Vitriol, bbl.	@ 97	Sarsaparilla, Hond.	@ 1 00	Gelatin	90 @ 1 05
Blue Vitriol, less 08 @	15	ground	@ 1 00	Glassware, less 55 %	
Bordea. Mix Dry 1 1/4 @	25	Sarsaparilla Mexican, ground	@ 1 35	Glassware, full case 60 %	
Hellebore, White powdered	20 @ 30	Squills	35 @ 40	Glauber Salts, bbl.	@ 1 1/2
Insect Powder	40 @ 55	Squills, powdered	60 @ 70	Glauber Salts less 04 @	10
Lead Arsenate Po.	17 @ 30	Tumeric, powd.	20 @ 25	Glue, Brown	21 @ 30
Lime and Sulphur Dry	3 @ 32	Valerian, powd.	@ 75	Glue, Brown Grd	15 @ 20
Paris Green	22 @ 30	Seeds		Glue, white	27 1/2 @ 35
Leaves		Anise	@ 35	Glue, white grd.	25 @ 35
Buchu	1 25 @ 1 30	Anise, powdered	35 @ 40	Glycerine	25 @ 45
Buchu, powdered	@ 1 30	Bird, ls	13 @ 17	Hops	65 @ 75
Sage, Bulk	25 @ 30	Canary	13 @ 20	Iodine	6 45 @ 6 80
Sage, 1/2 loose	@ 40	Caraway, Po.	30 @ 35	Iodoform	7 35 @ 7 85
Sage, powdered	@ 35	Cardamon	@ 4 00	Lead Acetate	20 @ 30
Senna, Alex.	50 @ 75	Coriander pow.	30 @ 35	Mace	@ 1 45
Senna, Tinn.	30 @ 35	Dill	18 @ 25	Mace, powdered	@ 1 50
Senna, Tinn. pow.	25 @ 35	Fennell	25 @ 40	Menthol	16 00 @ 16 50
Uva Ursi	20 @ 25	Flax	08 @ 15	Morphine	11 18 @ 11 93
Oils		Flax, ground	08 @ 15	Nux Vomica	@ 30
Almonds, Bitter, true	7 50 @ 7 75	Foenugreek pow.	15 @ 25	Pepper black pow.	35 @ 40
Almonds, Bitter, artificial	4 00 @ 4 25	Hemp	8 @ 15	Pepper, White	42 @ 50
Almonds, Sweet, true	1 50 @ 1 80	Lobelia, powd.	@ 1 25	Pitch, Burgundry	10 @ 15
Almonds, Sweet, imitation	1 00 @ 1 25	Mustard, yellow	17 @ 25	Quassia	12 @ 15
Amber, crude	1 50 @ 1 75	Mustard, black	20 @ 25	Quinine	72 @ 1 35
Amber, rectified	1 75 @ 2 00	Poppy	1 50 @ 1 75	Rochelle Salts	30 @ 35
Anise	1 50 @ 1 75	Quince	15 @ 20	Saccharine	@ 30
Bergamont	8 50 @ 8 75	Rape	25 @ 35	Salt Peter	11 @ 22
Cajeput	1 50 @ 1 75	Sabadilla	11 1/4 @ 15	Seidlitz Mixture	30 @ 40
Cassia	4 25 @ 4 50	Sunflower	30 @ 40	Soap, green	15 @ 30
Castor	1 75 @ 2 00	Worm, American	30 @ 40	Soap mott cast.	12 1/2 @ 25
Cedar Leaf	1 50 @ 1 75	Worm, Levant	4 25 @ 4 50	Soap, white castile case	@ 12 50
Citronella	1 25 @ 1 50	Tinctures		Soap, white castile less, per bar	@ 1 45
Cloves	8 00 @ 8 25	Aconite	@ 1 80	Soda Ash	3 @ 10
Cocunut	25 @ 35	Aloes	@ 1 45	Soda Bicarbonate	3 1/2 @ 10
Cod Liver	1 90 @ 2 40	Arnica	@ 1 10	Soda, Sal	02 1/2 @ 08
Croton	2 00 @ 2 35	Asafoetida	@ 2 40	Spirits Camphor	@ 1 35
Cotton Seed	1 30 @ 1 50	Belladonna	@ 1 35	Sulphur, Subl.	3 1/2 @ 10
Cubeb	7 00 @ 7 25	Benzoin	@ 2 10	Tamarinds	20 @ 25
Eigeron	7 50 @ 7 75	Benzoin Comp'd	@ 2 65	Tartar Emetic	70 @ 75
Eucalyptus	1 25 @ 1 50	Buchu	@ 2 55	Turpentine, Ven.	60 @ 75
Hemlock, pure	1 75 @ 2 00	Cantharadiles	@ 2 85	Vanilla Ex. pure 1 75 @	25
Juniper Berries	3 50 @ 3 75	Capsicum	@ 2 20	Vanilla Ex. pure 2 50 @	30
Juniper Wood	1 50 @ 1 75	Catechu	@ 1 75	Zinc Sulphate	94 @ 15
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

Coffee
Potted Meat
Lard
Parowax
Some Cheese

DECLINED

Canned Tomatoes
Sugar

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 80
Grape Jelly, large ----- 4 50
Grape Jelly, medium ----- 2 70
Peanut butter, 16 oz. 4 70
Peanut butter, 10 1/2 oz. 3 25
Peanut butter, 6 1/2 oz. 3 00
Peanut butter, 3 1/2 oz. 1 25
Prepared Spaghetti ----- 1 40
Baked beans, 16 oz. ----- 1 40



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, 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 Brfst Biscuit ----- 1 90
Ralston Branzen ----- 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 5 40

Instant Postum, No. 9 5 00
Instant Postum, No. 10 4 50
Standard 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. 3 25
ancy Parlor, 23 lb. ----- 9 25
Ex. Fancy Parlor 25 lb. 9 75
Ex. Fey. Parlor 26 lb. 10 50
Toy ----- 2 25
Whisk, No. 3 ----- 2 75

BRUSHES

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

Stove

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 ----- 14.2
Paraffine, 12s ----- 14.2
Wicking ----- 40
Tudor, 6s, per box ----- 30

CANNED FRUIT.

Apples, 3 lb. Standard 1 50
Apples, No. 10 ----- 4 60
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 ----- 9 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
Raspb's, Red, No. 10 15 00
Raspb's, 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 2 00
Clams, Mincied, No. 1 3 25
Finnian 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 2 10
Sardines, 1/4 Oil, Ky 5 25
Sardines, 1/4 Oil, K'less 4 75
Sardines, 1/4 Smoked 6 75
Salmon, Warrens, 1/2 2 75
Salmon, Red Alaska 4 10
Salmon, Med. Alaska 3 25
Salmon, Pink Alaska 1 85
Sardines, Im. 1/4, ea. 10 28
Sardines, Im. 1/4, ea. ----- 25
Sardines, Cal. ----- 1 65
Funa, 1/4, Albocore ----- 95
Funa, 1/4, Curtis, doz. 2 20
Funa, 1/4, Curtis, doz. 3 50
Tuna, 1, 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 ----- 2 70
Beef, No. 2 1/2, Qua. all 1 35

Beef, No. 1/4, Qua. all 1 75
Beef, 5 oz., Qua. all 2 60
Beef, No. 1, B'nut, all 4 50
Beefsteak & Onions, s 2 75
Chili Con Ca., 1s 1 35
Deviled Ham, 1/4s ----- 2 20
Deviled Ham, 1/2s ----- 3 60
Hamburg Steak & Onions, No. 1 ----- 3 15
Potted Beef, 1/4 Libby ----- 1 10
Potted Meat, 1/4 Libby ----- 52 1/2
Potted Meat, 1/2 Libby ----- 92 1/2
Potted Meat, 1/4 Qua. ----- 90
Potted Ham, Gen. 1/4 1 85
Vienna Saus., No. 1/2 1 35
Vienna Sausage, Qua. ----- 95
Veal Loaf, Medium ----- 2 30

Baked Beans

Campbells ----- 1 15
Quaker, 13 oz. ----- 90
Fremont, No. 2 ----- 1 20
Snider, No. 1 ----- 85
Snider, No. 2 ----- 1 25
Van Camp, small ----- 85
Van Camp, Med. ----- 1 15

CANNED VEGETABLES.

Asparagus, No. 1, Green tips 4 60
No. 2 1/2, Lge. Green 4 50
W. Bean, cut ----- 2 25
W. Beans, 10 ----- 8 00
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 60
Beets, No. 3, cut ----- 1 80
Corn, No. 2, Ex stan 1 65
Corn, No. 2, Fan. 1 30
Corn, No. 2, Fy. glass 3 25
Corn, No. 10 ----- 7 50
Hominy, No. 2 1 00
Okra, No. 2, whole ----- 2 00
Okra, No. 2, cut ----- 1 60
Dehydrated Veg. Soup 90
Dehydrated Potatoes, lb. 45
Mushrooms, Hotels ----- 45
Mushrooms, Choice ----- 55
Mushrooms, Sur Extra ----- 70
Peas, No. 2, B. J. 1 75
Peas, No. 2, Sift. ----- 2 00
Peas, No. 2, Ex. Sift. ----- 2 25
Peas, Ex. Fine, French 25
Pumpkin, No. 3 1 35
Pumpkin, No. 10 4 75
Pimientos, 1/4, each 12 1/2
Pimientos, 1/2, each ----- 27
Sw't Potatoes, No. 2 1 60
Saurkraut, No. 3 1 40
Succotash, No. 2 1 65
Succotash, No. 2, glass 2 30
Spinach, No. 1 ----- 1 25
Spinach, No. 2 ----- 1 60
Spinach, No. 3 ----- 2 10
Spinach, No. 10 ----- 6 00
Tomatoes, No. 2 1 30
Tomatoes, No. 3 1 75
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, 1/4 pint ----- 1 75
Paramount, 24, 8s ----- 1 45
Paramount, 24, 16s ----- 2 40
Paramount, 6, 10s ----- 1 00
Sniders, 8 oz. ----- 1 95
Sniders, 16 oz. ----- 2 95
Quaker, 8 1/2 oz. ----- 1 25
Quaker, 10 1/2 oz. ----- 1 40
Quaker, 14 oz. ----- 1 90
Quaker, Gallon Glass 12 50

CHILI SAUCE

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

OYSTER COCKTAIL.

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

CHEESE

Roquefort ----- 53
Kraft, Small tins ----- 1 65
Kraft, American ----- 1 65
Chili, small tins ----- 1 65
Pimento, small tins ----- 1 65
Roquefort, small tins ----- 2 25
Camenbert small tins ----- 2 25
Wisconsin New ----- 28 1/2
Longhorn ----- 29
Michigan Full Cream ----- 27
New York Full Cream ----- 31
Sap Sago ----- 40
Brick ----- 28

CHEWING GUM.

Adams Black Jack ----- 65
Adams Bloodberry ----- 65
Adams Dentyne ----- 65
Adams Calif. Fruit ----- 65
Adams Sen Sen ----- 65
Beeman's Pepsin ----- 65
Beechnut ----- 70
Doublemint ----- 65
Juicy Fruit ----- 65
Peppermint, Wrigleys ----- 65
Spearmint, Wrigleys ----- 65
Wrigley's P-K ----- 65
Zeno ----- 65
Teaberry ----- 65

CHOCOLATE.

Baker, Caracas, 1/4s ----- 37
Baker, Caracas, 1/2s ----- 35
Hersheys, Premium, 1/4s ----- 36
Hersheys, Premium, 1/2s ----- 36
Runkle, Premium, 1/4s ----- 33
Runkle, Premium, 1/2s ----- 36
Vienna Sweet, 1/4s ----- 36

COCOA.

Bunte, 1/4s ----- 43
Bunte, 1/2 lb. ----- 35
Bunte, lb. ----- 32
Droste's Dutch, 1 lb. ----- 8 50
Droste's Dutch, 1/2 lb. ----- 4 50
Droste's Dutch, 1/4 lb. ----- 2 25
Hersheys, 1/4s ----- 33
Hersheys, 1/2s ----- 33
Huyler ----- 40
Lowney, 1/4s ----- 40
Lowney, 1/2s ----- 38
Lowney, 5 lb. cans ----- 31
Runkles, 1/4s ----- 34
Runkles, 1/2s ----- 33
Van Houten, 1/4s ----- 75
Van Houten, 1/2s ----- 75

COCOANUT

Dunham's ----- 49
15 lb. case, 1/4s and 1/2s ----- 48
15 lb. case, 1/2s ----- 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
Santos ----- 35
Maracaibo ----- 38
Gautemala ----- 41
Java and Mocha ----- 51
Bogota ----- 42
Peaberry ----- 37
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. ----- 13
Hummel's 50 1 lb. ----- 10 1/2

CONDENSED MILK

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

MILK COMPOUND

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

EVAPORATED MILK



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

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

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 ----- 37 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 ----- 95 00
Webster Belmont ----- 110 00
Webster St. Reges ----- 125 00
Starlight Rouse ----- 90 30
Starlight P-Club ----- 135 00
Tiona ----- 30 00
Clint Ford ----- 35 00
Nordac Triangulars, 1-20, per M ----- 75 00
Worden's Havana 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 ----- 13

Fancy Chocolates

5 lb. Boxes
Bittersweets, Ass'ted 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 Rolls ----- 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 ----- 37
Silver King Mallowes 1 60
Walnut Sundae, 24, 5c ----- 80
Neapolitan, 24, 5c ----- 80
Yankee Jack, 24, 5c ----- 80
Mich. Sugar Ca., 24, 5c ----- 80
Pal O Mine, 24, 5c ----- 80

COUPON BOOKS

50 Economic grade 2 50
100 Economic grade 4 50
500 Economic grade 20 00
1000 Economic grade 37 50
Where 1,000 books are ordered at a time, specially printed front cover is furnished without charge.

CREAM OF TARTAR

6 lb. boxes ----- 25

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 ----- 45

Currants

Package, 14 oz. ----- 15 1/4
Greek, Bulk, lb. ----- 15

Dates

Dromadary, 36s ----- 6 75

Peaches

Evap. Choice, un. ----- 17
Evap., Ex. Fancy, P. F. 20

Pear

Lemon, American ----- 24
Orange, American ----- 24

Raisins.

Seeded, bulk ----- 09
Thompson's s'dies blk 09 1/4
Thompson's seedless, 15 oz. ----- 11 1/4
Seeded, 15 oz. ----- 12

California Prunes

90/100, 25 lb. boxes ----- 08 1/4
60/70, 25 lb. boxes ----- 09 1/4
50/60, 25 lb. boxes ----- 09 1/2
40/50, 25 lb. boxes ----- 09 1/2
30/40, 25 lb. boxes ----- 09 1/2
20/30, 25 lb. boxes ----- 09 1/2

FARINACEOUS GOODS

Beans

Med. Hand Picked ----- 05 1/4
Cal. Limas ----- 15
Brown, Swedish ----- 07 1/4
Red Kidney ----- 10 1/2

Farina

24 packages ----- 2 50
Bulk, per 100 lbs ----- 04 1/4

Hominy

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

Macaroni

Domestic, 20 lb. box 09 1/4
Armours, 2 doz., 8 oz. 1 50
Fould's 2 doz., 8 oz. 2 25
Quaker, 2 doz. ----- 3 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

Sage

East India ----- 10

Taploca

Pearl, 100 lb. sacks ----- 09
Minute, 8 oz., 3 doz. 4 05
Dromedary Instant ----- 3 50

FLAVORING EXTRACTS



Doz. PURE Doz. Lemon
Vanilla ----- 1 75
1 75 ----- 7/8 ounce ----- 1 75
2 00 ----- 1 1/4 ounce ----- 2 00
3 60 ----- 2 1/4 ounce ----- 3 60
3 50 ----- 2 ounce ----- 3 50
6 00 -----

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

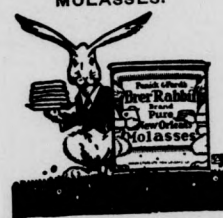
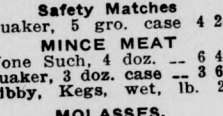
JELLY GLASSES	
8 oz., per doz.	37

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 1/2
Delicia, 2 lb.	23
Van Westenbrugge Brands	
Carload Distributor	



Nucoa, 1 lb.	27
Nucoa, 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 box	5 00
Ohio Blue Tip, 144 box	6 60
Ohio Rosebud, 144 box	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



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

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

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

New Orleans	
Fancy Open Kettle	74
Choice	62
Fair	41

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

NUTS.	
Whole	
Almonds, Terregona	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, rst'd	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	32
Filberts	1 10
Pecans	60
Walnuts	5 25
Bulk, 5 gal. keg	
Bulk, 5 gal. keg	3 50
Quart Jars, dozen	6 50
Bulk, 3 gal. keg	3 00

Pint, 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, dz.	2 50
9 oz. Jar, stuffed, doz.	3 50
12 oz. Jar, Stuffed,	4 50
doz.	4 75
20 oz. Jar, stuffed dz.	7 00

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

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

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. Naphtha	41.2
Capitol Cylinder	23.2
Atlantic Red Engine	13.7
Winter Black	13.7



Iron Barrels.	
Light	62.2
Medium	64.2
Heavy	66.2
Special heavy	68.2
Extra heavy	70.2
Transmission Oil	
Finol, 4 oz. cans, doz.	1 45
Finol, 8 oz. cans, doz.	2 90
Parowax, 100 lb.	9.2
Parowax, 40, 1 lb.	9.2
Parowax, 20, 1 lb.	9.4



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

PICKLES	
Medium Sour	
Barrel, 1600 count	18 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 doz.	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.	17 1/2
Med. Steers & H'f.	13 1/2
Com. Steers & H'f.	10 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	16
Heavy hogs	15
Loins	25
Butts	22
Shoulders	18 1/2
Spareribs	17
Neck bones	06

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

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

Sausages	
Bologna	12 1/2
Liver	12
Frankfort	17
Pork	18 20
Veal	19
Tongue, Jellied	32
Headcheese	18

Smoked Meats	
Hams, Cert., 14-16 lb.	30
Hams, Cert., 16-18 lb.	31
Ham, dried beef	29
sets	20
California Hams	30
Picnic Boiled	30
Hams	30
Boiled Hams	40
Minced Hams	14
Bacon	33

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

Pig's Feet	
Cooked in Vinegar	
1/2 bbls.	1 55
1/4 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
Hogs, per lb.	42
Beef, round set	14 26
Beef, middles, set	25 30
Sheep, a skein	1 75

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, 11 num	3 25
Silver Flake, 18 Reg.	1 50
Sacks, 90 lb. Jute	2 80
Sacks, 90 lb. Cotton	2 90

RUSKS.	
Holland Rusk Co.	
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.	2 25

COD FISH	
Middles	15 1/2
Tablets, 1 lb. Pure	19 1/2
Tablets, 1/2 lb. Pure,	1 40
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
Queen, bbls.	1 15
Milkers, Kegs	13 75
Milkers, half bbls.	13 75
Milkers, bbls	13 75

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 35
E. Z. Combination, dz.	1 35
Dri-Foot, doz.	2 00
Bixbys, Doz.	1 35
Shinola, doz.	90

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

SALT.	
Colonial, 24, 2 lb.	90
Colonial, Iodized, 24-2	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	75
cream, 100 lb. each	75
Butter Salt, 280 lb. bbl.	4 24
Block, 50 lb.	40
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.	5 55
Bbls. 120-2 1/2 sks.	6 05
100-3 lb. sks.	6 05
Bbls. 280 lb. bulk:	4 00
AA-Butter	4 00
AA-Butter	4 00
Plain. 50 lb. bbls.	4 5
No. 1 Medium, Bbl.	2 47
Tecumseh, 70 lb. farm	85
sk.	85
Cases Ivory, 24-2 cart	1 85
Iodized 24-2 cart.	2 40
Bags 25 lb. No. 1 med.	26
Bags 25 lb. Cloth dairy	40
Bags 50 lb. Cloth dairy	76
Rock "C" 100 lb. sack	80

Greece and Bulgaria Have Sounded a Timely Warning.

Grandville, Oct. 27—Immediately following the Locarno conference, by which peace has been assured to Europe, comes the news of an outbreak between Bulgaria and Greece.

These two small powers are members of the league of nations, and the time has come in which to test the availability of that league to keep the peace. Unless the small powers are held in leash how can it be expected that the great powers will abide by the league?

It may be that the Locarno pact is to receive its baptism of fire almost on the threshold of its inception.

The big ones who have attached their signatures to that pact as an addition to the pacifying powers of the league of nations are now confronted with a sudden and unexpected clash right under their noses.

Should Greece and Bulgaria decide to fight out their differences it will give the remainder of the world food for reflection on the attributes of treaties made to save bloodshed. If the belligerent nations are brought to law before hostilities actually begin, then may we believe that the league so loudly touted has qualities which are beneficial to the world peace.

Smaller fires than those now raging in the Balkans have in times past set the world by the ears. Undoubtedly the league has power to keep down the rising passions of Greece and Bulgaria sufficiently to prevent war. The world awaits with no little apprehension the outcome.

Uncle Sam can sit back and watch, hoping for a conciliatory settlement, yet in no way anxious for his own skin, since, thanks to the good sense of the American people, he has taken no part in the settlement of old world difficulties.

Should war eventuate between Greece and Bulgaria, then the league so highly vaunted will have proven a broken reed, and the peace of the world will be as far away as before the subject of leagues and world courts was brought to the fore.

Throughout America there is an effort now going on to fling the United States into the world court which has of late been occupying so much attention. The women of this country have started a propaganda which is expected to land the American republic in full accord with this latest contraption to secure peace for the world.

It is being agitated all over the land this agitation feelingly portraying the advantages to be gained by United States entry into the court where all Europe hopes to set up a tribunal that will make of the Yankee a hewer of wood and a drawer of water for the lords and ladies of continental Europe.

The various women organizations of this land are figuring on 25,000,000 American women voters landing the prize at the feet of monarchial Europe.

It may be a fortunate thing for America that Greece and Bulgaria have started out to defy the world in a little matter which solely concerns themselves, and which they propose to settle in their own way, regardless of leagues and courts.

The good women voters of America have a tremendous power for good or evil right now, and this making a test question joining the quarrels of the across the ocean nationalities will place a great responsibility on the newly enfranchised women of this Nation.

If the ladies will watch the movements of the quarreling Greeks and Bulgars no doubt they will learn something to their advantages. Our American women have shown fully as much aptitude for the ballot as have their masculine fellow citizens, and I have no doubt they will not be rushed like a flock of sheep into abandonment of our nation old policy of aloofness from foreign entanglements at the beck of a few crazy-headed women suffra-

gets who have been known to do some foolish things when least expected.

Our immigration laws have been amended as to cut off a large part of indiscriminate immigration of the scum of foreign nations. America has ceased to be the dumping ground of atheists and anarchists of the old world. Let it not spoil all this by entering into any bargains with that class of people which have been forbidden entrance into the United States.

There has been some bloodshed already between the Bulgars and Greeks. There is likely to be more. Do we wish to take a hand? It would be the supremest folly for America to attempt regulating those frequent outbreaks over there.

Women are not usually advocates of war.

Entering the world court means either foreign war or disgraceful retrograding on our part if we join the patched up treaties of those governments which have so lately extricated

Items From the Cloverland of Michigan.

Sault Ste. Marie, Oct. 26—The partridge season opened here with a bang on Sunday. Before daylight the mighty hunters started for the woods. It was a fierce day on the hunters. A wet snow came down all during the forenoon. The trees were covered with snow and at each move showers of snow piled on the hunters. This did not discourage those who spent the day trying to fill their allotment. Luckily for the birds, many were good enough not to get shot, while others had to be satisfied with rabbits, which appear to be more plentiful. The Fletcher party reported fair success. H. E. Fletcher got his five birds. Mr. Kirkpatrick was satisfied with one rabbit. Dr. Ritchie and Dr. McCandless preferred shooting at marks, as they were in sympathy with the hunters who decided not to shoot any birds as it was a short season and the prospects for a closed season was apparent. On ac-

the winter, so as to be ready for the opening again in the spring.

Frank Atkinson, traveling salesman for Swift & Co., is moving his family to the Soo, where he expects to make his headquarters for the future. Mr. Atkinson formerly lived at Manistique.

The firm of Rockman & Shunk, automobile dealers, has dissolved by mutual consent. The business hereafter will be conducted by C. B. Rockman and will be known as the Rockman Motor Sales Co.

The Cloverland Oil Co., at Manistique, has purchased the lot adjoining the Norton grocery store, on Deer street, and intends to erect another service station in the spring.

Mr. Pollock, of Manistique, has added an electric motor to his equipment in his sauerkraut factory, which will increase his capacity to take on more trade in his line.

Cussing the weather never does any good, but we do wish winter would come during the cheap season for overcoats.

Paul Bruin, of the Bruin Hardware Co., returned last week from a ten day automobile trip to Chicago. He was accompanied by his wife.

R. G. Furgeson, of the Soo Hardware Co., and M. N. Hunt, the well known contractor, left last week for Florida, where they expect to purchase property. They have both been very successful during the past several winters with their Florida investments. They expect to return in a few weeks for a short stay here before returning for the winter.

N. J. Lapine, of Gladstone, representing Swift & Co. for the past fifteen years as traveling salesman, has decided to quit the road. He has been appointed poor commissioner at Gladstone. Poly, as he was familiarly known by most of the inhabitants on his territory, will be missed, as he was not only one of the best salesmen on the road, but a good mixer as well as a good collector. The house is losing one of their best men. Poly was a man who liked his job. He did not have to depend on work for a livelihood, as he had large mining interests and other investments which keep him on Easy street. He has raised a large family of about ten children, mostly grown up and attending college, a daughter teaching in the West, and not a black sheep among them. He has had numerous chances to hold high official positions in his home town, but this move which will enable him to remain at home and enjoy the remainder of his days in peace and comfort.

William G. Tapert.

After three months, the attempt of a philanthropist to obtain public advice on the best practical way to distribute his fortune is pronounced a failure. There was no lack of interest on the part of the public. In the three months 100,000 suggestions were received by the force of clerks the philanthropist had to hire to read and file the replies, and they came from every part of the globe. Most of the suggestions, however, were mere statements that the writers were willing to receive comfortable sums of money to pay their debts or to make life easier for them. An unhappy feature of the experiment was the number of letetrs from old persons seeking enough money to support them for the few years of life they had left, and the requests for sums to obtain treatment for the hopelessly ill, particularly crippled children. The fact that there were so many that it was impossible to assist them all does not lessen the pain and disappointment of the unfortunates whose hopes were aroused by the announcement when they realized the help was not for them.

The Rustling of the Leaves

We read of the rustle of angel's wings,
And the splash of the boatman's oar,
And hush at thought of the somber things
That apply to the unknown shore.
So in nature's realm there's a calling time,
But the warning never grieves
Of the autumn tints and the nature chime
In the rustling of the leaves.

For they brought to us the sunny days
And the breeze-swept, grateful shade,
With the birds that sang to us the praise
Of the home-world for us made.
And they speak to us of the "harvest-home"—
As the garner its wealth receives,
And the nature rest that again has come
With the rustling of the leaves.

And as through the banks we make our way
Where winds have piled them high,
There is something that on the senses play
Like a weird, sweet lullaby.
And it seems to impart a soulful glow
That the consciousness receives,
There's a nature sweet, "I told you so,"
In the rustling of the leaves.

For the years we live in the round of life
Are less than their fleeting days,
And so from them in the care and strife
We should learn dear nature's ways.
So welcome then to the autumn tints
With the thrill the soul receives
In the mellowed and ripened hues and glints
And the rustling of the leaves.

L. B. Mitchell.

themselves from the greatest war in history.

Watch your step, Uncle Sam. Put none but Americans on guard. Keep within our own borders. Let the radical suffragettes froth if they will. America's womanhood will never agree to join hands with lea-ued monarchies of Europe, ostensibly for peace, but really for wars and more of them.

The land of Washington and Lincoln has nothing in common with any of those bloody-handed scene-shifters of Central Europe that are more than half the time seeking some excuse to start hostilities that mean large sacrifice of human lives.

Women of America, a grave responsibility rests on you to save this country from, through misguided patriots, entering into a trap that will imperil the very existence of the Republic.

Old Timer.

count of the scarcity of partridge, they did their bit to encourage the crop for a larger production when the next open season is announced.

The many friends of P. R. Downey, whose death was announced at Detroit last week, received the news as a shock here, as Mr. Downey for a number of years was proprietor of the Belvidere Hotel. He was well known throughout the city and country. The cause of his death has not been learned.

The man with a pile is the man who can smile when bills come along all along.

Hill & Belknap, the road contractors, are going to keep working on M 25 in Chippewa county as long as they can operate this winter. The work is progressing rapidly.

The Hotel New Ste. Marie closed last week for the season. O. P. Welch one of the proprietors, announces that extensive repairs will be made during

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Oct. 20.—We have to-day received the schedules, order of reference and adjudication in the matter of William W. Richards, Bankrupt No. 2792. The matter has been referred to Charles E. Blair as referee in bankruptcy. The bankrupt is a resident of South Haven and his occupation is that of a retail and wholesale merchant. The schedules show assets of \$6,417.43 of which \$1,750 is claimed as exempt, with liabilities of \$8,429.43. The first meeting has been called for Nov. 2. The meeting will be held at 533 Michigan Trust building, Grand Rapids. The list of creditors of the said bankrupt are as follows:

W. A. Richards, South Haven	\$ 80.00
Geo. S. Richards, South Haven	120.00
First State Bank, South Haven	775.00
S. W. Ross, South Haven	500.00
Holcomb & Hoke Mfg. Co., Indianapolis, Ind.	282.00
Basbaria Enichen, South Haven	2,600.00
Schwab Safe Co., Lafayette, Ind.	45.00
James H. Johnson, South Haven	700.00
Rolona Cigar Co., Chicago	142.72
General Cigar Co., Chicago	14.25
E. B. Mielke, South Haven	28.75
Hazeltine & Perkins Drug Co., Grand Rapids	65.00
A. R. Walker Candy Co., Owosso	85.42
Western Briar Pipe Co., Chicago	34.43
G. R. News Co., Grand Rapids	133.27
Citizen State Bank, South Haven	150.00
First State Bank, South Haven	125.00
Dan W. Busch, South Haven	150.00
James H. Johnson, South Haven	300.00
Jay Greenman, South Haven	175.00
Experimentor Pub. Co., New York	.19
Detroit News, Detroit	30.00
Radio Review, New York	7.44
Van Engers, Inc., Chicago	31.50
S. M. News Co., New York	9.94
Van Buren County Tel. Co., South Haven	22.22
City Directory Add., South Haven	13.00
Chippewa Hosiery Co., Chippewa Falls, Wis.	51.25
Pictorial Review, New York	7.99
International Magazine Co., N. Y.	14.72
Magazine Dist. of America, N. Y.	57.60
G. E. Bursley Co., Niles	24.25
Cracker Jack Co., Chicago	71.04
H. R. Hemenway, South Haven	3.25
M. E. Pearman, South Haven	33.00
H. Van Eenennaan & Bros., Zeeland	18.75
Kal. Gazette, Kalamazoo	4.08
Fawcett Publications, Robinsdale, Minnesota	11.48
Red Star News Co., New York	5.07
Barron Bros., Chicago	106.50
Redel Candy Corp., Milwaukee	129.08
Pekie Printing Co., South Haven	12.75
Lee & Cady, Kalamazoo	200.00
Dr. Penoyar, South Haven	76.00
J. N. Carr & Son, South Bend	53.25
Fred W. Amend Co., Chicago	33.00
Schutter Johnson Candy Co., Chicago	31.75
Literary Digest, New York	3.13
Chicago American, Chicago	356.27
Producing Co., Kalamazoo	16.82
Muir Art Co., Chicago	50.40
Benjamin Harris, Rock Island	64.00
Woodhouse Co., Grand Rapids	7.27
Worden Grocer Co., Grand Rapids	202.89
Macfadden Publications, New York	15.25
McInerney & Warner, South Bend	234.49
E. Greenfields Sons, New York	92.32

Oct. 26. On this day was held the first meeting of creditors in the matter of Betsy A. Newville, doing business as Betsy Ann Gift Shop, Bankrupt No. 2783. The bankrupt was present in person and by attorneys, Dilley & Souter. No creditors were present or represented. Claims were proved and allowed. The bankrupt was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, as the case is one without assets. The matter will be closed and returned to the district court as a no-asset case.

On this day also was held the first meeting of creditors in the matter of Herbert L. Little, Bankrupt No. 2781. The bankrupt was present in person and by attorneys, Hilding & Hildig. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date and the case was closed and returned to the district court as a no-asset case.

On this day also was held the first meeting of creditors in the matter of Frank M. Hope, Bankrupt No. 2784. The bankrupt was present in person and by attorneys, Eldred & Gemund. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The case was adjourned without date and closed and returned to the district court as a case without assets.

On this day also was held the first meeting of creditors in the matter of Julius Ferus, Bankrupt No. 2786. The bankrupt was present in person and by attorney, Jos. D. Wing. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting was then adjourned without date and the case was closed and returned to the district court as a no-asset case.

Oct. 26. We have to-day received the schedules, order of reference and adjudication in the matter of W. H. Parsons & Co., Bankrupt No. 2795. The matter has been referred to Charles E. Blair as referee in bankruptcy. The corporation is located at Muskegon and its business is that of retail painters and interior decorators. The schedules show assets of \$8,943.20, with liabilities of \$8,722.36. George D. Stribley, of Muskegon, is appointed custodian. The first meeting of creditors will be called promptly and note of the same made herein. The list of the creditors of said bankrupts are as follows:

City of Muskegon, Muskegon	\$347.95
W. H. Parsons, Muskegon	300.00
Georgia C. Parsons, Muskegon	260.00
Musk. Savings Bank, Muskegon	2,000.00
Chaddock Agency, Muskegon	75.00
Thomas Strahan Co., Chelsea, Mass.	368.32
Western Shadde Cloth Co., Chicago	100.00
Atkinson, Wade & Co., New York	61.11
C. C. Aler Co., Cincinnati	39.39
Baer Bros., New York	105.00
A. E. Burch Co., Grand Rapids	75.00
Culver Art & Frame Co., Westerville, Ohio	23.97
Carson, Pirie & Scott Co., Chicago	154.12
P. J. Council Co., Muskegon	3.55
Chamber of Commerce, Muskegon	25.00
T. A. Cawthra Co., New York	3.00
Earle Press, Inc., Muskegon	9.46
Fredricks Lumber Co., Muskegon	16.52
C. L. Greene Co., Cincinnati	131.86
Robert Graves Co., New York	369.75
Alfred H. Hunter, Muskegon	1.85
Lussky, White & Coolidge, Chicago	109.85
McDonald & McDonald, Muskegon	15.00
Chronicle, Muskegon	116.74
S. A. Maxwell & Co., Chicago	120.00
Typewriter Exchange, Muskegon	1.00
George C. Mages, Chicago	43.10
Merchants Service Bureau, Muskegon	25.00
Nottingham Lace Works, New York	200.00
Oslund Insurance Co., Muskegon	13.52
G. V. Panyard Co., Muskegon	23.27
Reliable Paste Co., Chicago	14.05
Stroheim & Romani, New York	75.30
Stoketee & Son, Muskegon	16.35
Sturgis Mfg. Co., Sturgis	75.60
Towner Hdwe. Co., Muskegon	.29
Fred A. Towner, Muskegon	23.18
Western Shade Cloth Co., Chicago	744.97
H. F. Walliser Co., Chicago	104.92
W. H. Parsons, Muskegon	117.04
Georgia C. Parsons, Muskegon	2,412.02

Oct. 26. On this day was held the first meeting of creditors in the matter of Fred C. Schmieding, Bankrupt No. 2780. The bankrupt was present in person and by attorney, A. S. Hinds. Creditors were present by Earl C. Pugsley. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. C. I. Atwater was appointed trustee, and the amount of his bond placed at \$1,000. The matter was then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Quincy Branch, doing business as Quincy Branch Co., Bankrupt No. 2773. The bankrupt was present in person. Creditors were present in person and by attorneys, Bunker & Rogoski, Charles Fitch and Corwin & Norcross. Petitioning creditors were also present by Corwin & Norcross and Charles A. Fitch. Claims were proved and allowed. The bankrupt was sworn and examined with a reporter and the testimony ordered to be transcribed. Union National Bank, of Muskegon, was named as trustee and the amount of its bond placed at \$1,000. The first meeting then adjourned without date.

In the matter of Powers-Butler Co., Bankrupt No. 2764, a first dividend of 10 per cent. has been ordered paid to general creditors, as well as priority tax claims and administration expenses.

Record Breaking.

We may not be able to break the other fellow's record, but we can at least try to break our own record.

I. VAN WESTENBRUGGE

Grand Rapids - - Muskegon

Distributor

Nucoa

The Food of the Future

CHEESE of All Kinds ALPHA BUTTER SAR-A-LEE

BEST FOODS Mayonaise HONEY—Horse Radish

OTHER SPECIALTIES Quality — Service — Cooperation

TRUSTEE MORTGAGE SALE

Default having been made in the conditions of a certain chattel mortgage, made and executed by Emi G. Olander and Charles Osterberg, copartners as Olander & Osterberg, of Cadillac, Michigan, to Fred C. Wetmore, Trustee for the creditors of said Olander & Osterberg, dated October 5th, 1925, and filed in the office of the City Clerk and in the office of the Register of Deeds, Cadillac, Michigan, on October 5th, 1925.

NOTICE IS THEREFORE HEREBY GIVEN, that, by virtue of the power of sale contained in said mortgage, there will be offered for sale at public auction, to the highest bidder, on Friday, the sixth day of November, 1925, at ten o'clock in the forenoon of that day, at the store building heretofore occupied by said Olander & Osterberg, at No. 109 North Mitchell Street, in the City of Cadillac, Michigan, the property covered by and described in said mortgage, to satisfy the amount then due and unpaid under said mortgage, including principal, and interest and the expenses of said trust and of said sale, as provided for in said mortgage.

The property covered by and described in said mortgage, to be offered for sale as aforesaid, is described as follows, to wit: The entire stock of merchandise, consisting principally of dry goods, shoes, men's furnishings, notions and crockery, and store and office furniture and fixtures contained in the first floor and basement of the brick building at No. 109 North Mitchell Street, in said City of Cadillac, except such property as may be exempt from execution under the laws of this state.

The above described property will be offered for sale in bulk or in parcels or lots, at the option of said trustee, and will be sold to the highest bidder, with the express condition and understanding, however, that such sale or sales will be subject to the approval and confirmation of said trustee, within three days from and after the day of sale.

The successful bidder shall immediately deposit with the trustee, in cash or certified check, not less than ten per cent of his bid, the balance to be paid when the sale is confirmed.

Dated, Cadillac, Mich., October 24, 1925.

FRED C. WETMORE, Trustee.

Cummer-Diggins Building,
Cadillac, Michigan.

PAPER SHELL PECANS

Prompt Express
Shipments

Livingston Snow
Company

Quitman, Georgia

We buy and sell property of all kinds. Merchandise and Realty. Special sale experts and auctioneers.

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

TOLEDO SCALES

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

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

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

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

Business Wants Department

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

For Sale—All the equipment of the Carr, Hutchins & Anderson clothing and furnishing goods store, including telescope side cabinets, modern units, all plate show cases, column enclosures, boys' clothing equipment, window fixtures. Fixtures Welch-Wilmarth manufacture in quartered oak. Will be sold whole or in part. Quick delivery. Excellent condition. CARR, HUTCHINS & ANDERSON, GRAND RAPIDS, MICHIGAN. 85

FOR RENT—In Kenosha, store or building 20x95. Down town location. S. R. Gordon, Kenosha, Wisconsin. 86

HARDWARE STOCK FOR SALE—Good reason for selling my stock. Can give lease of building and cheap rent. Write Lock Box 656, Northville, Mich. 87

For Sale—Cheap. A National cash register, in good condition. Also, I want to buy a candy scale. A. Glen McBride, Rockford, Mich. 88

FOR SALE—Wishing to retire from active business, I hereby offer my business, known as the Cash Mercantile Co., for sale. Stock consists of groceries, fresh meats, flour, feeds, hay, etc. Will inventory about \$15,000. Sales approximate \$100,000 per year. On a cash basis. Have ample store and warehouse room for a business of \$500,000 per year. Located in the metropolis of the Upper Peninsula, a city that is bound to grow. Full particulars given by letter. J. A. Stromberg, Escanaba, Mich. 89

For Sale Or Trade—Thirteen forties, lower peninsula northern part, nine forties one block considerable wood timber, some posts, excellent grazing lands, for sheep or cattle. James Daley, Lowell, Mich. 90

For Sale—Because owner has another line, will sell stock of shoes, rubbers and men's furnishings, invoicing \$9,000. Good lake shore farming and resort town. Fine chance for right man. Write owner. Address No. 91, c/o Michigan Tradesman. 91

FOR SALE—One of the best money-making grocery and meat markets, combined, in Lansing. Doing about \$75,000 yearly, present and past records of business will prove it. Can be reduced to seven, or possibly six thousand. See Joseph M. Watters, 1804 So. Washington Ave., Lansing, Mich. 92

WANTED—A few Cash Registers, in any condition, large or small. Address F. G. Engle, 211 Division Ave., Grand Rapids, Mich. 93

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. 94

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

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—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. 69

Difference Between President Carroll and Editor Royal.

I have read, with a good deal of pleasure, the communication of President Carroll F. Sweet, of the Michigan Tourist and Resort Association, appearing in your issue of October 21. It is always gratifying to find oneself in major accord with a man like President Sweet, and particularly when one has been laboring under the regret that we were at odds.

This writer's pronouncement concerning the Association in the newspapers of which he is the editor, and others to which he contributes, was based principally upon two points, the proposed \$50,000,000 bond issue and an outside sales organization. These I referred to as "blunders", and I am still opposed to them. The sales organization proposal was presented and adopted as a suggestion to the Executive Committee. The \$50,000,000 proposition, however, after going through considerable parliamentary procedure, became an out-and-out resolution committing the Association to the proposal.

There has been some discussion upon this point, but there is really no question about it at all. It was presented at the afternoon meeting, discussed there, referred to a committee to frame it into the form of a resolution and again brought up at the evening meeting and passed as a resolution of the Association. It had more parliamentary consideration than any other matter brought before the meeting.

I have no personal grievance in the matter at all. And I have been associated with a sufficient number of organizations to recognize that each has the right to declare its purpose. But I have also been a newspaper editor long enough to feel a responsibility to protest against anything which I think is prejudicial to the economic interests of the people of a community or State.

The officers of the Tourist and Resort Association are carrying on an excellent work, and the Association is, without doubt, of service in the development of Western Michigan. I think that I am in a position to understand and appreciate this.

Almost forty years ago I left a position on the Tradesman to come to Oceana county, having a faith in the future of lake shore section, and have lived here and published newspapers and boosted Western Michigan from that time on. I have lived to see our county of Oceana become the premier fruit county of Michigan. Only once in the past eighteen years has it failed to win the horticultural sweepstakes at the Michigan State Fair. I have known of thirty carloads of peaches and plums shipped out of Shelby station alone in a single day. On Saturday of last week twenty car loads of apples were shipped from this one station, aside from the enormous amount taken out by truckers.

Within more recent years five canning factories, largely devoted to the conservation of fruit, have been built and are operated to capacity every year. Within the Hart, Shelby and

Mears area more cherries are grown than in any other similar section in the world. This year Oceana had about as many strawberries as the remainder of the State combined.

And while everyone welcomes the tourist crop the Oceana spud crop and bean crop are bigger factors in its prosperity.

The Tourist Association has persistently associated, in its official mind, Oceana, which is essentially agricultural, horticultural and industrial, with some other counties which are resort communities essentially. One year it wiped off its tourist map the towns of Hart and Shelby because they had not come through with a resort section contribution.

Around White Lake, for instance, there are twenty or more hotels and resorts catering to this summer business. Oceana county as a whole has two or three. There are some very delightful places along the Lake Michigan shore in Oceana, but it does not appeal to its people to have it called a playground. During the tourist season Oceana is a hive of industry and it is more anxious for workers than for players, although the players are also welcome.

I am calling the attention of the Association officials and the people interested to these several facts, so we may all have a basis for a better understanding and a more cordial approach than in the past.

Oceana is willing to play the game with its neighbors through the Association on the basis of a normal, substantial development of the lake shore country, but so far as I have been able to learn, in contacts with people on the street and the farm with whom I mingle, I cannot find any sentiment at all in favor of the \$50,000,000 bonding proposition—which is my particular point of protest.

Harry M. Royal.

All Set For the Pontiac Meeting.

Lansing, Oct. 27—Our local committee man, A. K. Duker, of the firm Duker-McFetridge Co., Pontiac, announces that the stage is all set for the group meeting in that city in the Blue Room of the Board of Commerce, 6 o'clock Eastern standard time Tuesday evening, Nov. 3. Mr. Duker has called together the representatives of the local members of our Association and promises that the local plans will be carefully made to make the meeting a success.

We repeat that which we have stated in our other notices, that members, store executives and wives are invited to be present. Store employes are not urged to attend. Our President, George T. Bullen, Educational Director, Miss Celia R. Case, and former President J. C. Toeller, of Battle Creek, will attend the meeting and participate in the program.

Mr. Duker announces that A. L. Keyser, Secretary of the Pontiac Board of Commerce; Neil Elliott, President of the Pontiac Retail Merchants Bureau, and Floyd Miller, Manager of the Pontiac Credit Bureau, will be present to give us a boost.

To the merchants residing in the Pontiac area, we have enclosed a sheet of paper asking members to give two questions which they desire to have discussed in the group meeting. There is also a space for luncheon reservations. The enclosed envelope is addressed to Mr. Duker. Please fill out the blanks and mail to him. These questions help very much to make the

meeting a success. Please do not neglect it, especially the reserving of the plates for the dinner.

The Adrian Meeting.

We are pleased to report that the Adrian meeting was well attended and the interest good. Members were present from Ypsilanti, Blissfield, Hudson, Jackson, Brooklyn, Tecumseh and other nearby places. The local committee arrangements were carried out by George H. Lewis, of Lewis & Coe, of Adrian.

On Thursday night, Oct. 15, the store of Yocum & Marx, of Manchester, was entered by burglars who carried away the following articles:

- 30 Mens style plus suits,
- 15 Over coats,
- 20 Childrens, misses and junior coats,
- 4 Silk dresses,
- 2 Wool dresses.

The loss is from \$1,500 to \$1,800. They have no clue to the thieves and doubtless there is not much prospect of their being apprehended. It is likely that some of these crooks are the kind of people who advertise closing out sales, etc., in some of the large cities such as Detroit, Toledo and cities more remote.

What Can You Do To Prevent Store Burglaries?

To begin with you can't eliminate them entirely. You can, however, make them much more difficult by attending to four things:

1. See that your store is properly and securely locked each night and that no great amount of funds are left in the store. Be observing of strangers as professionals always learn the lay of the ground in advance.
2. Arrange with your city to the end that the street light will burn all night. A brightly lighted city is not attractive to those who must needs ply their trade in the dark. Incidentally, it is well to leave two or three curtains raised so that a clear view of lights burning in the store and the interior may be had from the outside.
3. Arrange for a good husky young fellow for a nightwatchman for the next six months. It will cost some money but the chance that you will come down to the store some morning to learn that burglars have taken three or four thousand dollars' worth of your merchandise is decreased almost to zero.

4. In the event that your store is robbed do this at once: Notify your county sheriff, police officials, the state constabulary and this office. In each case give as complete a description of the merchandise taken as possible. Act promptly.

It is our belief that much of the work that has been done in the State this fall is the work of professionals. If this is the case, nine chances out of ten they have police records and a copy of a finger print might let us know whom to look for. For this reason, if any amount of goods are taken, avoid disturbing, only as is actually necessary, until an officer arrives on the scene.

Jason E. Hammond.

Mgr. Mich. Retail Dry Goods Ass'n.

Flour Trade Traveling Along Without Much Change.

Written for the Tradesman.

Crop reports from Argentina, complaining of excessive rain, and information from the Western provinces of Canada to the effect a large portion of the wheat up there is as yet unthreshed, with weather conditions very unfavorable for threshing, together with the tendency of the producer to hold for higher prices have brought a higher market for both wheat and flour.

According to Broomhall reports, Russian offerings are decreasing rather than increasing, and some export business in the United States has been done.

The Australian condition is reported as rather unfavorable on account of extremely dry weather.

There seems to be a rather bullish sentiment entering the market from certain quarters because of these various conditions, although from a technical standpoint the situation has not changed and if it actually proves out that the world crop is 10 per cent. larger than last year and 7 per cent. greater than the five year average, we will probably have lower prices next spring than at the present time. However, additional bullish reports, coupled with the tendency of the farmer to hold for higher prices, even with a light flour demand, may force flour somewhat higher.

We believe the attitude the trade are taking is sensible and reasonable. In other words, it seems to us the flour buyer is using good judgment to purchase for prompt shipment to cover requirements rather than to speculate on future values, even though there may be some additional advance in prices. This is not a market, however, to go short on. Conditions, temporarily at least, are unfavorable to the short side.

We anticipate the flour trade will continue to travel along in the even tenor of its way, carrying sufficient stocks to amply cover requirements with a decided disinclination to buy heavily for distant delivery.

Lloyd E. Smith.

Nut Distribution Disappointing.

That the consumer will not pay the price to cause a heavy or even normal demand has been established in many varieties of nuts in the retail field. Nuts, of course, are moving, but not in anything like normal volume. Brazil nuts are one example. Wholesale grocers find that earlier purchases are not quickly moved and they do not need to restock frequently. The restricted movement has caused an easier undertone and some concessions.

Walnuts are also unsettled. Importers are slow to buy foreign nuts for replacement even though they can obtain lower priced nuts abroad. A similar slowing up in domestic nuts has occurred, when, as usual, there is a tendency to criticize quality which in a normally active market would be ignored. Buyers who paid 1c over opening prices for early delivery are not altogether pleased with their purchases.

Muskegon Grocers To Go To Traverse City.

Muskegon, Oct. 27—Muskegon grocers have been invited to meet with Traverse City grocers and other merchants and professional men at a meeting to be held in Traverse City, Nov. 4. The Traverse City men wish to have reports on what has been accomplished by the organization of the Greater Muskegon grocers, through collective buying, selling and advertising.

It is probable that the officers of the Muskegon Grocers' Association and some other men will accept the invitation. They will meet first with the business men as a whole, then with the grocers alone.

The invitation was extended as the result of what has been accomplished here, as told by Manager B. G. Oosterbaan of the Muskegon Merchants' Service Bureau. Mr. Oosterbaan spoke in Traverse City Wednesday night.