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GRAND RAPIDS

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-third Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 18, 1925

Number 2200



I wish to preach, not the doctrine of the strenuous life--the life of toil and effort, of labor and strife; to preach that highest form of success which comes, not to the man who desires mere easy peace, but to the man who does not shrink from danger, from hardship or from bitter toil and who out of these wins the splendid ultimate triumph.

THEODORE ROOSEVELT

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Prepare for the Winter Demand

The coming of winter always brings a large increase in the demand for laxatives. People take less exercise in winter, and eat fewer fresh vegetables and more heavy foods. The inevitable result is constipation, with its attendant ailments.

This winter there will be a greater demand than ever before for laxative mineral oils. For people are learning, through experience and through the advice of physicians, that mineral oils produce far better results than cathartics and purgatives. Mineral oil does its work in a purely mechanical way. It does not spur the intestines to a sudden and abnormal activity,

but merely lubricates them and helps them to function naturally.

Stanolax (Heavy) is among the best known of the laxative mineral oils. It is

preferred by thousands of users throughout the middle west because of its unusually heavy body, which does away with leakage and other disadvantages which characterize oils of lower viscosity.

Widespread advertising, together with the tributes of thousands of satisfied users, are rapidly increasing the already

large demand for Stanolax (Heavy). If you have not yet arranged for a supply of Stanolax (Heavy) to meet the winter demand, it would be well to do so at once.



The Standard Oil Company
[Indiana]

MICHIGAN TRADESMAN

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(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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five years or more old 50 cents.Entered Sept. 23, 1883, at the Postoffice
of Grand Rapids as second class matter
under Act of March 3, 1879.**GENERAL TREND OF TRADE.**

There are always a certain number of persons who profess to see some connection between the trend in the stock market and business in general. Few, however, have contended that it is intimate enough to affect current trade. The bulk of the prognosticators usually insist that the course of the stock market indicates how things will be six months or so in the future. Although this theory, like that of recurring business "cycles," has been repeatedly disproved, it still continues to have its adherents. The latter are usually persons who are aloof from actual mercantile transactions. So, while the recent slump in the prices of a number of speculative securities may bring out the usual crop of predictions, especially should there be a recurrence of it, little attention is likely to be given to them by business men. What the latter take into account are basic conditions which affect the great mass of the population here mostly, but also abroad to some extent, because the country does not consume all it produces nor produce for all its needs. Those conditions are pretty well defined now. The showing for the yields of farms and fields is generally gratifying. Cotton and corn top the list with yields that are almost up to the records. While the wheat crop shows a falling off, the prices which the grain is fetching are quite remunerative. Other grains are also making a fair showing. In industrial activity, the recent trend has been upward, and unemployment, except in regard to hard coal mining, is slight. Taking all the facts into account, the prospects for business beyond the turn of the year and through next Spring may be regarded as favorable.

Evidences of the general belief in this state of affairs appear in the course of the contracting and buying in various lines. Wherever stability in values is shown the disposition is to

arrange for forward deliveries, although this remains tempered by the caution inculcated by the long prevalent custom of piecemeal buying. The primary markets have accommodated themselves to this method, however, and are producing little, if any, more than the quantities for which they have orders, thus avoiding a surplus of goods to be thrown on the bargain counter. The urge in all recent purchasing has come from the consumers who patronize the retail stores and who have prodded the owners of them to continue buying. Jobbers, in turn, have had to keep up with the demand from the retail stores and have been putting in added orders with the producers. The orders are usually for small lots, but they are many in number, so that the total looms up quite large. During the past week numerous buyers were in town, mostly seeking seasonable goods, although belated requests for holiday goods still come forward. These buyers report good business at the stores which they represent, which is further evidenced by the nature and volume of the goods they are seeking. The larger buying for the January sales and for the Spring will not begin until next month.

WYOMING TO TRY IT AGAIN.

A few years ago a bright idea occurred to the advertising man of one of the minor woolen manufacturing concerns. It has made a trademark of the words "virgin wool" as a synonym for new, as distinguished from reworked wool. To give this substance an exaggerated value a campaign was started for the labeling of articles on the basis of their content of new and reworked wool, respectively. This was carried so far as to bring the matter up in Congress under the guise of a "truth in fabric" bill. Discussion, of course, killed the project, but not until the woolen concern had had the full benefit of the publicity for which it had paid. The advertising man, whose "stunt" had succeeded beyond even his expectations, was the recipient of a complimentary banquet given by his confreres in the publicity game. This would, under ordinary circumstances, have rounded out the scheme to its finality. As a matter of fact, this has not been the case. It appears that the subject was taken up seriously in Wyoming, where inhabitants are few and sheep predominate. That State passed a "truth in fabric" bill on the lines of the one outlined for Congress. The law thus enacted was dormant until the authorities were taunted into trying to make it effective. Then proceedings were started, only to be dropped when the law was found inoperative. Later on, in obedience to further

prodding, a new law was enacted. Under this proceedings have been begun against two dealers for not labeling the contents of some underwear and blankets or for not averring that this information could not be obtained from the manufacturers who are outside the jurisdiction of the State. When the absurdity of the contention is established the case will probably go the way the others did. But meanwhile the Wyoming wool growers think they are putting something over.

COTTON SUPPLIES.

The report of the Crop Reporting Bureau, estimating this year's cotton crop at 15,386,000 bales, exclusive of linters, exceeded the one of a fortnight before by 160,000 bales. The issuance of the report was greeted by a wail of protest from those who thought the new estimate should be lower than the previous one; but it was generally accepted as being near what the final grinning figures will show. Should this be the case, the world's available supply of cotton, including the carryover, will exceed 30,000,000 bales, which is probably a record. At all events, it is certain that there will be more than enough for all needs until next year's crop comes into sight. Cotton goods prices have been affected by the lowering of the price of the raw material, spot goods less than those for later delivery. In the main, however, business has not been brisk in the primary cloth markets, although this condition promises improvement before long, since distributors of cotton fabrics are finding an increased call for them. Production is steadily increasing in the Southern mills, which were hampered by lack of water power. Finished fabrics, especially those of a novelty character, continue to be taken well. During the past week there were openings of sweaters, with some recession in prices, and also offerings of part wool and cotton blankets for next year. Knit underwear openings for the next heavyweight season will soon occur. Some declines in prices are expected.

A Nation-wide health movement is under way, sponsored by the General Federation of Women's Clubs. The women of forty-eight states have declared war on disease, but especially against all forms of disease which arise from insanitary conditions, bad housing and community negligence. This is really housekeeping and not politics. It calls for no great reform wave but only for common sense and thrift and teamwork in the business of keeping every community clean and healthful. If the women's clubs will lead such a movement, they will not lack for followers and helpers.

THE BUS AND THE TROLLEYS.

Motorbus transportation as part of the established systems of urban travel has made amazing progress within the last two years. In fact, few persons are aware of the extent to which the electric railways of the country have adopted the bus as an adjunct of their service or of the rapidity with which the system is extending. Whereas in 1921 there were only sixteen railways operating busses, there were, up to September last, more than 250 employing 4,452 busses.

These figures, compiled by a statistician of the American Electric Railway Association, offer food for serious thought, for while they record an astonishing growth, the financial returns are not yet all that could be desired. Some of the companies, especially where the bus is used in conjunction with the trolley system, report a profit, but the number showing operating expense in excess of income is still uncomfortably large. Perhaps it is too much to expect complete success of a service admittedly experimental in its initial stages. By far the greater mileage of the busses now in use is on interurban routes, and the larger number of companies reporting use busses either as feeders or auxiliaries to existing track services. It is apparently along these lines that the greatest promise lies.

Premier Painleve, who is also Finance Minister of France, has about reached the point of desperation. In drafting his taxation scheme he no longer seems to be designing a bill that has any chance of becoming a law. He is merely marking time, putting off the evil day when his policy will be rejected and his Cabinet fails again. To satisfy the Socialists in the Chamber, for example, he has incorporated a capital-levy schedule in the bill. But he knows very well that this will not get by in the Senate. The point is that the Senate will not get the bill for some time and that he is safe for the interim. The fact that the government has decided not to meet bonds maturing next month indicates to what a low level French finance has fallen. There has been no default upon government bonds such as this will be since the Revolution, 136 years ago. How much deeper France can sink in the financial slough of despond before striking bottom is not accurately calculable. But things can not remain as they are much longer.

To succeed in business a man needs to reach out for more knowledge. It is to be had for the reaching, and the man who will not even reach is not to be pitied for his failure as much as for his laziness.

IN THE REALM OF RASCALITY.

Cheats and Frauds Which Merchants Should Avoid.

Grand Haven, Nov. 16—The case of the Continental Jewelry Co. against me was tried in Circuit Court here Monday, Nov. 16, and I won the case, the jury bringing in a verdict of no cause of action.

Arthur J. Van Woerkom.

The above is one of the many cases of similar character which the Tradesman has advised merchants to contest on the ground of fraud. The miserable sneak who secured Mr. Van Woerkom's order agreed to sell no other dealer in Grand Haven. He proceeded to sell as many other merchants as he could, making the same agreement in each case. When the drayman undertook to make delivery to Mr. Van Woerkom the latter noticed on the dray other shipments of similar character made to brother merchants and very properly declined to go ahead with the transaction. Then ensued the usual flood of threatening letters and finally calls from an attorney who stated he had instructions to start suit. Mr. Van Woerkom appealed to the Tradesman for advice and we urged him to stand pat and refuse to give up a penny of blood money to any concern which employs crooks as road bandits. The Tradesman assured Mr. Van Woerkom that no Michigan jury would ever bring in a verdict in favor of a concern whose hands were tainted with fraud and whose career in this State is anything but praiseworthy. The outcome is exactly as predicted by the Tradesman.

In this connection the Tradesman again advises its mercantile friends to have no dealings whatever on any terms with the Detroit and Cleveland concerns which do business along illegitimate lines.

Another member, C. C. Cannon, of Houston, Texas, has joined \$10 Texas flyer squad. No, they are not aviators. They are simply a group of nimble-fingered artists who have chosen a \$10 bill as their unit, figuring if they can lure enough suckers to send them this amount for a flyer in German bonds they will be able to fly high themselves. Most of these get-rich-quick aviators formerly operated the same game in oil and it was very successful, so they think it can be worked over again with the worthless German bonds as the bait. The opportunities for profit to themselves have fired their imaginations.

Ann Arbor, Nov. 12—At a salary of \$2,700 per annum I can save \$100 a month. Not too well posted in finances, I come to you for advice in investing this monthly saving. I received some literature from the U. S. National Building and Loan Association of Philadelphia, Pa. Is this strictly sound and permanent? L. G. N.

The National building and loan association are of the centralized type of so-called co-operation. They are so designed that the members pay in the money and the officials control it and usually run it for their own benefit. At one time they were numerous in the Middle West. Their history is a

record of tragedies and scandals. It took many years to get rid of them and to replace them with local associations which are controlled by depositing members. These local associations make one of the best examples of co-operation anywhere in the world. They are safe, but the record of the Nationals does not inspire confidence.

Kalamazoo, Nov. 13—I would like a little information regarding the University of Applied Science, 1920 Sunnyside avenue, Chicago, Ill., T. G. Coope is the self-styled president. Do you think that they are offering a good course in finger printing, or is it just something to get your money? They claim to be backed by Federal men as well as by Dun or Bradstreet rating. I would like to take their course, but do not wish to be victimized out of my money. L. S. S.

We are unable to conceive that the art of finger printing can be taught by correspondence. The proposition is one of the many easy-money schemes based on correspondence courses to separate the uninitiated from their money in a perfectly legal way.

Monroe, Nov. 12—I am enclosing another envelope which we receive monthly from the Franklin Paint Co., Cleveland, Ohio. These people believe in P. T. Barnum's old axiom, "There's a sucker born every minute," and they are out to do them.

H. P. H.

This is the paint concern which offers paint on "four months' free trial—without a cent in advance—guarantees to stop leaks, etc.—or you don't have to pay us a penny." But when a customer reports that the paint fails to stop the leaks in his roof, the Franklin Paint Co. ignores the guarantee and threatens to bring suit to enforce payment. The record justifies the subscribers comment.

Constantine, Nov. 16—I have been suffering with attacks of asthma for past two years. Treatment by best local doctors seems only to give relief for a short time. A friend recommends very highly a treatment by Frontier Asthma Co., Niagara and Hudson streets, Buffalo, N. Y. I write to enquire if you know anything about this firm. A. J. R.

If treatment by good physicians can give relief for short periods only, it is not at all likely that you would receive any permanent benefit from any one of the advertising "asthma specialists" with which the city of Buffalo, N. Y. is signally blessed. Some forms of "asthma" are curable, some are not, but you may be very sure that no advertising "specialist" has any knowledge not available to reputable physicians or any skill which they do not possess. One of the oldest and most successful (financially) of the asthma cures promoted in the city mentioned has for its proprietors men who employ two physicians of our acquaintance to answer their form letters and give legality to their medical practice. Neither of these physicians was successful in ordinary practice before entering the employ of the asthma specialist and we are very sure that neither had any special knowledge or skill in the treatment of asthma. It is hardly reasonable to suppose that the salaries which an advertising "specialist" was

able to pay them for the use of their time and medical licenses added materially to their ability to cure asthma at a distance.

McCords, Nov. 14—Can you inform me as to the North American Publishing Co., Chicago, Ill. The agent was here to-day and is giving eleven volumes of an encyclopedia free, providing you pay \$5.90 a year for a period of ten years for loose leaf service. Regular price of eleven volumes \$110, five extra volumes of the loose leaf to be sent in the ten year period to keep same up to date. Seems to be working on postmasters with this deal.

R. E. Colby.

This scheme is as old as the hills. It bears the evidence of fraud on its face. The concern has no rating by the mercantile agencies and will probably retire from business long before it is time to furnish any free books, which, of course, the concern never intends to do. The Tradesman believes that 99 per cent. of the subscription book schemes are cheats and frauds. Buy books of a standard book seller and see what you get before you pay for it. No merchant who patronizes an itinerant book peddler has any business to complain of a customer who sends his money to a mail order house instead of patronizing home dealers.

Death Rate of Dolls Has Dropped.

Our life span is increasing, scientists tell us; yet the progress in the prolongation of human life is small compared to that made in recent years in increasing the life of dolls. Twenty years ago the death rate of dolls was high, for most dolls had breakable heads. When the unbreakable head was created the doll's expectation of life jumped from days to months and even years. Few dolls meet accidental death nowadays. They live their full span of life and are discarded only after they wear out from hard usage.

The American doll industry is a development of the last quarter century. Manufacture of the unbreakable doll has developed so greatly that now the retail value of the products of American doll factories is about \$25,000,000 annually. Although dolls of foreign manufacture are to be found in most toy shops, imported dolls form only a small percentage of the total number sold in this country.

The evolution of doll-making in America is an example of the application of art to industry. When the twentieth century opened, most dolls had the conventional hard papier mache bodies with bisque heads. Their appearance could hardly be called artistic in the light of present standards, yet in lieu of something better the child was content with them. Size rather than beauty was then the chief distinguishing mark. Mothers bought as big dolls as possible. Frequently a small girl would receive a gawky, unwieldy doll larger than she. Now size is less important than artistic effect.

After the introduction of the unbreakable head came the soft body. Why, asked the toymakers, should the body of a doll be hard as rock? This departure was instrumental in bringing about the great popularity of do-

mestic dolls. In a series of tests children were allowed to have their choice of hard or soft bodied dolls. Although many of the rigid dolls were larger, most of the children preferred the soft dolls.

Then came the use of real instead of painted hair in the dolls for older children. Large numbers of dolls with painted hair are still manufactured, for many mothers prefer them for children 2 or 3 years old. But when children have reached the age of 4 the habit of putting objects into their mouths has passed, and dolls with hair may be safely given to them.

Up to a few years ago thin dolls seemed to be the fashion. Then a few manufacturers realized that chubby, healthy dolls had a greater appeal to children. So most American dolls are now made wider and plumper than those of the older generation.

With these developments of the form of dolls went a transformation in clothes. Until recent years doll clothes were cut from one pattern of conventional design and usually sewed on. Now great thought is given to the fashions of doll clothes, which are so made that the doll can be dressed and undressed by the child.

Women have played an important role in the transformation of dollhood. Women sculptors design new and life-like faces. But all new designs do not meet with popular approval. It frequently happens that a manufacturer will spend thousands of dollars for molds and machinery to produce what he thinks will prove a popular seller, only to find that the children of the country turn thumbs down on his addition to the doll family.

So large has the American doll industry become that there are firms that do nothing but make doll shoes or clothing, to say nothing of the firms specializing in eyes, heads, arms and other parts of the doll's anatomy. About 20,000,000 dolls are made in the United States every year.

Mercantile Code of the Miracle Merchant.

Here is Fred Andersen's code for the merchant:

Your face is the mirror of your soul. Keep it trimmed with sunshine and radiance. Your store window is the mirror of your store. Keep it trimmed—tied up with your advertising.

Goodwill is more than a spoken word. It implies the Golden Rule theme of business. Get it and keep it.

Be a part of your community, energetic in its activities.

Boost your competitors. Perhaps some day they'll become customers.

Talk to folks in your advertising; not at them. Advertise, not only your store, but every local association and interest that is worth while.

Keep a mailing list and keep mailing to your mailing list; then your mailing list will soon keep you.

Advertise, Advertise! If your business isn't good enough to advertise, why not advertise it for sale?

Hurting the feelings of others is wrong, whether done by the man in overalls or the man in a fur coat.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Nov. 17—The hunting season for deer is now on and many of the old timers, as well as some of the younger generation, have taken to the woods, which will mean that Mr. Deer will have some narrow escapes if he is able to stand the strain for the next two weeks. The safety warning sent out, if heeded, will lessen the human toll that usually goes with the sport.

Frank Atkinson, who for the past year has been traveling salesman for Swift & Co. on the South Shore division, has severed his connection with the firm and retired to his home at Manistique for the present. He was succeeded by Oscar Eklund, formerly book-keeper for Swift & Co. at the Soo.

Percy Elliott, traveling salesman for the Petoskey Grocer Co., has been having more than his share of hard luck for the past few years. Only a few months ago he recovered from a long siege of sickness. He is now confined at the hospital here, where he underwent another operation, which will keep him from work for some time.

The thousands of hunters from Lower Michigan are swamping the hotels at St. Ignace. The State ferries are running day and night trying to get the cars over the straits. As the hotels are limited at St. Ignace, many hunters are obliged to sleep in their autos for the night, but this is what might be expected each year and seems to be worth the sacrifice, according to past records.

It was just fifteen years ago last Wednesday since Ed. Reidy, the popular Spruce street grocer, opened his grocery store. Since that time, Ed. as he is familiarly known by his many friends, has made a decided success by strict attention to business and being the only grocer for several years who stuck to the Thursday afternoon closing during the summer months. He was one of the first merchants to sign up for the half holiday when it was general, several years ago, but he was the only sticker when the others went back to the all week open shop during the summer season. Ed. says he can make enough money to continue without sacrificing the pleasure of the pleasant recreations afforded during the good old summer-time.

Might as well put something by for old age, so you can retire then instead of just give up.

The new firm of Rockman & Bvers has opened for business on Ridge street, near Ashmun. They will deal in automobiles, selling the Chandler and Cleveland cars. They are both young men with previous experience in selling cars, are well and favorably known and should make a success of their new venture.

The Sunny South has taken away two more of our citizens—J. Newhouse and A. P. Hanson—who have engaged in the building business in Florida. According to reports received here, they have already built two homes and have several more contracted for, with seemingly unlimited opportunities ahead of them.

It is possible to work twelve hours a day and yet be too lazy to think about what you have done.

Mrs. Bridget Aylsworth, 104 years of age, died at the home of her daughter, Mrs. J. Beechler, last week Thursday. She has been living here for the past since coming from Weidman.

The food show put on by the Co-operative Mercantile Association last week was a decided success. It was the first show of this kind put on here. There was a good programme, consisting of music, singing and speaking each evening and the place was filled each afternoon and evening.

The Globe clothing store, on Ashmun street, moved into its new quar-

ters, 403 Ashmun street, last week, in the store recently vacated by Simon Schiff, the tailor.

Robert Rothwell, the well-known merchant at Sterlingville, has erected a warehouse alongside of his general store to care for the increase in business.

About the best method of climbing higher is to remain on the level.

The Park clothing store, on Portage avenue, is going out of business. It is the intention of the owner, F. Shaheen, to retain only the ice cream business, which he has been conducting in the building next to the clothing store. It is his intention to dispose of the stock before the first of the year.

The Young Marine studio has leased the quarters of the Park Clothing store and will move into the building as soon after the first of the year as possible. The new location will be an improvement for the photograph studio in caring for the tourist trade.

B. Roos, one of the best-known horse dealers in Michigan, formerly of the Sault, has returned and expects to conduct sales stables on Spruce street again.

Being a self starter is almost as important as being a self-stopper.

William G. Tapert.

Good Words Unsolicited.

M. A. Pearce, dealer in general merchandise at Oak Grove: "The most cheerful \$3 I spend during the entire year as I get it all back several times over."

Victor F. Sorg, general merchandise dealer at 600 South Main street, Ann Arbor: "Accept congratulations on your success and I hope the good Michigan Tradesman will keep at the good work and eventually open the eyes of those who are blind to the light of supporting their trade paper and business organizations for the betterment of all. I wish you a long and prosperous, happy life."

Charles O. Burgess, wholesale and retail dealer in grain, beans, farm produce, etc., at Stanton: "Enclosed find check for \$3 the most satisfactory money I have spent this year."

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: North End Supply Co., Detroit.

Woodward and Warren Auto Sales Co., Detroit.

Cleveland Metal Products Co., Grand Rapids.

Henry F. Miller Stores Co., Detroit.

Helvetia Milk Condensing Co., Inc., Hudson.

Adrian Rugcrafters, Inc., Adrian.

Michigan Hydro Electric Power Co., Three Rivers.

Farmers Exch. Telephone Co., Vickeryville.

John J. Antezak Co., Detroit.

Farley Co., Battle Creek.

Organized Grocers To Meet at Clare.

Wyoming Park, Nov. 17—Please announce a meeting of the Executive Board of the State Association at the Hotel Doherty, Clare, for Tuesday, Dec. 1, at 2 o'clock. The special business will be a review of the work of the year and preliminary preparations for the next convention, to be held in Muskegon in April, 1926.

In the evening there will be a supper at the Hotel Doherty as guests of the business men of Clare. Both President Christensen and the Secretary have been asked to speak on that occasion. Director J. F. Tatman is making the arrangements.

Paul Gezon,
Sec'y Retail Grocers and G. M. Ass'n.

Quaker Food Products

FOR SALE BY THE COMMUNITY GROCER IN YOUR NEIGHBORHOOD



WORDEN GROCER COMPANY

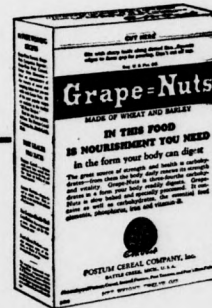
Wholesalers for Fifty-seven Years

The Prompt Shippers

Grape-Nuts

THIS is the only food of its kind in the world—does not compete with any other item. Fine flavor, crispness and food-value give Grape-Nuts a distinctive place. National advertising is reaching millions with a strong, human-interest story.

POSTUM CEREAL CO., Inc.
Battle Creek, Michigan



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

MOVEMENTS OF MERCHANTS.

Bellevue—R. B. Burnham succeeds C. A. Rockwood in the grocery business.

Reed City—Fralick Brothers have purchased the Sanborn & Turner meat market on Upton avenue.

Walton—William Beagle succeeds W. T. Mason in the grocery and restaurant business.

Tecumseh—The Lenawee Sand & Gravel Co. has increased its capital stock from \$125,000 to \$175,000.

Lansing—The Household Appliance Co., East Michigan avenue, has increased its capital stock from \$25,000 to \$50,000.

Fenwick—The Fenwick Farm Bureau Market Association has changed its name to the Fenwick Marketing Association.

Detroit—The Gasser Coffee Co., now the Karavan Coffee Co, 341 East Woodbridge street, has increased its capital stock from \$200,000 to \$525,000.

Lansing—Mrs. Grace E. Flowers has engaged in the hosiery business at 119 South Washington avnue, under the style of the Quality Hosiery Shop.

Detroit—The Johnson Brake Service, Inc., 1521 St. Jean street, has been incorporated with an authorized capital stock of \$25,000, \$4,000 of which has been subscribed and paid in cash.

Lansing—William Blanchard has sold his cafe on West Michigan avenue, to the Fouts-Chapin System of quick service lunch rooms and the business will be continued under its own plan.

Mt. Clemens—Miller Bros. Creamery Co., 310 Euclid avenue, has been incorporated with an authorized capital stock of \$20,000, of which amount \$10,000 has been subscribed and paid in in property.

Detroit—The Federal Date & Fig Co., 99 Adelaide street, has been incorporated to manufacture and pack food products, with an authorized capital stock of \$50,000, of which amount \$10,012 has been subscribed and paid in.

Muskegon—The Busard-Reddy Motor Sale, Inc., 490 West Western avenue, has been incorporated with an authorized capital stock of \$25,000, \$14,500 of which has been subscribed and paid in, \$204.36 in cash and \$14,295.64 in property.

Caro—The W. N. Clark Co. has finished its canning season with a total pack of 75,000 cases of peas, 30,000 of corn, 20,000 of lima beans and 21,000 of string beans, paying farmers of the region \$100,000. It had 400 people on its payroll.

Battle Creek—Mr. and Mrs. Courtland Parker, who formerly lived at Goguae lake, have moved to Level Park, where they have opened a grocery store. Mr. Parker is considering the erection of a dance pavilion at Level Park next summer.

Carson City—Maurice Yodido has merged his dry goods, clothing, carpets, etc., business into a stock company under the style of the L. A. Freeman Co, Ltd., with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in cash.

Detroit—The Detroit Wholesale

Rug Co., 349 East Jefferson avenue, has merged its business into a stock company under the same style, with an authorized capital stock of \$35,000, all of which has been subscribed, \$4,707.56 in cash and \$22,014.72 in property.

Lansing—A. D. Sturgis has purchased the Henry Morris drug stock and store fixtures, corner of East Michigan and Grand avenues, of the Capital National bank, which has been directing the affairs of the concern through its trust department for several months.

Negaunee—August E. Anderson, who recently purchased the stock and fixtures of the City Drug store, of its owner, Alfred Rytkenon, has opened it for business at 416 Iron street. New fixtures have been installed and the stock greatly supplemented by new lines.

Detroit—The Century Engineering & Sales Corporation, 2010 Alfred street, has been incorporated to deal in auto accessories, parts, oils, etc., with an authorized capital stock of \$50,000 of which amount \$13,500 has been subscribed, \$2,835 paid in in cash and \$10,665 in property.

Detroit—The United States Supply House, Inc., 6416 Woodward avenue, has been incorporated to conduct a wholesale and retail business in barber and beauty shop supplies, with an authorized capital stock of \$12,500 shares at \$1 per share, of which amount 7,300 shares has been subscribed, \$508.50 paid in in cash and \$616.50 in property.

Manufacturing Matters.

Detroit—The Chamberlain Metal Weather Strip Co., 1644 West Lafayette street, has increased its capital stock from \$650,000 to \$1,000,000.

Jackson—The Tomkins-Johnson Co., 616 Oak street, machinist, has increased its capital stock from \$25,000 to \$50,000.

Jackson—The Jaxon Steel Products Co. is starting work on a factory warehouse, 140x170 feet, steel construction. The products now being made are demountable rims, tire carriers, wheels, battery hangers, motor supports and general castings for the General Motors.

Bad Axe—The Huron Twist Drill & Reamer Co. has been incorporated to manufacture and deal in drills, reamers, tools and appliances, with an authorized capital stock of \$300,000 preferred and 15,000 shares at \$10 per share, of which amount \$252,000 and 15,000 shares has been subscribed, \$50,000 paid in in cash and \$352,000 in property.

Saginaw—The Saginaw Products Co. will expend \$260,000 for new equipment for the grey iron foundry, to meet demands of the car divisions of the General Motors Corporation. Contracts are now being awarded for the equipment and the construction of a small addition to the power house, and it is expected the plant will be ready for increased production before the end of February. At present the plant is employing about 1,800 persons, and if automotive sales continue at their present rate, the force at the

grey iron plant will be increased by 200 when the contemplated improvements have been made. The Buick, Chevrolet and Oakland motor car companies are taking the entire production of the local plant.

Saginaw Food Purveyors Get Together.

Saginaw, Nov. 13—Establishment of a cash or pay-day to pay-day basis for sales of groceries and meats was approved Thursday night by local grocers and meat dealers at the Board of Commerce at which they also formed an association of men in these businesses.

The plan for restriction of credit was adopted on the recommendation of a committee of grocers and meat dealers who have been considering the matter since a meeting a short time ago at which the project was broached. The plan, it was explained, is intended to prevent abuses of credit by persons who are careless or unreasonably slow in paying their food bills.

The meeting recommended that grocers and meat dealers join the Retail Merchants' Credit Bureau and that they send to the bureau lists of all their customers with their paying habits. Likewise it was recommended that the dealers send the bureau the names of all customers who stop buying from them while owing bills, in order that other dealers may refuse them credit until their bills are paid.

Speakers pointed out that there will be cases in which the rule cannot be rigidly enforced and declared that there is no intention of bringing hardship upon persons who have legitimate reasons for asking special credit arrangements. The dealers should use their own discretion in legitimate cases of sickness or unemployment. It was pointed out.

Forming their association of grocers and meat dealers, the merchants elected the following officers:

President—R. S. Bixby

First Vice-President—Fred Hubert.

Second Vice-President—Rudolph Goodman.

Secretary—Walter Loeffler.

Treasurer—Fred Steiner.

These officers together with Charles C. Christensen, Frank Marver, Charles H. Kretschmer and R. I. Berncker, will constitute the board of directors.

It was decided to hold monthly meetings of the new association and President Bixby was authorized to appoint a committee to prepare by-laws.

Status of the R. H. Smith Co.

Inventory of the general stock of the R. H. Smith Co., at Conklin, discloses \$9,500 stock and \$1,200 in fixtures. The mercantile liabilities are \$15,698.98, distributed as follows:

Burnham, Stoemel Co., Detroit	\$8,826.49
Conklin State Bank, Conklin	2,237.04
Judson Grocer Co., Grand Rapids	2,164.81
R. H. Smith, Conklin	936.18
Beacon Falls Rubber Shoe Co., Chicago	263.56
Stevens Strong Shoe Co., Milwaukee	216.00
Ideal Clothing Co., Grand Rapids	196.04
Thomas J. Webb Co., Chicago	80.16
Pathe Phonograph & Radio Corp., Chicago	75.00
John Brechtling, Grand Rapids	100.00
W. F. McLaughlin & Co., Chicago	70.00
Hood Rubber Co., Grand Rapids	67.62
Palm Olive Co., Chicago	29.01
H. Leonard & Son, Grand Rapids	27.64
E. J. Brach & Son, Chicago	51.55
A. J. Brown Seed Co., Grand Rapids	53.46
A. J. Brown & Son Seed Co., Grand Rapids	41.01
Kent Storage Co., Grand Rapids	25.08
The Woodhouse Co., Grand Rapids	26.11
Chas. A. Coye, Inc., Grand Rapids	60.45
H. J. Heinz Co., Detroit	16.75
Calumet Baking Powder Co., Chicago	20.10
Proctor & Gamble Distributing Co., Detroit	31.30
Putnam Factory, Grand Rapids	20.71
Butterick Publishing Co., Chicago	34.72
Boye Needle Co., Chicago	28.19

Quaker Oats To Buy Aunt Jemima Mills.

The sale of the Aunt Jemima Mills Co., of St. Joseph, Mo., well known throughout the United States for its Aunt Jemima Pancake Flour, to the Quaker Oats Co., of Chicago, will be recommended by the Board of Directors to the stockholders of the Aunt Jemima Co. Nov. 24, it was decided last Thursday.

The transaction involves a financial consideration of \$3,655,140. The Quaker Oats Co. made a proposition to purchase the assets of the company at a price which will redeem the preferred stock at \$110 a share and accrued dividends and is expected to net in liquidations a minimum of \$80 a share on common stock. The company's capitalization consists of 9,030 shares of first preferred cumulative shares and 32,273 shares of no par value common stock.

State Firearms Law Held Invalid.

Flint, Nov. 17—Circuit Judge James S. Parker to-day declared unconstitutional the act passed by the legislature requiring registration of all firearms and dismissed the case of a man brought before him for failure to register a revolver he had in his possession.

In his opinion Judge Parker cited the fact that the legislature closed its session on May 28 and that the law would then become effective August 27. However, it provided for registration before July 1, which made it, the opinion says, in contravention of the rule that no law can be made retroactive. In his opinion Judge Parker further stated that no provision was made in the act for further registration after July 1.

Canadian Christmas trees coming across the line this season must pay a duty of 10 per cent. Last year the United States Treasury let them in free under the official description, "sticks in the rough." Then some departmental Solon adjusted his thinking cap, and visions occurred to him of the tree in all its festooned and tinsel'd glory of lights and stars. "Stick in the rough" would not do. So he revised the estimate. It means that more of our own trees will come down. Each year there is a hue and cry over the destruction of the evergreens. But they may be excised from from the landscape with the care and science given to commercial lumbering operations, and the Christmas tree beyond almost any other sort of timber stands for a constructive purpose. If a benefactor is he who makes more blades of grass to grow, he has an equal rating as an altruist who, without despoiling the countryside, makes it possible for the humblest, poorest home to have its Christmas tree.

A clergyman, called away suddenly and unable to officiate at the services of his own church, intrusted his new curate with the duty. On his return he asked his wife what she thought of the curate's sermon. "The poorest I ever heard," she declared. nothing in it at all." Later, the rector meeting his curate, asked him how he got on. "Fine, sir," said the curate. "I did not have time to prepare anything myself, so I preached one of your sermons."

Essential Features of the Grocery Staples.

Sugar—The market is 20 points higher than a week ago. Local jobbers had granulated at 5.90c.

Tea—The past week has been a dull one. Buying from first hands has been quiet for several days, although the consumptive demand goes on about the same. There have been no developments in the line since the last report. Javas are firm with an upward tendency, on account of crop conditions. Ceylons and Indians are also steady to firm.

Coffee—The market shows considerable fluctuations for the week, not all of which have been upward. Prices on all grades of Rio and Santos are about unchanged for the week. Milds are also about as last week. The jobbing market on roasted coffee is not materially changed; demand fair.

Canned Fruits—Fruits show uniform strength throughout the list, and while pears are not as strong as other items there is no weakness apparent. It is a sellers' market, with few offerings at the source.

Canned Vegetables—Vegetables hold their own, but are not conspicuous. Wants have been taken care of for peas, and that article is less active than a few weeks ago. A lot of cheap peas have been acquired for prompt or later shipment from the factory. Tomatoes are irregularly quoted, but the inside prices apply mostly to off grades. Strictly standard packs are steady. Corn is in routine demand.

Dried Fruits—A number of preliminary steps toward a higher, more active and better prune market were taken last week in jobbing centers and at primary points. Toward the close a definite improvement was noticeable, forecasting a possible hardening in values to conform to the better sentiment now apparent. Coast buying in California, after practically eliminated for five months, promises to develop in volume. Even now traders are picking up cheap prunes at the source. Independent packers have advanced their quotations ¼@½c, but are still below the association. The price of fruit from the grower is up ½c and the weak outside growers are raising their ideas. The spot market has hardened on Oregon and California packs and the California assortment is being narrowed in old packs. Coast packers are out of 1924 prunes. A higher raisin market occurred last week. Muscats are withdrawn by packers for November-December shipment and when they re-enter the market it is safe to predict that a higher range will be put into effect. Lack of Muscats has swung the demand to Thompsons, which are also firmer. There is a general scarcity of all varieties on the spot and inside prices on outside brands are disappearing. One does not hear the complaint that peaches and apricots are too high to be a good investment. No comment is made as to price but the chief concern is to find jobbing parcels in goods on the Coast for replacement. So few are offered by first hands that resale parcels are being sought.

Beans and Peas—Red kidney beans are off a little further for the week and the whole market is saggy, but without change since last report. Dried peas dull.

Canned Fish—No change has occurred in any variety of canned fish during the past week.

Canned Milk—Concentrated milks are moderately active, while quotations are easily maintained.

Cheese—Offerings of cheese during the week have been light, and the market steady to firm, but the demand has only been fair.

Nuts—Distributors who waited to test out the retail movement of nuts before covering their own requirements in full have made two startling discoveries. In the first place, the consumer has not been weaned away from nuts because of present values, and in the second, opportunities to buy on the wholesale market do not afford the bargains which were anticipated because it was thought that importers and direct receivers of domestic nuts would have a substantial surplus. The shorts are covering, and there are many in that class. All varieties are being taken and a healthy undertone exists. Brazils were disturbed for a few days by a readjustment in prices but are now more active, and at the lower basis are being used more extensively in mixed nuts. Almonds have been especially firm for several weeks and still lead the market in strength. Filberts follow closely, while walnuts have been popular, as they are relatively one of the cheapest of the offerings.

Rice—Rice milling prospects in Louisiana, Arkansas and Texas are more serious than the local trade admits. That the harvest has been delayed is well understood and as time elapses without an opportunity to harvest in the usual manner, the chances of a reduced yield and inferior quality than expected earlier in the season are increased. The weather is the controlling factor and again this week has been unfavorable. The spot market has added to its strength and the better grades are slightly higher. Foreign rice is too scarce to be a prominent factor.

Salt Fish—The mackerel situation shows no change since last report. The demand is fair, prices about unchanged all along the line.

Syrup and Molasses—Molasses is somewhat depressed. Prices on new crop show a decline of 5@20c, which makes the demand for old crop small. There is, however, a fair consumptive demand for molasses. Syrup, both sugar and compound, rules about unchanged; fair demand.

Provisions—The demand for provisions, including all hog and beef products, during the week has been only fair; prices steady.

Santa's Slip.

Reproving her little one for using a bad word, the mother enquired where she had heard it.
 "From Santa Claus," was the reply.
 "Santa Claus?"
 "Yes, mama, when he fell over a chair in my bedroom."

Review of the Produce Market.

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

Beans—Michigan jobbers are quoting new crop as follows:

C. H. Pea Beans ----- \$ 5.30
 Light Red Kidney ----- 10.50
 Dark Red Kidney ----- 9.50
 Brown Swede ----- 7.25

Bagas—\$2 per 100 lbs.

Bananas—6@7½c per lb.

Butter—The offerings of fine creamery butter have been fairly liberal and the demand moderate Undergrades are plentiful and easy. 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, \$350 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. Frosts and unfavorable weather have seriously injured the crop.

Cranberries—Late Howes are now in market, commanding \$8.25 per 50 lb. box.

Eggs—Fresh eggs continue scarce and tend upward. The best grades are about 3 cents higher for the week, and storage eggs are unchanged. The demand for fresh eggs is good and takes all receipts quickly. Local dealers hold storage eggs as follows:

Fresh Canded ----- 54c
 XX ----- 40c
 Firsts ----- 38c
 X ----- 36c
 Checks ----- 33c

Egg Plant—\$1.25 per doz.

Garlic—35c per string for Italian.

Grapes—California Emperors, \$2.25 per crate.

Honey—25c for comb; 25c for strained.

Lemons—Quotations are now as follows:

300 Sunkist ----- \$8.00
 360 Red Ball ----- 7.00
 300 Red Ball ----- 7.50

Lettuce—In good demand on the following basis:

California Iceberg, 4s and 4½s \$5.00
 Hot house leaf ----- 18c

Onions—Spanish, \$2 per crate of 50s or 72s; Michigan, \$3 per 100 lb. sack.

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

126 ----- \$10.00
 150 ----- 10.00
 176 ----- 10.00
 200 ----- 10.00
 216 ----- 10.00
 252 ----- 10.00
 288 ----- 9.50
 344 ----- 9.00

Floridas are now in market. They are sold on about the same basis.

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 \$2.50

per 100 lbs. generally. The market is quiet.

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
 Turkeys (fancy) young ----- 33c
 Turkeys (Old Toms) ----- 28c
 Ducks (White Pekins) ----- 22c
 Geese ----- 17c

Radishes—60c per doz. for hot house.
 Squash—Hubbard, \$2@2.25 per 100 lb.

Sweet Potatoes—Virginia kiln dried Sweets, \$2.25 per hamper.

Tomatoes—California, \$1 per 6 lb. basket.

Veal Calves—Wilson & Co. pay as follows:

Fancy ----- 14c
 Good ----- 12c
 Medium ----- 10c
 Poor ----- 9c

Get Results.

"Do you guarantee results in your nerve treatment?" asked the caller.

"I certainly do," replied the specialist. "Why, last week a man came to me for nerve treatment, and when I'd finished with him he tried to borrow \$100 from me."

Many persons are worried over the present prosperity of these United States. This prosperity is shown by Controller Joseph MacIntosh, in Washington, in his report on the banking situation. He says the 8,085 financial institutions of the country have \$24,569,527,000 of resources, which is about all the money we need at present. At the same time Bishop Thirkfield of Chattanooga tells the Methodist Board of Bishops in Buffalo that "America is beastly rich" and is going the way of Rome; while Arthur Henderson, the British labor leader, at a farewell dinner in this city complains of the wealth of the workingman in the United States as the chief cause of the lag and drag of the workingman's cause. So it would appear that when we are poor we are in a bad way and when we are rich we don't know just what to think about it.

Cooking is anything but out of date with Girl Scouts. Of all the fifty activities open to them it stands first in their choice. Merit badges in the subject were awarded last year to more than five thousand. This record can be understood in view of the rule that a girl cannot go to camp until she is able to cook twenty simple dishes. Naturally any girl wants to go to camp. But it is just possible that even the modern girl is not altogether averse to messing around in a kitchen, especially a kitchen equipped with the latest conveniences. The importance of this development may be judged by the fact that courses in Girl Scout leadership are given in more than one hundred colleges. These courses have been taken during the last three years by nearly six thousand young women. And yet there are not enough leaders for the girls who wish to become Girl Scouts.

THE TOBACCO KING.

Was James B. Duke a Success or a Failure?

Was James B. Duke, tobacco magnate, who has just died, a success or a failure?

Financially, he was abnormally successful. He was successful, too, in building up gigantic business enterprises. True, the United States Government found his main business creation, the so-called Tobacco Trust, illegal, and ordered it dissolved; but other business giants suffered a similar experience and the majority of the public did not regard either Duke or them as having been thereby disgraced.

Soured by his own Government's condemnation of his activities, Duke turned his chief attention to becoming Tobacco King of Europe, as he had formerly become Tobacco King of America. He felt extremely bitter over the treatment meted out to him by his own country.

Later, he applied his energies and a large part of his huge capital to developing electric power plants in his native State, North Carolina, and branched into other sections of the South, as well as into Canada in more recent years. Here again he attained financial success.

Duke had a third field of activity: the stock market. In his battle to crush rivals in the tobacco business both here and abroad, James B. Duke was absolutely ruthless. He was out for Duke, and the devil take his victims. His stock market operations, from what I can gather, were conducted similarly mercilessly. He and Thomas Fortune Ryan and George J. Whelan were often bracketed by Wall Street in manipulation maneuvers on a colossal scale. But did each of the three trust the others? Not a bit. One would denounce another as "a slick, slippery fellow; you have to watch him." Doubtless Duke, as well as Ryan and Whelan, made millions playing the stock market against the outside public.

Yes, Duke the business man and stock market manipulator was a towering success, measured by the dollar yardstick.

Yet, his life yielded him little satisfaction and he was, in my judgment, a failure.

I got my first insight into Duke, the man, when I set out to get the story of his life for inclusion in my book, "Men Who Are Making America." I didn't know him and I didn't know any of his friends. Diligent enquiries failed for a time to unearth any person intimately friendly with Duke. Finally, I learned that Alexander J. Hemphill knew him well.

When I explained my mission to Mr. Hemphill, a personal friend of many years' standing, he shook his head and explained that it was hopeless. Mr. Duke, he said, was exceedingly hostile to all newspaper and other writers because of the way his matrimonial misfortune had been handled. Not only so, but Mr. Duke was such a queer cuss that he admitted nobody to his confidence and

would pay no attention whatsoever to any letter from him or anyone else. Although he admitted that he was probably as close to Duke as any business man, Mr. Hemphill dared not take the liberty of giving anyone a note of introduction to him.

Further investigation revealed that there was only one other man classed as a Duke intimate, and he did not feel as close to him as did Hemphill.

However, I bearded the lion in his den. He consented to talk briefly, but, once started, he went on and on and on for four hours, giving me the only story he ever gave of his life and work. A dramatic story it was.

But I could not but feel that Duke was cold-hearted, mercenary, dominating and domineering. Nearly every outstanding American business leader, no matter how little schooling he may have had originally, manages to become respectably well educated. Duke had palpably failed to do so.

Little incidents sometimes throw light on a man's make-up. Although Duke was smoking when he entered the room, and lit four or five cigars in course of the forenoon, he never once asked if I would care to smoke.

My next experience with Duke came just after the United States entered the World War. He asked me if I could come to see him about a matter of great National importance. I went.

What do you think the matter of great National importance was? What do you think he wanted me to do?

He besought me, with tremendous earnestness, to start a campaign on behalf of the ultra-rich, urging that they be not taxed heavily in connection with the war!

He laid before me an elaborate statistical compilation, prepared by his lawyers and accountants, showing all the inheritance and other taxes which would be levied against this, that and the next number of millions bequeathed by a rich man. He had it figured out to the fraction of a month how many years it would take a given number of millions to earn enough to meet all these levies, so that the amount set apart would be handed down unimpaired.

I fear I laughed outright instead of indulging in the tears which Duke appeared ready to shed over the woes of multi-millionaires. I told him I couldn't conscientiously, during such a National emergency as had then arisen, launch any plea that multi-millionaires be given special consideration. "But," I told him "you feel so strongly about it, and are so sure it is just, that I will be glad to publish an article written by you or an interview quoting you word for word."

Of course, he balked. He wanted me to do the pulling of his chestnuts out of the fire.

In the light of later events, it is interesting to record that Duke's statistical table ran up to \$40,000,000, the amount which he announced not so long ago that he would provide to establish a university in North Carolina, on condition that it be named Duke University.

One constantly had the feeling while in Duke's presence that he was an un-

Which Would You Rather Sell?

? || ONE MATCH
OR
TWO MATCHES || ?



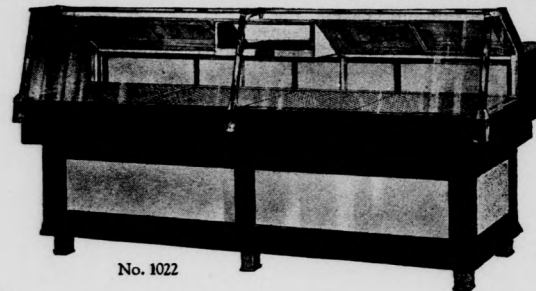
Say to your customers: "Here are two boxes of the new, perfected Diamond Match for thirteen cents—the best match and the safest match to take into your home. They are better value than ordinary matches at five or six cents per box."

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

And you will sell two boxes almost every time.

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happy, disgruntled, soured mortal. At one time he had high hopes that a certain young man, a very near relative, would develop into a winner and I rather gathered that Duke meant to make him his successor. But, judging from subsequent events, Duke suffered another poignant disappointment.

Duke couldn't bear to be crossed or criticised. When he cracked the whip everybody must jump. I had occasion once to comment unfavorably on certain speculative ongoings in tobacco stocks dominated by the Duke-Ryan-Whelan interests. Mr. Duke immediately cancelled his subscription.

Even his one great philanthropic act had a string attached to it. It must perpetuate his own name. Before then one never heard of Duke having given away a dollar.

So, he died an unhappy, dissatisfied mortal, super-abundantly rich in millions, but bankrupt in friends. He was so engrossed in battling fiercely for money that he took no time to acquire education and nursed such a nature that he became incapable of attracting troops of friends. The last time I visited his native State, newspapers were full of condemnation of alleged tactics on his part to relieve him of certain taxes. His own people apparently regarded him in the same light as he was regarded in the financial and business world.

Would you call such a man, such a life, a success or a failure?—B. C. Forbes in Forbes Magazine.

China Will Sometime Be Reckoned With.

Grandville, Nov. 17—Dr. Kuo, president of Nanking university, is quoted as saying that "China will become a militaristic nation and assume her rightful place in the world by strength of arms if such a course is necessary."

At which Michigan's greatest newspaper lectures the Chinese scholar on the impropriety of such language, carrying the idea that it is wholly out of place for the Chinamen to think of bearing arms in self defense.

The Christian nations of the world have taught the heathen countries the necessity of keeping their powder dry and depending on the heavy battalions for national salvation.

It would be strange indeed if China, the most wonderful and heaviest populated nation in the world should not after a time become imbued with a sense of her own importance and begin organizing an army commensurate with her importance.

Becoming militaristic is not to be a Christian national trait in the future. China, with its numerous population, once it becomes aware of its military power, will make a place for itself in the world with which other more civilized nations will have to reckon.

As that great yellow power becomes educated through sending representative Chinese to American and British schools, we may look for the formation of armies the might of which will have to be reckoned with in the hereafter of the world's history.

Japan alone does not constitute the "yellow peril" so much harped upon in the past. We are to have the great Mongolian races at our doors in the immediate future, and the manner in which we have dealt with these heathen peoples in the past will tell for the good or ill of the Christianity of the future.

Great Britain has worked her civilizing processes with the Bible in one hand and the rifle in the other. This

process has not been wholly satisfactory to either race of people, and the suggestion of Dr. Kuo that China take up the military arm as an aid to her national advancement strikes a sort of spinal chill to her adversaries in the past.

Well, why not?

The Christian nations have settled most of their difficulties by resort to arms. Is it, then, to be wondered at that China, through the enlightened eyes of her scholars, sees a way out from the thousand and one problems which are at present facing the nation?

Unenlightened as China has been in the past, with a larger population than any other nation in the world, she has been at the mercy of her more civilized enemies. The time for knuckling beneath the heel of Christendom as a means of peace has about ceased to be a virtue in the eyes of these celestials.

The strong arm of military power is sometimes the only means of affecting beneficial results. It is only because China has been non-militaristic that she has, as a nation, sunk so low in the eyes of the world.

Nearly all advancement along Christian and civilizing lines has first been made by war. It has been heretofore an easy matter to subdue the yellow races because of their non-militaristic conditions. Force is the leading element in the subjugation of peoples, whether civilized or barbarian.

If China, with its tremendous power through over population, shall learn how to organize military camps, outfit and maneuver an army, then her future is assured. The educated Chinese are coming to see this in its true light, and a new awakening is beginning even in the densest portions of the empire.

Once her armies are organized, commanded by educated Chinese and whites, there'll be more respect paid to the rights of individual Chinese than ever before.

A nation backed by men and money can ask for righteous treatment from her world companions. Power to enforce demands because of a big army is of more importance than all the kowtowing and humble begging for fair treatment by an unarmed rabble such as China has been in the past.

A nation which can place a strong armed force in the field at short notice is the one to win respect and have her just demands complied with.

China has all down through the years been the spoil of malignant self seekers among the other nations of the earth. Even Japan, with its schooling from white nations, has bullied and abused the big yellow boy (China) into sacrificing many fat pieces of land to her guardianship.

It is not exactly fair to censure the Chinese when they mention the fact that they mean to seek a rightful position in the world by organizing an army of defense that will, in point of numbers, startle the world.

China for the Chinese will become the slogan, and why not? America for Americans has been regarded as sound. Through military power alone can the yellow nations expect to win the respect of the white nations of earth. The military prowess of Japan a few years ago when her military forces on land and sea humbled the Russian empire, did more to awaken sympathy and right treatment for the Japanese than all the peace missions ever attempted.

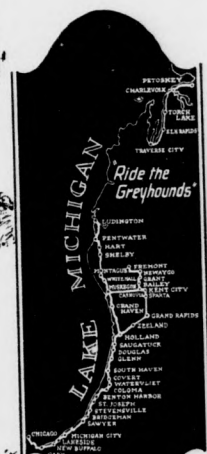
China, with its four hundred millions, may easily become in time the most powerful single nation in the world, and it would be foolish to imagine the docile yellow men over there to remain footballs of fortune for the jibes and kicks of the remainder of the world. Old Timer.

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MELLON ON TAXES.

Two years ago the Administration and Secretary Mellon made the tactical error of sending to Congress a tax revision measure. A resentful Congress hacked the Mellon plan to fragments. This year that error will be avoided, but the statement of Secretary Mellon before the House Ways and Means Committee may be taken as an outline of Administration tax policy.

This includes a tax cut of not more than \$300,000,000, a maximum surtax of 20 per cent., repeal of the present gift and "death taxes," partial elimination of automobile taxes and the retention of amusement levies. Secretary Mellon would abolish the income-tax publicity nuisance. In place of the present 25 per cent. reduction on earned incomes he would cut the normal rates from 2, 4 and 6 per cent. to 1, 3, and 5 per cent.

Present amounts of exemption would not be raised. The time for payment of the public debt would not be extended. Secretary Mellon again attacks the tax-free securities and asks an amendment to control their issue.

There is hardly a recommendation that will not be opposed. Many Democrats and a few Republicans favor a tax cut as great as \$400,000,000. Any change in gift or inheritance taxes will mean hard fighting. A resolute effort to raise exemptions to at least \$3,500 and possibly \$5,000 is coming. Motorists and dealers want automobile taxes wiped out. The proposed reductions on small incomes will be fought as inadequate. The refusal to distinguish between "earned income" and that from other sources will be assailed. Income publicity has many fighting radical friends. The States will not look kindly on any Federal attempt to interfere with tax-free securities.

The Treasury suggestions are about what has been forecast. On the whole, the rates proposed would mean a considerable reduction to average taxpayer. Undoubtedly the total reductions recommended are about as far as the Nation should go. It would be folly for a prosperous America, able to wipe out her war debt by 1950, to carry that load until 1987 as the Democrats, headed by Garner of Texas, propose.

It will not be easy sailing for the Administration programme. Modification of parts of it is inevitable. It does, however, offer a sane and balanced taxation policy, well calculated to meet present and future needs and to give a generous amount of revenue without burdening the small taxpayer or hampering business.

DRY GOODS CONDITIONS.

There were more buyers in the local dry goods market during the past week than in the week previous or in the corresponding week of 1924.

According to the week's sales, the wanted dress fabrics for Fall include plaids, lightweight French flannels, needlecheenes and woven border effects. The demand for Jersey cloths dropped off materially. For Spring are wanted combinations of wool and rayon, particularly the mouline ideas, lightweight French flannels, reps, and

a variety of novelty ideas for sport wear. Pastel tones seem to lead in Spring colors. Tones of beige, grays, blues, green and rose are all popular. There is an increased demand, both for Fall and Spring, for black and navy blue.

Georgette crepes and wash satins in pastel and crayon shades sold freely. A noticeable improvement was evident in rayon tubular tricolettes, as retailers are preparing for good holiday business on all fabrics suitable for underwear. Rayon and cotton sport satins were sold in large quantities to be made up into slips and negligees. Orders for Spring delivery were received in large number, calling mostly for staple piece-dyed fabrics.

In the lining department the past week did not show great activity compared with that of previous weeks. Nevertheless, the total figures showed satisfactory sales. Specials in plain satines as well as printed, and brocades were bought in good quantity.

While the activity in domestics, sheets and pillow cases seemed just about normal, there was a good deal of business done on a general assortment of items. Total charges showed quite a satisfactory increase over the figures of last week, as well as those of last year.

Handkerchief buyers have been anxiously purchasing their requirements to round out their stocks, after having received the goods from early Spring purchases. Holiday boxed handkerchiefs have been bought freely.

During the week, the drapery department had a strong demand for ruffled curtains and novelty panels in all styles and prices. Orders from the road men include a large quantity of cotton damask and rayon jacquards.

RECIPROCAL RIGHTS.

Relations between buyer and seller go back to the remotest antiquity. This being so, it would naturally be supposed that the rights and obligations of both parties should be pretty well established by this time. The old Latin expression, "Caveat emptor," or "Let the buyer beware," still holds good in the main, despite its suggestion of sharp practice. It is based on the idea that the buyer is not a helpless person who is obliged to take what the seller hands out to him, and that he is presumed to show intelligence in getting what he seeks. Otherwise, there might be a premium put on lack of diligence or knowledge. Only a few days ago there was a court decision in a case where a buyer, having a right to return goods within ten days, to which he had agreed, tried to take advantage of this after fourteen days had elapsed. His claim was thrown out. Recently the clothing manufacturers submitted some questions to the American Association of Woolen and Worsted Manufacturers bearing on their reciprocal status as buyers and sellers. One of these concerned the guaranteeing of colors. The response was that the mills generally will not guarantee them. It was explained that the sellers prepare a variety of fabrics to suit every phase of taste and the buyer makes his selection

from them. It was the responsibility of the latter to "see to it that what he selects is satisfactory for the purpose he has in mind. The seller's responsibility is to deliver what he sells." On the question of who should pay for the examination of goods which the mills agree to take back, the association insists this should be the buyer. Such expense, it is declared, constitutes part of the buyer's cost of doing business. After all, it is not so much what the rules of the game are as that they shall be known to the parties, who can accommodate themselves to them.

WOOLS AND WOOLENS.

Public auction sales of wool in South America and Australia lately have resulted in showing that, while prices are not advancing, they are also not going behind. It is to be noted, however, that the advances which began some time ago were not very pronounced. At the best they only amounted to a few cents a pound. American interest has appeared in some of the recent buying, while the eagerness of the French seems to have abated. Auction sales in New Zealand will begin this week and will continue until March 27, next. Argentina, after a series of reductions in the export duties on wool, has increased them lately. The average rise is less than \$1 per metric ton. The French, it appears, have not been using up all the wool they bought for military purposes. Some of it has gone into goods which have been exported. Between January and August of this year French exports of worsteds, mostly dress goods, to Great Britain, made up the large total of 7,033,000 square yards against only 1,000 square yards during the same period in 1924 and none at all the year before. In this country there is increased activity by the woolen mills, with worsteds showing up better than they did last year. During the past week the American Woolen Company increased its worsted prices for Spring from 2½ to 12½ cents per yard. Other factors are likely to follow suit. A better movement in clothing is shown. Overcoats, in particular, have done extremely well. Dress goods for Spring are being absorbed rather slowly, but there is still chance for a good season for these goods.

CANNED FOODS WEEK.

Canned Foods Week was more extensively observed in Michigan than during any previous drive, and live-wire grocers who gave their attention are enthusiastic over their sales and with the prospect of a free movement during the remainder of the season. Volume sales were made to the consumer more extensively than in any other Canned Foods Week.

Retail distribution was the outstanding feature of the market last week, and so busy were wholesalers that they hardly had time to consider their replacements. Many are waiting until inventory to know just where they stand.

All we want is fair treatment, but the hard part is to convince us of what is fair.

ENDING TRADE ABUSES.

Many, if not most, of the trade associations in the country have long been trying to eliminate certain practices which lead to waste and which, in turn, result in compelling consumers to pay more for what they buy. There is, in fact, no deviation from the normal and approved methods of production and marketing whose consequences are not reflected in higher retail prices. This is as true of failures as it is of careless or incendiary fires, of frauds and credit excesses, of the exercise of poor judgment, of cancellation of orders and unwarranted returns of goods and generally of the other trade evils which have been inveighed against for many years. All lead to economic waste and result in higher prices being made necessary. This is aside altogether from the moral aspect of many of the practices mentioned. To meet some of the difficulties is the purpose of the report to be made to the National Distribution Conference, which is to meet at Washington next month under the auspices of the Chamber of Commerce of the United States. The suggestion will be made to form a joint trade relations committee, composed of equal numbers of producers and distributors, with representation also of consumers. This committee is to act as a kind of clearing house for charges of trade abuses and to assist in eliminating unethical practices. It will also help establish methods of settling disputes where these do not already exist and try to bring about joint action by producers and distributors for the elimination of wastes, among the latter being "the fundamental lack of accord between production and distribution, or a lack of economic equilibrium." The underaking thus outlined is a pretty big one for any single committee to undertake, considering the diversity of the conditions in the various industries. The hope of success lies in establishing efficient individual trade organizations, each of which will have to deal with its own members.

GERMANIC STUPIDITY.

Germans propose to teach the Dawes plan in their common schools. But there's a rider to the motion in the Prussian Diet, which provides that absolution from the war guilt and the exposition of what happened at Versailles shall be included in the course of study. German Nationalists are behind the proposal, and they may be relied upon to enforce the doctrine that Germany was in no wise to blame for Armageddon. The Dawes plan from that angle is likely to be interpreted as a gesture of the world's desire to make amend for injustice by assisting in the rehabilitation of the Reich. Foreign altruism has correctly held that German children were not responsible for the war. But the Germans themselves are taking the further step of putting it between the lines of the primer and the copybook, the arithmetic and the geography that German adults had nothing to do with it either, except to repel an armed invasion of the long-suffering Fatherland.

MEN OF MARK.

W. L. Brownell, Well-Known Advertising Expert.

In humanity there are different strata of quality. The declaration that all men are born free and equal is absurd, unless it may mean that all are born equal before the law. It is a patent fact that one possesses native talent while another does not; that one is capable of arising to heights which another can not attain; that one exerts a widespread influence, while the field covered by the influence of another is decidedly limited. In this latter regard it is character principally which makes the difference, and if this character is backed by discipline of the mind the difference is still more prominent.

In this day and generation it is customary for the historian to laud especially the man who has arisen from humble and unpromising beginnings. The student has thus become accustomed to regard early obstacles as an absolute essential to later success and the feeling has become more widespread than perhaps is appreciated that a real handicap rests on him who was not born in a log cabin and studied by the aid of a tallow dip; who trod not the tow path in boyhood or early manhood or did not acquire his rudimentary education between the blows of an axe at the trunk of a tree, or made his first appearance in this vale of tears amid some similarly inauspicious surroundings or unpromising environment.

In the light of the recorded careers of men of note the proposition advanced by the historian seems to be fairly justified. Early privation seems to have been an almost essential element in their stimulation toward higher things. Add to the possession of this stimulation industry and ambition for erudition and a keen determination for advancement, and success of that better kind that is not measured by dollars and cents is almost inevitable. So also is the more material success. A specific illustration of the truth of this contention is found in the subject of this sketch, than whom few Michigan manufacturers are more widely known, and there is not one who is more favorably known. His name is synonymous with sterling character, and it may be an inspiration to young men, especially to the young men who possess little of the world's goods, to learn that his early accomplishments were acquired under somewhat discouraging circumstances. It may be a further inspiration to them to study the mental characteristics of the man, his cheerfulness of spirit and his uniform courtesy to all with whom he comes in contact. Whether natural or acquired, his regard for the amenities of life is decidedly marked.

Wm. L. Brownell was born in Kalamazoo, September 20, 1856. His father was a native of York State and of English descent. His mother, whose maiden name was Parker, was born in Michigan, but was also of English descent. He attended school until 16 years of age, when he entered the grocery store of M. J. Bigelow as clerk.

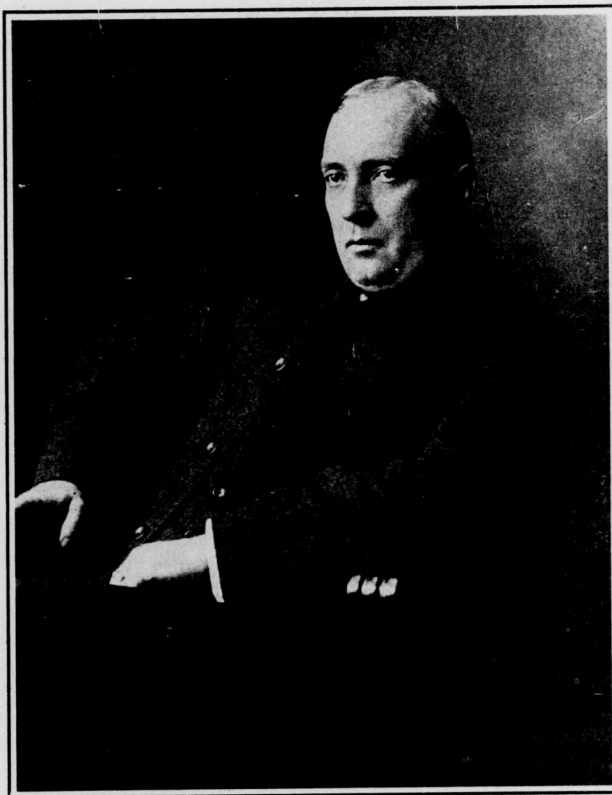
He continued in this capacity for two years, when he secured employment in the shoe store of Henry Isbell, with whom he remained three years. At the end of this time he formed a co-partnership with Henry Passage, under the style of Passage & Brownell, and engaged in the grocery business at 111 South Rose street. This co-partnership continued for five years when he purchased the interest of his partner and continued business in his own name seven years longer, when he sold out to take the position of Secretary and Treasurer of the Kalamazoo Corset Co., which had just been removed from Three Oaks to Kalamazoo. At the end of one year he resigned this position to enter the firm of Pearce, Coleman & Brownell, who conducted a wholesale grocery business

on which Mr. Brownell was born.

Mr. Brownell is a member of St. Luke's Episcopal church, having occupied the position of vestryman for many years, and he is also a Mason from Masonville, having served as Eminent Commander of Peninsular Commandery, No. 8, K. T. He was formerly quite a "jiner," but has lately demitted from everything except the Masonic fraternity.

Mr. Brownell attributes his success to just being W. L. Brownell and not trying to be the other fellow. He wears no mask and those who know him best and have enjoyed his friendship longest have long ago come to understand that whatever he says he believes, and whatever he says he will do will be done.

Mr. Brownell has a passion for do-



W. L. Brownell.

for three years, when Mr. Brownell retired to engage in the retail grocery business on South Rose street. He continued at this location for five years, when he sold his stock to take the position of President and Manager of the Puritan Corset Company. Continuing in this position for seven years, he then resigned and entered the general advertising field, for which business or profession he had always had a fondness.

Mr. Brownell was married June 26, 1878, to Miss Augusta L. Pearce. Four children were born to them, three of whom are now living: Mrs. Winifred Beuchner and Arthur L. and William Donald. The sons are engaged with their father in giving publicity to many nationally known products. The family reside in a beautiful home at 610 South Westnede avenue, on the lot

ing things in a different manner from others. He has the ability of inventing different things to do and different methods of doing them. He is one of the most successful advertisers in the country, due very largely to the fact that he gets down to the level of his customer and talks to him in a language which he can understand. Mr. Brownell has such well-defined ideas on the subject of advertising that he is disposed to separate advertisers into three classes, as follows:

1. Those who know.
2. Those who know they don't know and admit it.
3. Those who think they know and don't know enough to know that they don't know.

His opinion is frequently sought by those who have large appropriations to expend in advertising and his ideas

are eagerly embraced by those who, through lack of time or lack of ability, have not given the subject the painstaking study which he has given it.

Mr. Brownell is a hard worker. When at his office, business predominates and for the time he is interested in nothing else. When office hours are over he can play with apparently as much enthusiasm as he works. In each part he is thoroughly in earnest.

The Brownell Publicity Service, of which the subject of this sketch is the senior member, enjoys a reputation second to none in the advertising field and it has been earned by doing things differently but at the same time doing them unusually well.

Poor Man's Turkey.

This name has been applied to the head of pigs for a long time in certain sections, and yet we wonder why this kind of meat should have such a plebeian appellation, since the same cut has honored the table of kings. We have before us now in a visionary way a painting of a king and members of his family and friends seated around a beautifully decorated table with a butler bringing in on a tray a large pig's head with an ear of corn between its teeth. We are talking about pig's head now, for some unaccountable reason they have fallen from public favor during the past few years. When pig carcasses sold for half what they do to-day pig's head sold for twice to-day's price in a wholesale way, and yet during this period the consuming populace has been complaining as never before about the high cost of living in general and the cost of meat in particular. Most of us have eaten meals with pig's head as the central meat dish at some time during our lives, and I believe I am safe in saying that these meals have always proven satisfactory. Boiling or, more properly speaking, cooking, for best results are usually obtained when the meat is cooked in water below the boiling point, is the usual method of preparing pig's heads, though they may be roasted fresh with highly satisfactory results. When cooked in water this meat flavors vegetables cooked with it unusually well, and when served will be found to contain a great deal of lean meat as well as fats and like Jack Spratt and his wife, the whole family can find the kind of meat desired. Another very good way is to have the head placed in a salt and water solution for about three days, when it will possess all the characteristics of deliciously cured pork, and to some will be more appetizing than the fresh meat. Of course, vegetables should be cooked with the corned head as with the fresh. Cabbage always seems to go well with pig's head as well as turnips, carrots, parsnips, etc. Try this dish once more and note the pleasurable return visit of an old friend and, incidentally, reduce the normal meat bill.

The accusation may be resented by some merchants, but it may be written down that the man who refuses to read the trade papers is a narrow minded merchant.

SHOE MARKET

Buying According To Perpetual Inventory System.

It has been frequently charged, especially during recent years, that one of the big reasons many merchants are having trouble is because they do not buy right, and therefore are not able to sell right.

This is a rather broad assertion, but investigation often reveals that this statement is founded on fact. There are reasons why some shoe retailers are charged with not using enough system in their buying. Many do not buy according to specifications or needs of their own community. Styles that are good in one part of the country are not good in another. Also there is a great variation in size of feet in the respective parts of the country. The size runs in Atlanta Ga., for instance, are considerably different than those in Minneapolis.

If shoe merchants would keep a record of the performances of the various style and materials in their shoes over a period of years, in much the same way that the turfman tabulates the records of the race horses, perhaps there would be even less speculation in merchandising of footwear.

How is a merchant going to remember the kind of shoes sold as to leather and fabrics he sold last year unless he keeps accurate records of the various groups of leathers and fabrics? How is he going to find out the sizes to buy unless he keeps charts and records of the most popular sizes selling in the store? The same thing is true with regard to seasons. During certain times of the year there is a lull in business and during other times the store has peak business. It is a difficult matter to buy for a period ahead unless a merchant has a direct check or record on that particular time of the year as registered during the experiences of several recent years at least.

In Minneapolis there is a store, Mannheimer Bros., catering to the better grade trade of the city. This department is in charge of J. L. Langley, a young man and a former president of the Northwestern Shoe Retailers' Association. Mr. Langley has accomplished considerable in the short time he has had charge of this department, having been there but little more than two years. He has a full battery of record-keeping sheets in his department and which have served him well.

At the time this was written, Mr. Langley stated that with the exception of a hundred pairs of shoes there was not a single pair of shoes in his store more than four months old. That is a clean stock, to say the least. And a clean stock like that doesn't just happen. It is because of carefully chosen and closely adhered to plans and system; because of scientific buying and charting and record keeping.

The basis of Mr. Langley's system is probably his composite size sheet which he keeps religiously, tabulating the performance of every kind of leather and fabric which he has in the store; indicating the record for fabrics, black

kid leather, brown kid and suede leathers, also patent, according to sizes, during recent years.

This composite size sheet used by Mr. Langley is approximately 12 by 24 inches in size and is kept before him at all times, so that in buying he doesn't buy sizes where he has already accumulated many sizes. As illustration, if the composite size sheet shows that he has four pairs of 9AAA brown suede straps, then he would not buy this size in a new shoe, but would P. M. the old ones to give the salesforce an incentive to work off these four pairs of 9AAA or show them when they get a customer wearing this size.

In using this composite size sheet, blue ink is used to indicate sizes that have been put in stock, and red ink indicates sizes since sold, so that it is a rather easy matter to find the record of sizes on hand.

Mr. Langley also keeps another sheet showing the percentage of shoes sold according to classification as to fabrics, leathers, etc., the per cent. of satins sold during three months of last year as against patents, kid, calf, etc. On this sheet he also keeps a record of heels sold during the recent years, so that he knows when to buy Louis heels in quantities and also when to buy boxwood or lower heights in quantities.

Another record diligently kept by Mr. Langley is a pyramid chart showing range of sizes as registered by actual daily sales on the floor. When he gets to a sample room to buy shoes he finds, according to his chart, that he must have only one-half of one per cent. of size three, whereas he should, according to the chart figures, have 16 per cent. of size six. And when we get back to size ten and a half we find that again he only requires one-half of one per cent. of this size. This means widths AAA to B, sizes three to ten in women's shoes.

"This is what I call a size-demand chart," says Mr. Langley. "A shoe retailer must know the size demand of his city or the trade to whom he caters. In order to obtain this he must put in a certain amount of time. He must set aside a period of observation, which I would suggest would be about three months, observing his size-demand. In order that I may get this size-demand I instruct my sales force to make a record of the size asked for by their walk-outs or the ones they lose; customers coming in asking about a certain shoe, but don't want to fit the shoes at the time. That is, an estimate of what size the salesperson thinks this prospect wears. These sizes are added to the sizes of the shoe sold. Then total your enquiries, customers lost and customers sold and it gives you your attendance. Then divide your sizes into your attendance and that gives you your percentage in each size.

"This schedule has been very successful for me, as I have followed it religiously in my buying and I found that I was about 30 pairs stronger than I should be in 8½ and 9, but this is nothing serious when you are merchandising for volume. Naturally, I set

about to correct this in 8½ and 9s, and I found the next time I created a chart that my sizes were better balanced."

Mr. Langley believes in a budget system for buying. He divides the year into four seasons, three months to a season. He makes a record of the number of shoes bought and the number of shoes sold during each of the three months and charts accordingly. On his buyers purchase record he provides a space for his buying limit, which is shifted according to various months of the year. For instance, in February he has a limit of 10,000 pairs in his department, whereas for April his limit is 8,000; in January or July 4,000 pairs. It is to be noted in this case in February he has bought 8,500 odd pairs as against his limit of 10,000, so that he is well within bounds, and the following months he has bought 6,400 odd as against his limit of 9,000, so he again is well within bounds, also getting greater turnover as the months pass.

"My purchase budget," says Mr. Langley, "is based on business done the corresponding months a year ago. I record the purchase, the amount and number of the order and also report increases made during the current month, which automatically increases your buying budget for the following one or two months. In other words, your buying is based on what you are selling. If you have a decrease, it automatically decreases your future buying budget. Every buyer, I think, should plan his sales campaign in a three months or six months season, and budget himself and set out to do a certain specified amount of business."

Hides, Pelts and Furs.

Green, No. 1	09
Green, No. 2	08
Cured, No. 1	10
Cured, No. 2	09
Calfskin, Green, No. 1	18
Calfskin, Green, No. 2	16½
Calfskin, Cured, No. 1	19
Calfskin, Cured, No. 2	17½
Horse, No. 1	3 50
Horse, No. 2	2 50

Pelts.

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

Tallow.

Prime	07
No. 1	06
No. 2	05

Wool.

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

Garment Prices Holding Firm.

The situation in women's Fall ready-to-wear continues favorable to the manufacturers. Prices are being firmly held on practically all merchandise, which represents considerable of a change when compared with the past two or three years. Careful cutting-up has yielded this result, and the racks are so bare of the wanted merchandise, particularly coats, that a week to ten days' delivery is frequently necessary. The situation is such that a number of factors in the trade have put additional goods into work in the belief that the later demand will continue strong. A note of caution on late production has been sounded by some trade leaders, however, and the matter is being given careful consideration. General recommendations, it is expected, will shortly be issued for the guidance of the producers, particularly the stock houses.

Novelties Sell Well in Notions.

As is usual at this time of the year, novelties have taken the lead in the business that is passing in fancy goods and notions. Strangely enough, a style set by the so-called flapper—that of wearing ornamental garters below the knee—has contributed very largely to the movement of novelty goods. In some quarters the assertion is made that the demand for them is still one of the outstanding features of the moment. This is attributed to the gradual spread of the vogue to many of the smaller cities and towns of the country, where conservatism in the matter held out longer than in the more metropolitan districts. In the staple goods there seems to be nothing out of the ordinary going on now.

Linens Continue Active.

Not much change has taken place in the dry goods situation as it affects linens. Retailers continue actively to buy household merchandise of various types, particularly towels, napkins, etc., suitable for gift purposes. Matched sets are especially wanted, and their movement continues good in spite of the lateness of the season for buying gift articles. The more staple lines are marking time somewhat at the moment but the situation, as a whole, is extremely satisfactory to sellers. Concerns that have men on the road report a very satisfactory business from that source.

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.

Occupation of Tradesman Has Lost Its Stigma.

At last the war-weary world is ready to give the merchant his place in the sun. No longer is the warrior exalted over the peace-loving man of business.

The day has passed when half-educated authors can safely gibe at merchants and merchant's sons. Second rate actors cannot raise a laugh to-day by their sneers at the store keepers, and social climbing poets find little profit in "ragging" the pale-faced young man behind the counter.

A few years ago great families obliterated from the ancestral art galleries the paintings of their daughters who married into "trade." Nowadays they are eager to introduce marriageable daughters to wealthy store keepers.

"The merchant's interest is served by peace and stability and he deprecates war," says Mr. Reyburn. "It was quite natural therefore through the war-loving centuries for other classes to assume a superiority to our class. The traditional effect of that feeling survived until quite recent times.

There are elements in our service that will always give the public more knowledge, more familiarity and therefore some contempt for our work compared with such activities as banking, publishing and manufacturing, the operation of which businesses remains a mystery to most people.

From early childhood people began to go to and learn of retail stores. In most stores they are made to feel at home and are treated with courtesy, while their complaints, whether just or unjust, are met with tolerance and patience. Seeing our errors, helping us correct them, leads to the general belief that storekeeping is not so well done as it should be or conducted so efficiently as are some other classes of business. It is my belief that we maintain comparatively a high average.

Bankers are traders, just as we are, but a lot of them don't know it. For that matter it is interesting to note in passing men engaged in the professions are also buying and selling. Doctors, lawyers, teachers and engineers give their time and effort to acquiring knowledge and skill to render certain services necessary to society, for the performance of which they charge fees.

We manufacturers, jobbers and merchants are dealing principally in goods—objects that all men can see and understand. There is less mystery about our work and perhaps less bunk and bluff than may exist in banking or in the professions.

Dealing in physical objects that are so easily understood by so many people, it is next to impossible for us to hide our mistakes long. The goods either stand up or they don't, and when unsatisfactory we must make good if we expect to stay in business.

It would be a fine thing for society if the mistakes of bankers and professionals were equally obvious. No doubt their improvement would be greater and the world would be benefited.

In reading up on the early days of retail merchandising I found there was

once a great nation in Asia Minor, called Lydia. It is virtually forgotten now, but about 1000 B. C. it was rich prosperous, industrious and peace loving. Its people believed in keeping peace and keeping promises.

They established the first efficient measure of value and medium of exchange. They coined gold and silver to a standard of weight and fineness. When this was done in a way to win the confidence of the people and not until then was it possible to keep a shop and to keep a hotel or inn as they are kept to-day.

Before that time retail trading was done by barter and the rule of the game was "Let the buyer beware." After coinage was invented and its great usefulness demonstrated, some bright, smart men, who, however, were not physically strong enough to go to war and who were looked down on by the soldiers as weaklings and inefficient, first started store keeping.

They would buy what goods the traders had left over at the close of the market and move it into stores adjoining the market place. Definite prices were placed on the goods offered. Then the head of a family, knowing a merchant to be reliable and his prices reasonable, could send a child or servant with the money to get any items of goods he failed to procure while he was at market.

Right here, when men began to keep store in a permanent location the year around and saw the great value of permanent customers, is where good will building began.

Samuel W. Reyburn.

Glove Demand Has Been Good.

Not in quite some time have manufacturers of both men's and women's gloves had as good a Fall season as the past one, according to trade factors here. In the women's goods, the novelty numbers have taken exceptionally well, reorders supplementing a much improved advance business over last Fall. The fancy cuff glove ornamented in highly varied ways, has been a leading seller. Despite the higher market on glove leathers, necessitating an advance in prices of some finished goods, the business done in men's gloves has been very satisfactory. In the lower priced ranges, capeskin merchandise led, but there has been a growth in the sales of mocha, buckskin, French suede and pigskin gloves.

Sweaters Still Quiet Here.

Reports from Chicago that have come to this market, following the general opening of 1926 sweater lines there on Monday of last week, indicate that although a large number of buyers were in that city "shopping" the goods, the actual business done has not run into any volume. Real buying there, it was said yesterday, is about to begin, and indications point to considerable activity during the rest of the week. In the local market not all of the best-known lines have yet been priced for the new season, and only limited orders have been taken. Prospects for larger business here, beginning next week, are said to be good.

You Make
Satisfied Customers
when you sell
**"SUNSHINE"
FLOUR**
Blended For Family Use
The Quality is Standard and the
Price Reasonable

Genuine Buckwheat Flour
Graham and Corn Meal

J. F. Eesley Milling Co.
The Sunshine Mills
PLAINWELL, MICHIGAN



ACTIVELY ADVERTISED



**KING BEE
DAIRY FEED**
20% Protein

This latest addition to our line of King Bee Feeds is now on the market and going strong.

Manufactured by
HENDERSON MILLING COMPANY
Grand Rapids, Mich.

Watson-Higgins Milling Co.
GRAND RAPIDS, MICH.

NEW PERFECTION
The best all purpose flour.

RED ARROW
The best bread flour.

Look for the Perfection label on Pancake flour, Graham flour, Granulated meal, Buckwheat flour and Poultry feeds.

Western Michigan's Largest Feed Distributors.

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.

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

Sidney Elevator Mfg. Co., Sidney, Ohio

TAKING INVENTORY
BARLOW BROS. Grand Rapids, Mich.
Ask about our way.

Bell Phone 596 Citz. Phone 61366
JOHN L. LYNCH SALES CO.
SPECIAL SALE EXPERTS
Expert Advertising
Expert Merchandising
209-110-211 Murray Bldg.
GRAND RAPIDS, MICHIGAN

Henry Smith Floral Co., Inc.
52 Monroe Ave.
GRAND RAPIDS, MICHIGAN
PHONES: Citizens 65173, Bell Main 173

A COMPLETE LINE OF
Good Brooms
AT ATTRACTIVE PRICES

Michigan Employment
Institution for the Blind
SAGINAW W. S., MICHIGAN

Fieglers
Chocolates
Package Goods of
Paramount Quality
and
Artistic Design

FINANCIAL

The Development of the Automobile Industry.

The historian of the future will probably spend a great deal of time in noting how the ideas of transportation of the American people changed in the century from 1825 to 1925. Caesar Rodney could go no faster on his famous ride in 1776 than his namesake, Caesar, could have done 1800 years earlier. The same conditions held good when our country was fifty years old.

Then the canal idea sold itself to the people of the United States, and by 1885 over \$70,000,000 had been spent on canal development, a sum probably equal to at least \$150,000,000 of our money to-day.

It is noteworthy that, as was the case of some of the transcontinental railroads fifty years later, both the National and state governments were called on to appropriate money like water to promote canal enterprises. Between 1830 and 1850 the railway mileage of the United States increased from forty miles to 7355. This was considered as marvelous in those days, as was the increase in the production of motor vehicles from 1895 to 1915.

It is noteworthy that George Tucker, in his book entitled "Progress of Population and Wealth of the United States," published in 1840, hardly mentions transportation, and in a book for children on the "Resources of Massachusetts," written about this time, the canal is held up as the ideal method of transportation.

Perhaps the most striking thing about motor development in the United States is the fact that it is the first time in the history of our country that any organized method of interstate transportation has not come down for some measure of financial assistance.

Never in the history of the United States has greater paternalism been exhibited than in the decade following the Civil War, when immense appropriations were given for the construction of certain parts of trans-continental railroads.

The automobile industry, however, has always remained absolutely independent. It has not merely never sought Federal aid, but it has furnished huge hums of money in taxes for licenses for cars, which have been of great assistance in building up our highways. The automobile industry has proved itself to be one of the greatest factors for the legitimate promotion of interstate commerce that has yet been devised, and its influence over the rural life of every one of our forty-eight states is far more eloquent and expressive than any figures showing the number of cars produced, or the amount of money invested herein.

The development of the State of Florida is a case in point. Oregon and Washington were settled by the ox wagon first, and afterward by the railroad. Some day Florida will erect a statue to the automobile.

The automobile industry to-day employs directly about 3,000,000 people

and motor transportation products provide 2,000,000 carloads of freight for railroads annually. It has been estimated that every sixth person in the United States possesses a motor vehicle. Furthermore, 42 per cent. of the total highway bill of the United States is paid from motor vehicle special taxes.

To-day motor vehicles, according to the census of manufactures in 1923, seem to be the largest single item of the country's manufactures. Whereas the canal boat and the wagon were almost entirely made of domestic products, every automobile connects us with foreign trade, on account of the rubber in its tires and the various foreign ingredients used in painting, to say nothing of many other articles. Furthermore, foreign markets consume at least 12 per cent. of the output of American automobile factories, and this percentage is believed to be steadily increasing.

Working Man Better Off Than Ever Before.

In a general way all of us know that workmen receive more for their labors now than they did before the war, and that living costs have advanced, but not many people have reckoned whether the joint advance has disturbed the old relations between wages and living costs.

It is not enough to say that increased costs have been offset by wage gains. The significant thing to know is whether wages have advanced faster than living costs, slower or at the same rate. What we want, in other words, is an answer to the question: Is the workman better off now than he was before the war? What is the purchasing value of his earnings now as compared to what it was, for example, in 1914?

An interesting answer to the question may be had in a study just completed by the National Industrial Conference Board.

The board reaches the very definite conclusion that the advance in wages has been greater than that in living costs and that therefore the workman is better off to-day than he was in pre-war times.

Increased industrial efficiency, it says, "is reflected in the fact that while the American workman to-day, if we measure the purchasing value of his earnings in terms of the same standard of living as prevailed in 1914 but discount the rise in retail prices, is 24 per cent. better off than he was at the beginning of the war (in July, 1914), and 5 per cent. better off than he was at the peak of wage earnings during the inflation period of 1920.

"Increased application of power, better utilization of labor, mechanical ingenuity and managerial efficiency are steadily tending to reduce unit cost of production, thereby cheapening the general cost of living, with resulting increasing prosperity for all."

Reference is made to the steel industry as an example of what modern methods of production can do. Wages in the iron and steel industry stand roughly 140 per cent. above their pre-war figure, whereas the board points

He Profited Through The Extra Time

A man who divided his time and attention between making money and looking after his investments turned over his securities to our Trust Department and devoted the time saved to making more money. He found that the plan paid well and assured the safe and economical handling of his securities. Let us talk over a similar plan with you.

GRAND RAPIDS TRUST COMPANY

GRAND RAPIDS, MICHIGAN

Kent State Bank

"The Home for Savings"

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

YOUR BANK

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

The OLD NATIONAL BANK
GRAND RAPIDS

out, steel products average only about 34 per cent. above their 1914 prices. Expressed in another way, wages of iron and steel workmen now are nearly two and one-half times what they were in 1914, but the price of iron and steel products has risen only about a third. Steel companies are able to make money, despite the relatively larger increases in wage rates than steel prices, by reason of increased efficiency and the introduction of modern methods.

On the situation in the motor industry the board says:

"Another notable illustration of this tendency of declining costs benefiting the wage earner within the industry as well as the consumer at large is the automobile industry, where wage levels now are about 122 per cent. higher or more than double what they were before the war, while average prices of automobiles are actually 29 per cent. lower than in 1914, an instance signally reflecting the improvement in industrial processes."

Paul Willard Garrett.

Non-partisan Committee Will Frame Tax Reduction Measure.

For the first time in the recorded annals of Congress a tax revision bill is being framed on a strictly non-partisan basis. So insistent has been the demand of the taxpayers that Congress should reduce taxes on a basis of sound economics without regard to politics that Chairman Green of the House Ways and Means Committee has invited his Democratic colleagues to sit in at all the deliberations of the committee and take an active part in the work of readjusting rates and re-writing the administrative provisions of the law.

Heretofore, both in connection with internal revenue legislation and tariff revision, the members of the dominant party in Congress have framed the bill and have deferred placing its text before their minority colleagues until the day before its presentation to the House. In view of these tactics it is not surprising that the reporting of an internal revenue or a tariff matter from the Ways and Means Committee proved a signal for a bitter contest that lasted until the tax measure actually reached the White House.

Not only are the Republicans and Democrats working together in the framing of the new tax bill, but they have already reached tentative agreements upon the general principles upon which it will be drafted. For example, both parties in the House are agreed on a heavy cut in the maximum surtax and it now seems a moral certainty that the rate will be fixed as low as 25 per cent. and possibly at Secretary Mellon's preferred figure which is 20 per cent.

Both parties are in agreement for the repeal of the law authorizing publicity for income tax returns. It has been demonstrated that no good has come of this provision, while there is ample evidence that the information published under this provision of the present statute has been widely used for improper purposes.

At this writing the Republicans and

Democrats are divided concerning Secretary Mellon's recommendation for a reduction in the normal taxes with a maximum of 5 per cent. Representative Garner, the Democratic leader, would leave the normal rates where they are and apply the proposed reductions in the form of exemptions that would relieve from any tax all single persons having incomes of \$3,500 and married persons with incomes of \$5,000. The indications are that the Mellon plan will be adopted.

Modern Baking Fast Replacing the Home Baking.

Modern baking is fast becoming one of the Nation's leading industries, it is shown by comparison of current statistics with those of ten years or so ago. And with the changing of conditions it has risen to the position of one of our essential industries. No longer is the bulk of bread and bread products made in domestic ovens. To-day the public has come to depend for its supplies of bread, particularly in the large cities, upon modern plants which are strung out all over the country.

"Recognizing that the application of science and efficiency to the modern large bakery has greatly improved the quality of the product and kept prices down," says Spencer Trask & Co. in dealing with the subject, "the public interest in bakery products against home-baked articles has been stimulated to such a degree as to be rapidly eliminating the home-made products."

The trend in that direction is perhaps best demonstrated by the steady increase from year to year in the value of the products of the industry. The value of such products in 1914 was slightly less than \$500,000,000, while to-day it is considerably above \$1,000,000,000.

For 1923, the last year for which Government census figures are available, the baking industry's output was figured at a total value of \$1,122,834,099. Of that immense aggregate bread and bread products accounted for \$628,256,785, while the value of biscuits, crackers, etc., was \$209,594,960. The balance was made up in pastry and other products.

In the last several years the number of baking establishments has been gradually decreasing, and in the meantime value of products has been climbing steadily. This is the result of mergers and consolidations which have taken place, with the leaders in the industry absorbing their smaller and less scientific brethren.

These great concerns, operated by practical business men and able to secure the services of research experts, are not only able to supply bread just as cheaply as the smaller organization, but they greatly improve the quality. Naturally their profits grow more rapidly than their sales, because of the economies which are possible through operation on a large scale.

[Copyrighted, 1925.]

Are there steps or stairs in your store up and down which you want customers to go? Consider the matter of treads and risers and get those stairs as easy as they can be made.

Fourth National Bank

United States Depository

Established 1868

GRAND RAPIDS MICHIGAN

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

DIRECTORS.

Wm. H. Anderson, Pres. L. Z. Caukin, Vice Pres. J. C. Bishop, Cash.
 Christian Bertsch, Sidney F. Stevens, David H. Brown,
 Robert D. Graham, Marshall M. Uhl, Samuel G. Braudy,
 Charles N. Willis, Victor M. Tuthill, Charles N. Remington,
 Samuel D. Young James L. Hamilton

GRAND RAPIDS PAPER BOX Co.

Manufacturers of

SET UP and FOLDING PAPER BOXES

GRAND RAPIDS MICHIGAN

THE CITY NATIONAL BANK

OF LANSING, MICH.

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

"OLDEST BANK IN LANSING"

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

GRAND RAPIDS MUTUAL BUILDING and LOAN ASSOCIATION

A Mutual Savings Society

GROUND FLOOR BUILDING and LOAN BUILDING

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



YOUR BANK AND YOU.

When you say "MY BANK"

Does it boost you in the opinion of your friends and business associates? You should be able to refer to your bank with pride.

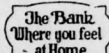
If you are going to choose a bank for the future, select one, the mention of which will boost you in the estimation of those you come in contact with. You are often judged by your Bank.

"The Bank Where You Feel at Home."

Grand Rapids Savings Bank

OFFICERS
 Wm. LIA. ALDEN SMITH, Chairman of the Board
 CHARLES W. GARFIELD, Chairman Ex. Com.
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 TONY NOORDEWIER, Asst. Cashier



OLDEST SAVINGS BANK IN WESTERN MICHIGAN

How To Back Up Your Advertising.

Written for the Tradesman.

Retail advertising is a good investment. That fact is proven by practical experience. But retail advertising yields the largest possible returns only when the merchant and his staff cooperate intelligently with their advertising.

A customer recently went into a dry goods store and asked to see some shirt waists. She was shown one or two. "I would like to see those you are advertising at 98 cents," she remarked. "I don't know anything about them," returned the saleswoman. "When were they advertised?" She was told that the advertisement was in the previous evening's paper. "Then the 98-cent line must be all sold out," she commented.

Instances as glaring as this, fortunately, don't often occur, but this one at least serves to illustrate and emphasize the point, that if advertising is to pay the dividends it should, care must be taken to secure co-operation in every department of the store. In this instance there was manifest carelessness; the goods had been featured in the advertisement, but they had never been put to the front in the department, let alone price-ticketed and featured as they should have been.

It pays the retailer to keep the clerks in every department of the store thoroughly posted as to the goods which it is desired to feature. The wide-awake, interested clerk will read the advertising of his own accord, and will discuss it with his fellows; but there are a good many clerks who don't as a rule take a thorough-going, whole-souled interest in their daily work.

If advertising is to pay as it should, it isn't sufficient to write up the advertising copy and send it to the newspaper. The store end of the advertising (the goods) should be put in proper shape. Systematic work should be done in the way of featuring, in the interior display, the goods advertised. Naturally, the big features in the advertisement will be given window space; but in their various departments the advertised goods should be shown prominently. Price cards and show cards can be used to good advantage to call attention to the advertised goods.

A customer who has read the advertisement will come to the store to look at the goods; probably she has made up her mind to purchase them if they answer the description. Make it as easy as you can for her to find what she is after. To do this you must show the advertised goods where she cannot help but see them. It is easy enough, if the customer isn't quite satisfied, to show something else; but the advertised goods ought to be given prominence. Price cards, show cards and prominent display will make shopping easier for the customer, and will make selling easy for the clerk.

Then see that the salespeople are posted. One merchant, when a sale is advertised, clips the advertisement from the paper; and the portion relating to each department is pasted up prominently in that department, where

every clerk must see it. More than that, the merchant before featuring any particular line discusses the subject with each department head; and the department head is in turn required to go over the advertising with his clerks, to discuss with them the strong selling points of the goods advertised, and to see that they are thoroughly posted. It is even better to paste up the entire advertisement in each department; the clerks will then know what goods are advertised in every department of the store, and customers enquiring for some special line can be promptly directed to the proper department.

The experience is perhaps unusual of clerks not knowing what goods are displayed in the windows; but I have known such incidents to occur. Usually, the window displays and the newspaper advertising are concurrent; the advertised goods or the more important items advertised are simultaneously featured in the window displays.

Copies of the more recent advertising should be kept on file convenient of access. Quite frequently a call will come (many such calls by telephone) enquiring, "Have you any of those house dresses you were advertising a week or two ago?" With the advertisement on file it will be a matter of just a moment or two to ascertain, first, what house dresses were advertised at the time mentioned, and, second, if they are still in stock. Promptness in answering such enquiries may often mean extra sales.

There is another feature of vital importance in connection with the store advertising. The modern merchant in his newspaper announcements assures his prospective customers of careful and courteous attention.

The cordiality and genial welcome that fairly shines in the printed page must be carried in every department of the store. The customer who is attracted by the advertisement must be shown the courtesy and attention which she has been promised.

True, customers are sometimes pretty cranky, and are often unreasonable, and not infrequently demand a dollar's worth of attention in the making of a ten cent sale, but—that's all in the business. If it takes a lot of the salesman's time to make some small sales, on the other hand quite often a lot of big sales are made very easily. Taking it by and large, there is a good margin; and it pays to be courteous to all comers. Show them what they want to see, do your best to serve them and to make sales; and, if they won't buy, let them go away feeling, at any rate, that your salespeople are mighty pleasant to deal with. It never hurts to see to it that the people who go out of your store take with them kindly memories, if they take nothing else.

So feature courteous treatment of all customers in your advertising; and see that your clerks live up to your printed promises. This phase of co-operation with your advertising is just as important as any other.

Victor Lauriston.

Michigan Shoe Dealers Mutual Fire Insurance Company

LANSING, MICHIGAN

PROMPT ADJUSTMENTS

Write

L. H. BAKER, Secy-Treas. LANSING, MICH.
P. O. Box 549



Kept awake by rattling windows
KEEP THE COLD, SOOT AND DUST OUT
Install "AMERICAN WINDUSTITE" all-metal Weather Strips and save on your coal bills, make your house-cleaning easier, get more comfort from your heating plant and protect your furnishings and draperies from the outside dirt, soot and dust. Storm-proof, Dirt-proof, Leak-proof, Rattle-proof
Made and Installed Only by
AMERICAN METAL WEATHER STRIP CO.
144 Division Ave., North
Citz. Telephone 51-916 Grand Rapids, Mich.

Fenton Davis & Boyle

BONDS EXCLUSIVELY

Grand Rapids National Bank Building

Chicago

GRAND RAPIDS

Detroit

First National Bank Bldg. Telephone Citizens 4212 Main 656 Congress Building

Thousands of Retailers say



Deserve the Popularity They Enjoy
The Ohio Match Sales Co.
WADSWORTH, OHIO



A good seller
A splendid repeater

HOLLAND RUSK

AMERICA'S FINEST TOAST

Place your order today
All jobbers

HOLLAND RUSK CO., Inc.
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GRAND RAPIDS LABEL CO.

Manufacturers of

GUMMED LABELS OF ALL KINDS
ADDRESS, ADVERTISING, EMBOSSED SEALS, ETC.

Write us for Quotations and Samples

GRAND RAPIDS

MICHIGAN

Risks Attending Faulty Installation of Stoves and Heaters.

Have your chimneys and flues all been carefully cleaned and inspected for cracks?

Are they securely built of brick from the ground? They should never rest on ledges, brackets or other supports. Neither should chimneys of tile, terracotta, hollow concrete blocks or brick on edge be used. These old types of construction have proven extremely hazardous and should be replaced wherever found.

How about your stovepipes? Are they clean and free from rust? Don't use old dented pipes which are a menace to your safety when a few cents will buy new ones. Are they securely supported and do all joints fit tightly? Don't run pipes through partitions, closets or other concealed spaces. Where it is absolutely impossible to avoid their passing through a combustible floor, ceiling or partition of some kind, provide a double metal ventilating thimble which permits an air space of at least 1 inch all around.

See that pipes are not strung close to any woodwork or other combustible material. The stove itself should have 4 inch iron legs and should rest on a sheet metal plate extending about 18 inches in front, at sides and in rear of stove. Provide a metal screen or shield around stove to prevent stock being piled close. See that plenty of space is allowed around this shield on all sides.

Do not use a wooden box for ashes. A metal container should be provided.

Designate some dependable employe whose duty it will be to watch your stove. Where responsibility is definitely fixed on an individual, there is less possibility of negligence, carelessness, forgotten drafts, overheating, etc.

Instruct your employes on what to do in case of fire. Acquaint them with the location of your chemical extinguishers and your closest alarm box and instruct them how to use them.

The approach of winter and freezing temperatures calls for the installation of stoves and heating devices in the grocery warehouse. In view of the fact that the faulty installation of stoves and heating equipment together with defective flues and chimneys are the most serious fire hazards that we have to contend with in this country, a few hints on their care and arrangement will be opportune. We recall the experience of a jobber in the central States last fall. During a cold snap, it became necessary to set up a small stove in the packing room. It was a temporary arrangement and intended merely to produce enough warmth to permit someone working in that room. The weather moderated, however, and the fire was allowed to get quite low.

An employe feeling that some heat would be desirable put on fresh coal and opened the drafts in hopes that it would catch. The fire was evidently so low, that it would not come up and it was decided that the heat could be dispensed with until colder weather made it again necessary. Several hours later, long after the employes had left

the building, smoke was seen issuing from the packing room and an alarm brought the fire department promptly to the scene. The premises were deluged with water and the fire quickly extinguished but not before thousands of dollars worth of damage had been done to stock on lower floors and in the basement by water and smoke.

One tiny spark in that little stove had refused to be extinguished. Gradually it ignited the fresh coal which had been added and fanned by the open draft which the employe had thoughtlessly neglected to close, the stove was soon red hot. It did not take long before some wooden shelving and bins which were within 2½ feet of the stove became ignited from the intense heat and if the fire had not been discovered promptly, it would have resulted in a disastrous loss to this particular jobber.

It would be a wise precaution to go over your entire plant on a tour of inspection. Call in your warehouse man and talk to him specifically about fire prevention. Find out if you are unknowingly risking your entire business on some faulty point of installation in connection with your heating arrangements. Check up on the points outlined in black type.

If these suggestions are followed out, the danger of fire from this source will be practically eliminated.

George C. Buell.

Important Legal Point.

Merchants who are urging city ordinances, and other legislation that will make it inconvenient for the peddler to operate, should be particular as to the wording of these "legal" steps.

A case has arisen in Pennsylvania, where there was a local regulation concerning peddling.

One of the merchants residing in this certain county decided to have his brother go about the county soliciting orders and taking out fruits and vegetables on a truck for sale.

The fact that one brother was in business as a legitimate merchant, and had hired another brother to solicit under the firm name and with firm equipment made no difference, when the case came into court through complaint. The fine was affixed, as though the peddler had been entirely independent of any local concern.

This is an important legal point, local legislation.

To Control Ostrich Feathers.

The Government of South Africa will assume control of the ostrich feather trade of the country on Jan. 1, according to cable advices received in this market yesterday. The information contained in them was to the effect that a reserve of £5 sterling a pound has been set on medium wings, which is said to be the equivalent of about \$35 or \$40 landed here. The price set on the cheaper feathers, such as drabs and boos, is about 15s per pound. These figures, it was said recently, are about 200 to 300 per cent. higher than the prices now asked for similar goods in the open market.

Merchants Life Insurance Company



WILLIAM A. WATTS
President

RANSOM E. OLDS
Chairman of Board

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

August 2nd, 1909

August 2nd, 1925

16 YEARS

Without an assessment. Without a lawsuit.

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

The Grand Rapids Merchants Mutual Fire Insurance Company

Affiliated with the Michigan Retail Dry Goods Association

320 Houseman Bldg..

Grand Rapids, Michigan

OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that you are buying

The Net Cost is **30% Less**

Michigan Bankers and Merchants Mutual Fire Insurance Co.
of Fremont, Michigan

WILLIAM N. SENE, SECRETARY-TREASURER

SAFETY SAVING SERVICE CLASS MUTUAL INSURANCE AGENCY

"The Agency of Personal Service"

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

REPRESENTING

Retail Hardware Mutual	Central Manufacturers' Mutual
Hardware Dealers Mutual	Ohio Underwriters Mutual
Minnesota Implement Mutual	Ohio Hardware Mutual
National Implement Mutual	The Finnish Mutual
Hardware Mutual Casualty Co.	

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

WRITE FOR FURTHER PARTICULARS.

WOMAN'S WORLD

A Much Disregarded Right of Youth. Written for the Tradesman.

Does some one say, "I thought every right of youth was regarded nowadays—every right that can be thought of."

This idea, although widely held, is far from correct. At the present time children are indulged, often unduly. But this is not the same as saying that they have all their rights.

One very important right of young people is almost wholly disregarded by some older persons, observed only in part by others, and respected fully by very few—the elders in all these cases being good, conscientious folks who consider themselves wholly devoted to the welfare of youth.

First an instance where the right was regarded, cheerfully and with tact and sympathy. Mrs. Martin is a widow and so has the deciding voice in all that relates to her son Douglas and her daughter Helen. Both the girl and the boy are popular and receive so many invitations that accepting all would interfere sadly with their hours of home study.

"Mother," said Helen, when Mrs. Martin reached home late Friday afternoon, "Jean Compton saw me to-day and told me that her father and mother and she are going to a show to-night." Here she named a well-known film. "They want to stop and get me and take me home with them to stay all night. Mrs. Compton will drive me over in the morning. I have been working on my Monday's lessons ever since 1 o'clock, and have them nearly learned. I am to call Jean up. What shall I tell her? May I go?"

"Yes, Helen," her mother answered promptly, "and I hope you will have a grand time with the Comptons. I am afraid you will have to stay in all day to-morrow, however. There is a good deal to be done if we are to start next week with a clean slate."

Mrs. Martin is employed, having only Saturday afternoon and Sunday off, so she is obliged to count the moments closely.

"I really prefer that Helen be home this Friday evening," she said to a friend. "I had planned she should work on a dress for school, when I would be by to show her, for she can't do it alone. And to-morrow she would get along with the things better if she would have an early start. Mrs. Compton will not get here before 9 o'clock. But it's like this: There is no serious reason why she should not accept this invitation. The Comptons are fine people, the movie is all right, and Helen has been out very little lately. I am sure she will consider this kindness of the Comptons quite a treat. I have to say No to Douglas and Helen so many times, on account of their school work, because of their health, or because I have moral objections that perhaps they do not at all understand—often I must make a firm refusal to something they are just crazy for. So when I can give permission, I am glad to do so, not letting a little matter like having to shift my schedule of home duties stand in the

way of their well-earned and legitimate pleasures."

Isn't that a fine principle for a father or a mother to be guided by?

Yet this same dear Mrs. Martin, sympathetic and companionable as she is with both her son and daughter in almost everything, fell down, so to speak, in regard to long trousers for the boy. He was getting large enough to have them. Everybody could see it except his mother. And Douglas wanted the long trousers so very much, so as to be like the other boys. And his mother thought best not, partly because he had good suits of the knicker style, but mainly because she couldn't bear to think that her son was no longer a little boy.

As it happens, Mrs. Martin has a sister younger than herself, a bachelor maid of keen mind and generous heart. This Aunt Matilda saw the situation and privately pleaded the boy's cause. "You know they're not anything that can really harm him, Mary," she argued. Douglas was earning with his paper route, and Aunt Matilda declared she was intending to make him some kind of a present anyway. Having won his mother over to her way of thinking, she helped her nephew finance the project, so that Douglas was ushered into that happiest time in the life of the nearly grown boy, the epoch of beginning long pants.

Some mothers thoughtlessly object to every request, or even refuse hastily every privilege that is asked for. Later, on being pressed, they yield grudging consent. The youngsters can have no respect for authority so weakly and illogically exercised. Moreover, they come to feel that everything they want, everything that is pleasant to them, however innocent of harm or positively beneficial it may be, is under ban of disapproval.

They never can enjoy themselves without a feeling that in some way they are doing wrong. Instead of each developing an intelligent conscience in the normal way, there takes place a hardening and blunting of the moral sensibilities, and the feeling "We have the name, we may as well have the game." becomes a habit.

Similar in results is a practice that elders of a very thorough and exact type of mind are likely to fall into, that of being ready to "jump onto" the boy or girl for every small offense, real or even imaginary. While these elders are trying with all honesty to do their duty, to the youngsters it seems that they merely are wanting to find fault; so "We can't please the folks anyway, what's the use of trying?" is the conclusion often reached.

Making correction effectively, meting out punishment judiciously when extreme measures are necessary—these are fine arts. It never is wise to say to a sharp, self-willed boy or girl, "Now this hurts me far more than it does you"—never best to shed tears in applying discipline; but it is just as great a mistake to appear to enjoy the process. One must not flinch from calling a young offender to account, but there always are minor transgressions, trifling misdeeds not committed

with any wrong intention and not likely to be repeated—these a shrewd and kindly older eye often will fail to see.

One more concrete example, one in which the right we are talking about is outraged by a benevolent matron, innocent of any thought of wrong doing. This also has to do with clothes, a subject that holds a very large place in youthful interest.

Losing both her parents during her babyhood, Elinor Hunt always has lived with her father's sister. Aunt Gertrude is wealthy, has spent plenty of money on her, has given her a luxurious home, and doubtless is genuinely fond of her niece. But she insists that her own peculiar ideas must be carried out in the girl's wardrobe. Elinor has excellent taste in dress, and would like nothing else so much as being allowed to select her own materials and styles. Instead she is compelled to wear modes that she deems unbecoming and colors that are ugly. Scarcely can she help feeling bitter and resentful toward the aunt who is really the best friend she has in the world.

This right of young people that so often is disregarded by well-meaning elders, is simply the right to have things looked at from their point of view; and also, what is so much akin to it as to be here included all in the one right—the recognition that they are growing up in this present time and are influenced by its fads and fancies and foibles; just as the middle-aged of to-day were influenced and to some extent formed their opinions and habits of thought under the spell of the fads and fancies and foibles of a generation ago.

Not that the views of the young folks always should prevail. Not that what they say must go. Often far from it. And without fail, as they arrive at years of discernment, they should be warned against the special pitfalls and the besetting sins and temptations of this present age.

But if the elders are willing to make concessions to the young people when nothing more serious than some ancient prejudice that should long ago have been discarded, stands in the way, and if the young people can know that those in authority are in sympathy with them and understand how they feel and how they look at things, then they can more easily be led to accept willingly the older point of view when that must be insisted upon.

It is the kind and thoughtful regard for this right that tends more than anything else to establish that entente cordiale between children and parents that is the greatest safeguard of adolescent youth. Where this is not but in its stead a sad and unreasoning antagonism, then the misguided young folks seize the first chance to take their own heads, often to their lasting detriment and sometimes to their downfall.

Almost all fathers and mothers would die for their children if it came to the test. But martyrdom is required only in rare exigencies. Sympathy and fairness of mind are needed all the time by these bright and strong-willed young people. Ella M. Rogers.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

The establishment last week of an auto bus line between Grand Rapids and Kalamazoo by the so-called Kalamazoo interurban gives us three direct means of communication between the Second City and the Celery City—the G. R. & I., the interurban and the auto busses. The Lake Shore constitutes a fourth, but no local person ever thinks of going to Kalamazoo by the Lake Shore because the route is so much longer. To the uninitiated this looks like a great surplus of energy and an enormous waste of money in duplication and reduplication, but such seems to be the order of the day, instead of creative construction which would open up new avenues of travel and develop new towns and spheres of activity and productiveness.

If Mr. Hodenpyl, when he found it necessary to create new demands for the power which was generated by his dams on the Grand, Muskegon and Manistee rivers, had espoused the carefully prepared plans of Col. Jacobs and availed himself of the proposed interurban route between Grand Rapids and Battle Creek, he would now find that he "had something," in the parlance of the day. Instead of impairing the fifty miles of G. R. & I. track which he paralleled between Grand Rapids and Kalamazoo, he would have seventy-five miles of track between Grand Rapids and Battle Creek which would have given him a practical monopoly over a district which was not then and is not now served by any other traffic line. Cars on the line could have started out South Division avenue, creating a village at Cutlerville, another at Green Lake and several fine resorts along the West shore of Gun Lake. He could have revived the ancient glory of Orangeville and Prairieville and developed no end of resorts along the West side of Gull Lake, swinging around the South end of the lake and reaching Battle Creek over either one of the lines already in existence. This route would have opened up much land to settlement and cultivation which is now dormant because of its inaccessibility to market. It could have transported grain, stock, fruit, vegetables, poultry and milk into both city terminals. It would have created and vitalized a half dozen new towns which would have furnished a hundred new customers for the jobbing houses of Grand Rapids and Battle Creek. It would have resulted in the establishment of a dozen new resorts which would have furnished many thousand passenger fares during the summer months. It would not have paralleled a single other transportation line. It would not have put any competitor in the bankruptcy court or caused its right of way to be little more than streaks of rust. It would have held undisputed possession of a zone ten miles wide for most of the distance between the two city terminals.

Unfortunatly—as it seems to me—Mr. Hodenpyl elected to use his surplus juice in running cars between

Grand Rapids and Kalamazoo, paralleling the G. R. & I., the value of which he practically destroyed for fifty miles. Now he finds it necessary to create a third competitor, owned by himself, carrying both passengers and baggage. This will probably result in his running only express passenger cars on the interurban between the terminal cities, most of the energy of the line being devoted to handling freight, which branch of business appears to be growing rapidly. In making a trip to Plainwell last Saturday I saw two freight trains going South on the interurban, comprising about as many cars as the freight trains on the G. R. & I. carry.

I suppose that any man who proposed the construction of an interurban line in this day and age would be regarded as a lunatic, but I cannot help wishing that Mr. Hodenpyl had been a little more friendly to Col. Jacobs' project and a little less antagonistic to the Hughart regime.

E. A. Stowe.

For Plenty and Prosperity—and What Else?

Written for the Tradesman.

For the roast turkey dinner with delicious gravy, creamy mashed potatoes, crisp and well-blanchéd celery, garnet cranberry sauce, golden brown pumpkin pie, and all other viands and relishes that the keenest appetite could desire, we should be truly grateful; as also for the general prosperity and plenty, of this year and of the years past, that make this national feast of thanksgiving at the close of the harvests a most fitting symbol of the continued well-being of this favored land as to material things.

As our minds hark back to Thanksgiving Days of former times, we would express our sense of the great benefits received from the inventions and appliances that have come into so wide use in recent years, and have added so immeasurably to the enjoyment of living.

We are glad for the fine and happy custom that has dedicated this day to the reunion of the ties of blood—that those far away heed the call of loyalty and affection and go back at this season to the aged father and mother in the old home, here to renew acquaintance with all kinsfolk and refresh sweet and sacred memories.

When the feast and the family rejoicings are over, when we have all gone our various ways, before we resume our exacting pursuits and our many time-consuming activities, we should take a quiet evening and count our blessings. We have given thanks for peace and plenty and prosperity. For what else should we be grateful?

For whatever we may have of the honest desire that abundance may be, not merely for us and ours, but for all men everywhere. And not only for the kindness that seeks to share plenty with want, but for the increasing knowledge that may make it possible at a time not far distant, that there shall be no want.

For whatever has been attained, by others and by ourselves, of that wise self-control that forbids our surfeiting

on abundance of any sort—that recognizes that not luxury nor indulgence but a fine and intelligent self-restraint is the true and satisfactory mode of living.

For the little joys and happinesses of every day, the so often unremembered benefits that are too many even to name.

For the fragrance of flowers, for the in exhaustible delights of music, for the blue of skies, the green of grass and trees, the gorgeous colorings of sunsets, for the majesty of storms, the vastness of star-lit heavens.

For the nobility, the sterling honesty, the sturdy virtues, the devotion, the capacity for self-sacrifice, in the people about us, with whom we do business and enter into social relations and into the closer fellowship of friendship and family life. And for the heartening fact that although crime is rife and depravity is unceasing, and morals lapse woefully in cases where we least expect such delinquency, we never have to look far to find surpassing good in human nature, even under circumstances of great stress and temptation. For our priceless heritage of example and inspiration in the heroic deeds of men and women of the past, for the splendid achievements of those who have gone before us, for what already has been done that redounds unspeakably to our benefit.

For the perhaps greater things that are left for us to do, for the paths still untrod, the discoveries still to be made, the joy of accomplishment that we may earn.

For the children, with their exuberant happiness and irresistible charm, who make sunny our days and give purpose to life, and who will take up and carry to completion our unfinished tasks.

For the wealth of knowledge, and books, and treasures of art, and for the ready means of dissemination that make these almost the common possessions of all men who desire their benefits.

For the courage that bids us accept with stout and unflinching hearts the great challenge of life. And for that cheerful optimism that in spite of depressions, griefs, and the temporary woes brought on by disasters and calamities, is the normal and prevalent condition of the human mind.

For the riddle of the universe that is still unsolved. For the doubts that sometimes rack our faiths. For the need of changing old handed-down beliefs to accord with new knowledge and enlightened views. For the realization that all knowledge is as yet scanty and insufficient and but an earnest of what we may attain. For the urge within us to know more. For the indwelling conviction that honest study will lead us not only into clearer truth but into surer trust, and that the heart of the universe is good and that it is gladness to live.

Ella M. Rogers.

Where there is a space in your store that cannot be used to advantage in any other way, put a good mirror. Almost everyone entering your store will be interested in a mirror.

The Flavor is Roasted In!



White House COFFEE

DWINELL-WRIGHT COMPANY

Boston

Chicago

Portsmouth, Va.

Clean Soap Clean Clothes and Clean Sales Policies

explain the 25 years of popularity Fels-Naptha soap has enjoyed with the entire grocery trade of the country.

The same reasons still keep it selling steadily and gaining momentum with each succeeding year. Housewives know what high grade soap and real naptha will do in kitchen and laundry and once introduced to Fels-Naptha, they stick to a sure thing.

Straight business policies have always made it possible for the grocer to safely stock Fels-Naptha, ready for distribution, without fear of being on the wrong side of the market, because some new-fangled deal or scheme gave his competitor an unfair advantage over him.



Fels and Company — Philadelphia
"The Golden Bar sold on the Golden Rule"

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.

Business and Calls on Dry Goods Members.

Lansing, Nov. 17—Our member at Birmingham, F. J. Mulholland, gives a good account of his business. I also expected to see him and his brother, our other member, W. J. Mulholland, at Wayne. When we reached Wayne Tuesday afternoon we were disappointed to find that W. J. Mulholland had started for the group meeting. He possibly was informed when he arrived at his brother's store at Birmingham that the meeting was called off. The new business enterprises at Wayne makes the town look good to me.

At Northville the old band stand that was built around a pedestal at the main four corners has been removed and it hardly seemed like the same town. I found both Ponsford and White very busy opening up Fall and Christmas goods in their respective stores. A visit of a few minutes and we were off for Plymouth. Mr. Martin had gone on a hunting trip. Mrs. Martin was on the job and business in their place looked good. Blunk Brothers store was also an enterprising place and we prophesy that both of these stores will be very successful since Plymouth is a growing town.

At Ypsilanti Mr. Nissly is now in a fine new location. His store is much larger than where he was previously located. All of his competitors, Comstock, Sweet, Davis & Kishlar, also Paul Proud, prophesied for him success in his new location. We looked from the corner of the Huron House for Paul Proud's store. It was not there. After a little investigation we found him located not far away in a much larger location. His manager, Mrs. Buell, a well-poised, earnest and business-like woman is in charge. Mr. Proud is manager of Wm. Goodyear store, at Ann Arbor, and this Ypsilanti store is an enterprise all his own.

We place the Huron House with the same class as the Doherty Hotel, at Clare, so far as elegance and service are concerned. The Ypsilanti Hotel is a community hotel backed by a large number of business men. The whole situation would have been 100 per cent. if the night clerk had not got the usual habit of such fellows in making believe that rooms were all taken except the most high-priced and expensive ones. Sometimes these statements are true and sometimes not. We had our suspicions in this case. Attempts are made to make you believe that you are being granted a great favor if you get a room at all. I am wondering if hotel men think this is good business. If you want to see some peculiar maneuvers, drop in the Otsego Hotel, Jackson, about 8 or 9 o'clock in the evening. They will make you think that the inexpensive rooms are all taken and that they are granting you a great favor to let you sleep in a \$4 room. On West Main street yesterday I looked with pleasure on the excavation on the big community hotel which Jackson is about to build.

At Ypsilanti all of our members' stores give good reports of a prosperous business at the present time. Had a brotherly handshake from our old friend Mr. Eckley, who attended our group meetings last year. He is one of the best secretaries of Boards of Commerce in the country. If you don't believe it, just ask some of the Ypsilanti business men. I wish the Ann Arbor business men would pull together with the vim and enthusiasm as the boys in Ypsilanti do. What a

wonderful city they could make of the greatest university town in the country if they would pull together in the right way. At Ypsilanti we found Hazzer, the burglar alarm man, as busy as a boy killing bumble bees installing alarm systems. Sweet has one installed, Comstock's store was being rigged up and everyone is on tiptoes wondering who will be the next burglar victim.

A visit to Saline revealed the fact that the interurban has terminated its existence and has been torn up, to be succeeded by a cement road, now in course of construction. This is on M 23 and is the Detroit-Chicago turnpike. It will soon be a great direct line between two great cities.

A glimpse of the Normal College reminded me of the days when I attended official board meetings and signed diplomas by the hundreds. What a wonderful educational system Michigan has and what amazing progress has been made in our educational institutions in the last twenty-five years. Had the same emotions when in Mt. Pleasant and recall the day in 1895 when I helped prepare the bill which created Central State Normal School.

In Ann Arbor we visited Millen, Meulig and Goodyear & Co. stores. Sometime when you go to a foot ball game, drop in and get acquainted with Paul Proud, at the Goodyear store. Looking over the store will be time well spent. The Ann Arbor merchants spoke very highly of the work done by Ray Morton Hardy, of Lansing, in the business institute recently conducted by him in that city.

Our old friend W. N. Bengé, of Milan, who conducted a successful mercantile business there, is now in Florida. It is a safe guess that when Bengé gets through looking over the real estate situation in Florida he will be one of the wealthiest. He seldom loses in any money making enterprise. Success to you, "Bill." When you get in the millionaire class, I would like to have you invite me to go with you on a trip around the world.

Michigan is a big State and sometime before next July we are going to make a campaign for new members in the Upper Peninsula. If any of you are acquainted with Upper Peninsula dry goods men, drop them a line and tell them to prepare for the wonderful convention which we will have at Mackinac Island next July. Bullen says he will give the boys the best time they have ever had.

In our visit among our members in the Detroit area there was quite a general complaint regarding the custom of Detroit wholesale and jobbing houses on account of their selling goods to shoppers at wholesale prices. Customers frequently state, "I can buy this article of a certain Detroit wholesaler or jobber at wholesale prices." When we call our next group meeting for Pontiac, we may invite representatives of the principal jobbing houses to be present and talk the matter over in a brotherly fashion. My personal opinion is that the Detroit jobbing houses are reliable concerns and they may not be aware that their customers, the retailers, feel this competition keenly. Possibly the practice was over stated to me. At any rate, it is a question that is worth taking up seriously by representatives of both lines of trade. We would be glad to receive letters from our members on this question. Same will be kept confidential so far as the use of names are concerned.

The Lansing stores are already complaining bitterly regarding the disappearance of goods from their ready-to-wear departments. You should take a daily inventory of such goods you have in stock and check up carefully to know how much you are losing. One proprietor states he is 16 coats shy already. Jason E. Hammond, Mgr. Mich. Retail Dry Goods Ass'n.



\$17.45 Profit

On Investment of

\$25.00

No. 16 Strauss Assortment Mechanical Toys

8 DOZEN TOYS

Three Dozen to Sell at ----- 25c

Two Dozen to Sell at ----- 35c

The Rest at ----- 50c, 60c, 75c and \$1.00

Just the Right Assortment.

MAIL YOUR ORDER NOW

Paul Steketee & Sons

Wholesale Dry Goods

GRAND RAPIDS

MICHIGAN

No Cut-Price Sales by Millinery Stores.

An unusually healthy market condition among millinery retailers for this time of the year is reflected in the advertising and merchandising activities of the stores, according to a survey of conditions made by the Eastern Millinery Association. Instead of holding sales and featuring mark-downs and close-outs, the stores are stressing styles and quality merchandise. As a result, according to the association, they are getting prices that continue to provide them with a legitimate profit.

"Millinery business," a statement from the Association says, "is being stimulated considerably by the active merchandising policy of the stores, and consumer interest is being maintained at practically a mid-season pace. An encouraging fact is that the lack of cut-price millinery sales is typical of the popular price stores as well as those handling better grade merchandise. These stores are all featuring style and are showing new merchandise with a view to encouraging women of average means—as well as the wealthier ones—to buy new hats.

"With the entire millinery industry showing new merchandise at wholesale, retailers are finding they cannot afford to ignore these showings and are placing fair business for immediate delivery goods. The fact that their competitors may obtain new styles in the market without difficulty is causing each store to seek protection against competition by stocking a certain amount of new millinery itself. The showing of the new stock is reacting to the general good of the retail business at this time.

"It is evident that, with the proper stimulation, there is much immediate business to be had in millinery without the use of slashed prices to draw customers into the stores. Retailers realize now that a woman's own hat is old as soon as she sees something new in the store."

Jewelry Sales Keep Up Well.

Despite their somewhat belated start, purchases by retail jewelers of merchandise to tide them over the coming holidays are reported here to be increasing from day to day. The present buying takes in the whole range of goods, with the bulk of it, on the basis of separate pieces bought, being of the more popular-priced articles. In all price ranges such staple goods as rings, brooches, bar pins, etc., are being taken daily. In the more novel merchandise the preference seems to be given to compacts, some of the more expensive of which have been worked out very attractively. In this class some compacts that are no thicker than a thin watch, yet they contain the full assortment of fittings, including powder.

Knitted Tie Trends For Spring.

In line with the vogue indicated for silver gray in men's suits for Spring, the knitted silk tie to match, having a navy blue ground and silver gray jacquard figure, will be a leading number for that season, in the opinion of

Joseph C. Wollman, President of the Berkley Knitting Co. For suits of the tan and cocoa shades, which will also be favored, Mr. Wollman said stress is being placed on ties of a gold background, having a darker brown shot through it and ornamented with varicolored jacquard patterns. For the college and young men's trade, he added, indications greatly favor the bright regimental stripes. Mr. Wollman said men's wear retailers have been doing an increasing business, particularly in neckwear. A steady volume of mail orders is being received for holiday goods from retailers who did not place their business when the road men were out. He commented on the strength of the demand for quality goods.

Good Apparel Situation.

The absence of any large stocks of almost any item of women's or men's apparel that would come under the heading of job or distress lots is pointed out as proving two things. One of these is the entire disappearance of speculative activity on the part of wholesalers in either the purchasing of their raw materials or in the manufacture of them into garments or other apparel. The other thing proved was that such a situation is an extremely healthy one for the manufacturers, who through careful production methods find they can afford to hold prices firm well toward the end of their seasonal demand with the elimination of the unsettlement caused by the former unloading of surplus stocks. The manufacturers, it was added, may have serious complaints to make about other aspects of the buying policies of retailers, but at least they are indebted to the latter for a compulsion that forced the adoption of the present sound production methods.

Price Changes Get Attention.

The recent firming up of prices in several of the textile lines, although mostly confined to the raw product rather than finished goods, is receiving much attention from buyers, who are in fact being called upon to make their decision for at least a good portion of the Spring season. Bound up in the price matter is whether these rises are but minor changes that have little real significance or whether they are precursors of an important trend that will have an effect on the buying policies of retailers. Opinions expressed recently in several quarters inclined to the view that the changes are of minor consequence and as yet indicate nothing that will revise the cautious buying policies of retailers. While there are rises in some lines, it was pointed out, there are declines in others, and retailers are still inclined to buy when they need the goods, preferring to pay any necessary advances on them.

Spot Call For Ribbons.

A good volume of immediate delivery orders is being received by the ribbon manufacturers, with the chances held favorable for an active spot demand during the forthcoming holiday period. While most of the call is for the narrow goods, there has been an

encouraging buying of a few of the wider specialties, notably the metallic effects. Velvet ribbons have been doing rather well. A growing percentage of ribbon yardage is now going into manufactured articles which are entirely made of ribbons. Buying for Spring has yet to start actively, although some lines for the new season have already been sampled. The millinery trade has done much of this. It is also noted that there has been an added call for satin of up to four inches in width for "hangings" for little girls' hats.

Silk Shirt Business Improved.

Illustrative of the increased business being done in silk shirts, a representative of Schwartzenbach, Huber & Co. states that their sales of silk shirtings to the custom shirt trade during the past six months have surpassed all previous records. Their business with stock shirt manufacturers, while not approaching the quantities of the war boom years, has also shown a decided increase this season over that of the last two years. Indications point to an increasing volume, it is declared, with a business of very sizable proportions likely to be transacted during the coming Spring. The fact that manufacturers who carry stock supplies of shirts are using better grades of shirtings is one factor that has made for better sales. At the same time, it was added, shirting prices have held to a stable level, despite the rise in raw silk.

Women's Belt Sales Better.

There has been an appreciable improvement in the women's belt business lately. The demand for gold and silver kid belts continues unabated, but the problem of getting the raw material has not lessened any. The last week brought out a big demand for merchandise for delivery during the early part of this month, and with it has come a number of orders specifying Jan. 1 as the shipping date. There is some demand for suede belts, according to information received by the United Belt League of America, but the metal colors predominate at the moment. As to the width of the best selling belts, reports vary. In one quarter, however, the call is largely for those running from 1 1/4 to 1 1/2 inches wide.

See No Cut in Cotton Hose.

The argument that reductions in leading lines of carded, combed and mercerized hosiery are not to be expected in the near future is based, according to the current special bulletin of the National Association of Hosiery and Underwear Manufacturers, not only on the yarn situation, but also on the fact that prominent manufacturers are understood to "have their backs up" on the price proposition. Although cotton hosiery as a class has not made any new records in sales volume recently, it is understood that enough business has been booked to give some of the important mills a fair background for an independent position. Restricted production of cotton hose is an important factor in the situation.

For Quality, Price and Style

Weiner Cap Company

Grand Rapids, Michigan



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A Business Building Service
For Merchants
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4%
Banking
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Under both State
and Federal Supervision

We are as near as your mail box. As easy to bank with us as mailing a letter.

Privacy

No one but the bank's officers and yourself need know of your account here.

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Extra Interest

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HOME STATE BANK
FOR SAVINGS GRAND RAPIDS
MICHIGAN

RETAIL GROCER

Results of Careless Reading—What Means the Odd Cent.

Written for the Tradesman.

Grocers are not the only men who read carelessly. All kinds of people do that. Undoubtedly, the habit of "skimming" the newspapers is somewhat accountable for such looseness of reading and resulting conclusions.

From careful observation, study and deduction, I have concluded that delivery expense averages near to 3½ per cent. on sales. Moreover, I have tabulated my figures to show how the total is made up. I have published the figures and tabulations; but mainly I have adopted my figure from the fact that it cost Findlay & Co. 4 per cent. to deliver. Inasmuch as the Findlay business was terminated in 1914 and costs have by no means declined since then, I feel that my present contention is founded on good sense.

When I have discussed this cost lately I have been challenged on the ground that "Harvard says it costs 1½ per cent." Now, it surely is some advance that grocers quote Harvard. It is a hopeful sign when we find grocers reading any good thing, even carelessly. For then we may hope that they will read carefully after a while.

But the fact is that Harvard says no such thing. If we turn to pages 22 and 23 of Bulletin No. 52, relating to retail grocery expenses in 1924, we shall find delivery set down at 1.2 per cent. Now, that is neither 3½ per cent. nor is it 1½ per cent. It is one and one-fifth per cent. But there is a joker hidden in the book from careless readers, although it is readily accessible to earnest students of the subject.

When you pay \$1.50 for a Harvard bulletin—cheap at any price—be not content with skimming the tabulations and feeling that you know it all "at a glance." For, if you turn now to the comments on the tabulations, you will gain additional valuable information. Under delivery, page 33, find this:

"The typical grocery store spent 1.2 per cent. of its sales for delivery expense. This item did not include wages of delivery force. An exact allocation of wages of delivery force is impracticable because deliverymen commonly spend part of their time within the store. Wages of delivery force were reported by 297 retail grocers; the common figure for this item was 1.8 per cent." (See pages 33-35).

That puts a different face on delivery cost, does it not? I'll say it does. Here we find that those who have segregated wages of deliverymen find that the pay alone amounts to 2½ per cent. more than all other expenses, listed together in Harvard's tabulation.

One-and-one-fifth per cent., plus one-and-four-fifths per cent. makes 3 per cent. That is ½ per cent. less than the figure I hold as conservative, safe, sane and reasonable. For I always have figured that, in case of any expense subject to variation, a little extra should be calculated as a buffer. Hence, I say, 3½ per cent. is correct

to calculate for delivery cost in the average store.

Let us read a bit carefully, gentlemen, when we study business figures.

A time since, the Canadian Grocer carried a story to the effect that Western Canada does not take much interest in penny change, but that "in recent years interest has shown some development."

Such stories always stir my apprehension because the normal conclusion to be drawn from them is that individual grocers need not worry—yet—about chain stores; and such conclusion always tends to lull readers into false security.

Suppose we think this way. Chains have developed rapidly. Where? Naturally, where the field was ripe for the harvest. Where are such fields? Where conditions promise profit through popularity. Where are such conditions found? Preferably where margins are now so liberal that prices can be cut and yet a good profit can be realized. Ergo, the field is ripe for chains where the population, apparently, is not fussy about small change.

Just in passing, it may be remarked that chains do not establish units in communities where merchants are so well posted that they operate on a soundly economic basis. Sound economics in retail distribution prevails where men have so analyzed their business that they charge the right price—not more, not less—for each article.

Now, experience—not theory—proves that the odd cent is welcomed everywhere. No town was more decidedly Western in spirit than was Los Angeles in 1896. Population was about 125,000 and the nickel was the smallest unit of coin in general circulation—only a few nickels at that. I know this of my own knowledge, because ten years later—in 1906—a street car conductor sneered at me as I handed him five pennies for my fare.

But Arthur Letts—from Toronto, by the way—opened up the present Broadway department store location in 1896 and, to attract trade, he gave penny change, the first merchant in Los Angeles to do that. Funny, too, but pennies were so literally non-existent that he had to go to the postoffice to get some, and all he could buy there was fifty. But that was enough. For folks literally did not seem to know what to do with them.

Letts made penny change. Customers gathered up all but the pennies. Those they left on the counter. That was all to the good for Letts, who gathered them in again, swept them into the cash drawer and started over. Result was that Letts had the lead over all other Los Angeles merchants for several years. They sneered, but he prospered more rapidly than any of them.

So will you of the Far West maintain present conditions until you wake up some day and find the chain firmly established? Probably you will, for such is the way of let-well-enough-alone grocers. But you need not, if you figure accurately and price accordingly.

(Continued on page 31)

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

Profit By This Ever-Growing Demand

The huge advertising program on Fleischmann's Yeast is sending thousands of people into grocery stores for their daily supply of Yeast-for-Health.

Those grocers who show their Fleischmann package display, identify their store with this advertising and thus profit by securing numerous new customers. Be sure your display is in a prominent place.

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

Dried Beef.

Drying of meat for the purpose of preserving dates back to the early inhabitants, or the Indians in this country, while in the foreign countries such methods were practiced by prehistoric man, when storing his home with meat provisions for future use. To-day the methods for carrying on this plan of preparing meats for future use differs much in actual performance from the work required then, although the underlying principles are the same. These early people appreciated the condition brought about by eliminating of water from meat and the chemical action of smoke on the muscle fibers in reducing the chances for putrefaction while in storage, even though they did not know chemistry as it is known to-day. At that time practically the entire carcass was put through their primitive process in order that they might manufacture a commodity possessing good keeping qualities, while to-day only certain cuts are generally used for drying purposes. These cuts must be lean, that is free of fat; at least of the large fat deposits, and the quality of the finished product largely depends on the quality of meat used. The commercial cut known as the round is the main source of dried beef, and it affords three grades or different quality portions according to the muscles used. The top round, or that portion which corresponds to the inside of the thigh, affords the best cut, followed in order by the knuckle, which consists of the muscles extending from the flank to the stifle joint and the bottom round, or the outer portion of the thigh. When rounds of different quality are used, the more inferior cut of the high-quality round will produce a much better article than a better portion of a lower-grade round. The addition of the various curing agents as salt, sugar and saltpeter are applied in sufficient amounts to bring about the proper curing of the flesh, and this is followed by smoking for a long time in what is known as a cold smokehouse, whereby the tissues are dried, and due to chemical action the characteristic flavor is imparted. Thus this food product should undoubtedly prove to be in great demand if every housewife appreciated the nutritive value and the relatively low cost for meat proteins and the opportunity it affords for a change in the menu. The adaptability the article possesses for meeting a short notice demand for a meat dish and safety in which it may be kept in the home at all times, due to its keeping qualities, should not be overlooked by efficient housewives.

Breast of Veal.

A penny saved is a penny earned; thus I will try to give a little advice as to how you may earn a large number of pennies without the slightest effort. The reducing of the daily expenditures for provisions will in a year's time amount to a larger sum than one might expect, and since the daily meat bill takes a percentage of one's income, it is self-evident a few cents saved by using the more eco-

nomical cuts will have a very satisfactory result. The "breast of veal" will meet this condition in a way that will be agreeable to all concerned, not only from a financial point of view, but the satisfaction derived by the consumption of it due to palatability and nutritive value will be astonishing to those not familiar with this cut. As the term or name indicates, we are aware of its anatomical location in the animal and then fully realize that a considerable amount of bone will be present. Even though this is true, the comparatively low market price makes it a very inexpensive food, although it is very tasty. A common expression heard among men engaged in the meat business is that if "you wish a highly flavored and tasty meat dish, remove as little bone as possible and the nearer the bone the sweeter the meat." This statement is very applicable to the veal breast, for no sweeter meat is to be found in the veal carcass. The size of this cut can be made suitable for any size family and the various methods of preparing it in the home affords many appetizing dishes. The making of veal fricasses from the breast is in common practice and meets with great favor, while baking and roasting is not practised by so many, due to their unfamiliarity with the cut's suitability for that purpose. If a bread filling is desired, no finer cut could be used than veal breast which has had a pocket cut into it. The stuffing of this pocket with the bread filling will have imparted to it a flavor not received in any other manner. When served, slices of desired thickness can be easily made and each piece will carry the desired amount of filling. The stewing of this cut when divided into small pieces with such vegetables as carrots or peas, will furnish a dish of great merit.

Merchandising Eggs.

It is no secret that one of the missing links in the average grocery store is merchandising skill. The average retailer trails after a price instead of making it to his own liking. Now comes the manufacturer of an egg carrier, suggesting that consumers are more responsive to suggestion than to mere price. He says in his house organ:

"Cover four egg trays carefully with purple paper—plush cloth would be better. Place a dozen of your whitest, largest sized eggs in each tray. Place the four purple trays of eggs in your window. Offer them for sale at 5c or 10c more a dozen than the market price of ordinary eggs.

"Label them 'The Best Eggs Money Can Buy.' As each dozen is sold replace them with a dozen more that are just as large. Another plan is to have two grades on display. Divide your whitest eggs into two sizes. Use two of the purple trays for the larger size and two for the smaller. Price the larger eggs 10c higher and the smaller ones 5c higher than the regular market price. Just see how fast a crate of these eggs will be sold no matter what price your competitor is asking for ordinary eggs."

Putnam's CHRISTMAS CANDIES

NOW READY

High Grade Goods at Low Prices

LOWNEY'S Putnam Factory

HOLIDAY PACKAGES

GRAND RAPIDS, MICH.

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.

Fresh Fruit for Thanksgiving

Florida Grapefruit and Oranges
Emperor Grapes
California Navel Oranges
Cranberries, Figs, Nuts and Dates

The Vinkemulder Company
Grand Rapids, Michigan

M. J. DARK & SONS

GRAND RAPIDS, MICH.

Receivers and Shippers of All

Seasonable
Fruits and Vegetables

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.

Suggestions in Regard To Featuring Holiday Goods.
 Written for the Tradesman.

When and how to display and advertise holiday goods should be just now a matter of interest to every hardware dealer, because the amount of success he will enjoy depends largely upon an early display of these lines.

Thanksgiving Day should be by all means included in the holiday plans, because at this time the housewife takes inventory of her dining room and kitchen necessities with an eye to the holiday homecoming.

If she finds that there is not enough silverware to go around or decides to purchase a new chafing dish, percolator, baking dish or what not, she should immediately think of your store; and she will, if you have displayed or advertised the articles she needs.

Have the windows attractive, price everything, and use a neat card something like this:

To Help You Make the Homecoming a Success.

Above all, have the store back up the displays. Set a table between the door and the cutlery department with chafing dishes, coffee percolators, etc. Change this every day or so from one finish and design to another. Price everything.

A pair of carvers or a three-piece set offered at a low price will attract attention, but never let the display consist only of the specials, but rather make more of a showing of the regular goods as comparison invariably influences the customer to purchase the better grade and the one carrying the profit.

A letter written to a select mailing list should bring big results. The strong point, of course, should be the preparation of the Thanksgiving or Christmas dinner. Such a letter could start:

"At this season of the year the thrifty housewife usually replenishes her stock of table cutlery. She knows how new, shining silverware adds to the beauty of a well-laid table.

"Have you suitable utensils that your table may look its best? Dependence can be placed on our house-furnishing and cutlery departments to properly equip the kitchen and brighten and beautify the table when the meal is served."

Here is another opening:

"Does the near approach of Thanksgiving Day remind you of the need of a new carving set or new table cutlery? Our special three-piece carving set with genuine stag handles and sterling trimmings can always be depended upon. In satin-lined boxes, \$4.50, fully warranted."

Here is still another:

"With Thanksgiving Day only a week distant it is time to see to those plans you have doubtless made as to having the proper equipment. We have just the kitchen utensils and

table cutlery to add the proper touch to the Thanksgiving feast. Our three-piece special Thanksgiving carving set is one that will give excellent service and will add to the appearance of your table."

It is safe to say that every person you get into your store, or who sees the displays and the store before Thanksgiving Day, will begin to think of Christmas and gift-giving on the day after the Thanksgiving holiday.

Your Thanksgiving advertising will thus give you a couple of weeks preparation for your Christmas campaign; so that when you start your actual Christmas advertising, a good foundation is already laid.

So much has been said about early Christmas shopping that gift lines should be brought out at once after the Thanksgiving holiday.

Change the windows often; have Christmas reminders everywhere. Make your store a "That Reminds Me Store." Display pocket-knives and razors with a card, "Gifts for Father or Brother." On chafing dishes, scissors sets, etc., put a card, "Gifts for Mother or Sister." Try to link as many lines as you can with the specific suggestion that they are appropriate for some member of the family.

If bathroom fixtures must be sampled in an out-of-the-way part of the store, have a small sample board in front with a card, "Visit our both room fixture display room," and the same thing can be done with lines for which there is not sufficient interior display space in the main part of the store.

Holiday hardware in itself is very attractive and Christmas accessories should as a rule be used sparingly. When trimming the windows, bear in mind that Christmas trees, chimneys, etc., take up valuable room and are best left to the toy stores. The "stocky" gift display, making as many specific gift suggestions as possible, is as a rule, the best window to use; and its appearance grows as the season draws nearer and nearer to its close.

An attractive background of white with green edging and frosted electric lights is very appropriate and can be sampled with cutlery, silverware, etc., and can remain in the window at least three weeks; but the balance of this display should be changed once a week or oftener; and it should be so arranged that any article can be removed quickly, as some lines move faster than others.

The newspaper advertisement can be divided into sections and should list articles "For Father," "For Mother," "For Brother," "For Sister," etc. Show cuts when possible. Have the description brief and give specific price.

A booklet is very good, if it can be properly distributed. Quite often the expense can be reduced and the effectiveness of the booklet increased by securing cuts from the manufacturers. On the first page embody some direct appeal from the store to the customer, thus:

THE PURPOSE of this booklet is to assist you in the

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

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

Michigan Hardware Co.

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



Wholesalers of Shelf Hardware, Sporting Goods and

Fishing Tackle

selection of suitable gifts for your friends and relatives.

"Without its aid you will at the last moment be asking, like hundreds of others: 'What shall I give to Father, Mother, Sister, Brother, or Friend?'"

"Gifts should be practical, and the greater usefulness, the more certain they are to give pleasure.

"Read carefully the following pages. Check the gifts that appeal to you. Do not hesitate to ask to inspect articles in which you are interested.

"Our store is at your service. The aisles are broad and comfortable. The stocks are well arranged. The earlier you come, the better the selection; but, early or late, we are here to give you the very best service possible.

"May your Christmas be full of joy and your New Year the most prosperous and happy of all.

Blank & Company."

In the booklet, divide your gift lines into groups, and suggest all those suitable for the various members of the family.

These detailed lists of suggested gifts for various individuals can be followed up by a little reference to each department, followed by a list, complete with prices, of everything of a gift nature. Thus:

OUR TOOL DEPARTMENT

offers the best kind of gifts for man or boy, the most prominent of which are the tool cabinets, two of which we have listed below, demonstrating the wide range of prices.

OUR CUTLERY DEPARTMENT alone offers gifts for every member of the household. We wish to sell you articles that the recipient will continue to find satisfactory. When we recommend an article, you can depend upon the quality.

"CHAFING DISHES AND PERCOLATORS

on account of their extreme beauty are particularly adapted for gifts. The percolator is more of a luxury than the coffee pot, and the thrifty housekeeper will enjoy its possession if it comes as a gift. Our chafing dishes are out of the ordinary, with many distinct styles to choose from.

"SKATES AND SLEDS

Most boys and girls would prefer a flexible sled (the kind that steers) or a pair of skates or skis. Rosy cheeks and healthy lungs accompany outdoor exercise."

Your Christmas booklets should be placed in every package handed over the counter and enclosed with all outgoing mail to your district.

If you have a live mailing list, a letter like the following enclosed with the booklet will make a good impression:

"Did it ever occur to you that a numberless variety of practical gifts are to be found in a hardware store?"

"We have reason to be proud of our handsome store and take this opportunity of extending to you and to the members of your family an invitation to call, look around and ask questions.

"We are here to serve you, and take pleasure in explaining everything in detail.

"For your convenience we have ar-

ranged the enclosed booklet which is self-explanatory.

"Yours very truly,

Blank & Company."

How comprehensive a booklet you issue will depend of course, on the amount of business you can reasonably expect to do. A large store could afford to put out a pretentious booklet for a small store, a single sheet of paper with a catchy list of gift suggestions might very well serve the purpose.

Victor Lauriston.

Weather Prophets Seldom Guess the Truth.

Grandville, Nov. 17—I was reading a letter the other day, dated in April, 1869.

It was rather an interesting epistle from a farmer living not far from Augusta, Maine. Among other things, aside from family news, was a brief note of the fact that the ground was still white with snow, and had been thus since the first of the last November.

Five and one-half months of steady sleighing with zero weather a good share of the time.

"I am becoming tired of Maine's long, cold winters," he wrote, and then stated that in the upper part of the State the snow had reached a depth of five and six feet. In fact, in the lumber woods all logging operations had been long suspended, and many woodsmen had shot both horses and oxen to save them from starvation. Nothing like that in Michigan in the memory of the oldest inhabitant.

And yet in the fall of '68 there were prophets who had foretold a light winter.

Michigan has weather prophets as well as other states. There are prophets and prophets aside from our own Uncle Sam's forecasts of weather expectations, half of them failures.

He who undertakes to tell what the weather will be more than a few days in advance is treading on dangerous ground.

Already two very able foreseers of weather doings have prophesied for Michigan's coming winter, and it is a remarkable fact that the two have hit it off with exactly contrary predictions.

One old timer confidently predicts a long, hard winter, with extreme cold and abundance of snow. All of nature's signs point to this fact, and our weather seer has never known his signs to fail during a life of ninety years. Such a prediction gives an ordinary citizen the shivers. However, it is never best to borrow trouble.

Another Michigan prophet, who is a few years older than the first, has read the signs this autumn, and confidently assures the public that we are to have a very open winter. All signs, from geese to muskrats, points to this conclusion, and never have these signs been known to fail.

Under such conditions what have we mortals to do but hold fast and wait? Next spring will tell the story. One of these wise men is right, the other doubtless wrong; or mayhap an orderly winter, without either extreme of heat and cold, may belie the sayings of both sureshot prophets.

The old saying that if the bear sees his shadow on February 2 we are to have six weeks of winter, has been disproved time and again, although very few Michigan winters are cut much short of that.

One year ago the 2nd of February in this part of Michigan was cloudy so that the bear (if he came out) did not see his shadow, and perforce of the long believed saying, should have stayed out to enjoy the bright spring mildness. If he stayed out he was doubtless frozen, since the spring was very backward and cold.

Beavers and muskrats, as well as corn and wild geese, have a way of telling what winters will be in advance, in this particular being far wiser than our greatest human weather prophets. But do they tell these things?

The beaver and rat build heavier houses for cold winters, it is said, and corn husks are much heavier in the falls preceding hard winters, while wild geese seek their Southern homes much earlier, all of which, when one comes to sift it down to brass tacks is all mere bunk.

Let no one put aside larger amounts of fuel than usual because of these signs. Superstitions regarding dates such as Friday the 13th, seeing black cats, walking under ladders and the like are in a line with these weather prophets who know no more about the future where the weather is concerned than does a cat know if the moon is inhabited.

Superstitions are doubtless less prevalent to-day than they were in our grandfathers time.

The great comet of 1859 foretold the outbreak of the Civil War in the United States. Many people believed this, and yet how could this be true? Fact is, if there had been no civil war, no one would have credited the comet with anything more sinister than a remarkable phenomenon of the starlit heavens, as such it was.

It is easy to prophesy after the event. Most of our important foretelling of events are not made public until after the event foretold, when of course it is easy to determine what has passed.

There are prophets to-day who are saying that Japan as a nation will, within three years, be wiped by a great earth convulsion, off the face of the earth. These same soothsayers tell also of the soon to come destruction of Italy and Spain. Many no doubt will wait with bated breath for these tremendous catastrophes to take place.

It is safe to say that natives of these foredoomed nationalities have no cause to feel alarm because of these silly foretellings of would be prophets. Such an upheaval might come about, but no man living can have a forecast of the event even were it in contemplation.

Michigan people will do well to pay no heed to prophets who forecast future events from the movements of lower animals. None of these have been fully verified in the past and certainly will not be in the future. We may be sure we shall come through all right if we pursue the even tenor of our way and let the weather prophets go hang. Old Timer.

Shirts For Holiday Delivery.

Mail and telegraph orders are coming in for men's shirts for holiday delivery, manufacturers said yesterday. Silk and broadcloth shirts are most wanted, in both white and fancy colors. The business in fancy silk garments, it was held, promises to be better than in any of the years since the post-war depression. Some of the shirting firms are said to be behind in deliveries of certain of the most wanted patterns. While the shirt business during the early Fall was not as good as desired, the present activity tends to make up most of the lost ground. Some orders are already being placed for Spring, with the novelty shirt again tending to be very prominent.

A man to stand there and hand out the stuff when customers say, "I'll take one of these," or "Give me fifty cents worth of that," ought to be worth as much as a dollar a day.

Sand Lime Brick

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

Brick is Everlasting

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

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 Shortning

OTHER SPECIALTIES

Quality — Service — Cooperation

K
K

\$7,000,000

DANISH
CONSOLIDATED
MUNICIPAL
LOAN

5.60%

Thirty Year, 5 1/2% External Sinking Fund Gold Bonds at 98 1/2, to Yield

Rated Triple A by Moody. Bonds are the joint and several obligation of 26 Danish municipalities, including a majority of the chief cities of Denmark aside from Copenhagen. Total population exceeds 310,000. Combined revenues for year ended March 31, 1924 exceeded expenses by \$648,250 and for each of two preceding fiscal years, by more than \$750,000. Sinking fund will retire all bonds by maturity.

A. E. KUSTERER & Co.

INVESTMENT BANKERS
AND BROKERS

MICHIGAN TRUST BUILDING.
CITIZENS 4267 BELL MAIN 2435

COMMERCIAL TRAVELER

News and Gossip Concerning Michigan Hotels.

Detroit, Nov. 17—W. L. Mead, who has been operating the Gildner House, at Grand Haven, for the past two years, has disposed of his interest therein and is looking for a new location.

The Gildner, under the administration of Mr. Mead and his partner Mr. Nemeth, was one of the best conducted hotels in Michigan. Its rooms were clean and comfortable and its feeding department par excellence. The latter was particularly under charge of Mr. Nemeth, who is to remain under the new organization, of which I will have something to say in the near future.

R. F. Lawless who runs the Hotel Clintonian, at Clinton, the "entrance to the Irish Hills," asks me to come over and visit him, and encloses an advance card for his next Sunday dinner. This is his offering for one dollar:

Oyster Cocktail
Cream of Tomato Soup
Assorted Clintonian Made Pickles
Roast Goose, Sage Dressing
Apple Sauce
Roast Chicken, with Irish Dressing
Candied Cranberries
Pan Broiled "T" Bone Steak
Mashed Potatoes Creamed Corn
Autumn Fruit Salad
Apple, Pumpkin and Mince Pie
Ice Cream with Preserved Quinces
Home-made cake
Beverages

"If portions served are not sufficient, please ask for more."

Something like two years ago, the Lawless family, Bob and Julia, got possession of the Clintonian which had been operated indifferently for several years, introduced modern improvements, and, specializing on catering to the tourist trade, have made a wonderful success of the institution. I understand that the season of 1925 was a very profitable one for them. They certainly deserve to be prosperous.

The Griswold Hotel, one of Detroit's standbys, run for many years by Fred Postal, and after his death by the Postal Hotel Co., has changed hands, passing under control of the Griswold Hotel Co. Joseph L. Sullivan is the new manager. I think very well of Mr. Sullivan. He does not claim to have a great knowledge of hotel operation, but his ideas are good, and if he succeeds in carrying them out, the Griswold's popularity will continue. The hotel has been completely rehabilitated and the air of hospitality we so well remember there has been accentuated under the Sullivan administration. It is worth while for members of the fraternity to catch up with him.

Carl Montgomery, of the Post Tavern, Battle Creek, is on his way to Florida, motoring, for a five week's vacation. Florida is Carl's native state and hotels there are thicker than toads after a shower, but they have nothing on the establishment which he very properly conducts when at home.

Bert Hamilton, well-known on account of his prior connection with the Library Park Hotel, Detroit, is now connected with the Fairbairn, in that city, as assistant to P. C. Bierer, managing director. The Fairbairn is one of the recently constructed 400 room hotels in Detroit. It was originally conducted as bachelor's apartments, but recently the management decided to cater to commercial men and tourists, hence the necessary changes have been made to take care of this business. Club features, installed originally, will be continued for such as enjoy them.

"Bill" Jenkins, of the Big Rapids Western, supplies me with one of his Sunday night "supper" (as he calls it) bills of fare:

Tomato Bouillon
Cottage Cheese Olives Pickles
Corn Meal Mush

Roast Chicken, with Dressing
Boiled Frankfurts Cold Roast Pork
Eggs any Style
American Fried Potatoes
Fruit Salad
Stewed Pears and Cake
Beverages

Now I know this was all well prepared and served, but I had supposed I had converted "Bill" to the simple meal plan, and now he spoils the film. Ease off, boy. Save something for Monday.

"Familiarity breeds contempt"—possibly—but in so many plans I see evidences of lack of co-operation between manager and employer, just because the former "feels his oats." "A careful, painstaking hotel employe may easily be made doubly so by a friendly nod of recognition on first appearance in the morning and a few friendly words of encouragement, especially if he possesses the first named attributes," just as told to me the other day by a most successful Michigan landlord.

Try it out in your own establishment and it will bring more satisfactory returns than investments made in correspondence schools and similar organizations.

Announcements will be issued in a few days calling attention to the winter meeting of the Michigan Hotel Association, which will be held at the Book-Cadillac Hotel, Detroit, on Monday and Tuesday, December 28 and 29. W. I. Chittenden, manager, speaking for Roy Carruthers, managing director, asks me to invite every member of the Association to this function, and further adds that any one having such an asset, will be out of luck, if he fails to bring his wife with him. The date has been purposely set for a time when hotel men can get away from home without interfering with business and the announcement is made early so that prospective guests can obviate clashing of dates.

Walter Hodges has just secured a renewal of his lease on the Hotel Burdick, Kalamazoo, for a term of fifteen years, and will proceed promptly to renovate and refurnish that establishment. I know nothing definite about Walter's plans, but I presume he will carry out a plan he has had in his mind for some time of making radical changes in his feeding department and installing a cafeteria. All Michigan hotel men will be glad to know of his determination to remain in Kalamazoo and that he will continue his activities in Association work.

The National Hotel Exhibition is in full sway in New York this week and many Michiganders are in attendance. It is the fraternities' one great event of the year—an instructive play spell.

A letter from one J. B. Rowe to the president of the Michigan Hotel Association, assailing the hotel men of the country in general and Wolverines in particular, as robbers, and accompanied by Mr. Anderson's reply to same, has been forwarded to me for my consideration and determination as to its disposal.

The party in question inveighs against hotels which charge \$2 per day for rooms without toilet, and then places all its public toilets under lock. His point is well taken. The hotel whose rooms are not all provided with toilet facilities is tempting fate and very drastic legislation by collecting pay for use of toilets by its legitimate guests. It has occurred in other states and I can see nothing ahead but disaster if continued in Michigan.

Other criticisms in the Rowe letter, however, are not so pat. He claims the Michigan Hotel Association is an organization existing in opposition to the Sherman anti-trust act and threatens dire vengeance on its officers and members.

Mr. Anderson's letter in response thereto very ably states the position of the Michigan Hotel Association:

"At the outset I desire to inform you that the Michigan Hotel Associa-

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

CODY HOTEL

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

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.

The HOTEL PHELPS

Greenville, Michigan
Reasonable Rates for Rooms.
Dining Room a la carte.
GEO. H. WEYDICH, Lessee.



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

CODY CAFETERIA

Open at 7 A. M.
TRY OUR BREAKFAST
Eat at the Cafeteria it is Cheaper
FLOYD MATHER, Mgr.

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



WHEN IN KALAMAZOO

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

HOTEL BROWNING

150 Fireproof Rooms
GRAND RAPIDS
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.

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.

The Durant Hotel

Flint's New Million and Half Dollar Hotel.

300 Rooms 300 Baths

Under the direction of the United Hotels Company

HARRY R. PRICE, Manager

OCCIDENTAL HOTEL

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

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"

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.

HOTEL HERMITAGE

European
Room and Bath \$1.50 & \$2
JOHN MORAN, Mgr.

tion is not organized for the purpose of directing the policy of its individual member hotels.

"It's big functions in the past (and I hope will be in the future) have been along the lines of educational work in operation; in co-operation with commercial travelers organizations, in meeting the problems of the traveler, in urging all its members (at the request of the U. C. T.) to post their rates in all guest rooms.

"In fact, putting forth its best efforts at all times to cement a better understanding between its members and the traveling public.

"I might, at length, go into the problems of the hotel-keeper, but this I am sure you are not interested in. Suffice to say that the hotel operators, especially in the smaller communities, are perhaps giving more of their time and energy in conducting their business than any other line, considering the margin of profit obtained."

I might add that at no time has the Association ever suggested or talked rates at its meetings, the sessions of which are always open to the general public. There never was and probably never will be any common basis on which rates might be fixed. Conditions vary everywhere.

If a hotel is doing well it is usually because its offerings are such that it merits the patronage it receives. No one institution has a monopoly on service. If it is dispensed cheerfully in conjunction with fair rates it will win.

Constructive criticism is always in order, and if the traveler will discuss such matters with the hotel owner or operator instead of broadcasting the statement that he is a horseless Jesse James, he will proceed much further and secure much more satisfactory results.

Clever hotel operators have studied these problems comprehensively, and have prepared statements showing the vast increase in operation costs, but regardless of this fact a certain element among the traveling fraternity are prone to compare the average hotel man with the hold-up man.

Just the other day a dry goods salesman expressed dissatisfaction with hotel rates. His conversion was easy. I had but to show him that in 1914 sheets of a certain size and quality cost the hotel man \$8.41 per dozen. His own price list gave the present cost at \$21.74.

Whoever heard of 50 cent butter in 1914. It is seldom you hear of it nowadays. It is usually more than that.

Do you find any steaks nowadays for a shilling, and what about bacon at 41 cents per pound wholesale as against "two pounds for a quarter" ten years ago.

And help—300 per cent. increase in that commodity, if you can find any of it for sale.

And taxes—and everything else.

When you bought a carload of coal in those days, it was delivered in your bin at just what it costs you at the mine to-day. The freight cost is higher than the initial cost of the article.

Study these conditions a trifle, and if, after so doing, you find reason for criticism, take your grievance to the man who is responsible for it and not refer it to the Knocker's Club.

As to whether it is desirable to employ female students and teachers in the operation of summer resorts has been a much talked of subject for some time.

Life is not easy for a college girl waiting on table or, in fact, in any other capacity, for the reason that she feels she is looked down upon by the guests who pay for the privilege of resorting. It is agreed that the work is not strenuous, but experience has demonstrated that what from a preliminary survey looked like a "snap," was simply a matter of hustling at

meal time to deliver the food to the table, and with the accompanying notion that such service smacked of servility.

Eight hours is usually the total time of such service, but this is divided into short shifts, but the complaint of its being laborious has made many an operator, after trying the experiment, look further for his summer help. There has seldom been much complaint about wages, and in most cases under observation the meals served such help have been wholesome and ample.

Then the whole trouble seems to center on a false sense of pride, and it is for this reason that male students are now being more generally employed.

The subject has been so generally discussed that Reno G. Hoag, well-known as a former Michigan hotel man but now conducting the Hotel Lafayette, Marietta, Ohio, has finally shied his castor into the ring and says much, though his argument was prepared in a hospital where he has been confined for some time. I am not going to copy his entire article, but certain portions of same so aptly coincide with what has been said in hotel meetings, that I believe a few extracts from same, coming from one of his experiences, will prove of much interest, especially among such as enjoy Mr. Hoag's acquaintance:

"During my second year as manager I engaged, through the help of a friend, some fifteen college girls—twelve as waitresses and three as chamber maids. Before and since then I have been through all the pangs of the help situation, some war-time conditions, but I can recall no time in my nearly forty years, so to speak, as the "boss," where I encountered more perplexing difficulties than I did with those fifteen college girls.

"Every one, as I recall, came to us as experienced—more or less; but let me assure you they hardly qualify as such, not one used as a waitress knew the first principles; "side work" was a bone of contention with them from the start; jealousy raged; negligence of simple duties, quarreling with one another, talking back to the experienced head waitress and even to the "boss," was a daily occurrence. In the kitchen and pantry it was terrible. They were fed upon the fat of the land, but continually complained of quality.

"True, we did not give them a "parlor, bedroom and bath" sleeping quarters, but we did give them clean rooms, clean linen, a delightful bath room. Yet they complained and criticized. I engaged them for twelve weeks, but at the end of seven all the waitresses had quit or been discharged. But until the last waitress was gone, my organization was an upheaval and I had prided myself on being some organizer and have lived up to that reputation ever since.

"College boys are better in almost any capacity. They do not, as a rule, complain on quality or amount of work they have to do; make no comment on whether the chef gives them a pot roast or roast chicken. They endeavor to please the guests and take kindly to supervision."

Mr. Hoag's experience is not so different from others who have discussed this subject. College bred girls and college bred boys are two different propositions. The girls soon show that they labor under the supposition that they were employed to "resort," while the boys want the remuneration and are willing to work for it.

Mr. Hoag's comments, taken from the Hotel World, were brought out by comments of a Y. W. C. A. publication, based on interviews with this "high brow" element in the labor field.

Another class of help which falls short of the mark is the domestic science product in our hotel kitchens. The great majority of guests in sum-

mer hotels do not desire to be "stuffed" and do not take kindly to the "balanced ration."

They want to enjoy life—and their eating. I have in mind a hotel operator of my acquaintance who had a additional hotel wished upon him through the death of its manager. He was required to retain the steward, as she was under contract, so she was allowed to carry out her ideas, based on what she had acquired in the study of domestic science.

Before the end of a fortnight he discovered that most of the guests from this hotel were coming to his own hotel for their meals, though paying for unconsumed ones at the other establishment, and his own cook was only a typical farmer's wife, who knew absolutely nothing of callories, balanced rations, etc. She could just "cook," and her products were so designed that they tickled the palate.

Some farmers' wives are not adepts in the art of cooking, but by and large, you will discover if they were farm bred and had sense enough to remain on the farm, they know how to prepare wholesome food, though they may not be able to tell you just how they accomplish it.

All caterers are beginning to feel that cooks are born and not made. Anyone who has the knack of tastiness in this art can command the best of remuneration and always be able to hold a good job. Why not encourage this profession?

The Book-Cadillac has just taken out a blanket insurance policy, guaranteeing to every guest protection in the event of death or injury during the 48 hours following departure from that institution. This policy is the first of the kind ever issued in this country and, so far as known, the first ever taken out by any hotel in the world. It is believed the 48 hour provision would protect guests between Detroit and every large city in the country except in the extreme West.

Under this plan the guest of the hotel will be automatically insured against loss of life, limb or disability caused by an accident, the minute he checks out of the hotel. When he pays his bill he will be handed a policy with the time of departure stamped upon it.

In the event of death the guest's heirs will receive \$5,000; for the loss of a limb, \$2,500; and \$25 per week for life in the event of total disability from accident. The guest is not required to supply any information or go through any legal procedure.

The idea is without doubt a new one and is simply an additional service rendered by this great institution. One important step further would be to guarantee protection for life and limb while in Detroit. Frank S. Verbeck.

Beginning To Realize Real Meaning of Armistice Day.

Boyne City, Nov. 17—Armistice day in Boyne City was a real celebration, the first since THE Armistice day. The men who went over are getting over their tired, disgusted feeling and are beginning to realize the wonderful significance of their two year's work as champions of liberty of the American kind.

When they were taken into the war those who went voluntarily were filled with the fire of patriotism. War to them was a glorious exhibition of manhood and courage. Their minds were filled with the stories they had read and heard of the valorous deeds of preceding generations, and they had much to bank their ideas on. History and tradition are filled with the glorious deeds of great soldiers. Their histories did not dwell upon the awful degradation of war—the long weary marches; the wretched camps; the filth and horror of the battle field; the long, lonely night watches; the agony

of the deserted battle field and the long weary pain-racked days of the hospital; the quick forgetfulness of the people whom they served. These things came upon them with such a shock that they were angry and resentful. They did not realize that all life is glorious and courageous if lived fully and manfully.

Since they have had time to look back and see what they did in its true perspective, the anger and resentment have, in a measure, disappeared and they, like one coming out on a hill top after a struggle through a filthy tanoled swamp, can see the whole picture and they can see the wonderful thing that was done, not only by any one man or group of men, but by the Nation. War is not glorious. It is a dirty, filthy, rotten business and no free people have engaged in war unless it was forced upon them for the preservation of liberty. Our boys were disgusted with war. It is to be hoped that they will forever be so, but they are beginning to see the meaning of what they did, and as the years go by and they come to mature manhood, they will more and more honor the day that brought peace to the world which promises to be the beginning of a permanent peace among civilized nations, because the common people are coming into the place of rulers of themselves.

We think that our farmers have good reason to find fault with the kind of weather we have had in this year of grace 1925. The spring break up was a month earlier than usual, but the spring was cold and planting was delayed almost a month. From last December until late September, the precipitation was so small as to be almost nothing. Crops were burned up and dried up. Leaves on the trees dried up. They did not wither and fall off, they just dried up. No crops could grow because the ground was dried, not just on the surface, but deep down. Then came the rains, followed by unseasonable cold and snow. Potatoes froze in the ground and apples, such as were not blown off froze on the trees. Everybody suffers. Farmers, business men and financiers. You of the cities who depend on the farmers for food will suffer before the next harvest comes around. We saw a note in a Detroit paper that "Farmers are holding their produce." They are, first, because the weather would not let them get their stuff to market; and, second, because the stuff did not grow. It isn't there. One canning company in this territory was prepared to handle 300 tons of cherries. They got seventy-five tons. The same company was supposed to get a good quantity of corn. They got less than 35 per cent. of a normal yield. It has been a bad season.

The people of Boyne City are finding abundant use for our new community-gymnasium building, especially the younger people. Boyne City has never before had a place for the meeting of general community activities where the expense was not prohibitive. The churches and theater buildings were the only places, and neither was suitable. Now we have a place for girls' and boys' clubs and women's organizations for general community meetings and our people are using it.

Charles T. McCutcheon.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Nov. 17—Y. Berg will have a celebration next Wednesday. It will be the forty-second anniversary of his connection with the old crockery and glassware house of H. Leonard & Sons. His first employment was in the store in the shipping department. For twenty-five years he has represented the house on the road—and is still on the job.

A. M. Scott has resumed the management of the City Bakery.

DRUGS

Facts of Interest to the Druggist Concerning Perfumes.

Ten thousand dollars per pound is not an exorbitant price for the natural oil of violet used in the best perfume extracts.

We can detect by smell one two-millionth of a milligram of oil of roses or musk.

There are four tastes of importance, acid, alkaline, bitter and sweet.

Taste is mostly due to smell.

Perfumes sold under the names of "heliotrope," "lilly of the valley," "lilac," "cyclamin," "sweet pea," "arbutus," "mayflower," and magnolia are usually imitations of the original flower scents because these flowers do not readily yield their essential oil.

A coal tar compound, tri-nitro-butyl-xylene is taking the place of musk and will save the natural deer from extinction.

The art of perfumery has been handed down from earliest times.

The modern art had its origin in Italy.

Two famous Italian perfumers were S. Frangipani and Giovanni Maria Farina.

Scents kill one another as colors do. The most minute trace of some impurity or foreign odor may spoil the whole effect.

The oils of peppermint, spearmint, wintergreen and sassafras are produced commercially in the United States.

Many of the flower oils could be produced in America and there is an open field for this endeavor in our Southern states.

The rite of burning incense in churches is of ancient Jewish origin.

When, about a dozen years ago, the writer had his first introduction into the enchanting and intricate mysteries of pharmacy, the perfume goods stock consisted principally of a few common flower essences, rose and violet, lilac and lilly of the valley, to be dealt out and sold in tiny Homeopathic vials by the dram, bay rum by the ounce, Florida water in long necked bottles and a goodly supply of Hoyt's German cologne.

Package perfumes as we have them now were almost a rarity to be sold at Easter time at never more than a dollar per bottle ribbon and all.

To-day our perfume and toilet goods case can usually be depended upon to outstrip the prescription department in gross sales and net profits and all the store force have learned to say "Dans les Nues," "Le Coeur de Jeannette," "Nuit d'Amour," "Quelques Fleurs," "Chypre," and "Djer Kiss" with a shockingly apparent fluency to some of our country maiden lady trade who really don't know just what to make of sympathetic language.

From the earliest dawn of history man has braved the darkness of unknown forests, the perils of uncharted seas and the dangers of desert wastes robbers beset, to bring back precious perfumes and sweet smelling flavors. For these things customers have always been found who will pay the price. Our modern shop girls will scrimp on lunches and save car fare

to buy expensive new odors. The original violet oil contained in the perfume she used may cost more than \$10,000 per pound, but why should she care.

In times long ago a few grains of frankincense or a bit of perfumed oil were regarded as gifts worthy of a king. Sweet smelling stuffs were used alike in toilet and temple. Ancient kings were greased and fumigated before they sat on the throne and after they were dead they were embalmed in aromatics none the less choice and expensive.

The French are now considered past masters of the perfumers art, but we find that the modern industry had its origin in Italy where the family of Frangipani held formulae which had been handed down hundreds of years. The original Frangipani conceived the idea of treating a dry mixture of different aromatic plants with alcohol, and thus imparting the odor they contained to the latter. The product he obtained was used in scenting gloves and became very popular. Perfumes now sold as Frangipani usually have the jasmin odor predominating for example:

Extract Frangipani.

Jasmin synthetic extra	400 cc
Neroli oil, Italian	300 cc
Rose synthetic	200 cc
Olibanum R	20 cc
Benzoin R	40 cc
Coumarin	25 G
Musk ambrette	10 G
Vetivert oil, English	5 cc

The above formula makes an excellent extract.

Eau de cologne was first compounded by an Italian, Giovanni Maria Farina, who came to the city of Cologne in 1709. Cologne water is now manufactured by hundreds of perfumers and after as many formulas. In order to obtain a first class product, it is necessary, besides using the finest oils, a matter of course in all fine perfumes, to observe another special point. Every cologne water contains oils of the citron group which develop their best odors only in true spirit of wine. (Try and get it.) Unless an alcohol distilled from wine is used it is impossible to make a cologne water of really first quality. While cologne water can be made with grain or potato spirit, especially if highly rectified, comparison with one prepared from wine spirit will show a marked difference.

The small amount of oenanthe ether hardly demonstrable by chemical tests, but present in every spirit of wine exerts a decided influence on the flavor.

Cologne water of the most superior quality is made by dissolving the essential oils, excepting the oils of rosemary and neroli, in the alcohol and distilling it, the other oils being added to the distillate.

The original cologne of Farina, now so widely imitated was supposed to have been aged in casks like wine for a certain period.

The following formulas will give one an idea as to how the original product may have been prepared. They yield very good products and offer the druggist as in formula No. 3, a substitute for the vile smelling med-

icated alcohol of the hour which we are forced to offer for sale. Better class customers cannot use most of it.

Cologne Water No. 1.

Oil of bergamont	2 cc
Oil of lemon	6 cc
Oil of neroli petale	3 cc
Oil of neroli bigarade	1 cc
Oil of rosemary	2 cc
Alcohol	30 cc

Cologne Water No. 2.

Oil of bergamont	4 cc
Oil of lemon	4 cc
Oil of neroli petale	1 cc
Oil of orange peel	4 cc
Oil of petit grain	2 cc
Alcohol	30 cc

Cologne Water No. 3.

Oil of bergamont	7 cc
Oil of lemon	3 cc
Oil of lavender	3 cc
Alcohol	30 cc

French Perfume Industry.

When Catherine de Medici came to Paris as the bride of Henri II she brought with her among other artists, her perfumer, Sieur Toubarelli, who established himself in the flowery district of Grasse. Here for hundreds of years the industry has remained rooted and the family formulas have been handed down from generation to generation. Grasse, Cannes, Nice and Nimes are centers in the perfume industry. Grasse is famous for rose and orange flower oils, Cannes for rose, acacia, jasmine and orange flower products, Nimes for thyme, rosemary and lavender and Nice for violets.

Eary Synthetic Perfumes.

Nitro-benzene came into the limelight in 1850 introduced by the chemist Collas as essence or oil of mirbane. The essence or oil of mirbane, oil of bitter almonds, nitro-benzene synthetic is now largely used in perfumery and soap manufacture. It is obtained by the action of fuming nitric acid on benzol. The mixture becomes hot and emits masses of brown vapors, and there is formed a yellow oily body which is washed with water and soda solution until the washings escape colorless.

Pure nitro-benzene is not soluble in water, but in alcohol or ether, it boils at 415 F. and congeals at 21-23 F. Its specific gravity is 1.2 or a little over. Any oil of mirbane having a lower specific gravity is spurious, most likely nitro-toluol. Its odor greatly resembles that of the oil of bitter almonds but can clearly be differentiated from it on comparison. Care must be taken in inhaling the vapor when undiluted as it is poisonous. By distillation nitro-benzene can be obtained quite colorless and in this form is often used for the adulteration of the natural oil of bitter almonds. This adulteration, however, can be easily demonstrated by the heating for a short time with an alcoholic solution of a caustic alkali which separates from nitro-benzene a brown resinous substance, while true oil of bitter almonds loses its odor and changes into benzoic acid which unites with the alkali.

Soon after the discovery of nitro-benzene the many esters and fatty acids simulating the odors of fruits were discovered and recommended. In

1888 Baur discovered the artificial "musk" which are derivatives of s-trinitrobenzene. All these were chance discoveries of substances having a similar odor to a perfume. In the case of artificial oil of wintergreen which followed Cahour's discovery that methyl salicylate was the principal odor in the natural oil and the preparation in 1868 of benzaldehyde odor bitter almond from benzyl-chloride however we have examples of the elucidation of the composition of the natural scents and the chemical composition of their ingredients followed by a synthetic preparation of the product.

Sir William H. Perkin the discoverer of aniline dye was also the discoverer of coumarin, a substance of wide use in perfumes and flavors. Tiemann discovered vanillin in 1874. It first sold for \$800 a pound.

The most important and interesting element in the perfumer's art is the blending of the odorous principals to form a mixture which gratifies the sense of smell. Experience is the only guide. It is impossible to foretell the odor of a mixture from the odor of its components. Septimus Piesse endeavored to show that a certain scale or gamut existed amongst odors as amongst sounds. Taking the sharp smells to correspond with high notes and the heavy smells with low he illustrated the idea by classifying some 50 odors in this manner, making each to correspond with a certain note, one-half in each clef and extending above and below the lines. For example Treble clef note E (fourth space) corresponds with Portugal (orange) Note D (first space below clef) with violet, Note F (fourth space above clef) with ambergris. It is readily noticed that ambergris is much sharper in smell than violet while Portugal is intermediate. He asserted that properly to constitute a bouquet the odors to be taken should correspond in the gamut like the notes of a musical chord-one false note among the odors as among the music destroying the harmony. Thus on his odophone, santal, geranium, acacia, orange flower, camphor, correspond with C (bass second line below). C (bass second space) E (treble first line) G (treble second line) C (treble third space) constitute the bouquet of chord C.

Keep a light in the perfume case.

Have the stock artistically arranged.

Men will buy perfumes if given a chance. They buy them for their wives sweethearts, etc. The largest order I have ever had in a retail store for perfumes totaled over \$90, and it was the purchase of a real man.

George N. Hoffman.

Definition of a Drug Store.

"What kind of store is that fellow over at Toad Rock running?" asked a motorist.

"Well, he has ford parts for sale," replied the attendant in the filling station, "buys butter, eggs, and poultry, deals in real estate, paints houses, marries folks in his capacity as justice of the peace, runs the postoffice, sells stamps, hams, molasses etc., and takes boarders upstairs. I reckon you'd call it a drug store."

Business Creating Hints.

1. Customers buy more when they are allowed to "browse," with no sales-people to ask them to buy.
2. They handle goods more freely when displayed on tables than when they are on counters.
3. They buy more when they see a crowd just inside the door.
4. They make the rest of their purchases in quick succession after they have "broken the ice" with their first buy.
5. They go farther into the store when display tables are oblong rather than round.
6. Women are attracted to a department by the judicious use of mirrors hung so that they can see themselves conveniently.
7. They pay considerable attention to bulletins posted daily in a designated place.
8. They like to see moving contrivances—they like to "look behind the scenes."
9. When you want action you get it more quickly through children than through adults.
10. Doing things in a manner "just a little out of the ordinary" brings better results.

Will Hold Supplemental Canned Foods Week.

A Muskegon grocer, on being asked how Canned Foods Week was resulting this year, remarked:
 "It comes at a bad time of the year for us, because we have had a large fruit season and the people have put up much more fruit than usual. I am going to even things up by having a Canned Foods Week of my own in February, when I think I can move a larger volume than I can now. I am saving all the signs and literature furnished me by the canned foods

manufacturers and others to use on that occasion. I will undertake to acquaint the readers of the Tradesman with the outcome, which I confidently expect will be very satisfactory."

Novelties For Nursery Use.

Among the novelties lately brought out for nursery use are "clocks" that do not tell the time, but do tell when the next feeding is due. The same "clocks" can be used for timing doses of medicine. They are made of celluloid, and are mounted either on moire silk or silk covered with ostrich. The dial is similar to that of a real clock, and there is an adjustable hand to mark the hour. They are said to be among the season's best sellers. As is usual at this time of the year, there is quite a demand for painted glass containers for nursery medicines. They are usually wide-mouthed bottles, painted in dainty floral designs and equipped with glass stoppers.

Would Like Openings Held Back.

With the time for pricing 1926 lines of ribbed cotton underwear approaching, a sentiment is growing among certain of the knit goods jobbers that it might be a good thing to hold off this action until after the turn of the year. Market understanding is, however, that the leading Southern manufacturers of the merchandise in question will price their goods between the 1st and 10th of next month. Whether the mills located in this State will follow closely the pricing of the Southern lines with similar action on their part is an open question at the moment.

Not a Heavy Order.

A paint manufacturer recently received the following letter:
 "Gentlemen: Will you please send us some of your striped paint? We want just enough for one barber pole."

WHOLESALE DRUG PRICE CURRENT

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

Acids	Boric (Powd.) 15 @ 25	Boric (Xtal) 15 @ 25	Carbolic 37 @ 43	Citric 58 @ 70	Muriatic 3 1/2 @ 3	Nitric 9 @ 15	Oxalic 15 @ 25	Sulphuric 3 1/2 @ 8	Tartaric 40 @ 50
Ammonia	Water, 26 deg. 10 @ 18	Water, 18 deg. 09 @ 14	Water, 14 deg. 6 1/2 @ 12	Carbonate 20 @ 25	Chloride (Gran.) 10 1/2 @ 20				
Balsams	Copaiba 90 @ 1 20	Fir (Canada) 2 55 @ 2 80	Fir (Oregon) 65 @ 1 00	Peru 3 00 @ 3 25	Tolu 3 00 @ 3 25				
Barks	Cassia (ordinary) 25 @ 30	Cassia (Saigon) 50 @ 60	Sassafras (pw. 50c) 7 @ 58	Soap Cut (powd.) 30c 18 @ 25					
Berries	Cubeb 7 @ 25	Fish 7 @ 25	Juniper 9 @ 20	Prickly Ash 7 @ 25					
Extracts	Licorice 60 @ 65	Licorice powd. @ 1 00							
Flowers	Arnica 25 @ 30	Chamomile Ger. 30 @ 35	Chamomile Rom. 5 @ 54						
Gums	Acacia, 1st 50 @ 55	Acacia, 2nd 45 @ 50	Acacia, Sorts 20 @ 25	Acacia, Powdered 35 @ 40	Aloes (Barb Pow) 25 @ 35	Aloes (Cape Pow) 25 @ 35	Aloes (Soc. Pow.) 65 @ 70	Asafoetida 50 @ 60	Pow. 75 @ 1 00
Leaves	Camphor 1 05 @ 1 10	Guaiaac @ 1 10	Guaiaac, pow'd @ 1 25	Kino @ 1 10	Kino, powdered @ 1 20	Myrrh @ 60	Myrrh, powdered @ 65	Oplum, powd. 19 65 @ 19 92	Oplum, gran. 19 65 @ 19 92
Almonds, Bitter, true	7 50 @ 7 15	Almonds, Bitter, artificial	3 00 @ 3 25	Almonds, Sweet, true	1 50 @ 1 80	Almonds, Sweet, imitation	1 00 @ 1 25	Amber, crude	1 50 @ 1 75
Amber, rectified	1 75 @ 2 00	Anise	1 50 @ 1 75	Bergamont	8 50 @ 8 75	Cajeput	1 50 @ 1 75	Cassia	4 75 @ 5 00
Castor	1 70 @ 1 95	Cedar Leaf	1 50 @ 1 75	Citronella	1 25 @ 1 50	Cloves	8 00 @ 8 25	Cocunut	25 @ 35
Cod Liver	1 90 @ 2 40	Croton	2 00 @ 2 25	Cotton Seed	1 30 @ 1 50	Cubebs	7 00 @ 7 25	Eigeron	7 50 @ 7 75
Eucalyptus	1 25 @ 1 50	Hemlock, pure	1 75 @ 3 00	Juniper Berries	3 50 @ 3 75	Juniper Wood	1 50 @ 1 75	Lard, extra	1 40 @ 1 80
Lard, No. 1	1 40 @ 1 60	Mustard, yellow	17 @ 25	Mustard, black	20 @ 25	Poppy	22 @ 25	Quince	1 50 @ 1 75
Rape	15 @ 20	Sabadilla	35 @ 45	Sunflower	11 1/2 @ 15	Worm, American	30 @ 40	Worm, Levant	4 25 @ 4 50
Alkanet	30 @ 35	Blood, powdered	35 @ 40	Calamus	35 @ 40	Elecampane, powd	25 @ 30	Gentian, powd.	20 @ 30
Ginger, African, powdered	30 @ 35	Ginger, Jamaica, powdered	55 @ 60	Goldenseal, pow.	47 @ 50	Ipecac, powd.	3 75 @ 4 00	Licorice, powd.	35 @ 40
Licorice, powd.	30 @ 40	Orris, powdered	30 @ 40	Poke, powdered	35 @ 40	Rhubarb, powd.	1 00 @ 1 10	Rosinwood, powd.	@ 40
Sarsaparilla, Hond. ground	@ 1 00	Sarsaparilla Mexican, ground	@ 1 25	Squills, powdered	35 @ 40	Squills, powdered	60 @ 70	Tumeric, powd.	20 @ 25
Valerian, powd.	@ 75	Anise, powdered	35 @ 40	Bird, ls	13 @ 17	Canary	13 @ 20	Caraway, Po.	30 @ 25 @ 50
Cardamon	3 60 @ 4 00	Coriander pow.	30 @ 30 @ 25	Dill	18 @ 25	Fennell	25 @ 40	Flax, ground	08 @ 15
Poenugreek pow.	15 @ 25	Hemp	8 @ 15	Lobelia, powd.	@ 1 25	Mustard, yellow	17 @ 25	Mustard, black	20 @ 25
Quinine	1 50 @ 1 75	Rape	15 @ 20	Sabalilla	35 @ 45	Sunflower	11 1/2 @ 15	Worm, American	30 @ 40
Worm, Levant	4 25 @ 4 50	Aconite	@ 1 80	Aloes	@ 1 45	Arnica	@ 1 10	Asafoetida	@ 2 40
Belladonna	@ 1 35	Benzoin	@ 2 10	Benzoin Comp'd	@ 2 55	Buchu	@ 2 85	Cantharadics	@ 2 20
Casticum	@ 2 20	Catechu	@ 1 75	Cinchona	@ 2 10	Colchicum	@ 2 10	Cubebs	@ 2 00
Digitalis	@ 2 10	Gentian	@ 2 10	Ginger, D. S.	@ 2 10	Gualac	@ 2 20	Gualac, Ammon.	@ 2 00
Iodine	@ 2 95	Iodine, Colorless	@ 2 50	Iron, Clo.	@ 2 35	Kino	@ 2 40	Myrrh	@ 2 50
Nux Vomica	@ 2 55	Oplum	@ 2 50	Oplum, Camp.	@ 2 35	Oplum, Deodora'd	@ 2 50	Rhubarb	@ 2 10
Lead, red dry	15 1/2 @ 15 1/4	Lead, white dry	15 1/2 @ 15 1/4	Lead, white oill.	15 1/2 @ 16 1/4	Ochre, yellow bbl.	@ 2 1/2	Ochre, yellow less	3 @ 6
Red Venet'n Am.	3 1/2 @ 7	Red Venet'n Eng.	4 @ 8	Putty	5 @ 8	Whiting, bbl.	@ 4 1/2	Whiting	5 1/2 @ 10
L. H. P. Prep.	3 05 @ 3 25	Rogers Prep.	3 05 @ 3 25	Acetanalid	47 @ 55	Alum	08 @ 12	Alum, powd. and ground	09 @ 15
Bismuth, Sublimate	3 54 @ 3 59	Borax xtal or powdered	07 @ 13	Cantharades, po.	1 50 @ 2 00	Calomel	1 93 @ 2 00	Capicum, pow'd	48 @ 55
Carmine	7 00 @ 7 50	Casia Buds	35 @ 40	Cloves	50 @ 55	Chalk Prepared	14 @ 16	Chloroform	51 @ 60
Chloral Hydrate	1 35 @ 1 85	Cocaine	12 10 @ 13 80	Cocoa Butter	50 @ 75	Corks, list, less	40-10%	Copperas	2 1/2 @ 10
Copperas, Powd.	4 @ 10	Corrosive Sublim	1 58 @ 1 75	Cream Tartar	31 @ 35	Cuttle bone	40 @ 50	Dextrine	6 @ 50
Dover's Powder	3 50 @ 4 00	Emery, All Nos.	10 @ 15	Emery, Powdered	8 @ 10	Epsom Salts, bbls.	@ 7	Epsom Salts, less	3 1/2 @ 10
Ergot, powdered	@ 1 25	Flake, White	15 @ 20	Formaldehyde, lb.	12 @ 20	Gelatin	85 @ 1 00	Glassware, less 5%	
Glassware, full case	60%	Glauber Salts, bbl.	02 1/2 @ 10	Glauber Salts less	04 @ 10	Glue, Brown	21 @ 30	Glue, Brown Grd	15 @ 20
Glue, white	27 1/2 @ 35	Glue, white grd.	25 @ 35	Glycerine	26 @ 46	Hops	65 @ 75	Iodine	6 45 @ 6 90
Iodoform	7 35 @ 7 65	Lead Acetate	20 @ 30	Mace	01 @ 45	Mace, powdered	01 50	Menthol	14 50 @ 15 00
Morphine	11 18 @ 11 93	Nux Vomica	@ 30	Nux Vomica, pow.	17 @ 25	Pepper black pow.	35 @ 40	Pepper, White	45 @ 55
Pitch, Burgundy	10 @ 15	Quassia	12 @ 15	Quinine	72 @ 1 23	Rochelle Salts	30 @ 35	Saccharine	@ 30
Salt Peter	11 @ 22	Selditz Mixture	30 @ 40	Soap, green	15 @ 27	Soap mott cast.	2 1/2 @ 3 1/2	Soap, white castile	@ 12 50
Soda Ash	3 @ 10	Soda Bicarbonate	3 1/2 @ 10	Soda, Sal	02 1/2 @ 08	Spirits Camphor	@ 1 35	Sulphur, roll	3 1/2 @ 10
Sulphur, Subl.	04 @ 10	Tamarinds	20 @ 35	Tartar Emetic	70 @ 75	Turpentine, Ven.	50 @ 75	Vanilla Ex. pure	1 75 @ 2 25
Vanilla Ex. pure	2 50 @ 3 00	Zinc Sulphate	06 @ 15						

HOLIDAY GOODS
 The Best Line We Have Ever Shown

NOW ON DISPLAY AT
 GRAND RAPIDS, MICHIGAN
 in our building 38-44 Oakes St. Cor. Commerce

If you have failed to see this line, come at once while it is still complete. Orders shipped within two days. Do this today. We thank you.



Hazeltine & Perkins Drug Co.

Manistee

Michigan

Grand Rapids

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

- Sugar
- Raisins
- Beans
- Parowax

DECLINED

- Powdered Oil
- Starch

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. ----- 8 25
- 10 lb. pails, per doz. 8 20
- 15 lb. pails, per doz. 11 20
- 25 lb. pails, per doz. 17 70

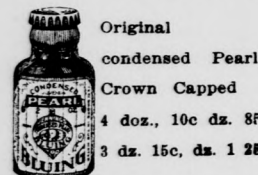
BAKING POWDERS

- 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 60
- 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



BREAKFAST FOODS

- Cracked Wheat, 24-2 3 85
- Cream of Wheat, 18s 3 90
- Cream of Wheat, 24, 14 oz. ----- 3 05
- Pillsbury's Best Cer'l 2 20
- Quaker Puffed Rice ----- 5 60
- Quaker Puffed Wheat 4 30
- Quaker Brfst Biscuit 1 80
- 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
- Grac-Nuts, 100s ----- 2 75
- Instant Postum, No. 8 5 40

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

BROOMS

- Jewell, doz ----- 5 75
- Standard Parlor, 23 lb. 8 25
- ancy Parlor, 23 lb. ----- 9 25
- Ex. Fancy Parlor 25 lb. 9 75
- Ex. Fcy. Parlor 26 lb. 10 50
- Toy ----- 2 25
- Whisk, No. 3 ----- 2 75

BRUSHES

- Scrub
- Solid Back, 8 in. ----- 1 50
- Solid Back, 1 in. ----- 1 75
- Pointed Ends ----- 1 25
- 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 3
- Paraffine, 6s ----- 14 1/2
- Paraffine, 12s ----- 14 1/2
- Wicking ----- 40
- Tudor, 6s, per box ----- 30

CANNED FRUIT.

- Apples, 3 lb. Standard 1 50
- Apples, No. 10 ----- 4 50@5 75
- Apple Sauce, No. 10 7 50
- Apricots, No. 1 1 75@2 00
- Apricots, No. 2 ----- 3 00
- Apricots, No. 2 1/2 3 00@3 75
- Apricots, No. 10 ----- 9 25
- Blackberries, No. 10 10 25
- Blueberry's, No. 2 2 00@2 75
- Blueberries, No. 10 ----- 13 00
- Cherries, No. 2 ----- 3 50
- Cherries, No. 2 1/2 ----- 4 00
- Cherries, No. 10 ----- 13 00
- Loganberries, No. 2 ----- 3 00
- Loganberries, No. 10 10 00
- Peaches, No. 1 1 25@1 80
- Peaches, No. 1, Sliced 1 40
- Peaches, No. 2 ----- 2 75
- Peaches, No. 2 1/2 Mich 3 25
- Peaches, 2 1/2 Cal. 3 25@3 75
- Peaches, 10, Mich. ----- 8 50
- Pineapple, 1, sl. 1 80@2 00
- Pineapple, 2, sl. 2 80@3 00
- Papple, 2 br. sl. 2 65@2 85
- Papple, 2 1/2, sl. 3 35@3 50
- Papple, 2, cru. 2 60@2 75
- Pineapple, 10 cru. ----- 11 50
- Pears, No. 2 ----- 4 00
- Pears, No. 2 1/2 ----- 4 25@4 75
- Plums, No. 2 ----- 2 40@2 60
- 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@5 50
- 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, Minc'd, No. 1 3 25
- Finnan Haddie, 10 oz. 3 00
- Clam Bouillon, 7 oz. ----- 2 60
- 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 35
- Shrimp, 1, wet 3 10@3 25
- Sard's, 1/4 Oil, Ky 5 25@6 00
- Sardines, 1/4 Oil, K'sless 4 90
- Sardines, 1/4 Smoked 6 75
- Salmon, Warrens, 1/2s 2 75
- Salmon, Red Alaska 4 10
- Salmon, Med. Alaska 3 40
- Salmon, Pink Alaska 1 85
- Sardines, Im. 1/4, ea. 10@28
- Sardines, Im., 1/2, ea. 25
- Sardines, Cal. ----- 1 65@1 80
- Tuna, 1/2, Albocore ----- 95
- Tuna, 1/4s, Curtis, doz. 2 20
- Tuna, 1/4s, Curtis, doz. 3 50
- Tuna, 1s, Curtis, doz. 7 00

CANNED MEAT.

- Bacon, Med. Beechnut 3 00
- Bacon, Lge Beechnut 4 95
- Beef, No. 1, Corned ----- 3 10
- Beef, No. 1, Roast ----- 2 95
- Beef, No. 2 1/2, Qua. all. 1 95

- Beef, No. 1/2, Qua. all. 1 75
- Beef, 5 oz., Qua. all. 3 50
- Beef, No. 1, B'nut, all. 4 50
- Beefsteak & Onions, s 3 45
- Chili Con Ca., 1s 1 35@1 45
- Deviled Ham, 1/4s ----- 2 20
- Deviled Ham, 1/2s ----- 3 60
- Hamburg Steak & Onions, No. 1 ----- 3 15
- Potted Beef, 4 oz. ----- 1 10
- Potted Meat, 1/4 Libby 5 1/4
- Potted Meat, 1/2 Libby 9 2 1/2
- Potted Meat, 1/2 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, 18 oz. ----- 90
- Fremont, No. 2 ----- 1 20
- Snider, No. 1 ----- 95
- Snider, No. 2 ----- 1 25
- Van Camp, small ----- 85
- Van Camp, Med. ----- 1 15

CANNED VEGETABLES.

- Asparagus
- No. 1, Green tips 4 60@4 75
- No. 2 1/2, Lge. Green 4 50
- W. Bean, cut ----- 2 25
- W. Beans, 10 ----- 8 50@12 00
- Green Beans, 2s 2 00@3 75
- Gr. Beans, 10s 7 50@12 00
- L. Beans, 2 gr. 1 35@1 65
- Lima Beans, 2s, Soaked 95
- Red Kid. No. 2 1 20@1 35
- Beets, No. 2, wh. 1 75@2 40
- Beets, No. 2, cut ----- 1 80
- Beets, No. 3, cut ----- 1 80
- Corn, No. 2, Ex stan 1 85
- Corn, No. 2, Fan. 1 80@2 25
- Corn, No. 2, Fy. glass 2 25
- Corn, No. 10 ----- 7 50@11 75
- Hominy, No. 2 1 00@1 15
- Okra, No. 2, whole ----- 3 00
- Okra, No. 2, cut ----- 1 60
- Dehydrated Veg. Soup 90
- Dehydrated Potatoes, lb. 45
- Mushrooms, Hotels ----- 38
- Mushrooms, Choice ----- 48
- Mushrooms, Sur Extra 70
- Peas, No. 2, E. J. 1 75@1 85
- Peas, No. 2, Sift. ----- 2 00
- Peas, No. 2, Ex. Sift. ----- 3 25
- Peas, Ex. Fine, French 50
- Pumpkin, No. 3 1 35@1 50
- Pumpkin, No. 10 4 75@6 00
- Pimentos, 1/4, each 12@14
- Pimentos, 1/2, each ----- 27
- Sw't Potatoes, No. 2 1 60
- Sauerkraut, No. 3 1 40@1 50
- Succotash, No. 3 1 65@2 50
- Succotash, No. 2, glass 2 80
- Spinach, No. 1 ----- 1 35
- Spinach, No. 2 ----- 1 60@1 90
- Spinach, No. 3 ----- 2 10@3 50
- Spinach, No. 10 ----- 6 00@7 00
- Tomatoes, No. 2 1 30@1 35
- Tomatoes, No. 3 1 75@1 90
- Tomatoes, No. 2, glass 2 80
- Tomatoes, No. 10 ----- 7 50

CATSUP.

- B-nut, Small ----- 3 70
- Lilly Valley, 14 oz. ----- 3 60
- Lilly Valley, 1/2 pint 1 75
- Paramount, 24, 8s ----- 1 45
- Paramount, 24, 16s ----- 2 40
- Paramount, 6, 10s ----- 10 00
- Sniders, 8 oz. ----- 1 95
- Sniders, 16 oz. ----- 3 95
- Quaker, 8 1/2 oz. ----- 1 25
- Quaker, 10 1/2 oz. ----- 1 40
- Quaker, 14 oz. ----- 1 90
- Quaker, Gallon Glass 12 50

CHILI SAUCE

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

OYSTER COCKTAIL.

- Sniders, 16 oz. ----- 3 50
- Sniders, 8 oz. ----- 2 50

CHEESE

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

CHOCOLATE.

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

COCOA.

- Bunte, 1/2s ----- 43
- Bunte, 1/4 lb. ----- 45
- Bunte, lb. ----- 82
- Drost's Dutch, 1 lb. ----- 50
- Drost's Dutch, 1/2 lb. ----- 45
- Drost's Dutch, 1/4 lb. ----- 35
- Hersheys, 1/2s ----- 33
- Hersheys, 1/4s ----- 33
- Huyler ----- 36
- Lowney, 1/2s ----- 40
- Lowney, 1/4s ----- 38
- Lowney, 5 lb. cans ----- 31
- Runkles, 1/2s ----- 34
- Runkles, 1/4s ----- 38
- Van Houten, 1/2s ----- 75
- Van Houten, 1/4s ----- 75

COCOANUT

- Dunham's ----- 17
- 15 lb. case, 1/2s and 1/4s ----- 49
- 15 lb. case, 1/4s ----- 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@37
- Maracalbo ----- 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 ----- 13
- Frank's 50 pkgs. ----- 4 25
- Hummel's 50 1 lb. ----- 10 15

CONDENSED MILK

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

MILK COMPOUND

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

EVAPORATED MILK

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



- Blue Grass, Baby, 96 4 65
- Blue Grass, No. 10 ----- 4 75
- Carnation, Tall, 4 doz. 5 00
- Carnation, Baby, 8 doz. 4 90
- Every Day, Tall ----- 5 00
- Every Day, Baby ----- 4 90
- Pet, Tall ----- 5 00
- Pet, Baby, 8 doz. ----- 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 M. Invincible 115 00
- Websteretts ----- 37 50
- Webster Savoy ----- 75 00
- Webster Plaza ----- 95 00
- Webster Belmont ----- 110 00
- Webster St. Reges ----- 125 00
- Starlight Rouse ----- 90 30
- Starlight P-Club ----- 135 00
- Tiona ----- 30 00
- Clint Ford ----- 25 00
- Nordac Triangulars, 1-20, per M ----- 75 00
- Worden's Havana ----- 38
- Specials, 20, per M 75 00

CONFECTIONERY

- Stick Candy Pails
- Standard ----- 17
- Jumbo Wrapped ----- 19
- Pure Sugar Sticks #00s 4 20
- Big Stick, 20 lb. case 20
- Mixed Candy
- Kindergarten ----- 18
- Leader ----- 16
- X. L. O. ----- 13
- French Creams ----- 17
- Cameo ----- 20
- Grocers ----- 12

Fancy Chocolates

- 5 lb. Boxes
- Bittersweets, Ass'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 Pails

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

Lozenges. Pails

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

Hard Goods. Pails

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

Cough Drops Bxs.

- Putnam's ----- 1 35
- Smith Bros. ----- 1 50

Package Goods

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

Specialties.

- Walnut Fudge ----- 23
- Pineapple Fudge ----- 21
- Italian Bon Bons ----- 19
- Atlantic Cream Mints 31
- Silver King M.Mallows 1 60
- Walnut Sundae, 24, 5c 90
- Neapolitan, 24, 5c ----- 30
- Yankee Jack, 24, 5c ----- 30
- 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 ----- 35

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, Flabs ----- 27
- Citron ----- 44
- 10 lb. box ----- 44

Currants

- Packages, 14 oz. ----- 16
- Greek, Bulk, lb. ----- 15

Dates

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



Nucoa, 1 lb. 38
Nucoa, 2 and 5 lb. 21 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 00
Ohio Red Label, 144 bx 5 60
Ohio Blue Tip, 144 box 6 60
Ohio Rosebud, 144 bx 6 60
Ohio Blue Tip, 720-1c 4 75

SAFETY MATCHES
Quaker, 5 gro. case 4 25
MINCE MEAT
None Such, 4 doz. 6 47
Quaker, 3 doz. case 3 60
Libby, Kegs, wet, lb. 22

MOLASSES.
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 cs. 6 45
No. 1 1/2, 36 cans to cs. 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 cs. 5 10
No. 1 1/2, 36 cans to cs. 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 cs. 3 50
No. 1 1/2, 36 cans to cs. 3 00

NUTS.
Whole
Almonds, Terregona 28
Brazil, New 25
Fancy mixed 22
Filberts, Sicily 25
Peanuts, Virginia Raw 10
Peanuts, Vir. roasted 11
Peanuts, Jumbo, raw 12
Peanuts, Jumbo, rstd 13
Pecans, 3 star 24
Pecans, Jumbo 50
Walnuts, California 28

Shelled.
Almonds 70
Peanuts, Spanish, 125 lb. bags 11
Filberts 32
Pecans 1 10
Walnuts 60
Bulk, 3 gal. keg 5 25
OLIVES.
Bulk 5 gal. keg 8 00
Quart Jars, dozen 6 50
Bulk, 2 gal. keg 3 40

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, Stuffed, dz. 1 35
6 oz. Jar, Stuffed, dz. 2 50
9 oz. Jar, Stuffed, doz. 3 50
12 oz. Jar, Stuffed, doz. 4 50
20 oz. Jar, Stuffed dz. 7 00
PARIS GREEN
1/2 s 31
1s 29
2s and 5s 27



PETROLEUM PRODUCTS
Iron Barrels
Perfection Kerosine 12.1
Red Crown Gasoline, Tank Wagon 15.7
Solite Gasoline 19.7
Gas Machine Gasoline 38.2
V. M. & P. Naptha 31.6
Capitol Cylinder 21.2
Atlantic Red Engine 21.2
Winter Black 12.2

Polarine
Iron Barrels.
Light 62.2
Medium 64.2
Heavy 66.2
Special heavy 68.2
Extra heavy 70.2
Transmission Oil 62.2
Finol, 4 oz. cans, doz. 1 50
Finol, 8 oz. cans, doz. 3 25
Parowax, 100 lb. 9.3
Parowax, 40, 1 lb. 9.5
Parowax, 20, 1 lb. 9.7



SEMDAC, 12 qt. cans 2 75
SEMDAC, 12 pt. 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
PIPES.
Cob, 3 doz. in bx. 1 00@1 20

PLAYING CARDS
Battle Axe, er doz. 2 75
lue Ribbon 4 50
Bicycle 4 75
POTASH
Babbitt's 2 doz. 2 75

FRESH MEATS
Beef
Top Steers & Hef. 19
Good Steers & H'f 16@17 1/2
Med. Steers & H'f 13 1/2@15
Com. Steers & H'f 10@12 1/2
Cows.
Top 14
Good 12 1/2
Medium 11
Common 10

Veal.
Top 18
Good 16
Medium 14
Lamb.
Spring Lamb 28
Good 26
Medium 23
Poor 17

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@35 00
Short Cut Clear 34 50@35 00
Dry Salt Meats
S P Bellies 28 00@30 00
Lard
Pure in tierces 18
60 lb. tubs advance 1/4
50 lb. tubs advance 1/4
20 lb. pails advance 3/4
10 lb. pails advance 7/8
5 lb. pails advance 1
3 lb. pails advance 1
Compound tierces 13
Compound, tubs 13 1/2

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 sets @29
California Hams @20
Picnic Boiled Hams 30 @32
Boiled Hams 40 @42
Minced Hams 14 @17
Bacon 33 @42

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

Pig's Feet
Cooked in Vinegar
1/2 bbls. 1 55
3/4 bbls., 35 lbs. 2 75
1/2 bbls. 5 30
1 bbl. 15 00

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

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

ROLLED OATS
Steel Cut, 100 lb. sks. 3 25
Silver Flake, 12 Fam. 2 50
Quaker, 18 Regular 1 80
Quaker, 12s Family 2 70
Mothers, 12s, Ill'num 3 25
Silver Flake, 18 Reg. 1 50
Sacks, 90 lb. Jute 3 00
Sacks, 90 lb. Cotton 3 10

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

SALERATUS
Arm and Hammer 3 75
SAL SODA
Granulated, bbs. 1 80
Granulated, 60 lbs. cs 1 35
Granulated, 36 2 1/2 lb. packages 2 25

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

Holland Herring
Mixed, Kegs 1 15
Mixed, half bbls. 12 75
Queen, bbls. 1 25
Milkers, Kegs 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

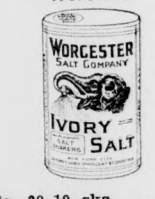
SHOE BLACKENING
2 in 1, Paste, doz. 1 25
E. Z. Combination, dz. 1 35
Dri-Foot, doz. 2 00
Bixbys, Doz. 1 35
Shinola, doz. 90

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

Med No. 1, 100 lb. bg. 85
Farmer Spec., 70 lb. 85
Packers Meat, 56 lb. 57
Crushed Rock for ice cream, 100 lb., each 75
Butter Salt, 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



Worcester
Bbls. 30-10 sks. 5 40
Bbls. 60-5 sks. 5 55
Bbls. 120-2 1/2 sks. 6 05
100-3 lb. sks. 6 05
Bbls. 280 lb. bulk:
A-Butter 4 00
AA-Butter 4 00
Plain, 50 lb. blks. 45
No. 1 Medium, Bbl. 2 47
Tecumseh, 70 lb. farm 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

SOAP
Am. Family, 100 box 6 30
Export 120 box 4 90
Big Four Wh. Na. 100s 3 75
Flake White, 100 box 4 25
Fels Naptha, 100 box 5 60
Grdma White Na. 100s 4 10
Rub No More White
Naptha, 100 box 4 00
Rub-No-More, yellow 5 00
Swift Classic, 100 box 4 40
20 Mule Borax, 100 bx 7 55
Wool, 100 box 6 50
Fairy, 100 box 5 75
Jap Rose, 100 box 7 85
Palm Olive, 144 box 11 00
Lava, 100 box 4 90
Octagon 6 35
Pumino, 100 box 4 85
Sweetheart, 100 box 5 70
Grandpa Tar, 50 sm. 2 00
Grandpa Tar, 50 lge. 3 45
Quaker Hardwater
Cocoa, 72s, box 2 85
Fairbank Tar, 100 bx 4 00
Tribby Soap, 100, 10c, 10 cakes free 8 00
Williams Barber Bar. 9s 50
Williams Mug, per doz. 48

CLEANSERS
KITCHEN KLENZER
80 can cases, \$4.80 per case



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

Miracle C., 12 oz., 1 dz 2 25
Old Dutch Clean 4 40
Queen Ann, 60 oz. 5 75
Rinso, 100 oz. 5 75
Rub No More, 100, 10 oz. 3 85
Rub No More, 18 Lg. 4 00
Spotless Cleanser, 48, 20 oz. 3 85
Sani Flush, 1 doz. 2 25
Sapallo, 3 Joz. 3 15
Soapine, 100, 12 oz. 6 40
Snowboy, 100, 10 oz. 4 00
Snowboy, 24 Large 4 80
Speedee, 3 doz. 7 20
Sunbrite, 72 doz. 4 00
Wyandotte, 48 4 75

SPICES.
Whole Spices.
Allspice, Jamaica @16
Cloves, Zanzibar @40
Cassia, Canton @25
Cassia, 5c pkg., doz. @40
Ginger, African @15
Ginger, Cochin @30
Mace, Penang @1 00
Mixed, No. 1 @22
Mixed, 5c pkgs., doz. @45
Nutmegs, 70@90 @78
Nutmegs, 105-110 @70
Pepper, Black @25

Pure Ground in Bulk
Allspice, Jamaica @18
Cloves, Zanzibar @42
Cassia, Canton @25
Ginger, Corkin @30
Mustard @23
Mace, Penang @1 15
Pepper, Black @30
Nutmegs @75
Pepper, White 43
Pepper, Cayenne @32
Paprika, Spanish @42

Seasoning
Chili Powder, 15c 1 35
Celery Salt, 3 oz. 95
Sage, 2 oz. 90
Onion Salt 1 35
Garlic 1 35
Poneltz, 3 1/2 oz. 3 25
Kitchen Bouquet 4 50
Laurel Leaves 20
Marjoram, 1 oz. 90
Savory, 1 oz. 90
Thyme, 1 oz. 90
Turmeric, 2 1/2 oz. 90

STARCH
Corn
Kingsford, 40 lbs. 11 1/4
Powdered, bags 4 00
Argo, 48, 1 lb. pkgs. 4 05
Cream, 48-1 4 80
Quaker, 40-1 7 1/2
Gloss
Argo, 48, 1 lb. pkgs. 4 05
Argo, 12, 3 lb. pkgs. 2 96
Argo, 8, 5 lb. pkgs. 3 35
Silver Gloss, 48 1s 11 1/4
Elastic, 64 pkgs. 5 35
Tiger, 48-1 3 50
Tiger, 50 lbs. 06

CORN SYRUP.
Corn
Blue Karo, No. 1 1/2 2 27
Blue Karo, No. 5, 1 dz. 3 11
Blue Karo, No. 10 2 91
Red Karo, No. 1 1/2 2 57
Red Karo, No. 5, 1 dz. 3 49
Red Karo, No. 10 3 29

Maple.
Green Label Karo, 5 19
Green Label Karo 5 19
Maple and Cane
Mayflower, per gal. 1 55



PRIDE OF KANUCK SYRUP
1 Case, 24 Pints 6 25
1 Case, 12 Quarts 5 50
1 Case 6-1/2 Gallons 5 00
1 Case, 3-1 Gallons 4 50
1 5-Gallon Jacket Can 7 00
Maple.
Michigan, per gal. 2 50
Welcha, per gal. 2 80

TABLE SAUCES
Lea & Perrin, large 6 00
Lea & Perrin, small 3 35
Pepper 1 60
Royal Mint 2 40
Tobasco, 2 oz. 4 25
Sho You, 9 oz., doz. 2 70
A-1 large 5 20
A-1, small 3 15
Capers, 2 oz. 2 80

TEA.
Japan.
Medium 37 00
Choice 37 46
Fancy 54 00
No. 1 Nibbs 56
1 lb. pkg. Sifting 12

Gunpowder
Choice 32
Fancy 42
Ceylon
Pekoe, medium 65
English Breakfast
Congou, Medium 28
Congou, Choice 35@36
Congou, Fancy 42@43
Oolong
Medium 36
Choice 45
Fancy 50

TWINE
Cotton, 3 ply cone 45
Cotton, 3 ply palls 47
Wool, 6 ply 18

VINEGAR
Cider, 40 Grain 24
White Wine, 80 grain 25
White Wine, 40 grain 19

WICKING
No. 0, per gross 75
No. 1, per gross 1 10
No. 2, per gross 1 60
No. 3, per gross 2 00
Peerless Rolls, per doz. 90
Rochester, No. 2, doz. 50
Rochester, No. 3, doz. 2 00
Rayo, per doz. 80

WOODENWARE
Baskets
Bushels, narrow band, wire handles 1 75
Bushels, narrow band, wood handles 1 80
Market, drop handle 85
Market, single handle 90
Mar-ket, extra 1 50
Splint, large 8 50
Splint, medium 7 50
Splint, small 6 50

Churns.
Barrel, 5 gal., each 2 40
Barrel, 10 gal., each 2 55
3 to 6 gal., per gal. 16
Egg Cases
No. 1, Star Carrier 5 00
No. 2, Star Carrier 10 00
No. 1, Star Egg Trays 6 25
No. 2, Star Egg Trays 12 50

Mop Sticks
Trojan spring 2 00
Eclipse patent spring 2 00
No. 2, pat. brush hold 2 00
Ideal No. 7 1 50
12 oz. Ct. Mop Heads 2 55
16 oz. Ct. Mop Heads 3 00

Pails
10 qt. Galvanized 2 50
12 qt. Galvanized 2 75
14 qt. Galvanized 3 10
12 qt. Flaring Gal. Ir. 5 00
10 qt. Tin Dairy 4 06
16 oz. Ct. Mop Heads 3 20

Traps
Mouse, Wood, 4 holes 60
Mouse, wood, 6 holes 70
Mouse, tin, 5 holes 65
Rat, wood 1 00
Rat, spring 1 00
Mouse, spring 30

Tubs
Large Galvanized 9 00
Medium Galvanized 7 75
Small Galvanized 6 75

Washboards
Banner, Globe 5 75
Brass, single 6 00
Glass, single 6 00
Double Peerless 8 50
Single Peerless 7 50
Northern Queen 5 50
Universal 7 25

Window Cleaners
12 in. 1 65
14 in. 1 85
16 in. 2 30

Wood Bowls
13 in. Butter 5 00
15 in. Butter 9 00
17 in. Butter 18 00
19 in. Butter 25 00

WRAPPING PAPER
Fibre, Manila, white. 05%
No. 1 Fibre 08
Butchers Manila 06
Kraft 08
Kraft Stripe 09 1/2
YEAST CAKE
Magic, 3 doz. 2 70
Sunlight, 3 doz. 2 70
Sunlight, 1 1/2 doz. 1 85
Yeast Foam, 3 doz. 2 70
Yeast Foam, 1 1/2 doz. 1 85
YEAST-COMPRESSED
Fleischmann, per doz. 30

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Nov. 10.—In the matter of Bernard McCarthy, Bankrupt No. 2804, the funds for the first meeting have been received and the first meeting of creditors has been called for Nov. 23.

In the matter of William A. Ver West, Bankrupt No. 2718, the trustee has filed his final report and account and a final meeting of creditors has been called for Nov. 23. The trustee's final report and account will be passed upon, claims allowed and the expenses of administration paid, so far as the funds on hand will permit. There will be no dividend to creditors.

In the matter of Lyle Benham, Bankrupt No. 2739, the trustee has filed his final report and account and a final meeting of creditors has been called for Nov. 23. The trustee's final report and account will be considered and passed upon and administration expenses paid as far as the funds on hand will permit. There will be no dividend to general creditors.

In the matter of Alexander C. A. Donna, Bankrupt No. 2802, the funds for the first meeting have been received and such meeting has been called for Nov. 23.

Nov. 11. We have to-day received the schedules, order of reference and adjudication in the matter of August Homrich, Bankrupt No. 2807. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Byron Center and his occupation is that of a grocer. The schedules show assets of \$2,225, of which \$500 is claimed as exempt, with liabilities of \$3,221.50. The first meeting of creditors has been called for Nov. 23. The list of the creditors of said bankrupt are as follows:

Holleman-Deweerd Co., Byron Center	\$300.00
Brown Seed Co., Grand Rapids	56.00
E. C. Creamery Co., Byron Center	55.00
G. R. Dry Goods Co., Grand Rapids	80.00
Herold-Bertsch Shoe Co., Grand Rapids	14.00
Judson Grocer Co., Grand Rapids	350.00
Quirin Homrich, Grand Rapids	1,500.00
H. Leonard & Son, Grand Rapids	68.50
National Grocer Co., Grand Rapids	76.00
Kademaker-Dooge Grocer Co., Grand Rapids	90.00
P. Steketee & Son, Grand Rapids	87.00
Swift & Co., Grand Rapids	53.00
Van Leeuwen Dry Goods Co., Grand Rapids	175.00
Worden Grocer Co., Grand Rapids	52.00
Rausser's Quality Sausage, Grand Rapids	200.00
Foster-Stevens Co., Grand Rapids	65.00

Nov. 12. We have to-day received the schedules, order of reference and adjudication in the matter of Clyde G. Chaney, doing business as the Chaney Press, Bankrupt No. 2808. The bankrupt is a resident of Muskegon and his occupation is that of a printer. The matter has been referred to Charles B. Blair as referee in bankruptcy. The schedules show assets of \$38,853.70, of which \$250 is claimed as exempt, with liabilities of \$16,149.44. The first meeting of creditors will be called promptly and note of the same made herein. The list of the creditors of said bankrupt are as follows:

W. C. Foote, Muskegon	\$6,729.04
American Type Founders, Chicago	5.05
American Printer Roller Co., Chicago	16.67
Barnhart Bros. & Spindler, Chicago	11.61
Bonnet-Brown Corp., Chicago	125.00
Central Mich. Paper Co., Grand R.	1,129.33
Central Engraving Co., Grand Rap.	6.98
Srescent Engraving Co., Kalamazoo	10.88
Central Paper Co., Muskegon	3.00
Dwight Bros. Paper Co., Grand R.	20.85
Leather Novelty Co., Chicago	52.08
F. G. Findlay Co., Milwaukee	11.60
G. R. Electrotape Co., Grand Rap.	9.22
Jaenecke-Ault Co., Chicago	8.08
Kohl Madden Printing Ink Co., Chicago	5.40
Motor Transet Co., Muskegon	43.09
Marble Cement & Coal Co., Muskegon	3.25
Mergenthaler Linotype Co., Chicago	51.24
Moser Paper Co., Chicago	30.45
Merritt Lamb Post No. 9, Muskegon	10.00
Murray Syndicate Cut Service, New York	24.00
Newspaper Engraving Co., Grand Rapids	25.07
National Carbon Coated Paper Co., Sturgis	22.89
Peoples Hardware Co., Muskegon	24.81
Printcraft Supply Co., Astoria, N. Y.	10.38
Quimby-Kain Paper Co., Grand R.	1,045.20
Queen City Printing Ink Co., Cincinnati	6.00
Phillip Ruxton Ink Co., Chicago	20.75
Tisch-Hine Co., Grand Rapids	4.72
F. L. Winters, Inc., Muskegon	Unknown
Adzit Printers Supply Co., Grand Rapids	12.38
W. C. Foote, Muskegon	225.00
Consumers Power Co., Muskegon	20.40
Union National Bank, Muskegon	425.00
Eva H. Francis, La Porte, Ind.	6,000.00

In the matter of Clyde G. Chaney, doing business as Chaney Press, Bankrupt No. 2808, the first meeting has been called for Nov. 25.

In the matter of Elmond Stewart, Bankrupt No. 2542, the trustee has filed his final report and account and a final meeting of creditors has been called for Nov. 24. The trustee's final report and account will be passed upon, the remain-

der of the expenses of administration ordered paid and a first and final dividend to general creditors declared and ordered paid.

In the matter of Quincy Branch, doing business as Quincy Branch Co., Bankrupt No. 2773, the trustee has filed its report of the receipt of two offers from Nathan E. Branch, one of \$500 for all of the stock in trade and fixtures appraised at \$1,307.62, after setting aside property claimed as exempt to the bankrupt. The other of \$2 for all of the accounts receivable, which are small in value and not appraised. The date fixed for sale is Nov. 24. The property consists of the stock, fixtures and accounts of a grocery store at Montague. All interested should be present at the time and place above indicated.

Nov. 11. (delayed). On this day was held the first meeting of creditors in the matter of Automotive Sheet Metal Co., Bankrupt No. 2800. The bankrupt was presented by C. B. McDole, its president, and by Stearns & Kleinstick, its attorneys. Creditors were present by Jackson, Fitzgerald & Dalm and by G. R. Credit Men's Association. Claims were proved and allowed. The president of the bankrupt corporation was sworn and examined without a reporter. M. N. Kennedy, of Kalamazoo, was elected trustee and his bond placed at \$2,500. The first meeting then adjourned without date, after the creditors voted to accept the offer of Surplus Machinery Exchange for the assets, except accounts receivable. The offer was of \$3,591.28. The offer was more than 75 per cent. of the appraised value of the property to be sold.

In the matter of Grand Rapids Grain & Milling Co., Bankrupt No. 2587, the trustee has filed his final report and account and a final meeting of creditors has been called for Nov. 30. The trustee's final report and account will be passed upon, administration expenses paid and a first and final dividend to general creditors paid, if possible.

Nov. 16. We have to-day received the schedules, order of reference and adjudication in the matter of Fred C. Alley, Bankrupt No. 2809. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of the village of Evart and his occupation is that of a barber. The schedules show assets of \$355, of which \$193 is claimed as exempt, with liabilities of \$1,971.38. The court has written for funds, and upon receipt of the same, the first meeting of creditors will be called, and note of the same made herein. The list of the creditors of said bankrupt, are as follows:

Chas. Fuller, Farwell	\$ 10.00
J. W. Davis, Evart	18.50
Capital Mutual Fire Insurance Co., Lansing	54.15
G. R. Trust Co., Grand Rapids	703.44
Burst S. Alley, Evart	700.00
Patron Mutual Fire Insurance Co., Lansing	2.55
Alfred Gardner, Evart	41.24
International Harvester Co., Chicago	441.50

Nov. 16. On this day was held the first meeting of creditors in the matter of Arthur C. Lambert, Bankrupt No. 2803. The bankrupt was present in person and by attorney, Stuar B. White. The custodian of the estate was present in person. Claims were proved, but not passed upon at this meeting. The bankrupt was sworn and examined without a reporter. Charles J. Bernstein was appointed trustee and the amount of his bond placed by the referee at \$100. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Harry A. Stidd, Bankrupt No. 2801. The bankrupt was present in person and by attorneys, Dilley & Souter. No creditors were present or represented. Claims were proved, but not passed upon. No trustee was appointed for the present. The bankrupt was sworn and examined by the referee. The meeting then adjourned until Dec. 3.

On this day also was held the first meeting of creditors in the matter of Harry S. Chambers, Bankrupt No. 2805. The bankrupt was present in person and by attorney, J. R. Gillard. Creditors were represented by Dilley & Souter. Claims were proved, but not passed upon for the present. The bankrupt was sworn and examined by Mr. Souter and Mr. Gillard, with a reporter, and the testimony ordered transcribed. No trustee was appointed for the present. The attorneys for the creditors and attorney for the bankrupt were directed to file briefs in support of their respective contentions. The meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Pain Publishing Corporation, Bankrupt No. 2782. The bankrupt was present by its president and its secretary. Claims were proved and allowed. The petitioning creditors generally were present by Jackson, Fitzgerald & Dalm. W. J. O'Donahue was elected trustee and the amount of his bond placed by the referee and creditors at \$2,000. The president of the corporation was sworn and examined before a reporter and the testimony ordered written up. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of

William H. Moulter, Bankrupt No. 2798. The bankrupt was present in person and by attorneys, Willard J. Turner and John G. Turner. 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 matter closed and returned to the district court as a case without assets over exemptions.

Start a Hot Drink Department Right Now.

Quite seriously speaking, cool weather suggestions for the soda fountain might have been appropriately applied to the so-called summer which has just been passed into discard. However, weather conditions are completely beyond our control. There were very few hot days and consequently business at the larger number of fountains during the season just finished hardly came up to expectations; and, while it is quite possible that there will be a number of warm days before winter's snows are upon us, a prophecy of this kind cannot be depended upon.

The immediate thing to do, as I see it, is to start the promotion of hot drink sales at the soda fountain. The cost of getting started will be no more now than it will be a month or so later. Hence, to the soda fountain owners of the Northwest I suggest that special efforts be made at once to organize the soda fountain department for a winter boom. The word "boom" is used advisedly because I feel that the retailer who makes a proper effort can create for his fountain a truly wonderful hot drink business. Hot drinks properly served not only pay a handsome profit, but help one's entire business.

To serve hot drinks just because one feels that such a programme of action is more or less a necessary evil, however, will not result in establishing your fountain as hot drink headquarters. Unless the retailer feels that hot drinks offer a wonderful business opportunity; and, further, unless he is willing to go after the hot drink business with determination, it is best that he permit his competitors to accept hot drink responsibilities and the very fine profits which most assuredly accrue to the man who believes in himself, his store and the trade-drawing power of a properly conducted soda fountain.

Many retailers, I have learned, think of the sale of hot drinks as a small business—a side issue. They consider, principally, the expense necessary to promote such a department, the bother of operation and attendant little troubles that now and then show up. Yet, I do not know of any department that can be added to a store for as little money or trouble on the part of the operator as a hot soda business. For \$50 one can buy everything—including urn, mugs, spoons, other utensils, hot chocolate, tomato bouillon, soluble coffee, beef and chicken, French bouillon and malted milk. In less than an hour after the utensils and materials mentioned have been received you can be ready to serve.

The hot soda business is in its infancy in spite of the fact that here in the Northwest there are many splendidly fitted-up hot drink departments. Hot drink service, that is to say, a

well-equipped service, is the exception rather than the rule; especially is this true in the small-town and suburban stores. Very often the retailers will have a small urn, a few crackers, a serving or two of chocolate, beef and coffee, indicating clearly that he is going after this business in a more or less half-hearted way.

Do not install a hot drink department unless you really mean to go after business earnestly and with a strong heart. The hot soda business can and will be built up in just the same manner as has the cold soda business. The question is, "Are you going to be the one to lead the way or will you wait until the man up or down the street has beaten you to it?" Some fountains have failed in the operation of this department simply because they endeavored to serve every kind of a hot drink that came to their attention. Do not be too easily sold on different kinds of hot drinks. Pick out a few reliable, saleable items and specialize on them. Know they're good and your customers will know it, too.

Chocolate, as you know, figures in 50 per cent. of soda fountain sales. Hot chocolate is 60 per cent. of the hot drink business; coffee, 15 per cent.; beef and chicken combination bouillon, 15 per cent.; tomato, 10 per cent. In the East clam bouillon comes in for a share of the popularity, but clam bouillon must be served quickly if it is to be good and unless one is assured of a steady volume clam bouillon should be left off the menu.

I believe I am right when I say that the average fountain should buy hot chocolate powder in bulk, ready to serve. This comes in tins or packages. The reason for this is that when bulk chocolate is served with just the right measure for a mug and this service is made from a glass or silver bowl, it presents a very pleasing aspect to the customer. There is a certain curiosity or mystery value about dispensing chocolate in this manner. The customer likes to see it done.

Envelopes, in my opinion, add too much to the cost of distribution. Have your wholesaler send you hot chocolate powder, a powder blended in just the right proportion, containing rich chocolate, pure sugar and powdered cream, one as nearly soluble as possible. (We all know that it is held in suspension, but will not separate, if properly made). Accompanying the hot chocolate shipment to you will be a measure, one which holds the proper amount of chocolate to be used in serving a mug. This will enable you also to ascertain just how many mugs you get from each pound of chocolate. You can then easily determine your cost.

Use a measureful to each mug; add boiling water to fill and top off with whipped cream; serve with one or two crackers. The serving of chocolate in this manner can be accomplished in ten seconds. Modification can, of course, be made to suit the wishes of particular customers of your own convenience.

Like chocolate, there are dozens of brands of beef and tomato bouillon. It is up to you to decide which is the

best. Any wholesaler will ship you, guaranteeing satisfaction, and he should be in a position to select the best, that is to say, the ones which will build a business for you. Ask him also to furnish you with formula and serving suggestions. The wholesaler, you know, is in direct contact with the manufacturer and should be able to give you good information first hand.

The sale of coffee at the fountain, and here I mean at the soda fountain which does not operate a luncheonette, is small. Therefore, soluble coffee only should be used. Soluble coffee of the right sort makes a delicious drink but it must be served right. To simply dump the coffee into a mug, add boiling water and serve will not give you good results. Read carefully the directions printed on the packages of the soluble coffee you buy and the drink will reach the customer in proper form.

Mugs are to be preferred to cups and saucers for many reasons. Do not use plain white china mugs, but instead, purchase something which will add distinction to your store. Your wife or daughter can aid you greatly in the selection of this class of equipment.

Alick G. Richardson.

The Original Skeptic.

"Some of our eastern visitors seem to have made up their minds at home not to be impressed by the wonders of California," says a Los Angeles man. "A suspicious old lady from New Jersey had literally turned up her nose at everything she saw in the state, but found it difficult in the presence of the big trees of the Calaveras grove.

"Aren't they high!" her niece exclaimed.

But the old lady had a shot left. "Only at the top," she said."

The Final Outcome.

"I understand your son went through college and got his B. A. and M. A."

Yes; but his P. A. still supports him."

Miss Ida Tarbell's exceedingly flattering biography of Judge Gary of the United States Steel Trust may be regarded in the light of a sociological symptom, since it was she who only a little while ago treated the heads of great trusts, John D. Rockefeller in particular, to a periodical trimming of such ferocity that the money barons and powers that prey were in considerable awe of her searching pen. Miss Tarbell even goes so far as to say that the twelve-hour day was due to the workmen themselves and not to the greed of the Steel Trust. She says the Trust was long in favor of the three shift, eight-hour day, and the men resisted it in the interest of what they supposed meant more work and more wages. The point is controversial and does not affect the significant fact that the former corporation baiter now finds that a corporation chief may be not only a Christian and a gentleman but a very human sort of business man as well. And thus do we move along in the road of better understanding.

Results of Careless Reading—What Means the Odd Cent.

(Continued from page 20)

One stumbling block in your way is the habit of pricing along popular lines—5c, 10c, 15c, 3 for 25c, 2 for 25c. A prevailing complaint in districts where the chain has worked in, as in California is that canned milk is sold by chains for 10 cents. Question: What do you—individual grocers—want to get? Answer "Two for 25." Well, stop to analyze those figures. You want 25 per cent. more than the chain asks on a staple like canned milk. Obvious—is it not?—to any thoughtful man that this cannot be done. Why? Because a staple like that will not carry 25 per cent. altogether, let alone 25 per cent. more.

What, then, to do? Well, let us go back to the 3½ per cent. delivery expense. Consider also credit extension and the cost thereof, which is another 3½ per cent. Together these cost 7 per cent. on sales. All right, you generous-hearted Western merchants, try to think of 11c as your correct price on canned milk. For that penny additional means an advance of 10 per cent. It will carry your 7 per cent. extra expense and afford you an added margin of 3 per cent.

Here is a case where the odd cent. will work for you, because of two things: first, your customer will feel that she can easily pay a cent extra for your service—which she will not reason into 10 per cent.; second magic of odd prices works two ways. Many an item that attracts no attention at 15c becomes interesting if marked 16c—25c marked up to 27c takes on allurements. These facts are well known to the department store folks. Why not good for grocers?

Now, if odd cent change is put into effect along these lines in the Western regions, the chain will be scotched. It will seek more promising fields. But you grocers must beat them to it or they will get in, sure as shooting.

But if you add the fact that the individual grocer has elements of advantage to offset his 7 per cent. cost of credit-delivery service; if you remember that his wages expense is proportionately lower; if you justly evaluate—to use a presently popular word—the force and value of the master's presence as against absentee ownership, you will find that you can conform to true business economics and prosper.

Inasmuch as you are not apt to prosper long if you disregard business economics—you better take notice of it now—in advance of need.

Paul Findlay.

Americans who are already enrolled upon the books of the Red Cross are to be asked this week to renew their membership, and those who are not yet affiliated with it are urged to add their names as helpers in a cause of humanity and civilization. This movement is built upon a firm foundation of service for the suffering. It holds itself in readiness to succor the unfortunate, whether the victims of war or of accident, and its record is one of

prompt and unquestioning purpose to lend the helping hand wherever it is needed. It must have the means to do this. This country has given freely to maintain the Red Cross in its beneficent activities, but its help has not been in proportion to our wealth or numbers. The Red Cross asks only a mite from its members, but that mite multiplied by millions would put the organization in a position to do far more than it is now able to accomplish. There are thousands of people not now enrolled who would be glad to join and contribute if their attention were drawn to the Red Cross. This is the immediate purpose of the drive that begins to-day.

The Eight Ages of Man.

Birth to 10—he acquires his disposition and his temperament.

10 to 20—he acquires his manners and his friends.

20 to 30—he makes a batch of false starts.

30 to 40—he either makes good or breaks down.

40 to 50—he goes ahead at full speed or lies by the roadside.

50 to 60—he reaps what he sowed in his earlier years.

60 to 70—he has full measure of Honour and Dishonour.

70 to 80—he looks forward and back, with great joy or great regret.

No Business Courses.

Rumor has it that a realtor in Tampa, Florida, took his son out of school because they did not teach him subdivision.

\$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

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—Dry goods and grocery store, with brick building. Stock will inventory about \$12,000. Good small town, a good business. No debts. For information write C. R. Kent, Coopersville, Mich. 108

FOR SALE—On account of other interests we are offering for quick sale, and at a ridiculously low price, The Laingsburg Press, Shiawassee County Best Weekly Newspaper. Cash or terms. Lock Box B., Laingsburg, Mich. 104

Meat Market—Fine fixtures, best location; 3,000 people; \$90,000 pay roll monthly R. I. and factory. Gateway to \$50,000,000 dam now being constructed on Osage river. Best opportunity Central Missouri man understands business. Price \$2,000. John Brockmeyer, Eldon, Missouri. 105

MUST BE SOLD—In thirty days, on account of ill health. Clean stock of ladies' ready-to-wear, men's clothing and furnishings. Also fixtures of latest design. Stock will inventory about \$8,000 or \$10,000. Business established fourteen years. An opportunity for young people. The New York Store, Boyne City, Mich. 106

MEAT MARKET—For sale, completely equipped and up-to-date. Good location and doing good business. Good reason for selling, and reasonably priced for quick sale. Inquire Joseph Burton, 513 N. Mitchell St., Cadillac, Mich. 107

FOR SALE—Forty acres, hardwood grove, resort frontage on beautiful Michigan lake and trunk line highway, will plat 300 lots. Price and terms, W. J. Cooper, Mt. Pleasant, Mich. 98

CLEAN DRUG STOCK and modern fixtures, on best corner in Howard City, for sale at \$9,000. Sales yearly \$15,000. Rent \$50 month, including living quarters over store. Soda fountain, Rexall and Eastman agency. Store under same management past thirty-five years. Reason for sale—permanent impairment of wife's health. Quick action desired, as am going south for winter. H. M. GIBBS, Howard City, Mich. 99

FOR SALE—Good stock of clothing, shoes and men's furnishings in a good town of over 6,500 population. Over 1,500 men employed in one factory. Pay roll \$75,000. Stock in good shape. Address No. 101, c/o Michigan Tradesman. 101

FOR SALE—A nice clean hardware stock, store building, and dwelling house. In a small town. Lewis McKinney, Bangor, Mich. 102

For Sale—Confectionery and restaurant in best small town in Central Michigan, doing good business. Reason for selling, ill health. Box 171, Chesaning, Mich. 94

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

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.

TOLEDO SCALES

NO SPRINGS

are not affected by changes of temperature.

20 W. Fulton St.

FIRE AND BURGLAR PROOF

SAFES

Grand Rapids Safe Co.

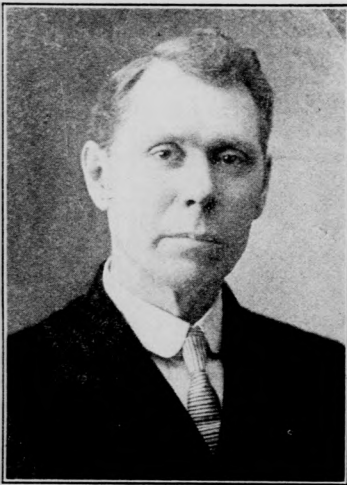
Tradesman Building

REPRESENTATIVE RETAILERS.

Chas. M. Alden, Long-Time Hardware Dealer.

Perhaps the "question before the house" is one of unusual interest. Perhaps it has been handled through all stages of vehement argument to acrimonious debate, even to the verge of interchange of unpleasant personalities. That danger line reached, one man—usually he is located in an inconspicuous place in the council chamber—rises to his feet, is recognized and enters calmly but vigorously the list of the debaters.

The effect upon the surcharged atmosphere is immediate, electrical. Raucous voices are hushed, Heaven's first law succeeds disorder, the members lean eagerly upon his words. Quietly he offers an explanatory interpretation of the question in a few incisive words that clear the atmosphere as have none of those of the previous speakers. The chances are that he is, although he may not be,



Charles M. Alden.

better posted generally upon the different angles of the problem under consideration than are others of the members, but his influence upon them and upon the legislation is paramount, decisively effective. His argument may be inherently no stronger, his eloquence less dramatic, than that of his predecessors, yet his words prevail as against those of the numbers who have preceded him.

A unit only among a number, with no apparent advantages in his reasoning, an explanation of the cause of the outcome must be sought beneath the surface. It is found in his recognized personality and further analysis finds the phase of that personality which tends to force and effectiveness—the dominating phase of actual sincerity.

The assertion, usually uncontradicted, has long been made and as long has been accepted as true that no other argument is as strong as ridicule. Granting that the assertion is in part true, it is so only within limitations; ridicule is but ephemerally effective. Two generations ago upon a popular candidate for the presidency were concentrated the shafts, pictorial and literary, of the contemporary most finished masters of ridicule and

sarcasm, yet but for the eleventh hour contrempts of a mentally unbalanced clergyman the candidate would have triumphed overwhelmingly. Ridicule will turn the tide of popular decision for the time being; sincerity, recognized as an infinitely greater force, will reverse its effects. Consciously or unconsciously, men of all grades of mentality or morality, from the least enlightened and the least cultivated to their antitheses, recognize the force of sincerity and find nothing to nullify it permanently.

Civilization will hail riches, prowess, honors, popularity, but it will bow humbly to sincerity in its fellows. The exponent of known sincerity, of great singleness of purpose, has his exemplification in all bodies of men; he is found in every association and to him defer its highest officers. Such an exemplar, whose daily life and whole life work have been dominated as their most conspicuous characteristic by sincerity, is the subject of this biography. But not alone in sincerity does Mr. Alden reflect the sturdiness and stalwartness of his New England ancestors, for he embodies every quality that enables those who know him best to call him a man in the truest sense.

Charles M. Alden was born at Pontiac, Nov. 14, 1853, being the eighth descendant of John Alden of Colonial fame. When he was 2 years old his family removed to Grand Rapids, where his father, Dr. John M. Alden, was elected City Physician, being the first practitioner to hold that position. In 1858 the family moved to Detroit, where the father died Jan. 27, 1870. They then returned to Grand Rapids, where Mr. Alden attended school in the old stone school house on Turner street. When he was 16 years of age his mother died, and he thereupon went to work in the factory of Henry S. Smith, driving wooden teeth in hay rakes. He subsequently worked for the Michigan Barrel Co. and on his 18th birthday he apprenticed himself to learn the tinsmith trade in the hardware store of J. Whitworth & Son. The work in the tinshop was superintended by George G. Whitworth, subsequently President of the Grand Rapids Board of Trade and now President of the Berkey & Gay Furniture Co. In June, 1875, he purchased an interest in the firm of J. Whitworth & Son and the firm name became J. Whitworth & Co. In 1880 he purchased George G. Whitworth's interest in the business, when the firm name became Whitworth & Alden. This relation continued until 1885, when he sold his interest to his partner and formed a copartnership with his brother, George W. Alden, and engaged in the hardware business on West Bridge street under the style of Alden Bros. In 1889 the firm sold out to Barnett & Richards and Mr. Alden served as clerk in the retail department of Foster, Stevens & Co. for a year. On the death of John Whitworth, in 1890, he and Karl S. Judson purchased the stock and have continued the business for the past

thirty-five years under the style of Alden & Judson.

Mr. Alden was married Oct. 11, 1877, to Miss Nellie S. Garrick, of Grand Rapids. They have four children—three daughters and a son—all of whom are married and settled for life as follows:

Kate C. is married to Fred C. Choate and resides in Greenville.

Cecelia is married to Horace S. Hunt and resides in Jackson.

Helen G. is married to Fred Colvin and resides in Lansing.

John M. is married to Janet Gunn and resides in Grand Rapids. He is connected with the Travelers Insurance Co.

The family reside in their own home at 311 Pleasant street, where Mr. Alden celebrated his 72d birthday on Nov. 14.

Mr. Alden is a member of Doric Lodge, F. & A. M. He was a member of the Board of Education for eight years from 1913 to 1920. He has been a member of the local branch of the Sons of the American Revolution for many years and served the organization as President in 1919.

Mr. Alden has been a member of the First Presbyterian church since he was 18 years of age. He has been an elder of the church since 1887; clerk of the session since 1898, superintendent of the Sunday school for twenty years and choir master for over forty years. He has served as President of the Grand Rapids Sunday School Association.

Mr. Alden has always been an advocate of organization. He was one of the founders of the Grand Rapids Retail Hardware Association and served as its first President. He has long been a member of the Michigan Retail Hardware Association and was elected Vice-President at the convention in this city in 1906. At the annual convention held in Detroit a year later he was elected President, and it goes without saying that he gave the organization the benefit of his best thought and most painstaking effort. He has been a member of the Grand Rapids Association of Commerce for many years and has always been active in furthering the interests of that organization. He served as a director several years and was Vice-President for two years while Heber A. Knott was President.

Mr. Alden owns up to no hobby but music, both vocal and instrumental, flowers, church and work. He studied vocal music under Prof. Marauski in 1880 and sang with him nine months in St. Mark's church during 1881.

Mr. Alden attributes his success to constant attention to business. He believes in strict honesty and service in business. His theory of life is to keep the other fellow smiling.

Necktie Experience of a Topeka Grocer.

I received a package through the mail this week. It was from E. P. Beaumont, of Buffalo, New York, and it contained four lovely knitted neckties.

The letter accompanying the ties said: "You will be surprised and de-

lighted to receive these four beautiful knitted ties on approval."

Then in red ink Mr. Beaumont made a special offer which was a knockout. He said he would sell all four ties for only \$1.50.

"Just for the sport of it," says the letter, "offer one of these ties to your friends for 50 cents and you will be surprised how quickly he will want to buy two or three. As a matter of fact I have hundreds of customers who do nothing but sell my ties at 50 cents and make big money."

What a jolly idea! What a chance to go into the necktie business! But first, it might be advisable to see what sort of competition I would be up against.

I took the bundle of Beaumont ties to one store up on Kansas avenue—a big, fashionable concern—and said to the boss, "Have you any neckties like these, and if so, what do you charge for them?"

"No," he said, "we don't handle knitted ties any more. No one calls for them. We might sell a few to the hicks, I suppose, but not many hicks trade with us. Knitted ties like those used to wholesale at about \$4 a dozen; you can get them now for about \$2.50 to \$2.75."

Well, maybe this store was not the right sort. Perhaps the boss was inclined to knock on the knitted tie. Maybe he was "just out" and didn't want to admit it. So I went to another store; a store which sells things cheap, and buys up job lots.

Ah-ha, here were the knitted ties—whole racks of them, of every color and pattern the heart could desire. Evidently the knitted ties are not entirely off the market.

"Are these ties silk?" I asked the black-eyed clerk.

"Dey is nod silk, but dey is so near like it you can't tel de difference."

"They're rayon, aren't they?"

"Yes, dot's it—rayon, with maybe a little bit of silk—silk mix, see?"

"How much are they?"

"Only twenty-five cents abiece."

"Let's see—that would be six for a dollar and a half, wouldn't it?"

"Oh, vell, if you buy dot many, I gif you seven for a dollar und a half."

Seven for a dollar and a half! How come, Mr. Beaumont? How do you figure I can get fifty cents apiece for your ties when my Irish friend here is willing to sell the same thing for 21 cents?

Another grand opportunity for me to get rich in a hurry is gone up!

But Mr. Beaumont sent a purple three cent stamp and an envelope already addressed, for me to use in case I didn't want the ties. Anybody who sends a stamp for reply is entitled to some consideration.

So I sent the four neckties back to Buffalo.

I never did like knitted neckties, anyhow.—Merchant's Journal.

When someone comes in trying to raise money for any public purpose, don't make it unpleasant for the solicitor. You may be on the other end of the deal next time.