

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-third Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 16, 1925

Number 2204

Woman

The dearest, sweetest gift to man
 That nature ever gave
 His comforter and worshiper
 His angel and his slave
 She's sunlight, starlight, moonlight
 She's music, flower and song
 And every faith, and hope and love
 And joy to her belong
 And every beauty rare and grace
 Around her, joyous throng
 She's nature's masterpiece and pride
 And art's divinity beside
 And naught in all creation wide
 So constant, sure and true
 But who on earth or who in hell
 Or even in Heaven itself can tell
 Just when she's going to take a spell
 Or what she's going to do.

Man

The incarnate of power and strength,
 The all-wise super being;
 God of his realm—Lord of the earth—
 Infallible he reigns supreme!
 Yet when Mother Eve fell for the Serpent's
 wile
 And was tempted to follow his evil guile
 Did Adam renounce her with manly ire
 And say her sweet presence he did not re-
 quire.
 Not he, he followed (though sorely per-
 plexed);
 And wondered what "spell" she might try
 on him next.
 Henceforth Woman must shoulder the
 shame
 Of the fall of man—and the curse of Cain—
 But here and now I ask you plain;
 Who in hell else could Adam blame?

GRAND RAPIDS
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Add to Your Winter Profits

The winter demand for Stanolax (Heavy) is now at its full height. Are you getting your share of this profitable business?

Stanolax (Heavy), the pure, heavy-bodied mineral oil, offers the safest means of combating constipation. It is safe, because it merely lubricates the intestines and does not cause a sudden and unnatural flow of intestinal fluids. It never gripes or causes other discomfort. It is not unpleasant to take, being practically tasteless and odorless.

For these reasons, Stanolax (Heavy) is rapidly becoming the favorite remedy for constipation throughout the Middle West. People who use it are so well satisfied that they recommend it to their friends, and the friends in turn become regular users. In addition to this word-of-mouth recommendation, our continuous advertising is creating new users every day.

By selling Stanolax (Heavy) to your customers, you will build good-will and a steadily increasing repeat business.

Standard Oil Company
[Indiana]

MICHIGAN TRADESMAN

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MICHIGAN TRADESMAN

(Unlike any other paper.)
Frank, Free and Fearless for the Good
That We Can Do.
Each Issue Complete in Itself.
DEVOTED TO THE BEST INTERESTS
OF BUSINESS MEN.

Published Weekly By
TRADESMAN COMPANY

Grand Rapids
E. A. STOWE, Editor.

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PRICE MAINTENANCE.

After much discussion and deliberation, a bill providing for a modified plan for the maintenance of resale prices has been introduced into Congress. Its enactment by the National legislature is very doubtful because, even as modified, it promises to meet with the opposition of the powerful interests which have hitherto attacked it. Articles to which the proposed law is made to apply are restricted to trademarked or branded goods and those which are competitive with similar goods. Retailers, too, are to be permitted to sell below the agreed price when going out of business, discontinuing the line or when in the hands of a receiver, provided the latter first offers to resell to the producer at the contract price, or when the goods have been damaged and the producer refuses to take them back at the price for which he sold them. What is aimed at is the practice of certain retailers to use nationally advertised goods as a bait with which to attract customers to their stores by selling the same at little or no profit. Competitors in business who cannot afford to indulge in the practice are among the chief sufferers by it, though the producers themselves are also affected because it lessens the number of those handling their goods. The argument against interfering with resale prices is based on the theory that when a producer sells his goods he parts with all interest in them and that the purchaser may do what he will with them, sell them at any price or even destroy them. This theory is logical, though some injustice may occur in applying it.

ONE WAY TO COAL PEACE.

Lack of confidence between employer and employed is the real root of the trouble in the anthracite coal regions. The operators and miners stand in armed camps, and whenever differences arise both instinctively resort to the methods of warfare to gain their points.

During the resulting war the people suffer from want of fuel and millions in wages and profits and in trade are thrown away irrevocably.

It has been said, and is widely believed, that there can be no final solution of the industrial problem in the anthracite region. Nothing could be further from the truth. There are too many examples in other industries of what can be accomplished by mutual fair dealing and frank interchange between workers and employers to doubt the possibility of a just settlement. If the workers will give up their unions and deal with their employers as men, instead of dumb driven cattle, they will find the mine owners will meet them more than half way. So long as the workers permit themselves to be coerced by venal and unscrupulous union leaders, a permanent settlement can never be effected.

The temper of the anthracite miners to-day differs in no essential degree from that of other industrialists. What mutual confidence and intelligent co-operation have done in other fields can be accomplished in the coal regions if the attempt were made with an honest purpose to give the principle of co-operation by "men and management" a fair trial.

One year we go a bit mad over Coue and Coueism. Twelve months later mah jong comes along and we proceed to go cuckoo in our wrestlings with East winds and West winds, dragons, bamboos and what not. Before we can recover, the cross-word puzzle devastates the country. Old men and maidens, matrons and youths grow lopsided from carrying a load of gazetteers cyclopedias and dictionaries. This year it is "Red" Grangeism that menaces the public mind. Sun gods in two letters, East Winds and "better and better" give way to how many dollars per yard gained the iceman makes in a given game. That famous number "77" worn by the gridiron's galloping ghost has furnished us with our regular winter craze. There's always something.

Compared with the privy purse of some foreign sovereignties, the White House budget is of modest proportions. The estimate for 1926-27 is \$441,960, and it includes even the Vice-President's salary. The budget for 1925-26 was larger because it contained an item for \$50,000 for "extraordinary repairs." That would have seemed a large sum to the thrifty parers and pruners of the Treasury who in 1800 made the first grant of \$15,000 for furniture and seven years later made the first appropriation of a similar amount for repairs. None, however, will accuse the present incumbent of the Executive Mansion of extravagance.

PASSING OF THE SUPERMAN.

The golden youth of a month ago, the superathlete and hero of the gridiron multitudes racing toward the twin goal lines of fame and fortune, is no longer a giant figure casting a long shadow over the chalk lines. He is shrinking to a battered, bruised and bewildered boy, weary of publicity and tired even of football.

The Grange incident has been a strange study in popular psychology. A twenty-year-old schoolboy of unusual ability and a likable personality was carefully "built up" into the likeness of a superman. The gate was open for the promoter. The tomtoms had been beaten and the ballyhooing was on, but the superman could not fill the role. In a fortnight the Grange myth was cracking. Soon a tired boy was admitting he "could not keep up the pace," and the public was beginning to look at the whole somewhat sordid business with a cold and callous eye.

This has been hard on its schoolboy hero. He has been battered and bruised, mentally as well as physically. This much, however, he has done: he has proved that "supermen" even cannot play professional football under such schedules as baseball is professionally played. Into his short career he has crowded most of the arguments for and against professional football. He has shown it at its best and its worst and demonstrated that the lure of the game, after all, is given it by the colleges.

At the same time he has served the colleges by emphasizing the very overemphasis on football that has been and is worrying them. The reaction from the Grange craze should be helpful not only to professional sport but to those young men in the universities and the universities themselves.

HEALTHY HOLIDAY TRADE.

Holiday buying at retail continues to dominate mercantile trading pretty much all over the country. Reports continue to come in of a volume of business in excess of last year's everywhere except in the region affected by the strike of the anthracite coal miners. Nowhere also, it may be remarked, are the conditions more satisfactory than in the Western prairie states, despite the asseverations of the bad plight of the grain farmers there. In this neighborhood the scope of the buying is very extensive, including as it does all manner of things for the household, from silverware to linens as well as jewelry, books, fancy articles of apparel and, of course, toys. Buying of the last named, however, has not been confined to the holiday period for some years, it being really an all-the-year-round proposition which

is merely emphasized just before Christmas. Wholesalers are keeping fairly busy in filling a multitude of small orders which are coming in from retailers, who keep buying a little at a time to fill up their stocks as customers deplete them. At the producing end and in the primary markets arrangements are being made for business to come in after the turn of the year, with a reasonable assurance that this will develop well in view of the good consumer buying now in progress. There are also indications of a greater degree of stability in prices which, if realized, will have a potent influence in creating greater confidence and leading to better advance business.

Speaker Longworth will have plenty of good wishes for the success of his announced determination to "boss" the lower house of Congress. Offhand, it is hard to say what the House, or the Senate, for that matter, needs more than a firm and guiding hand. It has been the fashion to damn "Czar" Reed and "Czar" Cannon up hill and down dale because they ruled the House with an iron rod. Under later Speakers, stripped of old-time powers of that office, the House has done pretty much as it pleased, and much of the time it pleased to do little of consequence. Speaker Longworth hopes to restore responsible party government and end the sway of the blocks. He made a good beginning by persuading the House to get rid of the rules saddled on it by the Democratic radical coalition. The lower house seems to be on the way to regaining some of its lost prestige. If Speaker Longworth has his way, it will begin to resemble a legislative body a little more and a town meeting a little less.

Secretary Hoover, who brings the mind of an engineer to bear on problems of political economy which ought to be divorced from politics, warns the National Rivers and Harbors Congress that twenty-five years hence the country will need twice its present transportation facilities to carry the increasing bulk of commodities. Waterways must do their part, as well as the trunkline railways. It is a mistake to assume that rail lines can do it all and that intercoastal canals, dredged channels in our inland rivers and the development of lake commerce represent a minor traffic interest. There is plenty of long-haul and short-haul business for every carrier, and the two surveys now in progress for routes to link the Great Lakes with the Atlantic are but one phase of the intensive study of a problem that concerns both of our seaboard and the entire area between.

IN THE REALM OF RASCALITY.

Cheats and Frauds Which Merchants Should Avoid.

When Fred Longworth, of Grant, wrote that the check the writer had obtained from the Detroit Collection Co. had been permitted to go to protest, it occurred to the architect of this department that possibly the little Dutchman who does business under that style had not complied with the law enacted by the last Legislature providing that every collector must put up a bond for \$5,000 to protect the people who entrust him with accounts to collect. A letter of enquiry was immediately dispatched to the County Clerk of Wayne county, who replied as follows:

Replying to your letter of Dec. 8, 1925, beg to advise you that we have no record of a \$5,000 bond being filed by A. L. Dyke, from Jan. 2, 1924, to the present date.

Thos. F. Farrell, Clerk.

This means that the little scalawag is doing an illegal business and that he should be punished by both fine and imprisonment. If the readers of the Tradesman will furnish the proof, the writer will take the matter up with the proper authorities, with a view of giving Dyke an opportunity to disgorge and play checkers with his nose for some time to come. Those who have had any dealings with Dyke since are invited to send the particulars to the Tradesman without delay. In writing, give dates of all correspondence and purport thereof.

The architect of this department has ascertained that Miles F. Bixler Co. and the Continental Jewelry Co., of Cleveland, are composed of the same gang of operators. The business methods of the two concerns are practically identical and, no matter which one the merchant undertakes to do business with, he will soon find he has on hand a collection of junk which is unsalable. He is also tied up to a contract which is about as technical as it is possible to make it. A leading lawyer in one of the principal cities of the State writes Realm as follows regarding this band of philanthropists:

Your issue of the Tradesman of Dec. 2 has an item relative to the Bixler Co. I am not looking for publicity. I have enough to keep my mental regions in proper function in my endeavor to keep pace with jurisprudence. To-day a client came to me with a set of facts; said facts relate to the Bixler Co. I am inclined to affirm that your publication regarding this company is about correct. I can candidly say that my opinion is that the Bixler Co. indulges in sharp salesmanship which borders on the unethical side of the slate. Here is the little game: They load the customer down with case, jewelry, credit cards for customers, etc. They seem to have no regard for their victim. In my case they have loaded onto an ice cream and candy dealer. As to the legal aspect of this situation, it is their game to sell the customer and say that they will guarantee that he will be able to sell \$250 worth of such jewelry before the first payment of \$41 is due them (the Bixler Co.) In my client's case, the salesman gave his card and on the back figured the guarantee, then pinned or attached said card to the original sales order. I am writing this letter as a suggestion to you, as I notice that it is your policy to offer assistance to your subscribers. I think for my part

said system is clever, but still I am inclined to think that a court would rule, due to the fact that the card is duly signed, has figures upon it, unexplained, that parol testimony would be admissible to explain an incoherent writing; and that the contract will be all one; that the Bixler Co. would be held bound by the act of their agent in this case. I have advised my client that they guaranteed that he would sell \$250 worth of jewelry before the first payment becomes due. I have suggested to my client for a legal tactic that he retain the jewelry until the due date of the \$41, then tender payment for what he has sold, promptly rescind the agreement on the due date, take a witnessed inventory of the goods, ship the junk back to them and let them whistle.

This letter is unsolicited by you, and I want this letter considered as a letter of experience by my client, and if you find any information in this letter of any good to you, you are at liberty to use it. I do feel, however, that you are trying to help ignorant purchasers and that your function is to keep them from the wiles and weal of these unethical sharpers who find the butcher all of a sudden a good jewelry dealer. I admire your stand in the matter. A lot more of this publicity which you put into your Realm of Rascality column might eradicate many more of these chaps from our State.

To show good faith on my part in this situation, if I can be of assistance to you in this particular matter, I shall be glad to render such assistance, but stress the fact to all of your subscribers who may write you for help to be cautious, keep the documents issued by this Bixler Co., because, truthfully, I look for a sudden edition of new law suits to spring forth. That's their game.

Covert, Dec. 9—Enclose check for \$6, for which please apply \$3 on my account and credit one year in advance.

Can you please give me any information regarding the Miles F. Bixler Co., Cleveland, Ohio, who are wholesalers in the jewelry business, loading up the country grocery merchants with jewelry amounting to \$200 and upward, an amount which couldn't be sold in many years, considering how unsalable the merchandise is.

We signed a contract for shipment of their jewelry, because their proposition looked good, as large profits and quick turnover were assured and other promises made. After keeping it on display and trying to sell it for some time we returned the merchandise to them with a check for the full amount sold, but they refused to accept either, as the contract reads the goods are not sold on consignment. Now they are trying to force payment for the full amount. If you can give me any information as to how I can circumvent this swindle, it would be greatly appreciated.

N. S. Sink.

The best way to treat any swindling scheme is to stay away from it. If Mr. Sink had read his Tradesman a little more carefully he would have noted that this department has repeatedly warned its readers not to have any dealings with either the Continental Jewelry Co. or the Miles F. Bixler Co., which are practically identical. If any deception was used by the agent in the sale of the junk shipped to Mr. Sink—and a few salesmen could induce any merchant to consent to putting junk jewelry in stock except by employing false pretenses—he has his remedy in the law, which can usually be depended on to defeat the machinations of crooks and cheats.

The Cleveland sharks recently warned the Tradesman that it would be

More Profit to You

by increasing turnover. When you sell goods with an established price which protects your margin of profit—then rapid turnover makes you money. In pushing

K C Baking Powder

Same price for over
35 years

25 ounces for 25¢

(more than a pound and a half for a quarter)

with the consistent *quality and price* advertising behind it—with the price plainly shown on the label—you can increase turnover and get *more profit* on your baking powder investment.

The Government Used Millions of Pounds

held responsible for any false statements made in these columns. The writer replied to the warning as follows:

Grand Rapids, Dec. 3.—You are at liberty to hold the Tradesman responsible for anything I may print therein concerning your company.

I have had something like twenty suits to defend during the forty-two years I have published the Tradesman and have WON EVERY ONE.

I have been before the Michigan Supreme Court, directly and indirectly, thirteen times and have come home victorious every time.

I had the same attorney thirty-five years and was a member of his family five years.

I have never published a libel in my life and am too old in the publishing game to make any mistakes at this time.

I am thoroughly familiar with the attitude of Michigan judges and juries toward the methods concerns of your kind pursue in undertaking to exploit your business and I shall oppose such methods as long as the good Lord permits me to live and function as the editor of a trade journal which is published for the protection of its patrons against cheats and frauds.

E. A. Stowe.

The Realm does not oppose the sale of trash jewelry so much because it is trash as it does because of the unethical and dishonest manner in which it is sold. It appears to be next to impossible for the men who are handling this product to deal fairly and honorably. A house which deals in honest goods does not have to employ tricky and unscrupulous lawyers to devise "catch contracts," full of traps to betray the unwary. An honorable house does not want any customer to retain goods which he cannot sell to advantage, because goods which do not move prevent the sale of other goods which keep the trend of trade moving along in healthy channels. No house selling clap trap stuff ever expects to sell a customer a second time. It undertakes to tie him up tight through his signature to a contract usually obtained by fraud and false representations and force him to change the method of paying for the junk because he failed to note some carefully worded condition in fine print which he overlooked reading when the unscrupulous agent secured his consent to enter into the transaction.

The only safe way for the merchant to proceed is to have no dealings whatever with strangers who insist on securing signatures to a contract. The moment an agent flashes a contract—or any kind of a document requiring a signature—the stranger should be directed to the door and invited to depart as soon as his legs will take him. If every merchant would pursue this course in dealing with strangers, the Realm would have no occasion to devote so much space to the questionable methods of the junk jewelry houses.

An Idle Existence.

A man, apparently believing that the policeman's lot is a happy one, expressed himself thus:

"Just fancy—who wouldn't be a policeman? Nothing to do but stand still doing nothing while he walks around listening for anything he can see!"

Jobbers Are Responding Well.

The response of the jobbing end of the knit goods trade to the opening of leading Southern lines of men's and boys' ribbed underwear for 1926 has been a great deal larger than predictions made prior to the openings said it would be. Most of the business placed so far calls for production during the first quarter of next year, due mainly to the fact that prices covering goods made during that period are considerably lower than those quoted on similar merchandise for later delivery. Although business has been done in a quiet way by several of the prominent Northern makers of the goods in question, only in a few instances have there been anything like formal openings. The coming week, however, is expected to see general action on the Northern lines, particularly those of producers represented in the membership of the Associated Knit Underwear Manufacturers of America.

Percales Continue Active Here.

From the viewpoint of actual demand for merchandise, percales seem to be supplying the bright spot of the local cotton goods market at the moment. Not only were general lines of these fabrics said yesterday to be freely taken by wholesalers in practically all parts of the country, but the orders in the great majority of cases were said to call for as prompt deliveries as the printers can make. This is accepted as proof of low stocks in the hands of jobbers, and the expectation in the primary end of the market is that there will be little, if any, diminution of the demand for some weeks. Despite the lower price of cotton and the reductions that are being made in other lines of cotton goods, it was further said to be unlikely that any revision of prices on percales would be made this month. For the time being, at least, no stimulation of demand by this means seems necessary.

New Trends in Popular Jewelry.

Earrings are said to be "coming back" in popular priced jewelry. Manufacturers comment on the re-orders which are being received as indicating real buying activity in these goods. Pendant effects are mostly wanted with antique filigree and colored stones forming the embellishment. The earrings are wanted for day and evening wear, and cover a fairly wide range of prices. The demand for brooches is also described as much stronger. They are being worn to replace bar pins in many instances. Antique filigree effects with or without colored stones, are stressed. The merchandise is priced to retail at from 50 cents to \$5. Cameos likewise are selling better. Novelty mountings are used for decorative.

Handed It To Him.

"We don't believe in personalities in the pulpit," says a Billville editor, according to the Atlanta Constitution: "For instance, when we entered church this morning where they were holding a protracted meeting the preacher said: 'For three weeks we have been trying to run the devil out of town but we notice with regret that he's here yet. Lord help.'"

A rare combination of quality and flavor

There is a tempting, distinctive flavor to Domino Syrup. It charms the taste, just as its mellow, amber color delights the eye. And its quality is consistently maintained at the highest standard of purity.

It is this rare combination of quality and flavor, together with the national confidence that is placed in the name "Domino," that has built a nation-wide demand for this product. Its usefulness for both table and cooking makes it a business-building repeater.

Capitalize on the popularity of Domino Syrup and its assurance of steady sales by placing extra effort back of this profitable product.

American Sugar Refining Company

"Sweeten it with Domino"

Granulated, Tablet, Powdered, Confectioners,
Brown; Domino Syrup

Quaker Food Products

FOR SALE BY THE COMMUNITY GROCER IN YOUR NEIGHBORHOOD



WORDEN GROCER COMPANY

Wholesalers for Fifty-seven Years

The Prompt Shippers

MOVEMENTS OF MERCHANTS

Lamont—The Lamont Hardware Co. has been taken over by William Hyma.

Bennington — Fire damaged the stock of general merchandise of Fred Looker, to the extent of about \$500.

Muskegon—The Piper Ice Cream Co. of Michigan, has increased its capital stock from \$38,000 to \$150,000.

Watervliet—The Ashton Equipment Co., office furniture, has increased its capital stock from \$50,000 to \$80,000.

Saginaw—Tompkins Motor Sales Co., Janes and Genesee avenue, has changed its name to the Hatch Motor Sales.

Lowell—William Atkins has sold the Atkins Motor Sales Co. to L. E. Johnson, recently of Palo, who will continue the business.

Hartford—Frank Warren has sold his stock of dry goods, shoes and furnishings to P. Blumenthal, recently of Chicago, who has taken possession.

Grand Rapids—Grand Rapids Timber Co., 1202 Grand Rapids Savings Bank building has increased its capital stock from \$200,000 to \$300,000.

Constantine—The First Commercial Savings Bank is remodeling and making modern its bank building in order to better meet the requirements of its business.

Lansing—The Andrews-Rulison Co., Inc., 108 East Allegan street, dealer in all sorts of electrical household appliances, has opened a hemstitching department in its store.

Reed City—F. J. Myers has sold his Butcher Boy meat market, corner of Upton avenue and Higbe street, to C. H. Hill, formerly of Mt. Pleasant, who has taken possession.

Mt. Clemens—Donaldson Brothers have received large contracts from New England for the manufacture of sleighs. Orders on hand now call for the immediate delivery of 600 sleighs.

Kinde — Thirty-five carloads of beans, aggregating a million and a half pounds, were shipped from Kinde during November. This is ten cars less than during the same month last year.

Lansing—Rees-Sanders, Inc., which recently purchased the stock of women's ready-to-wear apparel of the McNish Shop, 115 West Allegan street, has taken possession and will greatly increase the stock.

Jackson—Real estate of Earl Motors, Inc., Jackson, which is valued at several hundred thousand dollars, will be sold at public auction Jan. 25. Machinery and equipment of the plant have already been sold by the receiver.

Grand Rapids—The Nye-Somers-Morgan Co., 33 Monroe street, has been incorporated to deal in paints, oil, etc., with an authorized capital stock of \$25,000, \$7,500 of which has been subscribed and paid in, \$1,000 in cash and \$6,500 in property.

Kalamazoo—L. R. Goss, owner of the Goss Furniture Shop, West Main street, has had plans drawn for the erection of a modern store which will cover the Main street frontage of his property and enable him to make a much better display of his stock.

Ludington—The Ludington Auto

Sales Co., 304 South James street, has merged its business into a stock company under the same style, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in, \$5,500 in cash and \$4,500 in property.

Kalamazoo—Adrian Van Dyke, recently made manager of a chain grocery store on Portage street, has sold his store building, grocery stock and home at Lake and John streets, to Peter Zuideveld, recently of Otsego, where he conducted a confectionery store.

Detroit—Thomas P. Stack, dealer in women's ready-to-wear apparel, has merged his business into a stock company under the style of Stack & Co., 1218 Library street, with an authorized capital stock of \$50,000, \$10,000 of which has been subscribed and paid in in cash.

Coopersville — David Riemersma, who was formerly located at Lamont and was owner of the Lamont Hardware Co., has purchased the hardware stock at this place owned by E. W. Klatt, taking possession Dec. 11. He will continue the business under the style of the Coopersville Hardware Co.

Detroit—Cora L. Livinggood has merged her auto accessories, harness, harness trimmings, radio, etc., business into a stock company under the style of C. L. Livinggood & Sons, Inc., 6339 Michigan avenue, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in property.

Manufacturing Matters.

Ann Arbor—The Michigan Specialty Co., which was one of the largest producers of piston pins, has started the manufacture of radios.

Grand Rapids—The Simplicity Co., 23 Division avenue, South, has increased its capital stock from \$50,000 to \$50,000 common, \$20,000 preferred, and 1,000 shares at \$1 per share.

Grand Rapids—Michigan Pole & Tie Co., has been incorporated with an authorized capital stock of \$100,000 of which amount \$72,000 has been subscribed, \$511.58 paid in in cash, and \$71,652.19 in property.

Grand Rapids—The Chicky Manufacturing Co., 349 Eastern avenue, has been incorporated to manufacture confectionery with an authorized capital stock of \$5,000, all of which has been subscribed and \$3,500 paid in in cash.

Coldwater—The Samuel Yatter Co., of Chicago, clothing manufacturer, will establish a plant at this place, employing over 100 people, provided that city raises a fund of \$10,000 to cover removal expenses.

Saginaw—Tibbitts Heater Co., Park and Janes streets, has been incorporated to manufacture and sell auto heaters, accessories and equipment, with an authorized capital stock of \$20,000, all of which has been subscribed and \$2,000 paid in in cash.

Muskegon—The Less-Cole Products Co., 140 Strong avenue, has been incorporated to manufacture heat treating and chemical compounds, with an authorized capital stock of \$10,000, of

which amount \$7,500 has been subscribed, \$3,900 paid in in cash and \$3,600 in property.

Detroit—The Jansen Manufacturing Co., 1040 Fourteenth avenue, leather goods, auto fabrics and trimmings, etc., has merged its business into a stock company under the same style, to conduct a wholesale and retail business with an authorized capital stock of \$50,000 common and \$50,000 preferred, of which amount \$74,000 has been subscribed, \$10,638.17 paid in in cash and \$39,361.83 in property.

New Occasions Teach New Duties.

Grandville, Dec. 15—New occasions teach new duties.

Let the President remember this when called upon to exercise his constitutional right to aid his countrymen when in distress as they are to-day because of the anthracite coal strike which is being felt in half the homes in this land.

If we are to accept the Declaration of Independence formulated by our forefathers we must believe that every American citizen is entitled to life, liberty and the pursuit of happiness.

How is it possible to pursue happiness with the coal bin empty, with zero weather, and a dreary and hopeless prospect ahead, while union coal workers refuse to arbitrate unless infamous demands are granted in advance of arbitration—demands which no decent American could concede for one minute without writing himself down as a craven coward and abject slave. No more infamous demand was ever made by a murderous bandit than the insistence on the check-off system by the union thugs who masquerade under the name of union miners. Pinchot's attempt to settle the matter by a special session of the Pennsylvania Legislature is the acme of absurdity, because it is purely political and no labor difficulty (involving ignorant brutes like union coal miners) was ever successfully adjusted by a man who is acting solely along political lines and to further his own political ambition to sit in the White House at Washington.

Must the people freeze that a few coal men may sit down, refusing to work at their usual occupation? There is something more at stake than the disagreements of these coal workers and their employers; there is the welfare of many thousands of consumers to consider. Must this be with no help for the people who have homes to look after, wives and children to warm, and the lives of dear ones at stake?

Would it not be a farcial as well as a tragic situation here in America to see children freezing while the country had mines of coal unworked, and a handful of sullen, rebellious malcontents holding a grip on the lives of our people?

No right to break this deadlock and open the mines; no right to step in and start the machinery of coal production moving even though there may be hardship and death in the offing!

It is absurd to think along such lines here in free America. The President asks Congress to grant him the legal power to lift a saving hand. He has that power without a special act of Congress. Were it not so this Government would be a feeble makeshift, unworthy the allegiance of any man.

To await the slow movement of Congress when a crisis like this confronts the country is a crime, and second thought will surely impress Coolidge with the fact that he, as chief magistrate, can break this illy advised coal strike and at once set the wheels of industry moving. For what do we have a President if he is powerless to act in face of a crisis like the present?

Congress has a thousand and one things to look after, and its sitting idly twiddling its thumbs while thousands

are freezing for want of that fuel which is wickedly and unjustly withheld is a sight to make men and angels weep.

Had President Lincoln been swayed by fears of this kind we would have no United States of America to-day. Act now, in the living present, and the great American people will bear you out in every last particular, Mr. President.

If a few men, banded together as are these coal miners, can hold up the fuel supply in this country, without let or hindrance, what has become of our boasted liberties? There is no time to dally, with zero weather already with us. This senseless, not to say criminal, strike of the miners in the coal districts is a menace to the lives of our people and must not be condoned or permitted any longer.

To grant the right to withhold fuel at such a time as this is a thought too monstrous to contemplate.

The duty of the President and Government at such a time as this is as plain as the shine of the sun in the heavens at midday.

Let the President call off the strike by naming ten days as the limit to its further existence. Within that time every anthracite mine in Pennsylvania should be at work turning out coal for the public consumption. It lies with the present miners to choose what course they will pursue. Should they decide to stand out, then the Government could call for volunteers to work the mines, and while doing so place the whole power of the Nation behind these volunteer workmen guaranteeing them from molestation.

There is such a thing as striking while the iron is hot. It is hot right now. American citizens should call on the Government to act, and not permit a few disgruntled miners to hold up the United States.

Pinchot made a wickedly ridiculous effort to bring about a settlement, but this is not a mere state affair. It concerns the people of many states, therefore it is of National consequence, and should be adjudicated by the National Government.

Red tape must stand aside. Those who are short of coal or entirely out have a right to call on their Government for protection and relief. What is a Government for if not to protect its people in time of trouble? It is as much the duty of the Government to squelch this holdup as it is to protect a citizen in his rights when they are assailed by a foreign country.

It is no less treason and rebellion to hold back needed fuel in the edge of winter, from American citizens than it is to levy war and start in to work injury to all by firing on the flag.

Think of this coal defy as rebellion, and we shall know how to handle it. It might be well enough for Congress to call attention of the President to the condition of affairs in a sovereign state, and request him to go ahead and break the combine.

Old Timer.

Saginaw—Local grocers and meat dealers will put their cash and pay day to pay day system for the sale of food-stuffs in effect Jan. 1, it was decided at a meeting of their newly organized association held Monday evening at the Board of Commerce. They also took further steps toward completing their organization, approving by-laws and appointing a nominating committee to present nominations for officers to be voted on at a meeting in January. The nominating committee is composed of Frank Marxer, Charles G. Christensen, Walter Loeffler and Louis W. Yuncker.

A single epigram may outlive a volume of machine-made philosophy.

Essential Features of the Grocery Staples.

Sugar—The market is the same as a week ago. Local jobbers hold granulated at 6.10c.

Tea—The market has continued its story of firmness during the past week. Congous and Formosas have been in active demand, the markets in both being steady and firm. Indias and Ceylons are particularly strong, with heavy buying coming on all the time. Prices show no particular change for the week, but the tendency is unquestionably upward.

Coffee—The market has had a few fluctuations during the week, but they have not netted any material change since the last report. Speaking now of green Rio and Santos, sold in a large way, the market for these coffees in Brazil has been uneasy and nervous, fluctuations down there with consequent news coming to this country has been responsible for all the market changes here. As to milds, there has been a tendency to slump off since the last report on many grades. The jobbing market for roasted coffee is about unchanged for the week, with fair demand.

Canned Fruits—Fruits have passed through a firm week. There is a demand for all California packs, but resales are surpassing in volume first hand offerings since canners are getting out of merchandise. Pineapple is in better than average demand. Grape fruit sells readily where it can be picked up.

Canned Vegetables—The change in major vegetables is so gradual that little improvement is seen from day to day, but each week there is a definite trend toward a better outlook, which is gratifying since at this season no radical changes can be looked for when business is entirely hand-to-mouth just before inventories. The drift is toward a steadier market on full standard packs and on such descriptions canners have higher ideas. Many wholesale grocers are drawing upon their own stocks and they do not care to buy for immediate delivery at the end of the year. Some blocks have been bought for shipment and billing after the turn of the year. Tomatoes are a little stronger than a week ago. A similar hardening in standard peas has occurred and flat turn-downs are made by canners where the buyer is below the market. Corn is hardly any higher. Asparagus is in better jobbing demand and where enquired for on the Coast is found to be in no complete assortment.

Dried Fruits—Dried fruits were without changes, although the tendency, noted during recent weeks, toward a general hardening in tone is continued. A minimum of business for Coast shipment is being booked either for prompt or later shipment. The nearness of inventories is one reason for this condition, while another is the paucity of offerings in California. Practically everything in any volume is off of the market except prunes in California and there is not enough of a scarcity in this item in the East to drive the trade to the Coast. Peaches

and apricots are almost completely sold at the source. Fancy peaches can be had in a small way, but other grades are not obtainable. Resales of peaches and apricots are more frequent, although there is no rush to unload. Figs in California are more or less withdrawn. Few raisins can be had for December or January shipment. Where independents are quoting it is on small blocks at such firm prices that little attention is paid to them. Packers expect to see the market work higher, and their quotations show their faith in the market. Spot package and bulk lines are hardly sufficient to carry the trade from day to day. Prunes are steady. The jobbing movement is on the increase, as retailers are pushing sales and are buying more frequently. Carton prunes are especially firm, as spot supplies are kept closely cleaned up.

Canned Fish—News from California received during the week was that the sardine pack out there had decreased on account of unfavorable weather conditions. It looks as if shipments of the new pack will be postponed in consequence. California sardines have increased in price during the week, with a decreased demand. Maine sardines are steady and unchanged. Salmon is selling in a very quiet fashion, with no particular interest being taken by buyers. Prices show no particular change for the week. Shrimp is glutted and easy.

Salt Fish—The demand for mackerel at present is very light and will not be heavy until Lent appears. For the balance of the year salt fish will languish. The dullness has brought easiness in price, and mackerel can be bought at concessions.

Cheese—The demand during the past week has been quite moderate, but prices have remained quite steady. No immediate change has occurred in cheese for some time.

Nuts—Filberts are in the most striking position of all nuts in the shell since stocks available for the year-end holidays are less than requirements, which makes holders reluctant to sell except in small parcels to regular customers. Pecans are also running out, although there will be more here later on. Almonds are in strong position also. Tarragonas are closely sold up and no fresh shipments will be here until after the holidays. California almonds are not being sacrificed as first hands are carrying no excessive stocks. The walnut market will be stimulated next week by consumer advertising. California Association nuts will be featured in three and five pound units to help holders of association packs liquidate before Christmas. Neither foreign nor domestic walnuts have sold as well as expected this season. Brazil nuts are steady at quotations and are mildly active.

Syrup and Molasses—High-grade New Orleans molasses, particularly of the new crop, is firm on account of what might turn out to be a scarcity. News came from New Orleans during the week that practically all fine new molasses crop had been absorbed. Under grades are dull, and not so strong

as the high grades. Sugar syrups are very quiet, with unchanged prices. Compound syrup is quiet, and the market shows no change. It does not look like any lower prices at present.

Provisions—The demand for provisions during the week, including all grades of beef and hog products, has been slow and it will continue so for the balance of the year. Prices remain unchanged on everything.

Review of the Produce Market.

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

Bagas—\$2 per 100 lbs.

Bananas—The market price has made a tremendous jump to 8½¢@9c per lb.

Beans—Michigan jobbers are quoting new crop as follows:

C. H. Pea Beans	-----	\$4.90
Light Red Kidney	-----	9.25
Dark Red Kidney	-----	9.00
Brown Swede	-----	6.50

Butter—The demand during the past week has been rather quiet. This has caused some pressure to sell, with the result that the market declined about 3c per pound since the last report. Local jobbers hold June packed creamery at 43c, fresh creamery at 47c and prints at 48c. They pay 25c for packing stock.

Cabbage—2@2½¢ per lb.

California Fruits—Honey Dew Melons, \$3.50 per crate of 8s. Pears, \$4.50 per crate.

Carrots—\$1 per bu.

Cauliflower—Calif., \$4 per doz. heads.

Celery—35c for Jumbo, 55c for Extra Jumbo and 75c for Mammoth.

Cocoanuts—\$1 per doz.

Cranberries—Late Howes are now in market, commanding \$10 per 50 lb. box.

Eggs—Receipts are unusually heavy for this season of the year, in consequence of which the market has declined 8c per dozen during the past week. Local jobbers are paying 42c this week. Local dealers sell as follows:

Fresh Canded	-----	45c
XX	-----	37c
Firsts	-----	34c
X	-----	33c
Checks	-----	30c

Egg Plant—\$1.75 per doz.

Garlic—35c per string for Italian.

Grapes—California Emperors, packed in sawdust \$3.50@3.75 per crate.

Honey—25c for comb; 25c for strained.

Lemons—Quotations are now as follows:

300 Sunkist	-----	\$6.50
360 Red Ball	-----	5.50
300 Red Ball	-----	6.00

Lettuce—In good demand on the following basis:

California Iceberg, 4s and 4½s	-----	\$6.00
Hot house leaf	-----	17c

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

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

126	-----	\$6.00
150	-----	6.00
176	-----	6.00
200	-----	6.00

216	-----	6.00
252	-----	6.00
288	-----	5.75
344	-----	5.50

Floridas are in ample supply on the following basis:

126	-----	\$5.25
150	-----	5.25
176	-----	5.25
200	-----	5.25
252	-----	5.25

Parsley—60c per doz. bunches for jumbo.

Pears—Kieffers, \$1 per bu.

Peppers—Green, from Florida, 65c per doz.

Potatoes—Buyers are paying \$2.50 @3, according to quality, per 100 lbs. The market is steady.

Poultry—Wilson & Company pay as follows this week:

Heavy fowls	-----	25c
Light fowls	-----	16c
Springers, 4 lbs. and up	-----	25c
Turkey (fancy) young	-----	37c
Turkey (Old Toms)	-----	32c
Ducks (White Pekins)	-----	26c
Geese	-----	14c

Radishes—60c per doz. for hot house.

Squash—Hubbard, \$2 per 100 lbs.

Sweet Potatoes—Delaware kiln dried \$3 per hamper.

Tomatoes—California, \$1.50 per 16 lb. basket.

Veal Calves—Wilson & Co. pay as follows:

Fancy	-----	15c
Good	-----	13c
Medium	-----	11c
Poor	-----	9c

Wembley has rather a mournful tale to tell to the guarantors of the British Empire exhibition. Through the total revenue was \$14,000,000 and the summarized operating expenses were only \$8,300,000, the deficit for the great fair is nearly \$8,000,000 when the receipts are measured against the entire capital outlay, and Parliament is asked to impose half of this burden upon the taxpayers. The guarantors, required to pay three-quarters of their subscriptions, may console themselves by the reflection that Wembley was an excellent advertisement of British wares and that their bread may some day return across the face of the seven seas in the form of plum cake.

St. Johns—Lyman D. Parr and Mrs. Etta Krepps, well known St. Johns people, were married at the home of Mrs. Krepps, Dec. 8. Mr. Parr is a life-long resident of this city and is well known throughout the country as a successful business man. Mrs. Krepps has been employed at the Geo. H. Chapman store in the capacity of book-keeper for the past 22 years and has a wide circle of friends here.

Grand Rapids—Post & Brady have sold their butter, egg and poultry business at 120 Ellsworth avenue to McHoskey & Northouse, recently of Grandville. The former owners of the business have removed to Ft. Worth, Florida, where they have engaged in the real estate business.

Pottersville—Dickerson & Hanson succeed G. Earl Gilbert in the grocery business.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Dec. 9.—We have to-day received the schedules, order of reference and adjudication in the matter of Sidney Keller, Bankrupt No. 2819. The matter has been referred to Charles B. Blair, referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedules show assets of \$2,600 of which \$8.5 is claimed as exempt, with liabilities of \$2,555.83. 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:

Lloyd Wenger, Caledonia ----- \$ 65.00
Seth Berger, Grand Rapids ----- 450.00
Sparta State Bank, Sparta ----- 146.00
Dr. Paul Westrate, Grand Rapids 1,874.83
In the matter of Josiah Van Loo, Bankrupt No. 2,93, the expenses of administration and secured claims have been ordered paid.

Dec. 9. We have to-day received the schedules, order of reference and adjudication in matter of Herbert N. Talcott, Bankrupt No. 2821. The matter has been referred to Charles B. Blair, referee in bankruptcy. The bankrupt is a resident of Saranac, and his occupation is that of a carpenter. The schedules show assets of \$8,950.00, of which \$6,400 is claimed as exempt, with liabilities of \$9,684.50. Under certain circumstances, the first meeting of creditors will not be called right away, and when same is called, the notice of the same will be put herein, and the list of the creditors of said bankrupt are as follows:

Saranac State Bank, Saranac ----- \$1,500.00
Bank of Saginaw, Saginaw ----- 1,500.00
W. F. Sandel, Beiding ----- 2,500.00
W. F. Sandel & Co., New Baltimore ----- 2,500.00
National Bank, Ionia ----- 337.50
Saranac State Bank, Saranac ----- 350.00
Farmers & Merchants Bank of Saranac, Saranac ----- 1,000.00

Dec. 8. On this day was held the adjourned first meeting of creditors in the matter of James Spyros, Bankrupt No. 2810. The bankrupt was present in person and by attorney R. L. Newham. Creditors were present in person and by Corwin & Norcross. The trustee was present. The bankrupt was sworn and examined by Mr. Lusk, of Corwin & Norcross, before a stenographer. The adjourned first meeting then adjourned without date.

Dec. 10. On this day was held the first meeting of creditors in the matter of Lyle Rector, Bankrupt No. 2797. The bankrupt was present in person and by attorney Homer H. Freeland. Creditors were present in person. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. No trustee was appointed. The matter was then adjourned without date and the case closed and returned to the district court as a no-asset case.

On this day also was held the first meeting of creditors in the matter of John Broersma, Bankrupt No. 2812. The bankrupt was present in person and by attorney Cornelius Hoffius. Creditors were present in person. Claims were proved and allowed. C. C. Woolridge was appointed trustee for the purpose of investigating the value of a certain account and making a report thereof. The meeting then adjourned without date. In case no value is found in such account the case will be closed and returned as a no-asset case.

Dec. 10. On this day also was held the special meeting of creditors in the matter of Adam Drach Co., Bankrupt No. 2559. The bankrupt was represented by K. B. Matthews, attorney. The trustee was present in person and by attorneys Hilding & Hilding. Claims were proved and allowed. The bills of the attorneys were considered and passed upon. An order was made for the payment of administration expenses and for the declaration and payment of a supplemental first dividend of 10 per cent. on new claims proved and allowed, and a second dividend of 14 per cent. on all claims proved and allowed to date. The meeting then adjourned without date.

Dec. 11. We have to-day received the schedules, order of reference and adjudication in the matter of the Peoples Shoe Store, Alton Wenzel, Bankrupt No. 2822. The matter has been referred to Charles B. Blair, referee in bankruptcy. The bankrupt is a resident of Kalamazoo, and his occupation is that of a merchant. The schedules show assets of \$9,132.35, of which \$1,461.64 is claimed as exempt, with liabilities of \$28,741.35. The first meeting of creditors will be called soon, and when the same is called, note of the same will be made herein. The list of the creditors of said bankrupt are as follows:

United States of America ----- \$3,800.00
City of Kalamazoo ----- 68.15
Kal. National Bank, Kalamazoo ----- 1,135.00
Axman-Weiss Shoe Co., Chicago ----- 149.95
Atkinson Shoe Co., Boston ----- 31.50
James P. Burns, Los Angeles ----- 3.75
Mishawaka Rubber & Woolen Mfg. Co., Mishawaka, Ind. ----- 221.20
Beacon Falls Rubber Shoe Co., Chicago ----- 27.69
Dona'd O. Boudeman, Kalamazoo ----- 73.76
Consumers Power Co., Kalamazoo ----- 35.00
A. M. Creighton, Lynn, Mass. ----- 22.85
Lewis A. Crossett Co., North Abing-

ton, Mass. ----- 24.61
Cambridge Rubber Sales Co., Chicago ----- 57.61
Cowden Mfg. Co., Kansas City ----- 2.97
Center State Shoe Co., Fondulac, Wis. ----- 121.32
Coble Shoe Co., Humboldt, Tenn. ----- 11.26
J. W. Carter, Nashville, Tenn. ----- 88.20
Central Shoe Co., St. Louis, Mo. ----- 925.25
Chicago Journal of Commerce, Chicago ----- 12.00
Columbian Elec. Co., Kalamazoo ----- 8.10
Diamond Shoe Co., New York ----- 14.87
Endicott Johnson Corp., Endicott, N. Y. ----- 1,643.40
Finery Silk Stocking Co., New York ----- 129.27
Louis Friedman, New York ----- 5.33
Faultless Silk Hosiery, Washington, D. C. ----- 221.72
Foot Schuize & Co., St. Paul ----- 139.31
Godding shoe Co., Chicago ----- 365.40
Groves & Rood, Chicago ----- 92.40
Kal. Gazette, Kalamazoo ----- 300.00
Golo Slipper Co., New York City ----- 148.05
H. C. Godman Shoe Co., Columbus ----- 1,165.20
B. F. Goodrich Rub. Co., Chicago ----- 830.00
Harper-Kirschten Shoe Co., Chicago ----- 34.55
Geo. P. Ide & Co., Chicago ----- 3.31
Hood Rub. Prod. Co., Grand Rapids ----- 170.01
Hamilton Brown Shoe Co., St. Louis, Mo. ----- 1,120.40
John Pilling Shoe Co., Lowell, Mass. ----- 19.80
A. S. Kreider Co., Chicago ----- 912.52
A. Krolik & Co., Detroit ----- 78.59
LaCross Rub. Mills Co., LaCross ----- 136.80
Meazies Shoe Co., Find du Lac, Wis. ----- 172.20
Wm. F. Mayo Co., Boston ----- 74.16
Mich. Bell Tel. Co., Kalamazoo ----- 9.15
S. S. Miller, Reading, Penn. ----- 31.50
McElroy-Sloan Shoe Co., St. Louis, Mo. ----- 65.75
Outing Shoe Co., Boston ----- 46.80
Shoe Craft Service, New York ----- 67.58
M. H. Rosen & Co., New York ----- 18.54
Robertson Shoe Co., Minneapolis ----- 146.20
Robert Johnson & Rand, St. Louis, Mo. ----- 998.05
Shoe Specialty Mfg. Co., St. Louis, Mo. ----- 429.80
Summit Rubber Co., Akron ----- 110.40
E. G. Shawaker Co., Toledo ----- 11.80
Spuntex Knitting Mills, Philadelphia ----- 18.37
Sinsheimer Bros. & Co., Chicago ----- 108.75
Thomson Crocker Shoe Co., Boston ----- 123.95
Thomson Eher Co., Chicago ----- 2.12
Till Shoe Co., New York ----- 11.20
Tausik Knitwaer Co., New York ----- 6.96
S. B. Thing & Co., Boston ----- 944.59
Union Shoe Co., Chillicothe, Ohio ----- 83.25
U. S. Rubber Co., Chicago ----- 51.30
Woset Shoe Co., Milwaukee ----- 24.92
Wayenberg Shoe Mfg. Co., Milwaukee ----- 230.40
Weinbrenners Co., Milwaukee ----- 98.00
Western Shoe Co., Toledo ----- 10,320.00
Gilmore Bros., Kalamazoo ----- 122.00

Dec. 10. (Delayed). On this day was held the first meeting of creditors in the matter of Sampsell & Bloode, Bankrupt No. 2811. There were no appearances. The bankrupts were not present or represented. The matter was adjourned until Dec. 15. The bankrupts were ordered to be present at such time.

Dec. 14. On this day was held the final meeting of creditors in the matter of Clarence A. Hall, Bankrupt No. 2698. There were no appearances. The trustee's final report and account was considered and approved and allowed. An order for the payment of the balance of the expenses of administration, including attorney's fees, was made and an order entered for the declaration and payment of a supplemental first dividend of 10 per cent. on new claims proved and allowed and a final dividend of 10.5 per cent. on all claims proved and allowed. No objections were made to the discharge of the bankrupt. The final meeting was then adjourned without date and the case will be closed and returned to the district court in due course.

On this day also was held the final meeting of creditors in the matter of Grant R. Lorch, Bankrupt No. 2710. The bankrupt was not present in person or represented. The trustee was present in person. Claims were proved and allowed. The trustee's final report and account was considered and approved and allowed. An order was made for the payment of expenses of administration, as far as the funds on hand will permit, there being no funds on hand for the payment of any dividends to general creditors. There were no objections to the discharge of the bankrupt. The meeting then adjourned without date, and the case will be closed and returned to the district court as soon as the vouchers are returned to the office of the referee.

On this day also was held the final meeting of creditors in the matter of Clair B. Winchell, Bankrupt No. 2779. The bankrupt was not present or represented. The trustee was present in person. Claims were proved and allowed. An order was made for the payment of administration expenses and preferred claims as far as the funds on hand will permit. There will be no dividend to general creditors. No objections were made to the discharge of the bankrupt. The meeting then adjourned without date and the case will be closed and returned to the district court in due course.

On this day was held the sale of assets in the matter of W. H. Parsons & Co., Bankrupt No. 2795. The trustee was not present or represented. Several bidders were present in person. The property,



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except the accounts receivable was sold to Frank E. Hammond for \$2,350. The sale was confirmed and the meeting adjourned without date.

Dec. 14. On this day was held the sale of assets in the matter of August Homrich, Bankrupt No. 2807. The bankrupt was not present or represented. The trustee was present in person. The property offered for sale was sold to Jacob Homrich, for \$525. The sale was confirmed and the meeting adjourned without date. An order for distribution will be made, and a first dividend, if possible.

Soldier Dead on Fame's Eternal Camping Ground.

Grandville, Dec. 15.—Upon 1882 white stone crosses which mark the resting place of unknown American army dead in Europe the U. S. Government will inscribe this legend:

"Here rests in honored glory an American soldier known but to God."

An army of unknown American patriots who gave their all for the honor and safety of the United States and her institutions.

None could do more. Imagine the countless mothers who watched and waited for news from these boys who never came back, their very names obliterated amid the furious struggle of battle.

It does set one's imagination picturing that scene, when all these nameless lads in khaki filed out of earth life and mustered in the courts of the great beyond. They are known there, and in after time those who knew and loved them here will meet them face to face on that other side which curtains all the forefathers of this Republic who battled under Washington and Greene for the establishment of the Nation, free from English tyranny, a new nation clad in the habiliments of liberty and equality for all.

America's unknown dead. There were regiments of such at the close of the great civil war. The bones of many of these rest in one grave at Arlington, Virginia.

The single unknown soldier at Arlington, brought here from Europe to typify the ones lost but not forgotten in the graves beyond the water has claims on every mother heart in America to-day, and so may those of that greater army who still lie buried in foreign soil.

Every mother who lost a son, and who is one of this unknown number, has valid claim to one of those white-cross graves in France and Belgium. The whole American Nation stands uncovered before the tale-telling crosses which mark the spot where true valor fought and fell for God and native land.

We shall never cease to honor those who fell, and now fill nameless graves so far from home and native land. They are the crusaders for liberty who can never die. They do not sleep over there, merely the house of clay they once occupied.

Long since the spirits of the patriot brave went to the other shore, and are there mustered beside those who also sacrificed their lives, leaving behind names to be cherished by friends and kinsmen while earth life shall last.

It is not conceivable that those "Unknown" out there are unknown. Over There where their real life has just begun in the providence of God.

Soldiers of the Union, mustered 300,000 strong, with Abraham Lincoln leading, at the close of the four year struggle for the preservation of the American Union. Not on this side the line of demarcation between this world and the next, but out there where life everlasting is monarch of the skies.

Of the millions who went to France and Belgium, none won their spurs more nobly than these two regiments of unknown whom we call dead.

They are not dead; they yet live where the crash of battle does not come, waiting to welcome their friends after the fitful fever of life is over here and the call to come up higher is sounded.

Youthful lives snuffed out, many dying after hours of suffering, victims

of war's gluttonous greed for blood. We honor them as well as those whose identity was not snuffed out in battle.

If these young heroes were really dead there would be no after compensation for their sacrifices here for God and country.

Even the most that Ingersoll ever uttered of a discouraging nature was, "I do not know." For that he was lied about more than any other man since Paine. Neither of these men were as bad as painted. To most persons the fact of a glorious immortality exists right here in this material world, where trees and flowers, grass and nettles abound on every hand.

The nettles represent the human thistle, while the flowers and trees speak for our sweeter members of human life, such as girls, young men and preachers.

We are all in the same boat with those unknown soldier boys who floated down the stream of time into the roil and fury of battle and passed in their checks to the great guardian angel of immortal hosts who abide within worlds unknown.

The dead unknown soldier has been a factor in every war.

Honors bestowed upon these are as sincere and heartfelt as to the greatest of our military leaders. Those who fell in Flanders Field have been immortalized in song. Nothing could be grander for a poet's theme than lines to the unknown dead. Such a poem has not been written, yet it cannot be possible that our verse makers will entirely neglect this opportunity to immortalize themselves while doing justice to the noblest men of all time.

Unknown here—but over there!

Not one form among these unknown soldier boys will be missing from the muster which will take place in the after time beyond the thin veil that separates this world from the other just Over There.

It is this thought that gives satisfaction to mourning ones.

There are no unknown in that land where all our loved and lost here have gone on to the eternal camping ground provided by God's providence for his millions of earth children.

The unknown of all our wars will meet and greet us in that good time coming when the mists of earth are brushed away. Across the deep lie the bodies of the unknown. Over there their spirits meet and mingle with all the friends gone before.

Old Timer.

Scarf Demand Continues Strong.

Scarfs continue to be well up among the accessories and some early sampling for Spring, particularly by retail stores having catalogue departments, is reported. Immediate delivery business continues to be active, as the merchandise is of a very suitable gift nature. Floral patterns lead in the high grade chiffon scarfs, while in the crepes the trend is said to be more toward the modernistic designs. Color remains of the highest importance and the use of it in these goods is most lavish, with all of the high shades selling well.

Dangerous.

Two hard citizens were standing in a secluded spot talking confidentially. One of them suddenly sneaked away while the other stood on guard. Soon the first one was seen to emerge from a window and join his pal.

"Did youse get anyt'ing?" whispered the one in waiting.

"Naw, de guy what lives in dere is a lawyer," growled the other.

"Dat's hard luck," said his pal. "Did youse lose anyt'ing?"

Have you ever made a real bid for new, steady coffee customers?

Hundreds of dealers have done it this simple way—with marked success

A number of grocers throughout the country report remarkable recent success in building up their coffee trade. They have not only secured new steady customers but have even increased the business from some of their old patrons.

Their success has been due to a definite plan which they laid out not long ago to go after the business of two groups of women. First, those who were in the habit of passing right by their stores and purchasing elsewhere. Second, the women who had been coming to their stores only on very rare occasions.

These grocers, first of all, selected the one brand of coffee that has the best record of winning and holding new users. Then they pushed it! By featuring this brand in their windows and displaying it on their counters they found an easy way of attracting the trade of women in both groups.

The brand these grocers chose is not only the largest selling high grade coffee in America but also the ONLY coffee supported by large scale NATIONAL as well as intensive LOCAL advertising—Maxwell House Coffee. Its sales have grown more rapidly than any other brand on the market.

Month after month it is gaining new users by the thousands.

Maxwell House Coffee is today America's largest selling high grade coffee. To the grocer who wants to win new, steady coffee customers and build up his business, it offers decidedly exceptional opportunities. Simply feature it in your store. Then watch the results.

Cheek-Neal Coffee Company, Nashville, Houston, Jacksonville, Richmond, New York, Los Angeles.

Also Maxwell House Tea

MAXWELL HOUSE COFFEE

TODAY—America's largest selling high grade coffee

"Good to the last drop"



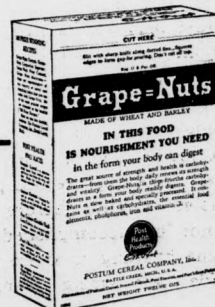
Grape-Nuts

WATCH the striking Grape-Nuts advertising in magazines and newspapers. It is "telling the world" just why Grape-Nuts is different from all other foods, in flavor, in crispness, in food-value. Grape-Nuts is a steady profit-maker—does not compete with any other item.

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



TRADE ASSOCIATIONS.

It does not seem so long ago since the late Attorney General Daugherty gave out an opinion declaring illegal the gathering and dissemination of production and other statistics by trade associations. He based his opinion on a strained construction of United States Supreme Court decisions in the hardwood lumber and linseed oil cases. The absurdity of it was apparent when it was seen that the very same things declared illegal were being done by the Department of Commerce continuously. Now, without any further decision by the Supreme Court, the trade associations are regularly issuing statistics of production, sales, stocks on hand, prices obtained, and no one says them nay. Whatever may have been the case in years gone by, the business of to-day must be based on knowledge rather than guesswork in order to succeed. The trade associations have been and remain valuable mediums for distributing needed data enabling enterprises to steer a proper course, and this is generally recognized. A view of their activities from the banker's standpoint was presented last week before the Sheet Metal Ware Association by C. H. Cheney, Vice-President of the American Exchange-Pacific National Bank, of New York. He said the time was not far away when a business man's membership in a trade association would be an important factor in his banker's judgment of his credit rating. This would be for three reasons, the first being that the membership is a measure of character, since it shows the member's ability to get along well with others. The second was because the membership is a measure of intelligence of the member's business methods, in that he is trying to eliminate competitive waste and to use co-operation as an economical promotion weapon. The third reason went to show the soundness of the industry because it was doing something for the stability, efficiency and economy of production and distribution. There are worse methods of judging of a concern as a financial risk.

REPLACEMENTS NEGLECTED.

From now until the middle of January the canned food and dried fruit markets are one-sided affairs in which the only activity is in liquidating stocks through the routine channels. The tendency is to buy closely, with an eye to no carryover into inventories even if frequent purchases have to be made on the spot. On this account resales are quite general, but they have little more than their usual significance. In the retail field there is an exceptionally heavy movement of canned vegetables and an average consumption of other staples grouped under the heading of canned and dried foods.

The contrast between canned vegetables and fruits could hardly be more striking than it is at present, although next spring the situation will likely be more startling than it is now. The market is decidedly long on vegetables of which there were such record packs that a complete cleanup before new crop may not be accomplished. It will take some hustling to move peas, corn, tomatoes and string beans, to

mention the four volume packs. The most favorable feature was that these packs began to move to the consumer as soon as deliveries were made and there has been no interruption in the liquidation, but even so, there appears to be no possibility of a shortage in first hands for some time to come, unless it is of certain grades.

On the other hand, there is already evidence of a shortage of California fruits of all grades and varieties. Low grade gallons are even firmer than the finest table lines for the reason that the pack of this type was restricted and because dried fruits of the same variety and competing packs used by pie bakers are all scarce and advancing. While the vegetable canner is long, the fruit packer is short and so are many distributors of the latter product.

INSTALLMENT BUYING.

Much has been said and written in the course of the last year or so concerning the buying on installments of personal property of one kind or another. The practice began long ago in the case of household furniture, which came to include pianos and other articles not then classed as necessities. It was applied thereafter to phonographs, automobiles and radio sets as these came into being. Latterly it has even been extended to articles of dress, especially men's clothing. The last mentioned commodity is now on sale in many stores of the country on the basis of 20 per cent. or more in cash and the remainder in ten equal weekly payments. A plan of this kind is supposed to appeal especially to the rather large number who have got into the habit of setting aside regularly a certain part of their incomes to meet installment payments. A lot of them have apparently mortgaged their incomes in advance to such an extent that they are unable to buy outright anything which costs above a small amount. They are mostly wage earners getting a weekly income or clerks on a monthly salary. Those who sell to them on installments, especially in the case of clothing, get their advantage because the method of payment makes the buyers inclined to buy the more expensive kind, thereby leading to extravagance, and less disposed to haggle on price.

By withdrawing the 200,000 licenses permitting householders each to manufacture 200 gallons of "fruit juices," the Treasury Department has, it is believed struck a vital blow at one of the most important sources of illicit intoxicants. Two hundred gallons is a pretty liberal allowance of home-made wine, the ultimate product of the fruit juices; and when it is appreciated that the revenue officials were looking for an enormous increase in the number of applications for these licenses, it is not difficult to understand the significance of the new order. It is incredible that the entire product of this home industry could have been reserved wholly for home consumption. That it has been sold in large quantities is vastly more probable.

WOOL AND WOOLENS.

It is now generally conceded that the efforts to uphold wool prices have come to naught and that values are receding in all of the markets. This has been especially noticeable in Australia, where, within the past week, even the super-merinos have declined. In South America, as elsewhere, prices have softened. At London, where the duration of the auction sales was shortened because of the unsatisfactory results, the withdrawals have been many in consequence of the unwillingness of buyers to bid up to the upset prices. It is felt that high prices of the raw material cannot be passed on to buyers of clothing and that there is no use in attempting it. With the large stocks of wools in existence, furthermore, it is considered that no risk is taken in deferring purchases of it until sellers are in a more reasonable mood. Any possibility there may have been of an advance in prices vanished long ago. What effect the weakening of wool values may have on prices of goods for the next heavyweight season is a subject of speculation. Most persons in the trade are of the opinion that there will be reductions of from 5 to 10 per cent. It will be some time yet, however, before the openings take place, and nobody seems to be in a hurry to begin on them. Manufacturing clothiers believe there will be a good spring season, judging from the orders taken and those still coming in. Women's wear goods for the same season are still moving somewhat slowly, owing to the cautious buying policy of the cutters-up. A greater volume of orders, however, is looked for in the near future. Lines of woolen blankets opened during the past week showed reductions of about 5 per cent. in price.

COTTON CONDITIONS.

Last week's report, the final one from the Crop Reporting Board, ought to come near settling whatever doubts there may have been concerning the cotton yield for this year. Based on the conditions existing on Dec. 1 and taking into account the ginnings up to that date, the board figured out a crop of 15,603,000 bales. The ginnings totaled 13,857,686 bales. Picking is still in progress and the weather has been rather favorable to additions to the crop, so that many believe it will prove second only to the record one of 1914. Much is being made of the alleged inferiority of the yield and the supposed quantity which will prove not tenderable; but, making all allowances, the amount of spinnable fiber will still be sufficient for every need and adequate to leave a substantial carry-over. That this seems to be the general impression among traders on the Exchanges would seem to be indicated by the course of the quotations since the report came in. The bearing of this on the prices of cotton goods is not yet so clear, although they have been showing some reductions already. This is true not only of gray goods but also of bleached and other finished fabrics, as well as of knitted wear. The reduction of three-quarters of a cent a yard in perhaps the best known of the

branded muslins, which was the first price drop in over a year, was about as significant as any. No large trading in cotton goods is going on, except as to heavy-weight underwear. The general disposition of buyers of fabrics is to wait until prices have settled down. An exception is in the case of percales, which appear to be in continuous demand.

THE FUTURE OF RAYON.

Although the article once called artificial silk, but now becoming better known as rayon, was first produced over forty years ago, it is only within the last two or three years that it has come into anything like general use. Now the output of it is larger in quantity than that of cocoon silk and the production is constantly increasing. Improved processes have resulted in the making a better and a stronger fiber, and continuous experimenting has led to finding new uses for it. But it has already been made apparent that it takes special skill to utilize rayon to the best advantage and that the proper handling of it is not exactly comparable with that in use for the natural fibres. A failure to realize this has led in some instances to the production of knit goods and fabrics not adapted to the uses for which they were intended. This is especially the case where rayon is used in combination with cotton, wool, flax or natural silk. This misuse of rayon, both before and after manufacture into fabrics and other goods, threatened for a time to put it in bad favor not only with weavers and knitters but also with merchants and the consuming public. Much of the trouble has now been remedied by experience and the advantages and limitations of the use of the fiber are fairly well established. Its main use promises to be for knitted goods, either alone or in combination, and for fabrics in which cotton is a large component. There still appears, however, the need of an education of laundrymen in the washing of rayon goods.

The modern Turk believes he has found a better and an easier way to despoil the unbelievers than by risking battle with them. He proposes to turn Yildiz Palace, formerly the residence of the Sultan, into a gambling Casino exclusively for foreigners. A bill is now pending in the National Assembly to make the casino a second Monte Carlo. It also aims to protect the morals of the Turkish people by forbidding them by law to gamble; but the morals of the unbelievers are of no importance to the Turk himself, and he needs the money. In Saladin's day, the true believer had but the one aim, of purging the air of the air the demons of the cross breathed. But the successor of the noble Saracen will let them breathe the air freely and hope to take their money away from them quietly. He contemplates with pleasure the report of the tourist agencies that 50,000 Americans have already arranged to visit Constantinople next year. He awaits them eagerly and hopes to have his wheels ready—and fixed.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

The embargo of mud on the unpaved portions of M 13 between Grand Rapids and Kalamazoo diverted my last Saturday week end to the wonderful strip of paved road on M 16 between Grand Rapids and Grand Haven.

At Marne a brief stop was made at the home of Suel A. Sheldon, who represented the subscription department of the Tradesman off and on for forty years. But for an attack of partial blindness he would still be out on the war path, telling the droll stories in the droll style which made them eagerly sought for by the readers of the Tradesman. Mr. Sheldon celebrated his 75th birthday Dec. 6 and threatens to round out a century of joviality and usefulness.

At Coopersville I called at the store of Chas. P. Lillie & Sons, which is always a delight to the eye. I regard it as one of the best kept stores in Michigan. Mr. Lillie has found a monthly store paper a great trade puller and is also pleased over the increased patronage he has secured through the presentation of a doll with a coupon from the paper, a dollar's worth of trade and 25 cents in cash. The doll is a very versatile creature, so far as eyes and noise goes, and the store is forced to buy the dolls in 100 lots.

Mr. Lillie is feeling very happy over the talk our Congressman, Carl Mapes, recently made at a monthly dinner party of the Coopersville merchants. Like all the things Carl does, there were no flourishes or grand stand plays. He came by special invitation, broke bread with his hosts and talked an hour or more in the unassuming manner which has always been his most distinguishing characteristic. The Fifth district has frequently been ably represented in Congress, but it has never had a more painstaking public servant than Carl Mapes.

The Daggett cannery has operated to capacity during the season and still has \$55,000 worth of canned goods on hand, mostly corn, tomatoes and apples. Mr. Daggett makes up a limited amount of mince meat each season, which many Tradesman patrons insist is the best combination marketed by any canner. He claims his mince meat product this year is better than ever, because of an improvement in the formula.

I wish the good people of Coopersville would pave their main street from the Lillie corner South to the school house and thence West to M 16. If they were to do this, many drivers would make a slight diversion from M 16 in order to "take in" the town. Unless Coopersville acts promptly in this matter, I shall expect to see a competing business district created on the main line of M 16 in the near future.

As I parted company with Coopersville I looked in vain for any evidence of such old-time merchants as Wm. G. Watson, Oscar F. Conklin, Daniel Cleland, Richard D. McNaughton, Dudley O. Watson and Wm. G. Watrous. Only two of the six are still in the land of

the living—O. F. Conklin and Daniel Cleland. The former is a resident of Illinois in the summer and California in the winter. Mr. Cleland has resided in Coopersville for several years, but has retired from active life.

I recall with much pleasure and satisfaction the manner in which I was able to calm the fears of my mercantile friends in Coopersville when the interurban railway was first proposed. They were afraid it would divert a large portion of their trade to Grand Rapids and prove the undoing of their town. A delegation of business men called on me to ascertain what could be done to stem the tide of disintegration and disaster. I told them I would investigate the subject and they might come back in a week for my report. I visited Columbus and Indianapolis, which were then the principal interurban centers in the West and made a careful survey of the situation. I found that the interurban reversed all previous theories of transportation and served to build up the terminals and intervening points at the same time; that identical fears had been entertained by Ohio and Indiana towns when interurban activity started, but that experience had proved the fear to be unfounded, because rapid transit to larger trading centers had worked both ways and, on the whole, resulted to the decided advantage of the small town. My report was evidently accepted at face value by my Coopersville friends, who have never had any subsequent misgivings regarding the assistance the interurban has rendered in the upbuilding of the town.

E. A. Stowe.

Relying on Oral Promises of Salesman

As a general proposition of law, where goods are ordered in writing the terms agreed upon therein cannot be changed or varied by evidence of an oral agreement to the contrary. This is true because the law implies that all the terms of the contract are expressed in the writing, that the parties thought twice before reducing their agreement to black and white, and therefore they should not be allowed to contradict the written terms by any oral conditions alleged to have been agreed to prior to at the time of the signing of the written contract or agreement.

With this rule of law in mind, then, the retail merchant when he orders goods should see to it that every term or condition is written into the order. If for, example, a salesman calls, and in taking an order offers special inducements of any kind, the merchant should not rely upon the oral promises of the salesman for the carrying out of these promises, but should see that they are written clearly in the order.

Now, this does not imply that traveling salesmen as a class cannot be trusted, for the great majority of the men of this calling are men of honesty and integrity, but it does mean that unless the promises are reduced to writing the merchant may not be able to enforce them against the salesman's house if the latter for any reason declines to recognize them. The possible danger to a retail merchant in

situations of this kind may be illustrated by the following:

In one case of this kind a large quantity of goods was ordered from a traveling salesman. The order was in writing, made on a form furnished by the salesman's house, and, among other things, contained the following provisions:

"There are no representations, guaranties or warranties, except such as may be written on the face thereof, if any, nor any agreement collateral hereto."

Following this the buyer of the goods refused to give shipping instructions, in order that the goods might be shipped, and after some dispute the seller brought suit for damage. In defense to this suit, the buyer offered to prove that when the goods were ordered, the traveling salesman had agreed that his house would put on an advertising campaign, in some of the cities where the buyer did business, in order to help sell the goods. The buyer offered to prove that this advertising campaign had never been put on, and contended that because of this alleged breach of contract by the seller the latter was not entitled to recover damages.

Now, at this point it may be noted that this alleged agreement of the seller's salesman did not appear on the order. In so far as the order was concerned it contained no writing which bound the seller to do any advertising in connection with the sale of the goods. The trial court refused to permit the buyer to prove the alleged oral agreement with the salesman, and judgment was rendered in favor of the seller. On appeal, the higher court in affirming the judgment, and holding that the buyer did not have the right to vary the written order by proving an oral agreement, in part, said:

"The oral agreement attempted to be proved by defendant (buyer) was a collateral agreement. After agreeing in writing with plaintiff (seller) that there was no collateral agreements, it is not clear to us under that theory defendant can be permitted to interpose this defense. If there was an oral agreement that the contract should not be effective until the advertising campaign was put on, it must have been in existence when the contract was signed, and defendant must have known of it.

"With the full knowledge that there was such an oral collateral agreement the contract was deliberately executed, stipulating that there was no such agreement. Under such circumstances defendant should be, and, is estopped from now asserting that there was such an agreement."

From the foregoing it is clear that, where goods are ordered through the medium of a written contract, the merchant should take some care to see that ALL the terms are expressed in writing in the contract. In situations of this kind it is usually unwise to rely upon the oral promises of the salesman, or anyone else connected with the seller, where such promises purport to bind the seller to do something which he is not obliged to do by the written order. For, as we have seen,

the writing will usually control, and if for any reason the seller declines to acknowledge the validity of an alleged oral agreement that varies it, he will as a general rule be upheld by the courts.

Leslie Childs.

What She Likes About a Retail Store.

A Western store a short time ago, in order to obtain first-hand information as to the sort of store which the average customer likes, made enquiry among its clientele, asking that each individual's likes or ideals be set down on paper that the result might be used both as measuring stick and as a mark at which to shoot.

Here is what one customer outlined as his idea of the ideal retail store. The thoughts set forth are well worth consideration by every retailer who really wishes to obtain the customer's point of view:

I like to trade at a warm store—not steamheated, but heart-heated—a store where the clerks act like they were glad to see me.

I like to trade at a store where I am made to feel welcome—not where I am made to feel as an intruder breaking into a private home, or where I am made to feel the store is doing me a favor to take my money.

I like to trade at a store that is attractive outside and inside, and I am seldom disappointed in finding that a good, attractive store front has misrepresented the quality of the goods in the store.

I like to trade at a store where the clerks know where to find what I want promptly without any unnecessary delay or keeping me standing on one toe.

I like to trade at a store where the shelves are clean, where the stock is in order and everything about the store is neat and down to date.

I like to trade at a store where the clerks seem anxious to wait on me, where they seem desirous of showing me merchandise even when I tell them that I just came to look around.

I like to trade at a store where the clerks show by their actions that they believe in the merchandise they are selling and are working faithfully and conscientiously in the interest of every customer who comes to purchase.

I like to trade at a store where I know the merchandise that I pay my good money for will be found exactly as represented and where I know the truth will always be told about every article regardless of the price.

I like to trade at a store that tells me: "Any merchandise found unsatisfactory for any reason can be promptly returned without any squabbling."

I like to trade at a store whose advertising has impressed upon me that everything advertised is strictly as represented.

I like to trade with a store that thinks enough of my trade to send me, from time to time, circulars or other printed announcements from their store.

I like to trade at a store where I know I am welcome to look around and need not purchase unless I want to.

SHOE MARKET

Match Shoe and Costume Hues.

Progress in style merchandising by leather manufacturers is given expression in a color swatch book being issued to the shoe trade by Robert H. Foerderer, Inc., Philadelphia, makers of vici kid. The book, described as the first of its kind offered to the shoe trade, shows the new colors in vici kid and points out how each shade has been developed to contrast or harmonize with the important colors in woollens and silks. Four colors are given prominence in the vici kid: parchemin, a neutral tone; crystal gray, bois de rose and gypsy brown. In addition, four others, which have lately become important—Sudan, apricot, cream and caramel—are shown in smaller samples. Swatches of Forstmann & Huffmann and Cheney Brothers' fabrics are shown with these colors to illustrate how, with the aid of the book, retailers can purchase footwear in authentic relation to the color mode in costumes.

Buying Men's Shoes.

Not only have the advance orders placed on Spring lines of the better grades of men's shoes been so large as to show a substantial increase over those of last year—one well-known concern reports a gain of about 35 per cent.—but buying of this merchandise by retailers generally is starting about four weeks earlier than last year. In addition to this, "at once" business also continues to come in in considerable volume. In the advance business about the only change in demand is that for a little narrower brogue than has heretofore been taken. The call for lightweight custom effects, however, continues the feature. Sports footwear has been particularly active among the specialties, mostly in variations of oxfords featuring white buckskin.

Neckwear and Robes Sell Well.

Men's neckwear is reported to be selling extremely well at retail. The manufacturers are practically through this season's business, but a nice volume of re-orders for quick delivery continues to come through. Bright colors still lead in both cut silk and knitted ties. The trade expects this trend to be just as definitely outlined for Spring. Wool lounging and house robes and silk dressing gowns have also sold very well, the business in these garments being said to exceed that of any previous year. Stripes and plaid patterns in vari-colored effects have been featured in the wool robes, with highly ornate designs stressed in the silk dressing gowns.

Umbrella Sales Show Gain.

Last month's continued rains in many sections of the country proved helpful to the re-ordering of umbrellas. The downpours came at a particularly good time, as they served to recall the desirability and in some cases almost the necessity of a gift of an umbrella. Manufacturers here agree that the total umbrella business for this holiday period is likely to rank as about the best on record. In women's merchandise the short, stubby, sixteen-rib flat-shaped umbrella, featuring brilliant

colored silks, has led. Men's umbrellas of silk or cotton for gift purposes are moving better. Manufacturers plan to be ready with their new lines after the turn of the year.

Novelty Shirts Being Bought.

Novelty shirts stand out in the records which are reaching manufacturers. Retailers are meeting with good results in their turnover of such merchandise, particularly the collar attached and collar to match styles. Consumer holiday buying of this merchandise is growing nicely, according to reports in the wholesale trade, with the indications being that the total retail business in silk, broadcloth and madras shirts of this type will be ahead of last year. In the more staple merchandise, white shirts lead and orders placed so far for Spring show that the plain colored shirt will again be the biggest volume seller for the new season.

Novelty Belts and Buckles.

Among the men's wear items active for the holiday trade are novelty belt buckles and belts of rather different construction featuring the less staple leathers. The buckles are of the snap type in non-rusting metals such as bronze and are initiated in enamel or metal. The vogue of these buckles is said by the manufacturers to be much greater than last year, with the factories behind hand on deliveries. The snap buckle to be attached to the side of the belt to provide a hold for a small watch chain is also said to be selling well. All of this merchandise is packed in individual gift boxes.

Prefer One-Piece Frocks.

Early tendencies in the buying of dresses for Spring are said to indicate that general preference is being given the one-piece styles rather than the two-piece jumper frock. The exceptions are the two-piece distinctly sports frocks which are being bought readily. A number of the out-of-town stores are credited with having tried the jumper frock in other than the sports versions, but met with difficulty in popularizing it to any appreciable extent. This matter is being watched with interest, as it may have an effect on the later production plans of the manufacturers.

Hides, Pelts and Furs.

Green, No. 1	08
Green, No. 2	07
Cured, No. 1	09
Cured, No. 2	08
Calfskin, Green, No. 1	16
Calfskin, Green, No. 2	14½
Calfskin, Cured, No. 1	17
Calfskin, Cured, No. 2	15½
Horse, No. 1	4 00
Horse, No. 2	3 00

Pelts.

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

Tallow.

Prime	08
No. 1	07
No. 2	06

Wool.

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

Furs.

No. 1 Skunk	2 75
No. 2 Skunk	1 75
No. 3 Skunk	1 25
No. 4 Skunk	1 25
No. 1 Large Raccoon	8 50
No. 1 Medium Raccoon	6 50
No. 1 Small Raccoon	4 00
No. 1 Large Red Fox	15 00
No. 1 Medium Red Fox	12 00
No. 1 Small Red Fox	10 00
Unlawful to trap any muskrats or mink.	
Unlawful to have any skins of these animals in your possession.	

ONLY A NATIONAL CALAMITY.

Nothing But Food Famine Will Awaken the People.

Written for the Tradesman.

After reading the Tradesman editorial in the issue of November 25, entitled, "Concerns Us All," did you decide to learn more about the farmer's problems so that you might be prepared to do your share in helping to solve them in time to prevent a National calamity?

We do not expect any one to support any project advocated by farmer organizations, farm papers or politicians for the benefit of farmers which is regarded as favoritism—which is not for the good of all. Nor do we ask sympathy for those who are largely to blame for the unprofitableness of their farm operations.

We do ask that every man and woman of age and intelligence use their opportunities in their homes, in their places of work and business, in their casual meetings and ordinary conversation to make an effort to correct a widespread evil or injustice. By precept and example teach the members of your family and your associates to accord the man who produces food for them to eat equal respect with the milkman, grocer, meat dealer, baker and others who buy and sell or manufacture such food and products.

Disrespect for the "old farmer," "hayseed," "mossback," "rube," or "rustic," may be a family tradition; it often is the stock in trade of humorists, cartoonists, paragraphers, joke-smiths of every variety. The shrewd,

tricky, unscrupulous merchant, dealer, agent and salesman regard farmers as their legitimate prey, and most despise the ones whom they can deceive and defraud.

Disrespect for the farmer is not a farm problem, but is like debris which must be removed before a building can be erected. With this out of the way respect for farm work in the minds of children could more easily be inculcated. Farm papers and farm organizations are continually trying to impress upon farm-raised children the importance of farming and the benefits which result to those who live and work outdoors in contact with nature.

These efforts to make farmers' sons and daughters satisfied with their lot are often nullified by their parents. Outside agencies cannot equal home influences. Whether boys and girls stay on the farm or are lured to the city often depends on parents or neighbors turning the scale for or against their own interests and the farm industry.

One of the greatest problems which beset farmers is obtaining hired helpers. It is almost impossible to hire day laborers at any time. Those who may be secured are usually incompetent slackers who demand more wages than they can earn. To compare the value of a hired man's day's work with the farmer's own and the average compensation the latter secures usually shows the laborer gets far the most pay. The value of the hired man's work must be compared with the loss the farmer would have sustained in damaged or ungathered crops if he had been unable to secure any helper. Only

Michigan Shoe Dealers

Mutual Fire Insurance Company

LANSING, MICHIGAN

PROMPT ADJUSTMENTS

Write

L. H. BAKER, Secy-Treas.

LANSING, MICH.

P. O. Box 549

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.

thus can he console himself for settling with the laborer at a higher wage than he agreed to work for. If he holds him to his agreement he goes out to spread the story that that farmer is stingy and ungrateful for help in time of need, making it harder for him to obtain help later on.

The inexperienced and awkward farm boy in shop or factory is the object of ridicule and contempt. It is an insult for one city boy to call another a farmer. No doubt many a student would be glad to earn money at farm work on Saturdays, but lacks the courage to face ridicule.

Doing farm work in vacation, helping pick fruit after school hours and on Saturdays ought to be as honorable—as praiseworthy—as hiking, camping or playing ball. But the local newspaper and the county correspondent of the daily never think of praising the boys and girls who are not only individually helping their parents with the burden of supporting the family, but are performing a commendable work in helping to save perishable food products for the use of many. When civic organizations and school officers co-operate with farmers, and the scholars go out together in bands to work, it is advertised and extolled; there is no stigma attached to the enterprise.

What about a National calamity?

We read that there are 4,121 less farms in Michigan than in 1920, and that farm population continues to decrease by many thousands each year. Another year like 1925 would cause many to quit their farms or cease to plant them.

In our part of Michigan the spring months were very dry. The wheat and oat crops were diminished. Early potatoes at the usual harvest time were hardly worth digging. The hay crop was possibly one-third of the average. What little rain we had in June and July dried off like dew until the very last of July when there came a soaking rain. And it rained, rained, rained—say about eighty days in four months.

Early potatoes improved; corn became an abundant crop; dead pastures came to life; lakes and wells were restocked for winter. But it was not possible to prepare ground and sow as much wheat as was intended; corn harvesters mired in the fields and there was not help enough to cut it by hand; an early freeze destroyed the value of much corn stalks for feed; still in December some fields are uncut.

Late potatoes were caught by an unusually hard freeze in October. Any potatoes dug afterward need frequent inspection in spite of careful sorting before storing or marketing. A frosted potato soon rots. Some fields of cloverseed were cut and turned and turned between rains, but, never dry enough to haul, were abandoned. Bean fields were partly or wholly ungathered. Those who know beans need no explanation. And farmers worked every day, early and late. When it rained there was plenty of inside work to do; when it did not rain they must accomplish the utmost possible.

When the farmer was obliged to go

to town he was beset with the question, "Did you bring potatoes?" or "Have you any potatoes at home to sell?" to which he often had to reply, "My potatoes are not dug" or "I cannot leave other work now to haul them to market." We even heard that farmers were accused of holding back potatoes for higher prices when but comparatively few had been dug.

Appeals to the County Farm Bureau and to city Y. M. C. A. showed no applicants listed for farm work. Several years' experience has cured farmers of expecting or seeking help from the cities. Another thing has also been well learned: In stress of work for the farmer to take time to instruct a stranger or inexperienced hand for several days; to watch the slacker results in accomplishing no more than he could do alone.

Did we hear of relief expeditions being organized in the cities to help save the food they all need this winter? No. What did we hear of? On pleasant Saturdays when every man, woman and child on the farms were doing their utmost to save the apple, corn and potato crops, twenty, forty, fifty thousand people in every group all over the land were watching ball games.

What is the verdict? The most lenient we can pronounce is that our young men in school and college are woefully ignorant of their obligations to their fellows. How shall the honorable portion of them be taught? and how shall the idle, indifferent, apathetic, selfish rich young men be cured?

Only by a National calamity—a food famine. E. E. Whitney.

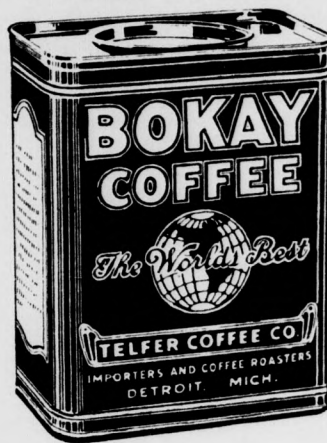
Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Ogle Construction Co., Battle Creek. Alfred D. Asselin Bldg. Co., Detroit. Serfling-Sinke Co., Ltd., Grand Rapids. Continental Piano Co., Detroit. Beaubien-Madison Realty Co., Detroit. Grand Realty Co., Detroit. Walker Shoe Co., Detroit. Casavant Brothers, South Haven. Perrigo Shoe Repair Co., Saginaw. Graham & Morton Transportation Co., Benton Harbor. Buchanan Drug Co., Detroit. Underwriters Service Corporation, Detroit. Dregge Furniture Co., Grand Rapids. Furniture Shops, Grand Rapids. Woodlawn Construction Co., Flint. S. W. Straus & Co., Detroit. Marbush Co., Erie. Whipple Automatic Tractor & Appliance Corporation, Detroit. Kalamazoo Baseball Assn., Kalamazoo.

Long Trouser Suits Wanted.

Although doubt has been frequently expressed as to the duration of the vogue for boys' long trouser suits, manufacturers here continue to report that retailers are buying them. The business is rather scattered geographically, stores in some sections not touching them, while others are finding them good sellers. From the manufacturers' standpoint, the view is taken that this type of suit will go well for the coming Spring at any rate. Beyond that the manufacturers are somewhat uncertain, but they are nevertheless inclined to view them with favor for next Fall.

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FINANCIAL

Composite Price Protection Bill Introduced in Congress.

Among the flood of bills to be offered at the opening of the first session of the Sixty-ninth Congress which convened to-day, none—not even the tax reduction bill prepared by the Ways and Means Committee—has attracted more attention than the composite price protection bill to be enacted "to clarify the law, to promote equality thereunder, to encourage competition in production and quality, to prevent injury to good will, and to protect trademark owners, distributors and the public against injurious and uneconomic practices in the distribution of articles of standard quality under a distinguishing trademark, name or brand."

This measure represents the combined wisdom of a large committee of trade experts working in conjunction with representatives of the Chamber of Commerce of the United States. Many sessions of this body of specialists have gone to the framing of the new price protection bill which, it is understood, will be accepted by the Congressional leaders as a substitute for the Stevens-Kelly bill and the three similar measures presented in the last Congress by Representatives Merritt, Williams and Wyant.

The new bill goes to the House Committee on Interstate and Foreign Commerce which, according to assurances given by Chairman Parker, will at an early date give the business men of the country an opportunity to express their views as to the desirability of the proposed legislation. The friends of the measure had hoped that it would be practicable to have these hearings held before the Christmas recess, which will probably be taken Dec. 19, but it now seems probable that no hearings will be granted until after Congress reassembles in January.

The delay is due solely to the fact that the leaders of the House wish to concentrate on the important task of passing the tax reduction bill at the earliest practicable moment and, therefore, have decided to postpone the reorganization of committees until after the tax bill is out of the way. This will insure the constant attendance of a quorum at the sessions of the House while the tax bill is being debated, as the attention of members will not be distracted by hearings or other committee work.

The new composite price protection bill is a model of brevity and conciseness. As prepared for introduction it makes but a single typewritten page, the text reading as follows:

"Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That in contracts relating to the sale or resale of an article of commerce, the genuineness of which is attested by the trademark or special brand of any grower, producer, manufacturer or other trademark proprietor, who is in fair and open competition, actual or potential, with other growers, producers, manufacturers or owners of similar or competing articles, which contracts are made by the owner of

such articles, hereinafter referred to as the vendor, with wholesale or retail dealers, hereinafter referred to as vendees, whenever such contracts constitute transactions of commerce among the several states, or with foreign nations, or with or in any district or territory subject to the jurisdiction of the United States, it shall be lawful for such vendees to agree to sell such articles at the prices prescribed by such vendor and such agreements shall not be construed as against public policy or in restraint of trade or in violation of the Act of Congress of July 2, 1890, or of any of the Acts supplemental thereto: Provided:

"(a) That any such article may be sold by the vendee at a price other than that prescribed by the vendor: (1) if such vendee shall in good faith discontinue dealing in such article, or (2) if such vendee shall cease to do business and shall propose to sell such article in the course of discontinuance of such business, or (3) if such vendee shall have become bankrupt or a receiver shall have been appointed for his business: Provided, That such article shall have first been offered to such vendor by such vendee or his trustee in bankruptcy or receiver at the price paid therefor by such vendee, and that such vendor, after reasonable opportunity to inspect such article, shall have refused or neglected to accept such offer.

"(b) That such article which shall have become damaged or deteriorated in quality, may be sold by such vendee at a price other than that prescribed by such vendor: Provided, (1) That such article shall have been offered to the vendor either in exchange for a new article of the same kind, or at the price paid therefor by such vendee, and (2) That such vendor after reasonable opportunity to inspect such article, shall have refused or neglected to accept such offer, and (3) That such article shall be sold by such vendee only with prominent notice to the public that the price of such article has been reduced because it is damaged or deteriorated in quality, as the fact may be."

It will be noted that the new bill is based upon a single proposition; namely, that voluntary contracts entered into between manufacturers and their distributors for the maintenance of the resale prices of trademark or otherwise identified merchandise shall be legalized. This does not compel any manufacturer to fix the resale price of an article he makes unless he decides to do so.

Similarly it does not compel any retailer of such product to contract to maintain the price fixed by its manufacturer unless he believes it to be to his own advantage to do so. In other words the maintenance of the resale price is purely voluntary and is based upon mutual advantages to be obtained by manufacturer and distributor.

The new price protection bill in no way affects the policy of the retail store with respect to the maintenance of prices. The retail merchant may sell his stocks at the prices suggested by the manufacturer or he may cut them provided he has not made a contract not to do so.

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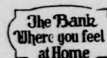
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Should the new bill become a law, therefore, it will contain no compulsory feature but will be merely permissive in scope. Under its terms manufacturers will be able to protect their prices by confining their distribution to jobbers and retailers willing to agree to the adopted schedule of the producers.

Retailers who prefer not to enter into such contracts will no doubt be able to secure comprehensive stocks of goods of manufacturers who will not exact price protection contracts. The interesting question will then arise, however, as to whether the public will prefer to patronize the dealer in identified nationally known merchandise of a standard quality at uniform price or go across the street and take a chance in the purchase of unknown hit-and-miss goods sold without guarantee as to quality but at an alluring price concession.

The champions of the price protection movement that has resulted in the introduction of the measure above described are emphasizing the fact that the proposed legislation will in no way impair the strength or destroy the usefulness of the anti-trust laws. They realize that these laws are necessary for the protection of the public and the independent manufacturer and they are particularly anxious that the public shall not receive a false impression that a price protection statute may in any way imperil the Sherman Act, the Clayton law or the statute under which was created the Federal Trade Commission.

The exact relation of the price protection bill to the anti-trust laws is definitely and graphically set forth in a series of resolutions which have reached the House of Representatives from several Western trade associations which provide as follows:

"Whereas, in order to prevent the operation and existence of hurtful trusts, combinations and monopolies in this country, it has been necessary to enact certain so-called anti-trust laws by the Congress of the United States, and

"Whereas, The Courts have gradually, by their interpretation of these enactments, sought to prevent and do prevent the economic and orderly distribution of identified merchandise by business men of the country who have neither purpose nor ability to constitute a monopoly and

"Whereas, as a result of such interpretations, merchants and manufacturers have against their will been driven to a state of ruthless uneconomic and wasteful methods of distribution which have resulted in vast damage and loss to all branches of our trade and commerce, obviously enhancing costs of distribution and creating a situation not paralleled in any other civilized country, and

"Whereas, it is our opinion that there should be remedial legislation looking towards the correction of present conditions.

"Therefore be it resolved, that we respectfully urge upon our National Congress that consideration be given at the earliest possible moment to legislation giving relief to the industry of this country, and

"Be it resolved further, that there should be Federal legislation legalizing the right of any producer of identified merchandise who is in fair and open competition with other producers of similar or competing merchandise, to enter into enforceable contracts, at wholesale or retail, or both, for the protection of resale prices upon his own identified merchandise.

"Resolved, further that copies of this resolution be transmitted to the President of the United States, to the Presiding Officer of the United States Senate, to the Speaker of the House of Representatives, to the Attorney General of the United States, to the Secretary of Commerce and to the individual members of the United States Senate Committees on the Judiciary and on Interstate Commerce, and to the individual members of the House of Representatives Committees on Judiciary and on Interstate and Foreign Commerce, and

"Be it further resolved, that a committee of this organization be appointed forthwith by the president and that said committee be, and hereby is, empowered and directed to join with like committees appointed by other industrial bodies with the view of making most effecting the resolutions adopted by our convention and to do any all lawful things to make effective these resolutions."

Pursuant to the above resolutions and others of similar import recently adopted by trade bodies, numerous delegations of business men are preparing to come to Washington as soon as the date for the hearings before the House Committee on Interstate and Foreign Commerce is fixed. While every effort will be made to limit these hearings to the shortest possible space of time, there is ample evidence that literally thousands of American business men will come to the Capital on that occasion determined to impress the House Committee with the earnestness with which they have entered this campaign to secure the enactment of price protection legislation.

Good Words Unsolicited.

Mrs. Mattie M. Fay, 932 Maffet street, Muskegon Heights, dealer in groceries, school supplies, confectionery, etc., "I certainly do enjoy the Tradesman."

E. H. Whiteld, manager of Hotel Huron, Pontiac, "I should hate to be without your valuable paper and my pleasant visit with you in Detroit last year, makes me wish for you a very Merry Christmas and a Happy New Year."

J. E. Esch, Cedar Springs, dealer in general merchandise, "We all like the Tradesman, even our boy in High school, finds many things to use in his work at school."

J. Clare McDerby, Nashville, "I know of no better way of showing my appreciation of the Tradesman, than by recommending your peerless publication, which is the one best trade paper for all kinds of business men, that I know of. I trust that you will be permitted to enjoy such vigor of mind and body as will enable you to continue the editorship of the Tradesman for many more years.

Mr. Stowe Says

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GRAND RAPIDS, MICHIGAN

Hoover's Campaign Against Industrial Waste.

Industry in this year of great prosperity has much for which to be thankful. High records of business expansion have been frequent, and the stock market has not been slow to give recognition.

Most credit is given to President Coolidge for the Administration's successful economy and taxation policies, which have stimulated commercial activity to unprecedented heights. One of the important contributing factors to our industrial prosperity, which appears to have received too little attention, however, is Secretary Hoover's relentless campaign against industrial waste. The Department of Commerce has done much to reduce operating costs and to increase production in this country's industries. Secretary Hoover's annual report, to be made public next week, is expected to call attention to the department's efforts in behalf of industry.

Secretary Hoover's campaign has borne fruit, and savings have contributed in a large measure to the country's prosperity. As the idea spreads, the returns will increase accordingly. Keen competition is forcing industrial concerns to give more and more attention to lowering operating costs and to methods which will increase production. Business leaders to-day are stressing the importance of commercial economy.

James H. Rand, jr., president of the Rand Kardex Company, who started the American Kardex Company ten years ago on a loan of \$10,000, is one of the successful business men who have given much consideration to the elimination of industrial waste. He is an expert on business control, and, although not yet forty, is the head of a \$25,000,000 industry.

He has a motto which should hang in a prominent position in every business executive's office: "The only difference between a groove and a grave is the depth."

"If I were insuring businesses against failure," he writes in an article on "The Straight Line to Business Success" in Forbes Magazine, "I should mail each of the offices a card every month" inscribed with the motto just cited.

Mr. Rand's investigations convince him there is plenty of room for improvement in the management of industrial corporations. Success is open to all, he says, pointing out that a careful application of elemental principles cannot fail to bring results.

"There is almost unlimited opportunity for the business that is soundly founded and intelligently managed," he says. "The roster of truly great concerns and outstanding successes in American business is continually changing. Room must be made for the new ones that push into prominence, and now and again an old name that has stood high fades out."

"The officers of the National City Bank, who have made a study of this death rate among the well-to-do in our field of commerce find that many of the old concerns in trouble have refused to change with the times. New methods of marketing come in, new

types of merchandise and services are demanded, but they continue with the old."

[Copyright, 1925.]

A Little Story of Lamb.

We are continually telling about the high-priced cuts of meat and the kinds that are in popular demand, and sometimes pointing out that values in a commercial way on certain of these are entirely of proportion to the difference in their food value, but to-day we have a little story to tell you which may indicate that when we have told you of the food value and relatively low price of forequarter cuts, for instance, you have listened attentively and paid some attention to our remarks when you placed your meat orders. To-day's market presents a rather unusual condition with regard to lamb cuts or the so-called choicer cuts of lamb. The loin and the rack from which chops are cut, are selling in many instances as low as lamb chucks from which you get the stews, pot roasts, pocket roasts, etc. Unless we are very much mistaken, you will be able to buy lamb chops lower this week than you have for some time, and this is not entirely due to the lower level that lamb carcasses are selling on, this difference is around five cents a pound below the year's peak, but is due in equal measure to a shifting of demand from the heretofore exceedingly expensive lamb chops. The forequarter cuts, except racks, have not declined materially, and legs are still in good enough demand to bring around 40 cents per pound retail for the best, but the whole burden of important lamb cuts' decline has fallen on the chop section. This relatively low market on lamb chops will not last any longer than it takes to lower the retail prices generally, for then a normal demand will come into play again and a level will be found that will be consistent with the preferable value to the consumer. The public like lamb chops just as well as ever, but it is very evasive many economical consumers make a little sacrifice.

Good Hosiery Business Ahead.

Jobbers of knit goods, as a whole, have bought hardly more than 50 per cent. of their Spring requirements of cotton hose, according to a well-known market authority, with the result that a good deal of this business is looked for after the turn of the year. Commitments during the present month are not expected to be very heavy. Early business in infants' socks and children's seven-eighths goods was good-sized, but even on them a good volume of reorders will have to come before a normal season's business is placed. Quite a little rayon hose has yet to be bought, and orders for silk and rayon mixtures have been such as to indicate only a scratching of the surface so far. The result is that, in the aggregate, there is still considerable hosiery business ahead.

The strongest propensity of a woman's nature is to want to know everything that is going on and the second is to boss the job.

*Wishing our friends and clients
all good things for Christmas and a
Happy and Prosperous New Year*



HOWE, SNOW & BERTLES

(INCORPORATED)

Investment Securities

NEW YORK GRAND RAPIDS DETROIT CHICAGO

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CHICAGO, ILLINOIS

The Board of Directors of The United Light & Power Company, on December 8, 1925, declared the following dividend on the stocks of the Company:

A quarterly dividend of \$1.62 per share on the Class "A" Preferred stock, payable January 2, 1926, to stockholders of record on December 15, 1925.

A quarterly dividend of \$1.00 per share on the Class "B" Preferred stock, payable January 2, 1926, to stockholders of record on December 15, 1925.

A dividend of 60 cents per share, payable in cash on February 1, 1926, to all holders of Class "A" and Class "B" Common Stock, of record on January 15, 1926.

Chicago, December 8, 1925.

L. H. HEINKE,
Treasurer.

Henry Smith Floral Co., Inc.

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GRAND RAPIDS NATIONAL BANK
GRAND RAPIDS, MICH.

Fire Dangers of the Anthracite Coal Famine.

Like most emergencies, the anthracite coal famine presents certain fire hazards not realized by the general public, it was pointed out recently by W. E. Mallalieu, General Manager of the National Board of Fire Underwriters, who issued a number of precautions designed to prevent loss of life and property by fire due to the greater use of soft coal, wood, kerosene, electrical appliances and other substitutes for hard coal.

"One of the important safety measures," said Mr. Mallalieu, "is to see that smokepipes and flues are thoroughly cleaned before the furnace is started. Soft coal burns more rapidly than anthracite and gives off considerably more flame, gas and soot; thus it increases the probability of a chimney fire where flues are not attended to.

"The radiated heat from the smokepipe leading to the chimney is also greater than when anthracite is burned, and this increases the chances of igniting woodwork or other combustible material nearby.

"The hazard will be particularly acute where furnaces are designed for the use of anthracite only and in order to overcome the additional dangers created by substituting bituminous coal, or wood, precautions should also be taken to shield woodwork near furnaces, stoves, and smokepipes, with asbestos and sheet metal. Soft coal requires more air for proper consumption so that drafts and feed doors should be adjusted accordingly.

"Fires from defective chimneys and flues are fairly certain to increase, because of the greater heat generated by the substituted fuel mentioned, the larger amount of soot created, and the embers given off.

"It should be remembered, too, that bituminous coal is subject to spontaneous ignition, particularly when stored in large quantities, and should never be piled near the furnace, nor against a combustible surface, such as the wall of a wooden bin.

Use of Oil.

"It is probable that oil burning equipments will be installed by many householders. In such case they should be safeguarded in accordance with the regulations issued by the National Board of Fire Underwriters. It may be said briefly that systems employing the gravity feed to the burner introduce a greater hazard than those having the fuel supply delivered by suction from underground tanks. While kerosene is not as hazardous as gasoline, it does give off inflammable vapors that are explosive under certain conditions.

"There is little doubt that the portable oil stove will become a prominent household appliance in the near future and its use should be attended with great care. Numerous fires have been caused by filling the reservoir while the wick was lighted. All filling should be done by daylight and away from open fires or lights.

"Another cause of fire is the placing of heaters where they will come in contact with curtains or other light, inflammable house furnishings. Fires

have also been caused by leaving the heaters too close to woodwork. The portability of the device is in itself a hazard; not being secured in place it is easily overturned. In numerous instances serious injury by burning has resulted from weak spring catches securing the upper cylinder to the lower section. If, in such cases, the appliance is lifted, the catch gives way and causes the heater to open like a jackknife, with the consequent probability of fire and injury. Therefore, the catch should be examined frequently and repaired if it is not functioning properly. The heater should not be carried or moved while lighted.

"Explosions have been caused by defective wicks which do not entirely fill the wick tube section of the burner, thus leaving free communication between the flame and the space above the oil in the reservoir. Under such conditions the vapor ascends and, coming in contact with the burning wick, flashes back to the reservoir. Occasionally, the wick and burner should be boiled in a strong solution of soda and carefully dried before again being placed in service. This not only gives a better light, but enhances the safety of operation.

"Oil stoves used for cooking purposes should be maintained in the same manner, and always located at a safe distance from woodwork or other combustible surface.

Gas.

"The portable gas heater should also be kept at a safe distance from wood construction or furniture and connections should preferably be made with rigid iron piping. The safest form of flexible gas hose is that which is metal covered. Particular care should be exercised where open-front gas heaters are used. Many cases have occurred where persons wearing loose garments have passed too close to the flames with the result that they have been painfully and sometimes fatally injured.

Electricity.

"Similar care should be taken where electric reflector heaters are used. Electric cooking utensils are safe if properly used, but they should not be placed upon combustible surfaces, nor should they be left in contact while not in active operation. When they are not in service, the safe method is always to disconnect such appliances at the socket.

"The coal shortage is likely to result in the freezing of many wet pipe sprinkler systems in business establishments, and consequently they should receive special attention."

Modernistic Trends in Neckwear.

New patterns in men's neckwear will reflect the influence of modernistic designs, manufacturers here said yesterday. The Paris art exposition was drawn upon for some of the motifs, which, however, will be modified to meet the requirements of the men's wear trade. The designs will be worked out in both cut silk and knitted ties, lines of which are being shown to retailers. Color trends are again toward the brighter shades, with manufacturers preparing to bring out some new ones in the near future.

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

100% PROTECTION
Net Cost 70% of Stock Co. Premiums
OUR RECORD FOR 16 YEARS

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

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SAFETY

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CLASS MUTUAL INSURANCE AGENCY

"The Agency of Personal Service"

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Retail Hardware Mutual
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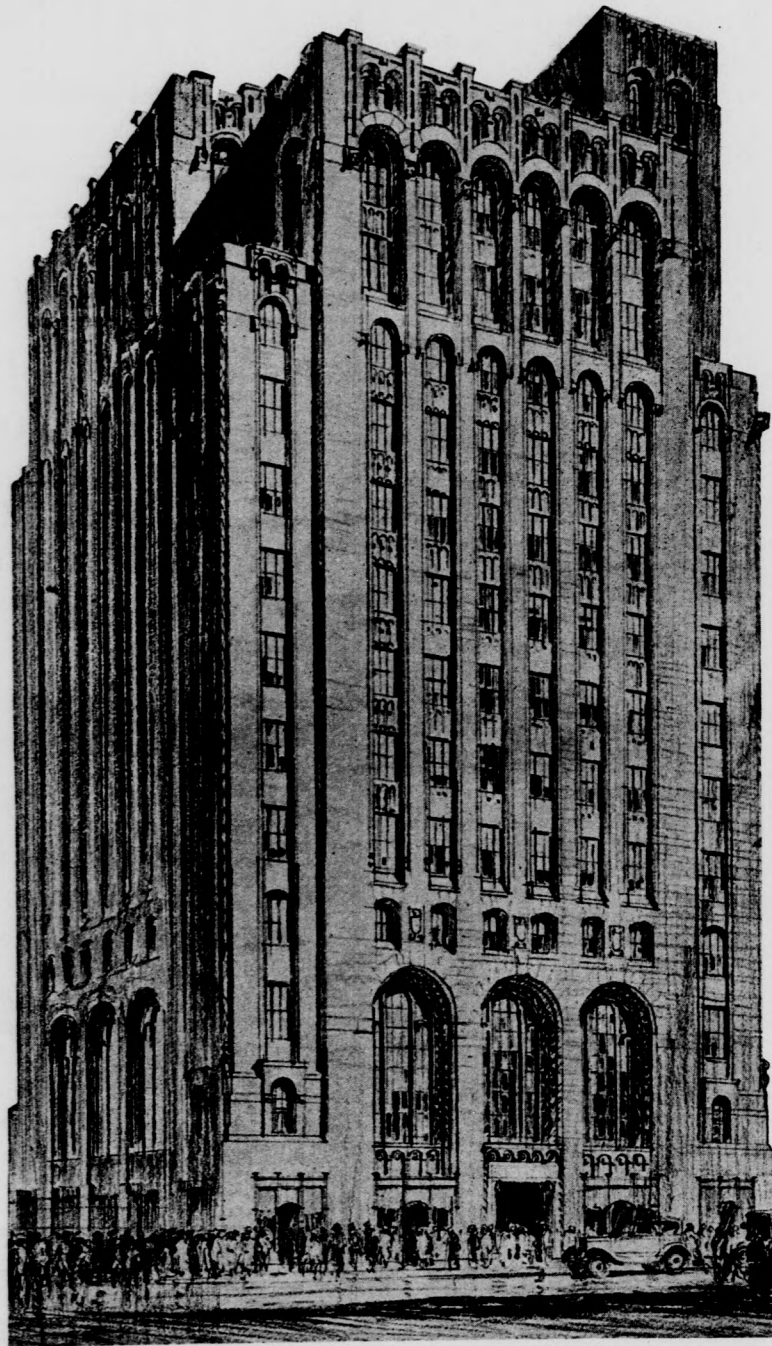
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Ohio Hardware Mutual
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Hardware Mutual Casualty Co.

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.

Grand Rapids Trust Building

being erected by Grand Rapids Affiliated Corporation



This property is security for

\$950,000

Grand Rapids Affiliated Corporation

(Controlled by Grand Rapids Trust Company)

Grand Rapids, Michigan

First Mortgage Five Per Cent Sinking Fund Gold Bonds described on page following

\$950,000

First Mortgage Five Per Cent Sinking Fund Gold Bonds of the Grand Rapids Affiliated Corporation

—Closed Mortgage—

Tax Free in Michigan

Dated October 1, 1925

Due October 1, 1955

Principal and semi-annual interest (October 1 and April 1) payable at the office of the Trustee; coupon form in interchangeable denominations of \$1,000, \$500 and \$100; registerable as to principal. Redeemable at the option of the corporation as a whole or in part on any interest payment date upon thirty days' published notice at 105 and accrued interest. Interest payable without deduction of any Federal income tax not in excess of two per cent.

GRAND RAPIDS TRUST COMPANY, Grand Rapids, Michigan, Trustee

LOCATION: The property covered by this mortgage is at the southwest corner of Monroe and Ionia Avenues in the city of Grand Rapids, Michigan. It has a frontage of 88 feet on Monroe Avenue and 132 feet on Ionia Avenue. This location is in the heart of the business district of the city, in close proximity to the city's principal hotels, banking houses and business concerns. Most of the Grand Rapids street car lines stop at the door and the Union Station is but a few blocks distant. One of the finest retail shopping districts in the West clusters about the new building. Traffic at this corner, both pedestrian and vehicular, is the heaviest in the city, bringing the buying public and the business public direct to the door.

BUILDING: The Grand Rapids Trust Building is designed with a view of providing a modern business structure of architectural beauty, equipped with facilities for the convenient dispatch of business affairs. It will be 12 stories in height, of fire proof construction, steel, with granite and terra cotta exterior, bearing polychrome tracings and panels in keeping with the general design. It will be the first building in Grand Rapids with the receding upper floors that are a feature of the modern skyline.

The ground floor of the building will be given over to a series of the smartest shops in the city. In addition to their frontage on Ionia and Monroe Avenues, these shops will have a frontage on the entrance lobby and foyer of the building, where well arranged display windows will open upon its marble interior and on the grand stairway leading to the banking rooms on the floor above. These banking rooms, to be occupied by the Grand Rapids Trust Company, will be of double height, with a well designed mezzanine floor or balcony.

The ten floors above the Trust Company contain 40,000 square feet of floor space available for business offices. Every modern convenience is incorporated in this rentable area. Special care has been taken to insure a maximum of light, ample elevator facilities and complete janitor service. In this respect this building will not be excelled in the Middle West. Towering above surrounding buildings, built of fire-proof construction, and heated from a central heating system, fire hazard in the new building is largely eliminated.

SECURITY: This loan will be secured, in the opinion of counsel, by a closed first mortgage on the land, leaseholds and building. Seventy per cent of the entire area to be covered by the building is owned in fee, the remainder being covered by leaseholds maturing in the year 2014. The land has been independently appraised at \$695,000 and the building will cost \$885,000, making a total investment of \$1,500,000. This valuation does not include the vaults and other office fixtures of the Grand Rapids Trust Company.

This loan represents approximately 60% of the above values.

Ample fire insurance will be carried payable to the Trustee.

EARNINGS: The annual earnings of the building are estimated as follows:

Gross Earnings	\$186,000
Operating Expenses, Maintenance, Insurance and Taxes (excluding Federal Taxes)	\$ 88,000
Balance available for interest	\$ 98,000
Maximum Annual Interest charges on this loan	\$ 47,500
Remainder	\$ 50,500

These estimates are based, as far as income is concerned, upon certain leases already signed; the expenses are based upon the operating costs of buildings of like character. In the computations due allowance has been made for vacancies.

SINKING FUND: The mortgage securing this loan will provide for a sinking fund of 1% of the amount of bonds to be issued under this mortgage, payable to the Trustee, beginning in 1930. The operation of this sinking fund, through purchase of bonds in the open market or through retirement by lot, will reduce this loan to approximately \$700,000 at maturity or an amount equivalent to the present value of the land and leases.

OWNERSHIP: This property, through ownership of all the junior securities of the Grand Rapids Affiliated Corporation, is controlled by the Grand Rapids Trust Company, which will occupy all of the second and part of the third floors of the new building. The building will be under the management of the Grand Rapids Trust Company.

Price 100 and Interest

Grand Rapids Trust Company

Howe, Snow & Bertles, Inc.

Grand Rapids National Bank

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.

Favors New Business Census.

The proposal of the Department of Commerce to hold a new national business census was commended at an informal meeting of manufacturers in New York City last week, the standardization of business terms being particularly urged. Owing to the complexity of modern business, explained Frederick D. Wood of the International Magazine Company, who presided, it was necessary to secure a better classification and determination of just what should comprise a dry goods store, a department, corner candy, news or toy store. A resolution was passed that it would serve the business interests best if it were possible to classify the lines of products distributed through each outlet, thus making it possible to obtain listing of all outlets selling a common product regardless of classification. A census covering towns of 500 population and over was favored, and to have the Department of Commerce establish a central or master index with code classification of products. Due to the fact that the Department has insufficient appropriations to conduct the census, the National Conference Committee has proposed to do it, using its regular facilities under the direction of the Division of Simplified Practice. Mr. Wood and H. C. Bensley of the Murphy Varnish Company were selected to attend the meeting in Washington on Dec. 14, where the matter will be further discussed.

Jewelers See Big Season Ahead.

Not since 1919, when the post-war boom was at its height, have reports from all parts of the country except the hard coal region indicated so good a Christmas season for retail jewelers as those now being received in the local trade. The better tone pervading the country's business circles and increasing employment have not only provided the rank and file of the public with money to spend, but it has provided them with the courage to spend it. Consumer buying began earlier than usual in several parts of the county, according to the reports in question, and it has been of the general nature that spells an excellent season for all producing branches of the trade. One of the interesting things about this early buying is the greater discrimination consumers are showing in making their selections, which indicates an especially good business for makers of the better grades of all kinds of jewelry.

Smoking Set For Bridge Parties.

A novel cigarette container with ash trays, designed for the use of women smokers at bridge parties or elsewhere is being offered by an importing house. The container is made of amber rock crystal, as are also the ash trays. The former is placed in the center of the article, with two removable small ash trays arranged in

layers on either side. Holding the group is a metal frame of Byzantine finish and decorated with colored jewels. The glass top of the containers bears a cut group design, with a similar smaller one on each of the ash trays. All of the cutting has been done from the under side of the glass, the top being smooth. The entire appearance of the set, which is about 8 inches long and 5 inches wide, is one of dignity and richness. The wholesale price is \$17.

Here Is Something Unusual.

For use as a favor or perfume dispenser, a local novelty house has put on the market a queer-headed, doll-like figure, garbed in a colored sateen dress, that "smokes" a glass pipe about two inches long. In this pipe a red fluid, bubble-like, goes back and forth ceaselessly. It is claimed to be the nearest thing to perpetual motion yet devised, and the only thing required to make the device work is to put a little water in it once a week. If a few drops of perfume are added to the water, the figure will dispense the fragrance to all parts of the room. It also indicates the temperature and humidity of the room. If the air is hot and dry, the liquid passes back and forth very rapidly, while if the room is cold, this action is slow. The figure retails for 50 cents.

Retail Buying Continues Active.

Reports from wholesalers of leather goods and other merchandise of a gift nature indicate that, not since the shortage resulting from the war-time boom, have buyers operated so freely at this time of the year. This was attributed to the determination of retailers to stick to their policy of small and frequent buying and, at least in the case of buyers for stores located in the metropolitan district, is expected to continue to within a few days of Christmas. Not only is this keeping the houses from which they buy busier than usual, but it is expected to result in a relatively small volume of merchandise being disposed of at post-holiday sales.

Many Handkerchief Reorders.

Numerous orders by wire and mail are being received for handkerchiefs, according to manufacturers here, this late business indicating that the retailers are already clamoring for merchandise to round out holiday stocks. The activity is such as easily to place this year's Christmas business in these goods as probably the best on record. Novelties of all kinds are wanted, the solid colored high shade merchandise having by far the greater call. Boxed sets are described as selling to a greater extent than ever before.

Floral Ornaments Taking Well.

Floral dress ornaments continue to have an exceptionally strong vogue. The retail demand for the holiday period is expected to result in good fill-in orders until right up to Christmas. Corsage bouquets and boutonniere effects are being heavily re-ordered at the moment. The chrysanthemum flower shows no falling off in popularity, the orchids and metallic roses are also selling well.

"Newdeparture" Attached Collar Shirts

Full Washed, Laundry Shrunk, Soft Craft. "Newdeparture" Collars will not shrink or wrinkle—true sized collars in colored Fabrics either attached matching the shirt or detached to match.

Original—Exclusive—No Equal

GLENDON -- LEGION

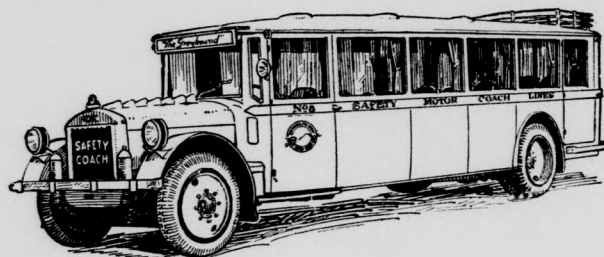
Two new White Collars—semi-stiff in appearance, yet soft to wear. An innovation in the collar line—All sizes—12½-18—one-quarter sizes 13½-16¾—\$2.50 a dozen.

SEND FOR TRIAL ORDER

Paul Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Mich.



Opening Territory heretofore closed to salesmen

Due to poor transportation facilities salesmen have had to pass up many towns along M-11, from state line to Ludington. Now, with the Greyhounds operating every two hours, it's possible to make these stops, call on the trade and catch the next coach out. "Ride the Greyhounds"—cleaner, more comfortable, most convenient.

ROUND TRIP
TO CHICAGO
\$10



Time Tables mailed
anywhere on request.
Maps, Rates, Hotels, Etc.

ADDRESS G. R. or Muskegon Offices

WOMAN'S WORLD

The Most Needed Book of Etiquette.
Written for the Tradesman.

A clever method of advertising any new book on etiquette is to give a picture of some laughable gaucherie committed through ignorance of the niceties of social usage; or to tell how a man failed to secure a coveted position because he crumbled the crackers into his soup or because his wife, poor soul, was not up to eating peas with her fork.

Such advertising can not be called misleading. Possibly some of us may stand to lose out seriously because we know little of decorum; and there are few who may not study with profit some of the excellent and authoritative works on polite behavior. It adds greatly to our enjoyment of any social function if we can go with the easy assurance that we know the ropes and can depend on ourselves to do the right thing at the right time.

But after all, strict etiquette is like evening apparel—many of us don't have use for it very often. A man must have half a dozen business coats to one dinner jacket. The average woman requires many more gowns for house and street and church wear and for informal affairs, than for full dress occasions. Just so most of us stand in for greater need of a book that will show us how to observe proper courtesy in the home, the store, the office, or the schoolroom, than of a work that places emphasis chiefly on the latest dictums as to ultra-fashionable behavior.

So far as heard from, this really needed book on etiquette has not yet been written. The works on the subject now extant deal mainly with the ceremonial code of that exotic realm known as polite society.

Now when we do venture into that somewhat foreign country, we generally find we can deport ourselves fairly well. Perhaps we are coached beforehand for the occasion, and we observe very carefully how others do, and meekly fall in line. So although we may not be "to the manner born," we can manage to get by without committing any conspicuous blunders. Strange to say, it is in everyday living, where we are supposed to know exactly how to behave, that we make the bad breaks in our manners.

Referring again to polite society, we find that about all that is expected of us there is to make ourselves agreeable. Everyone else is specializing on that same thing. All cares and vexations, all hard, unpleasant facts, are for the time ignored if not forgotten. The very atmosphere of that realm is factitious. We breathe it and quite readily enter into the ways of compliment and flattery.

But we find it difficult, even impossible to carry these decorous ways over into real life, where hard and unpleasant facts can not be ignored, and where no one seems to be specializing on being agreeable. So we want a book that will set forth not ballroom etiquette—perhaps not etiquette at all in the strictest sense of the word—but good practical manners for everyday use. We want something that will

make it possible to get down to brass tacks when occasion requires, without making it seem that everything is all brass tacks.

We want a work that will help us solve the many and difficult problems that grow out of the reactions of differing temperaments to one another when in close and constant association. This opens up a big vista of what we may call the reform issues.

Now it is natural and right that all should modify and be modified to a certain extent. Normally a married pair should grow to be somewhat alike. Any group of persons working together will become similar in some respects. In the family, Father not only trains the children, but the children bring up Father. This is as it should be. But not always do these interactions work out harmoniously.

A characteristic that would be only amusing, or perhaps even interesting, in a person we meet casually, may drive us to desperation if seen every day in some one of our own flesh and blood, for whose conduct we feel in some degree responsible. A few months ago in a well-known magazine there was an article on "Things I Wish My Wife Wouldn't Do." In the succeeding issue there was the counterpart, "Things I Wish My Husband Wouldn't Do." These told, not of serious shortcomings but of little annoying traits that might easily be dropped but were indefinitely continued.

Now it seems monstrous that anyone should endure for years and years something that gets on the nerves badly, and not utter some word of protest; yet the attempt to break a spirited person of any little habit or peculiarity is likely to result only in laceration of feelings.

Most of us don't at all like to be changed. Particularly is it galling if one of two takes it upon herself (himself) to do all the modifying. Not a few divorces result from one of the twain trying to make the other over. We need light on the subject of attempting to reform one another in matters small and great.

We want help in the many, many instances when the exigencies of living seem to come into direct conflict with the requirements of courtesy. We can be polite when we don't try to do anything else. But when we are laboring under stress and strain and a dozen cross purposes come in that militate against good behavior, then we lose our manners.

We want a book that will give us clear and definite replies to such questions as these:

How is a teacher to maintain discipline and high standards of work, and yet stand before her pupils as an unfailing example of decorum?

How is a man always to treat his clerks and employes with consideration, and still be the unquestioned master of his establishment and keep his affairs on a paying basis?

How is a woman to be a model of courtesy in every store or office or wherever she may have business transactions, and still invariably see to it that she gets the worth of her money?

How is a young husband to give his bride all the loverlike attention to

which she feels she is entitled, and still get down to business and earn a living for the two of them?

How is a man, young or old, to teach his wife not to chatter incessantly when he wants to read quietly or rest, and do it without making her regard him as a brute?

How is a woman to break her husband of being a bore, without hurting his feelings? We might give the book a second chance on this. How is she to do it anyway but with the least hurt to his feelings?

How is a wife and mother to give her home a delightful atmosphere of entire freedom from unpleasant restraint, and still hold her household to all the essentials of good breeding? How is she to require courtesy on the part of her husband and children, without herself violating all the canons of etiquette by continual correction and nagging? In other words, must she use bad manners to secure good manners to secure good manners? And hers? And how is she to be agreeable without being easy?

We might extend this list of questions, but why further tabulate our difficulties? The long and short of the matter is that our manners are not what they should be. We elders know that we are not setting the example we ought to set before the youngsters, and we feel bad about it. Allowing that there always must be a difference between workaday behavior and company manners, there ought not to be the wide divergence that there is.

We realize that we are giving our best conduct to outsiders, and treating the home folks shabbily, and we do not desire it to be that way at all. No man purposely wants to be always smiling and affable to good customers and be only a grouch to the boy who sweeps out the store. No woman of us all intends to be a lovely lady in society and a kill-joy to her children and the maid. But in view of the multitude of circumstances and conditions that war against the habitual observance of good manners, just how are we to help ourselves? Suggestions as to the way out will have to be reserved until next week. Ella M. Rogers.

Glove Silk Underwear Selling.

Glove silk underwear orders at this time reflect the belated and fill-in purchasing of many retailers for the holiday season. Manufacturers say they have their hands full to make the deliveries requested and this tendency is expected to be accentuated later in the month. Vests, bloomers, dance ensembles, step-ins and sets of garments have shared in the demand, with both plain and novelty trimmed merchandise taking well. Flesh and several of the softer high shades have led in the colors. The manufacturers report an increased amount of business done in glove silk underwear for children. This end of the demand promises to grow much larger with the increase of attention given to it.

Every day failure comes to more or less merchants who are giving too little time to thought of how to increase sales and too much time to how to have more fun.

For Quality, Price and Style

Weiner Cap Company

Grand Rapids, Michigan

MOSHER SALES SERVICE
A Business Building Service
For Merchants
Wayland Michigan

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

TOLEDO SCALES

20 W. Fulton St., Grand Rapids

We rebuild and refinish old scales. Work guaranteed.



TRIM AND
TASTY

Ask
Your
Jobber

CRESCENT GARTER CO.
515 Broadway, New York City

4%
Banking
by
Mail

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.

Unusual Safety Extra Interest

Send check, draft, money order or cash in registered letter. Either savings account or Certificates of Deposit. You can withdraw money any time. Capital and surplus \$312,500.00. Resources over \$4,000,000.00.

Send for free booklet
on Banking by Mail

HOME STATE BANK
FOR SAVINGS GRAND RAPIDS
MICHIGAN

RETAIL GROCER

Retail Grocers and General Merchants Association.

President—C. G. Christensen.
Vice-President—Orla Bailey, Lansing.
Secretary—Paul Gezon, Wyoming Park.
Treasurer—F. H. Albrecht, Detroit.

Not More Capital But More Energy Needed.

Written for the Tradesman.

This letter is right to the point—not? I am running a grocery store and I have only a small capital and I cannot very well run a store and make my living. I cannot pay my bills in time and only can collect half of what I sell, and am losing business every day on account of not having enough capital. I am always out of lots of articles that people want and it is very discouraging this way. I am selling \$500 a month and am making small wages, am married, have three children, am paying rent of about \$13 per month, and I was thinking that I would borrow \$1,000 at 7 per cent., and having it in the business with what I have, \$250 capital, I can sell \$800 to \$1,000 a month and will be able to make about 20 per cent. for what money borrowed at 7 per cent. and collect half what I will sell. Can it be a paying proposition to me to borrow? I have property and I can borrow money on it, and would like your opinion. Answer right at once.

I have often stated that I would not write special letters because I could not afford to do it; but I did just as I was instructed in this case—I "answered right at once." I did not dare do otherwise for fear this man would mortgage his property before I could get a letter to him. I wrote thus:

I shall cover your statement fully in a forthcoming article, but meantime let me say this to you:

1. If you cannot make ends meet and earn a profit over and above expenses on a capital of \$250, you will be worse off instead of better with \$1,000 additional capital."

2. If you are unable to collect for goods sold on credit on the basis of your present capital, you will only be worse off if you have more capital. Making collections is a matter of character, business principles, sound rules and an unswerving practice in line with all those things—not a question of capital at all.

3. If you are unable to buy the stock needed to supply the demands of your customers with \$250 cash capital, you will be no better off no matter how much money you may have.

4. You have no business to extend credit to anybody unless you are capable of handling the credit business properly. How to handle credit is fully described in my various articles in the Michigan Tradesman. There is no room for ifs, ands or maybes in the extension of credit. The rules are rigid and you will never be successful as a credit merchant unless you live up to the letter and spirit thereof—beginning always with the letter.

Plan your business on the basis of selling for cash. Decline to part with any goods except for cash over the counter at time of sale. When you have digested the rules for credit extension so that you are able to stand right up before your customers and state the rules clearly and distinctly, then you can start the credit business; and always such start, in the case of any applicant, must follow such searching investigation of the character of the applicant as to make you desire to grant the credit for your own profit.

Remember that credit is something of which you must always retain control or you are lost.

The most successful grocers on the continent to-day are, in most instances, men who started with \$25 or \$50, or some such insignificant sum. Obviously, they could not carry everything that any customer might want when

they started—nor for some time after that. They had to grow slowly—and that is the only kind of growth that is worth while. So do not take any foolish steps along the lines indicated in your letter.

Capital? What is capital? Is it only money? Not on your life. A "sane mind in a sound body" is capital—the most fundamental, most basic capital there is. Business experience is capital. The trading instinct is capital so valuable that this alone has carried numberless men to the peak of commercial success. Many successful men are without scientific knowledge of business principles. They grow because they are natural traders. When they get rather big, they usually hire men who have education in the theory of business to handle details. Often those men who are hired have any number of facts and figures at their fingers' ends and can reason logically from such facts; but they lack the vital spark of initiative, of the courage to take hold on their own, so they remain hired men throughout their lives.

But all this only means that, given health and a trader's instinct, any man can go farther and go faster if he has scientific knowledge. That is why I have told this man to get business knowledge. But because we all are inclined to read carelessly and to make mental reservations when we read certain rules—with the subconscious idea perhaps that "my business is different"—I warn this man to take literally every statement and indicated restriction about the granting of credit before he starts.

Writing recently from the great Southwest, a grocery jobber said: Business is fairly well liquidated hereabouts and we are looking for improved conditions." That arrested my attention sharply. I had been unaware that anything like "liquidation" was due in that particular region and I asked him to be specific. Here is his answer:

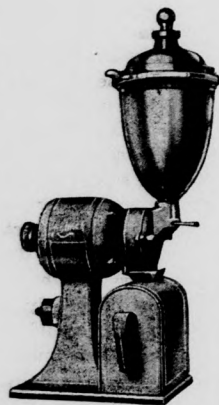
We have had something over sixty bank failures in New Mexico in the past few years and only last month did we have two more in Las Vegas. The banks that have closed were busted years ago and it was due to cattle paper principally.

There are, as a whole, something over a hundred banks in New Mexico. That is about two or three times as many as the state should have, compared with the large cities of the country and the number of our people. Most of those banks are in receivers' hands and liquidate their assets from time to time. In this process, they sometimes bear down on the trade and that affects us. This condition promises to continue for some time longer.

We have had several good rains lately and the state is in fairly good condition, but the ranges are depleted, so there is now little or no stock to eat the grass. Very few cattle are left and our state, which stood second or third as a sheep producer ten years ago, now stands seventh or eighth. Only about half as many sheep are raised as we produced ten years ago. When it rains here, we have grass and are delighted.

We might say that here is an example of the pasture being greener over the fence where the rich verdure carries little benefit. The pathetic side appears when we read that certain cattle bonds have "gone sour" because the poor critters have died of thirst. The emaciated bodies encircle the

Holwick Electric Coffee Mill



If you have never used a Holwick Electric Steel Cut Coffee Mill you are in no position to DETERMINE its merits or CRITICISE its value.

This is our latest Mill with high-grade Robbins & Myers Motors, machined steel cutting burrs, ball bearing end thrust and dial adjustment—good for 1 lb. or more per minute, any grade of fineness desired and it sells for \$80. But we are making a run on this mill at \$65, on easy payment with 10 per cent. additional discount for cash. We are distributors for Holwick's 64 styles and kinds of Electric Mills and Choppers. Send for literature.

Boot & Co.

5 Ionia Ave., S.
GRAND RAPIDS, MICH.

Canada Dry

The Champagne of Ginger Ales

Sparkling

Invigorating

Healthful

The Royal Toast For the Christmas Host

JUDSON GROCER COMPANY GRAND RAPIDS, MICHIGAN

Thousands of Retailers say



Deserve the Popularity They Enjoy

The Ohio Match Sales Co.

WADSWORTH, OHIO

MEAT DEALER

water holes—the holes, that is, where they were wont to find water. Humanity, humane ideas and business are closely interrelated after all.

Paul Findlay.

How Canned Foods Serve the Public.

In purchasing so-called fresh foods, how can you get them into your possession inside of forty-eight hours from the time they leave the field? Every minute consumed in transportation is a detriment to the so-called fresh vegetable and the number of hands, exposures, heat, cold, dry or wet weather, dust and dirt it has been through, and leaving a very great danger of contamination that ordinary washing will not remove.

Now, with canned, fresh goods at the origin in the field where they are grown, after being packed, are transported a very short distance, sometimes not at all, to the factory.

In canning, we move the factory to the field and not the product to the factory. At this factory, every precaution is taken in examination before buying, as to whether the foods are suitable. Then, the product, when finished, is examined, tested and certified as to grading, keeping their flavor and aroma, and guaranteed freshness to remain until opened and consumed.

Only prime raw material can be used in canning to obtain a first class product. This is of so much importance that nearly all canners grow or contract for their supplies so that they may be of a certain quality; be harvested at the direction of the factory superintendent in accordance with their condition of ripeness and be delivered without injury.

In many instances, if not in all, the the canned product will surpass in appearance, flavor and use than the so-called impossible to purchase fresh, on account of the scientific methods that men for years have perfected in processing under Government experimental supervision and are doing so still.

I doubt whether any such precautions as the following are taken in an ordinary or even extraordinary kitchen of the extraordinary type of institution.

No person known to be afflicted with infectious or contagious disease or with infected wounds shall be employed in preparing or canning food.

Spitting on the floors or walls of the canneries shall be prohibited, and smoking will be allowed only in rooms provided for that purpose.

Where a change of clothes for work is necessary or usual, hangers or lockers shall be provided for clothing not in use.

Employees handling food products shall wear clean, washable clothing of aprons. Women shall wear clean washable or paper caps over their hair.

Employees handling food shall keep their hands and finger nails clean. Such employees shall wash their hands after leaving the toilet.

Common drinking cups shall not be used. Individual drinking cups or sanitary drinking fountains shall be provided at convenient locations.

Only potable water shall be used in making syrups or brines or for any other purpose where it comes in contact with food.

J. L. G. Green.

Do Cooks Spoil Meat?

There is an old adage which is as well-known as hunger. It is "Too many cooks spoil the broth." This is literally true, no doubt, and we are wondering how many cooks it takes to spoil meat in cooking. Judging from a recent experience it only takes one. A certain restaurant that enjoyed the patronage of market men had a reputation for serving excellent food. A cook was hired to replace one who was discharged. At once a difference was noted in the food and the management noticed a falling off in patronage. The same high quality food was purchased but somehow it did not taste the same. Meats were tough, or dry, or lacking in flavor, and, on the whole, conditions were very bad for the owner.

There is an advantage in many things that look dark if the advantage is sought, and this change in cooks brought forcibly to the attention of the owner the fact that more depended on the cook than he had previously thought. Of course he had to make a change, but in doing so he decided to get a cook not only with a cooking reputation but one that he knew could cook better than most others. He was fortunate in being recommended to a cook who had formerly had first-class hotel experience, and engaged him at a salary considerably higher than usually paid to restaurant cooks. Business increased slowly at first, and then with one person telling another it grew by leaps and bounds until capacity was taxed.

This restaurant was in a meat market, and meat was naturally the center of patronage preference. With such an example of the difference between good cooking and not so good so forcibly brought to our attention, we are wondering if it would not be a good thing if home cooks checked up on themselves and discovered just where they stand. Would it not be worth while if it was found that improvement could be made in home cooking in any specific instance to take a course in cooking from a good school of domestic science or, if such a school is not available, from a housewife who is known to be an excellent cook? It may be true that your husband or children will not walk out on you when your cooking is bad, but let us not take that chance.

Too Much Faith.

Carefully the burglar effected an entrance into the bank. He found the way to the strong room. When the light from his lantern fell on the door he saw the sign:

"Save your dynamite. This safe is not locked. Turn the knob and open."

For a moment he ruminated.

"Anyway, there's no harm in trying it, if its really unlocked."

He grasped the knob and turned.

Instantly the office was flooded with light, an alarm bell rang loudly, an electric shock rendered him helpless, while a door in the wall opened and a bulldog rushed out and seized him.

"I know what's wrong with me," he sighed an hour later, when the cell door closed upon him. "I've too much faith in human nature. I'm too trusting."

*We wish you an old-fashioned Christmas
With old-fashioned greetings to cheer
An old-fashioned happiness waiting
To go with you through the New Year*

**NATIONAL CANDY CO., INC.
PUTNAM FACTORY**

GRAND RAPIDS, MICHIGAN

HEKMAN'S

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

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



Hekman Biscuit Co.
Grand Rapids, Mich.

This is the Season for

Florida Grape Fruit
Iceberg Head Lettuce,
California Navel Oranges,
Cranberries, Emperor Grapes,
Mixed Nuts, Bulk Dates, Figs, Etc.

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.

Last Minute Suggestions For the Christmas Trade.

Written for the Tradesman.

There is still a little over a week until Christmas—a week which promises to be full of activity for the hardware dealer. It will, also, be a busy time for the average customer. A large share of the Christmas shopping has still to be done, and it will have to be done in a hurry.

The hardware dealer, in his publicity and in his concluding sales efforts, is, therefore, confronted with a perplexing problem. He must appeal to a thoroughly interested but intensely busy public. He must, moreover, face the keenest of opposition; for stores in many lines of trade are likewise displaying Christmas gifts and the newspapers are carrying a large volume of advertising along similar lines.

What can the hardware dealer do to insure his message "getting across" to the people he desires to reach.

The advertising manager of a large retail hardware store recently outlined the steps he took one year to accomplish this.

"I recognized that people would be too busy to read advertisements very carefully," he said, "although I knew that, as their interest was high, they would look to the newspaper for suggestions. It appealed to me that if I could make my advertising different from anything else appearing in the paper, I would be sure of attracting the attention of every person who took the paper. My advertising would stand out sufficiently to catch the casual reader's eye.

Accordingly I looked over the advertisements which had been appearing for some weeks back. I studied every detail. Finally I evolved a style which was different in every respect from any advertisement which had up to this time appeared. I was not content with a partially distinctive style; it had to be absolutely different in every detail—heading, border, type, arrangement of matter and panels, etc.

"I ran a step heading in Caslon old style type. Luckily I had previously secured a Christmas border which in itself lent a distinctive air to the advertisement. All type throughout was of a uniform quality and the headings were in Caslon. I used hair-line panels instead of the regular heavy border lines affected by all other advertisers. The arrangement of the matter was a decidedly new one—at least for this locality.

"The copy I turned out was different but it was not freakish in any sense of the word. It was not necessary to resort to unusual arrangements and eccentric schemes to make my advertising different. I had new style; that was all. It stood out from everything else in the paper.

"And it certainly brought the results. I believe that every man, woman and child with money to spend for Christmas presents read my ad-

vertisements during the last week of the shopping season."

With a constant striving for novel effects in advertising, it may seem to the hardware advertiser a difficult problem to evolve anything new. This may be true of the large community. But in the ordinary small community the retail advertiser knows little of the technique of type and make up; and after he has written his copy, he is accustomed to leave it to the make up man to do the rest. Thus most newspaper advertising in a small town newspaper has a certain monotonous effect.

Here is the chance for the wide-awake hardware advertiser, particularly if he has studied the possibilities of type and make up, to work out some novel effects. And if he is to attract attention in pages crowded with competitive advertising, he has to give the public something arrestingly different from the ordinary run of printed appeals.

The advertiser has this advantage during the last stages of the shopping season. He is appealing to a public that is interested to the highest degree. People who are perplexed by the problem of just what to give want suggestions. If the advertising man can get his suggestions to them, they will be the best possible prospects. The trouble consists in the fact that countless other advertisers are trying to din their suggestions into the public simultaneously, and the customer has not the time to listen to them all.

Many things go to constitute "appeal" in advertising. First, the reader's attention must be arrested. Then, having caught the reader's eye, you must hold his attention, and arouse a real interest.

To do this, an advertisement must contain sufficient information, attractively and forcefully set forth. It must be suggestive and instructive. The average person right now is not going to read the advertising very closely; he will skim an advertisement for suggestions to assist him in selecting Christmas gifts. Therefore, give him a wide variety of suggestions, and tell something of each article, particularly the price.

At this late stage the quoting of prices is particularly necessary. It is too late for the shopper to do things in a leisurely way. He knows how many gifts and for whom he still has to buy, how much money he has already spent and how much he can still afford to spend, and in some cases how much he wants to spend on each individual. What he wants from the hardware dealer, in his advertising and window displays, is specific suggestions of goods at the specific price in which he is interested.

Therefore, by all means quote prices. Tell the reader tersely all that can be told about the article. In your newspaper space, and in your displays, concentrate on the task of suggesting gifts, and thereby helping your customers to make their selections. Stress that point from now on—that you can give the perplexed shopper intelligent help.

Christmas decorations and Christmas accessories, though always helpful, are

BROWN & SEHLER COMPANY

"HOME OF SUNBEAM GOODS"

Automobile Tires and Tubes

Automobile Accessories

Garage Equipment

Radio Equipment

Harness, Horse Collars

Farm Machinery and Garden Tools

Saddlery Hardware

Blankets, Robes & Mackinaws

Sheep lined and

Blanket - Lined Coats

GRAND RAPIDS, MICHIGAN

New
or
Used

Flat or Roll top desks, Steel
or wood files, account sys-
tems, 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

less essential now than they were a little earlier in the season. Everybody knows by this time that Christmas is coming. What they want is the specific idea, the practical suggestion, that will help in the choice of gifts.

A good plan, too, is to advertise the store service. Most people expect to find conditions more or less congested during the last week before Christmas. They know from experience that stores will be jammed, that long waits will be necessary, that delays and mistakes will ensue in delivery. They accept this condition as an annoying but inevitable feature of Christmas shopping.

The store which offers improved service will be sure to strike a sympathetic chord. By offering in his advertisement to deliver all goods promptly and calling attention to his excellent facilities for prompt service in the store, the hardware dealer will find an effective avenue of appeal. Of course, such publicity is never wise unless the facilities of the store are such as to ensure the satisfactory service promised.

To make good service possible is one of the big problems that face the merchant during the last week of Christmas shopping.

The last week before Christmas involves a considerable strain for merchant, salespeople and shoppers. Annoyances are bound to crop up, and tempers are apt to be lost. If you can do so right now, get your salespeople together or else talk to them individually; and prepare them so far as you can to go through the final rush good-naturedly. Mistakes are bound to occur; but a little forethought and a word or two of kindly warning and encouragement will considerably reduce the percentage of error.

Victor Lauriston.

More About Old Time Local Merchants.

Kutsche & Verdier, who opened a stock of hardware, stoves, tinware, iron, nails and glass on Monroe avenue near Michigan, in 1865, offered to pay "the highest prices for copper, brass and rags." Verdier withdrew his interest in the firm in 1870, entered politics and banking later. He was the cashier of the Kent County Savings Bank at the time of his death, about a decade ago. Sons of Mr. Kutsche succeeded the senior founder of the business.

H. M. Johnson was a dealer in groceries (wholesale and retail) and produce on Monroe avenue, opposite Market, in 1865.

To attract trade C. H. Johnson, who sold drugs and medicines on Monroe avenue, near Pearl, sixty years ago, assured country doctors and farmers, through advertising mediums, that his stock of medicines was complete, warranted genuine and of the best quality. He also sold dye woods and dye stuffs.

Steven and Charles Scribner were dealers in hardware on the Southwest corner of Front and Bridge streets. In the course of time the brothers became infected with the mining fever, sold out and moved to Colorado.

Black & Barth manufactured and sold hoop skirts on Monroe avenue, near Market. The firm explained in

the advertisements that their skirts were made of one continuous spring; that they could not disjoint in front, as common hoops did; that they were so constructed that the shape was preserved.

L. B. Brewer was a dealer (wholesale and retail) in hats, caps, furs, gloves and Buffalo robes on Monroe avenue, near Lyon street.

Tolford & Boyce, located on Monroe avenue, near Ottawa, were dealers in dry goods, Yankee notions, cloaks and mantillas. Mr. Tolford later formed a partnership with a man named Goodrich and engaged in the manufacture of soap. He was also substantially interested in the Phoenix Furniture Co. and a pillar of the Baptist church.

I. M. Stanley sold the Florence sewing machines in 1865. Prices ranged from \$68 to \$150.

E. B. Escott was a pioneer in the drug trade of the city. His store was on Monroe avenue, opposite Crescent street. A son who succeeded the father is still in trade in the Southeast section of the city.

Willis E. Ford was a custom boot maker in the arcade, near Pearl street.

Peter and Cornelius Dykema were dealers in groceries, also crockery, glass and tinware, on Monroe avenue near Fulton, sixty years ago. They were among the earliest of the Dutch immigrants to enter the city and establish themselves in business. A considerable number of the younger generations of Dykemas who live in the city reflect credit upon their ancestors.

Arthur Scott White.

Mears Puts on Metropolitan Airs.

Mears, Dec. 15—It was certainly nice of you to put my last effusion directly under Realm of Rascality.

Mears is certainly booming. Miss C. Mears is erecting a sky scraper, less than ten stories high, in this village. A building that we will point to with civic pride. This is to be a lasting memorial to her father, Charles Mears, who founded this village. The building is about half completed, and with its force of forty-five carpenters, will be finished about Feb. 1. It will occupy 276,480 square inches of floor space. The ground floor will be used as a Federal building and occupied by the Mears' postoffice and rural routes; also Frank Fenton will run a first-class up-to-date butcher shop and George Reed, who burned out two years ago, will use the remainder of the ground floor with a general stock. The second story will be divided into living quarters or flats. From there up to Venus will be office rooms. I don't know if there are any plans for a roof garden, but rather think from the Gothic style of the roof it would be better suited for a toboggan slide. Without fooling, this building, when completed, would add greatly to the appearance of Grand Rapids if it could be transported and set down on Campau Square.

We heartily welcome George Reed back as a competitor. This will permit us to be more regular as a Tradesman correspondent. I think I will now have time to inflict myself on your readers, so as to cut the circulation down at least 47 per cent. By that time you will begin to beg me to commence to start to quit writing. You had fair warning. Now take your medicine with good grace. Chronic Kicker.

If there are pillars or posts in your store, put shelving or cases around them. Make them into selling helps rather than mere obstructions to business.

Schemes and Deals may be all right, but—

we prefer not to use them. For over a quarter of a century we've made Fels-Naptha just as good as we know how; we've advertised it consistently and continually. So we see no reason why we should force the Grocers to buy spasmodically or beyond their needs.

Grocers should carry enough FELS-NAPTHA to supply the needs of the housewife—her normal, prudent and appreciative demand. To "load them up" is neither fair to the customer, the grocer nor ourselves.



Fels and Company — Philadelphia

"The Golden Bar sold on the Golden Rule"

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.

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

THE DIAMOND MATCH COMPANY

COMMERCIAL TRAVELER

News and Gossip About Michigan Hotels.

Detroit, Dec. 15—Many friends of Bert Hamilton, for years manager of the Library Park, and later assistant manager of the Fairbairn, both of Detroit, will learn with regret that he is seriously ill at Grace hospital at Detroit. Mr. Hamilton has always been active in hotel and civic affairs in the Motor City and it is to be hoped that he will be spared for further usefulness.

It is a pleasure to note that J. R. Hayes, of the Park Hotel, Sault Ste. Marie, and Wayne Baths, Detroit, who has been in poor health for the past year, is on the road to recovery. Mr. Hayes' Michigan hotel activities are a matter of history. His friends are legion.

Michigan Charter, Greeters of America, will hold its annual dinner dance at the Book-Cadillac next Saturday night. On this occasion up-state greeters will be the complimentary guests of the Detroit contingent.

Ernie Neir, manager of the Hotel Rowe, Grand Rapids, who has been very ill for several weeks, is coming through all right. He is now enjoying his first vacation since assuming control of the Rowe, all of which he well and truly deserves.

W. C. Keeley, former manager of the Morton House, Grand Rapids, is engaged in the construction of a new hotel at Miami, Florida, which he proposes to operate. Mr. Keeley as a hotel operator needs no testimonials and it is the wish of his friends that he may succeed in his new undertaking.

R. B. Brittain, proprietor of the Hotel Brookins, Detroit, is also building a Florida hotel, at Hollywood, which is expected to open about Christmas. "Bob" is a favorite with his Michigan brethren and they would all like to be on hand at the opening.

The death of John D. Martin came as a distinct shock to every one who knew him, but more particularly to the members of the Michigan Hotel Association, of which body he was an honorary member. In all his travels he never had a harsh word to say about a landlord and the pleasant relations which have existed between the United Commercial Travelers and Michigan hotels have been largely due to his efforts. He surely will be missed from the Association gatherings.

The committee on arrangements who are preparing the program for the sectional meeting of the Michigan Hotel Association, in Detroit, on Monday and Tuesday, December 28 and 29, have formulated a tentative program, which will be sent out by the Secretary this week. Headquarters will be at the Book-Cadillac, where all members and their wives will be supplied with accommodations, all complimentary. Meeting will be called to order at 2 p. m. and the discussion of food problems and help conditions will be taken up as soon as the formalities of opening the convention have been completed. In the evening an informal dinner will be given at the Hotel Tuller. Chas. W. Norton, of the Hotel Norton, contemplates giving a theater party to the ladies and a "smoker" is carded for the men.

Tuesday will be a busy day. The question box, which has been a feature of previous conventions, will be staged early. Members having in mind any vexatious problems will be given an opportunity of presenting them and there is no doubt but what they will be ably and fully discussed. It is suggested that the completion of the program would be facilitated if members could submit such questions to the Secretary in advance, that they be taken cognizance of at the proper time. At noon a complimentary luncheon will be tendered by the management of the Hotel Statler, at which members and their wives will be ex-

pected. Tuesday afternoon will be devoted to further talks. Several addresses by men prominent in hotel affairs are under consideration. Topics in which hotel men are not directly interested will be avoided, so far as possible. On Tuesday evening a banquet and dance in the crystal ball room will be the offering of our hosts, the management of the Book-Cadillac. Reservation cards will be provided all members, these to be filled out and returned to the proper authorities without delay.

Invitations will also be sent out to some who are not already members of the Association, but who can become eligible by sending in their check for 1926 dues, which are based on a charge of 10 cents per room, with a minimum of \$5.

The demise of John Callahan, owner of the Hotel Clifton, Battle Creek, occurred last week. Mr. Callahan has been in poor health for several years and bed ridden for the past fourteen months. While his activities in hotel circles had not been extensive, he was well and favorably known by a coterie of traveling men who patronized the Clifton and he had a large part in the business life of Battle Creek. The disposition of his affairs is a matter of conjecture, but it is hoped that Milton Magel, who has been in active charge of the Clifton property for several years, will continue to manage same for the estate. Mr. Magel is a deservedly popular young man, who, without previous knowledge of the hotel game, stepped in and conducted the affairs of the establishment in such a manner as to cover his administration with glory. I will be much disappointed if he does not eventually become the boniface of a fine and large Clifton in the next decade.

Work on the foundation of the proposed new Hotel Hayes, at Jackson, is well under way. I have heretofore questioned the wisdom of building another hotel in that city, but it is quite evident it will be done just the same, in spite of this seeming lack of good business judgment. Jackson certainly did need a better hotel, but I had hoped the Otsego property might be acquired for a site, thereby eliminating the competition of an extra hotel.

The present hotels there will undoubtedly continue to operate after the Hayes is opened, though they may be forced to charge lower rates, which may, to a degree, find operations of the new establishment less profitable. We will hope for the best anyhow. Jackson will get what she has long desired and the operators will gain the experience.

The topic of new hotels for Detroit seems to be one for almost continuous discussion. It ought not to be, however, for to-day Detroit has too many such establishments. The new hotels are not sponsored by real hotel men. They know better.

But in various sections of the city where real estate holdings are unprofitable because of the decadence of demand, there is constant talk of some movement to revive circulation, because the hotel is employed as a factor to clean up and rejuvenate "plague spots." To-day, in Detroit, there are dozens of hotels operating on less than forty per cent. occupancy, which means actual loss to investors, and yet there is the constant agitation for more of them.

Where misguided capitalists only are interested in the investment it is not so bad, but added hotel facilities make legitimate projects less productive; in some cases actually losing ventures.

For the coming ten years, based upon the growth of the last ten, there are already enough hotels to take care of the natural increase. As it is, the older institutions will use every effort to retain their present patronage, and the new ones will secure patronage only by cutting rates. All of which means that ultimately the new crop will pass into the hands of the bond-holders, the

The HOTEL PHELPS
Greenville, Michigan
Reasonable Rates for Rooms.
Dining Room a la carte.
GEO. H. WEYDIG, Lessee.

The Durant Hotel
Flint's New Million and Half
Dollar Hotel.
300 Rooms 300 Baths
Under the direction of the
United Hotels Company
HARRY R. PRICE, Manager

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

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.

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

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.

MORTON HOTEL
GRAND RAPIDS' NEWEST HOTEL

400 Rooms—400 Baths

Rates \$1.50, \$2, \$2.50 and up per day

The Center of Social and Business Activities
THE PANTLIND HOTEL
Everything that a Modern Hotel should be.
Rooms \$2.00 and up. With Bath \$2.50 and up.



HOTEL BROWNING
GRAND RAPIDS

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


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

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

**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.

**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 require-
ments, 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

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

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

stock holders will be frozen out and hotel operators will continue to jump the hurdles in the thankless and impossible effort to make good. A campaign of education for innocent bystanders is here needed.

Frank S. Verbeck.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Dec. 15.—The Palmer Construction Co., which has nearly completed the erection and equipment of the beautiful and commodious mausoleum on M 16, three miles East of this city, will next turn its attention to the erection of a community mausoleum in Flint. The good people of that city need have no misgivings that their highest ideals will not be realized in that undertaking. Mr. Palmer and his associates never do anything in a slipshod manner. They are men of vision and proportion who always do better than they agree and live up to the highest traditions of the business to which they have dedicated their lives. Mr. Palmer will utilize the same organization in Flint that he created in Grand Rapids. It is well qualified to continue in Flint the same wonderful accomplishment it created in Grand Rapids on the same strong, sound and big basis which has given its work a lasting impress in this community.

It is exceedingly unfortunate that the rapid development South of Grand Rapids along South Division road should proceed without any comprehensive plan, without any cohesiveness and with utter disregard of the rights and creature comforts of the common man. Under the specious plea of securing a country home many worthy people are being inveigled into a situation which will prove decidedly irksome before desirable home surroundings, good roads, ample sidewalks, water and sewerage and park areas can be developed and assured. To properly accomplish these results the entire district should have been incorporated as a village and the development under various ownerships placed in the hands of a competent engineer or business manager. Such an arrangement would have ensured a uniformity in plan and execution which is now utterly lacking. It would have created a community spirit which can never be developed under existing conditions.

It is exceedingly fortunate that the organized grocery movement of Grand Rapids has a man in official touch with the situation who is as thorough and painstaking as Paul Gezon. The grocery trade of this city has not always been so fortunate in the selection of its spokesmen. It has not always been able to secure men who were honest and truthful and energetic. Paul Gezon is all of these—and more. He is tremendously in earnest in all the things he undertakes to do and is usually successful in carrying his plans into execution. He never takes any position or starts any new thought on its way to discussion and adoption until he has carefully discussed the situation with his associates and advisers. Such policy gives his efforts increased effectiveness, because it assures the cooperation of his fellows who might otherwise hesitate to follow his leadership. He is just as willing to adopt the ideas and suggestions of others as his own, because it is the general good of the grocery trade he is working for and not the aggrandizement of the individual.

It is in order for the Kiwanis Club to resume the crusade it started a year or so ago to give expression to the gratitude Grand Rapids owes Samuel Dexter for the princely gift he bestowed on the city when he gave us Fulton street park. John Ball gave us forty acres and we increased the area by purchase and named the entire land surface John Ball park. Charley Garfield gave us a tract of land worth a million dollars and we immediately designated it Garfield playground.

Miss Richmond gave us a remarkable combination of hills and ravines and we called it Richmond park. The same is true of Foster park, Wilcox park, Houseman field and others. Why should we perpetuate the memory of these men and refuse the same distinction and honor to the man who gave us Fulton street park? Victory park may be more euphonious, but have we any right to STEAL FROM THE DEAD in order to satisfy the whim or caprice of the living? Most certainly not. It is to be hoped that the Kiwanis Club will immediately get busy in this matter and leave no stone unturned until it carries its original intention through to successful fruition.

Frank A. Pierce, who has covered Central Michigan territory for the past seven years for the Brunswick Tablet Co., of Chicago, has completed thirty-six years continuous service on the road. Members of his house insist that he is good for thirty-six years additional, but Gabby has figured out that the prediction is wild—that he is entitled to only thirty-five years additional leeway.

Frank H. Starkey, who has represented Parrotte, McIntyre & Co. Chicago, for the past twenty-one years, during which time he has had no extended vacation, has decided to knock off for four or five months and take a much-needed rest. Accompanied by Mrs. Starkey and their son, Kenneth, they left Saturday for Orlando, Florida, where they will be the guests of Mrs. Starkey's sister, Mrs. I. W. Watson and family. Mr. Starkey expects to be on the warpath again in his old territory some time during April.

The C. W. Mills Paper Co. is erecting an addition to its building in the rear, 34 feet wide and 41 feet to the alley, five stories high. It is also adding another story to its present four story building, thus increasing its floor space from 16,000 to 25,000 square feet.

H. B. Vinkemulder (Vinkemulder Co.) has just completed a new 10 room two-story residence on Pinecrest avenue, San Lu Rae addition to the village of East Grand Rapids. He is moving into the new home this week. It is the last word in suburban construction.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Dec. 15.—The man that said last week that snow has come to stay said something. It is now about knee deep and still falling. It looks as if the stages would have to change to sleighs, which would be slow work for the traveling public, but we still have the radio to help pass the long winter nights. Besides that, the married people's dancing club started last week, so that the winter's fun is now on and spring will be here before we realize it. That is the way we live up here in the North—something like the inhabitants at Mackinaw Island. When a tourist asked one of the natives what they did during the winter shut in, he said they planned all summer the fun they were going to have in the winter. We are all optimists.

Our popular and well-known Mayor, Otto Supe, who has been in the jewelry business here for thirty-eight years, has decided to discontinue the business and is selling his entire stock at auction. Ill health is the cause of his retirement. He expects, however, to keep on in the optician and optometrist business. The Mayor has enjoyed the best of health these many years until several months ago, when he caught a cold, which has stuck to him. Now he must take it easy, as he is getting along in years and cannot stand what he formerly could.

Miss Mattie Thomsett, who for the past several years has been one of the popular clerks at the Park Hotel, which has closed for the season, has opened a gift shop in company with Mayme Shoemaker in the millinery store of Mrs. Stevens, on Ridge street,

where the owners will be pleased to see their many friends.

This is the season of the year when little boys like to go to Sunday School. It is only a short time until Christmas.

It is now safe to offer Fred Shaw, the well-known produce man, a cigar. Fred has sworn off just two weeks before Christmas. We cannot understand why he did not wait until New Year's and are now wondering what he will have to swear off at that time.

Frank Atkinson, who quit the road a short time ago, has accepted a position with Ralph Gouch, of the Peoples store, at Manistique.

C. E. Underwood, owner of the South Shore Store Co., at Dollarville, died last Sunday, and was laid to rest last Tuesday. Mr. Underwood had been in poor health for the past year, but was able to attend to business up to a short time before his death, which was a shock to his many friends.

We hear that a druggist in Chicago has been robbed twelve times, which means nothing in Chicago except that it makes a dozen.

Adolf Wandler, who for the past season has been chief butcher for the Pittsburg Supply Co., has opened a meat market on Swinton street, in the rear of his residence, where he will keep open during the winter and make a specialty of home made sausages. Adolf is an expert butcher, having learned the trade in Germany, and many of his friends will be served with the best of meats and sausages during the winter.

Stanley Newton, Fred S. Case and Norman Hill have been named by Governor Groesbeck as local delegates to the tide water convention to be held at St. Paul Jan. 5 and 6.

Ham Hamilton and Harry Best, two of the leading grocers at Pickford, were business visitors last week taking back a load of supplies, which will be about their last opportunity to call by auto until next spring.

A ton of coal makes a tasty Christmas gift for the loved ones at home.

William G. Tapert.

Wholesome and Different Ham Dish.

It seems to us sometimes that some of the most wholesome and, incidentally, economical meat dishes are overlooked in the average home. No matter how good lamb chops, sirloin steaks, veal cutlets and similar well-known and relatively expensive meat dishes may be the spice of variety is always appealing when the different dish possesses real culinary quality. Cornmeal has been a good and wholesome food ever since civilization came into existence, and it has been even more popular and valuable to uncivilized people, and it is indeed strange that such a highly nutritive and altogether wholesome food is not more generally used in connection with meat dishes. Scrapple is one meat product that employs cornmeal in its preparation. But strange to say that product is not used in appreciable quantities except in certain sections, but where it has been popularized it has maintained a strong position in the food supply. This talk commenced to sound like a cornmeal boost, while it is intended to bring to the attention of listeners the value of ham when prepared in connection with it. The ingredients are boiling water, salt, cornmeal, finely divided ham and a little cold water, and the dish may be prepared as follows: Add the cornmeal to the boiling water after it has been stirred into cold water to avoid lumping. The water should be salted first and the meal added slowly while stirring. At first the

container may be placed directly over flame, but should be finished in a double boiler, cooking for about one hour. The ham should be cooked and diced or chopped in advance, and a few minutes before removing the cooked meal from the range or gas flame it should be added. Grease a proper container, such as a bread pan or other deep receptacle, and pour the cooked cornmeal and ham into it. When cool it will be firm and should be sliced and fried after dredging in flour, cracker crumbs or beaten eggs. This will be found to be a very excellent breakfast dish and suitable for young and old alike, and, best of all, at a cost that will be attractive.

Roast Pork Is in Season.

Since refrigeration has become fully developed and an elementary and vitally necessary part of the industry meat of all kinds is on sale the year round and in fullest use of refrigeration, which embraces freezing, there is little reason why a constant supply of various kinds of meat classes and cuts should not be available to supply a constant demand. With the country in a prosperous condition and everybody working who wants to work, appetites are being stimulated as nothing but active, useful and health-giving exercise can stimulate them. With nearly everyone having money enough to buy enough to eat and the appetite to eat the food bought there is little reason to anticipate reduced per capita consumption or bad business in the food line. There are certain seasons when any of the various kinds of food are more abundant than others and it is a happy circumstance that when a certain kind of food is the most plentiful its quality is apt to be at its best. This is a special season for fresh pork and, while pork is obtainable all the year round, it is more plentiful than usual now and its quality is excellent, generally speaking. During the late fall, winter and early spring most hogs are slaughtered on farms, at small town homes and other places where production is primarily for the family and friends of the producer. During this season, also, hogs come into the big public and private markets for sale to slaughterers in large numbers and with the colder weather at this time taste turns more or less automatically towards the ever-satisfying and particularly fragrant fried or roasted pork. Price, also, assists in pork movement when supplies are somewhat liberal and you may notice that your chops or roasts are costing you a little less than during the scarcer season. This will be particularly noticeable at week-ends when specials are advertised by retailers. The message that we particularly wish to give you is that your pork at this time will be of good quality and should be absolutely fresh while the weather is cool.

Customers appreciate suggestions and reminders. The purchase of an apparently insignificant item may lead to sales of several dollars through suggesting other items. An enquiry for shoe laces may be carried out to a sale of shoe polish and other accessories.

DRUGS

Michigan Board of Pharmacy.
President—J. A. Skinner, Cedar Springs
Director—H. H. Hoffman, Lansing.
Examination Sessions—Detroit, Jan. 19,
20 and 21; Grand Rapids, March 16, 17
and 18.

Beating Mail Order Houses at Their Own Game.

I never realized the amount of business the druggist loses through the mail order houses until I had a post office substation.

I have made out twelve money orders, for the amount of one hundred and sixty-four dollars for goods that I sold right in my own drug store, in one day.

Yes, sir! One hundred and sixty-four dollars' worth of business was getting away from me.

So I started an investigation. Then I went right after this business.

I found out that there are a great number of people that buy from the mail order houses, and although they get stuck, or cheated they keep right on buying.

I will cite a case. A woman came for a money order the amount of which was \$1.69 to purchase a rubber hot water bottle that was being advertised by a mail order house, the cut in the catalogue looked very good I will admit, so I asked her to bring it in and let me see it when she received it.

In about a week she came in with the hot water bottle, and I do not believe it was worth 50 cents, the rubber was very thin and although it had a large number two on it, it only held a little over one quart and another thing it had a slip with it stating it was not guaranteed.

The very first time the woman used the bottle it leaked and she wrapped it up and mailed it back but she did not receive a new bottle or her money back. The mail order house simply told her it was not guaranteed and that ended it.

The cost of the order, stamps and bottle came to \$2.05. I showed her a hot water bottle that I sold for \$2 that was guaranteed for two years and that held a full two quarts which she purchased.

Now, don't you think the loss of her money on this deal would have stopped her from dealing with the mail order houses but no, in about a month she came in again for another money order, this time she was going to send for a toilet set. It contained twelve different articles, such as soap, toilet water, bay rum, face cream, etc.

I told I thought it was a very good buy for a dollar.

What! she said, "Why, I'm to send a dollar a week until I've paid \$12, which is the purchase price of the set."

When she received it she brought it in, and Oh, Boy! she was certainly stuck this time, the bottles and jars were the same that could be purchased in any 5 and 10 cent store, the whole set was not worth a dollar, and just think she had to send \$11 more which was clear profit for the mail order house.

Shortly after this a friend of mine came in and got a twelve dollar money

order for which he was to receive twelve boxes of a well known asthma powder. I showed him I had the same article and sold it for 80 cents and that he could get it fresh when he wanted it.

But he said no, he had been buying it from the mail order house twelve cans at a time for the past six years and he had always found it good and that he wanted to continue.

He used a can a week which meant fifty-two dollars a year and for six years it would amount to \$310 worth of business that was getting away from some druggist.

There are hundreds of cases like these but space will not allow me to tell of them.

Next I wrote to several of the leading mail order houses and studied their method of doing business.

They are the most persistent people in the world, they keep right after a prospective customer until they sell him. They never take no, for an answer and when they do not succeed in selling him one article they try another.

The toilet goods house that sold the woman the set for \$12 sent me twenty of the best and most convincing letters that I have ever read, they had me almost buying a set.

Letter number one showed the set in wonderful colors and told about it in most glowing terms.

Letter number two contained a coupon that was good for \$1.

Letter number three contained a coupon for an extra premium.

Letter number four told how and showed with a fine illustration how they would print your name on top of the box in gold letters.

Letter number five was filled with the most wonderful testimonials, and so on until I received twenty.

Their business is run at a very small expense as they do not have to pay high rents, a good sized room in some small town is enough and one man with the aid of several girls can do an extra large business, the hardest part of which is getting up the letters.

These letters are written with great care and a hundred are sent out as a test, if they have the proper pulling effect then thousands are sent out.

So I got up twenty good letters, each one advertising one of my own make preparations and I kept an account of the amount of goods I sold through these letters.

The results were wonderful, letter number one advertised my household ointment.

I sold about fifty jars the first week I sent the letters out, the profits on which paid all my expenses on the first thousand letters and the rest of the sales were velvet.

One customer that I got in this way is now buying it by the dozen and resells it. The first three months after these letters went out I sold over five hundred jars.

Letter number two advertised my rheumatic liniment and although the results were not so good at first the repeat business was even better than the ointment.

Letter number three, advertised my tooth paste and had very good results. It contained a coupon that was worth 10 cents in trade at my fountain.

Letter number four offered a premium in the form of a jar of vanishing cream with each jar of my cold cream.

Well, I am still at it and this has been the only way I have advertised my own make preparations and now I have two girls putting them up and sending them out.

And although I have only advertised locally I get orders from all over the United States. William R. Kent.

Foes of Pharmacy.

Parasites are the greatest foe of retail pharmacy, according to Ambrose Hunsberger, former president of the National Association of Retail Druggists. "Cult worship" he regards as another danger, the multiplying numbers of "healers" being due, he says, to mankind's tendency "to try anything once."

"These parasites," he points out, "render no special service to the public."

"They contribute nothing to pharmaceutical advancement, assume no responsibility for and have but little knowledge of the products, which they handle, do not safeguard the public, acknowledge no obligation to the sick in a community, and yet take away millions of dollars worth of business annually from the pharmacists who measure up to all of the foregoing requirements."

"Among these poachers in the field of pharmacy are department, cigar and grocery stores, news stands, auto-supply stations, barber shops, beauty parlors, millinery shops, feed, hardware and general stores."

"Maledictions are often hurled at the pharmacist because of the many sidelines he carried without consideration being given to the fact that he is in but a small way compensating with his sideliness for the loss of business he is suffering through unwarranted encroachment upon his field of operations by a multiplicity of interests."

"Solution of this problem in so far as the sale of harmless drug store commodities is concerned must come through an increasingly better service, education of the public to the need of supporting the pharmacist in time of need so that his services may be available in time of woe, and a better understanding with manufacturers of drug store products."

Mr. Hunsberger denounced drugless drug stores, saying, "A commendable warfare is being waged in many parts of the country against this deceptive method of cheating the licensed pharmacist out of business which rightfully belongs to him."

"Legislative control is applicable only in so far as the deception in the title is concerned and laws are being passed in many states which forbid the use of any title which falsely implies activities that can only be engaged in by licensed pharmacists."

The Volstead act, he said, has increased the difficulties of the druggist, whose problems exist in such amazing

numbers and crop out with such systematic regularity in daily business life, that one is moved upon occasions to the almost justifiable conclusion that an agency must exist somewhere, the sole purpose of which is to evolve more and better problems to harass and irritate pharmaceutical practitioners.

The chief problems of the retail drug trade all over the country are the regulations under the narcotic and prohibition acts, the growth of parasitic competition, the expansion of physicians' supply houses, wasteful duplications, long hours and excessive number of stores, cult worship, inadequate manufacturers' discounts, drugless drug stores, and price demoralization.

Next Meeting of Board of Pharmacy.

Lansing, Dec. 15—The Board of Pharmacy will hold a meeting for the examination of candidates for registration at the Detroit City College, Detroit, Tuesday, Wednesday and Thursday, Jan. 19, 20 and 21, beginning at 9 o'clock a. m. of the 19th. All candidates must be present at that hour. Applications must be filed with the director at least ten days before examination.

Applications for examination and blank forms of affidavits for practical or college experience furnished on request.

Fee for registered pharmacist, \$15; fee for registered assistant pharmacist, \$10. Fee for re-examination: Registered pharmacist, \$3; Registered assistant pharmacist, \$2. There is also a certificate fee after passing. Registered pharmacist, \$15; registered assistant pharmacist, \$10.

The next examination will be held at Knights of Columbus Auditorium, Grand Rapids, March 16, 17 and 18. H. H. Hoffman, Director.

Variation In Strength of Tablets.

Reports from the Connecticut Agricultural Experimental Station, and the New Hampshire State Board of Health, have revealed the fact that variations were found as high as 54 per cent. above and 70 per cent. below the label statements of the composition of pills and tablets sold to the medical profession. In two-thirds of the tablets examined by one of these agencies the variation was greater than 10 per cent. A recent announcement of plans for controlling the degree of accuracy of hypodermic tablets comes from the Federal Bureau of Chemistry, in which is given the maximum permissible variations, ranging from 7.5 to 9 per cent.

Pilocarpine Hair Tonic (Poucher)

Pilocarpine nitrate	0.5 gram
Tinct. of cantharides	10.0 c.c.
Alcohol	90.0 c.c.
Heliotropin	5.0 gram
Verbena oil	3.0 c.c.
Lavender oil	2.0 c.c.
Glycerine of borax	50.0 c.c.
Water, to produce	1000 c.c.

Jaborandi and Cantharides Hair Tonic

Tinct. of jaborandi	1 oz.
Tinct. of cantharides	1 oz.
Tinct. of capsicum	1 dr.
Aromatic vinegar	1 oz.
Rose water, enough to make	10 fl.oz.
Mix.	

A girl isn't necessarily an angel because she is flighty.

Some Handkerchief Scents and Perfumes Chypre.

Ambergris tincture	8 oz.
Musk tincture	8 oz.
Oak moss tincture	4 oz.
Orris root tincture	1 quart
Rose essence (triple)	2 quarts
Tonka tincture	1 quart
Vanilla tincture	1 quart

Bouquet de Fleurs.

Benzoin tincture	5 1/2 oz.
Bergamot oil	2 oz.
Lemon oil	1 oz.
Orange oil	1 oz.
Rose extract	3 pints
Tuberose extract	3 pints
Violet extract	3 pints

Ess. Bouquet.

Cassia extract	10 oz.
Bergamot oil	1/2 oz.
Civet extract	1/2 oz.
Lemon oil	1/2 oz.
Orris root tincture	8 oz.

Rose extract	10 oz.
Rose oil	40 drops
Vanilla extract	2 oz.

This may be cut down if required by the addition of Cologne spirit.

A Bath of Color.

When you hold a "Red Sale," "Brown Sale," "Green Sale," or whenever a color scheme is to be used for the temporary interior decoration of your store, you can color the bulbs or chimneys of your lamps and bathe your store with a light harmonizing with your color schemes.

You can color the glass bulb or lamp chimney as follows:

Mix white shellac (thinned with alcohol) and Diamond or similar dyes of desired color. Paint exterior of bulb and chimney with this solution and stand on end to dry. After use, the color solution on the glass can be removed with alcohol.

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

Sell
ZIPPER
the candy bar hit of the year

A.R. WALKER
CANDY CORP.OWOSSO
MUSKEGON
GRAND RAPIDS
KALAMAZOO
DETROIT

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. 08 @ 16 Water, 18 deg. 07 @ 13 Water, 14 deg. 06 @ 11 Carbonate 20 @ 25 Chloride (Gran.) 10 1/2 @ 20 Balsams Copaiba 80 @ 1 3/4 Fir (Canada) 2 55 @ 1 3/4 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 @ 55 Soap Cut (powd.) 18 @ 25 Berries Cubeb @ 1 00 Fish 8 1/2 @ 25 Juniper 8 1/2 @ 25 Prickly Ash @ 75 Extracts Licorice 60 @ 65 Licorice powd. @ 1 00 Flowers Arnica 25 @ 30 Chamomile Ger. 30 @ 35 Chamomile Rom. 30 @ 50 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 @ 1 00 Pow. 75 @ 1 00 Camphor 1 05 @ 1 10 Gualac 1 @ 1 00 Gualac, pow'd @ 1 00 Kino @ 1 10 Kino, powdered @ 1 20 Myrrh @ 60 Myrrh, powdered @ 65 Opium, powd. 19 65 @ 19 92 Opium, gran. 19 65 @ 19 92 Shellac 90 @ 1 00 Shellac Bleached 1 00 @ 1 10 Tragacanth, pow. @ 1 75 Tragacanth 1 75 @ 2 25 Turpentine @ 25 Insecticides Arsenic 15 @ 25 Blue Vitriol, bbl. @ 97 Blue Vitriol, less 08 @ 15 Bordea. Mix Dry 12 1/4 @ 25 Hellebore, White powdered 20 @ 30 Insect Powder 40 @ 55 Lead Arsenate Po. 17 @ 30 Lime and Sulphur Dry 3 @ 25 Paris Green 22 @ 30 Leaves Buchu 1 25 @ 1 30 Buchu, powdered @ 1 30 Sage, Bulk 25 @ 30 Sage, 1/4 loose @ 40 Sage, powdered @ 35 Senna, Alex. 50 @ 75 Senna, Tinn. 30 @ 35 Senna, Tinn. pow. 25 @ 35 Uva Ural 20 @ 25 Oils 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 9 00 @ 9 25 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 Cocoonut 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 9 00 @ 9 25 Eucalyptus 1 25 @ 1 50 Hemlock, pure 1 75 @ 2 00 Juniper Berries 3 50 @ 3 75 Juniper Wood 1 50 @ 1 75 Lard, extra 1 40 @ 1 60 Lard, No. 1 1 40 @ 1 60 Potassium Bicarbonate 35 @ 40 Bichromate 15 @ 25 Bromide 69 @ 85 Bromide 54 @ 71 Chlorate, gran'd 23 @ 30 Chlorate, powd. 16 @ 25 or Xtal 30 @ 35 Cyanide 30 @ 35 Iodide 4 60 @ 4 85 Permanganate 20 @ 30 Prussiate, yellow 65 @ 75 Prussiate, red @ 1 00 Sulphate 35 @ 40 Roots Alkanet 30 @ 35 Blood, powdered 35 @ 40 Calamus 35 @ 40 Elecampane, pvd 25 @ 30 Gentian, powd. 20 @ 30 Ginger, African, powdered 30 @ 35 Ginger, Jamaica 60 @ 65 Ginger, Jamaica, powdered 45 @ 50 Goldenseal, pow. @ 7 50 Ipecac, powd. 3 75 @ 4 00 Licorice 35 @ 40 Licorice, powd. 20 @ 30 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 35 @ 40 Squills, powdered 60 @ 70 Tumeric, powd. 20 @ 25 Valerian, powd. @ 75 Seeds Anise @ 35 Anise, powdered 35 @ 40 Bird, Is 13 @ 17 Canary 13 @ 20 Caraway, Po. 30 @ 35 Cardamon 3 60 @ 4 00 Coriander pow. 30 @ 35 Dill 18 @ 25 Fennel 25 @ 30 Flax, ground 08 @ 15 Foenugreek pow. 15 @ 25 Hemp 8 @ 15 Lobelia, powd. @ 1 25 Mustard, yellow 17 @ 25 Mustard, black 20 @ 25 Poppy 22 @ 25 Quince 1 50 @ 1 75 Rape 15 @ 20 Sabadilla 35 @ 40 Sunflower 11 1/2 @ 15 Worm, American 30 @ 40 Worm, Levant 5 00 @ 5 25 Tinctures Aconite @ 1 80 Aloes @ 1 45 Arnica @ 1 10 Asafoetida @ 2 40 Belladonna @ 1 35 Benzoin @ 2 10 Benzoin Comp'd @ 2 65 Buchu @ 2 55 Cantharadides @ 2 85 Capsicum @ 2 20 Catechu @ 1 75 Cinchona @ 3 16 Colchicum @ 1 80 Cubebs @ 2 00 Digitalis @ 1 80 Gentian @ 1 35 Ginger, D. S. @ 1 80 Gualac @ 2 20 Gualac, Ammon. @ 2 00 Iodine @ 95 Iodine, Colorless @ 1 50 Iron, Clo. @ 1 25 Kino @ 1 40 Myrrh @ 2 50 Nux Vomica @ 1 55 Opium @ 3 50 Opium, Camp. @ 85 Opium, Deodor'd @ 3 50 Rhubarb @ 1 70 Paints. Lead, red dry 15 1/2 @ 15 1/2 Lead, white dry 15 1/2 @ 15 1/2 Lead, white oil 15 1/2 @ 15 1/2 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 Miscellaneous Acetanallid 47 @ 55 Alum 08 @ 12 Alum, powd. and ground 09 @ 15 Bismuth, Subnitrate 54 @ 59 Borax xtal or powdered 07 @ 13 Cantharades, po. 1 50 @ 2 00 Calomel 2 02 @ 2 23 Capsicum, pow'd 45 @ 55 Carmine 7 00 @ 7 50 Cassia Buds 35 @ 40 Cloves 50 @ 55 Chalk Prepared 14 @ 16 Chloroform 51 @ 60 Chloral Hydrate 1 35 @ 1 55 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 65 @ 1 85 Cream Tartar 81 @ 88 Cattle bone 40 @ 50 Dextrine 6 @ 15 Dover's Powder 3 50 @ 4 00 Emery, All Nos. 10 @ 15 Emery, Powdered 8 @ 10 Epsom Salts, bbls. @ Epsom Salts, less 3 1/2 @ 10 Ergot, powdered @ 1 25 Flake, White 15 @ 20 Formaldehyde, lb. 12 @ 20 Gelatine 85 @ 100 Glassware, less 55 % Glassware, full case 60 % Glauber Salts, bbl. @ 1 1/2 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 25 @ 35 Hops 59 @ 60 Iodine 6 45 @ 6 90 Iodoform 7 25 @ 7 65 Lead Acetate 20 @ 30 Mace @ 1 45 Mace, powdered @ 1 50 Menthol 14 50 @ 15 00 Morphine 11 18 @ 11 92 Nux Vomica @ 30 Nux Vomica, pow. 17 @ 25 Pepper black pow. 40 @ 45 Pepper, White 45 @ 55 Pitch, Burgundy 10 @ 15 Quassia 12 @ 15 Quinine 72 @ 132 Rochelle Salts 30 @ 35 Saccharine @ 30 Salt Peter 11 @ 22 Seidlitz Mixture 30 @ 40 Soap, green 15 @ 30 Soap mott cast. 22 1/2 @ 25 Soap, white castile case @ 1 50 Soap, white castile less, per bar @ 1 45 Soda Ash 1 @ 10 Soda Bicarbonate 3 1/2 @ 10 Soda, Sal 02 1/2 @ 08 Spirits Camphor @ 1 25 Sulphur, roll 3 1/2 @ 10 Sulphur, Subl. 04 @ 10 Tamarinds 20 @ 30 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
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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

Beechnut Catsup
White Peppers

DECLINED

Snider Catsup
Prunes
Molasses
Cotton Twine

AMMONIA

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



AXLE GREASE

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

BAKING POWDERS

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

BEECH-NUT BRANDS.



Mints, all flavors ----- 60
Gum ----- 70
Fruit Drops ----- 70
Caramels ----- 70
Sliced bacon, large ----- 4 95
Sliced bacon, medium 3 00
Sliced beef, large ----- 4 50
Sliced beef, medium 2 80
Grape Jelly, large ----- 4 50
Grape Jelly, medium 2 70
Peanut butter, 16 oz. 4 70
Peanut butter, 10 1/2 oz. 3 25
Peanut butter, 6 1/2 oz. 3 00
Peanut butter, 3 1/2 oz. 1 25
Prepared Spaghetti ----- 1 40
Baked beans, 16 oz. ----- 1 40



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

BREAKFAST FOODS

Cracked Wheat, 24-2 3 85
Cream of Wheat, 18s 3 90
Cream of Wheat, 24, 14 oz. ----- 3 05
Pillsbury's Best Cerl 2 20
Quaker Puffed Rice, 5 60
Quaker Puffed Wheat 4 30
Quaker Brist Biscuit 1 90
Ralston Branzen 3 20
Ralston Food, large 4 00
Saxon Wheat Food ----- 3 90
Vita Wheat, 12s ----- 1 80

Post's Brands.

Grape-Nuts, 24s ----- 3 80
Grape-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. 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, 3 in. ----- 1 50
Solid Back, 1 in. ----- 1 75
Pointed Ends ----- 1 25

Stove

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

Shoe

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

BUTTER COLOR

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

CANDLES

Electric Light, 40 lbs. 12 1
Plumber, 40 lbs. ----- 12 1
Paraffine, 6s ----- 14 1
Paraffine, 12s ----- 14 1
Wickless ----- 40
Tudor, 8s, per box ----- 30

CANNED FRUIT.

Apples, 3 lb. Standard 1 50
Apples, No. 10 ----- 4 50
Apple Sauce, No. 10 7 75
Apples, No. 1 1 75
Apricots, No. 2 ----- 3 00
Apricots, No. 2 1/2 ----- 3 00
Apricots, No. 10 ----- 8 25
Blackberries, No. 10 10 00
Blueberry, No. 2 2 00
Blueberries, No. 10 ----- 14 00
Cherries, No. 2 ----- 3 50
Cherries, No. 2 1/2 ----- 4 00
Cherries, No. 10 ----- 14 00
Loganberries, No. 2 ----- 3 00
Loganberries, No. 10 10 00
Peaches, No. 1 1 50
Peaches, No. 1 ----- 1 40
Peaches, No. 2 ----- 2 75
Peaches, No. 2 1/2 ----- 2 25
Peaches, 2 1/2 Cal. 3 25
Peaches, 10, Mich. ----- 8 50
Pineapple, 1, sl. ----- 1 65
Pineapple, 2, sl. ----- 2 60
Papple, 2 br. sl. ----- 2 40
Papple, 2 1/2, sl. ----- 2 90
Papple, 2, cru. ----- 2 60
Pineapple, 10 cru. ----- 9 00
Pears, No. 2 ----- 4 00
Pears, No. 2 1/2 ----- 4 50
Plums, No. 2 ----- 2 40
Plums, No. 2 1/2 ----- 2 90
Raspberries, No. 2, blk 2 90
Raspberries, Red, No. 10 16 00
Raspberries, Black, No. 10 ----- 14 00
Rhubarb, No. 10 4 75
Strawberries, No. 10 12 00

CANNED FISH.

Clam Ch'der, 10 1/2 oz. 1 35
Clam Ch., No. 3 ----- 3 50
Clams, Steamed, No. 1 2 00
Clams, Minced, No. 1 2 00
Finnan Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz. 2 50
Chicken Haddie, No. 1 2 75
Fish Flakes, small ----- 1 35
Cod Fish Cake, 10 oz. ----- 1 85
Cove Oysters, 5 oz. ----- 1 90
Lobster, No. 1/4, Star 2 90
Shrimp, 1, wet ----- 1 85
Sard's, 1/4 Oil, Ky ----- 5 50
Sardines, 1/4 Oil, K'less 5 00
Sardines, 1/4 Smoked 6 75
Salmon, Warrens, 1/2 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
Tuna, 1/2, Albocore ----- 95
Tuna, 1/4s, Curtis, doz. 2 20
Tuna, 1/2s, Curtis, doz. 3 50
Tuna, 1s, Curtis, doz. 7 90

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. sil. 1 85

Beef, 3 1/2 oz. Qua. sil. 1 75
Beef, 5 oz., Qua. sil. 2 25
Beef, No. 1, B'nut, all 4 50
Beefsteak & Onions, s 3 45
Chili Con Ca., 1s 1 50
Deviled Ham, 1/2s ----- 3 25
Deviled Ham, 1/4s ----- 3 50
Hamburg Steak & Onions, No. 1 ----- 1 15
Potted Beef, 4 oz. ----- 1 10
Potted Meat, 1/2 Libby 5 14
Potted Meat, 1/2 Libby 9 2 1/2
Potted Meat, 1/2 Qua. 90
Potted Ham, Gen. 1/2 1 85
Vienna Saus., No. 1/2 1 25
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 35
Van Camp, small ----- 85
Van Camp, Med. ----- 1 15

CANNED VEGETABLES.

Asparagus,
No. 1, Green tips 4 10 @ 25
No. 2 1/2, Lge. Green 4 50
W. Beans, cut 2 1 45 @ 1 75
W. Beans, 10 ----- 8 00
Green Beans, 2s 1 45 @ 2 25
Green Beans, 10s ----- 7 50
L. Beans, 2 gr. 1 35 @ 2 65
Lima Beans, 2s, Soaked 95
Red Kid. No. 2 ----- 1 25
Beets, No. 2, wh. 1 75 @ 40
Beets, No. 2, cut ----- 1 20
Beets, No. 3, cut ----- 1 60
Corn, No. 2, Ex. stan 1 85
Corn, No. 2, Fan. 1 40 @ 1 55
Corn, No. 2, Fy. glass 3 25
Corn, No. 10 ----- 7 50 @ 16 75
Hominy, No. 3 1 00 @ 1 15
Okra, No. 2, whole ----- 3 00
Okra, No. 2, cut ----- 1 60
Dehydrated Veg. Soup 90
Dehydrated Potatoes, lb. 45
Mushrooms, Hotels ----- 36
Mushrooms, Choice ----- 48
Mushrooms, Sur Extra 70
Peas, No. 2, E. J. ----- 1 65
Peas, No. 3, Sift. ----- 1 85
June ----- 1 85
Peas, No. 2, Ex. Sift. ----- 3 25
Peas, Ex. Fine, French 25
Pumpkin, No. 3 1 35 @ 1 50
Pumpkin, No. 10 4 75 @ 6 00
Pimientos, 1/4, each 12 @ 14
Pimientos, 1/2, each ----- 27
Sw't Potatoes, No. 2 1 65
Sauerkraut, No. 3 1 40 @ 1 50
Succotash, No. 3 1 55 @ 2 50
Succotash, No. 2, glass 3 90
Spinach, No. 1 ----- 1 25
Spinach, No. 2 ----- 1 60 @ 1 90
Spinach, No. 3 ----- 2 10 @ 2 50
Spinach, No. 10 ----- 6 00 @ 7 00
Tomatoes, No. 2 1 30 @ 1 35
Tomatoes, No. 3 1 75 @ 1 90
Tomatoes, No. 2, glass 3 60
Tomatoes, No. 10 ----- 7 50

CATSUP.

B-nut, Small ----- 1 90
Lilly Valley, 14 oz. ----- 3 80
Lilly Valley, 1/2 pint 1 75
Paramount, 24, 1s ----- 1 45
Paramount, 24, 16s ----- 2 40
Paramount, 6, 10s ----- 10 00
Sniders, 8 oz. ----- 1 75
Sniders, 16 oz. ----- 2 55
Quaker, 8 1/2 oz. ----- 1 25
Quaker, 10 1/2 oz. ----- 1 40
Quaker, 14 oz. ----- 1 90
Quaker, Gallon Glass 13 00

CHILI SAUCE

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

OYSTER COCKTAIL.

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

CHEESE

Roquefort ----- 55
Kraft, Small tins ----- 1 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 28
New York Full Cream 33
Sap Sago ----- 40
Brick ----- 28

CHEWING GUM.

Adams Black Jack ----- 65
Adams Bloodberry ----- 65
Adams Dentyne ----- 65
Adams Calif. Fruit ----- 65
Adams Sen Sen ----- 65
Beeman's Pepsin ----- 65
Beechnut Peppermint ----- 75
Beechnut Wintergreen ----- 70
Beechnut Spearmint ----- 70
Doublemint ----- 65
Juicy Fruit ----- 65
Peppermint, Wrigleys ----- 65
Spearmint, Wrigleys ----- 65
Wrigley's P-K ----- 65
Zeno ----- 65
Teaberry ----- 65

CHOCOLATE.

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

COCOA.

Bunte, 1/2s ----- 43
Bunte, 1/4 lb. ----- 35
Bunte, 1/2 lb. ----- 32
Droste's Dutch, 1 lb. ----- 50
Droste's Dutch, 1/2 lb. ----- 45
Droste's Dutch, 1/4 lb. ----- 35
Hersheys, 1/2s ----- 35
Hersheys, 1/4s ----- 35
Huyler ----- 35
Lowney, 1/2s ----- 40
Lowney, 1/4s ----- 35
Lowney, 5 lb. cans ----- 33
Runkles, 1/2s ----- 34
Runkles, 1/4s ----- 38
Van Houten, 1/2s ----- 75
Van Houten, 1/4s ----- 75

COCOANUT

Dunham's
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. ----- 3 25
Twisted Cotton, 50 ft. 1 75
Braided, 50 ft. ----- 2 75
Sash Cord ----- 4 25



COFFEE ROASTED

Bulk

Rio ----- 29
Santos ----- 35 @ 37
Maracaibo ----- 38
Gautemala ----- 41
Java and Mocha ----- 51
Bogota ----- 42
Peaberry ----- 37

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

Telfer Coffee Co. Brand
Bokay ----- 43

Coffee Extracts

M. Y., per 100 ----- 13
Frank's 50 pkgs. ----- 4 25
Hummel's 50 1 lb. 10 1/2

CONDENSED MILK

Leader, 4 doz. ----- 6 75
Eagle, 4 doz. ----- 9 90

MILK COMPOUND

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

EVAPORATED MILK



Quaker, Tall, 4 doz. ----- 4 85
Quaker, Baby, 3 doz. 4 75
Quaker, Gallon, 1/2 doz. 4 75
Blue Grass, Tall 48 ----- 4 75

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

CIGARS

G. J. Johnson's Brand
G. J. Johnson Cigar, 10c ----- 75 00
Tunis Johnson Cigar Co.
Van Dam, 10c ----- 75 00
Little Van Dam, 6c ----- 37 50

Worden Grocer Co. Brands

Canadian Club ----- 27 50
Master Piece, 50 Tin ----- 37 50
Tom Moore Monarch 75 00
Tom Moore Panatella 75 00
Tom Moore Cabinet 95 00
Tom M. Invincible 115 00
Webster's ----- 27 50
Webster Savoy ----- 75 00
Webster Plaza ----- 95 00
Webster Belmont ----- 110 00
Webster St. Reges ----- 125 00
Starlight Rouse ----- 90 50
Starlight P-Club ----- 125 00
Tiona ----- 30 00
Clint Ford ----- 25 00
Benedicts ----- 37 50

CONFECTIONERY

Stick Candy Pails
Standard ----- 17
Jumbo Wrapped ----- 19
Pure Sugar Sticks 600s 4 20
Big Stick, 20 lb. case 30

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

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

Lozenges.

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

Hard Goods.

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

Cough Drops

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

Package Goods

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

Specialties.

Walnut Fudge ----- 33
Pineapple Fudge ----- 31
Italian Bon Bons ----- 19
Atlantic Cream Mints ----- 37
Silver King M. Mallovs 1 60
Walnut Sundae, 24, 50 ----- 80
Neapolitan, 24, 50 ----- 80
Yankee Jack, 24, 50 ----- 80
Mich. Sugar Ca., 24, 50 ----- 80
Pal O Mine, 24, 50 ----- 80

COUPON BOOKS

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

CREAM OF TARTAR

6 lb. boxes ----- 38

DRIED FRUITS

Apples
Domestic, 20 lb. box 11
N. Y. Fcy, 50 lb. box 16
N. Y. Fcy, 14 oz. pkg. 16
Apricots
Evaporated, Choice ----- 27
Evaporated, Fancy ----- 31
Evaporated, Slabs ----- 25
Citron
10 lb. box ----- 45

Currants

Packages, 14 oz. ----- 15 1/2
Greek, Bulk, lb. ----- 15

Dates

Dromadary, 36s ----- 6 75

Peaches

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

Pearl

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

Raisins.

Seeded, bulk ----- 11
Thompson's s'dles blk ----- 10
Thompson's seedless, 15 oz. ----- 12
Seeded, 15 oz. ----- 13 1/2

California Prunes

90 @ 100, 25 lb. boxes ----- 08 1/2
60 @ 70, 25 lb. boxes ----- 09 1/2
50 @ 60, 25 lb. boxes ----- 11 1/2
40 @ 50, 25 lb. boxes ----- 13
30 @ 40, 25 lb. boxes ----- 15 1/2
20 @ 30, 25 lb. boxes ----- 23

FARINACEOUS GOODS

Beans

Med. Hand Picked ----- 06
Cal. Limas ----- 15
Brown, Swedish ----- 07 1/2
Red Kidney ----- 12

Farina

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

Hominy

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

Macaroni

Domestic, 20 lb. box 09 1/2
Armours, 2 doz., 3 oz. 1 90
Foulds 2 doz., 3 oz. 1 25
Quaker, 2 doz. ----- 3 00

Pearl Barley

Chester ----- 4 60
000 ----- 6 50
Barley Grits ----- 5 00

Peas

Scotch, lb. ----- 05 1/2
Split, lb. yellow ----- 07 1/2
Split green ----- 10

Sage

East India ----- 10

Tapleas

Pearl, 100 lb. sacks ----- 09
Minute, 8 oz., 3 doz. 4 95
Dromedary Instant ----- 3 40

GELATINE	
Jello-O, 3 doz.	3 45
Knox's Sparkling, doz.	2 25
Knox's Acidu'd, doz.	2 25
Minute, 3 doz.	4 05
Flymouth, 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 20
Buckeye, 18 oz., doz.	2 20

JELLY GLASSES	
8 oz., per doz.	37

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



Nucoa, 1 lb.	28
Nucoa, 2 and 5 lb.	27 1/2
Wilson & Co.'s Brands	
Certified	25 1/2
Nut	20
Special Role	25 1/2

MATCHES	
Swan, 144	5 00
Diamond, 144 box	6 60
Searchlight, 144 box	6 60
Ohio Red Label, 144 bx	5 00
Ohio Blue Tip, 144 bx	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 70
No. 5, 12 cans to case	5 95
No. 2 1/2, 24 cans to cs.	6 20
No. 1 1/2, 36 cans to cs.	5 15

Green Brer Rabbit	
No. 10, 6 cans to case	4 45
No. 5, 12 cans to case	4 70
No. 2 1/2, 24 cans to cs.	4 95
No. 1 1/2, 36 cans to cs.	4 20

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

Fancy Open Kettle	72
Choice	64
Fair	41

Half barrels 5c extra	
Molasses in Cans.	

Dove, 36, 2 lb. Wh. L.	5 60
Dove, 24, 2 1/2 lb. Wh. L.	5 20
Dove, 36, 2 lb. Black	4 30
Dove, 24, 2 1/2 lb. Black	3 90
Dove, 6, 10 lb. Blue L.	4 45
Palmetto, 24, 2 1/2 lb.	5 25

NUTS.

Whole	
Almonds, Terregona	28
Brazil, New	25
Fancy mixed	22
Filberts, Sicily	28
Peanuts, Virginia Raw	10
Peanuts, Vir. roasted	11
Peanuts, Jumbo, raw	12
Peanuts, Jumbo, rstd	13
Pecans, 3 star	24
Pecans, Jumbo	40
Pecans, Mammoth	50
Walnuts, California	30
Salted Peanuts.	
Fancy, No. 1	12
Jumbo	17
Shelled.	
Almonds	70
Peanuts, Spanish,	11
125 lb. bags	
Filberts	32
Pecans	1 10
Walnuts	60
Bulk, 5 gal. keg	5 25

OLIVES.	
Bulk 5 gal. keg	8 00
Quart Jars, dozen	6 50
Bulk, 2 gal. keg	3 60

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

PARIS GREEN	
1/8s	31
1s	29
2s and 5s	27

PEANUT BUTTER.



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

PETROLEUM PRODUCTS

Iron Barrels	
Perfection Kerosine	12.1
Red Crown Gasoline,	
Tank Wagon	15.7
Solite Gasoline	19.7
Gas Machine Gasoline	38.2
V. M. & P. Naphtha	21.6
Capitol Cylinder	39.2
Atlantic Red Engine	21.2
Winter Black	12.2



Iron Barrels.	
Light	62.2
Medium	64.2
Heavy	66.2
Special heavy	70.2
Extra heavy	72.2
Transmission Oil	
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



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

PICKLES

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.

800 Size, 15 gal.	11 00
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PIPES.

Cob, 3 doz. in bx. 1 00@1 20	
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PLAYING CARDS

Battle Axe, er doz.	2 75
Blue Ribbon	4 50
Bicycle	4 75

POTASH

Babbitt's 2 doz.	2 75
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FRESH MEATS

Beef.	
Top Steers & Heif.	@18
Good Steers & H'f	15@17
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	23 00@30 00
Lard	
Pure in tierces	17
60 lb. tubs	advance 1/4
50 lb. tubs	advance 1/4
20 lb. pails	advance 1/4
10 lb. pails	advance 1/4
5 lb. pails	advance 1/4
3 lb. pails	advance 1/4
Compound tierces	13
Compound, tubs	13 1/2

Sausages	
Bologna	12 1/2
Liver	12
Frankfort	12
Pork	18@20
Veal	19
Tongue, Jellied	22
Headcheese	18
Smoked Meats	
Hams, Cer., 14-16 lb.	28
Hams, Cert., 16-18 lb.	27
Ham, dried beef	
sets	@30
California Hams	@20
Picnic Boiled	
Hams	30 @32
Boiled Hams	38 @40
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.	2 15
3/4 bbls., 35 lbs.	3 10
1/2 bbls.	8 25
1 bbl.	18 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

ROLLED OATS

Steel Cut, 100 lb. sks.	3 25
Silver Flake, 12 Fam.	2 50
Quaker, 12 Regular	1 80
Quaker, 12s Family	2 70
Mothers, 12s, Illum	3 25
Silver Flake, 13 Reg.	1 50
Sacks, 90 lb. Jute	2 90
Sacks, 90 lb. Cotton	3 00

RUSKS.

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

SALERATUS

Arm and Hammer	3 75
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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 05
Mixed, half bbls.	9 50
Queen, bbls.	1 15
Milkers, Kegs	10 25
Milkers, half bbls.	10 25
Milkers, bbls	

Herring

K K K K, Norway	20 00
8 lb. pails	1 45
Cut Lunch	95
Boned, 10 lb. boxes	20
Lake Herring	
1/2 bbl., 100 lbs.	6 50
Mackerel	
Tubs, 100 lb. fancy fat	24 50
Tubs, 60 count	7 00
White Fish	
Med. Fancy, 100 lb.	13 00

SHOE BLACKENING

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

STOVE POLISH.

Blackline, per doz.	1 35
Black Silk Liquid, dz.	1 40
Black Silk Paste, doz.	1 25
Enamaline Paste, doz.	1 35
Enamaline Liquid, dz.	1 35
E Z Liquid, per doz.	1 40
Radium, per doz.	1 55
Rising Sun, per doz.	1 35
554 Stove Enamel, dz.	2 80
Vulcanol, No. 5, doz.	95
Vulcanol, No. 10, doz.	1 35
Stovoil, per doz.	3 00

SALT.

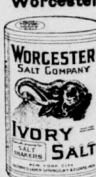
Colonial, 24, 2 lb.	90
Colonial, Iodized, 24-2	2 40
Med. No. 1 Bbls.	2 75

Med No. 1, 100 lb. bg.	85
Farmer Spec., 70 lb.	85
Packers Meat, 56 lb.	57
Crushed Rock for ice cream, 100 lb. each	75
Butter Salt, 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	4 40



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

Worcester



Bbls. 30-10 sks.	5 40
Bbls. 60-5 sks.	5 55
Bbls. 120-2 1/2 sks.	6 05
100-3 lb. sks.	6 05
Bbls. 280 lb. bulk:	
AA-Butter	4 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
Grdina 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
Pummo, 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
Trilby Soap, 100, 10c.	
10 cakes free	8 00
Williams Barber Bar.	95 50
Williams Mug, per doz.	48

CLEANSERS



80 can cases, \$4.80 per case

WASHING POWDERS.

THE SUNSHINE CITY.

More Alluring This Season Than Ever Before.

St. Petersburg, Florida, Dec. 12—From the attitude of a quiet observer, allow me a short space in your valued paper to record a few lines concerning "The Alluring Charms of Florida," that seemingly inexhaustible subject that at the present time is attracting so much attention and is everywhere a universal topic of conversation.

Having driven by auto several times over different routes to this apparently enchanted country, the trip was made this time by rail on board a through car for St. Petersburg, our train leaving Grand Rapids the evening of Dec. 4.

One of the noticeable features of our journey and one generally commented upon by the passengers was the very light travel. There were few passengers to the car in our long train which, after leaving Cincinnati, was composed of more than a dozen Pullmans. This deficiency was explained away by some that just before the holiday season travel by rail to Florida resorts was very light and never so heavy as just after New Years, when the real rush began.

The scenery through the mountains of Kentucky and Tennessee was particularly beautiful and one could not help but observe that the grandeur of the rocks and the placid beauty of the streams lost none of their charm and fascination at being viewed from the window of the train, rather than behind the wheel of an automobile; particularly at this season of the year when roads are more or less soft and weather conditions unfavorable for touring.

As our train sped along through Southern Georgia on the morning of the second day out, we could not help but notice the increased traffic activity. Not only the long freight trains on our own line, but also the highways that paralleled our track took on a lively aspect, with numerous autos laden with their familiar touring traps wending their way in a general Southerly direction. As we neared Jacksonville every available siding was crowded and congested with freight cars.

Upon entering Jacksonville, which claims to be the gateway to this Southern "Eldorado" and through which the great bulk of travel and merchandise must pass, the indications of a boom country and the unusual congested conditions became everywhere apparent.

Station platforms were piled high with freight. Every conceivable unloading space was utilized. Temporary warehouses were constructed of tents and canvass coverings to take care of the deluge of freight that has poured into this terminal. Tractors were used to move the caravans of baggage and mail along the station platform.

The trip to the Southwest across the peninsula to the West Coast is uneventful at its best. The scenery has an uninteresting sameness which soon becomes monotonous. Not until we come in sight of the Gulf does building activity and general booming appearance take possession of the country.

Tarpon Springs, Dunedin, Clearwater and Largo, with their numerous additions and subdivisions, present almost one continuous booming activity.

This whole tract but a few seasons ago was an undeveloped area of jungle, scrub palmetto and cut-over pine, with occasional groves of orange and grapefruit.

When we arrived in St. Petersburg—the "Sunshine City," claiming no competition as the mecca of the winter tourist and passing all the alluring charms and attractions for those who may be in search of recreation and rest—we found the streets were in gala attire, decorated with flags and bunting in honor of a convention of the Investment Bankers Association of America.

To one who has visited the place

several seasons before, when merchandise, rentals and real estate were rather normal and had just begun to sky rocket and give some evidence of a feverish speculation, it is very apt to be with a disgruntled flavor that he views many of the present frenzied conditions.

So it may be with your humble scribe who, neglecting to invest on the ground floor, now finds that everything attractive is at an altitude far beyond his reach and, consequently, he may be accused of anti-Florida inclinations.

However, the crowd is here with bells on and the crop of tourists, as compared with other seasons, has every appearance of being a bumper one.

The Chamber of Commerce endeavors to maintain a careful system of registration and looking over the Michigan Register, I find forty-two persons enrolled from Grand Rapids. This number, according to their conservative system of estimating winter visitors, represents but one-third of the people who are here from our city, for they claim that the other two-thirds of their guests do not take pains to register. They arrive at these statistics by estimating automobile license plates, also mail receipts, as well as hotel registers, etc.

We wander around to the postoffice which has been considerably enlarged to secure a box in order to insure as much as possible the safe arrival of the Tradesman and particularly letters from our friends back in the old home town and are informed that no boxes are to be had; that, if we wish, they will put our names on file, but that there are already 1,200 ahead of us on the waiting list.

The sky line of main street or Central avenue is rapidly changing and several sky scrapers are under construction.

A very noticeable feature is the multiplicity of real estate offices, forming a solid and almost unbroken line on either side of the street of the principal business section. These numerous attractive and conspicuous enterprises have crowded the butcher, the baker, the haberdasher, the Piggly Wig and other shops and stores into the side streets and into the back-ground. While window shopping along Central avenue, the visitor cannot help but be impressed with the fact that the great and foremost commodities of this country are portions of its valuable sandy surface.

The reader's time, your valued space, together with the poor descriptive powers of the writer forbid entering into anything like a detailed account of this interesting real estate game as it is played down here in the land of multiple diversions and amusement. Suffice to say that no quirk twists or turns, high dives or long strokes have been omitted that have ever come under his notice in Los Angeles, Texas or any other location and that the Florida realtor has many embellishments about which the former places have never heard.

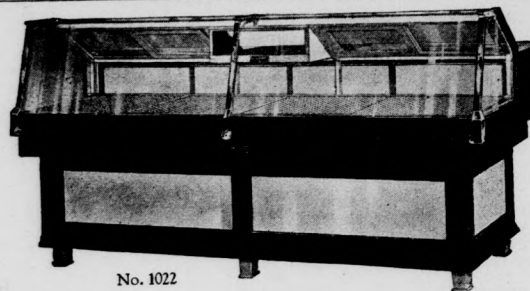
C. W. Hoyle.

Any Fool Can Knock.

Don't criticize your neighbor's faults
No matter what they do.
Don't ridicule the masses or
Malign the chosen few.
Don't think yourself a censor for
The silly, human flock.
And just remember as you go
That any fool can knock.

Don't laugh at those who make mistakes
And stumble on the way.
For you are apt to follow them,
And almost any day.
Don't think the others shifting sand
While you are solid rock.
And don't forget, for heaven's sake,
That any fool can knock.

Don't be a puller-down of fame
On other men conferred.
Don't give a parting kick to one
Who fell because he erred.
Don't think that you are perfect and
The only size in stock.
And now, once more, just bear in mind
That any fool can knock.



This McCray Counter Refrigerator

affords splendid display, enables prompt and convenient service to customers. Its fine appearance attracts and holds trade, gives customers confidence in your sanitary standards.

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With Kellogg's All-Bran, you are absolutely **SURE**. For Kellogg's is **ALL BRAN**. That's why doctors recommend it. That's why it brings 100% results.

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Cooked and Krumbled—Ready-to-Eat

Claims Filed Against the Kaprall Manufacturing Co.

G. R. Varnish Corp., Grand Rapids	\$ 99.80
Chicago White Lead Co., Chicago	38.27
Warden Grocer Co., Grand Rapids	7.50
Paul Steketee & Sons, Grand Rap.	37.41
Quigley Bros. Lumber Co., Grand Rapids	236.19
Marquette Lumber Co., Grand Rap.	213.57
National Brass Co., Grand Rapids	2.52
Walter Carke Veneer Works, Grand Rapids	29.75
Kessler-Mayo Co., Grand Rapids	16.35
Consumer's Ice Co., Grand Rapids	15.67
Stone, S. K., Grand Rapids	90.35
Richmond Stamp Works, Grand R.	10.05
National Sheet Metal Works, Grand Rapids	5.93
G. R. Veneer Works, Grand Rap.	1,924.18
G. R. Dry Goods Co., Grand Rap.	1,801.76
C. O. Porter Machinery Co., Grand Rapids	38.60
General Insulate Co., Brooklyn	15.00
Golden & Bote Transfer Co., Grand Rapids	237.57
Klisse Mfg. Co., Grand Rapids	39.00
Lindenbaum & Birnham, New York	12.45
Herposheimer Co., Grand Rapids	84.19
Lyon Mercantile Agency, Grand Rapids	62.50
Morris Wolf Silk Co., Chicago	130.00
Foster Stevens Co., Grand Rapids	29.91
American Railway Express Co., Grand Rapids	21.46
McMullen Machinery Co., Grand Rapids	8.63
Mrs. F. L. Gallagher, Grand Rap.	127.50
Lewis Electric Co., Grand Rapids	179.68
Keeler Brass Works, Grand Rapids	106.86
Hart-Mirror-Plate Co., Grand Rap.	10.80
Hensel-Colladay Co., Philadelphia	76.11
Fred C. Kramer, Chicago	532.83
Evans & Retting, Grand Rapids	610.34
Mayer & Loewenstein, New York	287.50
Kennedy Car Liner & Bag Co., Shelbyville, Ind.	74.40
Leo Uhlfelder Co., New York	144.28
T. Riessner, New York	56.25
Berbecker & Rowland Mfg. Co., Waterbury, Conn.	18.76
Mills & Gibb Corp., New York	79.85
G. R. Adv. Co., Grand Rapids	41.00
Hinckley & Schmitt, Chicago	7.00
Western Electric Co., Chicago	406.05
Wm. Iselin & Co., New York	81.90
Sadie Termeer, Grand Rapids	81.25
Norman H. Landman, Toledo	173.44
R. G. Dun Co., Grand Rapids	175.00
C. A. Tayor or Trunk Wks., Chicago	282.00
Munzer Waxman Co., Chicago	77.79
Cohn-Hall-Marx Co., New York	78.00
Henry J. Heystek, Grand Rapids	4.38
M. L. Barrett & Co., Chicago	12.00
G. Hirsch & Sons, New York	2,457.68
Manhattan Brass Co., New York	92.91
Arthur Post, Sparta	400.00
Syracuse Ornament Co., Syracuse	6,178.50
Economy Dye House, Grand Rapids	7.00
Travis, Merrick, Warner & Johnson, Grand Rapids	165.00
Tradesman Company, Grand Rapids	12.00
Dallas Brass & Copper Co., Chicago	14.44
Bernard L. Erstein, Grand Rapids	26.75
William Goldstein, New York	33.00
Hazeltine & Perkins, Grand Rapids	6.85
Crane Co., Grand Rapids	118.75
G. R. Wood Finishing Co., Grand Rapids	302.23
W. C. Hopson Co., Grand Rapids	55.66
Ideal Stitcher & Mfg. Co., Chicago	52.63
Western Polishing Cloth Co., Chicago	69.96
Russakov Can Co., Chicago	47.00
Bronze Powder Works, Elizabeth, N. J.	220.64
A. Geo. Schulz Co., Milwaukee	432.36
American Brass Co., Kenosha	37.40
Amer. Steel & Wire Co., Chicago	69.78
Art Embroidery Co., Louisville	312.43
Michigan Tag Co., Grand Rapids	264.45
Friedberger-Aaron Mfg. Co., Philadelphia	42.08
Rome Brass & Copper Co., Rome, N. Y.	283.73
W. P. Williams Co., Grand Rapids	10.50
Zeller-Lacquer Mfg. Co., New York	124.35
Marshall-Field Co., Chicago	768.78
G. R. Brass Co., Grand Rapids	884.69
G. R. Furniture Co., Grand Rapids	2.20
G. R. Belting Co., Grand Rapids	14.80
J. G. Braun, Chicago	773.83

Herman Behr Co., Chicago	25.99
Weber-Knapp Co., Jamestown, N.Y.	22.58
Furniture Club of America, Chicago	50.00
American Rug & Carpet Co., Chicago	191.80
American Thread Co., New York	25.20
Oscar O. Friedlaender Co., New Y.	209.45
Peerless Light Co., Chicago	27.37
G. R. Association of Commerce, Grand Rapids	50.00
W. U. Tele. Co., Grand Rapids	25.50
Artistic Weaving Co., New York	60.85
Geo. F. Grignon, Chicago	1,007.28
G. R. Foundry Co., Grand Rapids	609.50
Richardson Silk Co., Chicago	55.44
Woodruff & Edwards Co., Elgin	116.01
Consolidated Steel Strapping Co., Chicago	66.50
State Accident Fund, Lansing	259.49
Charles J. DeLand, Lansing	117.08
Favor, Ruhl & Co., Chicago	70.03
Page Hardware Co., Grand Rapids	49.55
Louis S. Miller, Detroit	405.75
Connor Foundry Co., Grand Rapids	157.10
Underwood Typewriter Co., New York	8.50
Mid-West Foundry Co., Galesburg	78.90
A. Mannheim Co., New York	1,228.00
Cabinet Shops, Grand Rapids	136.50
Klisse Mfg. Co., Grand Rapids	39.00
DeViblliss Mfg. Co., Toledo	75.79
Excelsior Wrapper Co., Grand R.	423.60
G. R. Dowel Works, Grand Rapids	7.15
Kaufman Mfg. Co., New York	775.45
U. S. Bronze Powder Works, New York	119.25
Camera Shop, Grand Rapids	44.67
Mich. Bell Tele. Co., Grand Rapids	60.37
C. J. Farley Co., Grand Rapids	1,804.26
Ornamental Products Co., Detroit	38.35
East Side Metal Spinning Co., New York	28.85
American Sack Co., Chicago	83.94
Old National Bank, Grand Rap.	32,171.21
Standard Oil Co., Chicago	6.28
G. R. Turning Co., Grand Rapids	189.82
Imperial Braid Co., New York	11.06
Amer. Embroidery Co., Philadelphia	8.18
"Lamps", New York	270.00
N. Y. Wire Lamp Frame Co., New York	120.00
Corl-Knott Realty Co., Grand R.	3,125.00
Peter Cooper's Glue Factory, Goshen, N. Y.	76.16
Seidman & Seidman, Grand Rapids	170.00
Circle F Mfg. Co., Trenton, N. J.	375.00
Weil-McLain Co., Chicago	394.17
Glendon A. Richards, Grand Rapids	72.00
Voss & Stern, Inc., New York	585.57
A. V. Boelter Mfg. Co., Chicago	850.00
Lipper Mfg. Co., Philadelphia	553.67
Max Feist, Inc., New York	238.48
Carson, Pirie Scott & Co., Chicago	29.50
Modern Braid Co., New York	1,319.13
Arthur L. Harvey, Oak Park	22.99
Chicago Smelting & Refining Co., Chicago	46.20
M. J. Frank Co., New York	484.20
A. L. Randall & Co., Chicago	24.25
Ealator Flower Co., Chicago	101.20
Cen. Mich. Paper Co., Grand Rap.	60.36
H. G. Harden Sales Co., Oak Park	56.16
Benjamin Electric Co., Chicago	1,051.87
Largman-Oppenheim Co., Philadelphia	632.76
Alfred Vester Sons, Inc., Providence	60.25
American Fiber Package Co., Grand Rapids	128.04
Amer. Corrugating Co., Grand Rap.	127.82
Mutual Sunset Lamp Mfg. Co., New York	112.50
Wm. Alsberg & Co., New York	1,188.76
Schwarzenbach, Huber & Co., New York	60.44
A. B. Fiedler & Sons, Chicago	67.22
G. R. Gas Light Co., Grand Rapids	58.08
Mead Publishing Co., Grand Rapids	27.50
Reed-Tandler Co., Grand Rapids	47.85
Custom Grinding Co., Chicago	9.78
A. L. Holcomb Co., Grand Rapids	47.92
Wood Products Co., Grand Rapids	126.18
Oniedas Saes Co., New York	198.50
E. I. Du Pont de Nemours Co., Wilmington, Del.	2.85
Unique Lamp & Casting Co., Chicago	20.00
Julius Berbecker & Sons, Inc., New York	6.73
E. T. Stille & Co., Chicago	127.
Atwood Lumber Co., Grand Rapids	613.04
Hance Parker Mfg. Co., Meriden, Conn.	15.49

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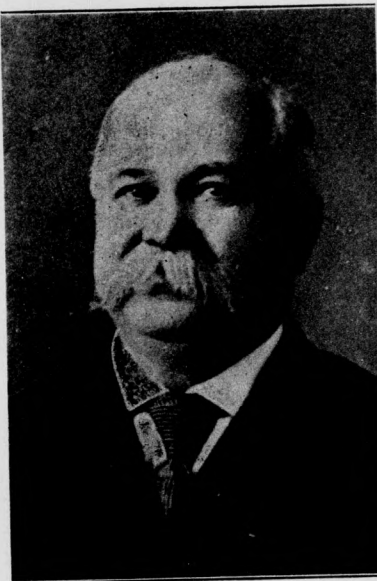
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For Sale—Because we have larger machines; one \$400 Royal coffee and peanut roaster \$150; one Hobart coffee mill \$35. "Q" Grocery, 990 Pine St., Muskegon, Mich. 119

For Sale—Store building, fixtures, general stock and dwelling in small town on M-11. Good resort and farm trade. A real bargain at \$4,500. Address No. 120, c/o Michigan Tradesman. 120

For Sale—General store. Post office in connection. In farming community. Good business for hustler. Reason for selling, ill health. Address, Postmaster, Ferry, Mich. 117

FOR SALE—The Birkett water power, in Petoskey. Dam and water wheel in good shape. About twenty-six feet head. Will be sold cheap. Eleanor J. Newkirk, 322 S. 5 Ave., Ann Arbor, Mich. 115

FOR SALE—A WELL-ESTABLISHED BAKERY in a THRIVING town. Address No. 109, c/o Michigan Tradesman. 109

WANTED TO BUY—A lake frontage area, preferably wooded; must be in north central portion of Michigan. Send full description, price, and terms in first letter. W. J. Cooper, Mt. Pleasant, Mich. 111

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

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

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What better gift can a merchant give a faithful employee
than a subscription to the Michigan Tradesman

?

A GOOD SCHOOL.

Relation of the School and the Community.

There is no defeat so humiliating as self-defeat. It is hard to be beaten by a strong antagonist in a fair fight; still harder when the foe is of one's own household or friends or party; but what shame comes to a man when he finds that his enemy is himself; that he is fighting for a cause with one hand and against it with the other. This is equally true with respect to a community, and happens, it seems to me, with many communities in their fight for a good school. I do not refer to the conflict of diverse and warring interests or to the multitude of opinions to be looked for in a country like ours where, as Pat says, "Every man is just as good as another and often a great deal better," but to those cases in which the whole community favors a policy antagonistic to some other policy equally favored by the whole community. Let me illustrate:

We in this country have on our hands a race problem—many of them—and all most momentous and threatening. And how came we to have these race problems? Simply because we as a people have determined to divide all human activities into two classes, one noble and the other servile and to select for ourselves and our children—particularly for our children—the noble activities. So we are compelled to bring in a servile class to do our servile work; and then comes the trouble. The poor fools read our constitution and do not see why they should not aspire to do this nobler kind of work. Logically, as we can not abolish human nature, we should either abolish our constitution or abolish the distinction between noble and servile labor. I suppose we do not intend to do either, but to employ certain makeshifts and continue this age-long contest of ourselves against ourselves.

Another example: I was in a town the other day where there was a great outcry over the fact that the local school board had the evening before "voted out the high school fraternities." Discussion of the subject in the newspapers, on the street and in the pulpit had for months been heated and abundant and this was the outcome of it. I made some enquiries and found that there were at the time nearly fifty clubs, circles, guilds, leagues, orders, hives, unions, brotherhoods, etc., in the town, all more or less exclusive and divisive. The college contingent from the town were all fraternity men. The president of the school board is reported to have said at a banquet of his club a few days before that he had long been a member both of the club and of a local church and that he had found the club at once the more interesting and the more useful. Evidently it was a good place for fraternities. The soil was fertile; the climate genial germs were abundant and prolific. What more natural than that fraternities should spring up in the school? "But," you ask, "must we not expect to have one order for boys and girls and another order for adults?" Assuredly; but this very distinction will

make the marks of adult life more attractive. The boys and girls live the life of the times; are divinely constituted imitators of their elders and eager to share, among other things, the benefits of passwords and guarded doors. Of course, no one expects to give up his club, but it is desirable that all should see clearly that we are adding fuel to the flame of social exclusiveness with one hand and throwing water on it with the other.

Now I do not care for these cases except as they illustrate my theme. (Yes, I do care very much about the race question. The school question pales into insignificance beside it. Still I can use it as an illustration.) I want to say that it seems to me that we do just this thing in respect to our schools. We do everything for the schools except that without which we seem to have done nothing. We build big fine schoolhouses and equip them expensively and showily; we try to get good teachers; we grudge no amount of time or money in the interest of public education; and then we withhold from them the very thing—the only thing—that can render all the rest effective. The main asset of a good school is authority. The authority of a school is partly internal, resting upon the knowledge, wisdom and virtue of the teachers; and partly external, conferred upon the school by the community. Unless the community does this heartily and unreservedly all else is of little avail; and it rarely does this heartily and unreservedly. By authority I mean more than influence and power on one hand and confidence and support on the other; but rather such a recognition of the desert of power on the part of the school as will make loyalty to the school interest natural and inevitable. For the good of the school, in the interest of the children, the teacher is defended from malignant misrepresentation and opposition, so that she may give all her power to her work with the assurance that public opinion is with her and the whole community is pledged to her support. I admit that where the community so endowed the teachers of a town with their own authority that the mere request from the teachers that no missiles of any kind be thrown within the city limits was willingly obeyed. Many and far better examples might be given. There is nothing in reason that a school can not do for safety and progress of a community, provided only that the authority given in one breath be not revoked with the next. There are always those in any town who are ready to use the school as a plaything. Life is dull; let us treat the schoolhouse as boys do a hornet's nest—heave a brick at it and run. Something will then be doing. It is always possible to raise a question of casuistry over any school regulation or procedure; or to start a school controversy; or to initiate or foster discontent or a spirit of rebellion in the school. The great question is, Will the community permit a few people, for purposes of their own, to wreck the school? You can not play horse with a school and have a good school; nor ridicule its work and have it respected; nor undermine its au-

thority and leave it any power to help and guide young people. The question of continuity of service of teachers, regarded as extremely important by the most highly civilized peoples and communities, lies just here. Shall a few malcontents conspire to oust experienced teachers and to keep a stream of hopeful novices flowing through the school? The question of excellence of service also lies here. The best teachers are most sensitive to injustice and find it easiest to escape it. So this unwillingness of the community to give the whole weight of its authority to the support of the school is constantly exercising a natural selection against superior teaching. The expense of a good school partly lies here. There are teachers who are willing to commute the respect and help of the community for hard dollars. I am afraid that this is true, to some extent, of even our large towns and our best schools. The people of Continental Europe seem to me more shrewd, paying their teachers partly in consideration, respect for their work and social distinction.

In what I have been saying above I have not so much had in mind justice to the teachers themselves or desired to complain that they do not receive the social recognition, the approval and the downright assistance that they deserve. They would not thank me for making any such complaint. They are in the main too busy, too proud, perhaps, too self satisfied or too conscious of little desert to complain. Or their sense of humor may be gratified by setting over against the ordinary attitude of an ungenerous community their festival expressions of extravagant praise in which teaching is lauded as a quite divine calling; as dealing with immortal souls and holding constant communion with the angelic darlings of the household. No, the teacher will stand it; but the school cannot. And so I want to conclude as I began, Why build with one hand and tear down with the other? Put what money, time and effort you will into the local school, all will be of no avail unless the community is willing to add to this a steady defense of the school against defamers and mischief-makers.

In what I have said above I am not decrying honest and even severe criticism of the teacher or any feature of school work made at proper times and to the proper persons and always in the interest of a better school.

E. A. Strong.

Installment Buying Is Discussed by Woolen People.

Before William Goldman, president of Cohen, Goldman & Co., Inc., had finished his speech at the annual meeting of the American Association of Woolen and Worsted Manufacturers a year ago it was certain that in 1925 he again would be one of the leading figures in the convention. It was he who first saw the true statistical position of the wool industry and, by telling what he knew at that time, called the turn in the price of the commodity.

Addressing the association at its annual session yesterday at the Waldorf-Astoria Hotel, Mr. Goldman undertook the very difficult problem of

appraising the immediate advantages and disadvantages of the installment buying movement in the clothing industry.

Business has improved since the first of October and should be better next year, says Mr. Goldman, but "practically for two and one-half years prior to that, when the country as a whole was prosperous, there was much idle machinery in the woolen and worsted trade." What the men at the present convention want to know is: How can we make certain that the improvement will continue? What have been the main obstacles to sales expansion?

Certain members of the industry were prepared to start a campaign to promote the sale of woollens "made in America," but not much can be expected from such a solution since no more than 2 or 3 per cent. of our ready-made clothing is made from foreign woollens.

It was apparent to those who talked with the delegates that, as Mr. Goldman himself put it, "there is a widespread belief in the minds of many careful observers in the clothing industry that the huge volume of installment or deferred payment plan business carried on by other industries has diverted money away from the purchase of wearing apparel."

It has been estimated that the movement to stimulate sales by offering goods on the deferred payment plan has grown until now our annual business of that order aggregates between three and five billions of dollars. Early in the year certain members of the clothing industry determined to go after their share of the business by meeting other industries on their own ground. One of the country's largest clothing stores, a chain of large department stores and hundreds of retailers begin to experiment with the new plan. Says Mr. Goldman: "The movement has been so rapid and the results in some instances so much better than had been anticipated that it now is a big and vital topic in the retail end of the clothing industry."

Nevertheless Mr. Goldman is not one of those who expect that the installment method will revolutionize the industry. It has its good and bad aspects, but on the final outcome of the scheme he says:

"While certain stores can secure temporary advantages and temporary large increases in business, it is my firm conviction that when the first flush of enthusiasm over the introduction of this method into the clothing trade has waned the maximum volume of deferred payment business compared with the total volume of the clothing industry as a whole may not exceed 15 per cent., and then only after some years of development."

Paul Willard Garrett.
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The woman who used to eat in a combination kitchen and dining room when she lived in the village now that she has moved to town wants a breakfast room decorated in pink to match the paint on her cheeks.

If you go one mile on the wrong road you are two miles farther from your destination.