

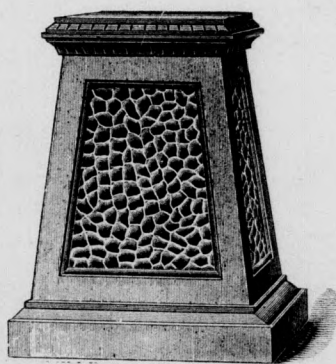
MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-third Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 30, 1925

Number 2206



Library.

POST-MORTEM

Nineteen-twenty-five is dead;
 Cold he lies beneath the stone.
 Place a flower at his head,
 But—leave well enough alone!
 Don't disturb a single bone;
 From the dead past turn away;
 Let its ghosts no more be known—
 Requiescat in pace!

Joys and sorrows that have fled
 Never more the soul may own;
 Mad ambitions that misled,
 Sins—to which all men are prone—
 Seek not vainly to atone;
 Make the most of this brief day;
 Down the wind go roses blown—
 Requiescat in pace!

Past and present can't be wed;
 Vain it is to grieve or moan.
 Turn to valorous toil instead,
 Dull regret makes man a drone.
 Let no relics here be shown;
 Banish even yesterday;
 Last year's nest the bird has flown—
 Requiescat in pace!



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]

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GRAND RAPIDS
PUBLIC LIBRARY

Forty-third Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 30, 1925

Number 2206

MICHIGAN TRADESMAN

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

Published Weekly By
TRADESMAN COMPANY

Grand Rapids

E. A. STOWE, Editor.

Subscription Price.

Three dollars per year, if paid strictly
in advance.

Four dollars per year, if not paid in
advance.

Canadian subscription, \$4.04 per year,
payable invariably in advance.

Sample copies 10 cents each.

Extra copies of current issues, 10 cents;
issues a month or more old, 15 cents;
issues a year or more old, 25 cents; issues
five years or more old 50 cents.

Entered Sept. 23, 1883, at the Postoffice
of Grand Rapids as second class matter
under Act of March 3, 1879.

NEW YEAR'S RESOLUTIONS.

When Tennyson besought the wild bells of that olden New Year to do him, and all mankind, the service of ringing out the old and ringing in the new, he embalmed a very serviceable sentiment and presented the language with one of its most durable quotations. The bells, you comprehend, were quite incapable of any such necromancy, just as they are this day, but the spirit that speaks through their brazen tongues—ah, that is quite another matter. If you are one of that innumerable legion whose New Year's vows are made for the improvement of the coming year you have been listening to the bells he heard, in the stillness of his study; to the bells that echoed in his poet's heart, quite a while ago.

In a certain light, no reason is perceived for the arbitrary appointment of this day on which to resolve for better things. Calendars should have nothing to do with conscience, the sophist in us whispers. It is true that a year of self-improvement might as well have its beginning in June, while the penitent is in reflective mood beside one of June's many rivers. This were well enough, if men ordered their own particular years after such fashion, but they do not, being in divers ways the most dilatory of God's creatures. Whether we concur in the dispensation or not, the truth is that a New Year, a veritable beginning of a recognized cycle of time, has in itself the peculiar virtue of bringing one to a contemplative halt. Why, yesterday, or twenty years ago, there had seemed to be so many of these years, alike happily languid and slow of foot. At the tick of the clock the year passes, the store is depleted, and the fleetness of time's flight astonishes both clown and philosopher. Small wonder the bells have a note of challenge in their clamoring. Ring out!

So men do resolve, and having re-

solved, they are for a season quite usually the most mournful of mortals. Perhaps you have glanced behind the diverting structure of the story of Sindbad the sailorman, who became the serf of the hideous ancient that bestrode his neck, the Old Man of the Sea. It is an allegory, and the evil that forced him to its wishes, that bent his stout young shoulders and all but strangled him with the grip of its terrible shanks, was Habit. It is the accustomed way of Habit to have its will with mankind. There is an Old Man of the Sea for each of us. Thus it appears that mortals who resolve on New Year's day to break the clutch of habit, to have done with the spiteful old fellow, are at grips with Sindbad's problem and confront no easy task. It is the most natural thing in the world that our penitent should be girt with misgivings, and should feel foredoomed to failure. Yet what sensible individual, we ask you, would engage to carry with him into another year that grievous handicap which has so sorely irked him? It is a time to be bold and resolute as Perseus, as resolute and bold as the hero who went a-hunting the Gorgons.

Physicians, it is said, seldom dose themselves with their own prescriptions. Well, no matter. The virtue thereby. As for New Year's resolutions of their simples is not challenged, we will warrant that the longer they are kept the more acceptable they will become, until each shall shed its chrysalis of woe and emerge a seemingly and an honest habit, such as makes for health, contentment and material success. But, we beg of you to believe, this is no growth of the moment, nor the hours, nor of the days, but a slow and often tedious process—as must be the case, since it is displacing old habits, whose tenacity has no counterpart in the physical world. Odd things, these habits of ours. They are invited, they are indulged, and they end by mastering us as that malicious old cripple mastered Sindbad. We think to carry them no farther than across the stream, and more often than otherwise we bear them to the verge of eternity.

So, you must admit, a New Year's resolution has its particular appointment in the armory of every mortal. It is lance and cudgel, sword and buckler, and one may acquire himself either bravely or as a craven therewith, according to his innermost nature. Yet if these habits of ours are worsted in the engagement, as must be always the case if we do but persist, the freeman will discover to his great delight that, after all he has ceased to miss them, ceased to regret. Into the place which baneful habits held

and from which they were ousted at such labor and courage will enter things that more than compensate for their deparature, and against which neither you nor any man may say a word of censure. Tennyson dreamed that the bells of the New Year would banish from the planet not only the evil habits of the individual, but those more monstrous wrongs with which nations and continents punish themselves, as with the bastinado. It was a poet's dream—and yet it does not tax our credulity to think that some New Year will find it so.

The more we think of Sindbad the sailor-man, the more we are persuaded that he was a worthy adventurer, and gallant withal, who proved richly deserving of his subsequent good fortune. For Sindbad left his own besetting habit, the ignoble and venomous Old Man of the Sea, with a wound in its temple, in a forgotten land. It is of record that he experienced much personal satisfaction therefrom; and that his heart was elated with victory. Only those who have known such a victory can appreciate the felicity, the freedom, the exhilarating sense of well-being which were Sindbad's reward. And so—

A Happy New Year to you!

FROM HAND TO MOUTH.

It cannot be said that buying methods are showing improvement, despite the apparently favorable aspects for trade in general. The caution and indisposition take risks which have been in vogue for several years continue, much to the disgust of producers in general. Both wholesalers and retailers are the culprits in this respect, and it remains a problem how the matter can be dealt with. It is especially acute in the cases of cotton fabrics and knit goods. In the case of the former a suggestion of retaliatory tactics was made the other day by the executive of a cotton commission house. He addressed himself particularly to the jobbers or wholesalers who have abandoned the theory that they are to be reservoirs from which the retailers may draw as their requirements call for and, instead, merely put in orders to producers after getting orders from the retailers. This leaves the mills to "hold the bag" and pile up and carry stock without any idea of the outlets or quantities to be required. The executive mentioned hinted that, if this procedure is to continue, he would counter it by selling direct to retailers without the intermediation of the jobber. The trouble with such a plan is that, unless there were some concert of action on the part of the mills, it could not be made operative for the purpose designed. Then, too, the successful operation of it would call for

a thorough revision of the accounting systems of the mills, including not only the book-keeping but also the credit departments. The new complications would be not only extensive but expensive as well.

What led to the piecemeal, or hand to mouth, method of buying is well enough understood. It dates back to the post-war slump of five years ago. There came a decided drop in values of raw materials, accompanied by an effort to hold up prices of finished goods to consumers. What was called a "buyers' strike" ensued and this caused much embarrassment to retailers, as well as some wholesalers, who were caught with large stocks on hand. Those who weathered the storm vowed they would never again allow themselves to be put in a similar fix. So they started in not to order more than for immediate requirements, and this has been persisted in despite the changing of conditions. Nowadays, the idea of a buyers' strike is only a memory and values of raw materials are well-nigh stabilized, but this has had no effect in changing buying methods. Still some producers have been trying the experiment of offering inducements to spur on forward orders. Thus, certain knit goods manufacturers made lower prices on fall goods for earlier deliveries and met with a fair degree of success. In the same way the biggest factor in rugs and carpets announced an automatic increase in prices on goods ordered after Dec. 15 with a similar result. An extension of this system may prove to be the best way of meeting the difficulties resulting from needless caution in ordering goods in advance of immediate requirements.

The French people seem at last to have come to the realization that France is in a serious predicament. Strangely enough, in a case such as his, they have put the blame just where it belongs—on politics and politicians. Politics has virtually failed to function in the emergency that has been facing the nation. Politicians have devoted their all to party and nothing to country. The remedy? A non-political government. Two movements are on in this direction. One contemplates a "sacred union"—a Cabinet composed of all brands of politicians, non-political because political tendencies are all neutralized. The other is extra-legal action—the establishment of something like a committee of public safety. The talk, in brief, is of a dictatorship of some sort. Three months ago this would have been regarded as treasonable utterance. To-day it is common newspaper gossip. But it is a hopeful sign if the French at last know where they are at.

PAY-DAY-TO-PAY-DAY.**Restricted Credit System Adopted By
Saginaw Grocers.**

Saginaw, Dec. 29.—The time is here when the grocers and meat dealers of the State must take steps such as have been taken in Saginaw to compete with stores that are selling on contract and repossess when the payments are delinquent, so that people forego paying the grocer and make payments on other things to keep from having their goods repossessed. Inasmuch as the grocers of Michigan have repeatedly written to this Bureau for information as to how we put this plan over, I am enclosing copy of this story for your use if you so desire:

Saginaw grocers and meat dealers, 300 strong, are now on a cash and Pay-Day-To-Pay-Day basis.

In all the Saginaw food stores a sign hangs with the following words:

Notice

On and after Jan. 1, 1926, credit extended to persons who have satisfactory ratings will be from Pay-Day-To-Pay-Day only, otherwise the terms are Strictly Cash

**Member Retail Merchants Credit
Bureau**

Within a few months it is expected that the plan will be placed into effect by every grocer and meat dealer in Saginaw, and in the future the person who owes a bill for meats or groceries that is past due is going to find hard sledding in obtaining credit.

The plan works out in this way.

Every grocer and meat dealer who is a member of the Credit Bureau is provided with blanks to fill out with the ratings of all his customers.

This information is placed in the Bureau files and when a customer asks for credit, the Bureau is called and the record given as to how the party has paid the other merchants.

When a customer becomes delinquent, a report will be made to the Bureau. If a person quits trading at a store leaving an unpaid balance, the fact is reported to the Bureau and when the grocer or meat dealer is approached by the party the information as to the unpaid bill is given and credit refused until the old account has been settled.

The success of the plan is assured because of the fact that the publicity already given to the movement has caused a lot of people to square up old accounts; others are paying more rapidly and all the people are asking when the new plan goes into effect.

While this plan has been under consideration for several years, definite action was not started until about two months ago when a group of grocers and meat dealers in the South end of Saginaw decided that they had suffered long enough from being stung again and again. They got together and decided to swap trade experiences regarding their customers and call each other before giving credit to a new customer. The first good result was that they became acquainted and found that they were all in the same boat as regards to credit.

They discovered that the same people owed all the stores in that section of the city. They found out that John Jones would trade at one store one week without paying and then give his trade next week to another grocer doing the same thing.

The plan worked so fine that the dead-beats soon discovered that the organized food merchants had their number and it was a case of paying up or going without.

The Credit Bureau was called for advice, as they realized that the plan would work more successfully if every grocer and meat dealer in the city co-operated through a central credit clearing house, checking up on the bad credit risks.

A mass meeting of all the grocers and meat dealers in the city was called; the proposition submitted and referred

to a special committee to go into the matter thoroughly and report back.

The committee, composed of food dealers representing every section of the city cussed and discussed the matter from every angle and found to their amazement that they agreed to the letter.

Their recommendation was that the Grocers and Meat Dealers of Saginaw go on a Cash and Pay-Day-To-Pay-Day basis with credit extended only to persons whose past habits according to the information in the Credit Bureau files showed them worthy of credit, but that credit to be for, from Pay-Day-To-Pay-Day only, except in cases of those parties, such as fellow merchants, who pay on the 10th of the month following. Persons who had no rating or an unsatisfactory one to pay cash.

A second mass meeting was held, and the recommendations unanimously adopted. In fact there has not been a single comment from a grocer and meat dealer against the plan.

The Retail Merchants Credit Bureau is working with the grocers and meat dealers on the plan and there is no doubt but that the cash and Pay-Day-To-Pay-Day basis is to be carried through until it is working 100 per cent. Charles G. Christensen, President of the Michigan Retail Grocers Association, is a director of the Credit Bureau and has been, since its organization by the merchants five years ago.

A. B. Buckeridge, Sec'y.

Profit Sharing Plan of McCray Co.

Kendallville, Ind., Dec. 29.—More than \$40,000 was distributed to employees of the McCray Refrigerator Co., who participate in the profit sharing plan inaugurated by E. E. McCray, president of the company, eight years ago. Each employee, who has been in service of the company for one year, or since October 1, 1924, received a part of this profit, ranging from 1 to 5 per cent. of his or her yearly earnings, depending on the length of period of service.

That this profit sharing plan is greatly appreciated by employees of the company is not only manifest by the fact that words of appreciation were expressed by the employees to their employer, E. E. McCray, for this splendid idea, but the real proof of the appreciation is shown by the fact that nearly 50 per cent. of the employees of the company to-day have been in service for five years or more. There are twenty-six employees who have been in the service of the McCray company twenty years or more and five more will receive their twenty-year service medals at the banquet, which will be given the Twenty-Year club this evening, making the total 31, who have been in service twenty years or more.

**Investment Company Opens Office in
City.**

The Michigan Bond & Investment Co., recently organized, capitalized at \$50,000, has opened offices at 18 Fountain street, with J. L. Dornbos, formerly cashier of the Peoples Savings Bank, Grand Haven, in charge. Officers of the company are: President, A. LaHuis, of Zeeland; Vice-President, A. B. Klise, Grand Rapids, and Secretary and Treasurer, W. B. Eerdmans, Grand Rapids. Directors are the officers and George S. Norcross, Grand Rapids, and J. Elenbaas, Zeeland.

Only Saw the Road.

Ned: Where did you tour on your vacation?

Ted: Gosh! I don't know! I was driving the car!

Generous customers and stingy customers are alike in their feelings toward the merchant who is a tightwad

To Protect Your Profits

We advertise

K C Baking Powder

(price on the package)

Same price for over 35 years

25 ounces for 25¢

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

The price is plainly shown on the package and in the advertising.

Your customers know that the price is right.

It is never necessary for you to reduce the selling price on K C Baking Powder and accept a loss.

In Selling K C Baking Powder Your Profits are Protected

The government used millions of pounds.

Let us show you how to increase
your baking powder profits by
selling K C

**Jaques Manufacturing Co.
Chicago**

MEN OF MARK.

W. S. Cooke, Sales Manager Worden Grocer Co.

William Scott Cooke was born in Newaygo, March 29, 1885. His ancestors were English on his father's side and Scotch on his mother's side. When he was 9 years old his parents moved to Grand Rapids where he attended the public schools up to and including the tenth grade. He subsequently graduated from the Muskegon Business College. In 1901 he took a position as billing clerk for Clark-Jewell-Wells Co. He remained with this house three years, during which time he worked up to the position of cashier. He then took charge of the Grand Rapids office of the Washburn-Crosby Co., spending three days in the office and three days on the road each week. Two and a half years later he engaged to travel in Northern Michigan for the Lemon & Wheeler Co. He continued in this business three and one-half years, when he engaged with the National Grocer Co. to act as credit man for its Cadillac branch. His next employment was with the Kalamazoo branch of the Lemon & Wheeler Co.



William Scott Cooke.

as city salesman. He continued in this capacity until Jan. 1, 1916, when he was made local manager of the Worden Grocer Company branch at Kalamazoo. The promotion came to him unexpected and unsolicited, due to the remarkable record he had made in the field in which he had previously exerted himself. He remained in this position for nine years, when the Kalamazoo branch was united with the main house in Grand Rapids and Mr. Cooke was transferred to this market to take the position of sales manager of the Worden Grocer Company. He has made many new friends since his return to Grand Rapids, all of whom will regret to learn that he now plans to pull stakes Jan. 1 and remove to Toledo, where he has been tendered the position of sales manager of the Harbauer Co., manufacturer of catsup, vinegar, pickles and mustard. He will also act as assistant to the President of the corporation, which has been engaged in business about fifty years. Mr. Cooke takes to his new position a comprehensive and intimate acquaintance with food products as the result

of the careful study he has given every branch of the food trade for the past twenty-five years.

Mr. Cooke was married April 25, 1907, to Miss Aleda Fox, of Grand Rapids. They have one boy, 17 years old, who is a student in Grand Rapids Junior College.

Mr. Cooke likes nearly all of the manly sports, including hunting, fishing, bowling and base ball. He is a member of Elks lodge, No. 50, and is a Past Senior Counselor of Kalamazoo Council, No. 156, U. C. T. While in Kalamazoo he served the Kiwanis Club three years as President. He was Treasurer of the Board of Education two years. He was chairman of the Fourth Liberty Loan Drive and first and foremost in every move for the moral and material advancement of the Celery City. He attends the Congregational church and attributes his success in business to hard work and to the co-operation of his associates and the friendship and esteem of his customers.

Personally Mr. Cooke has the happy faculty of making and retaining friends and impresses all with whom he comes in contact with his integrity and uprightness in all matters in business and social life.

Correspondence and other documents of President Arthur have been discovered after an official search that lasted fifteen years. We pride ourselves on what the American archaeologists have dug up in the limestone of Greece and the desert sands of Egypt and Mesopotamia. They bring the tale of fruitful research among the pamphlets of the British Museum or the ancient walls in Somerset House. But it seems that under the division of manuscripts in the Library of Congress, which reports the find as the "most interesting adventure of the year," there is plenty of scope for the talents of those who hope to d'sinter the records of our own classical antiquity as far back as the last years of the nineteenth century, the pre-war and pre-jazz age which a few Victorians still dimly and distantly recall. It would be interesting to venture further afield in the archives. Perhaps those who finance expeditions to hypothetical Arctic continents, the Humboldt current or the Sargasso Sea will be ready to organize intrepid explorations of the official catacombs at Washington which seem to promise so rich a harvest to the antiquary and may cast light on the dark age of the early eighties before we had Borah, the income tax or the bootlegger to enliven the American scene.

Explained at Last.

After all these years some one has discovered that the author of those famous lines, "Backward, turn backward, Oh Time, in your flight," had a note coming due at the bank.

A La Mode.

Tramp—Say, mister, give me a dime, will yuh? I haven't tasted food for a week.

Passerby—Forget it; it still has the same old taste.

1868 "Fifty - seven years old and younger than ever" 1926

A Pleasant Thought : A Hearty Wish

SINCE 1868 we have been supplying discriminating grocers with the best quality goods we can purchase or produce.

Fifty-seven years of pleasurable dealings with the men of America's greatest industries.

Many of our good friends have been our valued customers for many years and the list has grown every year. May they be preserved for many years to come. Others have departed from this world; their memory is still dear to us.

In a spirit of gratitude we desire to thank all with whose friendship and confidence we have been honored, and extend to one and all our hearty well wishes.

It is our fervent wish that we may serve them and their successors for at least another half century, and as in the past, try to do our best on all occasions.

WORDEN GROCER COMPANY

Wholesalers for Fifty-seven Years

The Flavor is Roasted In!

White House

COFFEE

DWINELL-WRIGHT COMPANY

Boston

Chicago

Portsmouth, Va.

MOVEMENTS OF MERCHANTS

Ionia—The Gargett-Chevrolet Auto Co. has changed its name to the Cook Auto Co.

Holland—Vandenberg Bros. Oil Co. has increased its capital stock from \$150,000 to \$200,000.

Birmingham—The McBride Hardware Co. has increased its capital stock from \$60,000 to \$70,000.

Boyer City—The Boyne City Lumber Co. has decreased its capital stock from \$500,000 to \$100,000.

Detroit—The Hass & Toomey Corporation, 708 Majestic building, has changed its name to the Hass Sales Corporation.

St. Louis—Piccolo Bros. have purchased the Morris Seitzer block which they occupy with their confectionery and fruit store.

Detroit—The Grier-Sutherland Co., 433 East Larned street, auto supplies, has increased its capital stock from \$50,000 to \$200,000.

Albion—August F. Behling, senior partner of Behling Bros., retail cigar dealers, died Dec. 29, at the University hospital, Ann Arbor.

Leslie—C. C. Hall, manager of the DuBois clothing and dry goods store, has purchased the stock and will continue the business under his own name.

Ludington—S. LeRoy Hannan will remove his stock of dry goods to the newly remodeled store building at James and Loomis streets, the latter part of January.

Marquette—The Marquette Dock Co. has been incorporated to deal in fuel, stone, lumber, etc., with an authorized capital stock of \$30,000, \$6,000 of which has been subscribed and paid in cash.

Big Rapids—Thad Poggemeyer, of Toledo, and Phil Morton, of this place, have organized an automobile sales company and will occupy the garage now under construction at Maple street and Warren avenue.

East Jordan—The Covey Chevrolet Sales Co. has been incorporated to deal in motor vehicles, accessories and parts, with an authorized capital stock of \$50,000, \$25,000 of which has been subscribed and paid in cash.

Battle Creek—M. O. Purdy, Inc., 10 Arcade, has been incorporated to deal in women's and children's wearing apparel, with an authorized capital stock of \$25,000, \$10,000 of which has been subscribed and paid in cash.

Kalamazoo—Frank Wolfson, a dealer in clothing and men's furnishings, Portage street, has filed a voluntary petition in bankruptcy. Liabilities are estimated at \$11,337 and assets at \$6,172. Mr. Wolfson was formerly of Dowagiac.

Detroit—The Wayne Scrap Iron & Metal Co., 522 South Campbell street, has merged its business into a stock company under the same style, with an authorized capital stock of \$20,000, all of which has been subscribed and paid in property.

Ionia—The Ionia Creamery Co. has merged its business into a stock company under the same style, with an authorized capital stock of \$30,000, of which amount \$20,000 has been subscribed, \$4,115.68 paid in cash and \$15,884.32 in property.

Dearborn—The Dearborn Oil Cor-

poration, 901 West Michigan avenue, has been incorporated with an authorized capital stock of \$30,000 preferred and 30,000 shares at \$10 per share, of which amount 1,651 shares has been subscribed and \$16,510 paid in in property.

Conklin—Special sales from the general stock of the R. H. Smith Co. placed \$2,000 in the bank to the credit of the estate. The remainder of the stock was sold to Mr. Ready, of Fremont, Ind., for \$3,500. It is expected that about \$500 will be added to the above through the collection of the back accounts. As the liabilities were about \$16,000, unsecured creditors will probably receive about 35 cents on the dollar.

Manufacturing Matters.

Detroit—The Universal Automatic Cooler Corporation, 1247 Washington boulevard, has changed its name to the Universal Cooler Corporation.

Ludington—The Stearns Motor Manufacturing Co. is now employing 118 men and has work enough on hand to keep the plant busy for six months.

Flint—The Flint Malleable Castings Co., Flint's newest industry, has opened its plant in the new industrial district on the Belt Line railroad. The plant will employ 150 to 200 men.

Detroit—The Reliable Upholstering Co., 710 Majestic building, has been incorporated with an authorized capital stock of \$10,000, \$5,000 of which has been subscribed and \$3,000 paid in in cash.

Monroe—Sixty days after a fire destroyed the plant of the Monroe Auto Equipment Co., with a loss of \$125,000, the plant rebuilt from the ground up and equipped with new machinery throughout has resumed full time operations.

Chelsea—The Chelsea Lumber & Coal Co. has merged its business into a stock company under the style of the Chelsea Lumber, Grain & Coal Co., with an authorized capital stock of \$60,000, \$50,000 of which has been subscribed and paid in in cash.

Detroit—The Toasted Agar Corporation, 2457 Woodward avenue, has been incorporated to deal in agar products, with an authorized capital stock of 1,000 shares at \$1 per share, of which amount 500 shares has been subscribed and \$250 paid in in cash.

Detroit—The Vulcan Iron & Wire Works, 407 East Fort street, has merged its business into a stock company under the same style, with an authorized capital stock of \$50,000, of which amount \$10,000 has been subscribed and \$1,000 paid in in cash.

Detroit—The Harrison Radiator Corporation of Lockport, N. Y., which plans to establish a large branch plant in Detroit, is one of the largest automobile radiator manufacturing plants in the country, producing 5,000 radiators daily and employing 1,600 men.

Muskegon—The Muskegon Piston Ring Co. will start construction at once of a new factory, 80 by 158 feet, one story, to cost more than \$20,000. It will be located at Alpha avenue and Sixth street. The company has been operating in the old Moon Desk plant.

Niles—The Mid-West Cotton Mills, Inc., has begun the remodeling of the

old Towar Cotton Mills and the installing of new machinery. Organized by the Toledo Trust & Savings Bank, the company will operate the mills by Feb. 15. Three hundred will be employed. George Carrigan has been appointed manager of the mills.

Iron River—Plans for the development of the Northern Log Cabin Co., an infant industry organized in Iron River to meet a demand for log cabins, is being planned by Clarence Johnson, founder of the firm. It has 24 different types in its catalogue. S. B. Cray will leave the Mines' State Bank of Iron River on Jan. 1 to help in the company's expansion.

Detroit—For many years active in financial and social circles in Detroit, Charles Albert DuCharme died Monday afternoon at the age of 67 years in his home, 5 Lake court, Grosse Pointe village, after an illness of several days. Until recently president of the Michigan Stove Co., Mr. DuCharme was made a director in the new Detroit-Michigan Stove Co., organized ten days ago as the result of a merger between the Michigan Stove Co. and the Detroit Stove Co.

Adrian—Four Adrian manufacturing companies have either begun or are planning new plant units. The Anchor Concrete Machine Co. is erecting a laboratory building, Michigan Producers' Dairy Co. is starting the construction of a two-story addition to its plant. Schwarze Electric Co. is erecting a warehouse building, 50 by 100 feet, and the Adrian Knitted Products Co., Adrian, is building an addition to its dye room and adding a battery of new knitting machines.

Lansing—Construction of an 800 foot siding by the Pere Marquette railway to the plants of the Capitol Steel Corporation and the Cahill Coal Co. promises to be the first step in creating a new manufacturing center for the Capital City. There are very few factory sites, especially those obtainable at a reasonable cost, available throughout the city at the present time, and the extension of this spur track opens up a considerable area which has never before been served by industrial track-
age.

A Country Doctor Defined.

If you can set a fractured femur with a piece of string and a flat-iron and get as good results as the mechanical engineering staff of a city hospital at 10 per cent. of their fee;

If you can drive through ten miles of mud to ease the little child of a dead beat;

If you can diagnose tonsillitis from diphtheria with a laboratory forty-eight hours away;

If you can pull the three-pronged fishhook molar of the 250 lb. hired man;

If you can maintain your equilibrium when the lordly specialist sneeringly refers to the general practitioner;

If you can change tires at four below at 4 a. m.

If you can hold the chap with lumbago from taking back rubs for kidney trouble from the chiroprac;

Then, my boy, you are a Country Doctor.

Sure Thing.

At the bedside of a patient who was a noted humorist five doctors were in consultation as to the best means of producing a perspiration.

The sick man overhead the discussion, and, after listening for a few moments, he turned his head toward the group and whispered with a dry chuckle:

"Just send in your bills, gentlemen; that will bring it on at once."

Had a Full Supply.

"I don't suppose you keep anything so civilized as dog biscuits in this one-horse, run-down, jay town, do you?" the tourist snarled.

"Oh, yes, stranger," the village merchant responded, pleasantly. "Quite a few folks like you come through from the city, and we aim to have everything called for. Have 'em in a bag or eat 'em here?"

Good Words Unsolicited.

George H. Bowman, dealer in general merchandise at Merritt, writes: "The good old Tradesman saved me the subscription price many times over this summer. When I would have been taken in by the Northern Radio Co., but for the timely exposure of the company by E. A. Stowe. May you live long and continue the good work."

Taking No Chances.

"Why are you clearing the umbrella stand?"

"Because we have company this evening."

"Surely you don't think they would steal umbrellas?"

"No, but they might identify some of them."

Universal Definition.

Bill and Joe were separating after an evening together when Bill said "Au revoir."

"What's that?" asked Joe.

"That's 'goodbye' in French."

"Well," said Joe, "carbolic acid."

"What's that?" Bill asked.

"That's 'goodbye' in any language."

In Doubt.

The Wife—Does this new novel end happily?

Henry—It doesn't say; it only says they married.

"Say it in Gold" has become so popular this year that the Christmas gifts in gold coins are expected to reach \$16,000,000 in value. Of this amount \$4,000,000 is estimated to be in the \$5 pieces, \$5,000,000 in \$10 pieces and \$6,000,000 in \$20 pieces. There is an ample supply of these larger coins, but the demand for the \$2.50 coins has been so great that the price for them has risen to more than \$3. This little gold coin has been a favorite Christmas gift for many years. As a gift it has a peculiar attraction for children. It readily lends itself to decorative uses. It would be interesting to know how many of them are withdrawn from circulation to serve as watch charms and as similar mementoes. The total value must run into millions of dollars. To most persons it is the most cunning coin minted and they never can get too many specimens of it.

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 been dull during the past week and will be until after the first of the year. The undertone, however, is still very strong. In fact, during the week there have been slight advances in certain lines. Ceylons and Javas are all very high. China teas continue firm, on account of scarcity, without very much change during the week. Stocks are steady and low pretty nearly everywhere and most holders are predicting heavy buying with further advances after the first of the year.

Coffee—The market has had a few fluctuations during the past week, which have not, however, amounted to a great deal. Possibly the line of Rios and Santos are a small fraction higher than a week ago. This refers to coffees sold green and in a large way. Some milds have made further reductions during the past week, Maracaibos dropping one cent. Certain other grades of milds, on the other hand, such as Columbias, advanced from $\frac{1}{4}$ @ $\frac{1}{2}$ c. The jobbing market for roasted coffee has made no material change during the week. The demand is fair. The coffee market has not been affected by the resolution adopted in Congress for an investigation of the high Brazil coffee prices.

Canned Vegetables—One significant feature of the market is that there is no talk of future vegetables. When they are mentioned here is a disposition to urge the canner to wait until spring before talking of peas and until summer to consider corn and tomatoes. Fruits are different. Some future California fruits are being considered as well as Northwest berries and Hawaiian pineapple.

Dried Fruits—Of the group of packs of the smaller tonnages a uniform firmness prevails, based upon restricted offerings from first hands. Peaches and apricots are evidently sold out on the Coast and resale blocks are being held for the period of heaviest consumption during the spring. Figs also have been pretty well exhausted, while pears normally receive more attention after January. Prunes look promising and indicate a higher range even if there is no sensational change in the market before spring. Packers are well sold out for the season. Growers have no large surplus stocks, while domestic and foreign markets are reaching the point where they will be forced to buy more extensively. Raisins are closing the year with an excellent undertone which inspires a feeling of confidence as to the drift of the market during 1926. Spot offerings are unusually light, particularly in the seeded packs.

Canned Fish—One of the most marked items in fish are California sardines which are gaining in strength and are harder to buy at the source on account of the disappointing pack all fall. Other fish are in merely routine demand.

Rice—Rices of all kinds are in only nominal demand as stocks are being kept at a minimum until after inventories are over. Domestic assortments

are limited while there is a much smaller supply of foreign rice here than usual.

Syrup and Molasses—The low grade of molasses has shown considerable firmness during the past week, but without advances. Other grades of molasses remain about unchanged. It is reported now that the new crop of New Orleans will not be so large as was expected. Sugar syrup is unchanged for the week, and is in light demand, with prices about steady. Compound syrup is unchanged and quiet.

Beans and Peas—No change has occurred in dried beans during the past week. The whole market is slow. California limas are soft, with an advancing tendency. Other varieties are dull and in buyers' favor. Dried peas are unchanged and dull.

Salt Fish—The mackerel situation remains very dull. Prices show no change for the week, and there is very little demand.

Cheese—During the past week has been fair with offerings light. The prices are steady to firm.

Provisions—Provisions, as is always the case at this time of the year, have been very dull, with prices about unchanged for the week. No change is expected in any variety of beef or hog products until after the turn of the year.

Review of the Produce Market.

Apples—Baldwins, 75@ $\frac{1}{2}$; Talman Sweets, 90c; Spys and Kings, $\frac{1}{2}$ @1.50; Jonathans and McIntosh, $\frac{1}{2}$ @1.50.

Bagas— $\frac{1}{2}$ @2 per 100 lbs.

Bananas—8 $\frac{1}{2}$ c@9c per lb.

Beans—Michigan jobbers are quoting new crop as follows:

C. H. Pea Beans	-----	\$5.10
Light Red Kidney	-----	9.50
Dark Red Kidney	-----	9.25
Brown Swede	-----	7.00

Butter—The market has ruled steady to firm during the past week, with a good demand for everything desirable. Under grades of butter have shown no change and are in light demand. Local jobbers hold June packed creamery at 43c, fresh creamery at 46c and prints at 48c. They pay 25c for packing stock.

Cabbage—2 $\frac{1}{2}$ @3c per lb.

Carrots— $\frac{1}{2}$ @1 per bu. 1@—@

Carrots— $\frac{1}{2}$ @1 per bu.; new from Texas, $\frac{1}{2}$ @1.10 per doz. bunches.

Cauliflower—Calif, $\frac{1}{2}$ @4 per doz. heads.

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

Cocoanuts— $\frac{1}{2}$ @1 per doz.

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

Eggs—The market has had its ups and downs during the past week, as offerings became more liberal. At the present writing the market is healthy, with the demand absorbing everything desirable that comes in. Local jobbers are paying 40c this week for strictly fresh. Local dealers sell as follows:

Fresh Canded	-----	45c
XX	-----	37c
Firsts	-----	35c
X	-----	33c

Checks ----- 30c

Egg Plant—\$1.75 per doz.

Garlic—35c per string for Italian.

Grapes—California Emperors in kegs, \$6.50.

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 4 $\frac{1}{2}$ s—\$4.50

Hot house leaf ----- 14c

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	-----	\$5.50
150	-----	5.50
176	-----	5.50
200	-----	5.50
216	-----	5.50
252	-----	5.50
288	-----	5.25
344	-----	5.00

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.

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

Potatoes—Buyers are paying \$2@2.25 per bushel, according to quality. The market is not so firm.

Poultry—Wilson & Company pay as follows this week:

Heavy fowls	-----	22c
Light fowls	-----	15c
Springers, 4 lbs. and up	-----	24c
Turkey (fancy) young	-----	39c
Turkey (Old Toms)	-----	32c
Ducks (White Pekins)	-----	26c
Geese	-----	15c

Radishes—60c per doz. for hot house.

Squash—Hubbard, \$2 per 100 lbs.

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

Tangerines—\$5.50 per box of any size.

Tomatoes—California, \$1.65 per 6 lb. basket.

Veal Calves—Wilson & Co. pay as follows:

Fancy	-----	16c
Good	-----	14c
Medium	-----	11c
Poor	-----	9c

Beef Prices and Beef Values.

At the present time wholesale beef values are at the widest point of the year, ranging from as low as \$7.50 a hundred pounds for poor cows to as high as \$24 a hundred pounds for choice grain-fed young steers as carcasses. Steer carcass values run from \$9 up. A consumer buyer would have to be an expert indeed to be able to say exactly what the value of a sirloin steak was from its appearance on the butcher's block, considered on the basis of wholesale cost and to judge its value from a point of dietetics requires

the wisdom of a Solomon. The reason, apparently, for this unusually wide spread in wholesale and retail value is the preference shown for beef possessing a high degree of appearance, tenderness and flavor, or, to put it in terms used in official grading conformation, finish and quality.

Beef that was fattened on grain for a period up to eight months or over and that came from a steer of any of the acknowledged beef breeds, such as Hereford, Shorthorn or Angus, possesses a high degree of the desirable qualities mentioned and when eaten meets with instantaneous and general approval. The only reason that this kind is not in more general demand, that is real insistent demand, is that it costs more to produce than poorer kinds, and, consequently is more costly to the consumer if a profitable return is to be had by the producer. The fact that it is relatively expensive to produce causes those in the business of furnishing it to slaughterers to be cautious as to amount prepared, though abundance and value of corn is a factor of great importance. The kind of steers that sell wholesale at the present time at the low end of the price column have little to recommend them except cost. The meat is apt to be relatively tough, stringy, somewhat watery and lacking in flavor. In between these two extremes of beef quality are found the bulk of beef supply and quality increasing somewhat in proportion to price advances. This is a period of wide retail price variance, and it is only fair to yourselves and your retailer that you should give consideration to the satisfaction from what you buy.

Adopts Resolution To Investigate the Coffee Prices.

A drive to acquaint the American public with the situation which surrounds the means and methods of the control of production and exportation to the United States of coffee was begun last Monday with the adoption by the House of the Tilson resolution. The Tilson resolution directs the Committee on Interstate and Foreign Commerce to make an investigation and report to the House on the subject of the control and distribution of crude rubber, coffee, silk, nitrates, potash, quinine, iodine, tin, sisal, quicksilver and wood pulp. Secretary of Commerce Hoover, who for a long time has been directing attention to the situation with which the country now is faced, is undertaking an energetic campaign to bring about curtailment, as far as possible, in the consumption of these products.

Enlisted For the War.

They had been married three months and were having their first quarrel, which shows that they were a remarkable couple.

"Evidently," she said icily, "you regret that you have married me. The step is not irrevocable, however. If you care to be released from your bonds—"

"Naw!" he interrupted, impatiently, "I'm no ninety-day recruit. I enlisted for the term of the war."

She couldn't think of any retort, so she maintained a scornful silence.

IN THE REALM OF RASCALITY.

Cheats and Frauds Which Merchants Should Avoid.

Colfax Gibbs, the notorious, is now sojourning in Tampa, where he will find ample scope for his ability as a salesman through the platting of blue sky and Everglade swamp land. Late reports from the Florida metropolis are to the effect that Gibbs is planning to make a big killing this winter. He can do it if anyone can; in fact, he can do what no other man can do and keep out of jail.

Do you know when buying stock how much money actually goes into the treasury of the company? Many parasites live by their wits, promoting fraudulent or highly speculative companies. Their sole idea is to sell stock and get huge commissions. In one case investigated the promoters took 75 per cent. for selling the stock, only 25 per cent. went into the treasury of the company. It is not unusual for the unethical promoter to use this method to enrich himself. No company can successfully operate if its resources are drained by the promoters at its inception. Before purchasing stock, learn what commission is paid for selling it and ascertain who receives the commission. Ask the salesman how much of the stock he purchased for himself and what price he paid for it. Enquire regarding the stock you are solicited to buy. We will give you this information without any charge or obligation.

The Buffalo Better Business Bureau has sent out a circular to up state retailers in New York State advising them to refrain from using the word "free" in advertising a combination offer to encourage shoppers to buy an article of merchandise when the other is given without cost.

As an example, advertising one article at 49 cents and stating that with each purchase you will give another article free.

This practice has been generally used by retail clothiers in this State in the sale of two trouser suits and by some specialty shops who offer hats, hosiery lingerie, etc., with dresses at a specified price.

The Federal Trade Commission has ruled that a person or firm cannot represent by circular or other forms of advertising or in any other manner that the articles or merchandise delivered in connection with the purchase of an article are given free of charge when the cost of the free article is included in the price of the merchandise sold.

The Federal Trade Commission found this method of marketing a product to be unfair to competitors.

This does not interfere with advertising an article at one price and selling the second article of the same kind at 1c. The 1c sales may continue.

New activity in the German marks has started up. Pretense is being made that the time is right to buy German mark bonds as the revaluation law of

this year gives them a value of 15 per cent. of their face. As a matter of fact they have been revalued at an "infinitesimal amount of their original price." A warning against the new swindle was issued by the marine commission of the American Bankers' Association. We repeat the warning, and trust none of our people will go into the proposition.

The Treasury Department of the New York Federal Reserve Bank announced recently that new counterfeits of ten-dollar United States notes, and one hundred dollar Federal Reserve notes were in circulation.

The ten-dollar counterfeit is of series 1901, check letter "A," face plate number, back, plate number not dis-

cernible and bears the signatures of H. V. Speelman, Register of the Treasury, and Frank White, Treasurer of the United States, and small portraits of Lewis and Clark.

The one hundred-dollar note is drawn on the Federal Reserve Bank of New York, bears the check letter "A," has face and back plate numbers not discernible, series 1914, and bears the signatures of W. G. McAdoo, Secretary of the Treasury, and John Burke, Treasurer of the United States, and a portrait of Franklin. This is a well-executed production from lithographic plates on two pieces of paper, between which threads have been distributed to resemble the silk fibre. The seal and numbering of a specimen—B2056901A—are off color and

the note has a greasy, soiled appearance, suggesting artificial aging.

The Federal Trade Commission has recently cited two Chicago mail order clothing concerns, alleging false and misleading advertising and misrepresentation of certain merchandise, such as:

Describing cotton garments as "wool finished serge" or "wool serge style."

Describing imitation silk garments as silk.

Describing imitation silk braid as "silk braid."

Describing 88 per cent. cotton garments as "Canton crepe genuine silk."

Describing imitation Astrakhan fur trimmings as "Astrakhan Caracul."

Acquaintance— The Basis of Confidence

IN YOUR investment house, if your choice has been wise, you have a trusted friend. You know that you can rely upon any securities which it presents with its endorsement.

It has been our aim to inspire in our clients the same confidence that they have when dealing with an old and trusted friend.

It is upon this solid basis of good will and mutual trust that our business has been built.



HOWE, SNOW & BERTLES

(INCORPORATED)

Investment Securities

NEW YORK

GRAND RAPIDS

DETROIT

CHICAGO

Describing imitation ermine trimmings as "genuine ermine fur."

Describing imitation furs as Manchurian Fox, Lynx, or Wolf.

Alleging \$50 value in garments sold for \$3.98.

Alleging losses on items sold at a profit.

Readers of the Tradesman who are interested in these proceedings may obtain the complete text by writing the Publications Division, Federal Trade Commission, Washington, D. C. for pleadings in Dockets 1349 and 1350. There is no charge for this service.

Some retail grocers have used the word "lard" in advertising vegetable shortenings. Lard is not a generic name for all shortenings. The Standards of Purity for Food Products issued by the Department of Agriculture defines lard as "the rendered fresh fat from hogs in good health at the time of slaughter." Vegetable shortenings are salable on their own merits and reputation. Advertising which tends to create confusion concerning the identity of different products renders a disservice to the public.

In Yakima, Washington, an individual using the name of J. T. Stetson opened a store under the name and style of the Stetson Tailors, announcing the occasion with three-column newspaper advertisements, and offering a free overcoat with every suit for \$34.50 and up. For two days following the opening, orders were taken and substantial deposits were received. The proprietors then closed the store and disappeared. The customers received nothing for their money.

Persons who have been solicited for subscriptions to the United Industries Welfare Association are requested to forward full particulars to the Tradesman. This has been represented as a social hygiene organization. Enquiries directed to its offices from several quarters have been ignored.

Those who mourn the vanished days of "romance" in the form of piracy, when the skull-and-bones flew at the masthead and mutinous crews walked the plank and cargoes of doubloons were looted from galleons in the Spanish Main, are greatly cheered by the tidings from Hongkong of the seizure of the British coastal steamship Tungchow in the China Sea. The pirates, disguised as steerage passengers, suddenly swarmed up from the hold, took command of the vessel, bore her off to their lair and looted her of her merchandise and of the personal effects of the passengers—the most thoroughgoing transaction of its kind that has taken place in Chinese waters these many years. During four days, over a course of 1,000 miles, a reign of terror continued, beginning with the shooting of the captain, while the officers were compelled to navigate the ship with armed pirates standing beside them. Could the most loyal "fan" of piracy or devotee of Joseph Conrad reasonably ask for more than that?

Advantages of Canned Goods Department.

The sales of canned goods made over the counter of such departments in meat markets are growing in volume every year. A large number of butchers have come to realize the important part such departments play in rounding out their business, first, because they allow an increase in trade without a proportionate increase in the overhead expense, and, secondly, because they allow the 100 per cent. use of the facilities which are at their disposal in their shops.

Every retail merchant who has achieved any success at all has a large reserve of good will among his customers which he rarely utilizes for his own advantage. This is especially true in the retail meat trade. The market man's line of goods is a small one. Meat is but one item in the average meal, and, although an important one, it does not give the butcher the opportunity to make as large an average sale as the grocer has, for instance. Even though there are several varieties of meats, they are in constant competition with each other, and a butcher who has sold a customer beef for one day's dinner stands no possible chance of selling her lamb for the same meal. To the butcher the sale of one item always limits the possibilities of business for any one meal, and, in a great many cases, for two meals as well.

This surplus of good will is therefore wasted. Much as the customer may desire to purchase further from her butcher, and much as he might desire to sell her more, it cannot be done because he simply has nothing to sell her which she really needs. This limitation on the extension of his business is overcome in only one way, and that is through the establishment of a canned goods department.

When such a department is established and properly handled, this surplus good will of which we spoke previously becomes a valuable asset to the butcher who has built it up. He is now in a position to supply two items to the average meal—the meat and the canned goods, an article that is found on almost every table these days and for which every housewife is a prospective customer. Therefore, instead of selling one item, as he formerly did, he now sells two in a great many cases increasing the amount of his average sale and consequently of his volume of business to no inconsiderable degree—important in view of overhead.

News to Her.

A traveling man one night found himself obliged to remain in a small town on account of a washout on the railroad caused by the heavy rain, which was still coming down in torrents. The traveling man turned to the waitress with:

"This certainly looks like the Flood."

"The what?"

"The Flood. You've read about the Flood, and the ark landing on Mount Ararat, surely."

"Geel Mister," she returned, "I ain't seen a paper for three days."

Mueller's Four Flawless Foods



Do you know that Mueller's products cook in 9 minutes and can be served in many easy ways just as potatoes are served—with butter, sauces, meat gravies, etc.

It takes from 25 to 30 minutes to peel and cook potatoes and then there is so much waste in peeling.

Remind your customers of these facts and recommend Mueller's. Save yourself some of the messy, dirty work involved in measuring out potatoes by urging them to try Mueller's—as a change from potatoes.

Offer a special price on one dozen packages assorted and watch your sales of this popular product grow. They buy potatoes by the bushel—why not Mueller's by the dozen?

Why not make every Friday
MUELLER'S MACARONI DAY?

C. F. Mueller Co.
Jersey City, N. J.

Make plans now for the biggest year on coffee sales you ever had

How will your future coffee sales compare with those of this past season? Have you made plans to go after a larger volume of business? If not, now is your big opportunity.

Here is the plan for building sales that is being followed by hundreds of progressive merchants—with remarkable success.

They are putting their effort behind the brand of coffee which offers them an exceptional opportunity for bringing NEW customers into their stores. The brand which, through its wonderful flavor and powerful advertising, has become a selling sensation in the trade. The brand that continues, month after month, to win new users by the thousands. Maxwell House Coffee!

Long ago this famous blend from the old South became America's largest selling high grade coffee. Today its position of sales leadership is stronger than ever.

These grocers feature it in their windows and display it on their counters. They take full advantage of the tremendous popularity of this coffee—of the consistent advertising back of it. And it is bringing them EXTRA business.

To the grocer who wants to gain new customers as well as sell coffee to more of his old customers, Maxwell House Coffee offers decidedly exceptional opportunities. Get behind it! 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"



BREEDER OF WORLD ENMITY.

America consumes 70 per cent. of the world's rubber. The British rubber plantations grow 70 per cent. of all the rubber in the world. Under the Stevenson act of 1922 the British now limit the amount of rubber placed on the market.

When the act was framed the rubber growers fixed 30 to 36 cents a pound as a fair price. American enquiry shows these prices will return an average annual profit on investments of 15 to 25 per cent. Under the working of the restrictions the price of rubber climbed from about 37 cents last January to more than \$1 a pound in November.

In 1926 this promises to take from American pockets \$666,000,000 in excess of a price declared "fair" by the growers themselves. Every family in America will pay a part of this toll. The House of Representatives has undertaken an enquiry and the Department of Commerce is preaching the vital need of economizing in the use of rubber. A very dangerous situation has been created for the American rubber industry.

An even more dangerous situation is threatened by a general price war. Just now it is the British and their rubber that irritate us most. However, there is a general epidemic of price fixing menacing some of our most important raw materials. Chile, Holland, France, Germany and Brazil have all taken a leaf out of the British book. The foreign offices of all these foreign governments are conducting or aiding certain price-fixing monopolies.

There is now an official Franco-German control over the prices of potash. America is a big buyer of potash. Americans use more coffee than any other people. The Brazilian government is running a coffee monopoly.

America's wheat fields demand shiploads of binder twine. It is made from Yucatan-grown sisal, and the Yucatan government controls sisal fiber. Our fields and industrial plants need nitrates. The Chilean government dominates the nitrate beds of the New World. Germany is edging back into control of the world's dye-stuffs and is setting up her pre-war monopoly.

The Netherlands, with the Dutch East Indies, holds the available sources of quinine. Between them, Bolivia and Great Britain in Malaysia own the supplies of raw tin.

America is a buyer of large imports of all these commodities. The price fixing being done by government monopolies is alarming American industries and troubling Washington. The temptation that assails all monopolies has been too much for the rubber monopoly and will be for the others. Sooner or later extortionate prices will be fixed on export commodities by all of these government monopolies.

America is not considering reprisals in the trade war that has been launched upon her by nearly a dozen nations. There is not the slightest in-

tention of restricting the production or export of cotton, copper, wheat or meats. The only defense measures suggested or used are the use of substitutes, economies, the discovery or utilization of other sources of supply and the refusal to lend American credit to interests now gouging America.

When Brazil's "coffee government" was denied American credit and turned to London for loans the second phase of the commercial war was begun. A jubilant British press exults that rubber will quickly pay off the British debt to America and that in a few years Britain, and not America, will be the creditor nation. After months of effort Washington has not been able to persuade foreign governments to halt this trend through monopoly and price fixing to a trade war.

Every one of these monopolies is a breeder of world enmities and a menace to international relations. They are a menace not only to economic stability but to good will among nations. In the end they are bound to lead to irritation and bad feeling between peoples. They take a heavy toll from American pockets, but they lay an even heavier toll on international good faith.

If there is to be a general price war, the blame must rest on those who started it. That responsibility cannot be charged to America.

WOOLS AND WOOLENS.

Not much change is reported in the wool situation. It is now wholly a question whether prices of the raw material have got to a stable level or whether there will be further recessions. No very material change, however, is expected by those in the trade. Much interest is taken abroad, as well as if this country, in the movement for more complete and accurate statistics of wool supplies all over the world. That absolute accuracy in this can be attained is not affirmed, but it looks likely that by concerted effort something more dependable can be achieved than has been the case hitherto. The idea is to turn over the matter to the international bureau at Rome, which now issues reports on grain. Wool buying in this country continues light. There has been, too, a marked absence of the contracting ahead of shearing which was customary for a number of years. The goods market is quite devoid of any marked feature. No one is in a hurry to acquire stocks either of men's or women's wear fabrics. That there is still much purchasing to be done is assured, but this will probably drag along during next month. About the end of that period will come the formal opening of men's wear goods for next fall. Judging from indications, the prices of these will be on a somewhat lower level. Women's fabrics will be shown probably in February. The buying of the latter has been quite close to actual requirements, not so much on account of the prices as because of decision on styles that may prove popular.

Be yourself. Then forget self.

HEAVY HOLIDAY TRADE.

Reports from practically every section of the country concur that the holiday buying season was the most successful in years. It continued in full blast up to Christmas Eve, last minute purchases being quite a feature. Almost every conceivable variety of merchandise figured in the sales, which, although mostly for gift purposes, were not altogether confined to them. Toward the close there were evidences that stocks in the big stores had been pretty well depleted in many departments. This was, in some measure, due to the fact that initial purchases had been none too large and that reorders were little more than sufficient to care for immediate and pressing needs. The indications all are that not much in the way of goods is available for the usual clearance sales and that there will be plenty of room in the stores for the early spring offerings, as well as the money available to pay for them. Belated requests for garments for the winter resorts are going in to manufacturers. Buyers of apparel for early spring are also putting in their orders, the season being hastened somewhat by the earlier date for Easter. A notable feature is the disposition manifested to scrutinize quality as much, if not more so, than the mere cheapness. From this and other tokens, producers are looking forward rather confidently to a good season ahead.

Meanwhile, as is customary at this time of year, the primary markets are comparatively quiet, and not much activity is expected until after the new year begins. This does not imply that mills and factories are operating on reduced schedules, because the contrary is the case in most instances. There is a reasonable assurance on the part of producers, based on prevailing conditions, of a little better than the average purchasing activity for some months to come, and provision must be had to meet the expected demand. This is especially true in the textiles and most markedly so in the case of silks, which promise to keep up their popularity with the general public. Silks have also the advantage that style trends for the immediate future appear to be well defined. In some other lines there may be hesitation until after the meeting of wholesalers of dry goods in New York City next month when results become more apparent not only of the holiday sales but those that mark the opening of a new year in the big department stores. The buying inclination on the part of the public, which showed to such advantage in gift purchases, it is believed will continue and call for larger and more varied stocks than in the same period a year ago. Should this turn out to be the case, some substantial reordering will have to follow whatever initial purchases are made.

COTTON AND COTTON GOODS.

There were quite a number of fluctuations in cotton prices during the past week, but all of them were ascribed to speculation. The ginning figures up to Dec. 13 show there were 14,826,452 bales turned out, or about

2,000,000 bales more than at the same time last year. This does away with any hope that the crop will be less than the last estimate. Now that the yield is determined the only question remaining is how big the demand will be, and this must await the actual calls from spinners here and abroad. That consumption will exceed that of last year is pretty generally believed. The quantity of low-grade and off-color is regarded as large enough to warrant special action concerning it. At Greenwood, Miss., the Staple Cotton Co-operative Association has pledged \$1,000,000 of its own resources and has announced its purpose to borrow \$10,000,000 more to keep the inferior stuff off the market until there is a prospect of its bringing a better price than is now offered. An increase of activity is noted in domestic mills, more particularly in the Southern ones. Prices of all kinds of cotton goods continue to reflect the lowered cost of the raw material. In the case of gray goods, however, the spread between the cost of cotton and the prices of the fabrics is somewhat greater than it was at this time last year, but there was little or no profit in the 1924 sales. The decision of printers to stick to former percale prices has had a steadying influence, although the sales thus far reported are not heavy. Yarn dyed goods are still moving slowly, but some improvement is noted in the demand. Complaint is made that there is little profit in the present prices of denims and tickings. A fair business is passing in fancy hosiery, while the staples appear to be somewhat neglected. Underwear sales are said to be quite satisfactory.

Approximately one-fourth — five hundred and thirty men — of the student body at Princeton University are reported as either wholly or partially self-supporting. Last year this class of students in that university earned more than \$255,000. The record can doubtless be repeated in most of our larger universities. It argues a healthy attitude of mind toward work of all sorts and goes a long way toward preserving a democratic attitude in the universities. It also proves the value of the higher education to the nation at large. When young men think so highly of a university education that they are willing to work hard to get it, they generally put that education to good use when they finally have it.

No engine trouble in 25,000 miles of sea-to-sea flying is the heartening report of Lieutenant B. P. Wyatt to the Navy Department. Lieutenant Wyatt came from San Diego recently to observe the Schneider Cup races at Baltimore. He was in the air more than 270 hours, most of the time in regions where there were meager repair facilities. A performance of this kind, covering magnificent distances under service conditions, means more to the development of the applied science of aeronautics than an occasional tour-de-force with the concentration of resources and of personnel on the objective of reaching a great height or obtaining a high speed in a flight of brief duration.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

Because I have had some words of disparagement for the Kent County Road Commission in the past, I am glad to be given an opportunity to say that their handling of the snow question this winter appears to be superb. On going to Kalamazoo again Saturday over M 13 the pavement was free from snow to the Allegan county line. The efforts of Allegan and Kalamazoo county road officials were much less efficient—not quite bad enough to be utterly condemned, but slipshod enough to evade commendation.

In going out West Leonard road to Lamont on Sunday, the road was in fine condition until the Ottawa county line was reached. From there on no attempt to clear the road of snow was in evidence.

Meeting the new busses which have been put on the highway between Grand Rapids and Kalamazoo by the Michigan Railway Company suggests that such a method of competing with one's self is hardly suggestive of good business policy. I am told that the electric railway line between Chicago and Milwaukee has established bus lines at frequent intervals along the line to take passengers at right angles from the electric and bring back passengers for the electric, thus acting as feeders to the main line. It strikes me that this is an admirable arrangement, but to parallel an interurban line with a bus line is about the most wasteful thing I can imagine. To avoid this duplication and to solve the transportation problem for all time, I think it would be the part of wisdom and expediency for the interurban to widen its tracks, so as to leave room for freight and express trains on one track and cement the other portion for the use of busses. This would give passengers the benefit of the terminals at each end of the route and the stations at each town stop between the terminals, take the bus business off the pavement on M 13, where it has no business to be, and leave that thoroughfare for the exclusive use of the vehicles for which it was originally planned. I hold no patent on the suggestion and the Michigan Railway Company is at liberty to adopt it any time it wishes to do so without paying me a penny royalty.

As it is only a question of a short time before the operators of busses will be asked to contribute to the up-keep of the cement roads which they are rapidly disintegrating this would appear to me to be a happy solution of a problem which is now bothering some of the best heads among highway authorities.

One thing I am very sure of and that is that the owners of the Allegan-Kalamazoo bus line will soon have some expensive damage suits on their hands if they do not curb the insane notion of their drivers that curves can be navigated at high speed when the pavement is icy. I witnessed several situations Saturday that lead me to the conclusion that some of the drivers on this line (I hope not all) are potential murderers. If the bus lines are

looking for trouble and court legislation which will deprive them of the use of cement roads constructed by the people for the use of pleasure and commercial purposes, they cannot accomplish that purpose more effectually than by employing the type of drivers I noted on two or three of the Allegan busses last Saturday. If this hint results in a realignment of the drivers on this bus line and the elimination of the men who value human life so lightly that they are willing to take chances which no man has a right to indulge in, I shall be glad.

E. A. Stowe.

One New Year in the Long Ago.

Grandville, Dec. 29—Another year has gone into the somber shadows of the past and we are making good resolutions which may or may not last while they are being uttered.

New Year in the North woods was a day to be reckoned with as well as Christmas and the Fourth of July. New Year balls were in evidence at every wayside inn along the public highways, the young folks thinking nothing of a ride of twenty and more miles to one of these festive gatherings.

A sleighride then was not like an auto flight through the country of today. There was not that swift movement, but a speed of a few miles an hour to the music of the bells attached to the horses, without the thrill of danger which now darkens many a joy ride.

For miles under tall swaying pines or through dense hemlock swamps sped the gay sleighing parties, happy as happy could be with the lad and lassie of one's choice by his or her side. No enjoyment then? Well, there is where you make a big mistake. There were no jazz and Charleston flights of idiosyncrasy, but the tripping of the light fantastic toe to the music of the violin and dulcimer.

Skating on lakes and rivers, where bonfires blazed through the white winter night, and the laughter of boys and girls as they circled about on the glare of ice held the attention of all.

The religion of that day was a reality such as we do not see in these days of sin. Even in woods school-houses the religiously inclined sat under the light of tallow candles, watching the old year out and the new year in. It was good for young and old, celebrating the going and coming of Time in this way.

Time has ever been remorseless and never thinks of stopping a second to accommodate the most imposing of mortal kind. Fleeting Time is something that cannot be stayed, even though we read that Joshua once commanded the sun to stand still and that orb kindly obeyed. Well, of course Jonah swallowed the whale—or was it the whale that swallowed Jonah? Anyhow, we read of these wonderful events of history and, of course, are not expressing any doubts. In fact, the yearly excursions of old Santa down chimneys and stove pipes might easily be doubted had we not the records to prove those ancient yarns to the full.

Many temperance pledges were signed at the beginning of the new year. Many of them were kept to the letter, but the larger number were soon forgotten in the hasty flight of Old Time.

New Year's resolutions are on a par with others made on different occasions in a man's lifetime, made only to be broken.

The occupants of a big lumber shanty all absented themselves to attend New Year festivities miles away, leaving one man and his wife, who "kept the shanties" sole occupants of the place.

That was a night long remembered

by Amos and Adaline. The shanties were built in a small clearing of not sufficient size to be beyond the reach of any tree that might chance to fall toward them.

A sudden thaw had come upon the world of pines; the South wind, which at first moaned dimly through the tall pines, soon increased until a small hurricane was sweeping across that neck of the woods. The full moon rode high in the heavens, now and then a flitting cloud obscuring its face.

Louder and louder howled the wind until the crash of falling trees wrenched from their foundations, mingled their sounds with that of the hurricane. Beside the shanty stove huddled man and wife, very much alarmed for their personal safety. Here, there and everywhere crashed trees, snapped off by the force of that storm.

"We aren't safe here, Amos," said the wife as she clung to her husband's arm. "Let us go outside."

Go outside they did, being nearly whirled from their feet by the force of that New Year storm. The noise of the storm was frightful. The man and wife sought the least exposed part of the clearing, where, squatting flat on the ground beside the trunk of a fallen giant of the woods, they awaited the outcome of that midwinter storm.

That was the biggest New Year celebration Amos and his wife had ever been a part of. There was no cessation of the wind until the dawning morning. Chilled to the bone, the twain crouched there, behind the shelter of that fallen tree, watching, waiting, very much alarmed for the safety of the shanty as well as for themselves. And well they might have been, since a big dead pine was hurled across the shanty roof smashing it to the ground.

Limbs and trees fell all about them, while the roar of the storm was fearful to hear.

That was a watch night meeting long remembered by Amos and Adaline, a night they often mentioned to their children in after times.

Whether the twain made new resolutions as they crouched in the face of that gale has not been recorded, but, like a drowning person, no doubt all the deeds done in the body since their birth flashed through their terrified minds, as the old year roared his way into the limbo of the past, and the infant New Year was ushered in with stentorian wails and screams.

Imagine yourself in the place of that couple, dear reader, and say if you can that you would not have been afraid. The power of the Almighty was aroused that New Year night, half a century and more ago, speaking with no uncertain sound to those lone occupants of that bit of God's universe as it had never spoken before.

Old Timer.

More About Old Time Local Merchants.

The owner of a store in Detroit in which "fancy goods" for women were sold spent a day in Grand Rapids in the fall of 1864. The little city looked favorable for a branch store. A location was selected on Monroe avenue, near Lyon, and a stock of merchandise purchased to fill it. Frederick Loettgert, an employee of the Detroit merchant, was placed in the management of the new store. Mr. Loettgert was an intelligent, thrifty young German. His management of the store and his private affairs as well enabled him to purchase the branch a few years later. Mr. Loettgert was elected to fill a seat in the common council, where he rendered good service to the municipality, and later he was chosen a director of the Old National Bank. Still later he sold his mercantile business, purchased ground and erected a commodious

brick building on Ottawa avenue, and finally passed on, leaving a record of a life well spent and a competency for his heirs.

Nelson I. Robinson, who sold groceries on Bridge street many years, was a brother of Rix Robinson, the first white settler in the Grand River Valley.

William McCurdy's store, on Bridge street, was the headquarters for a political coterie that flourished on the West side. Later McCurdy moved to Stocking street.

Wildoe & Mohrhard (John) were dealers in meats and provisions, on North Monroe avenue. Mohrhard obtained a lease of the Bridge street house and managed it successfully many years. He died about twenty-five years ago. His wife and daughter are living in Columbus, Ga.

Robert Rasch, a merchant, located on North Monroe avenue, sold groceries so profitably that he was enabled to purchase ground and build a hotel, to which he gave his name. Later the hotel was known as the Clarendon. The site is now occupied by the Rowe Hotel.

Phillip Kusterer was a friendly neighbor and competitor in the grocery trade.

John McConnell was a dealer in hardware on Monroe avenue, near Bridge, while his brother, William, sold dry goods on the same avenue, near Market.

Old National Bank occupies the location of C. E. Hill, a dealer in groceries sixty years ago.

William Riordan was a shoemaker whose shop was on Monroe avenue, near Commerce street. A large boot, about five feet high, painted red and placed on the sidewalk, fixed the location of the shop. Riordan served the old first ward as an alderman several terms. He had one crippled leg. The footwear he made by hand were excellent specimens of St. Crispin's art.

Mrs. Della Howland was an "artist in hair." In 1866 she married Henry Seitz, the chief cook of the Rathbun House, and ever afterward was well fed.

Books and stationery were sold by Hinsdill Brothers & Co. (H. M. and C. B. Hinsdill and John B. White) on the Southeast corner of Lyon and Canal street sixty years ago. Geo. P. Barnard was also in the same branch of trade on Campau square.

Arthur Scott White.

So far the passage of the new tax bill through the House has been a triumphant progress. It is moving through unmangled and intact, in marked contrast to the last revenue bill's experience in the House. The surtaxes, normal rates, exemptions and all the more important schedules stand about as they were written in the Ways and Means Committee. The changes made were minor corrections of phraseology. So far as the House is concerned, the bill is about out of the woods. Since that body has intimated to the Senate that it will not be in any mood to make changes in joint conference this Congress, the measure as it passes the House promises to be the next tax law of the United States.

SHOE MARKET

Waterproof Footwear For Winter Sports.

January is quite as good a month as any to test yourself out in the scale of usefulness, Mr. Display Man. The trade doldrums may get your store between now and spring, or they may not. A great deal depends on whether your store played its customers for "Come-ons" during the holidays, unloaded all the jobs it could get, at fancy mark-ups, or whether it was operated on a give-and-take basis, and taking a fair profit.

This month, as I look back on Januaries of other years, I realize that many a mercantile establishment shows the real escutcheon of its lineage after the holidays. If it has not "made the grade" during Christmas week, and before, it proceeds to cut prices and clean up odds and ends. If it is a store for to-morrow, and another to-morrow it does this in a dignified, clean-cut fashion. Just as much care does it bestow on its offerings as though the tremendous profits of war-time were to be had, for the store that lasts is the store that knows the real meaning of good will. In every branch of it, and particularly in its displays, will the right to claim public good will be apparent or absent, in connection with the sales and special events of one sort or another that are inaugurated during January.

There will be two kinds of merchandising done in every department and general store during this month: the usual staple demand business and the extra turnover under "forced draft." Given real winter weather, a large element of your total income will be made up of the winter sports trade, and business related to it. The farther North you are, the more will this be the case, naturally. Make it a point to maintain a window tie-up with this demand continually.

You may build up any number of windows suitable to this season, using fir, spruce or pine boughs or even whole trees. Ordinary clean barrel salt will do for snow. (Be careful to see that it is not reached by water.) Ground glass or powdered mica puts the sparkle on it. A large pane of glass, dusted over with salt will provide the edge of your mill pond.

Build up your picture to suit your fancy. Use bases such as are employed with Christmas trees for the shrubbery. If you are a city-bred individual, watch your P's and Q's, or a careless assistant will stick in a sprig of some plant that grows only in the Sunny Southland. Skates will be strapped on the feet of your figures in some uncouth manner. Snow will be piled, not drifted over your floor. It is surprising to see that nearly all of the displays shown in various display magazines reflect lack of acquaintance with the resources available in natural accessories. The results of a properly done "outdoor" window are usually so gratifying that it seems that a great many window trimmers, as well as some claiming to be experts, simply are out of their element in portraying the beauty of "the silent places."

Let me give you here one or two

more technical hints on this type of window: It will not stand crowding any more than any other type. Repose might be found in the natural elements of the setting, while free, open-air action must be suggested by the figures and the merchandise you show.

To get a gratifying frosty effect on trees, shrubbery and other elements of your set, fill with white cold-water paint a large atomizer or spray (with pinpoint nozzle) and employ it delicately. On spruce, balsam, hemlock, pine or cedar trees this creates a wonderfully natural and showy effect. I use this method whenever I want to build up an effective snow scene.

Be careful how you dispose your trees. If several small spruce trees are grouped closely, for instance, you should remember that the forest this would not permit of any but short branches surviving where the trees come most closely together. Also, for the best effect, you will note that the longer branches should radiate toward the front of the window. Unless standing alone, coniferous trees are usually somewhat out of symmetry in this particular.

It is essential that a display man familiarize himself thoroughly with Nature's way of building her own scenery in order to make his outdoor windows forcible, convincing and pleasing to the eye. Even the untutored eye of the average pavement pounder will grasp vaguely the fact that you know your business if you put your trees up like trees, not lamp-posts, and dispose the other elements of your picture in a natural artistic manner.

Now, to cover a few special events that are liable to take place in January: A shoe sale of odds and ends is not uncommon. Department store windows are usually too deep and too high for good shoe displays. There are three ways of overcoming this. One is to build a temporary, false background, set within about four feet of the glass. Another is to build up your display on several large basic units, cubes, sections of cylinders, etc., using small stands of various types. Without some such accessories a department store shoe window usually looks flat and the top of it bare.

A third way, growing in favor, is to build up one or more plateaus so that your finished window will be grouped well up in front, and suitably backgrounded. You may help concentrate vision on your display by putting in a low-hung valance of some pleasant neutral shade, with perhaps a bright-colored edging to arrest the eye of the passerby. Remember, in calling on your merchandise man, that while he may insist on quantities of samples being shown, wise modern practice dictates playing up style, fit and quality, and a good show window these days, for a shoe shop, merely suggests and does not sample your stock.

Waterproof footwear for business and winter sports should be played up very forcibly during the next three months and in order to emphasize this class of goods more forcibly you should back them up with the proper surroundings so as to create the right

sort of atmosphere. This can be done through the method suggested in a former paragraph, and along the lines shown in the sketch. On the other hand you no doubt can have a companion window in which snow shoes, skis, skates and so forth are shown, or you can divide the window off in two sections devoting one-half to business shoes and the other to out-of-doors sports. Both sections can be backed up with the same setting.

George A. Smith.

High Shoes May Come Back.

One of the interesting style possibilities in the women's footwear field is that high shoes may be brought back to popularity after an absence of several years. They have never been entirely "out," but their adherents in recent seasons have not been women of the type designated as "smartly dressed." Attempts are now being made to reintroduce high shoes in the more expensive lines, but it was said yesterday that the reaction in their favor has not as yet been very marked. In some quarters, in fact, the present attempt to bring them back is held to be premature in that American women, as a whole, have not become tired of pumps and oxfords. The question of skirt length is said to have little relation to shoe height, so far as women in this country are concerned.

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	75
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.	

Discussions over ways and means of prohibition enforcement, in church and temperance bodies, new attacks upon the law by anti-prohibition groups and the usual stream of repeal as well as enforcement bills now flooding Congress forecast another winter of wordy war between the dries and wets. The lobbyists of both groups are more than usually active. Numerous meetings and conferences of both forces have preceded the opening of Congress. Yet there does not seem to be more than the remotest chance that Congress will tamper with or in any way weaken the Volstead act. Its membership is about as dry in sentiment as its predecessors. Nor is there any indication that the strongholds of liquor's enemies anywhere in the Nation have lost their strength.

Michigan Shoe Dealers

Mutual Fire Insurance Company

LANSING, MICHIGAN

PROMPT ADJUSTMENTS

Write

L. H. BAKER, Secy-Treas.

LANSING, MICH.

P. O. Box 549

Before YOU Buy SEE the BERTSCH Line for Spring!

Salesmen will start January 4th with a new line of dress and work shoes.

Calfskin oxfords on the latest lasts to retail at \$5.00 and Kid Corrective shoes to retail at \$6.00 will be features.

Our factory is working overtime now to fill orders.

HEROLD-BERTSCH SHOE CO.

GRAND RAPIDS, MICH. U.S.A.

Solving Several Problems of the Universe.

Detroit, Dec. 29—Medical scientists have finally decided that the modest yeast cake, supposedly a mine if vitamins, is nothing more than a simple, modest yeast cake and its virtues can only be utilized in the manufacture of pastry and home brew.

Furthermore these experts claim that vitamins are not all that is claimed for them—a cure all for a legion of diseases; that there is not one atom of proof to show that they are one whit more necessary to life than salt or pepper.

The operation of State ferries across the Straits of Mackinaw for the season of 1925 showed an actual net profit of \$135,000, and this at rates which were about one-half less than were charged by the privately owned car ferry. Another of those instances where greed led to financial loss.

If this experience could teach a lesson to the public utilities who are always asking for something more than they are entitled to, it would be worth another \$135,000.

The result of the court martial in the case of General Mitchell will not change public sentiment in the least. The whole fabric of the army and navy organization is un-Democratic and un-American. It is inculcated at West Point and Annapolis and becomes second nature in lesser war associations, and the Government seems to sanction its continuance.

General Mitchell, in private life, will probably get into politics; in Congress likely; the presidential chair possibly. He will in any instance be vindicated by the public and the voters, and if we mistake not will devote some time in an effort to bring about much needed reforms in military routine.

One of the great evils and abuses in army and navy discipline is the wide separation between the officers and the private.

Another evil is the propaganda which secures enlistments in the service. It amounts to little less than "false representation." We see the profusely illustrated and highly colored posters calling young men to the colors promising wonderful trips abroad, and other enticing emoluments, but when once on salt water "washing" and holystoning" decks is the chief luxury handed out to these boys.

Discipline is all well enough and is probably quite necessary, but why practice gross deception in securing recruits for this department.

This form of serfdom and slavery should at least be minimized, and General Mitchell, with the support which is apparent on all sides, will display good political acumen in trying to effect such changes.

Ex-Sen. Volstead, of Minnesota, now thinks that the act of booze drinking among aliens should be punishable by deportation. Applied to his countrymen this rule would destroy the Senator's electoral prestige in Minnesota, and Democracy might have a chance, and the Lord knows Democrats are scarce in the North Star State.

Grant Hudson, in the palmy days of the Anti-Saloon League, used to emphasize the claim that the adoption of prohibition would mean the closing of our jails and prisons. Evidently Governor Groesbeck is not of the same mind when he finds it necessary to exercise his pardoning power in order to reduce the congestion in our prisons and reformatories.

Congressman Hudson's idea of the effect of dry legislation seems not to have borne out by the facts, although it is true that statistics pertaining to the subject are very hard to acquire. Dry legislation seems to have failed to convert the wicked wets. The dries are trying to enforce the Volstead act by cutting off what they consider the sources of supplies, that is to say importation, illegal withdrawal from warehouses and alley breweries and

still. Millions have been spent in these efforts without success and many millions are demanded at this session of Congress.

There probably is little doubt, however, that the total amount of liquor smuggled from abroad or illegally withdrawn from warehouses is trifling as compared with the former volume of that business, and the output from so-called "home" breweries and stills cannot possibly reach the former production in this country, although it may be considerably more than most people have any idea of.

But if all these sources were closed it would hardly solve the problem. Prohibition will continue to be a failure until the people have changed their views and corresponding habits in the matter of drinking. At present it is quite apparent that, instead of changing their views as to drinking, people have simply gone back to the ways of their ancestors and make their own alcoholic beverages. It is just as well to bear in mind that the old-time saloon was the result, not the immediate cause, of drinking habits, the dries to the contrary notwithstanding.

Whether or not this home production violates the law is the subject of much legal controversy. The courts are holding that cider and wine, the latter to the extent of 200 gallons, may be kept in their own cellars. Many who openly voted to do away with the saloons reserved their own right to drink, have wine, cider and other beverages in their cellars and, naturally the opponents of the law continue their opposition in their own practices.

It is certain that home production will not destroy the drinking habit. It will not cure the drunkard to have a cellar full of wine or whisky, and the rising generation, upon which prohibitionists base their hopes of ultimate success, is rapidly becoming familiar with drinking—with what results can be learned from reports of universities, colleges and high schools, which show conditions of drinking and drunkenness unknown, at least, before Volstead bobbed up.

It seems, therefore, to be a question as to whether home production can be stopped. After half a century of strenuous efforts on the part of Uncle Sam, it was found impossible to stop the production of moonshine in some of the Southern states. The Government expended annually many times the amount they are now annually allowed, and they dealt with but a few thousand; to-day they have millions to reckon with and they are by no means confined to any particular section or sect.

General Harbord, of radio fame, in a recent address made a few pertinent remarks which are worth repeating here. "The amendment of the Volstead act, which is far wider in its application than was ever contemplated by the eighteenth amendment, its disregard for the constitutional provision against unreasonable search and seizure and the wholesale political corruption to which it has led, is an issue that patriotic Americans must face. No intelligent person seeks the return of the saloon, but the greater majority demand a decent regard for the personal rights of the citizen."

Frank S. Verbeck.

Sons of Rest.

In days of yore we kept a store
Where chronic sitters were galore.
On rainy days their cheerful ways
Our drooping spirits did restore.
When evening came it was the same
Old gang of loafers in the room.
Their rare good will the place did fill,
But brought to us no business boom.

And yet, and yet, 'twas an asset
To hear the gossip they unrolled;
The man foursquare, the cheat unfair,
Got his just dues in comment bold.
Of bargains rare they'd found elsewhere
Each to the other would confide,
And watch apace the merchant's face,
Content to see he knew they lied.

E. E. Whitney.

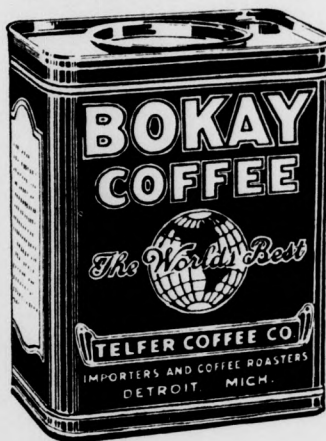
Sand Lime Brick

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

Brick is Everlasting

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

DELICIOUS



\$7,500,000
NORTHERN STATES POWER CO.
(of Minnesota)

15-year 5½% Gold Notes,
Due Dec. 1, 1940, at 96
and Interest, to Yield

Over 5.90%

Company owns and operates a power and lighting system serving 505 communities in Minnesota, Wisconsin, Iowa, Illinois, North Dakota and South Dakota, including Minneapolis and St. Paul. Proceeds of loan to pay in part for common stock of the St. Paul Gas Light Co. Net earnings of system for 12 months ending Oct. 31, 1925, \$10,543,093. At present quoted prices the stocks of the Northern States Power Co. of Delaware, owning all stocks of the Minnesota Company have a market value of \$70,000,000.

A. E. KUSTERER & Co.

INVESTMENT BANKERS
AND BROKERS

MICHIGAN TRUST BUILDING.
CITIZENS 4267 BELL MAIN 2435

Watson-Higgins Milling Co.

GRAND RAPIDS, MICH.

NEW PERFECTION

The best all purpose flour.

RED ARROW

The best bread flour.

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

Western Michigan's Largest Feed Distributors.

KING BEE DAIRY FEED

20% Protein

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

Manufactured by
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You Make
Satisfied Customers
when you sell

"SUNSHINE" FLOUR

Blended For Family Use
The Quality is Standard and the Price Reasonable

Genuine Buckwheat Flour
Graham and Corn Meal

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

FINANCIAL

TOO HIGH A PRICE.

Are We Paying Too Dearly For Volume?

When man began to fashion products, it was not long before one made better arrowheads than another, so other men offered him other items of value in exchange for arrowheads. As the years went by barter developed and people devoted more time to making that which they could make best. Others came to them and exchanged products for those articles. Then, when a man found that there was not a sufficient market for his goods in his immediate neighborhood, he started out, carrying his product with him, and found customers for it. House-to-house selling is the oldest form of distribution that exists. There is nothing new about it. It has always existed.

In this country the present most generally used system of retail distribution, that is, through the store, has proved itself so successful that house-to-house selling was in considerable disrepute in the early years of the present century. To-day house-to-house selling of a certain type is in the highest repute and doing a very large business.

The reason for the present rise in house-to-house selling is because the retail system of the United States has left an opening for development of house-to-house selling and certain far-seeing men have taken advantage of this opening.

Direct selling on a big scale is an entirely new venture and should still be considered in an experimental stage.

For a moment, in order to get the proper background, let us recall the various methods of selling. We have the wholesale, jobbing, retail, mail-order and direct selling. We are quite familiar with the first three, the mail-order is more recent and direct selling as a systematic and well-organized method is of recent years.

The success of all selling rests directly with the consumer or buyer, and certain fundamental qualities are necessary, such as fair price, right quality and the service an organization can render through its product and representatives.

To determine the future of direct selling we must ask ourselves if this method can render a sufficient service to justify its existence. There is little or no argument on price especially on low-priced articles. A high quality specialty can probably be sold somewhat cheaper by direct selling, but this is a debatable question. Some quality specialties can—some cannot. There is no real argument on quality because a quality article can successfully be sold both retail and direct.

There is an argument on the service rendered. Many of the larger direct selling concerns, I believe, are rendering a very high degree of service through their method of direct contact with the consumer. This is especially true of the concerns handling a specialty.

I would say that for the greatest success a product of high quality de-

manding a demonstration method of selling could best be marketed through the direct selling method. Such a product is one which calls for direct service both at the time of demonstration and later in order that the customer may be kept informed as to the care and use of the product.

I understand that along the Nile River laborers work all day drawing water from the river by hand and pouring it into the irrigation ditches while all along the river's bank are stationed pumps for doing the same thing more cheaply and efficiently. However, the Egyptians do not know how to operate or care for these machines. Some concern had sent out salesmen, who sold the pumps, but did not take the time to see that they were being put to use, apparently feeling that their responsibility stopped with the sale of the machines. If we will think of our own experiences in buying and look around a bit, we will realize that such mistaken ideas regarding selling are not confined to Egypt.

Here is one place where the retailer has at times failed and where the direct selling firm with its corps of trained salesmen has succeeded. Because of this need, I believe direct selling will continue to expand and succeed.

Together with every permanent business success must go what the customer regards as a profitable investment, either in utility, comfort or pleasure. I believe the large concerns who have a reputable reputation are giving this in a very real way. This is appreciated by the buying public. Such concerns by the very order of things must continue to expand, and an attempt to belittle such methods of distribution or legislation against it is a boomerang which will rebound and hit the opposing one square between the eyes for the public reasons that all this fuss would not be made if the direct selling did not have something worth while. This, I believe, answers the question of whether the direct seller can be forced out of business by a great amount of agitation on the part of his competitors. No good can come of belittling any competitor who fills a real need and is so recognized by the public. The buying public is the last word as to whether a certain method of selling will succeed or not. The public will buy where it feels it can get the greatest value and the greatest service.

In other words, there is a definite economic place and justification for direct selling of certain types of article. Such selling supplements and even assists the retailer. This is especially true of articles which demand demonstration and educational work and with which other methods of distribution are not equipped. You will note that I have been emphasizing the future of direct selling as applied to the sale of certain specialties of quality. I believe from my observations that this is the field for this method of selling.

Let us consider for a moment the sale of products which do not come under this classification. A number of concerns are making a success with a wide range of products, chief among these being wearing apparel of various



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Bridge, Lexington and
Stocking
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Division and Burton

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Now is the time when an active business man should make his will and here is the reason:

*his mind is clear and alert and
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Later on in life these qualities may be impaired. Therefore, the time to make your will is *now* so that it may reflect a clear mind and your best judgment.

GRAND RAPIDS TRUST COMPANY

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types. It is my opinion that the distribution of such articles in this way is still in an experimental stage. There are many problems connected with such distribution, such as change of styles, selling from samples, store competition, and, above all, the traditions and customs of the public. This is especially true of the women buyers who have become accustomed to shopping and bargaining. If the concerns can overcome these difficulties, they will succeed. I feel, however, that this field is limited to a few well-established organizations.

Like every other method of distribution, direct selling has its weak as well as its strong points. Let us consider a few of these as applied to all direct selling.

This method may find its chief difficulties in regard to competition among concerns of its own kind. Certainly, the housewife, who is called to answer the door-bell ten or twelve times in a morning, is sure to be annoyed and refuse to see all but those whom she knows have a product which she needs and one which she is willing to inspect in her own home.

There is already keen competition in the employment of salesmen of the right type; and, if more adopt this method, there will not be enough salesmen to go around.

Change of style I have already mentioned, as well as the traditions and customs of the past.

I think the greatest weakness of all is the returned goods problem. Articles sold in this way must be fully guaranteed and, if the customer is dissatisfied, goods must be taken back and exchanged or the money refunded. This, I believe, will be found to be the chief difficulty the wearing apparel distributor will meet, and I believe it will be a serious one.

The strong features are direct promotion of sales through personal contact, and also the fact that a concern can begin in a small way and gradually build. Certain educational features can best be conducted in this way. The introduction of a new product is more direct and simple. Certain goods can be displayed in the surroundings the customer is more familiar with and where the articles are to be used—the home. There is a decided advantage in selling a specialty in this way, especially a utility article. I would say that there is only a limited field for the staple and a wide field for the specialty.

There can be no definite success without the right organization. Two types are now using his method: First, those who secure salesmen from a main headquarters and supervise by mail; second, those who have an established organization in every important center of the country and a corps of executives to supervise the salesmen.

The first can succeed only in a limited way. The latter means a most complete and highly organized organization in order to be successful.

Many newcomers in this field appear to believe that the success is in the plan itself rather than in the operation of a business, which both pro-

duces and distributes—both being controlled from the same source.

There is the problem of producing a quality article and selling it under an absolute guarantee, which the manufacturer must stand back of. The direct salesman will fail unless he has a firm back of him that will make good every promise.

There is no easy money in this method of selling. Brains and energy count here as much, if not more, than in any other method. Back of every successful business institution is a history of honest endeavor to give the public full value for money received. Direct selling can only succeed as it repeats that experience. The public is quick to resent cheap, dishonest methods, but it will respond favorably to the institution which gives them honest dealings, coupled with quality, a fair price and efficient service.

The American public is always willing to pay for these things, and it makes little difference to them the method through which they receive it. The future of direct selling depends upon these things, and the greatest of all is service. Herbert P. Sheets,

Sec'y National Retail Hardware Association.

Be a Booster.

Consider the knocker! Who loves him? Nobody. Why should they? He deserves nothing. He does no good. Any fool can knock.

It takes brains to build up something good—something worth while. But a chump can find fault and tear things to pieces.

Even a knocker knows that knocking is no good. It is senseless or thoughtless fault-finding. Some knock unconsciously, some from habit—chronic complainers.

It is old advice to say, "Don't be a knocker," but don't be one anyway. The world has an overstock of knockers already.

Search the world over and you won't find a single monument to knockers. And if you want a monument, don't knock.

Abraham Lincoln had enemies and knockers. But where are the monuments to their memory?

Look at what the world has to say about builders and boosters! They get the olive wreaths and the purses of gold.

It's grand to meet people who are looking at the good there is in the world and cheering it with their boosts—their praise.

It's grand to meet people who are looking at the good there is in the world and cheering it with their boosts—their praise.

Many a game is won by the boost of the rooters or lost by the knocks of the howlers.

Everybody loves a lover and a booster.

Be one, yourself.

The boy who used to place red pepper on the school house stove has a son who delights in sticking nails in the tires of the teacher's flivver.

The labor agitator doesn't observe union rules when it comes to working over time at stirring up discontent.

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White Gold Now the Wealth of the West.

Gold, of the yellow and metallic variety, was the boon of California 'way back in the middle of the eighteenth century, and it was from the large deposits of that precious metal found within its borders that the State derived its title, the "Golden State," which has clung to it ever since.

But to-day the wealth of California and the West in general is found in a new form. "White Gold, the Wealth of the New West," is the title of a booklet just issued by Rutter & Co. By way of introduction, the remark of an old-timer who witnessed the wind-up of the gold rush of '49. "If they'd only known it, there was more value in the water than in the gold," is quoted.

From the beginning of the American colonization of that now great State the value of water and water sources there has been taught to the settler by hard and bitter experience. Every placer miner, it is now recalled, when he filed a claim along a mountain stream, learned also to file a second claim for water with which to make possible the realization of his gold harvest.

Not until after the gold fever had waned did the agricultural possibilities of the great Central Valley become apparent to the prospectors and others who found themselves stranded there. At the peak of the gold rush the fast-growing population depended virtually entirely upon supplies of food brought around the Horn from the East coast.

Farming in the Sacramento Valley had been practiced extensively as far back as 1840, but about 1860 a period of widespread experimentation developed. It was soon discovered that wheat could be grown in Central Valley, which theretofore had been looked upon as desert. Lands were taken up and fortunes that had escaped the gold diggers were realized through the production of the rich soil.

Markets for production were limited until 1869, when the completion of the Central Pacific Railroad opened up trans-continental railway connections, paving the way for larger markets for California products. Wheat growing, because of competition from the granger States, became unprofitable even for home consumption, but fruits, vegetable culture and dairying on a large scale more than offset the loss.

Irrigation was an essential necessity, but water sources were largely privately owned. This situation was overcome by the passing of the now famous "Wright Act" by the California Legislature in 1887 authorizing the creation of irrigation districts as political subdivisions, with the power to raise funds for the promotion of irrigation.

Now the waters of the California mountain streams and rivers are serving a double purpose. They are the source of electric energy on a large scale, while at the same time serving also for irrigation purposes.

The latest development is on the Stanislaus River, known as the Melones Dam, which is being built through the use of funds raised by the Oakdale and South San Joaquin Districts. The

Pacific Gas and Electric Company is erecting at its own expense on a site provided by the districts a hydro-generating station of 30,000 kilowatts capacity, and will in installments pay to the districts the entire cost of the dam.

As a result of the deal the two districts will obtain free sufficient water for the entire growing season, and the company will obtain valuable facilities which will produce the cheapest power in the State within a comparatively short distance of San Francisco.

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Wall Street Talks of January Reinvestment Demand.

Along about Thanksgiving time each year the optimists in Wall street begin to talk about the January reinvestment demand, and as Christmas approaches the financial community has itself believing that just after the turn of the year an enormous volume of buying orders will come into the market.

That the market in investment stocks and bonds should improve somewhat on the reinvestment of funds received from the January dividend and interest payments is, of course, a logical conclusion. That expectations this year will be realized is unlikely, however, for the reason that now as formerly the bulls have gone beyond reason in their calculation of the amount of money that suddenly will seek employment next month.

Failure of the reinvestment demand to carry the whole market forward to the extent that the bulls would have us believe is a simple matter to explain. Investors do not all wait until their dividend or interest checks arrive on January 10 or thereabouts to plan what they will do with the money. Investors, like the market prophets, know that these payments will be made and they study the market in November and December in an endeavor to determine where they shall reinvest their funds. Some investors begin planning their reinvestment program several months ahead of the actual receipt of the cash.

Nowadays, furthermore, when investors study market trends more than ever before, the investor tries to obtain the most advantageous price, and he may decide to buy before or after the date on which his money comes in. All of which is to say that the January reinvestment demand frequently is largely discounted long before the dividend and interest checks actually roll in.

Even allowing that a substantial volume of funds available for reinvestment will appear in January this year, it is not reasonable to expect a sharp up turn in the price of gilt-edged obligations. For weeks the bond experts have thought that the approach of the holidays would bring higher prices for the best-grade obligations, but to date the market in good bonds has failed to reflect this demand.

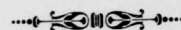
While the demand for good bonds far exceeds the supply, prospective buyers will not pay beyond certain limits already reached. It is not an abundant supply of gilt-edged issues that is holding bonds at present levels, but the fact that individual investors

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refuse to pay much higher than present prices.

To a marked degree these individual investors are switching from the gilded obligations to issues junior in rank, but nevertheless sound. General improvement in the quality of junior issues has so improved that investors in many cases reckon that the switch will not unduly swell their investment risk, and by the change they obtain more liberal yields.

Paul Willard Garrett.
[Copyright, 1925.]

Essentials of Good Fire Fighting.

There is available to-day a vast amount of information on fire fighting. As in any other field where information on means and methods becomes voluminous, there is always the danger that a few of the essential fundamentals may not be seen, being crowded out by a mass of detail.

One of the well and favorably known fire-fighters of the country names the first three or four essentials of fire fighting, essentials which if known and heeded will produce a marked result in reduction of fire losses, in the following order:

1. Correct ventilation.
2. Careful handling of water.
3. Correct fire department use in handling of automatic sprinkler systems.

In spite of all that has been said on the subject of ventilation, there is no more common occurrence than to have water poured into a building, directed at smoke, because no real effort has been made to ventilate, allow the smoke to escape and thus expose the fire. The first knowledge of the fire fighting director should be on ventilation.

Careful handling of water involves a great part of the information which is available on fire fighting. Among other things, it means withholding streams of water whenever possible until the fire is actually located. It means the use of shut-off nozzles, so that as soon as the fire is under control, the water may be cut off at once. It means the correct layout of hose lines and the use of the right nozzles to produce efficient fire streams. It means salvage operations to prevent a great part of the needless water damage.

Loss from fires in sprinklered buildings frequently would be even less than it is now if fire department officials were thoroughly familiar with the handling of automatic sprinkler systems. Both the National Fire Protection Association and the International Association of Fire Engineers have published suggestions and directions on the best methods of fire department use of automatic sprinklers.

Nearly all fire fighting activities may be grouped under one of the three essentials above.

Recognition Among the Professions.

One of the interesting developments of the work of the National Fire Waste Council is the willingness of chambers of commerce to recognize the field of municipal fire protection and prevention engineering as one involving the services of trained and experienced men. It has long been the custom of

chambers of commerce to appropriate funds for the employment of city planning engineers, gas and electric and street car engineers but until recently no such recognition had come to those who have a thorough understanding of municipal needs and requirements in the field of fire safety. The National Fire Waste Council now has a field service, designed to give chambers of commerce personal service in the planning of fire prevention campaigns.

Sources of Meat Supply in the United States.

Most consumer buyers think of their meat supply little, if any, further back than the retail shop. As a reality, production does not exist there. Sometimes the dealers engaged in distributing meat are criticised because the general quality of their meat is not very high, while in a broader sense they are not altogether responsible. All of the livestock sent into the stockyards of the country must be bought, and most of it is bought for immediate slaughter, and what is slaughtered must be sold. If the quality offered is not high the resultant meat will not be of high quality either, and any advantage gained by one shop or one section in regard to getting high quality meat means a proportional disadvantage to other shops. Consumers influence quality in proportion to their demands and prices they are willing to pay. Throughout the colder months, when grass is not plentiful except in the sunnier sections, general quality is higher than during the warmer months when grass and other green feed is plentiful and relatively cheap. Unfortunately, drier feed, including, and we may more specifically say, grain, produces the best meat. Primary production is chiefly carried on in the grass sections of the country, especially where land is more adaptable to livestock production than any other agrarian pursuit. A considerable quantity is fed on grain later in the grain-producing sections, including Iowa, Illinois, Ohio, Missouri and tributary sections, Oregon, California, Idaho, Utah, Montana, Wyoming, Arizona, Texas, Nevada, Oklahoma, Kansas and Nebraska are among the states that produce great quantities of livestock as a primary industry. Hogs are produced in all states, but more liberally in the states bordering on the Mississippi and Ohio rivers. The number of head of livestock fed on grain depends considerably on consumer demand and market price, adaptability of land and seasonal supply of grains being factors.

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Motor Oil Co., Lansing. Interstate Discount Co., Niles. Pointer Land Co., Detroit. Frolaset Corset Co., Detroit. Artesian Heights Land Corp., Detroit. Fraser Chemical Co., Fraser. W. A. Paterson Co., Flint. Alverdo Building Co., Pontiac. Malden Land Co., Pontiac. Intersectional Development Corporation, Lansing. Arthur G. Wadsworth Corp., Detroit. W. H. Parsons & Co., Inc., Muskegon. Whitney Hollinger Co., Detroit.

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WOMAN'S WORLD

A Mother's New Year Resolutions.

Written for the Tradesman.

Trite as it may sound, I will try to be a good mother and do my whole duty to my children. However, my definition of a good mother will be one who has a strong, clear brain as well as a loving heart. As to what duty is, I will say it is any real obligation, but not every fancied obligation that a morbidly over-active maternal conscience might conjure up.

I shall aim to keep myself in such excellent health of body and soul, so fit in every way, that I can fulfill the foregoing resolve and enter into all my other activities as well, with joy and spontaneity.

Since my children will take me at my own valuation, I will set that valuation high. My boys and girls must look up to me. I must deserve their respect. They must not hold me in pity nor contempt. I will not be a doormat. I will not even get down on my marrowbones to these self-sufficient youngsters.

I will work for my children faithfully—work hard if need be, but I will not be a drudge. I will not exhaust myself daily, but try ordinarily to keep a good reserve of strength so that I need not fail my folks in an emergency.

I will teach my children to work, beginning with the simplest tasks and advancing them to the more difficult as they progress. I will be patient and painstaking in my training, encouraging all honest initial efforts however crude the results. As they go on I will hold them to higher and higher standards of efficiency.

The things they can do and should do I will not do myself, merely because for the time being it might be easier and pleasanter not to be bothered with their awkward attempts. I shall not expect that what each child does at first will pay, in an industrial sense. But soon their labor will lighten mine. What is more, they will acquire skill, learn to appreciate what is done for them and gain a pride in their home and some sense of responsibility for its maintenance.

I will keep firm control. I will not be timid, hesitating, afraid to match my will against theirs when occasion may require. But I will lay down no needless restrictions. I will not be harsh. And I shall try not to make my government unpleasantly obvious. A quiet guidance—that shall be my ideal.

From babyhood I will teach each child self-control and self-direction, increasing with each the fields in which these are to be exercised, as time goes on. As my children grow up, I will seek to influence rather than dictate.

I will try to give my children a happy home. I will aim to be an inspiration as well as a curb. I will be sympathetic, understanding, companionable with them. I will help each to strengthen his weak points and correct his failings. I will try to lead each to attain symmetrical development and high and noble character.

I will respect my children's individuality. I will not try to press any one of them into a mold of my own fashioning, but will foster the growth of

each in his own way. Whatever the natural bent may be, that I will encourage so far as is practical.

I will try not to be sorely disappointed if no one of my children has my own ambitions, or if there is no genius among them. If they give promise of becoming good, energetic, useful men and women, I will be content.

I will check in myself the "hen with one chicken" tendencies. I will not be so absorbed in my children that I can think of nothing else. I will try to regard them fairly, not seeing them always as brighter, smarter, or better than they are. I will not be blind to their faults. Motherhood shall not make me narrow nor unduly partial to my own. I will have a tender heart for everything young.

I will not make the mistake of attempting to be the whole thing with my children. As they find themselves they will have interests, absorptions, loves in which I cannot greatly share. Others besides myself must influence them powerfully for good or ill. For this reason if for no other, I will try to teach them to seek the things that are high, and to choose associations that will not drag them down but will lift them up.

This will be harder than the other, but I shall try to see to it that they are not the whole thing to me. I realize that the needs of children are so many and so urgent that the conscientious mother is liable to become utterly absorbed in caring for and advancing her sons and daughters. By holding to some other interests I will try to prevent the dwarfing of my own growth and deformity in my own development. In the long run this will be better for them. While I regard my home as my paramount undertaking, I will cultivate a few pursuits and recreations which I can fall back on when I no longer shall have my present work to do. I want not to be entirely bereft when my children must leave me. I will not sink all my enthusiasms, all my enjoyments, all my personality in my babies.

I will not slight my husband. He is working faithfully and richly deserves his full share of my sympathy and companionship. I will try not to lose the personal attractiveness and charm that first brought to me my man's love and admiration. I will endeavor to keep up with him in mind and spirit. Intellectually I will not drop to the level of an ordinary nursery maid. I will not be one of those overfond mammas who can talk of nothing but the cute sayings of their little folks.

I know that my husband's affection and regard are the foundation of this home. These shall not be lost through remissness of mine. I realize that of the two claims that of the children is likely to appear the more compelling. So I will be all the more careful to hold the two in right proportion. While I surely cannot be all wife, I will try not to be all mother.

Mothers are human and the nature of their office makes them prone to certain failings. I will try not to have reproaches always on my lips, not to nag, not to worry, and not to show favoritism.

I will be loyal to my own. I will be

my children's friend and if necessary their defender. I will not form the habit of running on, to any ear that will listen, about their shortcomings.

I will claim consideration from my sons and daughters as my right, and will teach them that as occasion may require they must in some measure make return for the care I have given them. Especially shall I impress it upon their minds that parents are not to be neglected when helpless or old. But I shall be careful not to exact too much. The mistaken parental attitude that occasionally is seen, the attitude of desiring to absorb completely the life of a too-devoted child, shall not be mine.

Accepting fully the law that the father and mother must give far more than they take back, I will be devoted and self-sacrificing. Youth must be served. In an extremity even the brute mother may starve for her brood. So be it. But under ordinary conditions I will not carry my devotion to an absurd length. I will not starve in order that my brood may fatten. I will not stint myself in necessities to give my children superfluities. I will not deny myself common comforts for the sake of providing them with luxuries. I will not go shabby that they may be overdressed. I will not be dragged out and prematurely aged in order that my young people may be free from all care and labor, with the sure result of their becoming hard and selfish. I will be self-denying but not self-effacing.

I will try to be what my children always will be proud of. I will cultivate whatever traits and qualities and abilities I have that are admirable. Knowing that my influence with them will be more from what I am than from what I can do for them, I want my children always shall think of me not only as having great tenderness toward them and making many sacrifices in their behalf, but as manifesting cheerfulness, fairness of mind, intelligence, good sense, and happiness in living.

Ella M. Rogers.

How To Hold a Good Husband.

It has been said that the way to a man's heart is through his stomach, and as far as we know this has never been successfully contradicted. Winning a man's heart is usually interpreted as being in close relation to wedding bells. Now, if appealing to the human stomach is so important before marriage it should be fully as important after the honeymoon days are over. In practice it may be found to be more important to the happiness of the home to be qualified to prepare well-cooked foods after the first illusion of indefinite devotion and unquestioning self-sacrifice has changed to the sterner realities of a long life that is in the period of formation as regards contentment, happiness and love. There is a duty resting on each of the contracting parties, and while the enforcement of the contract may not be so rigorously carried out as more prosaic and less poetical in business life, fully as much in all cases, and usually more, depends on its fulfillment. The management of the home rests on the housewife, naturally, and

perhaps the greatest concern of her spouse, aside from what becomes of the family income, is his meals. Here we find the two cardinal interests of his newly organized life coming in conflict. His better half is usually confronted at the beginning with stretching a more or less meager income out to cover all the multitudinous expenditures of the home, and anything that appears to help her at such a time is eagerly entertained. Meat, perhaps, offers one of the greatest opportunities towards what seems to her like saving when she finds some shops offering meat well below the prices charged in a general way. She may feel that the quality is not quite so good, but it looks fresh and on the whole usable. At this point she must decide whether it is better to buy cheap meat that robs the home of fullest satisfaction at meal time, or buy a little less and get what will be a treat to the hungry provider of the home. Life is usually made up of habits, and forming the habit of buying cheap meat at this time may linger long after the family income has been increased to the point where the best can be bought, and not only because it is more satisfactory, but because in the long run it is more economical, taking into consideration its nutritive qualities. Besides, when the food is above the average found in other homes you visit or in clubs and cafes, the inducement to linger around the home fireside, or more accurately speaking, the home dining room, will be too strong for hubby to resist. While the suggestion included here as to holding your husband is written lightly it may be a real message nevertheless. It is surely worth trying.

Queer Name For Peculiar Product.

What would you do if a customer came in and said, "I want some sniafil?"

Sounds like it ought to be in the drug department, doesn't it? But, when you stock it, it won't be—for "sniafil" is the official name for synthetic wool, just as "rayon" is the name for artificial silk.

There have been many criticisms of "rayon" as a name, but wait until the advertising psychologists—or the psychological advertisers, whichever you wish—get their hammers out for "sniafil."

"Just because it was invented by an Italian whose first name was 'Snia,' they will say, 'is no reason for tacking an unpronounceable label onto the product. Suppose it had been invented by a Hawaiian or a Siamese!'"

Sayings of Two Sages.

President Coolidge says: "The home is the cornerstone of the Nation. What the youth of the country need is not more public control through government action but more home control through parental action."

Herbert C. Hoover says: "We have not lost the dominance of the old-fashioned virtues of honesty, of neighborly service, of love of family and home, of faith in God, or of the purposes of our country. There is time to act if enough of us care, but not feebly and along bypaths."

\$450,000

MORRIS FRIEDMAN**FIRST (CLOSED) MORTGAGE 5% GOLD BONDS**

Dated January 1, 1926

Due January 1, 1951

Principal and semi-annual interest (January 1st and July 1st) payable at The Michigan Trust Company, Grand Rapids, Michigan, without deduction of the Normal Federal Income Tax up to 2%. Redeemable as a whole or in part upon sixty days' notice at 102 and accrued interest. Coupon bonds in denominations of \$1,000, \$500 and \$100.

THE MICHIGAN TRUST COMPANY, TRUSTEE,
GRAND RAPIDS, MICHIGAN

DESCRIPTION: The bonds will be the personal obligation of Mr. Morris Friedman and in addition, will be specifically secured by a First (Closed) Mortgage upon the land and building owned in fee and located at 163-5-7 Monroe Avenue, facing Campau Square, the heart of the retail business district of Grand Rapids, Michigan. The land is irregular in shape, having a frontage on Monroe Avenue of 69 feet and at the deepest part extending through to Louis Street, a depth of 264 feet.

This property has been the site of a Dry Goods Company for over seventy-five years, having been occupied by the Spring Dry Goods Company from 1850 to 1916, at which time the building, stock and name was purchased by Mr. Morris Friedman. It is now occupied by the Friedman-Spring Dry Goods Company, owned and controlled by Mr. Friedman, who has been actively engaged in the business since 1890, when he founded the N. & M. Friedman Company. The building is well adapted to mercantile purposes, having natural light on three sides, and is equipped with three elevators, sprinkler system, the latest type lighting fixtures and display windows.

SECURITY: The lease of this property to the Friedman-Spring Dry Goods Co. provides a rental which is more than sufficient to meet the interest requirements on this loan and to pay the bonds when they become due. The land and building have been conservatively appraised by two officers of The Michigan Trust Company and by Mr. S. R. Fletcher of S. R. Fletcher & Company, Grand Rapids, Michigan, as follows:

LAND	\$782,000
BUILDING	125,000
TOTAL	\$907,000

PURPOSE: The proceeds of the sale of these bonds are to be used to complete the purchase of an additional 25 feet on Monroe Avenue, adjoining the Fourth National Bank Building, known as the Gilbert Building, and now occupied under lease, to retire bonds and notes outstanding to the amount of \$175,000, and for improvements to the building.

INSURANCE: Insurance of an amount and character satisfactory to the Trustee is carried on the property covered by the Mortgage securing the issue of bonds.

Under existing Statutes, these Bonds are exempt from State, County and City Taxes, and in the opinion of Counsel, are legal investment for Savings Banks in Michigan.

PRICE 99½ AND ACCRUED INTEREST TO YIELD OVER 5%

THE
MICHIGAN TRUST
COMPANY

Grand Rapids, Mich.

The Oldest in Michigan

Organized in 1889

This information and these statistics, while not guaranteed, have been taken from sources believed to be reliable.

DRY GOODS

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

Ribbons and Artificial Flowers.

Artificial flowers made up of various materials have been in active demand for dress and coat decorations. Corsage bouquets and boutonnieres in chrysanthemum and orchid have had a big vogue, while some of the novelty kinds, including perfumed roses, have been coming to the fore. Some of the flower accessories are made of ribbons and a large percentage of all kinds is sold in ribbon departments. The latter situation has been complained of by ribbon manufacturers as wrong merchandising. They say that only ribbons or made-up ribbon merchandise should be sold in that department, with flowers of other materials transferred to another. The claim is that grouping together tends to lower the volume of ribbon merchandise turnover, as the sales girls take the path of least resistance in the easier sale of lower-priced flowers that are fashioned of other and cheaper materials.

Lace Outlook Considered Good.

With a much improved Fall business behind them, lace manufacturers here look forward to a similar condition during the Spring. It is agreed by several factors in the trade that the recent exposition of American-made laces has done much to reawaken an interest on the part of consumers in lace from a style standpoint. It also demonstrated, they think, that the quality of domestic laces is worthy of estimation in the consumer mind, despite the tradition of the superiority of imported goods. Yard goods for neckwear, scarfs and trimmings are expected to sell for the coming season, in both the staple and brighter shades. The call for laces for evening wear, it is believed, will continue to figure for several weeks yet. Metal laces, chantillys and "Vals" are all thought to have good prospects.

All Set For Big Demand.

While the silk trade continues to be rather quiet, it is the consensus of opinion among manufacturers that the turn of the year will bring with it a much expanded demand for Spring. Preparations on a large scale have been made for such a demand and there has been no warrant for a change in the belief that silks were headed for another excellent Spring season. Both cutters-up and retailers are said to have concurred in this view, the only question apparently being when the demand would actively begin. The confidence placed in prints appears to be justified so far, although there are those in the trade who think they may be overdone before the season reaches its peak. Lightweight silks, such as georgettes and chiffons and other weaves such as flat crepes and satins, stand out in the plain goods.

Underwear Buying Irregular.

Although some of the important Southern producers of popular-priced

ribbed underwear have taken a tidy volume of business on their offerings of this merchandise for delivery during the first quarter of 1926, early buying of ribbed and fleeced goods, on the whole, has not been any too satisfactory to the manufacturers. Most of the jobbers gave indications some time back that they would not be ready to enter the market in an important way on 1926 lines until after the turn of the year and for the most part the opening of the various lines has not caused them to change their position. Indications point to a large attendance of wholesale buyers in the New York market after Jan. 4, however, and at that time trading is expected to pick up materially.

Active Buying Yet To Come.

For the most part, the women's garment trade is still between "hay and grass" in the seasonal development of orders. Some sampling has been done by retailers, but the stores have not yet reached the stage where they are ready to buy with confidence. Testing out of what will prove to be best salable merchandise has yet to be done and there is at the same time quite a bit of style uncertainty. It appears, however, that the coat cape and cape alone, together with the silhouette they bring, are highly important style elements. The stock houses, while preparing for Spring, also count on a good demand for coats for the January and February sales of retailers.

Quilted Robes Are Selling.

Negligee manufacturers have found the quilted robe in both tailored and novelty versions to be one of the best selling types during the Fall and for the holidays. The robes are credited with superseding to some extent the corduroy robes, although they are in a different price division. Satin is used for many of these garments in either plain or brocaded effects. Crepe de chine is also a favored material while in the newer lines, some of which are being featured for the Spring season, printed silks having wide floral borders and bright color combinations are outstanding.

Demand For Silk Undergarments.

Late orders for silk undergarments continue to reach manufacturers in good volume. Merchandise of practically all prices is wanted. Lace trimmed lingerie is in particular request, with much of the call centering on crepe de chine garments in flesh, peach and Nile. Glove silk underwear is likewise having an extremely active holiday turnover, with step-ins, vests, chemises and bandeaux for sale in individual pieces and boxed sets all selling well. Pink and a few of the high shades top the color demand in these goods.

Speaking of Birds.

Just as the village "cut-up" tilted back in his chair on the veranda of the small-town hotel an old horse moved slowly past.

"Say, sonny," shouted the "cut-up" to the boy astride the animal, "how long has that horse been dead?"

Quick as a flash the boy replied: "Three days, but you're the first crow that has noticed it."

It Pays the Salesman To Be on the Job.

Written for the Tradesman.

A gentleman stepped into the clothing department of a large store to use the telephone. A wide-awake salesman noticed that the hanger on his coat had come loose.

After the conclusion of the telephone conversation the salesman approached and, leading up with a few pleasant general remarks, suggested that the tailoring department would be glad to replace the hanger with a new one without cost. The gentleman gratefully acceded. While he was waiting, the salesman suggested that he look at some new winter overcoats which were just in. Among them was one which fitted and looked particularly well. The result was that, by the time the coat came back with the hanger replaced the alert salesman had completed the sale of a ready-to-wear overcoat at a good price.

Here was a typical instance of the wide-awake salesman who is always on the job, alert for opportunities, and making the most of them. Not in every instance of this kind would the prompt grasping of the opportunity result, as in this case, in a sale; but in every instance the friendly solicitude and the evident desire to be of genuine service would undoubtedly create a favorable impression, tending to interest the perhaps casual visitor in that particular store and make him a regular customer.

Yet there are salespeople who would fail entirely to perceive the opportunity

let alone grasp it. What makes the difference?

The difference is largely one of mental concentration. In the one case, the salesman is wide-awake and on the job every minute of his working day. In the other case, he has allowed himself to lapse into a rut of indifference.

The salesman who is on the job forms the habit of concentrating his thoughts upon his work. An immediate result of systematic and habitual concentration is that sales are made with far less effort. Modern generalship consists in concentrating the largest body of troops on the weakest point in the enemy's line, of using the largest force available where it will accomplish the best results. And somewhat similar concentration is an essential to successful salesmanship.

The salesman who wants to score worth-while results for the store and for himself cannot afford to divide his attention between the customer and other thoughts. He must give every thought to serving the customer. The closer attention he gives to the immediate sale, the more readily can he adapt himself to the individual with whom he is dealing. Chance remarks or casual comments by the customer will intimate, to the watchful clerk, the most intelligent line of approach.

A customer, trying on a ready-to-wear suit, seemed to hesitate.

"It's a very pretty shade," he commented, "but—well—"

To the indifferent clerk this comment would be discouraging. The clerk in this instance, however, was alert:

FOR YOUR JANUARY CLEARANCE SALE

36 in. Major Blea. Muslin	12 1/2 c
36 in. Truth Blea. Muslin	14 3/4 c
36 in. Hope Blea. Muslin	14 3/4 c
36 in. Pride of Atlantic Blea. Muslin	16 1/2 c
36 in. Truth Blea. Cambric	14 3/4 c
36 in. Argus Unblea. Muslin	9 1/2 c
36 in. Lehigh Unblea. Muslin	10 1/2 c
36 in. Michigan Unblea. Muslin	11 3/4 c
36 in. Black Rock Unblea. Muslin	13 3/4 c
42x36 in. Pansy Pillow Cases	\$2.25 Doz.
45x36 in. Pansy Pillow Cases	2.50 Doz.
63x99 in. Tribute Blea. Sheets	\$16.69 Doz. less 10%
72x99 in. Tribute Blea. Sheets	18.34 Doz. less 10%
81x99 in. Tribute Blea. Sheets	19.99 Doz. less 10%
42x36 in. Tribute Pillow Cases	4.20 Doz. less 10%

Let us enter your order for delivery in time for your SALE. Prices good until Jan. 10th.

Paul Steketee & Sons

Wholesale Dry Goods

Grand Rapids, Mich.

"You would prefer a check to a stripe?" he questioned.

The suggestion was the logical, reasoned outcome of the fact that the customer, though pleased with the color, still hesitated to take the goods for some reason which he, himself, could not explain. A check of a similar shade, tried on, proved satisfactory, thus showing that the salesman's "guess" was a good one. Watchfulness of this sort, and quickness to take advantage of even the barest hints will prove helpful to salespeople in any line of trade.

The salesman who concentrates his attention upon the immediate transaction notices, too, a host of opportunities for suggesting and selling additional goods. Thus, a young man went into a man's furnishing store to buy a collar. While making the purchase his eye strayed once or twice to a display of Panama hats. It was a clearing out sale of Panamas at decidedly reduced prices.

The clerk, completing the collar sale, noticed the direction of the customer's gaze.

"Those hats are excellent stock," he commented, "but they're odd sizes and we want to clear them out before the close of the season. Would you care to try one on?"

After several trials an excellent fit was found, and a sale completed at \$3.85. Here was an instance where an indifferent clerk who paid only perfunctory attention to his customer would have been content to sell a single collar at 25 cents. The wide-awake clerk, watchful for opportunities, rang up \$4.10 on the cash register. Differences like these count for a lot in business-getting.

The knack of concentration is immensely helpful when it comes to clinching a sale. Every ready-to-wear salesman has had experience of people who commence their shopping with the remark, "I'm just looking around to-day" or who, after being shown a number of suits, will go out with the remark, "I'm not buying to-day but I'll likely come in again."

As a matter of fact, people of that sort rarely come back. They make their actual purchases in some other store, where the salespeople are alert and pushful. With the indifferent clerk, the introductory comment, "I'm just looking around to-day," takes the ginger out of the selling. The salesman shows the goods in a perfunctory way, saying to himself: "This man isn't going to buy, anyway, what's the use of going to a lot of trouble to wait on him?"

An experienced business man, who has served behind the counter, expresses his firm conviction that fully 50 per cent. of such "lookers around" are ready and willing to purchase provided they are convinced that you have the goods, and are pleased by the way you treat them.

The advent of a looker-around should, therefore, be the signal for aggressive efforts to please and convince. The average customer is pleased, anyway, to be made to feel that you are anxious to do business with him. He knows the value of his money, and isn't apt to hand it over

to a salesman whose entire attitude is one of utter indifference.

The man who concentrates his attention on each sale can make a far better showing with the customer. His mental attitude is positive and optimistic. A pleasant word of greeting at the start, using the customer's name where you know him by name, makes it far easier to transact business.

The salesman's attitude should be pleasant—but firm. Too often salespeople think to themselves: "I wonder whether this man will buy anything or not." The proposition should rather be, "How much can I sell this customer?" and with that let the salesman put his entire soul into the process of selling. If the customer favors some particular piece of goods, push that piece energetically, and work logically forward to the point where the sale can be safely clinched.

Victor Lauriston.

Organized Miners Always Fomenting Trouble.

Detroit, Dec. 29.—William Greene, president of the American Federation of Labor, bewails the fact that the anthracite coal operators are trying to starve the miners into submission and dictate a tyrannical settlement of the strike.

According to our recollection it was the miners who went on a strike and caused a shut-down, not the operators. It was the miners who refused to consider arbitration, not the operators.

Every time within our recollection that the miners—and this might apply to many other organized labor units—have gone on a strike, it was on their own initiative. If they won—which was seldom—it was a great victory for the cause of labor.

But in a majority of cases, when they were approaching the bread line, they were willing to accept arbitration. If they got it and it resulted in an advance in wages, they accepted the verdict. But if, on the contrary, the terms did not suit their leaders, they drifted back to work as individuals and lost prestige with such leaders.

Never could they think of submitting their cause to arbitration, with the possibility of the employer extracting some slight advantage from such decision as might emanate therefrom.

It may be that in the anthracite controversy the employers are not entirely guiltless, but the claim that they are trying to starve the miners into submission is funny at least.

If this was the first instance of a disagreement between the operators and miners, it might be within the realm of reason to try and bring about arbitration, and if they do finally succeed in settling the controversy in this manner, it will be but a short time before the miners will begin to agitate and howl about the next strike which is always due at about a certain date—a time when coal should be produced rapidly and delivered speedily.

Legislation by Congress regulating the shipment of pistols and other one hand guns by mail is again being agitated.

There ought not to be necessarily any agitation about the matter. It is a dead open and shut case of duty, which every law abiding individual has a right to expect. It should have been done years ago. In fact, wherever the shipments are inter-state the prohibition should also include express and other transportation companies.

The one-hand gun fulfills only one purpose—the killing of human beings. It has its legitimate uses in this field of action. The soldier, policeman, sheriff, mail and express guard should be permitted to carry one-hand guns, as their duties, sanctioned by law, take into account the possible necessity of killing others.

But aside from these uses there is no other that is lawful. The principal use of the one-hand gun is in hold-ups and murders, and the incentive nowadays is so great, on account of more numerous opportunities, there is also greater reason why the distribution should be absolutely prohibited by law.

Some of the more important mail order houses, out of common decency, have eliminated them from their catalogues, but advertising by others shows no cessation, and this is allotted, as a rule to publications which cater to a class of individuals, who are easily tempted, children and criminals.

It is inconceivable to think that a youth of 12 can, through the mails, procure these death-dealing implements, not for criminal purposes, to be sure, but to be handled in the household with the ever present danger of homicide.

But the peculiar feature of consideration of such legislation is that it always meets with much opposition, when there is not a shadow of excuse for same.

The manufacture of revolvers should be controlled by the Federal Government, so far as it can legitimately function, backed up by state authority, which has the right to regulate such output within its own domain.

Somewhere over in Illinois a school teacher has come forward with a program of education which at first whit seems original.

In his school every child receives individual attention and takes only such studies as he is able to pursue. He is not graduated from class to class at any stated time, but stays with one subject until it is completely mastered and then takes up the next. Thus a child with a mathematical brain may advance rapidly in arithmetic and lag in English. It is claimed that under this system, children as a whole do much better than under the prevailing system of grades, examinations and promotions, and that it can also be adopted without increasing the number of teachers now employed.

This is substantially the same as the method that was followed in the little red school house of long ago when teachers "boarded round" and the graded school was a dream. Many critics of the modern school claim that, in spite of its handicaps, the district school of other days gave better and more thorough instruction than the modern school does, but whether this is true or not, it is a reasonable deduction to believe that the garment should be made according to the cloth, and it does not require the services of a psychologist to assure one that many children are misjudged and misplaced by our modern methods of education.

Personal interest of the instructors in the progress of the individual pupil was what produced the real scholars of former generations. They were measured up according to their ability to grasp situations, and if they had a trend of mind in any particular direction their parents and guardians were made aware of this fact and there was real co-operation between the head of the school and the head of the family.

Frank S. Verbeck.

That's Different.

After a salesman had sold a big order of goods to the Scotch buyer for a Chicago store, he sought to make the Scot a present of a box of cigars.

"I'm sorry I cannot accept," the Scot said, "but there's a rule of the house that ye canna take presents from salesmen."

"Well," laughed the salesman, "I'll sell them to you for five cents then."

"That's different now," the canny buyer replied after taking a good sniff at the box. "I can buy my smokes anywhere I please. I'll take four boxes."

TRIM AND TASTY

Ask
Your
Jobber



CRESCENT GARTER CO.
515 Broadway, New York City

For Quality, Price and Style

Weiner Cap Company

Grand Rapids, 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.

4%
Banking
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*Under both State
and Federal Supervision*

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

Privacy

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

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.

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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.

Credit Losses One-tenth of One Per Cent.

Written for the Tradesman.

The famous "biggest little store in the country"—or "biggest small-town business"—either slogan will answer perfectly—is that of Garver Brothers, Strasburg, Ohio. It has been written up in numberless publications from many angles. But, until I heard a talk by John B. Garver himself, which he delivered in Omaha, I never got the keystone of the arch of Garver success. It is exceedingly simple, for it is just plain work.

Strasburg is a town of about a thousand people. It is located on a North and South line between the Pennsylvania and other main line railroads, but is only a "local" place as regards transportation. When a trolley line was built through it to Canton, some thought it would fade away; but the Garvers promptly demonstrated that said line ran both ways—into Strasburg as well as out of it. The "little-big" business draws a fine revenue from Canton. This is just one indication that the Garvers have no thought that they need to lie down under any "conditions"—and so they don't.

But work? Well, John B. is a simple, outspoken man, who harbors no prejudice toward anyone, who is jealous of nobody's success, who, in fact, likes to aid anyone toward progress, so he has frequent visits from and interviews with big Canton merchants and others from literally everywhere. And what impressed me most about his talk was this fact that—well, he told it about this way:

"In our town of 918 people, we sold almost a million dollars worth of goods last year. That was over a thousand dollars, average, for each of our inhabitants. There are sixty persons, total, engaged in the Garver business. The nearest comparable Canton business sold \$800,000 last year and there are one hundred persons engaged therein."

"That shows that we handled just about \$16,000 per person, while our Canton neighbor handled \$8,000. In this respect, therefore, assuming the same average wage scale, we operated on precisely half the expense carried by our Canton neighbor.

"You see," he concluded with a genial smile, "everybody works in our business. There is nobody who sits much in a swivel chair. Even the buyers are mostly sellers. We are all out around the shop, meeting our customers and attending personally to their wants. We don't have much style, but we do have a lot of hustle."

Now, no business as consistently, progressively successful as Garver's could be built on any rule-of-thumb, chance plan. Underlying that business there are, of necessity, well developed fundamental principles. And in the conduct of the business these principles are rigidly adhered to. The bases are:

1. Cash and credit.
 2. Delivery.
 3. Preference for cash over credit.
- The machinery for making the last effective is interesting because it is at once so simple and so efficient. It is cumulative bonus of 2 per cent. for cash payments.

Coupons are issued with every cash sale, no coupon being used that represents less than a 25c purchase. These coupons are redeemable in merchandise.

Grocers and other business men in numerous locations have tried variations of such a scheme, but they do not persist. Two per cent. is such a small matter that it is not seriously regarded by many purchasers. Such customers want something "worth while" or they are not interested. The contempt of people of this stamp is loud enough to be impressive on timid merchants. Then the scheme is dropped as no good.

But Garvers have persisted and persistence has been so effective that Mr. Garver reports that the proportion of cash sales in his business is over 85 per cent. The Garvers were not disconcerted by objectors. They were—and are—close observers and undoubtedly they noted that people really worth while, the thrifty folk of their countryside, were appreciative enough of a plan whereby they could get a dollar's worth of goods for 98c to support such a plan and co-operate in making it effective.

Further, the Garvers have thus done two good things: For themselves they have selected for preference the thrifty among the folks of their region. For the general good they have automatically led many to become thrifty. And, of course, they have profited by the later purchases of those who have become thrifty.

Credit has been well handled, too. The story as first published indicated that "credit losses had been less than one per cent." I did not need to be told that the Garvers would not be satisfied with any such easy-going methods as would tolerate credit losses of anywhere near one per cent. But the statement gave me the excuse to write to Mr. Garver—something I am always glad to do. Referring to the statement, I wrote:

"How much less than one per cent.? If your losses came anywhere near one per cent., you would be operating far below the proper standard of efficiency. They should not exceed half of one per cent. in any case and, with you, I should say two-fifths per cent. would be the extreme limit."

Mr. Garver's answer was, as I had expected:

"I am pleased to inform you that these losses average from year to year one-tenth per cent., sometimes a little more, other times a little less."

Consider that 85 per cent. cash sales are accomplished by means of a discount of 2 per cent. paid in merchandise, and that credit losses are held down to one-tenth per cent. on sales, and then remember that sales expense is half that of the nearest comparable large business—and maybe you will begin to sense some of the outstanding

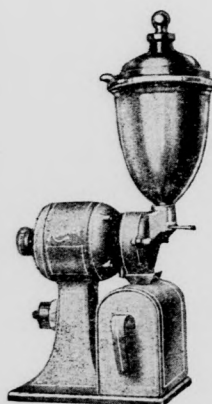
(Continued on page 31)

Thousands of Retailers say



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

He Profits Most Who Serves Best



No. 4

This applies as forcibly to the retailer as to the Manufacturer.

Would YOU pay your good money for stale ground package or canned coffee, if in the next block you could buy the fresh ground or steel cut article at the same price or less?

Do a little thinking. Just working hard will never line your pockets with wealth.

We sell the famous Holwick line of 64 styles and kinds—for every need and purse.

We offer, for prompt acceptance, this \$80.00, High-grade mill for \$65.00, on easy payments or \$10% discount for cash. This bargain ought to be seen a mile off. Write us NOW.

Boot & Co.

Distributors

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



WE SELL good merchandise because it pays. It pays in satisfied customers—in a wider distribution—in the satisfaction of having given value received.

No merchant ever yet attained a permanent success through selling poor quality merchandise.

Our company is proud of its fifty years record in selling the highest quality goods obtainable.

JUDSON GROCER COMPANY
GRAND RAPIDS, MICHIGAN

The Pure Foods House

MEAT DEALER

Olio Oil—A Meat Product.

It is not so long ago that oleomargarine as a substitute for butter was looked upon as something repulsive and to be avoided. Anything that we say about it now will in any degree discount the genuine dairy product, butter, for there is probably nothing quite equal to it when it is good, as it usually is. No matter how carefully a product is built up and no matter how select are the ingredients that go into its manufacture, Nature's product almost always contains an indescribable something that cannot be equalled. As one nationally known food expert has said, "The soul is lacking." Oleomargarine is a well known and generally used food product and has found friends among cooks and housewives and so it might be well to say a few things about one of its chief ingredients olio oil. Among the many products prepared in meat and meat product manufacturing plants in the United States, none is handled with more consideration for sanitation and purity than the fats from which olio oil is made. The entire process is above reproach, because unless this sanitary precaution is taken the desirable flavor and sweetness will be lacking. The manufacture of oleomargarine dates back in a commercial way to the days of the Franco-Prussian war, when butter was scarce in France and a substitute was desired by the French government. Working on the theory that beef fats are somewhat similar to butter fats the product known as olio oil was extracted by separating the natural oil from stearine. We may visualize beef fat as a comb full of honey. The honey represents the oil and the comb represents the stearine. By heating the chopped fat to just the right temperature and then by allowing the melted product to stand for a long time, about 48 hours, in a room of 90 degrees F. the oil may be pressed out, in a suitable press, and the stearine remains. In effect, this press is not unlike a cheese, wine or cider press of modern make. The details are different, but a power driven worm gear brings the top section down and presses anything held between the moving top and the bottom. In the case of olio stock, the soft melted fat in a semi-cooled condition is enclosed in thoroughly sterilized cloths holding about four pounds. The cloths are of heavy canvas and are folded over like envelopes. Several of these are placed on each metal sheet, of which there are several to each pressing. When pressure is applied the oil runs out and the stearine remains in the cloths. This stearine finds utility in making lard substitutes, fine soaps and other things. This is not intended to treat on oleomargarine manufacture, but only in a very general way on the olio oil.

Market Preference in Types and Classes of Livestock.

Market preference in the matter of types and classes of livestock is practically always in a state of transition, based, of course, on the changing demands of the ultimate consumer. While in former days heavier cuts of

meats were the vogue, changing conditions in the standards of living have been accompanied by a gradual trend to lighter cuts of higher quality cuts. The livestock feeder usually learns of changes in the market preferences when he sells if he has failed to keep himself otherwise posted as to conditions, and sometimes may be tempted to feel that the market asks for any kind of animals other than what he offers. The chief difficulty, perhaps, lies in the fact that the standards of meat animals of several years ago persist in the minds of many feeders and are perpetuated by the types of stock recognized by the majority of the judges in the fat stock shows.

The change in retail demand has no doubt been the chief factor in bringing about the change in types now demanded by trade. The public will no longer buy such large orders of meats as formerly and will not tolerate the waste in the cuts that the rich steaks and roasts of a half century ago possessed. The changes indicated were first sensed by the retailers and reflected back to wholesalers and slaughterers and eventually made themselves felt by the producer.

In the case of beef cattle, a more or less uniform demand still exists for heavy animals in large cities like New York, Chicago, Boston and Philadelphia, the chief demand coming from hotels, clubs, restaurants and, to a certain extent, from steamship lines. This demand, however, takes only about 15 per cent. of the cattle offered.

Vitamins in Meats Depend on Feed Given Animal.

Meat studies conducted by the Bureau of Animal Industry, during the last fiscal year, have produced much new information concerning the food value and vitamin content of meat products. The proteins in several meat tissues were found to have nutritive values practically the same as that obtained for the total protein in milk.

The concentration of vitamin A in the livers and of vitamin B in the livers and muscle tissues of pigs proved to be influenced greatly by the vitamin content of the diet. This was especially true when the same ration had been fed to the mother of the pigs for some time before and during gestation and lactation. Though it is generally considered that animals cannot store any appreciable quantity of vitamin B, the results of the department's experiments indicate that the hog, at any rate, possesses his ability to a marked degree.

Studies of the flesh and fat of chickens, ducks, geese, turkeys, and guinea fowl revealed a wide variation in amount of vitamin A present, both in the various species and in different lots of flesh and fat from the same species. The investigators attribute the differences to corresponding variations in the vitamin A content of the diet of the birds.

A group of experiments was conducted to determine the physiological effect of rancid fats. Without being actually toxic themselves such fats appear to destroy the vitamin A in rations to which rancid fats are added.

The Vinkemulder Company

Wishes You a
Happy and Prosperous
New Year

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

Receivers and Shippers of All

Seasonable
Fruits and Vegetables

*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.

HARDWARE

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

Suggestions in Regard To the Annual Inventory.

Written for the Tradesman.

Practically the first task of the new year in the hardware store is the taking of the annual inventory. The stock-taking represents the sizing up of the year just closed. It is full of lessons for the year just opening. In order, therefore, to make the most of 1926, you should get through the stock-taking as quickly as you can consistently with the utmost care and thoroughness.

There is some difference of opinion among merchants as to the best time to take stock. A great many hardware dealers plunge into stocktaking right after New Years. Others wait until the second week of January to start. A few have found it good policy to defer stock-taking until February. Much, of course, depends on local circumstances. Something depends also upon individual preference. But, unless there are special local or individual conditions necessitating a late stocktaking, the rule is a sound one to take stock as soon as you can.

When the stocktaking comes late, this is quite often due to the practice established in some stores of holding a pre-inventory sale. The date of the mid-winter sale has, of course, an important connection with the actual stocktaking. Here, again, opinions differ as to whether the inventory sale should, precede or follow the stock-taking.

The practice of the majority of hardware dealers seems to be, however, to start the inventory as early as possible in the new year; and to hold the mid-winter special sale later. They argue that the season is at best a dull one; and that the necessary time can be more easily spared early in January than at any other time of the year. A further purpose is served in that the stock-taking follows directly after the close of the year, and provides the merchant with the facts required to accurately determine the business done during the past twelve months. This, in turn, is a valuable guide to him in mapping out the coming year's program.

Stock-taking should be carried on as swiftly and efficiently as possible. It is certain under any conditions to prove a handicap to business; so that the sooner it is completed and out of the way, the better. While this tedious and heavy work is in progress, the salespeople cannot be expected to display any very keen interest in selling goods. They will attend to whatever customers come in; but their efforts to make sales are apt to be pretty well confined to supplying the things the customer asks for, instead of trying to interest him also in other lines.

Customers, realizing this, prefer quite often to do their buying at some other time. Hence, the best time to take stock is when the fewest customers are likely to come in and the

sooner the work is begun and completed, the better for business.

The dulllest period in most hardware stores comes in the few weeks immediately after Christmas. The dulllest hours are, as a rule, the morning hours. Some dealers make a practice of confining their stock-taking to the evenings, when they can lock the doors, pull down the blinds, turn on the lights, and simply go to it. This, however, is not always the wisest policy. Retailers are coming more and more to realize that long hours do not induce the best work; and that what is saved in the evening is quite likely to be lost next day in the slackness resulting from overtime work. Particularly when the overtime for stock-taking so closely follows the overtime of the Christmas season.

Other retailers claim they have got very satisfactory results by confining their stock-taking to the dull hours of morning and early afternoon, making no attempt to take stock in mid-afternoon when the store is at its busiest. This policy is a practical one where the dealer can count on the mornings to be comparatively free from interruption.

Of course, customers must always receive first attention. Stock-taking cannot be allowed to take precedence of sales. It does not pay to drive customers away from the store in order to get through this tedious task a few hours or days sooner.

It will be found helpful to map out the work beforehand. Get your stock-book ready, and decide in advance in what order you will take up the different departments, whether to start with the top shelf or the bottom shelf and so forth. In the confusion bound to occur right after the holiday season, it is difficult to plan positively to the last detail; but a preliminary size-up of the task confronting you is a very great help.

When you do go to the work, go at it with all your energies. It is a tedious business; and tedious tasks are apt to drag, unless you put pep into them. Accuracy is of course essential; but in so far as consistent with accuracy, make a cheerful and speedy job of your stock-taking.

In preparation for the mid-winter sale—if you plan to hold your sale after the inventory instead of before—it will be worth while, and will save you considerable work later, to set aside in some particular place any articles you think suitable to offer as "special features." This will save running over the stock a second time.

Quite often you will find it possible to rearrange the store interior at the time you are taking stock; so that the two tasks will take little more time than one would take if they were done separately. As a rule, considerable rearranging is necessary; the Christmas lines, or such as are no longer timely, are moved back, and more seasonable lines are brought forward.

A great advantage of a mid-winter special sale is that it stimulates business and brings out customers at a time when business is normally decidedly dull. Also, the sale can be made the means of cleaning out a lot of stock that has become shopworn or is

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Michigan Hardware Co.

100-108 Ellsworth Ave., Corner Oakes
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Wholesalers of Shelf Hardware, Sporting
Goods and
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BROWN & SEHLER COMPANY

"HOME OF SUNBEAM GOODS"

Automobile Tires and Tubes

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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.

apt to depreciate in value and salability if carried over for another year.

The point whether to hold this sale before or after stock-taking is a matter for the individual merchant to settle. The pre-inventory sale helps to some extent to reduce the work of stock-taking by clearing out a good many broken lines and odd lots. On the other hand, stock-taking discloses to the dealer just what lines ought to be gotten rid of, just where stock should be reduced, and what other lines will pay to carry over.

If you put on a special sale, either before or after the annual inventory, make it worth while. Make it a feature that will attract people to your store. Here and there a merchant will advertise a special sale, and yet will offer nothing worth while to attract the notice or arouse the interest of the buying public. Such sales usually prove failures.

Never lose sight of the two distinct purposes of a mid-winter special sale—to clear out certain lines that you particularly want to get rid of, and to sell regular lines at what are practically your regular prices.

On the regular lines, it may be perfectly safe to make only a nominal reduction—enough to keep your special sale in countenance. On the specials—the odd lines you want to get rid of—it is good business to make drastic price cuts. These specials will constitute the outstanding advertising feature of your sale. The prices you quote on these few conspicuous lines will convince the buyers, as nothing else will, that your sale is genuine. Pick out these lines, trim down the prices to where they fairly shriek to the customers to come in and save money, display these articles in your windows with price cards showing not merely the sale price but the cut, and advertise them in every way you can. Make these specials the big feature of your sale.

Then put your best selling efforts behind the regular goods on which you are going to make a practically normal profit. The customers attracted to your store by the advertised specials will not merely buy the specials but will, if you handle things right, absorb a lot of regular goods as well.

Make your mid-winter sale count for something in your mid-winter business. Victor Lauriston.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Dec. 22—The Soo is having its share of the Christmas spirit. The merchants did a nice business, the banks were unusually busy and very few poverty cases were reported. Everybody seems to have money or credit. Our friends from the country have been handicapped by the blockaded roads, but our county engineer has arranged to keep the roads on M 12 open as far as P.ckford and may get through to St. Ignace and De Tour.

It is officially announced that Isaac DeYoung has been appointed superintendent of the St. Mary's Falls Canal, succeeding Louis C. Sabin, who recently resigned after being elected Vice-President of the Lake Carriers Association. Probably no more capable man could be found to succeed Mr. Sabin. Mr. DeYoung served as assistant for several years and has had a wide experience in engineering prob-

lems in connection with the locks. Mr. DeYoung has a host of friends who are pleased to hear of his promotion.

Following in dad's footsteps would be all right if a young fellow could afford to lose so much sleep.

John Old, the well-known insurance man, returned last week from Detroit, where he attended the insurance convention.

Dr. McCandless, the well-known radio fan, is an authority on the radio, having tried nearly every make before deciding on what he considers the best set on the market. The doctor got the bug two years ago, but was determined to make a study of the radio and his many friends are profiting by his experience.

George Shields of the Shields Grocery, at Algonquin, is contemplating opening a grocery store in Chicago, which will be run as a branch store. George has made several visits to the Windy City and has a few new ideas which he may put into practice. He is convinced there is still plenty of room for more groceries there. If the deal goes through he will be the first grocer from here attempting such a move.

W. Phelps, of Shelldrake, has opened a general store, which will be the only store there, the Bartlett Lumber Co. having moved its stock to the Soo, where it is being sold at auction.

The well-known lumberman, D. N. McLeod, of Newberry, has gone into the poultry business on a large scale. Dan, as he is known throughout Cloverland, was one of the lumber kings for many years. He is a true optimist, with a smile under any condition. He enjoys a good story and tells many on himself. During the tightness of the money market, when the local banks felt the shortage, he went to Minneapolis for a few hundred thousand, giving a check for a purchase. When the party asked him if the check was good, he replied, "Do you think I would come all the way to Minneapolis to pass it if it was?" He is now getting along in years, but looks as if he will enjoy many more.

Maybe those folks who always want to be on the side of the majority forget that the majority of people are dead. William G. Tapert.

A Barber Named Max.

When I was in Philadelphia recently a barber named Max shaved me. I know his name is Max. I know he has a wife and two "kids," as he put it. I know he and his wife don't get along so well. I know he works for a mean man. I know there's nothing in the barbering business anyway. I know he has wandered about the country a good bit, from job to job, and hasn't ever been given a square deal anywhere.

How do I know all these things? He told them to me—and more. Incidentally, while he was playing his own chin orchestra, he cut me. That isn't important, except that it may give you some idea of how good a barber he is.

Here's the point: The fellow who is always complaining about the world would do well to look into his mirror to find the root of his troubles. If you go through life expecting to be short-changed, you will be. If you see only faults in your fellowman, he is pretty likely to pick a few flaws in you.

Our job is what we make it. Whether you are writing books or shoeing horses, you will get out of your work pretty much what you put into it.

C. S. Knox.

Mr. Stowe Says

I have not yet found anything in their service subject to criticism.

Our Collection Service must make good to you or we will. DEBTORS PAY DIRECT TO YOU AND ITS ALL YOURS. Only one small service charge. No extra commissions, Attorney fees, Listing fees or any other extras. References: Any Bank or Chamber of Commerce of Battle Creek, Mich., or this paper.

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Install "AMERICAN WINDUSTITE" all-metal Weather Strips and save on your coal bills, make your house-cleaning easier, get more comfort from your heating plant and protect your furnishings and draperies from the outside dirt, soot and dust. Storm-proof, Dirt-proof, Leak-proof, Rattle-proof
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MICHIGAN

One Simple Food That Will Increase Your Sales

When you secure a customer for Yeast-for-Health you have a regular visitor to your store. When she calls you can tell her the other food requirements of her family.

Then, too, Fleischmann's Yeast promotes health and healthier customers need more food. To get your share of the increased business that Yeast will bring, show your package display.

FLEISCHMANN'S YEAST The Fleischmann Company SERVICE



A good seller
A splendid repeater

HOLLAND RUSK

AMERICA'S FINEST TOAST

Place your order today

All jobbers

HOLLAND RUSK CO., Inc.
Holland, Michigan

COMMERCIAL TRAVELER

News and Gossip About Michigan Hotels.

Detroit, Dec. 29—The other night I was the guest for dinner of the management of Webster Hall, the recently installed bachelor club hotel, in this city.

This institution combines all the qualities and advantages of a high-grade club, and bestows them upon the public at moderate hotel rates. In other words, while you can only secure entrance on the very best of recommendations, once there, you have every comfort and convenience, without the payment of excessive club dues and assessments.

Its 800 rooms are fully equipped with every modern requirement. It is provided with bowling alleys, billiard rooms, extensive plunge baths, most sumptuous reading and lounging rooms, libraries and cafe service.

Table d'hôte meals are supplied at nominal rates, accompanied by a first-class orchestra, and dinner dances are featured every evening.

Another surprising thing to be mentioned is the fact that from the very opening, early in the year, Webster Hall has been a financial success, in a city already overburdened with hotels and bachelor apartments.

To R. L. Morsena, its manager, must be given credit for this satisfactory state of affairs. This gentleman, who will be remembered as connected with the management of Hotel Vincent, Saginaw, some years ago, has for some time past been interested in club management in some of the larger cities, and brings to this institution for the benefit of its patrons, a fund of experience of incalculable value.

Webster Hall is well worth a visit from every hotel man in Michigan. It is an educator in itself.

The Book-Cadillac Hotel, which has been the Mecca of Michigan hotel men this week, is beyond doubt one of the most pretentious as well as hospitable public institutions in the West, if not in the entire country.

I have heretofore at length given a description of the various details of its construction, consequently what I say now will apply more particularly to its operation.

At the outset, Roy Carruthers, its president and managing director, gathered around him a corps of executives the like of whom has never before been in contact with a discriminating public.

From the time you enter its portals your personal comfort is the one best bet of the institution. You are not left to yourself to discover that you are regarded as special guests of the hotel, but you are met by agreeable and competent assistants who, without ostentation, show you that there is a desire to give you every attention and the very best service that experience can provide.

Its lobby and public rooms are artistic to the nth degree; its guest chambers are magnificent in their simplicity and the many little attentions shown you do not smack of servility, but rather of a desire to make you feel that you are not a stranger in a strange land.

I am glad the members of the Michigan Hotel Association have had a real opportunity of becoming acquainted with this establishment, which is to have so much to do with future Michigan history and its personnel.

And while I think of it, our own "Billy" Chittenden, who has had so much to do with Michigan hotel affairs, especially on account of his connection with the management of the old Russell and Pontchartrain Hotels, and is now resident manager of the Book, assured the writer that the announcement that they provide rooms as low as \$4 and \$5 is not only correct, but that they have many of such apartments; in fact, this rate applies

to fully 50 per cent. of their guest chambers.

The real facts being that all charges at the Book-Cadillac average practically the same as in other institutions known as first-class.

Some time ago I sent an invitation to Reno G. Hoag, Hotel Lafayette, Marietta, Ohio, to be with us at the Detroit meeting. Mr. Hoag is well-known to the Michigan fraternity in hotel operations in this State and is one of the charter members of the Michigan Hotel Association.

I regret to say that on account of a recent illness he cannot be present. But in a long letter received from him he reassures us of his fidelity to his old friends, and enlarges particularly on the marvelous growth of our organization, which started at Kalamazoo twelve years ago with a handful of members and has now passed the 400 mark.

Reno suggests that while at present he is only scoring 66 2/3 physically, he is on the gain, and the future looks hopeful. His Michigan friends all wish him well.

Anent the fact of the rehabilitation of the Hotel Burdick, at Kalamazoo, I am reminded of some historical data concerning that institution which I gathered some time ago, suggested by the desire of our late lamented friend and companion, John D. Martin, who desired to see the annals of Michigan hotel activities gathered in book form.

Construction of the original hotel on the site of the New Burdick was started in 1850. The building was erected by Francis Dennison in 1853. It was a building 70 by 100 feet, four stories high and of brick construction and cost approximately \$12,000.

This hotel was leased to Clapp & Budd who opened the place. In 1855 Dennison took over the management of the hotel, but a year later it was sold to Horace Mower. Joseph Miller purchased the property shortly after this, but died in 1858 and his widow sold it to Mrs. Badger, after which it was operated by H. F. Badger and her son, whose popularity had much to do with its subsequent success.

Extensive additions had already been built, including a dining room and a narrow West wing. By 1880 the investment had grown to \$50,000.

At the time of the Burdick Hotel fire in 1909, it was known as one of the leading establishments of Southern Michigan, over 190 guests being registered at the time of its destruction.

What is now known as the New Burdick was formally opened with a banquet on the night of Sept. 21, 1911, when William Howard Taft, then President, delivered the principal address. The hotel was not entirely completed at that time, but construction was sufficiently advanced to permit of the use of the main dining room.

Walter J. Hodges, now president and general manager, assumed control in 1913.

As the Hotel Association does not hold its first meeting until Monday evening, and the editor must have his copy on Monday morning, a detailed report of the meeting will be published next week.

It is permissible, however, at this time to say that all indications point to one of the most largely attended of our conventions, and the program is of such a character that it is bound to be of interest and instructive alike to the big and the smaller operator. And the entertainments are most certain to prove attractive.

Frank S. Verbeck.

You can fool some of the people all of the time and all of the people some of the time, but you can't fool the tax assessor any of the time.

It is a sign of mental strength to see both sides. The small mind lets its prejudices govern its conclusions.

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

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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.
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CUSHMAN HOTEL

PETOSKEY, MICHIGAN

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

HOTEL RICKMAN

KALAMAZOO, MICH.

One Block from Union Station
Rates, \$1.50 per day up.
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Absolutely Fire Proof Sixty Rooms
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RATES from \$1.50, Excellent Coffee Shop
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300 Rooms With or Without Bath
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Rates \$1.50 up
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HENRY M. NELSON, Manager
European Plan, Dining Room Service
150 Outside Rooms \$1.50 and up
60 Rooms with Bath \$2.50 and \$3.00

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GREENVILLE, MICH.

wishes you a
MERRY CHRISTMAS and a
HAPPY NEW YEAR

CODY CAFETERIA

Open at 7 A. M.

TRY OUR BREAKFAST
Eat at the Cafeteria it is Cheaper
FLOYD MATHER, Mgr.

CODY HOTEL

GRAND RAPIDS

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

In KALAMAZOO, MICHIGAN is the famous

The Only All New Hotel in the City. In the Very Heart of the City

NEW BURDICK

250 Rooms—150 Rooms with Private Bath—European \$1.50 and up per day
RESTAURANT AND GRILL—Cafeteria, Quick Service, Popular Prices
Entire Seventh Floor Devoted to Especially Equipped Sample Rooms
WALTER J. HODGES, Pres. and Gen. Mgr.

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.



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Headquarters for all Civic Clubs

Excellent Cuisine
Turkish Baths

Luxurious Rooms
ERNEST McLEAN, Mgr.

HOTEL BROWNING

GRAND RAPIDS

150 Fireproof Rooms

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

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

MEN OF MARK.

M. K. Sabin, Representing the Palmer Construction Co.

Monroe K. Sabin was born on a farm near Gull Lake, in Ross township, Kalamazoo county, Aug. 5, 1878. His antecedents were Scotch on his father's side and English on his mother's side. He worked on his father's farm summers and attended country school winters, until he was old enough to attend the high school of Augusta, where he completed the eleventh grade at the age of twenty-one years. He then left for New York City with the avowed intention of making his fortune. He immediately learned the photographic business and devoted three years of faithful service to that industry. At the age of 24 he returned to Michigan locating at Battle Creek and entering the employ of the Sherman Manufacturing Co., manufacturer of brass goods. During the seven years he was with this house he learned the trade of pattern maker. He then devoted three years to the real estate business and four years to the sale of automobiles



Monroe K. Sabin.

for the Buick Motor Co. He then formed the Sabin Buick Agency and conducted the sale of automobiles on his own account for four years. He then returned to the real estate business for a year, when he decided to take up another line of business and came to Grand Rapids to accept a position offered him by the Palmer Construction Co., which had just then started on the construction of the Community mausoleum on M 16, three miles East of the city limits. He has been so successful in exploiting the sale of crypts and apartments in this mausoleum that he has been sent to Flint to take charge of the sale of crypts and vaults for the new mausoleum the Palmer Construction Co. will conduct in that city in the near future. The good people of Flint will find Mr. Sabin in every way trustworthy and need have no fears that he will not deal fairly and generously with them in the creation of a beautiful building which will be a monument to the dead for all time to come.

Mr. Sabin was married in New York in 1900 to Miss Margaret Farrell. They have one daughter, Gertrude, who is

now attending public school at Battle Creek. The family reside in their own home at 150 West Van Buren street.

Mr. Sabin is not a member of any church or fraternity. He is essentially a home man in all that the word implies. He does a little fishing and a little hunting and drives his automobile with great care and exactness. He attributes his success to keeping everlastingly at it.

Live Notes From a Live Town.

Onaway, Dec. 29—Peter Gagie, senior member of the firm of Gagie & Kramer, retail merchants of our city, passed away at the University hospital, at Ann Arbor, shortly after noon last Friday. Mr. Gagie had been in ill health for the past year and on Nov. 29 he went to the hospital for treatment. Thursday he underwent an operation for goiter and never rallied from its effects. Mr. Gagie has been actively engaged in business in Onaway for ten years; a man of pleasing disposition and during his ten years of residence among us made a wide circle of friends. In his business life he enjoyed a reputation of unquestionable honesty that won him the good will and confidence of all.

Our popular grocer, W. B. Haskin, has adopted a method of escaping the responsibilities connected with the holiday rush by taking an enforced vacation and being confined to his room with a severe attack of pleurisy. This is the second week that he has been missed from his place of business as well as his usual seat on the city commission and at his desk in the capacity of member of the board of education. Everybody misses a man as popular and active as brother Haskin and we only wish him speedy recovery and a fresh start for the New Year, especially as by virtue of his office he becomes our Mayor this coming Spring and we are looking forward to an administration that will be of much importance to Onaway.

The beautiful blanket of snow which fell just in time to make it a real old time Christmas was welcomed by all. In spite of the large number of cars there is also a liberal display of sleighs and cutters and with their merry jingle of bells help to carry out the Christmas spirit. To this is added the ever present small boys with their dog sleighs; dogs of all sizes and breeds all taking part and doing their share towards increasing traffic.

Will M 10 keep its roads open for traffic this Winter? It remains to be seen. So far the roads have been perfect, even better than during the Summer, but we are fearful of results when some of our usual blizzards appear and fill the big cuts to a depth of several feet; when even the railroads have been out of commission for days at a time. But, that may be quoting the exceptions and may be the means of some kind of an invention that will yet surprise the most skeptical.

The annual election of officers of the Community Council takes place at the City Hall Jan. 7. Considerable interest is being taken in this organization, inasmuch as it is composed of public spirited citizens representing every fraternal, religious and social society in the city, each and every one being represented. The good work that has been accomplished has been the means of helping many a poor family and supplying them with the necessary comforts of life; it has also been the means of creating a community spirit that has brought people closer together and preventing strifes and differences. Onaway is a community of thrifty, energetic people, busy people all interested in one common cause, the uplifting and betterment of everyone and helping to make Michigan and especially Onaway a better place in which to live.

Squire Signal.

Finds Substitute For White of Egg.

Cambridge, Mass., Dec. 28—A new protein food made from beef serum which has the characteristics of and can be used as a substitute for the white of eggs has been developed by Prof. J. W. M. Bunker in the biological laboratories of the Massachusetts Institute of Technology.

The food, which is made from the globulin and albumin content of beef serum, is produced in the form of a powder, golden in color, which is odorless and has excellent keeping qualities, it is announced. The discovery was made during vitamine tests and Professor Bunker demonstrated its nutritive value by making it the sole protein in the basal diet of guinea pigs and white rats which thrived on the food.

A quantity of the new food equal to the amount of albumin in an egg costing 8c can be made, experiments showed for less than 1/2c. Experiments over a long period in which various baking tests were made show that the serum protein fulfills the requirements of a food substance that is rich in energy, readily utilized by the body, wholesome entirely practical as an ingredient in prepared foods and can be satisfactorily used as a substitute for egg whites for all ordinary purposes, the announcement set forth.

Further experiments on a larger scale are expected to demonstrate the far-reaching nature of the discovery. Fermented egg albumin to the amount of nearly 4,000 tons is imported annually from China, where the product is often made under unsanitary conditions, it is pointed out. The imported product also is expensive. The new serum albumin can be produced economically, according to Professor Bunker, under the most rigid sanitary conditions.

Professor Bunker's study of the new serum protein indicates, that other beef products containing useful amino acids and iron in organic combinations may soon be developed as a food, and for use in medical and technical fields. The announcement states that it is already assured that by-products of beef serum will have manifold uses in preparing medicines, manufacturing water-proof substances, adhesives and probably plastics and in painting. Extension of its use in finishing and dyeing leather is also considered likely.

The process by which the new food is produced includes separation by centrifugal force and clarification before the serum a straw colored liquid, is reduced to a golden powder by spraying through a fine nozzle into a revolving drum, in which a blast of hot, dry air removes the water content.

Cooking experiments showed that the product imparts no taste when used for culinary purposes. The announcement states that it may be mixed with yolks of eggs, of which there is a surplus on the market to make omelets and scrambled eggs, that it may be mixed with water and beaten to a stiff foam, that produces cakes of finer texture than whites of eggs and may be used for icing.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Dec. 29—The produce houses of Grand Rapids are planning to get together on the East Side of Ellsworth avenue, just South of Bartlett street. The lots in that block are 141 feet deep, running back to the railroad tracks. Ellis Bros. Co. has purchased 110 feet on the corner; Moses Dark & Sons have purchased the next 48 feet and Besteman & De Meester have purchased 62 feet next South. There is another 55 feet left in the block, but it is held so high by the owner that no one appears to be willing to pay the price. The three houses above named propose to erect one two-story brick building, making room for themselves, the Vinkemulder Co., Abe Scheffman and D. L. Cavera & Co. John A. Higgins (Watson-Higgins Milling Co.) and family leaves next

Monday for Bradenton, Florida, where they will spend the winter. John will have an automobile this winter and will spend much time touring Florida.

E. H. Lucas has engaged in the hardware business at Perrinton. The Michigan Hardware Co. furnished the stock.

Will G. Cooke (Worden Grocer Co.) has been under a heavy strain for the past four weeks on account of the illness of his wife. Mrs. Cooke underwent a major operation at Butterworth hospital about four weeks ago and several times since that time her life was in jeopardy.

The contract for the new building for the Curtis Creamery Co. has been awarded. The building will be constructed on Eugene street, between Jefferson and Cass avenues and is 40x90 feet in size and one-story high. The construction is fireproof with concrete floors and with all the side walls made of load bearing glazed surface in and outside hollow tile. The front is faced with dark brown rough faced brick made in rake joints with terra cotta trimming. All the fenestration is in steel ventilator type windows. The building provides space for three trucks besides the usual refrigerator and creamery apparatus. Contract calls for completion by Feb. 1.

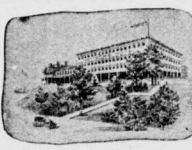
Two Business Changes at Busy Boyne City.

Boyne City, Dec. 29—T. P. Tyrell, who has conducted the Princess theater for the past ten years, got tired of working nights and Sundays and has sold his picture house to Heaton & Worthing. If Tom is as successful in attracting trade to the New York Store as he has been in the theater he has the assurance of a good thing. He has bought the stock of W. Wolfson, ready to wear garments, which was started two years ago under the name of the New York Store, and has enjoyed very good trade since its establishment. Tyrell has abundant faith in Boyne City's future.

J. B. Tryon has sold his interest in the Wales street restaurant and has moved to the Riverside Hotel, which he has been rebuilding and refitting. Mr. Tryon will open a popular price hotel and boarding house, something the town has needed for several years. He has a good location on the river, at the foot of River street and overlooking Pine Lake, and is prepared to make his guests comfortable and contented.

Boreas has made his annual holiday visit and his able assistant, Jack Frost, is in command and doing a good job. One by one the festive flivver has given up the ghost and hibernated. Not only the flivvers have laid down. The more aristocratic cars have called it a full season and retired. Every year we hear of "keeping he roads open all winter," but when the test comes, he game is not worth the candle and we have to fall back on old Dobbin. When our country was covered with forest, it was not much of a trick to keep roads open in winter, but now that the most of it is as clear as a bald head, it is a different matter. Our snow is like powder and light as feathers. The wind picks it up and carries it for miles. The first little cut catches it and is packed full in short order. This is the land of the snowmobile.

Charles T. McCutcheon.



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

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.

How To Start a Drug Store.

Prologue

After you have secured your location on Main street—any city or town in the United States will do, but it must be on Main street—proceed as follows: Stock a line o' hardware;

Stock a line o' paint;
Stock a line o' knickknacks,
Curious and quaint;
Stock a line o' groceries;
Stock a line o' magazines;
Stock the latest "news."
Stock a line o' gent's ware;
Stock a line o' sport goods,
Fishing line and hooks;
Stock a line o' candy;
Stock a line o' "smokes;"
Stock a line o' cutlery,
Fountain pens, and "toques."
Stock a line o' flowers;
Stock a line o' seeds;
Stock a line o' "soft stuff;"
Stock a line o' "feeds;"
Stock a line o' houseware;
Stock a line o' fruits;
Stock a line o' cameras,
Saxophones and flutes.
Stock a line o' radio;
Line o' balls and bats;
Stock a line o' phonographs,
Trousers, sweaters, hats;
Stock a bit of everything;
Add a little more
And you'll have the making of—
A real drug store!

Epilogue

If you have any room left after including all the above mentioned items, you might add—a prescription department.

Hand Lotion.

Tragacanth	1 oz.
Distilled witchhazel	8 oz.
Glycerin	8 oz.
Alcohol	8 oz.
Tincture of benzoin	4 drs.
Carbolic acid	1 oz.
Oil of bergamot	5 mins.
Cologne oil	5 mins.
Soft water to make	128 oz.

Macerate the tragacanth in 64 ounces of water for 24 hours. Add first the oils then the other ingredients to the alcohol, and pour this mixture into a gallon bottle containing the tragacanth in water. Let stand for 12 hours more, shaking at intervals. Strain through cheesecloth. Place in 6 ounce bottles.

Acid Bath Salt. (For Obesity).

Sodium bicarbonate	4 parts
Sodium acid sulphate	6 parts
Oil of lavender	sufficient

Dry the salts, reduce to a fine powder and incorporate sufficient oil of lavender to perfume, usually about 1 dram to 10 pounds of mixed salts; mix thoroughly and put up in airtight containers. Four ounces of this mixture are sufficient for the average bath of 25 to 30 gallons of water, which should be as hot as can be borne.

Old English Garden Perfume Sachet.

Calamus Root	1 lb.
Lavender Flowers	1 lb.
Marjoram	1 lb.

Rose Leaves	1 lb.
Caraway	1/2 lb.
Peppermint	1/2 lb.
Thyme	1/2 lb.
Cloves	3 oz.
Musk (artificial)	30 gr.
Rosemary	4 oz.

The ingredients must be thoroughly dried, but not in the direct sunlight, and should be finely ground in a hand mill. The material is placed in silk or cloth bags, or paper envelopes may be used.

Perfumed Benzine.

Benzine	1 pt.
Oil of lavender	1 dr.
Bichromate of potassium	1 oz.
Sulphuric acid	1 oz.
Water	1 pt.

Dissolve the bichromate in the water, add the acid, and when the solution is cold shake up the benzine with it. Shake every hour during the day, allow to stand all night, decant the benzine, wash with a pint of water, and again decant. Finally, add the oil.

For Keeping Hair in Curl.

Borax Powder	1 oz.
Gum Arabic	30 grs.
Spirit of Camphor	6 drs.
Water, warm	10 oss.

Dissolve solids in warm water, and when cool, add the camphor.

Wet the hair with above and roll on papers as usual, let dry, unroll, and form into ringlets.

Witchhazel Liniment.

Camphor, 2 av. oz.; ammonia water, 5 fl. oz.; tincture of capsicum, 5 fl. oz.; distilled extract of witchhazel, 10 fl. oz.; alcohol, 34 fl. oz. Color with caramel. Dissolve the camphor in the alcohol and add the other ingredients. Spirit of ammonia in the above will make a better mixture than ammonia water.

Mouth Wash For Spongy Gums.

Benzoic acid	4 gh.
Tinct. rhatany	15 mil.
Witch Hazel water	120 mil.
Ess. peppermint	4 mil.
Alcohol, to make	180 mil.

Directions—Use one teaspoonful to a glass of warm water and wash out the mouth two or three times a day.

Frozen Eau de Cologne.

Melt 45 parts of stearin, then add 0.5 part of sodium carbonate (to saponify) and 95 parts of eau de Cologne, and heat for an hour in an autoclave. Coloring may be added if required. When nearly cold the compound is poured into glass moulds and allowed to set.

Paint For Metal.

Amber	12 oz.
Ashphaltum	2 oz.
Boiled linseed oil	1/2 pt.
Rosin	2 oz.
Oil of turpentine	16 oz.

Melt the amber and ashphaltum, add the oil and rosin and when nearly cool the turpentine.

Soda Mint Liquid.

Sodium bicarbonate	2 drs.
Aromatic spirit of ammonia	2 drs.
Peppermint enough to make	8 oz.

Mix. Dose: 1 teaspoonful.

Sales of Aspirin Restricted.

Lansing, Dec. 29—After Jan. 1 aspirin can no longer be retailed except in licensed drug stores where registered pharmacists are employed. This restriction to sales in licensed drug stores is decreed in the tenth revision of the pharmacopoeia of the United States, effective New Year's Day, 1926. Revisions are made by a National convention of drug experts. The Federal Pure Food and Drug Act of 1911 designates the U. S. P. as the standard to which all drugs must comply. Since its introduction about thirty years ago, aspirin has been classed by the U. S. P. the same as patent and proprietary medicines which could be sold in any kind of store. The U. S. P. at its convention, which supervised the revision effective Jan. 1, adopted aspirin as an official preparation. The sale of all official preparations is restricted to licensed drug stores.

Herbert H. Hoffman,
Sec's Michigan Board of Pharmacy.

Discontent a Spur To Activity.

Grandville, Dec. 29—Why are so many people discontented with their surroundings?

Even if the One of Galilee should come on earth at the present time and preach the gospel of righteousness, there would be many who would pass Him by one the other side and say him nay.

It was so then. It is so now. Discontent has served to found empires, to settle new countries, discover new continents. Contentment may be better than wealth, yet a healthy discontent is what makes the wheels of the old world go round.

Even in the best times, financially, this discontent is still maintained by a large portion of the inhabitants. No matter to what heights business success attains there are always the discontented ones.

The political atmosphere is always charged with a certain amount of dynamic restlessness. We can't all be happy. The farmer, with turkeys around 50c per pound, isn't satisfied. Nor do potatoes when ranging above the two dollar mark per bushel soften the discontent of the soil tiller. Why? Simply because it is the nature of man to find a certain amount of fault with what is.

The anthracite coal diggers have been for months on a strike over some imaginary wrong inflicted on them by their employers. The main stay to all this bucking the interests, is because of the necessity of maintaining men as leaders who demand a high salary to keep the workmen continually stirred up to the boiling point.

After many months of idleness, with the loss of millions in wages, the miners have, after subsisting on soup and grub furnished by charity, come to their senses, and really suggest a settlement of some sort, so they may again earn wages to support their families.

It seems the boot is on the other foot just now, and it is not at all pleasant seeing their own families suffer, as others have suffered because of the lack of sufficient fuel to warm their homes.

Chickens often come home to roost, and some of them, no doubt, will be found parking on the roofs of both employer and employe, each side caring not a hoot how much the fuel buyers suffered.

Discontent is the great fulcrum that moves the world. A prosperous year without a strike in some lines would, indeed, be a novelty. Perhaps the novelty of this anthracite debacle may last more than a single year. Lessons are learned, at such times which make their impress, and had those who seem to care not how their neighbors suffer less thoughtless, this long agony of coal deficits could not have happened.

A perfectly contented people would be a more or less unfortunate lot, since it is the incentive of discontent that

urges men to do their best for the advancement of their condition. Sometimes they make mistakes, but it is better to do this than to sit idly down and remain content as the pigs in their line of environment.

Idle pleasures work only ill. It is the worker for better things who wins the prize in the long run and comes nearer to reaching the position appointed by God for his upbuilding.

Every great work in this world has been wrought because of inspiration. Workers, not idlers, make the best nature builders in this world of ours. The vast universe is a part of the great God's handiwork, not the inspiration of idleness and slothful plodding.

Were a people content, that people would never rise above mediocrity in the great march of human events which have crowned the better nations of the world. Discontent leads to exploration and advancement along every line of procedure known to the human race.

The savage races of the earth are plodders, content to live as the lower animals, from hand to mouth, with no intelligence above the most primitive of created things.

Even though contentment is better than wealth, the fact remains that a certain amount of unrest with conditions leads to the betterment of the human family.

We have only to go back to the American Revolution to note that but for the discontent of the colonies there would have been no separation from Great Britain, and the pre-Revolutionary conditions might still exist.

Discontent of the colonists brought about action on the part of colonial America from the power of the mother country, and that discontent has savored more or less since that time, coming down to the days of slavery when the righteous ire of the free citizens of the North and West made open break with the slaveholders, and brought about a rebellion that was an expression of the discontent of the time with human bondage.

Sometimes a strident discontent leads to a change of political policies which does not always bring the happiest results. Nevertheless, these changes have been a factor in our politics which brings the individual down to an accounting with the powers that be. Too often the change does not bring about the desired results, and therefore new causes for discontent arise, and once more the restless masses, urged on by oft times hysterical leaders, make a further move to right conditions.

No matter what the condition of the country, there is never that contentment which brings peace and happiness as one would suppose might be.

We are indeed a restless people, ever on the alert to start something for either the betterment or disparagement of mankind. Old T. mer.

Before the Days of Liberal Methodism.

Five-year-old Ethel's parents had gotten as far (with their home circle) as playing and singing the popular airs of the day!

A "children's concert" was taking place one Sunday evening at the church. At the request of the happy-faced minister, each child had memorized a Biblical quotation, and at his request each, one after the other, gave one that pleased their elders very much. It was Ethel's turn.

"Well, Ethel," asked the parson, "have you a Biblical quotation for me?"

"Yes, sir," was Ethel's pert reply, and, looking the parson directly in the eyes, she said:—"Could you be true to eyes of blue if you looked into eyes of brown?"

California psychologists have chosen a group of 1,000 of the "most gifted" children of the State and plan to raise several million dollars for their education in a special school. The basic theory of the scheme is that at present we lavish educational opportunity on dullards and on mediocrity. The outcome of the experiment will be observed with interest. But experts in these matters are aware that flowers of character, culture and singular talent often bloom amid most unpropitious surroundings. If the history of the most brilliant minds in science, literature and art is reviewed, it will be seen that many of the leaders in the quest of truth had a frail physique, a poor home, a meager education, perhaps a combination of these disadvantages, and triumphed over them by resolute effort of the will. It is often observed, moreover, that children accounted unusually bright have been given every chance and have sorely disappointed the expectations entertained of a successful career.

Greetings

We extend to our friends and customers our Hearty Good Wishes for the HOLIDAY SEASON and may the NEW YEAR bring an abundance of Happiness and prosperity

Hazeltine & Perkins Drug Co.

Manistee

Michigan

Grand Rapids

Handle Reynolds Shingles

For Profit and Satisfaction

Sell ZIPPER

the candy bar hit of the year

A.R. WALKER
CANDY CORP.

MUSKOGON
GRAND RAPIDS
KALAMAZOO
DETROIT

WHOLESALE DRUG PRICE CURRENT

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

Acids		Lavendar Flow		Cinchona	
Boric (Powd.)	15 @ 25	Lavendar Gar'n	85 @ 1 20	Colchicum	21 80
Boric (Xtal)	15 @ 25	Lemon	3 50 @ 3 75	Cubebs	23 00
Carbolic	37 @ 43	Linseed, bld. bbl.	1 @ 10	Digitalis	21 80
Citric	58 @ 70	Linseed, raw, bbl.	1 @ 10	Gentian	21 25
Muriatic	3 1/2 @ 8	Linseed, bld. less 1	17 @ 1 30	Ginger, D. S.	21 80
Nitric	9 @ 15	Linseed, ra. less 1	14 @ 1 27	Gualac	23 20
Oxalic	15 @ 25	Mustard, artifl. oz.	1 @ 35	Gualac, Ammon.	23 00
Sulphuric	3 1/2 @ 8	Neatsfoot	1 35 @ 1 50	Iodine	21 95
Tartaric	40 @ 50	Olive, pure	3 75 @ 4 50	Iodine, Colorless	21 50
Ammonia		Olive, Malaga, yellow	2 75 @ 3 00	Iron, Clo.	21 25
Water, 26 deg.	08 @ 15	Olive, Malaga, green	2 75 @ 3 00	Kino	21 40
Water, 18 deg.	07 @ 13	Orange, Sweet	5 00 @ 5 25	Myrrh	22 50
Water, 14 deg.	06 @ 11	Origanum, pure	2 @ 50	Nux Vomica	21 55
Carbonate	20 @ 25	Origanum, com'l	1 00 @ 1 20	Opium	23 50
Chloride (Gran.)	10 1/2 @ 20	Pennyroyal	4 00 @ 4 25	Opium, Camp.	23 50
Balsams		Peppermint	35 00 @ 35 25	Opium, Deodora'd	23 50
Copaiba	30 @ 1 20	Rose, pure	13 50 @ 14 00	Rhubarb	21 70
Fir (Canada)	2 55 @ 2 80	Rosemary Flows	1 25 @ 1 50	Paints	
Fir (Oregon)	65 @ 1 00	Sandalwood, E.	10 50 @ 10 75	Lead, red dry	15 1/2 @ 15 1/2
Peru	3 00 @ 3 25	Sassafras, true	1 75 @ 2 00	Lead, white dry	15 1/2 @ 15 1/2
Tolu	3 00 @ 3 25	Sassafras, arti'l	90 @ 1 20	Lead, white oil	15 1/2 @ 15 1/2
Barks		Spearment	19 50 @ 19 75	Ochre, yellow bbl.	2 1/2
Cassia (ordinary)	25 @ 30	Sperm	1 50 @ 1 75	Ochre, yellow less 30	6
Cassia (Saigon)	50 @ 60	Tansy	10 00 @ 10 25	Red Venet'n Am.	3 1/2 @ 7
Sassafras (pw. 50c)	0 55	Tar, USP	50 @ 55	Red Venet'n Eng.	4 @ 8
Soap Cut (powd.)	18 @ 25	Turpentine, bbl.	9 @ 99	Putty	5 @ 8
30c	18 @ 25	Turpentine, less 1	06 @ 1 19	Whiting, bbl.	4 1/2
Berries		Wintergreen, leaf	6 00 @ 6 25	Whiting	5 1/2 @ 10
Cubeb	1 @ 100	Wintergreen, sweet	3 00 @ 3 25	L. H. P. Prep.	3 05 @ 3 25
Fish	25 @ 25	Wintergreen, art.	75 @ 1 00	Rogers Prep.	3 05 @ 3 25
Juniper	8 1/2 @ 20	Wormwood	8 00 @ 8 25	Miscellaneous	
Prickly Ash	75 @ 75	Wormwood	9 00 @ 9 25	Acetanald	47 @ 54
Extracts		Potassium		Alum	08 @ 12
Licorice	60 @ 65	Bicarbonate	35 @ 40	Alum, powd. and	09 @ 15
Licorice powd.	1 @ 100	Bichromate	15 @ 25	ground	09 @ 15
Flowers		Bromide	69 @ 85	Bismuth, Subn-	1 54 @ 1 55
Arnica	25 @ 30	Bromide	54 @ 71	trate	1 54 @ 1 55
Chamomile (Ger.)	30 @ 35	Chlorate, gran'd	23 @ 30	Borax xtal or	07 @ 13
Chamomile Rom.	54 @ 54	Chlorate, powd.	16 @ 25	powdered	07 @ 13
Gums		or Xtal	16 @ 25	Cantharades, po.	1 50 @ 2 00
Acacia, 1st	50 @ 55	Cyanide	4 66 @ 4 80	Calomel	2 02 @ 2 23
Acacia, 2nd	45 @ 50	Iodide	4 66 @ 4 80	Capsicum, pow'd	48 @ 55
Acacia, Sorts	20 @ 25	Permanganate	20 @ 30	Carmine	7 00 @ 7 50
Acacia, Powdered	35 @ 40	Prussiate, yellow	65 @ 75	Casia Buds	35 @ 40
Aloes (Barb Pow)	25 @ 35	Prussiate, red	1 @ 100	Cloves	50 @ 55
Aloes (Cape Pow)	25 @ 35	Sulphate	35 @ 40	Chalk Prepared	14 @ 16
Aloes (Soc. Pow.)	65 @ 70	Roots		Chloroform	51 @ 60
Asafoetida	50 @ 60	Alkanet	30 @ 35	Chloral Hydrate	1 35 @ 1 50
Pow.	75 @ 1 00	Blood, powdered	35 @ 40	Cocaine	12 10 @ 13 80
Camphor	1 05 @ 1 10	Calamus	35 @ 40	Cocoa Butter	50 @ 55
Gualac	1 @ 100	Elecampane, pwd	25 @ 30	Corks, list, less	40-10
Gualac, pow'd	1 @ 10	Gentian, powd.	20 @ 30	Copperas	2 1/2 @ 10
Kino	1 @ 10	Ginger, African, powdered	30 @ 35	Copperas, Powd.	4 @ 10
Kino, powdered	1 @ 10	Ginger, Jamaica	60 @ 65	Corrosive Sublim	1 65 @ 1 86
Myrrh	60 @ 65	Ginger, Jamaica, powdered	45 @ 50	Cream Tartar	11 @ 25
Opium, powd.	19 65 @ 19 92	Goldenseal, pow.	47 @ 50	Cuttle bone	40 @ 55
Opium, gran.	19 65 @ 19 92	Ipecac, powd.	3 75 @ 4 00	Dextrine	6 @ 15
Shellac	90 @ 1 10	Licorice	35 @ 40	Dover's Powder	3 50 @ 4 00
Shellac Bleached	1 00 @ 1 10	Licorice, powd.	30 @ 30	Emery, All Nos.	10 @ 15
Tragacanth, pow.	1 @ 175	Orris, powdered	30 @ 40	Emery, Powdered	8 @ 10
Tragacanth	1 75 @ 2 25	Poke, powdered	35 @ 40	Epsom Salts, bbls.	2 @ 10
Turpentine	0 25	Rhubarb, powd.	1 00 @ 1 10	Epsom Salts, less 3 1/2	10
Insecticides		Rosinwood, powd.	0 40	Ergot, powdered	1 @ 25
Arsenic	15 @ 25	Sarsaparilla, Hond.	1 @ 100	Flake, White	15 @ 20
Blue Vitriol, bbl.	0 17	ground	1 @ 100	Formaldehyde, lb.	12 @ 20
Blue Vitriol, less 08	15 @ 25	Sarsaparilla Mexican, ground	1 @ 25	Gelatin	85 @ 1 00
Bordea. Mix Dry 1 1/2	13 1/2 @ 25	Squills	35 @ 40	Glassware, less 55%	50
Hellebore, White	20 @ 30	Squills, powdered	60 @ 70	Glassware, full case	60 %
powdered	20 @ 30	Tumeric, powd.	20 @ 25	Glauber Salts, bbl.	0 23 1/2
Insect Powder	40 @ 55	Valerian, powd.	0 75	Glauber Salts less 04	10
Lead Arsenate Po.	17 @ 30	Leaves		Glue, Brown	21 @ 20
Lime and Sulphur	1 @ 175	Buchu	1 25 @ 1 30	Glue, Brown Grd	15 @ 20
Dry	1 @ 175	Buchu, powdered	1 @ 20	Glue, white	27 1/2 @ 35
Paris Green	23 @ 35	Sage, Bulk	25 @ 30	Glue, white grd.	25 @ 35
Seeds		Sage, 1/4 loose	0 40	Glycerine	29 @ 50
Anise	35 @ 40	Sage, powdered	0 35	Hops	6 45 @ 6 95
Anise, powdered	35 @ 40	Senna, Alex.	50 @ 75	Iodine	4 45 @ 4 95
Bird, Is	13 @ 17	Senna, Tinn.	30 @ 35	Iodoform	7 35 @ 7 45
Canary	13 @ 20	Senna, Tinn. pow.	25 @ 35	Lead Acetate	20 @ 30
Caraway, Po.	30 @ 35	Uva Ursi	20 @ 25	Mace	0 15
Cardamon	3 60 @ 4 00	Oils		Mace, powdered	0 15
Coriander pow.	30 @ 35	Almonds, Bitter, true	7 50 @ 7 15	Menthol	14 50 @ 15 00
Dill	18 @ 25	Almonds, Bitter, artificial	3 00 @ 3 25	Morphine	11 18 @ 11 92
Fennel	25 @ 40	Almonds, Sweet, true	1 50 @ 1 80	Nux Vomica	0 30
Flax	08 @ 15	Almonds, Sweet, imitation	1 00 @ 1 25	Nux Vomica, pow.	17 @ 25
Flax, ground	08 @ 15	Amber, crude	1 50 @ 1 75	Pepper black pow.	40 @ 45
Foenugreek pow.	15 @ 25	Amber, rectified	1 75 @ 2 00	Pepper, White	45 @ 55
Hemp	8 @ 15	Anise	1 50 @ 1 75	Pitch, Burgundy	10 @ 15
Lobelia, powd.	17 @ 25	Bergamont	9 00 @ 9 25	Quassia	12 @ 15
Mustard, yellow	17 @ 25	Cajeput	1 50 @ 1 75	Quinine	72 @ 1 22
Mustard, black	20 @ 25	Cassia	4 75 @ 5 00	Rochelle Salts	30 @ 35
Poppy	22 @ 25	Castor	1 70 @ 1 95	Saccharine	0 30
Quince	1 50 @ 1 75	Cedar Leaf	1 50 @ 1 75	Salt Peter	11 @ 22
Rape	15 @ 20	Citronella	1 25 @ 1 50	Selditz Mixture	30 @ 40
Sabadilla	35 @ 45	Cloves	3 00 @ 3 25	Soap, green	15 @ 20
Sunflower	11 1/2 @ 15	Cocanut	25 @ 35	Soap mott cast.	23 1/2 @ 25
Worm, American	30 @ 40	Cod Liver	1 90 @ 2 40	Soap, white castle	0 13 1/2
Worm, Levant	5 00 @ 5 25	Croton	2 00 @ 2 25	case	0 13 1/2
Tinctures		Cotton Seed	1 30 @ 1 50	less, per bar	0 1 1/2
Aconite	0 1 80	Cubebs	7 00 @ 7 35	Soda Ash	10 @ 10
Aloes	0 1 45	Eigeron	9 00 @ 9 25	Soda Bicarbonate 3 1/2	10
Arnica	0 1 10	Eucalyptus	1 25 @ 1 50	Soda, Sal	0 23 1/2 @ 0 28
Asafoetida	0 2 40	Hemlock, pure	1 75 @ 2 00	Spirits Camphor	0 1 35
Belladonna	0 2 10	Juniper Berries	3 50 @ 3 75	Sulphur, roll	3 1/2 @ 10
Benzoin	0 2 10	Juniper Wood	1 50 @ 1 75	Sulphur, Subl.	0 4 @ 10
Benzoin Comp'd	0 2 55	Lard, extra	1 00 @ 1 50	Tamarinds	20 @ 27
Buchu	0 2 55	Lard, No. 1	1 40 @ 1 60	Tartar Emetic	70 @ 75
Cantharides	0 2 55	Seeds		Turpentine, Ven.	50 @ 75
Capicum	0 2 55	Anise	35 @ 40	Vanilla Ex. pure 1 75	25
Catechu	0 1 75	Anise, powdered	35 @ 40	Vanilla Ex. pure 2 50	25

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

Black Pepper
White Pepper
Veal

DECLINED

Rollod Oats
Peanut Butter
Peanuts
Axle Grease

AMMONIA

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



AXLE GREASE

48, 1 lb. ----- 4 35
24, 1 lb. ----- 6 00
10 lb. pails, per doz. 8 50
15 lb. pails, per doz. 11 95
25 lb. pails, per doz. 19 50

BAKING POWDERS

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

BEECH-NUT BRANDS.



Mints, all flavors ----- 60
Gum ----- 70
Fruit Drops ----- 70
Caramels ----- 70
Sliced bacon, large ----- 4 95
Sliced bacon, medium ----- 3 00
Sliced beef, large ----- 4 80
Sliced beef, medium ----- 4 50
Grape Jelly, large ----- 2 80
Grape Jelly, medium ----- 2 70
Peanut butter, 16 oz. ----- 4 50
Peanut butter, 10 1/2 oz. ----- 3 10
Peanut butter, 6 1/2 oz. ----- 1 85
Peanut butter, 3 1/2 oz. ----- 1 20
Prepared spaghetti ----- 1 40
Baked beans, 16 oz. ----- 1 40



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

BREAKFAST FOODS

Cracked Wheat, 24-2 3 85
Cream of Wheat, 18s 3 90
Cream of Wheat, 24, 14 oz. ----- 3 05
Pillsbury's Best Cer'l ----- 2 20
Quaker Puffed Rice ----- 5 60
Quaker Puffed Wheat ----- 4 90
Quaker Brst 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. 0 2 25
Postum Cereal, No. 1 2 70
Post Toasties, 36s ----- 3 45
Post Toasties, 24s ----- 3 45
Post's Bran, 24s ----- 2 70

BROOMS

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

BRUSHES

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

Stove

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

Shoe

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

BUTTER COLOR

Dandelion ----- 2 85

CANDLES

Electric Light, 40 lbs. 12.1
Plumber, 40 lbs. ----- 12.1
Paraffine, 6s ----- 14.5
Paraffine, 12s ----- 14.5
Wicking ----- 48
Tudor, 6s, per box ----- 30

CANNED FRUIT.

Apples, 3 lb. Standard 1 50
Apples, No. 10 ----- 4 50
Apple Sauce, No. 10 7 75
Apricots, 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
Blueberries, No. 2 2 00
Blueberries, No. 10 ----- 14 00
Cherries, No. 2 ----- 3 50
Cherries, No. 10 ----- 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, Sliced 1 40
Peaches, No. 2 ----- 2 75
Peaches, No. 2 1/2 Mich 3 25
Peaches, 2 1/2 Cal. 3 25
Peaches, 10, Mich. ----- 8 50
Pineapple, 1, sl. ----- 1 65
Pineapple, 2, sl. ----- 2 60
Pineapple, 2 br. sl. ----- 2 40
Pineapple, 2 1/2, sl. ----- 2 90
Pineapple, 2, cru. ----- 2 60
Pineapple, 10 cru. ----- 9 00
Pears, No. 2 ----- 4 00
Pears, No. 2 1/2 ----- 4 55
Plums, No. 2 ----- 2 40
Plums, No. 2 1/2 ----- 2 90
Raspberries, No. 2, blk 2 90
Raspb's, Red, No. 10 16 00
Raspb's, 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. 2 3 25
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 35
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, 1/4, Curtis, doz. 2 20
Tuna, 1/2, Curtis, doz. 3 50
Tuna, 1s, Curtis, doz. 7 00

CANNED MEAT.

Bacon, Med. Beechnut 3 00
Bacon, Lge Beechnut 4 95
Beef, No. 1, Corned ----- 3 10
Beef, No. 1, Roast ----- 2 95
Beef, No. 2 1/2, Qua. all. 1 85

Beef, 3 1/2 oz. Qua. sli. 1 75
Beef, 5 oz., Qua. sli. 4 35
Beef, No. 1, But. all. 4 50
Beefsteak & Onions, s 3 45
Chili Con Ca., 1s 1 35
Deviled Ham, 1/2 ----- 2 20
Hamburg Steak & Onions, No. 1 ----- 3 15
Potted Beef, 4 oz. ----- 1 10
Potted Meat, 1/2 Libby ----- 5 35
Potted Meat, 1/2 Libby ----- 9 25
Potted Meat, 1/2 Qua. ----- 90
Potted Ham, Gen. 1/4 ----- 1 85
Vienna Saus., No. 1/2 ----- 1 40
Vienna Sausage, Qua. ----- 95
Veal Loaf, Medium ----- 2 30

Baked Beans

Campbells ----- 1 15
Quaker, 18 oz. ----- 90
Fremont, No. 2 ----- 1 20
Snider, No. 1 ----- 95
Snider, No. 2 ----- 1 25
Van Camp, small ----- 85
Van Camp, Med. ----- 1 15

CANNED VEGETABLES.

Asparagus, No. 1, Green tips 4 10
No. 2 1/2, Lge. Green 4 00
W. Beans, cut 2 1 45
W. Beans, 10 ----- 98 00
Green Beans, 2s 1 45
Green Beans, 10s ----- 97 50
L. Beans, 2 gr. 1 35
Lima Beans, 2s Soaked ----- 95
Red Kid, No. 2 ----- 1 25
Beets, No. 2, wh. 1 75
Beets, No. 3, cut ----- 1 20
Beets, No. 3, cut ----- 1 60
Corn, No. 2, Kix stan 1 65
Corn, No. 2, Fan. 1 30
Corn, No. 2, Fy. glass 2 25
Corn, No. 10 ----- 8 00
Hominy, No. 3 ----- 1 00
Okra, No. 2, whole ----- 1 00
Okra, No. 2, cut ----- 1 75
Dehydrated Veg. Soup ----- 95
Dehydrated Potatoes, lb. ----- 33
Mushrooms, Hotels ----- 33
Mushrooms, Choice 8 oz. ----- 43
Mushrooms, Sur Extra ----- 60
Peas, No. 2, E. J. ----- 1 65
Peas, No. 2, Sift. ----- 1 85
June ----- 1 85
Peas, No. 2, Ex. Sift. ----- 3 25
Peas, Ex. Fine, French ----- 3 25
Pumpkin, No. 3 1 25
Pumpkin, No. 10 4 75
Pimientos, 1/2, each ----- 12 14
Saut Potatoes, No. 2 1 60
Sauerkraut, No. 3 1 40
Succotash, No. 2 1 65
Succotash, No. 2, glass ----- 2 80
Spinach, No. 1 ----- 1 25
Spinach, No. 2 ----- 1 60
Spinach, No. 3 ----- 2 10
Spinach, No. 10 ----- 6 00
Tomatoes, No. 2 1 20
Tomatoes, No. 3 1 75
Tomatoes, No. 2, glass ----- 2 60
Tomatoes, No. 10 ----- 7 50

CATSUP.

B-nut, Small ----- 1 90
Lilly Valley, 14 oz. ----- 3 60
Lilly Valley, 1/4 pint ----- 1 75
Paramount, 24, 8s ----- 1 45
Paramount, 24, 16s ----- 2 40
Paramount, 6, 10s ----- 10 00
Sniders, 8 oz. ----- 1 75
Sniders, 16 oz. ----- 1 30
Quaker, 8 1/2 oz. ----- 1 40
Quaker, 10 1/2 oz. ----- 1 40
Quaker, 14 oz. ----- 1 90
Quaker, Gallon Glass 13 00

CHILI SAUCE

Snider, 16 oz. ----- 3 30
Snider, 8 oz. ----- 2 30
Lilly Valley, 8 oz. ----- 2 25
Lilly Valley, 14 oz. ----- 3 60

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 ----- 38
New York Full Cream ----- 23
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 ----- 33
Runkle, Premium, 1/2s ----- 36
Runkle, Premium, 1/4s ----- 36
Vienna Sweet, 1/2s ----- 36

COCOA.

Bunte, 1/2s ----- 45
Bunte, 1/4 lb. ----- 32
Droste's Dutch, 1 lb. ----- 8 50
Droste's Dutch, 1/2 lb. ----- 4 50
Droste's Dutch, 1/4 lb. ----- 3 50
Hersheys, 1/2s ----- 33
Hersheys, 1/4s ----- 33
Lowrey, 1/2s ----- 40
Lowrey, 1/4s ----- 40
Lowrey, 5 lb. cans ----- 31
Runkles, 1/2s ----- 34
Runkles, 1/4s ----- 38
Van Houten, 1/2s ----- 75
Van Houten, 1/4s ----- 75

COCOANUT

15 lb. case, 1/2s and 1/4s ----- 49
15 lb. case, 1/2s ----- 48
15 lb. case, 1/4s ----- 47

CLOTHES LINE.

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



COFFEE ROASTED

Bulk

Rio ----- 26
Santos ----- 35
Maracaibo ----- 37
Gautemala ----- 41
Java and Mocha ----- 41
Bogota ----- 42
Peaberry ----- 37

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

Teller Coffee Co. Brand

Bokay ----- 43

Coffee Extracts

M. Y., per 100 ----- 12
Frank's 50 pkgs. ----- 4 25
Hummel's 50 1 lb. ----- 10 1/2

CONDENSED MILK

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

MILK COMPOUND

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

EVAPORATED MILK

Blue Grass, Baby, 96 4 65
Blue Grass, No. 10 ----- 4 75
Carnation, Tall, 4 doz. ----- 5 00
Carnation, Baby, 8 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



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

Blue Grass, Baby, 96 4 65
Blue Grass, No. 10 ----- 4 75
Carnation, Tall, 4 doz. ----- 5 00
Carnation, Baby, 8 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, 5c ----- 37 50
Worden Grocer Co. Brands
Canadian Club ----- 37 50
Master Piece, 50 Tin ----- 37 50
Tom Moore Monarch ----- 75 00
Tom Moore Panatella ----- 75 00
Tom Moore Cabinet ----- 95 00
Tom M. Invincible ----- 115 00
Websterettes ----- 37 50
Webster Savoy ----- 75 00
Webster Plaza ----- 95 00
Webster Belmont ----- 110 00
Webster St. Reges ----- 125 00
Starlight Rouse ----- 90 20
Starlight P-Club ----- 135 00
Tiona ----- 30 00
Clint Ford ----- 35 00
Benedicts ----- 37 50

CONFECTIONERY

Stick Candy Pails
Standard ----- 17
Jumbo Wrapped ----- 19
Pure Sugar Sticks 600s 4 20
Big Stick, 20 lb. case 20
Mixed Candy
Kindergarten ----- 18
Leader ----- 16
X. L. O. ----- 13
French Creams ----- 17
Cameo ----- 20
Grocers ----- 12
Fancy Chocolates
5 lb. Boxes
Bittersweets, Ass'ted 1 70
Choc Marshmallow Dp 1 70
Milk Chocolate A A 1 70
Nibble Sticks ----- 1 85
Primrose Choc. ----- 1 25
No. 12, Choc., Light ----- 1 65
Chocolate Nut Rolls ----- 1 75

Gum Drops Pails

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

Lozenges, Pails

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

Hard Goods, Pails

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

Cough Drops Bxs.

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

Package Goods

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

Specialties.

Walnut Fudge ----- 33
Pineapple Fudge ----- 31
Italian Bon Bons ----- 19
Atlantic Cream Mints ----- 19
Silver King M.Mallows 1 60
Walnut Sundae, 24, 5c ----- 80
Neapolitan, 24, 5c ----- 80
Yankee Jack, 24, 5c ----- 80
Mich. Sugar Ca., 24, 5c ----- 80
Pal O Mine, 24, 5c ----- 80

COUPON BOOKS

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

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

CREAM OF TARTAR

6 lb. boxes ----- 33

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. ----- 22
Evap. Ex. Fancy, P. P. ----- 27

Pear

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

Raisins.

Seeded, bulk ----- 11
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 ----- 10 1/2
40@50, 25 lb. boxes ----- 11 1/2
30@40, 25 lb. boxes ----- 12 1/2
20@30, 25 lb. boxes ----- 13 1/2

FARINACEOUS GOODS

Beans

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

Farina

24 packages ----- 5 50
Bulk, per 100 lbs ----- 06 1/2

Hominy

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

Macaroni

Domestic, 20 lb. box 09 1/2
Armours, 2 doz., 8 oz. 1 80
Fould's 2 doz., 8 oz. 2 25
Quaker, 3 doz. ----- 2 80

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 ----- 09

Sage

East India ----- 10

Tapioca

Pearl, 100 lb. sacks ----- 09
Minute, 8 oz., 3 doz. 4 85
Dromedary Instant ----- 7 50

FLAVORING EXTRACTS

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

UNITED FLAVOR

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

Jiffy Punch

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

FRUIT CANS

Mason.
Half pint ----- 7 60
One pint ----- 7 75
One quart ----- 9 00
Half gallon ----- 12 00

Ideal Glass Top.

Rubbers.
Half pint ----- 9 00
One pint ----- 9 25
One quart -----

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

HORSE RADISH	
Per doz., 5 oz.	1 20
JELLY AND PRESERVES	
Pure, 30 lb. pails	3 80
Imitation, 30 lb. pails	3 10
Pure, 6 oz. Asst., doz.	1 20
Buckeye, 18 oz., doz.	2 20

JELLY GLASSES	
8 oz., per doz.	37
OLEOMARGARINE	



Kingnut, 1 lb. 27 1/2
Kingnut, 2 & 5 lb. 27
Van Westenbrugge Brands
Carload Distributor



Nucoa, 1 lb. 23
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 box	6 60
Ohio Rosebud, 144 bx	6 60
Ohio Blue Tip, 720-1c	4 75
Safety Matches	
Quaker, 5 gro. case	4 25
MINCE MEAT	
None Such, 4 doz.	6 47
Quaker, 3 doz. case	3 60
Libby, Kegs, wet, lb.	22

MOLASSES



Gold Brer Rabbit	
No. 10, 6 cans to case	5 70
No. 5, 12 cans to case	5 95
No. 2 1/2, 24 cans to case	6 20
No. 1 1/2, 36 cans to case	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 case	4 95
No. 1 1/2, 36 cans to case	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 case	3 50
No. 1 1/2, 36 cans to case	3 00

New Orleans	
Fancy Open Kettle	74
Choice	62
Fair	41
Half barrels 5c extra	
Molasses in Cans.	

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

NUTS

Whole	
Almonds, Terregona	28
Brazil, New	25
Fancy mixed	22
Filberts, Sicily	28
Peanuts, Virginia Raw	09
Peanuts, Vir. roasted	10 1/2
Peanuts, Jumbo, raw	11
Peanuts, Jumbo, rstd	12 1/2
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

OLIVES.	
Bulk 5 gal. keg	8 00
Quart Jars, dozen	6 50
Bulk, 2 gal. keg	8 60
Bulk, 3 gal. keg	5 55

Pint, Jars, dozen	3 50
4 oz. Jar, plain, doz.	1 30
5 1/2 oz. Jar, pl., doz.	1 60
9 oz. Jar, plain, doz.	2 30
20 oz. Jar, Pl., doz.	4 25
3 oz. Jar, Stuffed, doz.	2 50
6 oz. Jar, stuffed, doz.	3 50
9 oz. Jar, stuffed, doz.	3 50
12 oz. Jar, Stuffed,	
doz.	4 50
20 oz. Jar, stuffed dz.	7 00
PARIS GREEN	
1 1/2	31
1 1/2	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	37.4
V. M. & P. Naphtha	21.6
Capitol Cylinder	39.2
Atlantic Red Engine	21.2
Winter Black	12.2



Light Iron Barrels.	
Medium	62.2
Heavy	64.2
Special heavy	66.2
Extra heavy	68.2
Transmission Oil	
Finol, 4 oz. cans, doz.	1 50
Finol, 8 oz. cans, doz.	9 35
Parowax, 100 lb.	9 35
Parowax, 40, 1 lb.	9 5
Parowax, 20, 1 lb.	9 7



Semdac, 12 pt. cans	2 75
Semdac, 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	42 00
5 gallon, 500	8 25

Dill Pickles.	
800 Size, 15 gal.	11 00
PIPER.	
Cob, 3 doz. in bx. 1 00	1 20

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

POTASH	
Babbitt's 2 doz.	2 75
FRESH MEATS	

Beef.	
Top Steers & 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	19
Good	17
Medium	15
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	23
Butts	20
Shoulders	16 1/2
Spareribs	17
Neck bones	06

PROVISIONS	
Barreled Pork	
Back	34 50 @35 00
Short Cut	34 50 @35 00
Dry Salt Meats	
S P Bellies	28 00 @30 00
Lard	
Pure in tierces	16 1/2
60 lb. tubs	advance 1/4
50 lb. tubs	advance 1/4
20 lb. pails	advance 1/4
10 lb. pails	advance 1/4
5 lb. pails	advance 1
2 lb. pails	advance 1
Compound tierces	13
Compound, tubs	13 1/2

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

Pigs Feet	
Cooked in Vinegar	
1/2 bbls.	2 15
3/4 bbls., 35 lbs.	3 10
1 bbl.	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

RICE	
Fancy Blue Rose	08 1/2
Fancy Head	10
Broken	06

ROLLED OATS	
Steel Cut, 100 lb. sks.	3 25
Silver Flake, 12 Fam.	2 50
Quaker, 18 Regular	1 80
Quaker, 12s Family	2 70
Mothers, 12s, 11lbm	3 25
Silver Flake, 18 Reg.	1 50
Sacks, 90 lb. Jute	2 50
Sacks, 90 lb. Cotton	2 90

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

SALERATUS	
Arm and Hammer	
Granulated, bbls.	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.	
Milkers, Kegs	1 15
Milkers, half bbls.	10 25
Milkers, bbls	

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

Lake Herring	
1/2 bbl., 100 lbs.	6 50
Mackerel	
Tubs, 100 lb. fncy fat	24 50
Tubs, 60 count	7 00

White Fish	
Med. Fancy, 100 lb.	13 00
SHOE BLACKENING	
1 in 1, Paste, doz.	1 25
E. Z. Combination, ds.	1 00
Dri-Foot, doz.	2 00
Bixbys, Doz.	1 35
Shinola, doz.	90

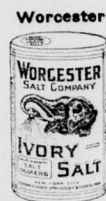
STOVE POLISH.	
Blackline, per doz.	1 35
Black Silk Liquid, dz.	1 40
Black Silk Paste, doz.	1 25
Enamaline Paste, doz.	1 35
Enamaline Liquid, dz.	1 35
E Z Liquid, per doz.	1 40
Radium, per doz.	1 85
Rising Sun, per doz.	1 35
654 Stove Enamel, dz.	2 80
Vulcanol, No. 5, doz.	95
Vulcanol, No. 10, doz.	1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

SALT.	
Colonial, 24, 2 lb.	98
Colonial, Iodized, 24-2	2 40
Med. No. 1 Bbls.	2 85

Med. No. 1, 100 lb. bg.	88
Farmer Spec., 70 lb.	90
Packers Meat, 56 lb.	67
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 75
70, 4 lb. Table	5 25
28, 10 lb. Table	5 00
28 lb. bags, Table	42



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



Worcester	
Bbls. 30-10 sks.	5 40
Bbls. 60-5 sks.	5 55
Bbls. 120-2 1/2 sks.	6 05
100-3 lb. sks.	6 05
Bbls. 280 lb. bulk:	
A-Butter	4 00
AA-Butter	4 00
Plain, 50 lb. blks.	45
No. 1 Medium, Bbl.	2 47
Tecumseh, 70 lb. farm	
sk.	85
Cases Ivory, 24-2 cart	1 85
Iodized 24-2 cart.	2 40
Bags 25 lb. No. 1 med.	26
Bags 25 lb. Cloth dairy	40
Bags 50 lb. Cloth dairy	76
Rock "C" 100 lb. sack	80

SOAP

Am. Family, 100 box	6 30
Export, 120 box	4 90
Big Four Wh. Na. 100s	3 75
Flake White, 100 box	4 25
Fels Naptha, 100 box	5 60
Grdma White Na. 100s	4 10
Rub No More White	
Naptha, 100 box	4 00
Rub-No-More, yellow	5 00
Swift Classic, 100 box	4 40
20 Mule Borax, 100 bx	7 55
Wool, 100 box	6 50
Fairy, 100 box	5 75
Jap Rose, 100 box	7 85
Palm Olive, 144 box	11 00
Lava, 100 box	4 90
Octagon	6 35
Pumppo, 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</

HOW DOUGLAS WAS NAMED.

Early Struggles and Present Status of the Town.

Some months ago the reader was given a paragraph explaining the Indian derivation and the meaning of the word Saugatuck and how the name migrated with an early pioneer from its place of origin in Connecticut West to the little settlement at the mouth of the Kalamazoo. For a number of years it has been in the mind of the writer to discover for a certainty if possible the derivation and meaning of Douglas, the name of Saugatuck's equally beautiful twin village. The derivation of this place name is, like some others, apparently easy of explanation; but it also is a good example of how unsafe it sometimes is to publish such apparently easy derivations before fully confirming one's first conclusions by careful investigation. The naming of the village of Douglas occurred so near to the date of the climax of the popularity of the famous pro-slavery U. S. senator from Illinois, over whom Lincoln won a decided victory in debate, that it is quite too ready an inference that the little settlement on "mill point" was named after the "little giant" of Illinois. Through the courtesy of Mr. and Mrs. George Plummer, of Douglas, we were only last week given the privilege of reading a sketch of the early history of the village. The inference of years, that the name of the village was derived from that of the famous little senator from Illinois, was instantly shattered. That a Michigan town should, even as early as 1860, be given the name of so ardent a Democrat as Stephen A. Douglas might very naturally make one doubt the accuracy of his too ready inference, a doubt fully confirmed by the sketch, for the author explains that Mr. Frederick H. May, the man who had the honor of naming the village, was too ardent a Republican to have given the name to a Democrat to the little village. The section to which the name Douglas was first applied in the Northeastern angle formed by the intersection of Center street with the street running North at the Masonic hall. This section, or rather the lower part of it, was first known as Mill Point from the fact that at an early date there was a saw-mill on the point where the basket factory now stands. This whole angle was purchased by a Mr. Dutcher and quite naturally was known for a time as Dutchville. It was in this section that Mr. May, the gentleman named above, settled about 1855. About 1860, Mr. May was asked to plat the land in the angle. He agreed to do the work with the understanding that he be given the privilege of naming the settlement. Mr. May evidently thought well of his native village, for it was the name of this village that he gave to the little settlement on the Kalamazoo. The birth-place of Mr. May was on the Isle of Man in the Irish sea and in a village named Douglas, located on a river of the same name. In the Manx tongue, the native Celtic language of the

island, the spelling of the word was "Dhoo", dark, and "Glass," gray, the name evidently being a compound form and suggestive of the color of the water of the river. Though Mr. May very likely named the little Michigan settlement wholly from his sentiment of loyalty to the place of his birth, yet as the writer of the sketch from which the information herein contained is derived, suggests, it is quite possible that the color of the waters of the Kalamazoo may have suggested the name for the little settlement on its banks. So, like the name Saugatuck, Douglas can be traced to a word of aboriginal origin, first the name of a river and then of a town located on the river and taking its name more directly from the name of the town. Unlike the name Saugatuck, however, the name Douglas migrated from a much greater distance and is of Celtic rather than Indian origin, which facts may possibly justify the residents of the quiet and beautiful village in concluding that the name of Douglas has a somewhat more dignified and aristocratic origin than the name of its sister village.

The facts in the paragraph above were disclosed in a search for the date of incorporation of Douglas as a village, a date was not disclosed by the sketch on which the facts related above are based. While the date of incorporation must have been a matter of record and can likely be ascertained, the guess is ventured that the event occurred close to fifty years ago. During this period the little village has undergone many vicissitudes. Her milling and business sections have been devastated by fire, manufacturing plants have ceased to operate, some of her hopes (notably her hope of railroad facilities) have been blasted, and even her population has been depleted. In spite of these calamities a hopeful and progressive spirit has always prevailed, inherited to a degree, no doubt, from the pioneers, Dutcher, Spencer, Graham, Crouse, Gerber, Putnam, and others, and it is doubtful whether any other incorporated village as small as Douglas is enjoying as many of the good and pleasant things of life she does. Her Western boundary extends to the Eastern shore of the great lake; on the North she snuggles close and lovingly to her twin sister, Saugatuck, who draws much of her business, educational, and social support from little Douglas; a full half mile of Center street (the main street of the village) is one of the busiest sections of M 11; she benefits by her location in the heart of Michigan's fruit belt and in the midst of the most picturesque and attractive of the resort section; the residents enjoy the conveniences of a most effective electric lighting system and a municipally owned and operated water system; and in the matter of transportation some of the residents of Douglas feel that they are now a step in advance of Saugatuck.

In no other way has Douglas been so often and so bitterly disappointed as in her dreams and hopes for railroad facilities. Like Saugatuck, Douglas was woefully disappointed that the

old West Michigan line did not make a wide bend to the West and enter the two villages; Douglas was again sorrowfully disappointed when the plans for a railway terminal on the Douglas side of Kalamazoo lake failed to mature; another disappointment followed when the terminal of the electric line was fixed in Saugatuck; and the climax of disappointment perhaps came when the poles on the first mile of an electric line having its Northern terminus in the village were torn up and the project abandoned; but at present Douglas and Saugatuck are both enjoying exceptional facilities for passenger transportation. Two bus lines, the Safety Motor line and the Lake Shore Limited Coach line, both operating between Muskegon and Chicago, together run fifteen busses daily through the two villages over M 11. The latter line having first secured the franchise to transport passengers between local points, the former line, which operates the "greyhounds," is prohibited from rendering this service, being privileged to carry only through passengers. By another arrangement, not wholly clear to the traveling public, through passengers under certain conditions may board the "greyhounds" in Douglas but not in Saugatuck, thus making it necessary even for residents of Saugatuck wishing to enjoy the elegance of these de luxe coaches, to go across to the Douglas station. In fact, Douglas but not Saugatuck appears on the map of the Muskegon-Chicago route of the "greyhounds." For these reasons Douglas is pleased to think herself a bit more modernized and a step in advance of her sister Saugatuck in the matter of transportation.—Allegan Gazette.

Nine Worth While Rules For Traveling Salesman.

1. I like to have a salesman drop me a card a couple of days in advance. This is a courtesy that is appreciated, but never expressed. Frequently it means increased business for the salesman and a saving of his time.

2. I like him to come alone if possible. Bodyguards are not necessary in our town. When two salesmen walk in on me I feel as if a loaded double barreled shotgun was being leveled at me, and I instinctively back up against the wall. I realize that occasionally specialty men are necessary.

3. Everlasting patience. The merchant's mind may be on some special problem, and then again he may put you off on purpose, like going to the dentist's. This is due to a feeling that "the salesmen will get you if you don't watch out."

4. Wear a smile. I don't care very much what else. It's good for the whole store. Possibly yours is the first smile the store has seen that day. Such things do happen, occasionally. A smile is frequently worth more than offering an extra discount. I have over my desk his Chinese proverb: "He who cannot smile ought not to keep a shop." In this same connection might I say a word about the handshake. Put a lot of pep in it. We have one salesman calling on us that gives me a shudder every time he shakes hands. It sug-

gests taking hold of a piece of liver from the butcher shop. And he always shakes hands twice, coming and going.

5. Get right down to business. The business day is short and the merchant has many distractions. Lose no time in getting started.

6. Know your line. Delay in quoting prices or answering questions as to description gives the merchant a chance to cool off. The merchant gives preference to the salesman who knows his goods.

7. No free goods or extravagant promises of profit. These are high pressure methods with an unhealthy reaction. I nearly bought a line of merchandise which I was not adapted to sell, but the salesman's wonderful promises of profits put me on my guard.

8. Quote your best first—don't encourage jockeying. If you allow the freight, allow it without being crowded to it. If you have a special concession, grant it.

9. Know when to stop. If you are successful in securing an order, well and good, but, in any event, let up when your last gun is fired. And if you land an order be sure to leave a copy. Many do this, but it should be universal. This leaves no chance for a misunderstanding and it also enables the buyer to keep track of the goods he has purchased. Allyn Fuller.

Myself.

I have to live with myself, and so I want to be fit for myself you know, I want to be able as days go by Always to look myself in the eye. I don't want to stand with the setting sun And hate myself for the things I've done.

I don't want to keep on a closet shelf A lot of secrets about myself And fool myself as I come and go, Into thinking that nobody else will know The kind of a man I really am; I don't want to dress myself in a sham.

I want to go out with my head erect, I want to deserve all men's respect, But here in the struggle for fame and pelf I want to be able to like myself; I want to look at myself and know That I'm not bluster and bluff and empty show.

I never can hide myself from me; I see what others may never see, I know what others may never know, I never can fool myself and so, Whatever happens, I want to be Self-respecting and conscience free.

Sixty minutes from now an hour will be gone into the nevermore. It will have started ripples on the waters of time that will spread through all eternity. One may cause counter waves to act against them, but one may never cancel their force.

As an animal, we can't lick a baby gorilla, but as an intelligent human being we capture the gorilla and put him in a zoo.

Credit Losses One-tenth of One Per Cent.

(Continued from page 20)

factors in Garver's wonderful success.

But you will miss the point if you fail to note how free from mystery the Garver system is; how ready to the hand of any merchant these plans of merchandising are; and the value of definite principles of business, strictly observed.

When you come to apply these figures to your own business, notice that you must modify them to fit. Figures by themselves may mean very little when lifted out of their environment. Garver's business runs only 15 per cent. credit. Yours probably runs much larger in proportion.

On the basis of Garver's figures, a business in which 45 per cent. of the sales are on credit can have three-tenths per cent. losses and where 60 per cent. of the sales are on credit, four-tenths per cent. losses will be allowable without exceeding the Garver ratio.

Th's is an important point to observe for while it is bad business to be lax in credit extension, many merchants have lost profits through being too tight in the matter of credit extension. The point of highest efficiency is reached when we strike the precisely correct balance between losses and sales.

Rhodes Brothers are big Boston grocers. They have operated with consistent success for about forty years. Beginning small, they were running two stores when I visited them in 1919, in one of which they were doing a business of a million and a quarter a year.

The Rhodes folks are liberal credit granters. They say it thus: "It is easy for anybody to get credit here. The record needs to be only fairly good, although we are not exactly careless. Such a large proportion of our business is done on credit that we have always carried into our expense records a sum equivalent to half of one per cent. on sales. Yet, notwithstanding our liberality in extending credit, our actual losses have run about one-quarter of one per cent., with the exception of one year, in our thirty-five years experience.

"We do not care to go closer than that. We think it good business to make credit easy. We never pursue a delinquent who meets with misfortune or illness. We simply refrain from sending out the bill. We feel that this practice has been a builder of good will for us.

"And because we carry half of one per cent. losses into expense, whatever we save from that allowance is that much extra profit."

Figure out for yourself what a nice "extra profit" this is.

Paul Findlay.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Dec. 23—We have to-day received the schedules, order of reference and adjudication in the matter of Allen O. Gullivan, Bankrupt No. 2828. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids and his occupation is not stated in the schedules. The schedules show assets of \$250, of which the full interest is claimed as exempt, with liabilities of \$1,232.53. The court has written for funds, and up-

on 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 is as follows: Gerrit Ver Hoeks, Grand Haven \$1,232.53. In the matter of Thomas-Daggett Co., Bankrupt No. 2708, the first meeting of creditors has been called for Jan. 6.

In the matter of Stanley J. Ashley, Bankrupt No. 2826, the funds for the first meeting have been received and such meeting has been called for Jan. 6.

In the matter of Christos Cadaras, doing business as Hollywood Cafe, Bankrupt No. 2821, the funds for the first meeting have been received and such meeting has been called for Jan. 6.

Dec. 24. We have to-day received the schedules, order of reference and adjudication in the matter of Frank Wolfson, Bankrupt No. 2829. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Kalamazoo and his occupation is that of a retail clothier and furnisher. The schedules show assets of \$6,172.10, of which \$350 is claimed as exempt, with liabilities of \$11,337.55. The first meeting of creditors will be called promptly and note of the same made herein. M. N. Kennedy, of Kalamazoo, was appointed custodian. The list of creditors of the bankrupt is as follows:

City of Kalamazoo	\$165.00
Edmond G. Lewis, Detroit	25.00
Press Machine Co., Chicago	200.00
Crowley Bros., Inc., Detroit	257.50
Harry Berger Shirt Co., New York	353.28
I. Horwitz, Kalamazoo	62.50
Syndicated Window Service, Chicago	44.64
Crown Clothing Co., New York	337.50
Superior Collar Co., Detroit	40.00
Eisenstaedt Bros. Co., Chicago	103.50
Florsheim Winstock Co., New York	46.50
Chas. F. Thompson Scenic Co., Columbus	65.00
Bashwitz Bros. Co., New York	2,040.75
Morris Sharlap & Son, Philadelphia	3,470.50
Endel & Peas, New York	135.00
Julius S. Baruman, New York	518.00
Reznick Dorn & Cole Co., Philadelphia	460.00
Gazette, Kalamazoo	293.80
Metropolitan Juvenile Clothing Co., New York	122.00
S. Deiches & Co., Chicago	89.09
M. Fiol & Co., New York	161.00
S. H. Levey & Co., New York	205.00
Kling Bros. & Co., Chicago	200.00
H. H. Ginsberg, New York	154.00
C. B. Corin Co., Pittsburgh	135.00
New Borgess Hospital, Kalamazoo	224.00
Hamilton Brown Shoe Co., St. Louis	139.50
H. Viswatt, Kalamazoo	55.00
Mrs. David Camin, Detroit	124.00
Consumers Power Co., Kalamazoo	19.83
Dr. W. W. Lang, Kalamazoo	75.00
Kal. National Bank, Kalamazoo	1204.66
A. H. Greenwald, Cleveland	808.00

In the matter of Frank Cutter, Bankrupt No. 2827, the first meeting of creditors has been called for Jan. 7.

In the matter of Frank Wolfson, Bankrupt No. 2829, the first meeting has been called for Jan. 7.

In the matter of Allen O. Gullivan, Bankrupt No. 2828, the funds for the first meeting have been received and such meeting has been called for Jan. 8.

In the matter of Fred C. Schmieding, Bankrupt No. 2780, the final report and account of the trustee has been filed and a final meeting of creditors has been called for Jan. 8. The trustee's final report and account will be considered and an order made for the payment of expenses of administration, as far as the funds on hand will permit. There will be no dividend to general creditors.

In the matter of Wolverine Paper Co., Bankrupt No. 2605, an order for distribution and payment of expenses to date has been made and entered.

Dr. William E. Gye has received a prize of \$1,500 for his widely heralded cancer research, which forecasts, if it does not definitely promise, a cure. The prize is given by London University as the award to the graduate who in five years past has done most for the advancement of medicine. The money would go a long way toward buying a handsome fur coat for a film favorite—it would be nearly a week's salary for some of the less eminent of the profession. Authors of certain of our best sellers might find the sum acceptable as the price of a short story. As the prize is given but twice in a decade, it amounts to \$300 a year. Men such as Dr. Gye must be content to find their recompense in the knowledge that they have earned the gratitude of mankind and an earthly immortality that is not the portion of those whose aim is to accumulate a fortune.

Wild Mustangs Made Into Poultry Food.

Elko, Calif., Dec. 26—A special train carrying hundreds of wild horses, has been shipped from Elko to Petaluma to be converted into poultry food. The mustangs were rounded up by professional hunters from nearby ranges and represent the largest shipment ever made from Northeastern Nevada. Wild mustangs are causing considerable trouble and damage to farms in the isolated valleys in their search for food. Cold weather is driving them from the ranges.

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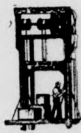
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RUBBER AND SISAL.

Hardly had the House of Representatives adopted the Tilson resolution calling for an investigation of the efforts abroad to keep up the prices of rubber, coffee, sisal and other things, when committees representing the Middle West farmers met in Des Moines and adopted resolutions in favor of a law "for effective export control of surplus products." In other words, the farmers are asking for the very thing for which foreigners are blamed for doing. The difference merely is that the Middle Western farmers have no monopoly such as the foreign producers have and, consequently, cannot accomplish the task of fixing their own prices on surpluses of grain of various kinds. The rubber situation, which is the occasion for especial agitation, has hitherto been pretty thoroughly explained. Restriction of export from British colonies is about to come to an end automatically and prices are already lower. Another thing that does not appear to be generally known here is that the order to restrict output to 400 pounds per acre has been rescinded. There would have been no restriction whatever if American importing interests had been willing to buy rubber when it was down to one shilling sixpence per pound. They thought the rubber growers were in desperate straits and that they could, by keeping out of the market, depress prices still more. Then came the Stevenson act, restricting exports to 60 per cent., but providing for increases as the price advanced. The importers rushed in for supplies they had neglected to secure and pushed up prices. In the case of sisal, it is remembered that the occasion for government control came from the arbitrary action of one American interest that sought to hold up the Yucatan peons and to cut down prices to the point where the latter could not make a living wage. So that, as concerns rubber and sisal, domestic interests were not free from responsibility for what befell them.

Mr. "Red" Grange's announcement that he hopes to ride his hobby hard enough to collect a million dollars this winter offers an interesting study of the huge profits that lie in professional sports when shrewdly managed. In more unsophisticated times men were wont to say "surely in vain he net is spread in the sight of any bird." But the modern birds like to see the net spread in full sight and pay their money gladly to be snared therein. The professional showmen of to-day are ever ready to provide the thrill of spectacular contests to swell the gate receipts. A livelier baseball produces more home runs and more customers, a known set-up for a timid pugilistic marvel attracts enormous revenues, and now football, long a straight amateur sport, makes its professional debut, with all the attending by-products of testimonials, stories and catchpenny devices that are expected to net a princely fortune during the winter months to one group of men. The best thing that can happen to football is to have "Red" Grange and his backers

ride his hobby hard, for the harder they ride it the sooner it will be ridden to death.

Two eminent cancer specialists in England are conducting experiments which seem to point to the possibilities of immunization. But the results must be accepted with great caution. Their theory, not yet conclusively proved, is that cancer comes from the presence in the human body of two elements—first, he bacteria; second, the "specific agent." They apparently have found that persons infected with cancer "germs" alone do not develop the disease. The same persons infected thereafter with the "specific agent" are reported to have been immune. Then, the same persons, subjected to an injection of both "germs" and "specific agent" at the same time have failed to develop cancer. This may indicate that immunization has been accomplished. If so, humanity may hope for relief from the scourge. But the experiments may merely show either that cancer takes a protracted period to develop or that the fundamental theory upon which these specialists are working is incorrect. In the face of these two giant possibilities, both hope and judgment remain suspended.

The rubber war is getting under way. A British monopoly in this product, organized and encouraged by the government, last year increased America's rubber bill by more than half a billion dollars. Secretary Hoover has several times given warning of the danger involved. The House of Representatives last week ordered an investigation of the whole situation. Steps are now being taken, under supervision of Secretary Hoover, to impress upon American consumers the necessity of economy in rubber. Through proper measures, consumption could be reduced by 25 per cent. These are only preliminaries in the fight against the British monopoly which in a year's time raised the cost of crude rubber from a fair price of 35 cents a pound to more than \$1. The British government is responsible; the American Government is forced to take measures to protect its citizens. Rubber is not the only product so involved; there are a dozen others, and several other governments. It is a bad business from start to finish. It should never have been begun; these foreign governments must take the responsibility for continuing it.

Although it is early yet to settle the details of a disarmament conference which probably will not be held before next summer, President Coolidge already has under consideration a list of prominent Americans from which to select the American delegation. Secretary of State Kellogg is the natural selection for the chairmanship. Charles E. Hughes and Elihu Root, as well as Senator Underwood, represented the United States Government at the Washington Armament Conference. As a matter of courtesy it is probably necessary to consider Senator Borah because he is chairman of the Senate Foreign Relations Committee. Senator Borah, as a representative abroad of

the Washington Government, would unquestionably leave a great deal to be desired, but the possibility that he would accept a place in the delegation is extremely remote. President Coolidge is eager to obtain the best talent in the country for this important task and naturally he desires the delegation to be bipartisan and, so far as Congress is concerned, bicameral. This is a sound and sensible policy.

Movements toward a general reduction of armaments always begin in the same way: All the nations concerned spout forth reasons, statistics and arguments intended to show how utterly impossible it is for them to reduce armaments. This is both a protective and trading device. France knows she is going to be asked to reduce her land forces. Briand immediately asserts that France simply cannot do it. But he would like to tie up reduction of French armies with reduction of the British and American navies. Both England and the United States will be inclined to take the position that the two problems have no relation. If France is told that she could not possibly need an army larger than that she would allow to Germany, Briand has his answer: that England could not possibly need a navy larger than she would allow to Germany. Once all nations working for disarmament have thus paradoxically tied themselves in knots it takes a surprise play like that of Hughes at the Washington Conference to get the ball over the line.

Congressional arithmeticians are having a great time playing with the Italian debt-loan computation. Any nation, they are trying to tell the public, that can pay 6 to 8 per cent. interest on private loans can afford to pay more than 1½ per cent. on her war debts. Suppose the son of one of these Congressmen came to him with this "example": "A man is able to pay 6 per cent. upon a loan of \$10,000. What per cent. would he be able to pay on \$20,000? On \$60,000?" "My son," he would answer, with becoming dignity, "on \$20,000 this man would be able to pay one-half of 6 per cent., which is 3 per cent., and on \$60,000 he would be able to pay one-sixth of 6 per cent., which is 1 per cent." Then he would look up the answer in the back of the book and find that he was correct. Yet this same Congressman will turn around and say to the American public that if Italy is able to pay 8 per cent. on a loan of \$100,000,000, which is \$8,000,000 a year, that nation should also be able to pay (say) 3 per cent. on \$2,000,000,000, which is \$60,000,000.

Dr. John J. Abel, of Johns Hopkins, who received the award of the Research Corporation of America, might have made large sums of money by his laboratory investigation in the chemistry of the human body. The prize, in the amount of \$2500, is small in comparison with possible returns from the commercial capitalization of his unassuming labor. But he was not out for gain nor did he seek in any way the guerdon now bestowed on him as the savant who has done more than any other American scientist in the

year past "to promote human enjoyment of life." His name and the nature of his contributions to knowledge will now be made known for the first time to many who never heard of him, although what he has learned about mysterious processes will benefit mankind. To him the supreme reward has come already—that of knowing he has contributed, through disinterested and detached research, to the control of disease and the improvement of health.

On the far Western coast our fellow countrymen are indulging in a feast of reindeer meat. At first it was merely a fancy, just to experience the taste of the new dish. Later, the real chefs took it up, and when they showed how the juicy, rich flavor of the wild deer could be retained, the consumption became general. During the last summer more than 2000 reindeer carcasses were shipped from Alaska to the Western coast, and the demand for the meat is increasing rapidly. There is a possibility that a regular line of refrigerating ships will be established between Puget Sound and Nome for the sole purpose of bringing the carcasses down. The supply is plentiful. There are said to be about 750,000 head of deer in Alaska just now, which will be increased by 200,000 calves by the end of April. The animal propagates rapidly and finds its own food, which is all that could be asked.

Paulina Longworth has paid her first call at the White House. The granddaughter of Roosevelt when she gets a little older will read Roosevelt's "Letters to His Children" and discover what a good time her mother, her aunt and her uncles had as children when the President played Teddy bear with them in the White House nursery. From the Harrison Administration were bequeathed the legends relating to Baby McKee. Charlie Taft's pony was one of the personnel of the Executive Mansion as much as the President's secretary. One of the favorite memorabilia of Lincoln is that at a crucial time during the Civil War he sent Mrs. Lincoln a brief note announcing that a pet goat had been found enjoying a nap in the middle of Tad's bed.

Christmas Seals have become a recognized part of the interesting objects which crowd the postman's bag at this season. Every one of these little tags represents a mite contributed to the battle against tuberculosis, a battle that is being won but that will have to be kept up for a while longer. The importance of as large a sale of these seals as possible before Christmas lies in the fact that the entire effort to obtain money from the public for this purpose is made in the brief space between Thanksgiving and Christmas. Whatever is obtained from most of us to aid in the conquest of this dread disease must be obtained now. A reminder is all that ought to be necessary to boost the sale of these seals to new figures.