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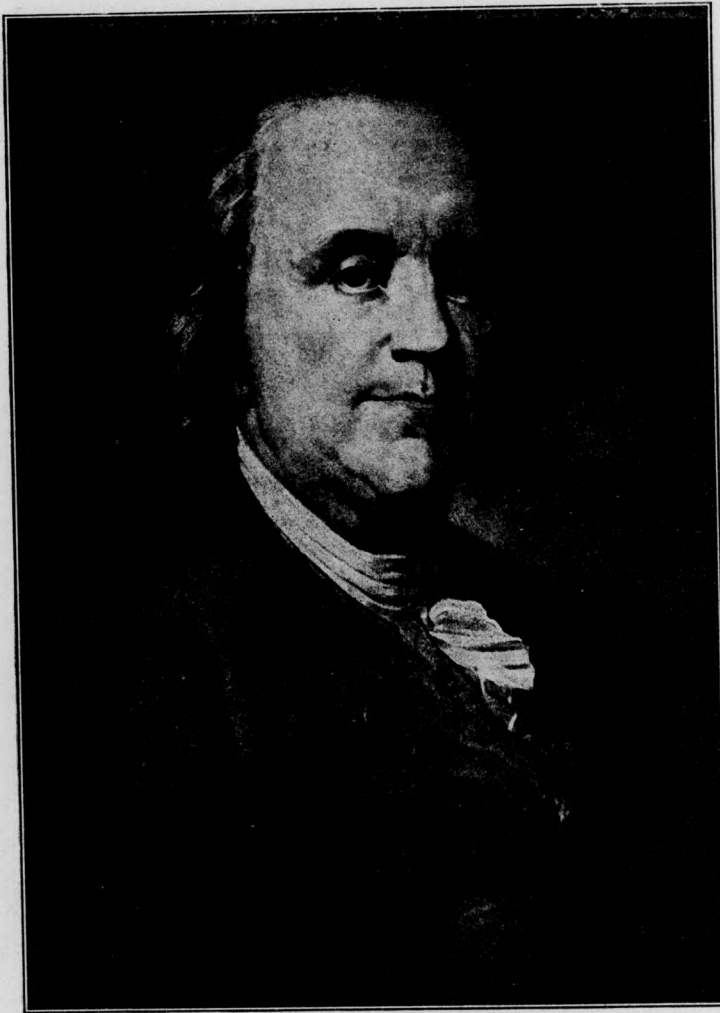
# MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-third Year

GRAND RAPIDS, WEDNESDAY, JANUARY 13, 1926

Number 2208



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Born at Boston January 17, 1706  
Died at Philadelphia April 17, 1790

## BENJAMIN FRANKLIN

### FRANKLIN'S PRAYER

"That I may have tenderness for the meek; that I may be kind to my neighbors, good-natured to my companions and hospitable to strangers—Help me, O God!

"That I may be adverse to craft and over-reaching, abhor extortion and every kind of weakness and wickedness—Help me, O God!

"That I may have constant regard to honor and probity; that I may possess an innocent and good conscience and at length become truly virtuous, magnanimous and helpful to my fellow men—Help me, O God!

"That I may refrain from calumny and destruction; that I may abhor deceit and avoid lying, envy and fraud, flattery, hatred, malice and ingratitude—Help me, O God!"



## 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]



GRAND RAPIDS  
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# MICHIGAN TRADESMAN

Forty-third Year

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## MICHIGAN TRADESMAN

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

Published Weekly By  
**TRADESMAN COMPANY**

Grand Rapids  
E. A. STOWE, Editor.

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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.

### VILLAGE INCONSISTENCY.

Adjoining Grand Rapids on the East is the village of East Grand Rapids, one of the richest and most attractive villages in the United States. It enjoys the advantages of village government, which is much more economical than city government and equally effective in many ways, especially if the governing body happens to be composed of business men, instead of politicians.

It has been the aim of the village officials to keep the corporation free from factories, brothels, boot leggers and disturbing elements generally. In this determination the officials have been fairly successful. About two years ago they discovered a full fledged boot legger doing business from his residence and forced him to accept the alternative of leaving the village immediately or being prosecuted. He bowed his head to the inevitable and transferred himself and family to a neighboring town without protestation or delay.

Less than a year ago a dinner dance establishment opened up in the village and proceeded to make Rome howl. Active operations started late in the evening and kept up until daylight. Large amounts of liquor were consumed on the premises and well-founded reports are to the effect that gambling for large stakes was conducted on the upper floors. Other vices are the usual accompaniment of liquor sales and gambling operations, but on this point the Tradesman has no positive knowledge.

Strange to say, the village officials, who had been so vigilant to curb liquor selling on a comparatively small scale, winked at the flagrant violations of law at the dinner dance establishment and made no move to curb the traffic, restrain the excesses indulged in by the patrons of the dance house or restrain the boisterous conduct of the guests who made nights hideous for those residing near the

seat of trouble. Residents who protested against having their sleeping hours interrupted by drunken orgies were arrogantly informed that they could move out of town; that the management of the disorderly establishment had a "stand in" with the county officers which gave them a free hand to do as they pleased. There appears to be no evidence that this boast was based on fact, but it is a fact that the sheriff and his assistants should have been more vigilant in protecting the rights of the villagers against night rowdyism.

The violations of the law became so flagrant that the State constabulary put in an appearance Sunday evening and demonstrated to a certainty that the establishment was being conducted in an unlawful manner. The evidence thus secured is sufficient to put the hell hole out of existence. In the meantime a Circuit Judge has ordered the place closed on allegations that it was conducted as a gambling and assignation house.

These developments cast a reflection on the village officials which time can never efface. They have voluntarily placed themselves in the positions of outlaws and unworthy champions of good order and good citizenship. They should retire from the offices they have disgraced and the village they have betrayed with as little delay as possible.

Setting down in figures the ages and values of the discoveries made in the Gobi Desert of Mongolia by the expedition sent out by the American Museum of Natural History will attract far greater attention than a prosaic treatise. The statement that the expedition found the front and rear feet of a baluchiterium close to the spot where the head was discovered on a former expedition does not mean much to the man who reads as he runs. But the announcement that the scientists have brought back six mammalian skulls valued at \$1,000,000 and forty dinosaur eggs 10,000,000 years old, valued at \$200,000, has an irresistible popular appeal and will stimulate public interest in the expedition. Motion pictures obtained present extraordinary views of the wild life of the desert. One shows a herd of 50,000 antelope, another 1000 wild asses. The fact that the expedition demonstrated that travel by motor to the heart of the desert is practical suggests that it won't be long before some enterprising conductor will be scheduling summer excursions through the Gobi Desert, giving everybody a chance to hunt for baluchiterium fossils and dinosaur eggs. It would be more exciting than hunting deer in the Adirondacks—and safer.

### PLUGGING AHEAD IN CHINA.

Just who has won in China's most recent civil war is not yet clear. Perhaps it makes little difference in the long run. But now that the dust of the fracas around Peking has settled, one point stands out, and it is this point in which the United States is most interested. The Extraterritorial Conference can be begun and the Customs Conference can get on with its task.

The meeting of the Extraterritorial Commission scheduled for December 18 had to be postponed because fighting was going on along the railway lines and a number of foreign delegates were held up. United States Minister MacMurray cables that the sessions will begin at once.

The Customs Conference has been sitting since last October. It early came to agreement upon Chinese tariff independence, to begin three years hence. Since then it has been struggling with an interim tariff schedule, although it has been virtually at a standstill during the war interlude.

These Chinese wars do not spring up spontaneously, and there is strong suspicion that forces opposed to the aims of the United States had a hand in them. The fact that the conferences, forced almost single-handedly by Washington, are to go on seems to indicate that for the moment American diplomacy has come out on top in the melee.

The Mellon plan for payment of American war claims against Germany and bringing this problem into proper relation to that of German private property seized here during the war has been accepted by both the American claimants and the German property owners. This information is given out by Dr. Wilhelm Kiesselbach, German commissioner on the claims board, who has just returned from a trip to Germany made for the purpose of obtaining the consent of the German property owners. Since the two parties directly concerned in the matter are agreed, it is up to the Governments to straighten out the political phases of the transaction. As there is involved an important principle of international law, it will also be the duty of the Governments either to make the transaction conform to this principle or to set up a new precedent of departure. At any rate, the criticism directed against the Mellon plan with regard to its practical applicability falls flat, and Congress will have little excuse to withhold the necessary legislation.

Yale University's "psycho-clinic" affords another indication of science's determination to look through all the grindstones there are. The clinic has been enquiring into infant mentality

and calculating developmental status, ascending stages of growth, psychological variations, intellectual levels and so on. Between the ages of one and five, ten such levels were found and examined with reference to motor control, language susceptibility, intellectual comprehension and behavioristic aptitude. Having discovered in very young children so much more than meets the eye the clinical explorers advise parents to go yet more thoroughly into these psychic mysteries of their youngsters. After submitting 500 children to the clinic, they say they "have organized their findings into a system of standardized developmental schedules which permit the physician and trained examiner to make more accurate estimates of mental status." One wonders how the five-year-olds were conducted through such a labyrinthian inquisition.

Americans can sympathize with the Sphinx. It shows signs of cracking, and we passed through an anxious experience with the cracked Liberty Bell before it was decided to keep it at home and not expose it longer to the torsions and tensions of junketing tours, in view of the fact that the fracture created when the bell tolled for Marshall's obsequies was getting longer. But the Sphinx has not been toted up and down the Nile or across the sands. It has had nothing to do these 6,000 years save to lie down and rest. Like the bell, it is a valuable lure for tourists. When Napoleon told his troops that the pyramids looked down upon them, he meant to include the immemorial surveillance of the strange, inscrutable stone monster, asker of unanswerable riddles, itself as great a riddle as any it could ask. But our own precious symbol had a mission and an eloquent tongue. Its motto embossed on its own crest was to proclaim Liberty. The Sphinx has been the synonym of taciturnity.

Professor Arthur Hill, of the chemistry department of New York University, says that if we suddenly discovered a means of communicating with Mars we should be at a loss for anything of importance to say. One is reminded of Oliver Wendell Holmes' fable of the concerted determination of the earth to raise a shout that should be heard on the moon. When the great instant came everybody was so engrossed in listening to everybody else that only one deaf man in Hawaii raised his voice. Doubtless the news of our sublunary sphere would be of no great consequence to neighbor planets, but it is quite possible that the Martians are not the great savants and solons the most advanced hypotheticals declare them to be. We might be able to tell them something useful, after all.



## IN THE REALM OF RASCALITY.

### Cheats and Frauds Which Merchants Should Avoid.

Mt. Pleasant, Jan. 12—Along in the fall of 1925 a produce buyer, giving his name as Ben Redford, gave a check to Mrs. E. A. Coughlin, who lives near here. The check was on the Auburn Bank and was returned to her unpaid. Auburn is a small town which lies between Midland and Bay City on M 24 and enquiry there discloses that he had left that vicinity and they do not know where he is. The man had a Willys-Knight car made into a truck, was crippled in his right hand and was that time going around the country buying apples.

If Mr. Redford will send a draft for the \$20 to Mrs. E. A. Coughlin, acknowledgment will be made by an item in this page.

Any one knowing the whereabouts of Mr. Redford, please notify either Mrs. E. A. Coughlin or N. D. Gover, of Mt. Pleasant.

Mrs. Coughlin is a widow with a large family to support and cannot afford to lose this money.

N. D. Gover.

Grand Rapids, Jan. 8—Replying to the recent item in the Tradesman regarding Dunn's Commercial Service, we wish to advise that we gave a representative if this company several accounts to collect, on a 50 per cent. commission basis, several years ago, but we were unable to get a reply, or locate them in Chicago after numerous efforts. G. R. Butchers Supply Co.

Monroe, Jan. 8—I have been told that you have been instrumental in getting back money from the Gearhart Knitting Co. We were subscribers for your paper several years, but after leaving the store it was dropped. Of course I do not expect you to do this for nothing. I purchased this machine last winter with the understanding that they were to refund the money if I could not knit. I wrote them when the 60 days were up, as stated in their agreement, but they wanted me to try again. I have spent many weary hours trying to knit, but without results. I can ill afford to lose this \$67 which I paid for the machine, and would be so grateful to you if you could get it for me. I wrote them recently and the reply I got was, "We have gone into the hands of a receiver in equity, therefore we cannot refund your money." I have letters they have written me, also their great "money-back guarantee." Can you do anything for me? I have been told you have got money for others. M. A. C.

We did secure refunds from the Gearhart Knitting Machine Co., Clearfield, Pa., in a few instances last year. Usually the refunds were for about half the purchase price, and one of these refund checks went to protest so that the woman did not realize on it. The company is now in the hands of receivers, and claims for refunds, if considered at all, will be put on the same basis as all other indebtedness of the company.

Gaylord, Jan. 9—I am sending you full page advertisement of E. J. Reefer Philadelphia, which was printed in a recent issue of a monthly paper called the Home Friend Magazine, published at Kansas City, Mo. My customers who are all farmers as well as myself believe the device mentioned in this advertisement to be a fake and a fraud of the worst kind and they have asked me to send it to you and ask you to investigate it. E. E. C.

E. J. Reefer claims to have a new invention or device for automobiles by which you can get 53 miles on a gallon of gasoline. It is a palpable fake. Reefer has a long record in promoting

products of doubtful value. As soon as one fake is worked out Reefer always has another with which to dupe the public.

Frankfort, Jan. 10—I am enclosing some literature of Franklin Institute, Rochester, N. Y., which doesn't look good to me. Would like your opinion of same. A friend wanted my advice and I said let it alone. Was I right? W. I.

The advice is good. This so-called "Institute" is now laying great stress on the increased salaries of postal employes to sell a course of instruction to prepare applicants for the civil service examinations. We have repeatedly shown that full information can be secured without cost by applying to the Civil Service Commission, Washington, D. C. There is no good reason why anyone desiring to pass a civil service examination should contribute to the easy-money schemes.

Kalamazoo, Jan. 11—Please print information about the Equitable Music Corporation, 1658-R Broadway, New York, N. Y. Are they a good house? I am one of those who got hooked up by the Manhattan Music Co., at 1367 Broadway. I have tried some of the larger houses, but amateur writers have no chance of getting in on them, as they have special writers in most cases. If the Equitable people are not all right can you tell me of a good house that accepts amateur songs that have merit? S. W. L.

The Equitable Music Corporation is working the old scheme to get money on one pretext or another from song writers. There is really no market for amateur productions in the way of songs. Equitable and the others lead the writers to believe that if their songs were set to music and published they would find a sale and usually the suggestion is made that the song when published will make the writer famous and rich. The legitimate publishing houses are not inclined to consider amateur productions, as the subscriber states, and the fake concerns consider them only for their own gain.

Schoolcraft, Jan. 12—Will you tell me what you can of the Park Art Academy, 234 W. Water St., Syracuse, N. Y.? They are to make a sepia painting at special advertising price of \$3.98 (unframed). Yesterday another agent came and took my \$3.98, then he wanted to sell frame from \$5.90 up, and I cannot get picture he says, unless I buy frame. Can they make me buy a frame from them? It looks like fraud to me. I would like your advice. R. F. H.

The above report of the transaction is typical of the picture or portrait scheme. If there are any concerns in this line that operate on a legitimate basis we have yet to hear of them. From the Chicago Portrait Co. down to the most obscure concern some fake scheme is employed to induce some woman to sign an order. Our advice to this subscriber is not to be "held up" for the price of the cheap frame, although she may lose the money already paid.

Stop guessing. No buyer should have the right to buy without complete stock records of the season before. He should have before him a record of the sizes, styles, prices and colors of the merchandise that he sold last season.

# ROYAL BAKING POWDER

*Absolutely Pure*

*is made with cream of tartar obtained from grapes. Doctors, Dietitians, Nurses and Home Economics Experts agree in saying cream of tartar makes the BEST baking powder.*

*These facts are being broadcasted by magazines, newspapers, billboards, car cards and radio. Every day thousands more women are turning to Royal.*

*A prominent display of Royal will remind women of what they have read—while they are in YOUR store.*

Royal color pages are appearing in the leading women's magazines.



## New coffee business in 1926 for grocers from Maine to California

How will your future coffee sales compare with those of the past year? Have you made plans to go after a larger volume of business?

Right now, right at the beginning of the year a wonderful opportunity is opening up for you to win new, steady customers—women who will come to your store every week to buy a fresh supply of coffee.

Already the largest selling high grade coffee in America Maxwell House Coffee in 1926 will again be backed by the strongest advertising campaign ever put behind a coffee.

During 1926, Maxwell House Coffee will be advertised through double-page color advertisements

in the Saturday Evening Post and full-page color advertisements in the Ladies' Home Journal, Good Housekeeping, Woman's Home Companion and Holland's magazine; big space announcements in the leading newspapers; great posters in brilliant colors throughout the country.

To every grocer who wants to gain new customers and sell more coffee to his old customers, Maxwell House Coffee offers an extraordinary opportunity.

Get squarely behind this famous blend of coffee. Tie up with the national advertising. Display Maxwell House in your windows. Pyramid it on your counters. And so increase your coffee business in 1926.

ALSO MAXWELL HOUSE TEA



**MAXWELL HOUSE COFFEE**  
 TODAY—America's largest selling high grade coffee

"Good to the last drop"



## MEN OF MARK.

**J. L. Dornbos, Mgr. Mich. Bond and Investment Co.**

Jacob L. Dornbos was born in the province of Groningen, Netherlands, March 4, 1881. He was the seventh child in a family of nine, all of whom are still living except two. When he was one year old his family came to this country, locating in Grand Haven. Jacob attended the parochial and public schools until he had completed the eleventh grade, when he fitted himself for a business career by taking a course at the McLaughlin business college. His first employment was as stenographer for the Grand Haven National Bank under the direction of the late D. C. Oakes, who was cashier. He was soon promoted to the position of savings teller and subsequently became paying and receiving teller. After ten years service with this bank he organized the Peoples Savings Bank, with a capital stock of \$50,000, acting as cashier for eight years. Some of his friends having become interested in the Hackett Motor Co., of Jackson, he was prevailed upon to take the



Jacob L. Dornbos.

management of the business. He changed the name of the corporation to the Loraine Motor Co., removing the factory to this city and locating it in the commodious factory building at Beverly now owned by the Wolverine Carton Co. He worked very hard to make a success of the business, but at the end of three years had to acknowledge that his abilities were along financial rather than manufacturing lines. He wound up the business with all possible expedition and economy.

Mr. Dornbos was married twenty-three years ago to Miss Fanny Workman, of Grand Haven. Three boys have been added to the family circle—21, 13 and 12 years of age. The oldest boy is employed in Rouse's drug store at Cadillac. The younger boys are still in school. The family reside in their own home at 632 Penoyer avenue.

Mr. Dornbos is a member of the Second Christian Reformed church of Grand Haven. For some years he taught the young men's class in the Sunday school.

Mr. Dornbos owns up to but one hobby, which is fishing. He has long enjoyed the reputation of being the most successful winter (through the ice) fisherman in Ottawa county. The only thing that bothers him is to keep his catch down to the legal limit, on which point he is very scrupulous.

Mr. Dornbos recently accepted the position of manager of the Michigan Bond and Investment Co., which has opened for business at 18 West Fountain street. As soon as the addition to the Grand Rapids National Bank is completed, the corporation will remove to more commodious quarters on the tenth floor.

During his business career Mr. Dornbos has followed four rules which have kept him in the right path. They are as follows:

1. Be honest. Dishonesty seldom makes one rich and when it does riches are a curse. There is no such thing as dishonest success.
2. Work. The world is not going to pay you for nothing.
3. Enter into the business or trade you like best, provided it is honorable.
4. Trust to nothing but God and hard work.

**Never Get Rich By Sharp Practice.**

Kalamazoo, Jan. 12—This is the town where they make paper, among other things. A paperman once told us (and we hope the Kalamazoo Rotary Club, which was our host on this occasion, will not feel offended if we repeat the remark) that there was no particular reason why Kalamazoo should have been selected as one of the paper centers of the universe, but some fellow came here and started to make good paper, and then another fellow came along and made good paper, and the first thing you knew Kalamazoo had achieved a reputation for good paper, and, if a man wanted to create the impression that he made good paper, the simplest thing to do was to start making it in Kalamazoo. In other words, Kalamazoo's chief asset in the paper industry isn't its mills but its good name.

Yet a lot of fellows will take an inventory of their yards or mills this year without giving that a thought as an asset. In spite of the fact that no man's, or institution's, or corporation's, reputation is ever represented by a 0. It is always on one side of the ledger or the other. It is always either an asset or a liability. It is left out of most inventories and trial balances, but it is never nothing. It is either less than nothing or more than something.

Kalamazoo did something for itself when it built up a good name as a paper town. A man does something for his business when he builds for himself a good name. Scripture says that a good name is more to be desired than great riches. He would go farther and say that great riches are not to be had without a good name. We recall a number of fellows in the lumber business, exceptions to the general rule, who tried to get rich by sharp practice, but we don't know where they are now. They never became factors in the business or figures in the trade. There may be others who are trying it now, but they, too, will disappear.

Douglas Malloch.

**To Brighten Silver.**

Silver is bound to tarnish and to look dirty. If your silver has a rusty look, just put it in an aluminum utensil cover it with water in which ordinary baking soda has been dissolved, bring it to a boil, rinse in clear water, and you will have silver that looks like new.

## 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.

## Quaker Food Products

FOR SALE BY THE COMMUNITY GROCER IN YOUR NEIGHBORHOOD



**WORDEN GROCER COMPANY**

Wholesalers for Fifty-seven Years

The Prompt Shippers

**MOVEMENTS OF MERCHANTS**

Hartford—P. Blumenthal has engaged in the boot and shoe business.

Halfway—The Witt Lumber Co. has engaged in the retail lumber business.

Tecumseh—A. R. Foster succeeds Hammond & Co. in the lumber business.

Flint—Neisor Bros. have engaged in the shoe business at 520 South Saginaw street.

Hillsdale—C. E. Irwin, recently of Battle Creek, succeeds Steffey & Son in the grocery business.

Deckerville—The State Bank of Deckerville has increased its capital stock, from \$5,000 to \$45,000.

Detroit—The Taft Shoe Co., 424 Woodward avenue, has closed out its stock and retired from business.

Benton Harbor—The Liberty Cider & Pickle Co. has changed its name to the Michigan Pickle & Kraut Co.

Detroit—George W. Phillips, boot and shoe dealer at 10519 Mack avenue, has filed a petition in bankruptcy.

Detroit—Electrolux, Inc., Dime Savings Bank building, has increased its capital stock from \$50,000 to \$250,000.

Detroit—Rose & Fabrizzie, Inc., 112 Madison avenue, women's furnishings, has changed its name to Frank W. Rose, Inc.

Detroit—Creed & Stuart, Inc., 2009 Washington Boulevard building, has increased its capital stock from \$5,000 to \$15,000.

Kalamazoo—The Perry & Wilbur Co., Inc., 328 West Main street, sporting goods, has changed its name to Wilbur's, Inc.

Kalamazoo—Dee Williams has been made manager of the new branch of the Kalamazoo-City Savings bank on the east side of the city.

Breckenridge—The Business men of this place and farmers from this vicinity are enthusiastic over the possibility of obtaining a Roach canning factory.

Dowagiac—Harry D. Barrett and Frank A. Rudoni have engaged in the creamery and ice cream manufacturing business under the style of Barrett & Rudoni.

Marshall—F. H. Clearwater has sold his flour and feed mill, water power and surrounding property to a group of men from Indianapolis, Ind., who will develop and improve the property.

Jackson—The Owen Follen Co., 133 Courtland street, furniture, rugs, etc., has been incorporated with an authorized capital stock of \$50,000, \$25,000 of which has been subscribed and paid in in cash.

Detroit—Vilarsi, Inc., 433 Majestic building, tailoring for men and women, has been incorporated with an authorized capital stock of \$5,000, \$4,000 of which has been subscribed and paid in in cash.

Sidnaw—The Cloverland Motor Sales Co., has been incorporated to deal in motor vehicles, parts and accessories, with an authorized capital stock of \$9,000, of which amount \$6,000 has been subscribed and paid in in cash.

Detroit—The Honey Cake Co., 4309 Third avenue, has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and paid in, \$300 in cash and \$4,700 in property.

Detroit—The Advance Fireplace &

Supply Co., 855 Lieb street, has been incorporated with an authorized capital stock of 1,500 shares at \$1 per share, all of which has been subscribed and \$1,500 paid in in cash.

Detroit—The Huff Hardware Co., 4434 Joy Road, has been incorporated with an authorized capital stock of \$15,000, of which amount \$7,000 has been subscribed and paid in, \$500 in cash and \$6,500 in property.

Detroit—Collins & Co., 5919 Cass avenue, has been incorporated to deal in tires, accessories and other merchandise, with an authorized capital stock of \$10,000, of which amount \$6,000 has been subscribed and paid in in cash.

Muskegon—The Muskegon Tile & Fireplace Co., 177 West Clay avenue, has merged its business into a stock company under the same style, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in property.

Grand Rapids—The George A. Anderson Co., 88 Ionia avenue, N. W., has been incorporated to deal in clothing and men's furnishings, with an authorized capital stock of \$25,000, \$7,000 of which has been subscribed and paid in in cash.

Lowell—John Borgerson has been engaged in the grocery business forty-five consecutive years. A. D. Oliver has been engaged in the jewelry business forty-six years at the same location, previous to which he worked four years for another jeweler.

Ferndale—The Ferndale Dairy Co., 523 Nine Mile Road, has been incorporated with an authorized capital stock of \$10,000 preferred and 1,000 shares at \$1 per share, of which amount \$100 and 720 shares has been subscribed and paid in in cash.

Detroit—The Bessemer Lumber Co., has changed its name to the Gramer Lumber Co. and will continue its wholesale business only, having sold its retail yard to H. M. Munger, who will continue the business under the style of the Bessemer Lumber Co.

Hartford—C. T. Chamberlin, who has conducted a drug store here for many years, has sold an interest in his stock to George A. Wilson, registered pharmacist for Mr. Chamberlin for the past fifteen years and the business will be continued under the style of Chamberlin & Wilson.

Detroit—The Wolverine Machinery & Supply Co., 6242 Woodward avenue, 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 and paid in, \$19,000 in cash and \$1,000 in property.

Hickory Corners—A. A. Aldrich, pioneer hardware merchant of Hickory Corners, and president of the Delton State Bank, is dead, aged 79 years. He has served as head of this bank for twenty-two years. He was also a director of the Climax State Bank and the State Bank of Augusta.

Lansing—Daniel W. Gietzen, secretary and manager of the Hub Clothing Co., Grand Rapids, has opened a clothing store at 115 South Washington avenue, under the style of the Plus \$3 Clothes Shop, with Al. Courner as

local manager. The name of the store indicates its sales policy—all merchandise to be sold at just \$3 more than the manufacturer's cost.

Grand Rapids—The Cox Margarine Co., 11 Scribner avenue, N. W., has been incorporated to conduct a brokerage business, dealing in margarine, coffee and other merchandise, with an authorized capital stock of \$40,000 common, \$5,000 preferred and 1,000 shares at \$1 per share, of which amount \$10,000 has been subscribed, \$950 paid in in cash and \$8,050 in property.

Detroit—After six hours' deliberation, a Federal court jury returned a verdict of not guilty Friday in the first six counts against Arthur Rosenberg, of the bankrupt clothing firm of Rosenberg Brothers, of Lansing and Grand Rapids. The defendant was accused of sending a false financial statement through the mails for the purpose of obtaining credit. The trial started several days ago before Judge Fred M. Raymond, of Grand Rapids, who presided as trial judge.

Benton Harbor—Charles L. Young, prominent merchant of Benton Harbor for over twenty years, died Jan. 7, following a stroke two days before his death. He had been in ill health for several years. In addition to his business, Mr. Young was a large real estate holder and was vice president and director of the Berrien Bank of Benton Harbor. Mr. Young is survived by his widow and three children.

St. Joseph—The bankrupt Gurinian Candy Co. has been taken over by the Michigan Milk Co. and will be converted into a milk evaporating plant.

Detroit—The Iodent Chemical Co., owner of a large tract of muck land near Decatur, is preparing to plant over 400 acres of mint next spring.

**Manufacturing Matters.**

Pontiac—The Service Planing Mill has been opened by Frank Walter at 18 Union street.

Detroit—The Refrigerating Corporation has changed its name to the Universal Electric Refrigerating Co. and increased its capital stock from \$25,000 to \$100,000.

Marquette—The Lake Independence Co. will begin rebuilding operations at once of eight dry kilns, an automobile body parts plant and a planing mill, which were destroyed by fire with loss of \$400,000.

Coldwater—The Samuel Yatter Manufacturing Co., of Chicago, has completed arrangements for opening a branch plant here and expects to have it in running order by Jan. 25. The company manufactures men's clothing.

Grand Rapids—The Doerr Manufacturing Co., 331 Ionia avenue, N. W., has changed its name to the Grand Rapids Metalcraft Corporation and increased its capital stock from \$10,000 and 1,000 shares to 150,000 shares no par value.

Detroit—The Akola Co., 1432 Lafayette building, has been incorporated to manufacture and sell chemicals, soap and other products, with an authorized capital stock of \$50,000, \$5,000 of which has been subscribed and paid in in cash.

Lansing—George O. Tooley and F.

H. Hastings have engaged in the manufacturing of awnings, tents, camping equipment, etc., in the Bailey building, at the corner of Grand avenue and Allegan street, under the style of the Capital Awning Co.

Battle Creek—The Ferrell Home Dairy, 38 East State street, has been incorporated to manufacture and deal in dairy products, with an authorized capital stock of \$10,000, of which amount \$6,000 has been subscribed, \$3,251 paid in in cash and \$1,949 in property.

Saginaw—The Barlough Products Co., 930 South Water street, has been incorporated to manufacture and deal in electrical specialties, with an authorized capital stock of \$40,000 common and \$35,000 preferred, of which amount \$33,000 has been subscribed and paid in, \$13,000 in cash and \$20,000 in property.

**Hop Growing Industry Is Being Revived in N. Y. State.**

Albany, Jan. 11—The hop growing industry, which was knocked prone by prohibition and which has remained virtually recumbent ever since, gave signs of coming to life recently. This was due to the incorporation here of the Bavarian Hop Farms, Inc., of Cooperstown, Otsego county. An optimistic statement of the plans of the company was made public by Hugh F. Fox, secretary of the U. S. Brewers' Association, one of the incorporators. He said the aim would be to supply hops for the foreign market, thus building up the industry and "preparing for the return of beer to this country. That we hope," he added, "will be in a few years. We shall be ready when it comes." Otsego, Madison and other up-State counties were once the centers of thriving hop farms. The demand for hops in the manufacture of near-beer has virtually never amounted to anything, with the result that most of the hop farms ceased to be cultivated.

**Making Sugar From Artichokes.**

Washington, Jan. 11—Aid of the Federal Government in commercial production of sugar from artichokes was urged recently by Senator Howell of Nebraska, Republican, in a conference with President Coolidge. He said experiments conducted by the Bureau of Standards had demonstrated that levulose, sweeter and more soluble than beet and cane sugar, could be made from Jerusalem artichokes. To initiate commercial production, the President was told, some assistance must be given by the Government, either through an appropriation for construction of a factory or through authority to the Bureau of Standards to supervise and help in the work.

Floods and gales in Europe divert attention from political machination to engineering works of magnitude designed to rebuff the inundations that have compelled people of the densely settled European areas to follow Oriental precedents and seek refuge on the housetops. If the energy of flood and torrent now destroying vineyards of Hungary, submerging the arable acres of France, filling the coal mines and the factory cellars of Belgium, could be diverted to electric power, a sufficient voltage could be generated to provide works of permanent defense against flood menace. One of the problems of the century is to change such rivers as those that are "China's sorrow" into useful industrial agents and to keep them harnessed for purposes of creative toil.



**Essential Features of the Grocery Staples.**

**Sugar**—The market is a little lower than a week ago. Local jobbers hold granulated at 6c.

**Tea**—There is a good general demand in evidence in the tea market at the outset of the week. The market is stimulated to some extent by London cables reporting that an advance of one farthing has occurred at the sale of Indian teas in the London market. Of even greater significance, however, are the private cables received here by importers stating that finest and choicest qualities of Ceylon teas are not replaceable at less than 55@65c per pound. The advance in these grades in a little less than a week is equivalent to at least 4@5c per pound. Private cables intimate that the British government is contemplating an enquiry into the tea situation. The steadiness which had been noted at last week's auction sales in London incident to the impending enquiry on the part of the Government, finally produced some irregularity in the common and medium grades. News of a new combination of tea interests contained in another column was received with a keen degree of interest as the new organization will soon be able to offer the domestic trade leaf grades such as are needed here on a most favorable basis.

**Coffee**—The market has been moving up during the past week and shows an advance of possibly 1/2c in the whole line of green, Rio and Santos. There have been declines as well as advances during the week, but the market nets a slight advance. Conditions in Brazil are the controlling cause of the fluctuations. Milds have also moved up slightly during the past week, especially Maracaibos, Laguayras, Porto Cabellos, Mexicans, East Indias and Domingos. The jobbing market for roasted coffee is steady to firm, without much change for the week. The consumptive demand is ordinary.

**Canned Foods**—There are more evidences of a return to a more normal canned food market than in several weeks. Brokers who have limited their calls during the holidays to give buyers a chance to concentrate on liquidation have gone back to their regular schedule for calling upon the trade, while those on the road are back again on their jobs. Buyers who have been more or less off of the market for a month are being posted through brokers of conditions at primary points and they are getting a line on the selling ideas of packers. The market is getting down to a trading basis and the outlook is encouraging as there is a big pack of many commodities still to be moved and enormous outlets have already been created to take care of the merchandise yet to be liquidated. Buyers face 1926 with the opportunity of unusually heavy turnovers of canned foods without the danger which existed a few months ago of paying more for the merchandise than it could be duplicated for later in the season. The water has been squeezed out of values to the point where reactions of an upward trend are most likely. Money is always made on an advanc-

ing market, while this year there is also the opportunity of making attractive profits by reason of the large stocks which are to be moved in the vegetable classification.

**Dried Fruits**—The outstanding feature of the dried fruit market is the growing enquiry for all commodities for jobbing purposes. There has been no sudden revival of buying demand, but a gradual return to the market by buyers who have found by their inventories that their stocks need attention. Much of the merchandise now available here for distribution was purchased below recent costs at the source and it is being sold below the market in the West; hence, spot stocks are the first to show signs of activity. The buying is not speculative and so far has not been in large volume. The main point is that action has begun with the outlook for renewed activity on the Coast and on the remaining crops which are in first hands. Two substantial advances were made in primary markets last week. The California Prune Association advanced 70s to 90s 1/2c over the original opening while the Raisin Association advanced a few grades 1/2c on bulk and 1c on packages. No complete assortment of raisins is offered by either association or independent raisin packers. In both packs the organization is being followed by corresponding advances among competitors. Primary markets are higher than the spot, but there seems little possibility of any other course for the spot market to follow but to go ultimately to the Coast basis. No other Coast price changes are reported as there are so few offerings of peaches, apricots or other packs that packers are mostly off of the market. These products are firm on the spot with resale blocks not freely offered.

**Canned Fish**—The value of the canned crab manufactured in Japan during last year was approximately \$3,988,000. This value includes all that manufactured on ships. Of the total amount manufactured approximately 60 per cent. was exported to America, 20 per cent. to England, 5 per cent. to China, and 15 per cent. was used for home consumption.

**Salt Fish**—Mackerel shows no change as yet, or no particular demand.

**Beans and Peas**—The demand for practically all varieties of dried beans has been very quiet during the week, with prices on the down grade. The dull undertone is easy. Of dried peas the same can be said.

**Cheese**—The market has had a very light demand during the past week, but prices have been steady to firm.

**Molasses**—There is some enquiry for blackstrap molasses for prompt shipment. Grocery grades are meeting with an active request at full prices.

**Nuts**—The firmness of shelled walnuts and almonds at primary points, where offerings have narrowed, has caused a better demand for those in nearby positions. There are comparatively light holdings here since importers bought conservatively in the early part of the season and later on were not able to get nuts on a favorable basis. The trade faces a season of

short supplies of the top grades of walnut meats since the crop does not shell out the usual percentage of good stock. Filberts are the only nut which does not show a strong undertone as this product is merely steady since the filbert crop was larger than that of other varieties. No change is to be noted in pignolias or pistachios. Pecans show an upward tendency.

**Provisions**—The market shows considerable strength, but not much change. Everything in hog and beef products is rather quiet, with no substantial change during the week. However, as the week closes the market is a little less strong than it was.

**Rice**—The movement of domestic grades is chiefly of a jobbing character while so little is being offered by Southern mills that not much opportunity to trade exists. Long grains and other top grades are very scarce. Latest postings indicate a shorter crop than anticipated and sellers are slow to liquidate. Foreign rice is in some demand as there is little here to attract attention.

**Review of the Produce Market.**

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

**Bagas**—\$2.50 per 100 lbs.

**Bananas**—7 1/2@8c per lb.

**Beans**—Michigan jobbers are quoting new crop as follows:

C. H. Pea Beans	-----	\$4.90
Light Red Kidney	-----	9.50
Dark Red Kidney	-----	9.50
Brown Swede	-----	7.50

**Butter**—The make of butter for some weeks has exceeded that of 1925 by a considerable margin and this condition continues to exist. The American Association of Creamery Butter Manufacturers of the week ended January 2 reports an increase of 15.8 per cent. over the corresponding week last year, but a decrease of 2.5 per cent. from the previous week. The Minnesota Co-operative Creamery Association for the same week reports an increase of 10.19 per cent. over last year and an increase of 2.19 per cent. over the previous week. Indications are that production will show an increase for the next few weeks unless something unexpected in the way of severe weather develops. Advices from individual creameries regarding the make of butter for last week are to the effect that production is considerably heavier and increases are expected for some weeks to come. Local jobbers hold June packed creamery at 44c and prints at 45c. They pay 25c for packing stock.

**Cabbage**—3@4c per lb.

**Carrots**—\$1.25 per bu.; new from Texas, \$1.10 per doz. bunches.

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

**Celery**—65c for Extra Jumbo and 95c for Mammoth.

**Cocanuts**—\$1 per doz.

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

**Eggs**—Local jobbers are paying 35c this week for strictly fresh. Local dealers sell as follows:

Fresh Canded	-----	38c
XX	-----	33c

Firsts	-----	30c
X	-----	28c
Checks	-----	28c

**Egg Plant**—\$1.75 per doz.

**Garlic**—35c per string for Italian.

**Grapes**—California Emperors. \$6.50 for kegs and \$3.50 for lugs.

**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 1/2s	-----	\$4.75
Arizona Iceberg	-----	5.25
Hot house leaf	-----	15c

**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, 60c per doz.

**Potatoes**—Buyers are paying \$2.10@2.75 per bushel, according to quality. The market is steady.

**Poultry**—Wilson & Company pay as follows this week:

Heavy fowls	-----	25c
Light fowls	-----	20c
Springers, 4 lbs. and up	-----	27c
Turkey (fancy) young	-----	39c
Turkey (Old Toms)	-----	32c
Ducks (White Pekins)	-----	26c
Geese	-----	15c

**Radishes**—55c per doz. for hot house.

**Squash**—Hubbard, \$3 per 100 lbs.

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

**Tangerines**—\$5 per box of any size.

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

**Veal Calves**—Wilson & Co. pay as follows:

Fancy	-----	18c
Good	-----	16c
Medium	-----	14c
Poor	-----	12c

**Store Clerks Must Not—**

- Call across the floor;
- Interrupt a sale to ask a question;
- Walk in front of others without apology;
- Call fellow-employees by nicknames;
- Continue a conversation while a customer is waiting; or
- Ever show it when they're bored.

**He Might Wear a Badge.**

Man (in barber's chair): "Be careful not to cut my hair too short; people will take me for my wife."

## OUT AROUND.

## Things Seen and Heard on a Week End Trip.

There are few Michigan rivers of moderate size which are more attractive in many ways than the Thornapple, which rises in Eaton county and runs generally North and West to its junction with Grand River at Ada, passing through Eaton Rapids, Nashville, Hastings, Irving, Middleville, Labarge, Alaska and Cascade. Just above Hastings it broadens out into a lake of no mean proportions. The erection of dams at Hastings, Middleville, Irving, Labarge, Alaska, Cascade and Ada have made the stream serviceable to mankind, creating mill ponds which have served to enhance the usefulness of the stream in many ways. The dam at Cascade was permitted to go out forty or more years ago and the dam at Alaska was destroyed about twenty years ago to save the bridge at that village during a period of high water. During the past month the owners of the flowage rights from Labarge to Ada have transferred their interests to a Chicago corporation which has already begun the construction of two dams—one near Ada and one near Cascade—and will later construct an eight or ten foot dam for storage purposes at Alaska. These dams and the raising of the water twenty-three feet at Ada and twenty-eight feet at Cascade will change the contour of the river and improve the climatic conditions of the country adjacent thereto. The power generated at the two dams, which will probably be completed by July 15, will be sold to the Consumers Power Co. at 7-10ths of a cent per k. w. hour and probably transmitted to Grand Rapids to reinforce the company's services in that city. The contract contemplates an earning from the two dams of \$149,000 per year. The Labarge dam, which furnishes light and power to a dozen or more cities and towns, was purchased outright by the Consumers Power Co. some years ago.

The Cascade flowage rights were acquired by the recent owners twenty-three years ago, who planned the immediate erection of a twenty-two foot dam at Cascade and the marketing of the current in Grand Rapids. Dam and transmission rights were secured from the board of supervisors and township officials and sufficient funds pledged to carry the plan into execution. Some one suggested that an eminent hydraulic engineer at Ann Arbor be retained to render an approving opinion on the project. He had previously been paid \$500 for spending a half day on the river and coinciding with everything which had been done. The suggestion was adopted and the eminent engineer came before a meeting of proposed stockholders and completely reversed himself. He said: "Gentlemen, I have changed my mind. You should acquire more land and increase the height of your dam from twenty-two to forty feet. That will give you twice as much power and increase your earnings threefold. Such an enlargement will give you a net earning of \$250,000 per year. Don't fail to avail yourselves of the larger proposition."

Although nearly twenty-five years have elapsed since this circumstance happened I am still of the opinion that the expert was in error and that a dam constructed along the original plans would have served a better purpose than a dam twice as high. In fact, the more I see of experts and efficiency engineers in most lines the more I think of plain business men who are actuated by plain rules and principles, instead of high flown theories and air castles.

Although the pronouncement of the expert was a staggering blow, the promoters of the undertaking made plans to proceed along the lines suggested by the Ann Arbor expert, when a new stumbling block presented itself. Application was made to the common council for a franchise to sell the current in Grand Rapids at a lower price than the Edison Light Co. was then charging. A youthful and pugnacious reporter on a local daily paper, bubbling over with communistic ideas he had imbibed at the University, started on agitation in behalf of the

initiative, referendum and recall, insisting that these communistic ideas be embodied in the franchise. He made his campaign so aggressive and used the columns of his newspaper so freely and recklessly that he soon had the members of the common council so befuddled with his (then) new ideas that they hardly knew what course to pursue. Every morning the newspaper contained a broadside and every time the franchise came up for discussion or action it was postponed until the officials could secure more light on the subject. The men who joined in the undertaking were all high class citizens, but they were held up to ridicule and denounced as "franchise grabbers." As a result, the promoters of the river improvement were so disgusted over the fierce onslaughts of the young reporter that they gradually lost interest in the movement. As the result, the gentlemen who announced their willingness to invest in the project are "out" \$5,000,000 for water which has passed under the bridge at Cascade, never to return. The city of

Grand Rapids lost an opportunity to establish a competing public service corporation which would have saved the citizens of Grand Rapids at least \$25,000,000—and the newspaper gained nothing except a little temporary notoriety which brought no pennies to the money till.

I have heard a hundred men declare that the newspaper reporter who wrought this havoc was on the payroll of the Edison Light Co. and that the newspaper was subsidized by the same corporation. I have never believed this and I have vigorously refuted the statement on every possible occasion. I attribute the reporter's attitude solely to the fact that he had reached the period of unrest and resentment which comes to many young men who are not reared in the lap of luxury at some period in their lives—a period when it seems as though everything is out of joint; that the world is all wrong and that every one else is wrong except the paragon who proposes to solve the problem of the universe by pursuing a policy of rule or ruin. I

## Checking Up Your Bond Holdings

Diversification is the fundamental principle of secure investment.

It is essential that you or your financial advisor check your investments periodically from the standpoint of their diversity as to classification, geographical location, maturity and speculative or non-speculative features.

The *Harvard University Fund* is generally regarded as scientifically and soundly diversified.

We have prepared an analysis of this fund which should help you in checking your own securities.

*This analysis will be sent upon request*



# HOWE, SNOW & BERTLES

(INCORPORATED)

Investment Securities

GRAND RAPIDS

NEW YORK

DETROIT

CHICAGO



passed through such a period of unrest around the age of 20, when every man's hand seemed to be against me and the way to progress and happiness appeared to be effectually blocked in every direction. I soon emerged from this mental condition, but I would give worlds without end to blot out the memory of the petty and unworthy things I did during that period of radicalism, retaliation and resentment. I presume my newspaper friend—who is now no longer young—feels the same way over the unjust crusade he conducted nearly a quarter of a century ago against some of his best friends, which cost them millions of dollars and placed an embargo on the people of Grand Rapids from which they will never recover.

E. A. Stowe.

#### Destruction of Our Timber a Scandal.

Grandville, Jan. 12.—The destruction of American forests is of a nature to cause no end of worry to our people. We have been not only careless, but reckless as well, with the splendid forests native to the lands of the United States and more especially to our own State of Michigan.

The manner of clearing our Michigan lands is little short of scandal. In an early day the main thought and desire was to denude the land of its timber at the earliest possible moment, the means for accomplishing it not being questioned.

Billions of feet of the finest and best timber in America have been burned up to make a people's holiday. Land for farming purposes was the eager quest of settlers from down East. Logs burned in fallows in order to get the soil ready for the plow would have been worth, if left standing, far more than the land itself.

An innkeeper living out eight miles from Grand Rapids cleared off eighty acres, toiling early and late—in fact, injuring his health to get the pesky timber into an ash heap as soon as possible—that he might put the soil on which that timber grew under the plow.

And that timber, much of it, was black walnut, all of which went to feed the flames for the simple purpose of getting it out of the way.

The only timber of any value at an early day in Michigan was the white and pumpkin pine which grew so abundantly along the watercourses of the State.

One mill owner operated a mill for several months, cutting piles out of clear stuff pine, for which he was expecting to get seven dollars per thousand feet, lumber that to-day would be valued at twenty times that amount. Those fine piles went into the construction of an improvement on the Muskegon river, an improvement which stands to-day as a monument to the men who bided well, and for which the good State of Michigan is still indebted, not having paid a single dollar of that debt contracted by a Michigan legislature.

That was not a waste of timber, since it made the river navigable for boats as well as sawlogs.

The first lumbermen were certainly reckless in their wasteful ways, and nearly one-half the woods slashed for lumber was permitted to become food for forest fires which swept as a besom of destruction over the cut-over pine lands.

These lands were considered valuable for farming—a sad mistake, since some of the finest, most productive lands in the State were once the bearers of pine timber.

Only the best of the timber was used for lumber. Anything above the first limbs was not considered, and these pine tops, filled with pitch, soon

formed a bed for the most destructive fires ever known.

Millions of dollars worth of pine have been sacrificed to the careless methods of the early lumbermen. Timber in that day was of very little value when compared with prices at the present time.

However, it is now too late to excoriate those men whose education led them to believe that there would never be an end to lumbering in the United States. There were a few far-sighted ones who took the proper view of conditions, saved their timber and became, because of that, millionaires.

Once the pine, the cream of it, was cut off, the remainder was left to rot or burn as the case might be. Some far-sighted dealers in after years bought up those lands which had gone back to the State, and from the dead and supposedly worthless timber remaining coined fortunes.

No such opportunities exist at the present time.

We who pay exorbitant prices for fuel would have cause to rejoice if the outlying waste lands were still covered with wood timber which was free to anyone who might choose to enter and cut up his winter's wood without being questioned. Such was the case for many years after the lumbering was gone from Michigan. Many cords of this wood to be had without the asking, would to-day bring fancy prices for furniture manufacturing and other uses.

Fine large cherry trees fell before the woodman's axe, converted into wood for the stove of the settler. Red cedar trees of finest quality were cut into stove wood, the consumer never imagining that this timber was calculated for any better use.

Pine timber alone was worth converting into lumber and that at the very lowest price compatible with the earning of a living wage.

What was considered the waste from those early pine lands would, if available to-day, more than double the value of the clear stuff pine.

There were in places large hemlock woods which remained for many years immune from the lumberman's axe. Such timber, great trees, next to the pine in size, was cut and rolled into heaps and burned, although it required more patience on the part of the farmer to make them burn. Later on this hemlock came into the lumber market and was only second to the finest pine in value.

The early lumbermen were but children in their working out of the timber problem. The waste was shocking, and our present generation are reaping the results of such scandalous wastefulness.

When nearly too late the Nation seems to be waking up to the necessities of the hour, and is planning on conserving the sad remnant of our once grand old forests. Not too late let us hope for a rebuilding, yet it will take many long years to get half way back to the timber wealth of the past. In fact we need never expect to recuperate from the invalidism of our present lack of forests which are for the good of all our people.

Old Timer.

When a customer enters your store—or for that matter when she is on the outside of the store before she has entered—the first thing that you must sell her before you sell her any merchandise is to sell her yourself. This is absolutely necessary before the exchange of merchandise takes place. It is not only absolutely necessary with the writer of the store—it is necessary with the salespeople of the store—and partially necessary with the other employes.

## Who Establishes The Price?

We, the manufacturers of K C Baking Powder establish the price by showing it on the label and in the advertising.

Selling such merchandise protects your profits.

It is not necessary for you to sell K C for less and take a loss.

Where the price is not shown on the package or in the advertising the consumer does not know the right price and you are burdened with establishing it.

Save your time and insure your profits in offering your customers

# K C Baking Powder

Same price for over  
35 years

25 ounces for 25¢

The government bought  
millions of pounds

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

Jaques Manufacturing Co.  
Chicago



### SCATTERED BUYING A PERIL.

Not the least of the dangers that confront the small business, especially one which is still in swaddling clothes, is that which arises from too widely spread buying. The troubles that such buying can start, according to men who know, are many and, although they may not necessarily result in running the enterprise on the rocks, they make business a good deal harder and less pleasant to do.

One of the most serious results arising from failure to concentrate purchases to the narrowest circle compatible with safety is overstocking. A small order here, a small order there and then, almost magically, the merchant finds himself facing two possibilities, both of which are injurious to him. One of these, and the one he thinks of last nowadays if the manufacturers are to be believed, is to dispose of the surplus at a sacrifice. The other is to throw the surplus back on the manufacturers.

For a merchant operating on a limited capital, especially a beginner, to be forced to offer a good part of his stock at a sacrifice in order to "clear the decks" is a serious thing. If his capital is very small, such a need may well be the beginning of the end of this fact and, in a spirit of self-defense, decides to take the easier course of returning the goods. Supposing, further, the manufacturers accept the returns, where does the small merchant stand?

For one thing, he stands the chance of having his account closed and, probably, some very good merchandise sources thus cut off. With credit interchange bureaus in so many trades now also sending out reports on returns, cancellations and other commercial evils, the merchant's action is very likely to be broadcast. The probable result is a further limiting of his merchandise sources.

With his capital threatened by sacrificing the surplus and with his trade reputation threatened by returning the excess goods, it is evident that the small merchant's lot is not exactly a happy one. It is just as evident that, in order to avoid getting into such a predicament, he must not overbuy and that, in order to avoid overbuying, he must not buy in too many places.

What are the chief reasons for spreading the circle of purchases? There are quite a few, and one of the most naive was given by a young merchant recently. It was that, by buying in as many places as possible, he kept small the amount involved in each case. If he became slow in paying for any reason, he figured that the smallness of his account would protect him from collection pressure. The theory was that the amount he owed in a given instance would be so small that it would not be worth the trouble of the credit manager to bother him for payment.

The only thing the matter with this kind of reasoning is that it is wrong. What the young merchant in question apparently did not realize is that almost every selling house of any size has a number of small accounts on its books. While it is true that the

amount owed by any particular account may be small, the aggregate that every credit man who is true to his employer's best interests keeps a careful eye on the small debtors and brings them to time summarily if they show signs of financial distress.

### THE TREND OF TRADE.

Holiday and post-holiday sales have been above the average in all parts of the country and stocks of goods, because of the inroads made by sales, have become depleted and ill assorted, needing extensive replenishment of staples and new purchases of seasonal merchandise. A great variety of articles was in request by last week's buyers. Prominent among these were dresses, coats and suits, dress goods and cotton fabrics, millinery, draperies and leather goods. Many, if not most, of the things sought were wanted for special sales such as are staged by the stores every January, but there was also a fair sprinkling of spring apparel called for. There is no notable increase in liberality in the purchases. The retail stores in the principal cities of the country have met with good responses to their customary "white sales," and they have also been favored with much patronage for other goods. It is inferred from this that the buying power and inclination of customers were not satiated in gift purchases for the holidays, but that they continue to be in the market for other things. As an indication for the future this is regarded as reassuring.

Except in a moderate way and in comparatively few instances, the beginning of the wave of buying is not yet manifest in the primary markets. The preparations, however, are there for a moderately fair business to come, and production is going on on that basis. It will be a week yet before the great mass of wholesalers will meet in New York City to compare views and settle their buying policy. Thereafter the bulk of the preliminary buying will be under way. They are in no hurry to anticipate or rush matters, being assured that nothing will be gained by so doing, any price tendencies being rather downward than up and the outlook being good for obtaining needed supplies when they are wanted. All of this tends to induce them to make haste slowly and put in comparatively small initial orders and to follow them up as occasion ders and to follow them up as occasion from retailers will have the effect of speeding up reorders, and this, it is generally thought, will be the outcome. More confidence is shown in the general situation than was the case a year ago because of the absence of price advances. Collections from retailers have been quite good, showing the latter to be in a strong position to make further purchases. If consumer buying keeps up at the present pace, the influence of it is bound to be reflected soon in producing channels.

Unless your window display attracts attention, it has no selling value. If it does nothing more than attract attention, it has no selling value.

### THE COTTON MARKET.

See-sawing of quotations of cotton during the past week was quite marked, but the changes were not attributable to variation in the statistical situation. The trade does not look for any marked change in cotton values, certainly not an upward one. There is cotton enough to go 'round, with several million bales to spare for the carry-over. Various estimates of the world's cotton production have been put forth showing a total of about 26,000,000 bales. But these do not take into account a number of countries which in the aggregate furnish a large quantity, while the figures for other countries, like China and India, are much a matter of guesswork. The meeting down South which was to have settled on a policy of acreage restriction for the present year proved to be a fizzle. The managers of it ascribed the non-attendance of many to mysterious and malevolent influences, which it was declared, had sent word around that the meeting had been called off. A more probable explanation is that the growers saw the futility of the movement. Mill consumption of cotton continues to show an increase and both mill officers and converters talk with more confidence of the prospects than they did a short time ago. But trading still remains restricted except in a few fabrics. Gray goods buying is intermittent and appears to follow the fluctuations in the price of the raw material. A notable happening of the week was the drastic reduction in denim prices by the principal factor, which was promptly followed by other makers of the goods. On a poundage basis, denims now are very nearly at the same proportion to the price of cotton as they were a year ago. Business in knit goods awaits the arrival of wholesalers to this market, although some trading is reported in sweaters.

### SCHEME TO HELP COTTON.

What is called a plan to "stabilize" cotton prices—a euphemism for keeping them high—has been proposed by a Congressman from Oklahoma. The surplus for export fixes these prices, it is declared, and, by regulating the amount shipped out, stability could be obtained. This cannot be done by putting on export duties because the Constitution forbids such action. The method suggested by the Oklahoma gentleman is to have a commission "empowered to feed the export market with cotton, as the medium price might rise or fall." When cotton went up more could be released for export and, when it went below a certain figure, the exports could be checked. Nothing is said about where the price line should be placed which would manifestly vary in different years and also in different portions of the same year. Nor is it declared by whom or how it should be determined what is a satisfactory price for cotton. What warrant there is in law for preventing any kind of exports, excepting those prescribed by civilized nations, does not appear for the obvious reason that there is no such authority. Even if there were, how could the proposed commission get hold of the cotton in

order to keep it from export? To buy and hold the exportable surplus would call for hundreds of millions of dollars. Who would advance the money? To ask growers to retain the ownership of cotton for an indefinite period would be manifestly out of the question. From whatever angle the proposition is viewed, it looks absurd and unworkable. Moreover, if it were feasible to hold back a lot of cotton, what would happen to the prices here with a big surplus in sight?

### WOOLS AND WOOLENS.

Auction sales of wool are in progress both in Australia and New Zealand. Reports of results are rather meager, but the best evidence is that prices are kept up with an effort and that not much eagerness is shown in this bidding. Those who thought the sales would afford a guide as to the tendency of prices are somewhat disappointed and are waiting to get their cue from the London auction sales, which begin next Tuesday. Wool consumption in the mills of this country has not shown up well. The average for eleven months of 1925 was 1,000,000 pounds less per month than that for the previous year. Of considerable interest is the progress made toward an agreement on wool standards with the European wool-using countries. The idea has been sympathetically received and the outcome may be similar to that of the case of cotton. The collection and distribution of statistics of world wool supplies is still in abeyance. The first idea was to have this work done by the Agricultural Institute at Rome, but it is now deemed better to have the British Board of Trade attend to it. Wool buying in this country is proceeding very slowly. The mills appear to be well provided for their immediate needs. New orders for fabrics are rather scanty. In men's wear goods a lot of buying has still to be done for spring, and the opening of heavyweight fabrics will not begin until the end of this month. Clearance sales of men's clothing have been held in abeyance somewhat by the weather. More interest is shown in women's wear fabrics, although trading is yet light.

### FOR RADIO REGULATION.

Secretary Hoover, in seeking legislative authority for his department to regulate radio broadcasting, points out that natural laws unaided by man-made edicts are unable to adjust the serious issue. With only eighty-nine wave lengths to be divided among 500 extant stations and 250 applicants on the waiting list, it is clear that a centralized authority becomes necessary to bring something like a cosmos out of chaos in the ether. In Hoover's view, it is first of all a problem of sheer congestion.

We have always thought of the air as synonymous with limitless space, but we find that it can be crowded like the sea and traffic rules are necessary. In an effort to satisfy every reasonable demand for a license, the interference between stations has grown until it rivals the familiar encumbrance of static which the experts are now concentrating their endeavors to overcome.



## RIGHT MOTIVE—GOOD LIFE

### Character Greatest Influence For the Betterment of Community.

It is quite proper to ask a man past the meridian of life to talk about the "has beens," but it may not be always a part of wisdom to select him to give counsel as to the "should bes." I note how naturally men and women who have had a generation or more of active experience in life drop into a reminiscent mood. The things of yesterday do not seem to have made a very strong impression upon the memory, while the facts of thirty or more years ago seem to arise quite vividly in the mind. I am not very certain as to the accuracy of these memories. The imagination, it seems to me, is often allowed pretty free play in recounting the incidents of former days.

Nearly sixty-eight years ago, with my father and mother and little sister who afterward passed into the other life, I stepped upon a fishing smack at Milwaukee and headed toward Grand Haven. Fogs and headwinds retarded the passage and it was not until the last day of March that our belongings were transferred to the old Nebraska, which plied to and fro on Grand River. We traversed this highway to the rear of the Barnard House, making our first night in Grand Rapids as guests at this historic establishment. I recall with great distinctiveness the beautiful April morning when we first saw Burton Farm. The contrasting conditions of vegetation here and at Milwaukee were very striking.

Upon the farm owned by Squire Miller, there were the stone house at the top of the hill and a tenant house within a stone's throw. In that house lived Mr. Winchell, who for nearly twenty years after that was the closest companion of my father. He had come into this region from the Genesee Valley, New York, a year previously. With my hand in my father's we sauntered over to this near neighbor's and father asked Mr. Winchell the question, "After a year's experience, how do you like it here as compared with Western New York?"

"There is no comparison," he said. "Western New York is a garden; Western Michigan is pretty near a wilderness. I hate a country where you have to eat pumpkin sass and call it apple sass."

"Rye and injun" during those first two years was truly our staff of life.

My father's contemporaries were the second set of immigrants. The Butlers, the Smonds, the Winchells, the Denisons, the Hoyts and the Algers were among these people, the first set having been the Guilds, the Burtons, the Ballards, the Galushas and the Winsors.

With all the privations during those earlier years of my experience here, there were great joy and keen satisfaction. This was an ideal country neighborhood. The school was the civic, social, business and religious center. The entire neighborhood was devoted to the cause of education, and while nearly every religious sect was represented, Orthodox and Heterodox and Jew, we still came together quite

regularly to Adventist services on Sunday in the schoolhouse. The members of the community came near to each other; they were very helpful to each other and thoughtful of each other. There were a cordiality and a unity and a neighborly feeling which gave character and sweetness to life.

I earned my first money husking corn for Mr. Denison, and I spent it all for a dictionary, which became very useful to me in after years.

We had reading circles and singing schools and debating societies and social functions in which old and young joined for mutual progress and entertainment. We were proud of the contingent which this neighborhood contributed to fight the battles of the Union during the Civil War. The farms grew to be more productive and they were divided into smaller parcels. It was a thrifty, widely known neighborhood.

One of the strange things with regard to the rapid settlement in these recent years is the fact that the latest cleared land lying just West of Division street and North and South of



Charles W. Garfield.

Burton avenue was the first to become thickly settled and put on city airs.

The tree planting and the tree saving of those earlier days along our highways give character and beauty to our roadsides. All honor to the men and women who were thoughtful enough for the next generation to plant and save these trees to contribute to the beauty and satisfaction of life here to-day.

The wondrous changes which have been wrought in the physical conditions of this neighborhood have only been paralleled by similar changes in social, educational and sanitary conditions. The problems of to-day were unthought of in those earlier years. The questions presented for solution at that time were simple, compared with those which attach themselves to our complexity of life. But I apprehend if we could bring to bear upon our own problems the same spirit of cordial helpfulness and willingness to serve our neighbors as characterized the earlier life of this neighborhood, we would have little difficulty in bringing about conditions which would add

greatly to the value of our neighborhood life.

There are some things which possibly I can mention in these few minutes that occur to me as important to the schedule of our practical confession of faith. Let me enumerate a few of them:

1. I will keep my backyard and the alley in the rear of me clean and wholesome.
2. My home shall be my kingdom. I will make it sweet and attractive, an example of thrift, harmony and good cheer.
3. I will love my neighbor and try my best to make him a better neighbor, that we may both be happy.
4. I will lend a hand in every possible way and on every possible occasion to make my part of the town more attractive.
5. I will take a deep interest in my school and contribute to its well-being and well-doing.
6. I will stand for any plan that promises to increase the usefulness of our church influence.
7. I will forever and always stand for the best local government and do my best to place good citizenship before party loyalty.
8. I will try to so live in this community that if I am called hence sooner or later this corner of the world will be a little better because I have been here.

It would be very easy to string out these articles of faith, but if the ones that I have mentioned should be lived up to, to the best of our ability, we would have a marked neighborhood. There would be none like it anywhere about Grand Rapids. The fame of it would spread abroad; the value of it would enter and become a part of the character of every child of the neighborhood.

It would seem as if such simple propositions ought to affect our judgment and activity. However, the man whose barn is unkept, who has a foul closet upon his premises or a bad smelling drain cannot make a very effective speech in criticizing the Board of Health. The man whose back yard is littered with rubbish is not the one best calculated to make a fight for a cleaner city. The person who thoughtlessly and carelessly leaves his wheelbarrow standing across the side path for somebody to fall over in a dark night has not the moral right to complain of the street car company or the railroad corporation for carelessness. The owner of a home who fastens his gate with a string, whose walk to the house leads anywhere but naturally towards his door, whose well and cistern are remote from the daily activities of the housekeeper, has no right to rant about imperfect street signs, irregular house numbers or, in truth, any of the inconveniences of a city.

You who as a matter of ease give your money to the mendicant to get rid of him and will take no pains to ascertain his worthiness have no excuses for finding fault with the missionary society or the charity organization for any delinquency which comes under your purview. You father and mother who cannot quite locate your

children during their waking hours, who do not know that they are a trial to their neighbors and a menace to the neighborhood, may make ever so good a talk at the literary society or contribute ever so well written an article to the newspaper columns on good government; you will not find ready listeners or readers, for your practice doesn't give warrant to you for teaching others. Character which is founded upon right motive and a good life is the greatest influence for the betterment of every factor in the neighborhood. Our future, the "should bes," is based upon the character of the individuals in the community. Our influence and usefulness depend upon minimizing our differences and emphasizing the essentials of right living.

Public spirit, harmony of action and persistence in living the Golden Rule can make any neighborhood an object lesson in civic progress. We will not make progress by stopping to criticize each other. We must sometimes admit that perhaps we are wrong and our neighbors are right when we differ from them. We must, if we make our influence felt in the community, begin at our homes and work outwards and always be ready to lend a hand. We must not forget the neighborhood virtues of our forefathers, and we must not expect too much of others when we are not willing each of us to do our part.

Above all things, the vital thing in any community is to see to the right development of the boys and girls, who are quickly to be the men and women in the community. Any neglect of our duty to them is reprehensible. The responsibilities of business, the cares of active life must never lead to the neglect of our best crop, and it is well for us all not simply to get a living but to develop a life.

Charles W. Garfield.

### Did You Get a Set of Free Books?

Representatives of a Chicago publishing house have recently been in the city interesting certain parties in a cumulative reference work which they publish. Those called upon are told that for advertising purposes the company is giving a limited number of the sets free and that the only cost is for the reference service which is furnished in loose leaf form for a period of ten years. The price for this service is \$89.50 and a letter of recommendation.

The Tradesman has found in similar cases the price asked is usually sufficient for the entire set and that the letters of reference are used by the salesman in making additional sales.

It is surprising the type of men who will fall for a selling argument of this character and apparently gladly furnish a letter of reference.

We are not questioning the value of this or any other set of reference books but we do believe that business men should be a little more careful before falling for such selling trickery and freely furnishing letters of reference.

The small town has a chance to continue to function usefully as a trading center, but the small town merchant must be as skillful as his big city competitor.

## SHOE MARKET

### Review of the Shoe Industry for 1925.

Shoe manufacturing is the apex of a triangle supported by the two other main branches of the industry, that of the tanner of leather and the maker and distributor of materials entering into shoe construction, and the retail merchants or distributors of footwear. As feeders for these two branches its well-being depends in a large measure upon the activity of distribution at retail, and through the volume of production and sales shoe manufacturing almost wholly controls the destiny of the manufacturer of leather or other material.

The key to the situation in this industry is held by the retail branch. When retail stocks are low at the end of a given year, the year following is invariably one of better sustained volume for the manufacturer, and this reflects, in turn, relative prosperity and volume for the maker of leather and materials. Retail stocks at the end of 1924 were well in hand and this condition resulted in rather free placing of orders for the first half of 1925. A good normal business at retail was enjoyed practically the country over during the first half of the year, but this volume has not been generally sustained during the latter half of 1925.

Sales of established distributors have shown, on the whole, a slight decrease in the cities, not because consumption has been under normal, but because new stores have opened and the sales units have been cut into smaller pieces. As an illustration of the point and its effect, in one of the five largest cities there have been opened in the past year fifteen new stores selling shoes within a radius of five blocks in the central shopping district. These stores have not brought into the district any appreciable amount of new business, and their sales necessarily have been taken away from stores that were already in the district. This same condition, to a more or less degree, exists in all big communities, which can only mean that this decrease in sales has resulted in possible profits being absorbed by an increased overhead and selling expense.

In rural districts and smaller towns there has been a decided improvement among retail merchants as to sales. This has been a favorable factor for the jobber handling this trade and for the larger producers of moderate-priced footwear who employ hundreds of salesmen combing territory not touched by the makers of the higher grades who find their market in the cities almost exclusively.

When the figures for the year are available it will be found that retail merchants, in the aggregate, are in about the same position as they were at the end of 1924, with a small margin on the right side of the ledger, and with stocks well in hand as a reward for caution in commitments, leaving them free to operate for the season ahead.

Smaller merchants in urban centers selling moderate-priced, semi-staple

footwear will be free buyers in the market, while the large operators in the cities with their great stocks have the usual problem of the disposal of many odds and ends of style lines, which will tend to cause them to continue to place orders in moderation, and frequently, from week to week.

Results in manufacturing have been spotty, with the situation which developed in 1924 becoming more acute. Old line houses that formerly formed the bulwark of the shoe manufacturing industry have had great difficulty in adjusting themselves to the new and changed conditions of marketing. Speed in designing and perfecting new styles is of prime importance, and these older concerns, organized to turn out shoes in volume, have not been able to get results as fast as the newer and smaller factories, in which the members of the firm are practical workers on the firing line in the designing and making end of the business. There are several known instances of factories turning out style footwear in comparatively small volume that will return profits of \$50,000 to \$150,000 for the year, while a larger number of factories making many times that number of pairs will show a relatively much smaller profit, and some even a loss. This is especially true of the women's factories, but also in the men's factories it is true that the most profitable operation is among a group of newer and smaller operators who have the knack of producing new and attractive designs ahead of their bigger competitors. Makers of specialties in footwear have had a year consistent with previous showings, and footwear with a trademark value and nationally advertised has justified the effort that has been put into building up their reputation, except in a few instances of bad management and uncertain policy.

It is evident that there is a maladjustment in the making industry, in the sense that the higher and lower grades have had the best of it in steady production at fair prices and profits for the year, while manufacturerse of "in-between" or "middle" grades have had greater difficulty in finding a market for their product. The big combinations, of which there are several making from 25,000 to 100,000 pairs or more a day, have held their own or shown an improvement in earnings over 1924 through still better organization, lowering of price, intensive selling and combing and increased production—Shoe Retailer.

Discipline and the power to enforce discipline were stressed by Senator Butler, chairman of the Republican National Committee, as the paramount needs of the hour if President Coolidge and the coming Congress are to carry out the program to which the Nation has given its overwhelming endorsement. In a recent speech the Senator declared such discipline to be as necessary to a political as to a business organization, but was careful to make it plain that party discipline does not mean stifling the rights of any members. What it does mean and what many aspiring politicians of to-

day, male and female, seem not to understand is that while every member of a party is free to make suggestions and advocate policies, once the majority formally decides the question his obligation is to accept the decision that is made. The record of recent Congresses and the utter failure to secure or enforce party discipline upon important questions of National policy give point to Senator Butler's plea for discipline. The country has shown its increasing confidence in the wisdom and common sense of its President. But without real party discipline, that popular faith, the deep-seated conviction that the Coolidge guidance in most matters is the safe one for the Nation to follow, will go for naught.

Spanish women will get the vote. But the king, moved by Victorian influences in his own family, ties a long, thick rope to the promise of a royal decree very different from other recent morocco-bound pronouncements. He says he won't give the ballot to the hand that rocks the cradle because married women have enough of a career in their children and are "fully occupied in that service to their country." Alfonso is not yet forty years old, but he is five or six decades behind the times. Married women, if they want to vote, have quite as much right and reason to advance for it as the unwedded. When Alfonso says that his countrywomen will be content to leave the task of voting to their husbands, he is talking through his sombrero.

## Herold-Bertsch Announces

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**Organized for Service,  
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**We are Saving our Policy Holders  
30% of Their Tariff Rates on  
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□□

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**L. H. BAKER, Secretary-Treasurer**

**LANSING,**

**MICHIGAN**



**More About Old Time Local Merchants.**

In 1866 Loomis, Mayhew & Co. opened a stock of boots and shoes on Monroe avenue, near Lyon street. The firm was composed of Robert B. Loomis, recently from Boston, A. L. Mayhew, recently from Abbingdon, Mass., and Wm. M. Clark, of Grand Rapids. Mayhew died a few years later, Clark sold his interest to Parley Brown, who was admitted to the partnership under the firm name of Loomis & Brown. Clark traveled several years as a salesman for the Grand Rapids Brush Co. Loomis & Brown continued in business until 1877. Upon the dissolution of the firm Loomis opened a fire insurance agency and engaged in politics. He was long a member of the board of supervisors and served in the State Senate three terms.

A. J. Tucker operated a tin shop and hardware store on the Northwest corner of Monroe avenue and Huron street. In later years he operated a book bindery. His father, Foster Tucker, a farmer, who lived in Grand Rapids township, was a shrewd politician. The State Legislature had passed an act to provide for the extension of the city limits one-half mile East. Tucker's farm lay in the annexed section. The old man did not approve of the act of the Legislature. He did not like to pay taxes levied upon his farm by the municipality. Two years later he went quietly to Lansing and spent a few days with members of the Legislature. Before the session closed the act was repealed and the former municipal limits restored.

"Mac & Fritz" (Alexander McLaren and Frederick Jehle) owned a clothing store and custom make clothing store on Monroe avenue, near Crescent, many years ago. "Mac," a braw Scot, was an active member of the Burns Club. At the gatherings of the Scots "Mac" was ever ready to recite "Charge of the Light Brigade" and Fladden Field. Tall, bent, raw-boned, with long, uncontrolled whiskers and a rebellious moustache, "Mac" presented a picture when in action that was easy to remember. His vocalisms ranged from a wild, thrilling roar to a whisper. The German and the Scot did not remain long together. "Mac" retired and left the city.

Cole Brothers (Edwin and Wilna) were dealers in boots and shoes. Their store was in the Taylor & McReynolds building on Monroe avenue, near Lyon. Mrs. W. H. Gay is a daughter of Wilna Cole.

Henry Brinsmaid was the owner of a small jewelry store, located on Monroe avenue, opposite Market, sixty years ago. He was assisted in the conduct of his business by Jos. Evered, a watch repairer and salesman. Evered had served in the Federal army during the civil war, and when, in 1870, a movement was started to organize a military company, Evered was one of the first to enroll. He was elected second lieutenant of old Company B and served several terms of enlistment. Brinsmaid was a popular merchant. Albert Preusser,

in the same branch of trade, was a near neighbor.

Berkey & Gay leased a loft opposite Herpolzheimer's in 1873 and opened a stock of furniture for retail. A large rocker bearing the name of the firm was mounted on a post and planted in the street opposite the entrance to the loft. Furniture was carried by hand up and down long flights of stairways. The business of the firm soon outgrew the sales room and a double store, located on Monroe avenue, near Crescent, was leased for a term of years. Berkey & Gay erected a factory over the East side canal which was destroyed by flames about 1876.

John L. Wilkes sold dry goods on Monroe avenue, near Ottawa, in 1876. Later he admitted Walter Smith to a partnership under the firm name of Wilkes & Smith. Piece goods and trimmings composed the stock. Ready-to-wear costumes were not manufactured to any considerable extent in 1876. Ladies selected the goods that pleased, took them to a dressmaker or made them up at home. Wilkes died and the store was closed.

H. S. Smith sailed the oceans many years, but finally came to Grand Rapids, leased a store on Monroe avenue, near Huron street, and opened a furniture stock. He remained in trade a score of years and was moderately successful. The late Bert Hathaway was a nephew of Mr. Smith.

E. P. & S. L. Fuller were private bankers on Monroe avenue. Their place of business was razed a few years ago and the Wurzburg store erected on the site. E. P. Fuller died in 1885 and the business was liquidated.

Lyman E. Patten sold groceries on Monroe avenue, near Market, a score of years.

W. S. Gunn laid the foundation for a substantial fortune while dealing in hardware. His store was located on the Southwest corner of Monroe and Market avenues. He invented an adjustable castor for furniture which in time enabled him to add materially to his savings. For a combination folding bed which he invented and exhibited at the world's fair held in Chicago in 1893 he was awarded a gold medal. His next invention, a sectional book case, met with instant favor in the furniture trade. It is still manufactured and sold extensively by the Gunn Furniture Co., a corporation Mr. Gunn organized and managed successfully until his death, which occurred a decade or more ago.

Arthur Scott White.

**Kind Words Unsolicited.**

C. A. Burger, dealer in groceries at Bowens Mills, R. F. D. Middleville, writes as follows: "Enclosed find check for renewal of my subscription to your most valuable paper. Keep it coming. We need it in our business just as much as we need sugar."

Explain the merits of your footwear to customers in language they can understand. You should have logical sales arguments for every number carried in stock. Why do you buy certain lines of footwear? Sell your trade with the same arguments that were used in selling the line to you.

**K** **K**

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CHEESE of All Kinds  
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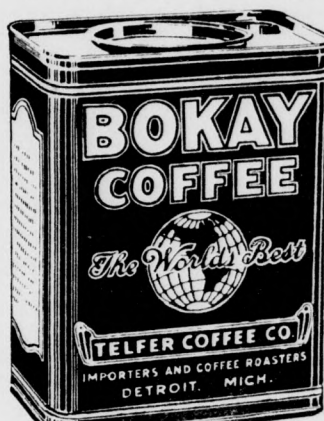
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DETROIT, MICH.

**Watson-Higgins Milling Co.**

GRAND RAPIDS, MICH.

NEW PERFECTION  
The best all purpose flour.

RED ARROW  
The best bread flour.

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

Western Michigan's Largest Feed Distributors.





Business men are concerned with the enormous growth of instalment plan selling. Government agencies are being urged to look into what men to-day fear is an exceedingly dangerous thing, both for American business and the happiness of our people, declaring that too many citizens are being induced by high power selling methods to buy beyond their means or reasonable ability to pay. It is not well for the country nor for the character of the great bulk of its citizenship that the old-fashioned traits of thrift and frugality should be abandoned in favor of the careless disregard of duty and personal insolvency.

Arthur C. Lamson.

#### Trend Is For Bread Made By Bakers

Time was when a housewife's bread was the pride of her husband and when loaves from the bakery did not, so it was thought, measure up in quality to those made at home.

Ability to make good bread no longer is looked upon as a necessary accomplishment of a successful housewife. The bakery around the corner to-day does many things that formerly were done in the home kitchen. Not so much is heard nowadays about home-baked bread, for, in characteristic American fashion an industry has arisen that by years of experimentation and study has learned how to bake bread cheaper and better than it can be made in the average home.

George G. Barber, chairman of the board of the Continental Baking Corporation, certainly is one of the men of the industry qualified to speak on the significant trends in this huge development.

That particular attention will be given in the future to the advancement of industries close to the daily life of the people, as our standards of living are raised, is the view of this executive.

Speaking informally on the subject the other day Mr. Barber said: "I believe that the present era for a few years will prove the general executive contention that we are in a formative period for the next great advance of industrial success and development in this country. That advancement will relate generally, I am sure, to the needs of the people as represented in those products whereby they live. The enjoyment of many luxuries which have now become necessities, thus showing that the grade of living of the entire people calls for better surroundings, finer goods and more liberal supply of domestic requirements than ever in the history of the country."

All of this inevitably means, in the opinion of the authorities, that economies may be affected sufficient in degree gradually to reduce the costs of bread to the people.

The development of the baking industry to its present important position is interesting for the reason that it reflects a tendency that is typical of the time. New industries yearly are being formed to lighten the burdens of the housewife, the laborer and the mechanic.

To such developments must be traced in part the rising standards of living in this country and, of course, the greatly increased production and con-

sumption that have been noted within the last year.

Paul Willard Garrett.  
[Copyrighted, 1926.]

#### Attitude of Wall Street One of Cautious Optimism.

What Wall Street thinks of the stock market always is interesting, but particularly is that true at this moment in view of the unprecedented advance of the last year.

The passing of the old year and the advent of 1926 to date has not altered the underlying conditions and, interestingly enough, it has made no fundamentally sound: but optimism every-financiers think about the stock market. As formerly, Wall Street believes that the market's position is fundamentally sound, but optimism everywhere is mixed with caution. If anything, the technical position of the market probably is somewhat stronger than it was a few months ago in that some short selling has developed.

That the market has remained firm since the beginning of the new year is explained primarily by the fact that no developments have occurred that might effectively be used by the professionals either to accelerate the advance or start a general downturn. Absence of bad news does not explain everything, however, for if left alone the stock market seldom stands still. It either advances or declines.

In the present instance a firm market for stocks is based in part on the flow of the January reinvestment funds, already started, which within the next ten days should reach a peak for the season. Of course the appearance of these funds always is partly discounted weeks before the actual arrival, but invariably at this time of year calls for securities arise that had not been anticipated and that may be traced to a superfluity of funds.

In the bull market for stocks that has run for more than a year bonds have not attracted so much attention as formerly and Wall Street has been interested therefore in the revival this week.

Many gilt-edged issues already are selling at prices that make the obligations unattractive to individual investors, but enquiries are increasing. Certain leading dealers anticipate that investors, after the present stock market loses its momentum, will turn in greater numbers to the bond market.

Paul Willard Garrett.  
[Copyrighted, 1926.]

William Dudley Foulke of Civil Service fame takes sharp issue with Postmaster General New's view that the Post Office Department is "managed with a scrupulous exactness and regarded for safe economies that is not equalled in any great industrial corporation in the country." He says, on the contrary, that the post office is still operated as a political machine, that most of the fourth-class postmasters owe their positions to politics and that the assessment of postal employees goes on unchecked in some states. The public can take its choice between these diametrically opposing pictures, but the truth probably lies between, probably nearer to the Foulke view.

## A Well Planned Beginning and Ending

A well planned beginning in taking out insurance on one's life for the benefit of his family is not so well planned after all if in the beginning you have not planned the ending.

A small payment of insurance to beneficiaries direct is wise, but a large payment to the average dependent is wrong and is soon poorly invested or dissipated. You should, therefore, plan with the purchase of your insurance, the proper method of directing its investment.

See us about an insurance trust.

**GRAND RAPIDS TRUST COMPANY**

GRAND RAPIDS, MICHIGAN

## Kent State Bank

"The Home for Savings"

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

## Grand Rapids National Bank

The convenient bank for out of town people. Located on Campau Square at the very center of the city. Handy to the street cars—the interurbans—the hotels—the shopping district.

On account of our location—our large transit facilities—our safe deposit vaults and our complete service covering the entire field of banking, our institution must be the ultimate choice of out of town bankers and individuals.

Combined Capital, Surplus and Undivided Profits over

**\$1,500,000**

**GRAND RAPIDS NATIONAL BANK**  
GRAND RAPIDS, MICH.

### Bonds Are Good If Statements Are Incorrect.

Adrian, Jan. 7.—The Tradesman Dec. 30 before me and knowing how very careful you are about having anything get into your paper that is not absolutely correct and true I was somewhat surprised when I read the prospectus for the bond issue of Morris Friedman. It reads, "This property has been the site of a dry goods company for over seventy-five years." There was no Campau Square seventy-five years ago. Where Campau Square now is was Grab Corners and continued so until 1872. The only store which handled dry goods in Grab Corners was A. Roberts & Son, but their store was not on the ground now occupied by Friedman. Abram Pike, father of Charles Pike and Gaius Perkins' first wife, was in Roberts & Son's employ and Gay Perkins or Wilder or Sid Stevens can tell you more than I can, for they grew up in Grand Rapids. The prospectus says it was occupied by the Spring Dry Goods Co. from 1850 to 1916. Wait a minute. Spring & Avery (Henry Spring and Ed. Avery) were not old enough to be in business in 1850. They were both born around 1830, possibly 35, and when I went to Grand Rapids in 1869 were both about 35 years old and doing business as Spring & Avery on Ottawa street, on the West side of the street, just after you pass the alley back of the stores fronting on Monroe. Later they came over on Monroe street in or near the then Luce block and then, when Grab Corners was taken out and Campau Square put in, they moved to where they or their successors have been since. Now at the time Grab Corners was taken out Taylor & Boardman owned the building (wooden) at the corner of Pearl street (opposite where the City National Bank was many years), which they would not sell and the only course for the city was condemnatory proceedings, which would take more time than the city wanted to wait and one of two things had to happen—a fire or a cyclone—either of which the city was hoping might come. One Saturday night a cyclone struck the city and this building in particular and in half an hour it was in a heap of ruins. One strange thing about it was that the cyclone took everything out of the T. & B. store and sat it on the sidewalk across the street, where Eaton's jewelry store was. The only thing left in the store was a stove containing a hot fire, when the building was pulled down with ropes manned by fifty or more leading citizens, the rubbish caught fire from the stove and burned to the ground. With the building down the city, of course, would not let them rebuild and they then sold their lot to the city and Campau Square was made possible. I never knew who composed the cyclone, but for some reason have always thought Sidney and Wilder Stevens knew, for axes, sledges, tackle stocks, ropes and chains had to be had and a good hardware store was near by.

When I went to Grand Rapids in 1869 I was not quite 24 years old. Henry Spring was not over fifteen years my senior, if he was that. Avery may have been, but I doubt it. John Spring, Henry's brother was about my age, but his home then was at Bailey or some town near there. The incorrectness of the prospectus will not make any difference to the purchasers of the bonds because the Michigan Trust Co. is too wise a bird to stand sponsor for any security which is not O. K.

Dec. 22 I was 80 years old. Mind as active as ever. Memory brings back the past and I live in the sweet memories of those I have known and loved and lost. Ladd J. Lewis.

**Building a Better Business in 1926.**  
Written for the Tradesman.

January is the month when most of us are taking stock, not only of the

goods in the bins and on the shelves and our machinery and equipment, but our business as a whole as well. We make more or less elaborate financial statements and after the extensions are all carried out in our annual inventory, we find out what our profits were.

Quite a number of us find that the books balance with a profit—some with a little and some with considerable to the good, but what has become of the profits? Where have they gone? Are they all absorbed in a larger stock or more store or shop equipment?

I know of a jeweler who has developed a good business, making a fair profit each year, but makes the mistake of putting back all of his surplus in his business in the form of more stock in his cases. Frequently he complains of being hard up and has to borrow money when heavy bills fall due, but nevertheless is ahead of the game at the end of the year when all accounts are balanced.

I also know of another jeweler who has also been making a profit nearly every year, but instead of adding to his stock he takes his profits out regularly in cash. He deposits a certain amount of his sales in a savings account regularly and two or three times a year buys a "baby bond" or is able to take advantage of advantageous opportunities in his line because he has the surplus cash available, and on which he makes additional profits.

The first jeweler has a wonderful stock, it is true, but is frequently complaining of being short of funds and often fails to take his discounts. The second jeweler keeps a good stock, large enough for his volume, has no financial worries, and always has surplus money in the bank ready for Dame Opportunity when she calls.

The above two instances apply to jewelers but I know also of a dry goods merchant who several years ago made it a practice to bank five per cent. of his sales in a separate savings account and which he would touch only upon the most necessary occasions. At the end of the first year he had only a few hundreds of dollars to his credit but at the end of the second year his savings had passed into the thousands column. He is now able to take advantage of many favorable buying opportunities because he has the cash in the bank—all a direct result of his habit of regularly saving a stated portion of his sales.

If your profits for 1925 have not been of the bankable kind now is a good time to make a start in the right direction. Take a certain percentage of your sales and do not touch it. If temporarily short put up your C. D.'s for collateral if necessary, but once you get it in the bank keep it there. Keep your secret to yourself and find what a welcome surprise awaits you at the settlement time in 1927.

Rollo G. Mosher.

### Example Worthy of Emulation.

Bridgman, Jan. 6.—We are sending a new subscription, Mr. Vignasky, who is a member of the Bridgman Supply Co. We are also renewing our subscription as usual, it being the 23d year we have had your paper. It is the one paper we read from cover to cover. Chauncey & Baldwin.



### Main Office

Cor. MONROE and IONIA

### Branches

Grandville Ave. and B St.  
West Leonard and Alpine  
Leonard and Turner  
Grandville and Cordelia St.  
Mornoe Ave. near Michigan  
Madison Square and Hall  
E. Fulton and Diamond  
Wealthy and Lake Drive  
Bridge, Lexington and  
Stocking  
Bridge and Mt. Vernon  
Division and Franklin  
Eastern and Franklin  
Division and Burton

The Bank  
Where you feel  
at Home

OLDEST SAVINGS BANK IN WESTERN MICHIGAN

## SERVICE

—according to the dictionary means "working for."

In this strong Bank we prefer a broader definition. To us it means working with as well as for our customers.

We believe that an account in any one of our departments will make you like our point of view.

### GRAND RAPIDS SAVINGS BANK

"The Bank Where You Feel at Home."

15 Convenient Offices.

# Grand Rapids Savings Bank

#### OFFICERS

WILLIAM ALDEN SMITH, Chairman of the Board  
CHARLES W. GARFIELD, Chairman Ex. Com.  
GILBERT L. DAANE, President  
ARTHUR M. GODWIN, Vice Pres. ORRIN B. DAVENPORT, Asst. Cashier  
EARLE D. ALBERTSON, Vice Pres. and Cashier HARRY J. PROCTER, Asst. Cashier  
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## YOUR BANK

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

### The OLD NATIONAL BANK GRAND RAPIDS

## THE CITY NATIONAL BANK OF LANSING, MICH.

Our Collection and Bill of Lading Service is satisfactory  
Capital, Surplus and Undivided Profits over \$750,000  
"OLDEST BANK IN LANSING"

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

GRAND RAPIDS MUTUAL BUILDING and LOAN ASSOCIATION  
A Mutual Savings Society  
GROUND FLOOR BUILDING and LOAN BUILDING  
Paid in Capital and Surplus \$7,500,000.00



**Retail Drug Trade Averages Seven Fires Daily.**

In these days of the friendly and versatile drug store, wherein a man may eat himself into acute indigestion at one counter, cure himself at another and on his way out pick up a doll for the baby, a novel or a phonograph record for his wife and a box of cigars for himself—in short, in this new pharmaceutical era when everything from drugs to rugs, almost, is dispensed over the self-same showcase, it will not appear strange that these stores even have—fires. For so they do, and a good many of 'em, too—upwards of seven a day, on the average.

In the twenty-four months of 1922 and 1923, for instance, retail drug concerns in the United States suffered from the flames to the extent of \$4,183,021—a little more than two million dollars wasted each year—according to figures compiled by the Actuarial Bureau of the National Board of Fire Underwriters. Since the number of claims recorded for this occupancy during the period totaled 2,682, it follows that the mean loss for each fire approached \$1,560, which is relatively high.

Yes, they had fires, certainly, and from assorted causes beginning, as might be expected from their location in the heart of things, with that known technically as exposure, meaning fire which originates in a store or building and is communicated to another in sundry ways. Exposure is, so to speak, a conflagration in short pants. And exposure in the case of retail drug stores inflicted nearly half the total damage, or \$1,742,140.

This, though, is really not a cause but an effect of fire already started, and to suggest ways and means to combat it would involve a lengthy excursion into the structural design of the building in which the shop is housed. It must suffice here to note that just as the apothecary has his remedies for the ailments of his customers, so for his own occupancy threatened by exposure there are certain specifics. These include such features as fire walls and fire doors and fire shutters, all of tested and approved pattern and material. They have effected a cure from exposure with others and will lessen as well the chief danger that threatens drug stores; for the type of exposure suffered by the pharmacy is usually internal rather than external; that is, smoke and flame transmitted from store to store in a multiple-occupancy building.

Not quite so easy to understand is cause number two, matches-smoking. In all well-regulated pharmacies clerks are forbidden to smoke. Hence it must be that much, if not all, of the \$270,649 damage from this hazard resulted from surreptitious "pulls at the weed" in crowded stockrooms or in prescription departments where are to be found volatile and inflammable chemicals ready to propagate a chance spark or flash. To overcome this cause of trouble there are samples, too, and they need hardly be mentioned here. But they begin with an absolute ban on smoking within the four walls of the shop. Patrons will enter while smoking, sometimes, but it is

unlikely that many blazes have originated in this wise, although it would be a further precaution to provide at cigar counters conspicuous receptacles for burned matches and cigar and cigarette ends.

As for the third cause among those chiefly to blame for drug store burning, stoves, furnaces, boilers and their pipes, it is probable that this must be considered in conjunction with the hazard of accumulated rubbish and litter. Nearly all pharmaceutical products are received nowadays in cartons or packages and shipments of bottles come packed in excelsior. Unless the so-called "housekeeping" is of the tidiest—unfortunately it isn't, in all cases—great heaps of wrappings of every sort are bound to gather in store-rooms and basements, and not infrequently in the neighborhood of stoves and furnaces. Heating apparatus, ideally, should form a completely isolated unit in drug stores as elsewhere, for only so can fire-safety from them be assured. But whether or not this is feasible, meticulous cleanliness of both "seen and unseen" parts of the store should constitute the rule in an occupancy primarily established and operated to minister to public health. Increased fire-safety will then follow "as the night the day."

Of the total damage, amounting to more than four millions of dollars in two recent years, no small share probably was due to the water used to extinguish fires. It must be remembered that most of the merchandise sold in drug stores is extremely perishable, and that even when, for example, the contents of a bottle of proprietary medicine or of a perfume are untouched by water, or unharmed by smoke and flame, the labels or containers may be smudged or lost and the product rendered thereby unsalable, at least at prevailing prices, so that it becomes a total or a partial loss. In the case of drug store blazes, especially, there is need for careful fire fighting, with an eye to the prospect of salvage.

No panacea exists for drug store fires, of course, any more than for blazes in other tenancies. They will occur at times in spite of everything that knowledge and foresight can do. Nevertheless, there are alleviants in the shape of preventives of a homely, untechnical kind which will lessen the number and frequency of these costly attacks. Any fire chief, called in consultation, can prescribe them.

**Corporations Wound Up.**

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Hartman Realty Co., Detroit. Port Huron Waste Paper Co., Port Huron. Subdividers Exchange, Inc., Detroit. Portland Mineral Products Co., Portland. Cadillac Construction Co., Detroit. Kawner Co., Niles. Detroit Motor Casting Co., Detroit. Michigan Tire & Service Co., Detroit. Kyke-Rose Motor Co., Grand Rapids. Dunn Iron Mining Co., Messemmer.

There are better and more satisfactory ways of keeping customers in a store and subject to its allurements than delaying their change and their parcels.

**Merchants Life Insurance Company**



**WILLIAM A. WATTS**  
President

**RANSOM E. OLDS**  
Chairman of Board

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

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

**The Grand Rapids Merchants Mutual Fire Insurance Company**

Affiliated with the Michigan Retail Dry Goods Association

320 Houseman Bldg..

Grand Rapids, Michigan

**OUR FIRE INSURANCE POLICIES ARE CONCURRENT**  
with any standard stock policies that you are buying

The Net Cost is **30% Less**

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

**WILLIAM N. SENF, SECRETARY-TREASURER**

**SAFETY SAVING SERVICE**  
**CLASS MUTUAL INSURANCE AGENCY**

**"The Agency of Personal Service"**

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

**REPRESENTING**

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

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

**WRITE FOR FURTHER PARTICULARS.**



## WOMAN'S WORLD

### A Don't Apiece For Two Home Women.

Written for the Tradesman.

We take only two but each is a type, representative of many others in like circumstances. The two contrast strongly although both are women whose job is the home job.

First we take the one who does this work because she feels she must or because she knows it is better that she should. Perhaps she has small children or there are quite a number of grown-ups or nearly grown-ups in her household. She is so much needed at home that she simply cannot undertake outside work. But money is scarce and she would so much like to be earning.

To this woman let us say just this: Don't let an inferiority complex get hold of you. In your secret soul you always have envied your husband and the other men folks of your family their part in life—that of providing the wherewithal, of obtaining income or salary or wages. You never have been satisfied that your endeavors all have gone to produce not tangible things that would bring you a pay check every so often, but intangible things such as well-being and comfort and happiness, that ordinarily are not recompensed by pay checks.

We are not assuming that your husband is stingy. Doubtless he feels that the money is yours just as much as it is his. That is not the point. You know that your efforts do not directly put any funds into the family exchequer. This makes you unhappy—makes you feel that you do not measure up with those whose work brings results in hard cash.

You must simply get to looking at this matter in the right light. Then you can get over that feeling of unjust self-depreciation. Meanwhile try not to envy your women acquaintances and friends and relatives, who are out in the world doing things, whether these are making good in business or professions, achieving success in careers, or working for wages. Perhaps if you were to stand in the shoes of any one of them for a week or even for a day, you might see that her job isn't so much pleasanter than yours.

But even supposing that considered just as work and from the point of view of the worker alone, that the job of the woman who is doing things is more desirable, don't think for a moment that it is more important or more necessary than what you are doing.

Hold your head high. Don't allow those other women to patronize you the least little bit. What is more, don't let yourself look down upon yourself.

Why is it that you are at home instead of being in a store or a factory or an office? Isn't it because you and your family prefer to have you there? Isn't that another way of saying that you and they believe you are worth more where you are than you would be if engaged in outside employment? Wouldn't they suffer all kinds of discomfort if you were to take some other job? And wouldn't it cost a

lot of money to hire some one who could in any measure fill your place?

If you still are dissatisfied because you are not taking part in those conspicuous forms of endeavor in which some women engage, not so much for money as from an inward urge, if you feel that maybe you lack the education or the talent or the initiative for that sort of thing—then still brace up and know that such as you have and constantly are learning a wisdom of their own, of which humanity at present stands in sore need. Your work is short on celebrity and renown, but long on real usefulness.

Assuming now that we have raised somewhat in her own estimation the woman who has many cares and labors and who habitually knows the difficulties of limited resources, let us give attention to our other type of home woman. This one's husband is so well to do as to make it altogether unnecessary for her ever to earn a dollar, and because of her husband's position and her own pleasing personality, she holds a well-assured place in the highest stratum of society.

This woman does not feel impelled to go out and do things. She may take hold of some fashionable club work rather lightly, but in the main is well satisfied to fill gracefully the place that is accorded her as wife of Mr. So-and-So.

Here is our don't for this woman: Don't let a superiority complex get you. It will if you don't guard against it. For Dame Fortune has seen fit to make you a favorite. You are simply a great pet of Lady Luck. Being such, you must watch out so that you will not be spoiled by your good fortune.

Have you never noticed that a woman situated as you are is very likely to feel her own perfection? And everyone who is trying to curry favor with her adds to the good opinion which she already holds of herself, so in time it becomes firmly established.

You are a faultless housekeeper. You entertain charmingly, or so those who are entertained tell you. You attend punctiliously to your church duties. You give considerable amounts to well-approved charities and to helping down-and-outs whom you personally know. By some process of reasoning peculiar to your kind, you are likely to believe that other women could do just as you do if only they would, and that if they would, then every mother's daughter of them all speedily would be placed in exactly such circumstances as yours.

One great trouble with you, sister, is that feeling as you do that you are perfectly good as you are, naturally you don't try to improve. Hardly once in five years do you get a new idea. Intellectually you are standing still or perhaps going backward. Another trouble is that being so secure, so sheltered from every hardship, you are getting erroneous views of life.

As to your children, you are almost sure to feel that they too ought to be prime favorites of fortune. You cannot bear to think of their ever having to come down to the conditions under which most people live and work. The outcome of such mistaken notions is

likely to show up badly in the younger generation.

So don't be a snob. Don't look down upon women who do their own housework or upon those who must go out and earn. Do away with all that gracious condescension to those who have less money than you have. Why not treat as equals all who know as much as you do, who are just as virtuous, and who are leading lives of as great, or greater usefulness? Remember that feeling themselves better than other people is the peculiar feeling of women situated as you are.

It is not others whom you will injure most by assumptions of superiority. It is you yourself who must in the long run suffer the real harm. Inasmuch as you fail to grasp the genuine facts of life as experienced by people in ordinary circumstances, you narrow your sympathies and stunt your mental development. More than anything else, you need to get the view-point of the common lot.

Ella M. Rogers.

### Pictures Joys of Life in Java.

Labor in Java is highly specialized, according to Mrs. R. MacGillavry of Sourabaya, Java, who is at the Pantlind Hotel on a trip around the world. The greatest specializing, she says, is found among domestic servants who have their duties outlined and refuse to depart a hair's breadth from that order. However, they are plentiful and cheap and, therefore, their whims are simpler to handle than might at first be supposed. Mrs. MacGillavry talked of the thrills of American cities and her delight at the things she found here.

"One of the first big thrills we had after arriving in the United States was riding in the elevators of some of the skyscrapers," said Mrs. MacGillavry. "Elevators are unknown in Java, as the houses there are not more than two stories high. For the most part the houses are very old and the rooms are very large, with white marble floors, and they are open, having no windows. The ceilings are very high and we use many electric fans both in ceilings and on floors—the latter to drive out mosquitoes, of which there are many at all times of the year, particularly after 6 p. m., when it gets dark.

"The life there is quite different from this country. We rise at 6 in the mornings and have coffee in the garden in pajamas; then one has the first bath, which is followed by several others during the day. It is very hot all the year generally 100 degrees and never under 83 to 85 degrees in the house. So the houses are kept closed from 2 o'clock until 5 in the afternoon, and we have tea in the garden between 5 and 6. Dinner is served at 9 o'clock and, as we have no prohibition there, we have Dutch gin or cocktails before dinner and beer or wine during the meal. The shops are closed during the afternoon and all the servants sleep from 2 to 4 o'clock. Servants are plentiful there and live in small houses in the gardens. An ordinary family has five or six servants for the price of one in this country, and when one keeps a motor, eight

servants are required. No one ever drives his own car there and a chauffeur does nothing but drive, so one must have a footman as well.

"Java is a beautiful country and of course we have all sorts of fascinating tropical foliage—palms of many varieties, banyan trees, lemon trees and bouganvillea, and in our own garden we have 200 varieties of orchids. We also have many beautiful birds, canaries, cockatoos, hornbills and many others. The hornbill, which comes from Borneo, is as large as an eagle and much like it in appearance, but is very kind-hearted as well as strong; they are protected by the Government.

"Americans certainly believe in good food and plenty of it. We have been amazed at the enormous portions served in hotels, restaurants and on trains in this country. While we eat practically the same kinds of food in Java we do not eat so much as people here seem to. The natives of Java, however, eat mostly rice and peppers.

"They are a very superstitious people. If fruit is being served in a hotel, for instance, and one should start to take a banana from the corner nearest him, the waiter withdraws the dish and asks him to select another, saying that one would bring him bad luck—either illness, death or accident.

"We always feel it is too bad that tourists do not stay longer when they come to Java and take time to see the island properly. They generally stay about three days and I've been there twenty years and don't know it yet. It takes four days to travel from one end of the island to the other, though our trains do not travel by night. We who live there never travel by train—always by motor. They burn wood in the engines and the trains are very hot and dirty.

"Sourabaya is the chief commercial city and Tasari is our great resort in the mountains, 6,000 feet above sea level. One of the chief delights of the visitor is to leave the hotel with a party about 1 or 2 o'clock at night and go to the edge of the crater to see the sun rise. Going directly to Tasari is too much of a change for us as, of course, it is very cold there; the other resort is Nongkodjarjar, about 4,000 feet above sea level, which is much more agreeable, and most of the people who live in Sourabaya have bungalows somewhere in the mountains where they go for week-ends, where they can motor in two or three hours

### Signs on Flivvers.

Nash Can.  
Oil by Myself.  
Sick Cylinders.  
Puddle Jumper.  
Stuttering Stutz.  
Four Wheels—All Tired.  
Fierce Arrow with a Quiver.  
100 per cent. A Meri Can.  
99 per cent. Static.  
Roll Oats.  
Danger! 2,000 Jolts.  
Struggle Buggy.  
Baby Lincoln.  
Uncovered Wagon.  
Little Bo Creep.  
Why Girls Walk Home.  
Dis Squeals.



**Class Legislation Will Not Be Tolerated.**

Grandville, Jan. 12—What are the duties of Government?

Is it to fix prices, to legislate for the producer as against the consumer? There are people in this country who actually believe this to be one factor of government and that to place a price on all products of the soil, regardless of supply and demand, is all right.

The produce buyer does fix prices in a measure on what he buys, but these prices are not arbitrary and depend on the quality of the produce purchased. Naturally there is regulation on the markets, the regulation which demands a certain standard of stock, so that culls and seconds cannot come in under the head of perfect goods.

The farmer knows full well that to get the top price for his product he has to furnish first-class stock.

Not so, however, when he peddles from house to house, selling a mixed lot of potatoes or apples. The householder has no choice if he would purchase at all. What the produce buyer refuses goes to the door of the private family without reduction in price.

"When the producer goes on the open market he must furnish fruit and spuds of uniform size and quality in order to sell at all; when he peddles to the housewife his potatoes range in size from that of a pumpkin to a moderate sized pea."

Yet this man professes to believe the Government owes it to him to fix a minimum price below which no farm product can go, while the maximum price is at liberty to soar to the skies if so it chance to climb so high.

This price-fixing by Government is a dangerous experiment, which, if actually entered into, lead to no end of trouble. The consumer, in the eyes of the Government, stands on an equality with the producer. They are both free born American citizens, entitled to all the rights guaranteed by the constitution of the country.

That constitution does not give the Government the right to mulct one man that another man may prosper. Equal and exact justice to all, regardless of color or caste, is the only foundation on which a free government can rest with any hope of a continued existence.

Paternalism is something which we must avoid. When war visits the Nation, a war power which times of peace do not permit is often brought into use, and even this is of doubtful propriety.

As little government and regulation of the peoples' business as possible is what makes for the stability of a free country. Blocs of any kind are not advisable. The exigencies of politics too often lead men into a reckless disregard of the people's rights.

Because the corn farmers of Iowa and other parts of the West are protesting their inability to meet their bills many politicians have become alarmed and seek in some way, by congressional action, to appease these gentry by making common cause with these farmers as against the remainder of the world, and are hastily seeking to devise some means to satisfy the angry demands of the soil-tillers.

Look on this picture for instance. "Two potato growers at Salmon, Idaho, sold their 200 acre potato crop for \$143,100. An Oakley, Idaho, farmer grew \$60,000 worth of potatoes on seventy-five acres. An orchard at Mesa, Idaho, sold \$200,000 worth of apples; and a co-operative dairy in the Boise-Payette Valley has marketed \$2,000,000 worth of products."

These lands were the leavings of the gold lands of long ago. Who says that these farmers need Government aid to make them prosperous?

These figures are printed as facts in a leading magazine and go to show that all producers are not suffering for want of fair prices.

There are farmers and farmers, as well as manufacturers and others.

Many business men go to the wall every year who, perhaps, might have been saved had the U. S. Government come to the rescue in the manner asked by the corn farmers of the West.

One man will succeed and pile up large dividends on a farm in which another man would starve. It is simply asking too much of Government to take care of the indolent, shiftless, good-for-nothings, in order that they may stack up alongside the thrifty and successful tiller of the soil.

All in all, the farming business holds its own with all the diversified businesses of the land. All are equally will looked after by Government favor,

none being boosted at the expense of another, which is as it should be.

Various attempts have been made within the past few years to make certain kinds of business partners with the General Government. It won't do. A business, farming or otherwise, which cannot stand on its own legs is not of sufficient importance to justify Government aid.

Direct aid to one class of workers while neglecting others is contrary to American institutions and should be frowned upon by every law respecting citizen in the land.

Political manipulators will, no doubt, seek to get into the good graces of one

class of citizens by promising to secure the enactment of laws directly benefiting said class, being careful, however, to screen their actions by a camouflage of words and motions intended to blind the eyes of other workers in the varied fields of American industry.

The only safe and sane course is to enact no class legislation whatsoever. Old Timer.

Don't advertise junk. Advertise goods in which people are interested. If you can't sell it without advertising you can't sell it with advertising.

# This Is My Offer To Merchants!

Of all the merchants in the world, I don't believe there is a single one but could in some way profit by accepting the offer I am about to make. If you are connected with a retail business, you can very profitably mail the coupon at the bottom of this page or send me a post card. And there YOUR obligation ENDS and MINE BEGINS. Will you DO it?

*Jos. A. Oswald*

Gen. Mgr.

print collection letters that create a friendly spirit and at the same time erase long-standing accounts.

**What It Costs**

You might expect that a machine that would do these things I have mentioned would cost you a thousand dollars—but it doesn't. I sell it direct by mail—from factory to user—and the price is only \$53.50 complete, with full equipment.

**Let Me Do This**

I want to do one of two things for you. The first is this: I will send you copies of letters printed on the Rotospeed and used by others in your line of business. I will send you copies of folders, circulars and bulletins that bring in business, collection letters that get the money without offending the customer.

I will send you these samples of Rotospeed work without cost or obligation. They may contain ideas that will be valuable to you. And they may show you how you could use a Rotospeed to advantage.

**Or This**

But I will do more than that if you prefer. I will send you not only samples of work, ideas and suggestions, but a completely equipped, ready to run, Rotospeed Stencil Duplicator, with all the supplies that you will need to print a dozen or more jobs.

You can test the Rotospeed in your store as if you owned it, and after a thorough test, decide whether you want to buy it at \$53.50 or send it back at my expense.

**No Obligation**

I want you to understand that in mailing the coupon and accepting my offer you are not incurring an obligation. You are doing me a favor. I want you to find out by personal use how much money you can make by using my machine in the development of your business. Will you accept my offer?

**JOS. A. OSWALD, Gen. Mgr.**  
The Rotospeed Co. 402 Fifth St.  
Dayton, Ohio

**MAIL THIS NOW**

The Rotospeed Company  
402 Fifth St., Dayton, Ohio  
 Please send me complete Rotospeed machine and free trial equipment. After 10 days' trial I will pay \$53.50 or return the machine.  
 Please send me samples of work, descriptive booklet and full details of your free trial offer. This does not obligate me in any way.

Name \_\_\_\_\_  
Address \_\_\_\_\_

By the use of the Rotospeed and the Rotospeed Plan, Petermans' of Franklin Grove, Ill., increased their business 47% in 40 days.

McDougald, Outland & Company of Clito, Ga., built up their cash sales 86% in 3 weeks.

Another user saved \$1,000 in printing cost.

Another user earned more than six times the cost of his Rotospeed from a single day's work.

I am telling you these things because I want you to understand that my offer is **not** an empty one. It may be worth thousands of dollars to you. It may enable you to double your business. It may save you a great deal of time and money. If it doesn't, you won't have to pay me a cent, nor take any risk, nor put yourself under the slightest obligation.

**I Manufacture the**

## ROTSPEED STENCIL DUPLICATOR

This machine does several things—and it does them all well—it prints form letters—exact duplicates of typewritten originals—quickly and easily—and at a remarkably low cost.

**Saves Printing Bills**

The Rotospeed prints illustrated folders and circulars, bulletins, price lists, store news and ruled forms. It does this work without the use of type or cuts, without fuss, muss or delay, without an experienced operator. It will print a complete bulletin with illustrations, striking headlines, display prices and fac-simile signature, all in one operation and at a very small expense.

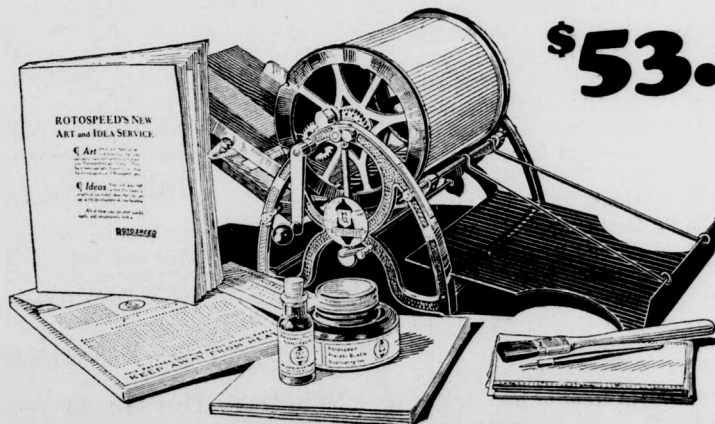
**How It Operates**

Simply write the letter, or other matter, on a stencil sheet, either with a typewriter or by hand—attach it to the machine and turn the handle—that's all. The copies are clean, clear, sharp, exact duplicates of the original. You can run twenty or a thousand copies on any sized paper from a 3x5-inch card to an 8½x16-inch sheet.

The Rotospeed will probably save you half of your printing bills and 92% of the cost of form letters.

**How It Earns Money**

The Rotospeed is being used by retailers to send out interesting circulars and folders that cultivate good will and good customers. It is being used to print bulletins that create immediate sales. It is being used to



**\$53.50**



## 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.

### Fiscal Year of Michigan Retail Dry Goods Association.

Lansing, Jan. 12—This paragraph is intended as a bit of history, as well as an explanation to certain members, especially to those who have written to us recently regarding the period covered by their payment of their annual dues.

The Michigan Retail Dry Goods Association was organized in September, 1918. At that time and in the early months of 1919 seventy-four members joined and paid their dues, according to classification schedule. It was decreed that their fiscal year should begin and end on the date of joining the organization. For example, our first President, D. M. Christian paid his dues Sept. 10, 1918, therefore his fiscal year was Sept. 10, 1918, to Sept. 10, 1919. We have followed this custom with each and every member since that time.

Occasionally some member writes with the idea that the fiscal year coincides with the calendar year. Others seem to think it should begin and end on July 1; some seem to think it should begin and end on each quarter such as Jan. 1, April 1, July 1 and Oct. 1. We see no reason to change the original plan, as during the time when the campaign was conducted throughout the State during the entire years of 1920, 1921 and 1922 members were secured every month of the year and later the remittances made to the office makes the matter of collections more constant and well distributed.

If, however, any member wishes to decide himself when his fiscal year should begin we would be very glad, indeed, to give him a readjustment.

Our correspondence with secretaries of retail organizations throughout the country, as well as the comments in trade papers, indicate that considerable attention is still being given to the scheme of selling hosiery and other merchandise by the "endless chain and coupon method." Our previous news letters have commented somewhat regarding this matter and the opinion of the Attorney General was given to our members in our news letter of Nov. 24.

In Wisconsin, as stated at that time, the matter is looked upon as a lottery scheme and in conflict with a certain law of that State which makes it unlawful for merchants to give out coupons and trading stamps to stimulate trade. As is well known, the law in this State against the use of trading stamps was nullified by our court, but the endless chain method was very clearly denounced by the decision of the Supreme Court of this State, 133, Michigan 139.

A colored man has been taken into the custody of the police department at Benton Harbor in possession of eighteen dresses and two coats. Diligent enquiry throughout the State on our part did not reveal the source of this man's supply. Communicate with the Benton Harbor officials if interested.

On page 11 of the pamphlet published in 1925 by the Michigan Retailers' Council is printed in full the law of this State regarding dishonest advertising. It has been given to our members two or three times during the last two or three years in our regular news letters and also again in the printed form in the pamphlet above referred to. We believe that merchants, such as those who belong to this Association are generally very careful and honest in the statements made in the newspapers regarding the quality and price of the goods which they offer

for sale. Possibly in some cases enthusiasm of the advertising man gets the better of his judgment or information. We have recently given this subject some study.

I am of the opinion that some of our members will do well to carefully scrutinize their own newspaper advertising. Recently our attention was called to a certain company which advertised "Silk and Wool Underwear Direct from Our Mills." A company of this kind which manufactures its own goods is well able to know definitely the amount of silk, wool and other material which the garments contain.

We purchased some of their advertised goods and had them analyzed in the Department of Chemistry at the Michigan State College. One of the garments examined and which was advertised as "silk and wool" underwear according to the report of the Chemist contained 8.7 per cent. of wool and another garment from the same source contained 14 per cent. wool. Neither of the garments contained any silk.

The advertisement stated that these garments contained a "Stripe of Rayon Silk." This is evidently what was meant in the large letters above that the garments contained silk. The Chemistry Department at M. S. C. is willing to continue investigations of this kind and we would be pleased to hear from our members with samples of goods which in their opinion have been unfairly advertised.

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

### Novel Trimming For Hats For Spring Season.

Effects obtained in toning felts for Spring, which utilize painted, applique and air brush work, are still regarded with remarked approval in the millinery trade. Three and four tones of one color are somewhat in advance of the use of contrasted shades as employed by leading houses. Especially is this true of the pastels and staple street shades, the latter group stressing grays, tans, blues and the blond and bois ranges.

Modernistic forms, although announced as of leading importance for Spring, are rivaled by new floral effects and small geometrical designs in vari-color leather, grosgrain appliques and painted metals, according to a special bulletin issued yesterday by the Retail Millinery Association of America.

"Soft hand-tinted suede, velvet and silk floral petals, both in smooth overlappings and in semi-relief, are finding favor," continues the bulletin. "Quilted floral details are now well worked out, and with a variety of geometric forms may be said to be among the most effective sports details of the Spring season. One designer has found in the modernistic printed designs of a 54 inch crepe de chine a clue to novel applique work on plain fabric types. The patterns adopted for these crepes appear to be executed by hand and they are admirably adapted to shapings for both brim and crown of large or small shapes.

"Soft ribbons are used for supple shirred floral forms applied to the crown of medium and large shapes or to the upper or under brim. Among the uses of grosgrain ribbon are rosette forms of many loops. Wide double-face satins are folded over and smoothed down into long flat bows laid across the brim at front or back of the tinted leghorn, 'crin,' balibuntal and

fabric scoops and wide flat brim shapes.

"Plain metal ribbons are brought in to play in this use of the flat bow with a narrow binding of the brim edge. The metal is, however, frequently a foundation for elaborated details, such as painted, embroidered and beaded flowers, birds, beetles and butterflies. The general effect is one of studied simplicity.

"Plaid taffeta ribbons and narrow contrasting grosgrains worked up into plaid effects are contributing smart sport types. Fringing the brim edge has been adopted for the snug-crown ribbon type."

### Wide Pouch Style Featured.

The wide pouch bag is receiving considerable attention in the additional openings of women's handbag lines for Spring made during the last few days. The bags are made of soft leather or silks and show a continuance of the novelty treatment in their frames and bodies. There is said to be little doubt but that this type will prove an active seller for the coming season. The flat bag, however, is not neglected, and manufacturers, in order to be on the safe side, are showing varied assortments of this style in their new offerings. The trade looks for good buying during the next few weeks, as retailers' stocks, as shown by reports of inventories being made, are low following an active holiday turnover.

Within a few weeks it should be clear whether or not the Administration and the Corn Belt will be able

to work out a compromise in farm legislation. The Corn Belt, or the vocal part of it, at least, is hot for price fixing, either direct or indirect. The Administration flatly opposes any such solution. The present effort is to find some compromise whereby the farmer may be aided through co-operative marketing to dispose of his "crop surplus" without the help of a Government subsidy or putting the Government into the business of buying and selling. Conferences between farm groups and the Secretary of Agriculture will be held to find the way. If Western members of Congress and the price-fixing group can be persuaded into agreement with the Administration the "revolt" will end—for a time. If not, Congress probably will be wrangling over farm relief when the final gavel falls on its sessions.

### Caring For Smaller Women.

The number of manufacturers specializing in garments for little women continues to grow. Offerings of such merchandise for the Spring season, in both dresses and coats, are described as larger than ever before. Standardization of sizes is the one thing that is needed to complete the facilities the market now offers, it was said yesterday. Retailers have been quick to take advantage of the added lines and types of merchandise being offered, and the result has been better consideration for the needs of the smaller woman in a much larger number of stores throughout the country.

## BIG YANK WORK SHIRT



THE EASIEST WORK SHIRT TO SELL IN AMERICA.  
Price—Quality—Generous Cut—Long-wearing Materials—

**BIG YANK HAS THEM ALL.**

No Top-heavy Stocks Necessary. We carry the heavy stock and can supply you on short notice.

**TAKE ADVANTAGE OF ALL THIS!**

**Paul Stekete & Sons**

Wholesale Dry Goods

Grand Rapids, Mich.



**Smooth Bad Check Scheme Worked in Marquette.**

Who is "Mrs. Jane Stone?" Aside from the fact that they know "she" is a six-foot man and by all odds the cleverest forger who ever worked a bogus game here, Marquette police are completely mystified as to "her" identity.

"Mrs. Jane Stone," soft of voice, feminine of manner, with more nerve than Red Grange's supply of football ability, and neatly attired from head to foot in women's clothing, spent only one short day in Marquette, but it netted about \$75 in cash and found two merchants and a hospital in possession of checks which have value only as souvenirs of the occasion.

The first appearance here of "Mrs. Stone" was at a residence on North Fourth street, where "she" rented furnished rooms and whispered, confidentially to the landlady: "I am expecting a new arrival in a day or two. Can you direct me to a hospital?"

"She" was sent to St. Mary's hospital. There "she" told one of the sisters about the "expected visitor" and arrangements were made accordingly. A room was engaged in the hospital and the "expectant mother" was advised to go to bed and prepare for the wonderful event.

But "she" didn't want to go to bed just then. "I must go down town and do some shopping for the baby. There are a few little things I must have before it comes, you know," said "Mrs. Stone" to the sister. And then "she" said: "Here is a check from my husband. If you will give me \$25, you can apply the rest on my hospital bill."

The check was for \$90, made payable to "Mrs. Jane Stone" and signed "Joseph Stone." The sister took the check, gave "Mrs. Stone" \$25 and the latter left the institution in company with a girl hospital attendant who was sent along to show "Mrs. Stone" where to shop and to be of assistance in case of an "emergency."

But when they reached the business district, "Mrs. Stone" gave the attendant a dollar and said: "I really will not need your help. You run along and buy something for yourself. Then go back to the hospital and I'll return presently." The girl obeyed.

"Mrs. Stone" then proceeded on a "shopping" tour for the "unknown stranger." "She" went to Dale's flower shop, purchased flowers to be sent to a woman in Seney, cashed a check for \$20 to pay for the flowers and pocketed the change.

Later "she" tripped into Dagenais grocery, ordered groceries sent to the house on North Fourth street where "she" had engaged rooms, and cashed a check for \$35 to pay the bill, which amounted to about \$10.

"Mrs. Stone" left Dagenais' store and has not been seen since, so far as the police have been able to learn. Each of the checks was made payable to "Mrs. Jane Stone" and signed by "Joseph Stone." Two were drawn on the Marquette County Savings Bank and one on the Union National Bank.

Not until it was learned at the banks that the checks were bogus, did the victims begin to recall that "Mrs. Stone" was "awful husky" for a wo-

man, that "her" voice, though soft, had an unmistakable masculine twang and that "she" was not at all eager to reveal "her" face or carry on unnecessary conversation. In fact, "Mrs. Stone" wore a heavy veil, draped over a smart black hat, and arranged so that it concealed most of "her" face. She wore a heavy, black plush coat, a short, dark blue dress and a pair of women's high-topped shoes.

"There is no question but that this clever masquerader was a man," said Chief of Police Aron Johnson after he had warned other merchants in the city and had given them a description of "Mrs. Jane Stone."

"Regardless of the fact that he was six feet tall, he completely deceived his victims long enough to play his game," said the chief. "I believe he is a professional crook from a large city and I imagine he is many miles from Marquette now."

Word has gone out to the police in other Upper Peninsula cities to be on the alert for "Mrs. Stone," whose trick worked so well here that it is not improbable that he will try it again.—Marquette Mining Journal.

**Added Uses For Laces.**

Lace used for interior decoration purposes constitutes a promising field for the expansion of the demand for this merchandise, according to Irwin J. Scha'e and G. Sidenberg & Co. of New York. He commented recently on the increased interest shown in laces as trimmings for bedspreads, pillow cases curtains, perfume tray and bureau covers, lamp shades and for the boudoir. It is no longer a novelty, he said, to see a bedspread made entirely of lace flounces and medallions or a curtain trimmed with the finest quality of sheer lace. Gold, antique and silver laces and net embroidery and flounces are some of the leading types used at present for home decoration.

Laces are also being more employed, he added, for the trimming of gloves and handkerchiefs, the latter use having now become staple. One feature of the new laces is their easy handling. Most of these laces are all ready to use for trimming, so that all that is necessary is for the lace to be sewed on to the material and the trimming work is completed. The design of these laces has been carefully studied to avoid wastage of the material. Cut-apart laces were originated with this idea in view.

**See Trend Away From Price.**

Garment manufacturers say that the early buying for Spring gives indications that "price" is not to have the dominating importance that it has had during recent seasons. Retailers, it is said, are showing more of a desire to make ready-to-wear purchases on a style and quality basis rather than on price alone. The manufacturers claim that this trend is directly traceable to the woman consumer being "fed up" on inferior merchandise, while not being provided with enough well-styled garments of good quality adequately to meet her needs. If the development away from price proves to be real and substantial, the manufacturers agree that one of the most un-

settling influences of recent years will be eliminated and the industry will regain the patronage of consumers of good taste who have been forced to have their garments made to order.

**Cape Influence Is Strong.**

The cape influence in women's coats continues to be of outstanding importance for the Spring. Early buyers are said to be favorably impressed with the sales possibilities of this style, anticipating a good consumer reaction. The cape itself is more or less confined to a small amount of the production, being almost entirely of the exclusive type. Cape sleeves and detachable capelets, however, are in evidence in both higher grade garments and those designed for large volume sale. Woolens and worsteds are used for the early Spring garments, and the indications are that silks will come in strongly later on, as they are highly adaptable for a cape vogue.

**Women's Worsteds Doing Better.**

Worsteds are in a little stronger demand than recently, according to sales agents of women's wear mills. There is still considerable room for improvement, they add, as the business done to date has not been over large. What is principally buoying up the hopes of both the mill representatives and the jobbers is the expectation of a big vogue for worsted coats for the early Spring. Signs of this have already appeared and, together with the rises in prices of some of the well-known lines in the market, have been responsible for much of the increased confidence in these cloths. Tans, browns, grays and blues have stood out in the colors that have taken best.

**Are Buying Women's Neckwear.**

Buyers of women's neckwear appear to be showing unusually early interest in Spring lines of this merchandise, and it is manifested in orders placed for both yard goods and made-up pieces. Among the latter, collar and cuff sets are showing up strongly, while in the yard goods there is an active demand for printed georgette pleated onto a band. High shades are favored by buyers in their early purchases, with green and tan coming in for particular attention. Georgette in those shades is used in sets, as well as in the yard goods.

No merely artificial and arbitrary designation of a "day" will make or mar the place Woodrow Wilson will hold on the pages of history and the proposal of a commercial organization that "Armistice Day" shall be renamed "Wilson Day" will not meet with general acceptance. The effort looks too much like forcing matters, for the world is too near the period when Wilson played his part in National and international affairs for a just and final appraisal of the worth and lasting value of his service. That his memory is held in high regard, for his vision and ability, will not be disputed, even by those with whom he differed radically concerning policies and politics. But it will be time a century hence to make his birthday a national holiday.



**CRESCENT GARTER CO.**  
515 Broadway, New York City

*For Quality, Price and Style*

**Weiner Cap Company**

Grand Rapids, Michigan



**BARLOW BROS.** Grand Rapids, Mich.  
Ask about our way.

**4%**  
**Banking**  
*by*  
**Mail**  
*Under both State and Federal Supervision*

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

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

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

Send for free booklet on Banking by Mail

**HOME STATE BANK**  
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A Business Building Service For Merchants  
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SPECIAL SALE EXPERTS  
Expert Advertising  
Expert Merchandising  
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GRAND RAPIDS, MICHIGAN

## RETAIL GROCER

Retail Grocers and General Merchants Association.  
President—C. G. Christensen.  
Vice-President—Orla Bailey, Lansing.  
Secretary—Paul Gezon, Wyoming Park.  
Treasurer—F. H. Albrecht, Detroit.

### Muskegon Convention—Traverse City Up and Doing.

Wyoming Park, Jan. 12—Our next convention will be held in Muskegon the third week in April.

We are preparing the program and if you have a subject you would like to have taken up, send a line to the Secretary.

I expect to meet the grocers of Traverse City on Monday evening, Jan. 18, and if there are any grocers in the surrounding towns who care to attend the meeting I am sure they will be welcomed by the Traverse City boys. The local organization now has 18 members and a campaign is to be started to include every grocery and meat dealer in the Asylum City.

J. C. Quigley is making the arrangements.  
Paul Gezon,  
Sec'y Retail Grocers & General Merchants Ass'n.

### Finding a Utility in Average Figures.

Written for the Tradesman.

What can be done with men who lack imagination? My answer is, practically nothing. For without the ability to take a set of facts and transpose them in the abstract so that they may usefully apply to various circumstances, there can be little utility in gathering the facts. That ability is imagination—a faculty mighty nearly akin to inspiration, if not actually "just as good."

I think thusly in view of a paragraph from a recent letter, written by an old time grocer, as follows:

Let us examine this in some detail. Let us assume a new line of business—that of retailing radio equipment, for example. In order to arrive at a reliable basis of calculation on which a man who contemplates going into that line can plan, we must learn basic facts. These facts show us what margin can be earned, what expenses must be carried, what stock turn can be attained, so that then we may figure what we may expect to make as profit. Inasmuch as our business is not yet opened, we must necessarily get average figures on all these points as a preliminary.

Shall we stop there? By no means. When we know the average figures of the radio retailing business, we shall next study local conditions, getting down to as specific a basis as we can. Otherwise, we go it blind. But even when we have local details well digested, our knowledge of average conditions will enable us to judge whether we can hope to do so as well as or better than those who already are established in our town.

If we consider that analysis of the retail grocery business is so entirely a new idea to many thousands of grocers—among them hundreds or even thousands of grocers who have been successful up to now—we shall find a utility in average figures. To such men, business analysis is so novel that it could hardly be stranger if they were about to go into business. The only advantage they enjoy over tyro merchants is that their familiarity with groceries enables them more immediately to understand the significance of

averages and more effectively to apply them.

I see no way to start such men along safe and sane lines other than by furnishing them with average figures, plus range of figures and related facts, so they may have a rough chart by which to set their own future course.

But does this mean that when they have studied such averages and found their own business conforms to them, they must stop there? Certainly not. Whenever, in any line of human endeavor, we attain a certain status, we must strive to improve that status, regardless. If, for example, we learn that grocers on the average carry an expense of sixteen per cent., our first duty is to bring our expenses down to sixteen per cent. Then we shall continue our study and endeavor to reduce our expenses as much further as may be consistent with providing the service we plan to furnish—and this task will be continuous as long as we are in business. But without the knowledge that sixteen per cent. is the average, we should have no rule by which to measure our own affairs.

Passing on to the next phase of this comment, we shall find that averages are not the cause of the narrow margins in certain divisions of the grocery business. The cause is economic.

Certain merchants have discovered about groceries what men like J. C. Penney discovered about dry goods, clothing and women's wear. This is that there is a comparatively limited range of merchandise which is in constant, recurrent demand. Such goods are self-moving. They are bought by everybody on such an automatic plan that sales expense thereon is largely eliminated.

We shall miss the significance of all this and fail correctly to sense what is passing around us if we do not realize that such conditions always have prevailed in relation to such merchandise. Such items always have born a narrow margin. They have always crossed the counter with a margin that totals less than the average—or in this case than the specific—expense account of the grocer.

But, until the coming of the chain grocer, such margins have been regarded as arising from unscientific or, as commonly expressed by shallow thinkers, unfair competition. The chain grocer has concentrated on such "middle-of-the-road" merchandise and has made money on margins no narrower than what individual grocers always have taken. The important difference here is that the chain merchant has recognized such margins as sufficient, instead of kicking about them as being unfair.

Now, just why are such margins sufficient? Because such goods cost less than the average item to handle. Hence economic law rules that they bear a margin accordingly. Eliminate sales expense on any line of grocery merchandise and you cut out from six to nine per cent.—putting it conservatively. If you cut six to nine per cent. from sixteen to nineteen per cent. expense, you can handle such goods at eleven or twelve per cent. and make

## Delicious • Steaming Coffee

No breakfast complete without it

Our Coffees are the best growths from the best plantations—carefully and skillfully roasted and blended.

Our line is complete including the nationally known brand

### White House Coffee

JUDSON GROCER COMPANY  
GRAND RAPIDS, MICHIGAN

The Pure Foods House

## Thousands of Retailers say



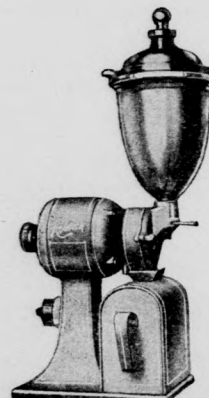
Deserve the Popularity They Enjoy  
**The Ohio Match Sales Co.**  
WADSWORTH, OHIO

## Responsible • Reliable

Two words with separate meanings, but inseparable when selecting a manufacturer, a dealer and a product from which you expect fair treatment and honest service. A trial will prove our statement.

Our goods are sold on their merits—not on wind or misrepresentation.

This \$80.00 Holwick Mill with machined steel grinders which are guaranteed against breakage forever, will cost you \$65.00 on easy payments or 10% discount for cash—the best value ever seen in Electric Mills. Ask for our literature.



No. 4

## Boot & Co.

Distributors

5 Ionia Ave., N. W.  
GRAND RAPIDS, MICH.



## MEAT DEALER

money—regardless of your average expense.

Moreover, you must so handle such goods or others will do it. Economic law and not any playing up of average expense figures is the arbiter.

Chains are teaching those of us who are awake to learn some other important facts. Among these is that we have been weak in not getting enough on many high-end items. Grocers everywhere are putting twenty-five per cent. on items which cost more than that to handle. Here is where we need revision of our ideas, and such revision will come from detailed knowledge of many facts of which the average grocer is now ignorant.

Many items which should carry—and must carry—thirty, thirty-three, thirty-five and forty per cent. are being handled at twenty-five; and grocers who so price them do it with the conviction that these are the lines that are saving their lives. In truth, such items are boarders who live off the surplus earned by the lowly ten, twelve and fifteen per cent. staples.

Chain grocers know these facts and act on them. But chain grocers know these facts exactly, accurately. Because they thus know precisely where they are heading in, chain grocers charge twenty, twenty-five, thirty and upwards per cent. on such items. But they do not make the business blunder of charging five to fifteen per cent. too much.

That is one reason why we can today find items in individually owned stores selling—or at least priced—at sixty cents which can be purchased any day in a chain for thirty-eight cents.

The individual grocer can get one to two per cent. more on his staples and around five to six per cent. more on his high end goods than the chain grocer gets. He is justified in getting such differences. Economics is behind him when he does this because of services he renders which cost around five per cent. more to render than the service rendered by the chain. Let him get such differences, and he is on secure ground. Let him ignorantly work the by-guess-and-by-gosh system, getting what the traffic will bear—apparently—and he will go to the discard. For economics will not be mocked. Paul Findlay.

### Educate Consumer To Buy Heavier Cuts.

Would your customers like to get more for their meat money? If so, you can easily help them out. Here's how:

Hogs coming to market this winter are heavier than they were a year ago. The corn crop last summer was a big one and the farmers are feeding their animals more grain than they did last year. This means that cuts of light weight will be relatively scarce, while cuts of medium and heavier weight will be more abundant and probably will retail at lower prices than the lighter cuts. These heavier cuts will not be excessively heavy, but probably will be a somewhat heavier than most

of the trade has become accustomed to during the last year or so.

Consequently, when the housewife comes in and wants a light ham, sell her a whole or half ham of heavier weight. Explain the lower prices of the heavier ham and remind her that it is highly economical for her to buy a whole ham and very desirable. She will have the butt to bake, the center slices for broiling or frying, and the shank left for boiling—several meat dishes for the price of one small ham.

Or, if she insists on a smaller piece, you can sell her half a ham which will weigh about as much as the whole small ham she wanted and probably cost her less.

Such a deal will help the retailer, for it means that he is selling his product in bigger lots, which should mean a lower selling cost and, consequently, a more profitable sale.

Heavy pork loins ordinarily wholesale for less per pound than light loins. Now, if you will point out to the housewife that heavier loins from well-finished pigs are just as good as the lighter loins and that they are lower in price, she will buy them.

If hogs continue to come to market heavy, as many believe they will, the retailer will have to turn his trade to cuts of heavier weight, for the supply of light weight cuts won't be sufficient to go around. If the dealer can't sell the housewife on the heavier cuts he is going to lose business, for, unable to obtain the kind of cuts she wants, the housewife will buy so-called meat substitutes instead. So it is up to the dealer to "sell" consumers on the heavy cuts and keep the business. John G. Cutting.

### Grocers See New Possibilities on Spinach.

In 1923, according to Government figures, the consumption of leading canned vegetables ran as follows: corn, 14,704,000 cases; peas, 14,434,000 cases; tomatoes, 14,781,000 cases.

Compared with these totals, the consumption of canned spinach was 1,875,000 cases—in itself a tremendous pack, but still not the equal of these three better established staples.

In other words, canned spinach as a grocery item has still room to grow. Therein, say many distributors, lies one of the biggest chances for increased grocery volume. There is not a single reason why spinach should not increase to equal any other canned vegetable—and the next few years is almost certain to see this growth.

First of all, nearly everybody likes spinach. Doctors and dietitians most strongly recommend it.

In addition to that—except for a few brief months in summer—fresh spinach is usually expensive and hard to get. Even then, most women dislike all the work of washing and cooking.

Consequently, the canned variety has many natural advantages to make it a natural seller.

Specialization seems to be the best way for the country to come back. Instead of carrying small lines of everything and not much of anything, here and there we find a merchant who specializes on one line and successfully competes with the larger cities.

# 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.

## Advertising That Helps You Sell

National advertising tells your customers about Fleischmann's Yeast-for-Health. Package displays at your store remind them to buy. It costs you nothing to devote space to these displays, but it pays profit in sales if you show them prominently.



FLEISCHMANN'S YEAST  
The Fleischmann Company  
SERVICE



## Mail Us Your Orders

"Yellow Kid" Bananas are in season all year around.

They are the all food fruit and are delicious and cheap.

The Vinkemulder Company  
GRAND RAPIDS, MICHIGAN

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

Receivers and Shippers of All

## Seasonable Fruits and Vegetables

**HARDWARE**

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

**Preliminary Plans For the Hardware Convention.**

Marine City, Jan. 12—The thirty-second annual convention and hardware exhibition of the Michigan Retail Hardware Association will be held in Grand Rapids, Feb. 9, 10, 11 and 12. Convention headquarters and meetings will be at the Hotel Pantlind and the exhibition will be in the Waters exhibition building, which is located about a block from the hotel, making the conditions ideal.

All committees are hard at work and I am looking forward to one of the best conventions ever held by the Michigan Association.

The program, which is yet in its formative stage, promises to be a good one.

Lee H. Bierce, Secretary of the Association of Commerce, Grand Rapids, will speak on "Michigan."

National President R. W. Hatcher, of Milledgeville, Georgia, will be with us and will make an address, taking for his subject, "Some Association Achievements."

Roy F. Soule, editor of the Hardware Dealers Magazine, New York, will speak and has taken for his subject, "Live and Let Live." This is a salesmanship talk.

I. Moerland, Grand Rapids, a member of the Michigan Association, will speak on "Group Buying."

Robert J. Murray, a hardwareman of Honesdale, Pennsylvania, will address us. His subject will be, "Pep, Push and Profits Twelve Months in the Year."

J. Frank Quinn, manager Merchants Service Bureau, Grand Rapids, will talk on "Credits and Collections."

Rivers Peterson, Indianapolis, editor of the Hardware Retailer, will address us and his subject will be, "Let's Go."

T. F. Burton, Detroit, a popular traveling salesman, will speak. His subject is, "The Displaying of Merchandise."

Wednesday evening will be given to the question box under the supervision of a strong committee.

Karl S. Judson, exhibit manager, promised the largest display of hardware and kindred lines ever shown in the Middle West.

John Oom and a strong committee is working out the details of the entertainment.

We hope to make this our banner convention and expect a record breaking attendance. A. J. Scott, Sec'y.

**Suggestions in Regard To Selling Cement.**

Written for the Tradesman.

Cement is not a one-season commodity. It can be used for varying purposes, fifty-two weeks in the year; consequently it can be sold from one year's end to the other.

Characterization of cement as an all-the-year-round line may surprise some hardware dealers, who, although they have handled cement in large quantities, have taken it for granted that sales automatically ceased with the advent of winter weather.

There is, however, a certain potential market for cement right through the winter months. Interior building work continues, and this entails a call for supplies of cement. Mild spells arrive at intervals, and energetic contractors are bound to take advantage by rushing along construction work. The fact that labor can generally be secured more cheaply in the winter

months as a rule impels contractors to do then whatever work they can possibly put through. And in any event, mild weather in winter means a certain potential demand for cement, which the dealer can do much to encourage, and for which he should be prepared.

The impression has existed, and is probably still held by a great many individuals, that cement cannot be used during cold weather. Practice has, however, proven that it can be used at very low temperatures.

To mix in cold weather, it should be used with hot water and hot sand and gravel, or hot stones. Some use salt in the water, but this is not regarded now as good practice, especially where steel reinforcement is used. Particular care should be taken in selecting the material used for mixing. All sand or gravel and stone burnt in heating should be removed.

It is also important to protect cement during its initial set by using straw and manure, or heavy tarpaulin.

What do these conditions mean for the hardware dealer? For instances, a farmer is anxious to do some construction work about his barn. He has plenty of time to do it during the winter, but is held back because he is under the impression that cement will not set successfully when the weather is cold. If, on the next occasion he visits the hardware store, the dealer dissipates that impression and proves to the farmer's satisfaction that he can use cement, no matter what the atmospheric conditions may be, he will be glad to take advantage of the dull weeks of winter to do some work of this kind.

The retail salesman cannot acquire too much practical knowledge of the goods he is selling; and, once acquired the knowledge should be used.

One city dealer tells me that he sells a lot of cement all the year round and that in his experience cement sells more or less steadily through the winter months. Thus, in a spell of unusually cold weather, one customer in that dealer's store ordered ten bags of cement. Such sales, the dealer states, are by no means unusual.

Of course the greatest amount of cement work is done during the spring, summer and fall; and the dealer, while he does whatever he can do to encourage winter sales, should at the same time plan for the bigger business to be done a little later in the year. What can be done in this direction?

The dealer should procure if possible a supply of cement literature for distribution. He should, as far as possible, familiarize himself with this literature, so as to be in a position to give ready information and show the advantages of concrete construction.

The great thing with new customers is to make a beginning, however small. Not so long ago cement was regarded as an experiment. Now it has fully proven itself; but there are still customers who doubt its value, and particularly their own ability to handle it. There are, however, a lot of small jobs about the farm and even about the town and city home which the average farmer or householder could easily do himself.

**Michigan Hardware Co.**

100-108 Ellsworth Ave., Corner Oakes  
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**Wholesalers of Shelf Hardware, Sporting Goods and Fishing Tackle**

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"HOME OF SUNBEAM GOODS"

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| Automobile Tires and Tubes | Farm Machinery and Garden Tools |
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157-159 Monroe Ave. - 151-161 Louis Ave., N. W.  
 GRAND - RAPIDS - MICHIGAN



Where the prospect has never handled cement himself encourage him to experiment on a small scale. Get him to buy a small amount of cement and begin in a small way to construct doorsteps, hitching posts, etc. With proper directions the average intelligent man can do this work quite readily; and the experience will give him an insight into the possibilities of concrete construction and increase his confidence to go ahead and build on a larger scale.

See that your customers have full, complete and explicit directions in all cases; and impress upon them the importance of following these instructions exactly.

A good plan in boosting cement sales is to have photographs from time to time taken of concrete work done in your locality and have the owner or contractor furnish you a detailed account of the work, showing the amount of sand and gravel used, number of bags or barrels of cement, proportions, time required in construction, number of men employed, and cost. This information can be tabulated on the backs of the photographs, which should be prominently displayed so as to interest prospective builders and stimulate business.

The storage of cement is an important item. The dealer can, of course, arrange to have as much as possible taken directly from the car; but it is always necessary and desirable to carry a fair-sized stock to fill the orders for odd lots, and rush orders. This stock should be placed in a good dry warehouse, the floor of which is elevated above the ground and tightly laid. Cement should not be piled any more than five bags high, and a space should be left between it and the outside walls.

After being in storage for some time, the exposed parts of the bags feel solid and the buyer may have doubts about the quality of such cement. This is merely a thin caking next the sack, and, if the storage time has not been too long, it does not affect the quality, as it readily pulverizes under handling. To avoid this caking it would be well to have the cement turned or repiled at short intervals.

Incidentally, it is important to have a definite understanding with each customer regarding payment for the sacks. A good many dealers adopt the policy of charging for the sacks, but buying them back at the original price when returned, subject of course to count and inspection. By having a clear understanding on this point, possible friction between dealer and customer will be avoided.

Another point in connection with winter business in cement is the possibility of canvassing for advance orders for cement, to be delivered when the warm weather arrives. The winter months represent a relatively inactive period for the hardware dealer, and likewise a relatively quiet time for the farmer. It will pay the dealer to use some of his spare time at this season to canvass his farm customers for spring business. In the early spring there is a lot of work to be done around the farm, a lot of material the hardware dealer has to sell will be

used, and now is a good time to get after this business, get the farmer thinking about work he will have to do and the material he will need, and if possible actually sell him.

Cement is one of the lines for which advance orders can be taken; and the more orders you take now, the more time you will have to center on actual selling when the spring rush sets in. Even where you don't book any orders in your canvass, the efforts you put forth will prepare the way for business in the spring.

In connection with a farm canvass, it is a good thing to get out and visit your farm customers personally; and with a car you can make a good many visits in a few hours. But if you can't leave the store, you can reach a great many farm customers by the rural telephone, and this should be freely used where a personal canvass is impossible. Victor Lauriston.

**How Display of Meats Controls Demand.**

Meat displayed in show cases refrigerated by mechanical means sells freely and well. Not long ago a butcher told of a test he had made of this statement. He uses a 3 ton plant, which cools his boxes, counter cases and one show window. In the beginning he had been somewhat doubtful of the claims that were made for the real value of display, but his doubt did not prevent him from subjecting them to an actual test of experience.

Over a period of six days he made six different displays in his counter case, giving different cuts a greater prominence than others in each display. He kept a careful record of his sales of these cuts, and found at the end of his experiment that their sales fluctuated in exact ratio to the amount of prominence which they had received in each day's display. In other words, prominence in the display meant an increase in sales; lack of prominence a decrease. He discovered after a careful study of his figures, that there was no reason why he should not control the sale of much of his stock to a considerable degree. Every butcher will at once see the importance of this control in making it far easier for him to sell clean.

Perhaps half the women who come into your market come with no fixed and clear idea of what they desire to purchase. The range in choice in any meat market is necessarily limited, perhaps more so than in any other of the retail food lines. They are therefore quick to respond to whatever suggestive power that may be brought to bear upon them. Firm, well colored and attractive meats—a condition that is always to be had when mechanical refrigeration is used by the butcher—artistically arranged and displayed under refrigeration, would be the strongest power of this kind that it is possible to obtain. That is the primary reason why it should not be neglected. No marketman should delay in this particular.

Don't buy at too many places. Buy from a few so they will appreciate your buying power—so that when you ask for a favor you will be able to get it.



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

Established 1868

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

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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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AMERICA'S FINEST TOAST

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## COMMERCIAL TRAVELER

### News and Gossip About Michigan Hotels.

Flint, Jan. 12—George Southerton has sold out his La Verne Hotel, at Battle Creek, to W. L. Mead, formerly proprietor of the Gildner, at Grand Haven. Mr. Southern has been an outstanding figure in Michigan hotel operation for the past dozen years and he has made a merited success of it, and it is to be hoped that he will acquire other property in the Wolverine State which will make it possible to retain his old-time friendship and fraternization with hotel men. He is a good fellow and the traveling public like him.

Mr. Mead, in his operation of the Gildner, also acquired a circle of acquaintances who will be glad to know that he is to keep on going in Michigan. He has a good property and its value will continue to improve.

At Battle Creek, the proprietorship of the Hotel Clifton, owing to the recent decease of John Callahan, falls upon Milton Magel, who has been its active manager for several years. Mr. Magel, well-known as the treasurer of the Michigan Hotel Association, will proceed at once to rehabilitate the property. The lobby will be materially improved, the halls and rooms recarpeted, and many of the latter refurnished. Its very reasonable rates and its central location have drawn to it a very satisfactory patronage, which, no doubt, will be greatly increased in the future, and it will be well deserved.

Speaking of Battle Creek, reminds me that Carl Montgomery, the other day, showed me a letter he had received from a former guest, who complained that on a recent visit he had not been permitted to use his room as a dog kennel; that the Miltmuck, in New York, and Bilgewater, in Chicago, allowed dogs in rooms. But it seems that Carl was obdurate, maintaining that he did not care if a guest wished to wallow in filth at another caravansary—he did not propose to convert the Post Tavern into a zoological garden.

Next winter the Michigan Legislature will, undoubtedly, enact legislation prohibiting the harboring of domestic animals in hotel rooms and lobbies, which will remove one element of embarrassment in the operation of hotels in this State.

For years the writer has been trying to figure out why menus are always removed from tables just as soon as the order has been taken. The nearest to an explanation which has been vouchsafed by a waiter on the Steamer Manitou, last summer, who "spected it was for the purpose of having more room on the table." This, however, does not satisfactorily dispose of the question.

Someone has said that "nothing litters up a table so much as menus of fare. Several people have ordered. The waiter places a soup tureen on the menu. It is a most unsightly thing, hence you cannot leave it there as an advertisement for future orders, especially as the guest has made his purchase."

But has he really completed the transaction? If he had more time to look over the catalogue he might find other items of interest and increase his purchases. That's one of the reasons why the cafeteria is proving such a hit all over the country. You may have felt you had fully established in your mind just what you were going to eat, but seeing something else attractively displayed, opens up a new train of thought and you oftentimes become a lavish spender. Hence, if I really thought a bill of fare was unsightly, I would get it up more attractively—enticingly, as it were—and see that it was prominently displayed.

Bills of fare! Yes! Now it is the Post Tavern which has removed the catch line "choice of" from its menus, out of deference, they say, to the

writer. Which completes the campaign made for that reform in Michigan.

Now if we could only succeed in getting a lot of restaurants, which put up a bold front, to abrogate paper napkins, at least from such tables as are discoverable from the street, this would not be such a bad old world after all.

The official bulletin of the Michigan Hotel Association will be out this week and it will be mailed to all members, even those who think the prime reason for the existence of the Association is to have a good time at conventions. The current issue of the Bulletin will convince, or ought to, that much business of vital interest to every hotel was transacted, and if he will let the information imparted sink in, he will be a better hotel man and make more money.

Last week end I spent with the Lawlesses—Bob and Julia—at the Clintonian, at Clinton. I always like to visit these delightful people. They are a source of inspiration and a fund of information. Even at this time of year it is not unusual for them to serve half a hundred chicken dinners to as many delighted patrons, at home or abroad.

This is what they supplied for one dollar, last Sunday, and got away with it:

Oyster Cocktail  
Cream of Tomato Soup  
Clintonian Relishes  
Roast goose, with dressing  
Roast Chicken, with Cranberry Sauce  
Fricassee Chicken with tea biscuit  
Whipped Potatoes  
Steamed Hubbard Squash  
Tea Biscuit  
Autumn Fruit Salad, Mayonnaise  
Mince Pie  
Ice Cream  
Sweet Cider  
Lemon Cream Pie  
Pork Cake  
Coffee

Hotel Bryant, "Chet" Bliss' establishment at Flint, has established a complete coffee shop, using a portion of the lobby for that purpose. The furnishings are especially artistic and attractive, and the food served is remarkable for its quality.

In a city with a myriad of restaurants it is almost a miracle to have established this institution during a season of the year when there is a customary slacking off in trade, but in this case it has been accomplished. A most wonderful dinner, which is served daily for 75 cents, comprises an attractive selection of dishes, accompanied by most excellent service.

Someone has evolved a hotel keeper's Ten Commandments, as follows:

1. When hungry thou shalt come to my house and eat. Thou shalt honor me and my waitresses, so that thou mayest live long in the land and continue to eat at my house forever.
2. Thou shalt not take anything from me that is unjust, for I need all I have and more, too.
3. Thou shalt not expect plates too large, nor filled too full, for we must pay our rent.
4. Thou shalt not sing or dance only when thy spirit movest thee to do thy best.
5. Thou shalt honor me and mine that thou mayest live long and see me often.
6. Thou shalt not destroy or break anything on my premises, else thou shalt pay double its value. Thou shalt not dare to pay me in bad money nor even say "chalk" or "slate," and if thou givest me "bad check," you shall suffer therefore in the gaol.
7. Thou shalt call at my place daily; if unable to come, we shall feel it an insult, unless thou sendest a substitute or an apology.
8. Thou shalt not abuse thy fellow customers, nor cast base insinuations upon their characters, by hinting that they cannot eat too much.
9. Neither shalt thou take the names of my goods in vain by calling my soup "slops," and my beefsteaks "porous plasters," for I always keep the best the market affords, and am always at home to my friends.
10. Thou shalt not forget thy honorable position and high standing in

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The Only All New Hotel in the City. In the Very Heart of the City  
**NEW BURDICK** Fireproof Construction  
Representing a \$1,000,000 Investment  
250 Rooms—150 Rooms with Private Bath—European \$1.50 and up per Day  
RESTAURANT AND GRILL—Cafeteria, Quick Service, Popular Prices  
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WHEN IN KALAMAZOO  
Stop at the  
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Headquarters for all Civic Clubs  
Excellent Cuisine  
Turkish Baths  
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ERNEST McLEAN, Mgr.

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Three Blocks Away.

150 Fireproof  
Rooms

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

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400 Rooms—400 Baths

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

The Center of Social and Business Activities

## THE PANTLIND HOTEL

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Rooms \$2.00 and up.

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## CODY HOTEL

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RATES { \$1.50 up without bath  
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CAFETERIA IN CONNECTION

## HOTEL HERMITAGE

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Room and Bath \$1.50 & \$2

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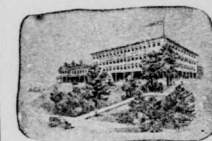
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300 Rooms 300 Baths

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**Whitcomb**  
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THE LEADING COMMERCIAL  
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SOUTHWEST MICHIGAN  
Open the Year Around  
Natural Saline-Sulphur Waters. Best  
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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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The best is none too good for a tired  
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Try the CUSHMAN on your next trip  
and you will feel right at home.

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Reasonable Rates for Rooms.  
Dining Room a la carte.  
GEO. H. WEYDIG, Lessee.

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One Block from Union Station  
Rates, \$1.50 per day up.  
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Absolutely Fire Proof Sixty Rooms  
All Modern Conveniences  
RATES from \$1.50, Excellent Coffee Shop  
"ASK THE BOYS WHO STOP HERE"

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Hot and cold running water in all  
rooms. Several rooms with bath. All  
rooms well heated and well ventilated.  
A good place to stop.  
American plan. Rates reasonable.  
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Largest Hotel in Lansing

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

Rates \$1.50 and up  
EDWART R. SWETT, Mgr.  
Muskegon Michigan



the community as to ask the waitress to "stand treat."

Michigan is going through the process of constructing many new hotels, ill-advised or otherwise, and the public is a fickle mistress. Hence if you want to retain your business you must keep "dolled up" at all times. Let every day show some little improvement in your establishment, rather than to have one spasm of improvement and then go to sleep at the switch. You will also make no common error if you begin this improvement before you are compelled to do it as a "military necessity."

Frank S. Verbeck.

#### Gabby Gleanings From Grand Rapids.

Grand Rapids, Jan. 12—J. H. Millar (National Candy Co.) is usually a pretty staid kind of a chap, but his equanimity was completely upset Jan. 9 by the arrival of a grandson in the home of his son, William Millar. John dropped into poetry—or what he thought was poetry—and danced the can can and did a lot of other things that a sedate granddad is not expected to indulge in, even on such an auspicious occasion as the birth of a grandchild. The father of the youngster was a traveler for the National Candy Co. from 1910 to 1920, since which time he has been connected with the sales force of the Mueller Furniture Co. All are doing as well as could be expected—even the granddad.

The Hylo Electric Co., 2226 Wealthy street, has added a line of hardware. The Michigan Hardware Co. furnished the stock.

About fifty men are at work on the dam which is to be constructed about a quarter of a mile up the river from the Cascade bridge on the Thornapple river. The dam will provide for a 28 foot fall and raise the level of the river as far up as Alaska.

The Salesmen's Club of Grand Rapids, a live organization, which through its midday luncheon meetings is putting over some real constructive work in the line of better salesmanship methods, resumed its regular meetings last Saturday, Jan. 9, following a two weeks' vacation period over the holiday season. The Club was addressed by A. P. Johnson, using as his topic the Mental Looking Glass. Mr. Johnson brought out many ideas in connection with real serviceable salesmanship. Some of the points he made were rather startling to the members of the Club, but his remarks, as a rule, carried conviction with them. He rather elaborated on the necessity of the real salesman of not only "knowing his stuff," but of being absolutely honest and conscientious in all of his dealings with the prospective buyer.

The meeting next Saturday will be addressed by Lee H. Bierce, Secretary of the Chamber of Commerce, and a large attendance is expected. All salesmen are welcome to this meeting, which convenes at 12:45 every Saturday in the Rotary room at the Pantlind Hotel.

#### Danger in Free Riding.

Retail grocers as well as jobbers will do well to enforce their rules against allowing delivery clerks to entertain their friends by free riding on their delivery trucks. Word comes from an Oklahoma jobber that suit has been filed there by a man who was a free passenger in an automobile of a friend when an accident happened. The suit, for quite a sum, is against the party who owned the auto and the firm in whose employ he was. If a salesman takes on a passenger, be he a specialty salesman or not, his firm is liable in case of accident, if the trip is being made in the employer's interest. In one state the grocers use a blank waiver of any damage for all that may ride in cars of their salesmen.

#### Buy Flour To Cover Present Requirements.

Written for the Tradesman.

The price of wheat as it stands today is a very uncertain quantity. We may have a break of 10@15c per bushel, but, on the other hand, it is possible May wheat will sell at \$2 per bushel within sixty days. It is anybody's market, in other words, and both the "bulls" and the "bears" can figure out just exactly why it should go up or down according to their desires.

Liquidation and stop loss selling caused some decline during the last week. Foreign markets were comparatively inactive and the Argentine surplus is estimated at all the way from 110,000,000 to 140,000,000 bushels.

There has been a freer movement of cash wheat recently than for some time before. This should tend to bring about lower prices. On the other hand, flour buying has been very light during the past two or three weeks and the trade are not heavily stocked; will, in fact, be forced into the market right along to cover their requirements. This is a strengthening factor.

The price of wheat on the 1925 crop thus far has been very difficult to figure out. From the standpoint of actual value based on the world supply, it appears that from \$1.50@1.60 per bushel would represent its true worth, that is, on No. 1 and No. 2 grades. However, farmers have apparently been able to market to more advantage this year than heretofore and, consequently, have realized a better price than otherwise would have been possible and this in reality works out to the advantage of the entire country, as business men in general have come to realize their own prosperity is dependent to a large extent upon the prosperity of the farmer, whether he grows wheat, rye, corn, potatoes, cotton or tobacco, as these products are all new wealth produced each year and if raised at a profit to the farmer add a decided impetus to business in general.

We, personally, feel no differently than we have at other times on this crop. Believe in buying to cover requirements, but are rather unfriendly to heavy buying for future delivery. In other words, the strictly merchandising policy seems to be more safe under present conditions.

Lloyd E. Smith.

#### Roast Pork Lower in Price.

The old saying that it is a bad wind that blows nobody good luck is a rather cheerful way of looking at things; and it is usually a fact. In the present declining pork loin market there is a great deal of cheer for the consumer, if not for the producer. It is indeed fortunate for the consumer when lower prices come at a time when a product is most suitable for use, as in the case of roast pork to-day. This is brisk weather, the kind that makes the blood tingle and gives elasticity to the step, color to the cheek and vivacity to the manner, stimulates the appetite until the aroma of roasting pork is more fascinating than would be the most savory dish possible to prepare when the weather is warm and the appetite

lagging. While the wholesale value of live hogs is considerably higher than during the low periods last year it is fully three dollars a hundred lower than the peak time of this year, and this decline is registered in fresh pork cuts more than in such things as hams, bacon and picnic style shoulders. Week-end specials are becoming more usual each Saturday now and this coming Saturday will undoubtedly see prices for good quality roasting pork lower than at any time for several months. There is something hopeful to the average housewife in lowering prices for it means a more bountiful meal without a feeling of extravagance accompanying it. The decline at the present time is, due partly at least, to a more liberal amount of good pork available for use. This is a seasonal matter, for hogs are shipped into market in greatest numbers during the late fall and winter months. Another marketing factor that affects the price at the present time is a more bountiful corn supply this year, which dissipates confidence in the future hog market and causes hog owners to feel that early marketing at current prices may be preferable to later selling. This feature is uncertain, however, and we are giving it mention as one of the present influences in lower prices. We hope in calling attention to the present decline, coupled with high quality and seasonal suitable to the diet, may develop interest in this excellent meat product.

#### In Business Forty-Three Consecutive Years.

Reed City, Jan. 8—I wish to thank you for the kindly interest you express in my business career, extending over a period of forty-three years. In September, 1882, my brother, William H. Hawkins, and myself, formed a co-partnership under the firm name of Hawkins Brothers to engage in the grocery business in Reed City. In the year 1887 I sold him my interest in this business, and in 1888 opened a new dry goods store in Reed City which has had a continuous existence since that time with some slight interruptions. In a business career extending over this length of time, one will necessarily meet with some hard knocks and business reverses. I have suffered severe losses of stock by fire twice. Once in 1898 in the double store of the Stoddard block, which was nearly a total loss, with insufficient insurance. A second fire in 1904, with a total loss of building, and about one-half of stock. Sufficient insurance permitted me to re-establish business at once. I have passed through several business depressions and have seen the business barometer move up and down many times. I think that, with possibly only one exception, there has been a complete change in the proprietorship of every business place in Reed City since our business was first established. Eighteen years ago I bought the opera house block, at which place my business has since been conducted. A partnership formed with my son, Rollin J. Hawkins, nearly four years ago, is now conducted under the firm name of H. W. Hawkins & Son, with R. J. Hawkins as manager.

The Tradesman has been a constant weekly visitor to our office, almost from its very first issue, and we have come to look upon it as almost indispensable.

No other trade magazine that I have been acquainted with has ever served the trade interests of Michigan so faithfully and so well as has the Tradesman.

It should ever be considered as a necessary part of the office equipment of every merchant, manufacturer and business man throughout the length and breadth of our State.

H. W. Hawkins.

#### Tempting Offer To Country Postmasters.

A Minneapolis concern is sending out the following letter to country postmasters:

Minneapolis, Minnesota, Jan. 2—Wait! One moment please!

We don't want a dollar of yours; not a word about Hosiery, either. We are in trouble. We have a little favor to ask of you. It is not much. In the end you will be the gainer.

Because of your position and standing in your locality, we believe you can give us the names of two or three men or women in your city who might be developed into capable representatives for this company.

Here is a chance—a big one—a solid, substantial something in it for the right woman. We want her—we want her now. We believe you can point out the right woman. We don't ask you to do it for nothing. We ask you to accept a reward. A commission on all she sells during the first year.

Isn't it worth while to you? Can't we depend on you to take an interest in this thing promptly, and at once get us into communication with the very best kind of a woman?

We'd really like to have a particular friend whom you would like to do more than she's doing. This is a real legitimate opportunity for you to help her to something bigger. And then, too, you mustn't forget—there is something in it for you. If, for any reason, you can't do this for us, won't you tell us right away?

Yours sincerely,

Gold Seal Hosiery Co.,

E. K. Strahy, Director of Sales.

In certain cases—when the country postmaster is a country merchant—the letter will receive a warm reception.

If you want to know how to handle the farming trade with success, subscribe for a farm paper and read the Government bulletins to farmers so you will understand what the farmer is up against.

### Columbia Hotel

KALAMAZOO

Good Place To Tie To

### CODY CAFETERIA

Open at 7 A. M.

TRY OUR BREAKFAST  
Eat at the Cafeteria it is Cheaper

FLOYD MATHER, Mgr.

FIRE AND  
BURGLAR  
PROOF

# SAFES

Grand Rapids  
Safe Co.

Tradesman Building



## 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.

### Closer Companionship Results in Better Business.

There are many leaks at the average soda fountain aside from the monotonous "drip, drip" of the imperfect faucet. We are conscious of many of them, but during the busy season are too rushed to keep track of all that goes on and must of necessity overlook some of the things we do see, and so the leaks continue. Now that we are not so busy we really ought to check up on matters a little more closely, and possibly we might discover some conditions that, if remedied, would add materially to our profits another season.

For your assistance in locating the difficulties that may exist in your fountain department, I will enumerate some of the more common causes for lost profits at soda fountains. I do not expect that you will find all these leaks at your fountain but any one or two of them may be sufficient to lessen materially your profit for the season and you will want to locate and stop them.

Do you know that at a great many fountains clerks are actually giving away hundreds of dollars' worth of ice cream, drinks and sundaes every year? These clerks don't really mean to be dishonest. They wouldn't think of taking money from your cash drawer, and they give away your merchandise thoughtlessly and without realizing how much it amounts to in the course of a few weeks. They would be insulted if you called them dishonest, yet they are not strictly honest in the finest sense of the word—they have never been taught to be particular about little things, and helping themselves and their friends to what they want doesn't mean stealing to them.

While some clerks will not actually give things away, you will find them serving expensive drinks and sundaes to family or friends and putting through a ten or fifteen-cent check for them, and, most common of all, is the practice of giving extra big portions and charging only the regular price.

Now I do not advocate discharging clerks for this offense without calling their attention to it, and giving them another chance to make good. Usually you will find no actual desire or intent to cheat you or to be dishonest, but rather a laxity of morals and a thoughtlessness as to the possible consequences to themselves and the ultimate financial loss to you. You must impress upon your help the fact that giving away your merchandise to their friends or giving more than they are honestly entitled to is just the same, in effect, as taking cash from the till, and when they think of it in this light you will have no further cause for complaint on that score.

One of the most successful fountains I know anything about keeps on the back bar a card index file for the use of clerks and dispensers. A card is made out for every item listed on the

menu and as new ones are added cards are made for them. One side contains the formula and the selling price and the other side shows the cost of serving this drink, every ingredient being listed and the cost shown. This serves a number of purposes. In the first place it makes for uniformity of drinks. That is, if a customer orders a certain item from one dispenser to-day, he can go to another clerk to-morrow and get the same combination at the same price, and that isn't always possible unless some definite system is followed. Furthermore, if a clerk knows the actual cost of articles and realizes that he is handling valuable materials, he is less likely to give them away or use them wastefully or carelessly.

Another thing that the card system does is to enable you to fix your selling prices fairly so you make a reasonable profit on all items sold. It obviates the possibility of advertising and pushing a drink or a sundae that is not profitable—and there are bound to be some that pay better than others, and you may even find that you have lost money on some things without realizing it.

Look through your stockroom and see how goods are being stored. See how they are being diluted—if formulas are being accurately followed, and what care is given rock candy syrup and part packages of fruits and syrups. Look through the refrigerator very frequently, for it is surprising the volume of loss and waste of expensive materials refrigerators sometimes reveal.

Set pumps to draw an exact amount with one full push of the lever. Insist upon accurate measurements of ice cream, whether it is being sold by the dip or the quart. If you could weigh a number of servings at different times or know the variation in the weights of the pints and quarts of cream that are sold over your counter you might find where some of your profits go. The same is true of fruits and syrups. You will likely find, if you investigate, that anywhere from one ounce to four ounces is being used in your sodas and desserts when one and one-half or two ounces at the most would make the drinks just right and cut the cost of serving them to the minimum. You get no more for a drink or a sundae containing double the required amount of flavor or a bigger portion of ice cream, why then double up on the cost?

The overstocking or the careless packing of ice cream may result in the loss of several gallons at one time. It is better to buy ice cream in smaller quantities and have it delivered more often to avoid the necessity of re-handling and repacking it, for you all know the story of ice cream "shrinkage" and what a loss it leaves with the retailer.

Not enough ice in the fountain may also mean the loss of many dollars' worth of material, or if a careless clerk leaves the door of the refrigerator ajar, ice melts too fast and milk, cream and other materials waste. Your garbage cans and your refuse barrels might shock you if you would examine their contents. There may be an appalling amount of breakage at your fountain

due to careless handling of glassware and dishes. You might find in your garbage or in with the papers a number of pieces of perfectly good silverware—thrown out carelessly. Such things frequently happen and explain the channels through which hundreds of dollars of profit are lost annually.

In addition, there are the leaks and sources of waste due to imperfect plumbing, worn out faucets and other common impairments of fountain equipment. These can easily be detected and repaired with the expenditure of only a little time and money. In fact, any of the conditions existing at your fountain, detrimental to your progress and success can be located and overcome. The best remedy is your presence in the fountain department frequently and regularly with a supervision of the work there such as only the "boss" can give it.

Take this time of year to get acquainted with your help, for a closer companionship will reveal much that is new on both sides and result in a better understanding, greater interest and loyalty and better business all around.

Jacques Fontaine.

### The Dietetic Value of Carbonated Beverages.

Physiologically defined, a food is a substance which when taken into the body and there assimilated builds tissues, repairs waste, or supplies energy. Its common definition, however, is much more comprehensive, and is the definition set forth in the Federal Food and Drugs Act and in many of our State laws, which are patterned after it. For the purposes of the Food and Drugs Act, food is defined as "all articles used for food, drink, confectionery, or condiment by man or other animals, whether simple, mixed, or compound."

By either of these definitions carbonated beverages are to be classed as a food. As an evidence of their importance in our dietary, I have only to remind you that their estimated consumption is equivalent to eight billion half-pint bottles annually, or about eighty bottles per capita, which represents a consumption of about one hundred and twenty-five thousand tons of sugar, or enough to supply the seven million people of greater New York with their daily sugar ration for a period of six months. Collected into one great mass this would make a real worthwhile lump of sugar, occupying a volume of four million cubic feet, or equal in size to a building 500 feet long, 200 feet wide, and 40 feet high, about the size of this convention building.

A well-balanced maintenance ration for a normal individual is one in which there is a nice adjustment between the tissue-building, waste-repairing constituents and the energy-yielding, heat-supplying constituents. The first are the nitrogenous elements of our foods, represented by meat, eggs, etc., and generally referred to in a ration as the proteins, one of the great subdivisions of food proximates; the second are represented by the fats and the carbohydrates, the fats being the oils of animal or vegetable origin, and the carbohydrates forming that great class of

food proximates which includes the starches and sugars.

I said a moment ago that one essential of a food is its energy value. By that I mean that the body must have certain substances which, when metabolized or burned in the body, furnish energy and yield heat. It is interesting to note that we measure their value outside the body by the units of heat which they will furnish when burned. These units of heat are termed calories, and it has been found that the average man when at moderate labor requires a food ration which will supply to his body about 3,000 calories a day. These heat or energy units, so essential to the maintenance of life and health, are derived largely from the fats and carbohydrates of our daily food ration. About 55 per cent. of the calories needed each day are furnished by the starches and sugars of the diet. Now, a half-pint bottle of the average carbonated beverage contains enough sugar to yield about 150 calories, or about 1/20 of our required daily energy-yielding foods. Stated in another way, a half-pint bottle of ginger ale consumed with a meal will furnish about 1/4 of the required energy supplied by the carbohydrates of the ration. Its calorific value is equivalent to a pound of carrots or beets, one pound of string beans, five ounces of white potatoes, or two ounces of bread.

Carbonated beverages have a dietetic value other than that derived from their energy-furnishing material. Beverages made with fruit juices and fruit extracts, if used every day, give to the diet some of the advantages which come from eating fruit, and supply those combinations of acids, flavors, and mineral salts which have made fruit a favorite article of the human diet since the beginning of history, in spite of the alleged disaster following man's acceptance from his mate of the forbidden apple. Most of our carbonated beverages contain a fairly liberal quantity of the fruit acids. Those that contain the juices and extracts probably contain those elusive substances called vitamins, which are so essential to our health and well-being. It seems to me that it would be an excellent thing for you as an association to enlarge your research activities to include a study of the value of fruit juices and extracts used in your products. Some of the well-known carbonated beverages also have decided tonic and dietetic value, owing to their condimental properties. For example, ginger ale has a tonic and stomachic value, for which reason ginger ale is frequently prescribed for the sick and convalescent and has come to have a regular place in the regime of every well appointed hospital. Carbonic acid gas also gives a peculiar dietetic value to beverages. This gas is the product of the complete combustion of carbon, either without or within the body, and it is therefore a waste of product of the body, voided very largely through breathing. For a long time it was regarded only as a waste product, which continued good health demanded should be removed from the sphere of the bodily activities as completely and as rapidly as possible. The true function of carbon dioxide in the body



therefore remained unrecognized until comparatively recently. Zuntz, in 1897, one of the first to fully recognize its functions in the body, pointed out that the carbon dioxide content of the blood is the chief regulating factor in ordinary respiration. Campbell, in 1913, showed that an increase of carbon dioxide produced a slight but measurable change in the hydrogenion concentration of the blood, and up to a certain point causes a rise in blood pressure. Tyrode has shown that when taken internally carbon dioxide increases reflexly the flow of the digestive juices and augments markedly the absorption of water from the intestines, consequently the excretion through the kidney. Another fact, which is now perhaps of only historical interest to us, unless you held one of your conventions in Canada, is that it very materially aids in the absorption of alcohol by the stomach. This probably accounts for the popularity of the mixture known as "B & S," favored by our British cousins, and for the physiological potency of champagne and other sparkling wines formerly known which was greater than their content of alcohol would seem to warrant. McGuigan (1921) says that carbon dioxide hastens absorption when taken into the stomach, but that most of it is excreted by eructation, although some of it is absorbed and given off by the lungs and is a normal stimulant of the respiratory center. Clark (1923) states that "carbon dioxide is the most powerful of respiratory stimulants and that the normal neutrality of the blood is maintained by the presence of carbon dioxide combined with proteins and alkalies. The quantity of carbon dioxide occurring in the blood as carbonates is termed the alkaline reserve of the blood and any diminution in this quantity is termed acidosis."

It is not my purpose in quoting from

these authorities on medicine and physiology to intimate that carbonated beverages are to be regarded or exploited as therapeutic agencies in any particular, but to meet the question sometimes raised, without valid reason, regarding their healthfulness and their legitimate place in a normal diet. It is a matter of common knowledge that wines and waters super-saturated with carbon dioxide have been regarded as among our most valued possessions from time immemorial. The effervescing springs of Vichy, the sprudels of Germany and Austria, and such similar effervescing spas in our own country like Saratoga, Manitou, and Shasta, have been noted for their hygienic properties for generations, owing in large measure to their content of carbon dioxide gas. Another factor which entitles carbonated beverages to be listed in the preferred class of food products is the sanitary character of the beverages produced by most bottlers. I think I can say without reservation, and with an experience from twenty years contact with food industries, gained in the enforcement of the Federal Food and Drugs Act, that it is my firm conviction that bottled carbonated beverages are about as clean and healthful and produced generally under as good sanitary conditions as any packaged food upon the market.

W. W. Skinner.

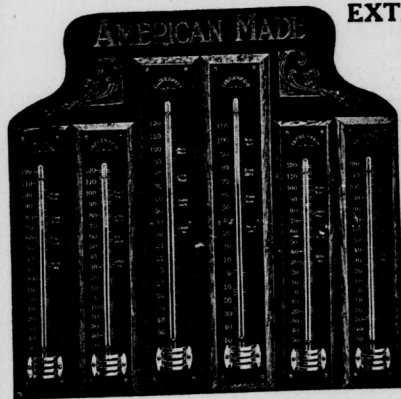
**Do Your Customers Come Back?**

Fountain proprietors should ask themselves whether their customers are getting sodas or sundaes that will bring them back not only to the fountain but to the candy counter or other departments, whether or not they are making their customers believe that ice cream is a luxury on account of the size of the portions served them.

Friendship thrives on giving, not receiving.

**Trade Boosters**

**EXTRA GOOD THERMOMETER ASSORTMENTS**



No. 100's—Display Assortment

**No. 100's—Assortment**

Contains 6 Wood Back (Walnut and Birch) 4-8 in., 2-10 in., Black Litho. Tin Scales, Magnifying Spirit Tubes on Easel Display Stand.

1/2 Doz. in Assortment \$2.50 Each

**No. 2029—Atco Assortment**

(No cut shown)  
6 Thermometers 4-8 in., 2-9 in., on Display Card, Beautiful Goods, Enameled Wood Fronts, Magnifying Tubes, Nickle Trimmed on card, same style as No. 100's except have rounded instead of square.

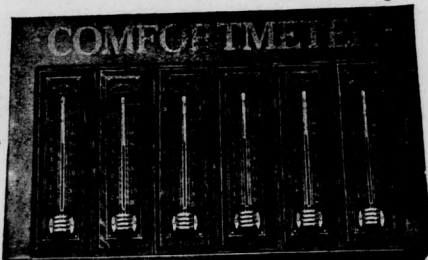
Price \$3.00 for Assortment of Six Thermometers

**No. 5151S—Comfortmeter Assortment**

Contains 12 Thermometers 8 in. by 2 1/2 in. in size, Flemish Mission Backs, Nickled Strap and Bulb Guards, on easy reading Metal Scales with Magnifying Front Tubes. Backs come assorted color woods. \$4.00 Dozen

HAZELTINE & PERKINS DRUG CO.

Manistee Grand Rapids Michigan



No. 5151's—Display Assortment

**WHOLESALE DRUG PRICE CURRENT**

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

<b>Acids</b>	Cotton Seed	Belladonna
Boric (Powd.) 15 @ 25	Cubebs 7 00 @ 7 25	Benzoïn 2 10
Boric (Xtal) 15 @ 25	Eigeron 9 00 @ 9 25	Benzoïn Comp'd 2 65
Carbolic 37 @ 43	Eucalyptus 1 25 @ 1 50	Buchu 2 55
Citric 58 @ 70	Hemlock, pure 1 75 @ 2 00	Cantharadies 2 85
Muriatic 3 1/2 @ 8	Juniper Berries 3 50 @ 3 75	Capsicum 2 20
Nitric 9 @ 15	Juniper Wood 1 50 @ 1 75	Catechu 2 75
Oxalic 15 @ 25	Lard, extra 1 60 @ 1 80	Cinchona 2 10
Sulphuric 3 1/2 @ 8	Lard, No. 1 1 40 @ 1 60	Colchicum 2 80
Tartaric 40 @ 50	Lavendar Flow 8 50 @ 8 75	Cubebs 3 00
	Lavendar Gar'n 85 @ 1 20	Digitalis 2 80
	Lemon 3 50 @ 3 75	Gentian 1 35
<b>Ammonia</b>	Linseed, bld. bbl. @ 1 05	Ginger, D. S. 2 30
Water, 26 deg. 08 @ 16	Linseed, raw, bbl. @ 1 02	Guaiaic 2 20
Water, 18 deg. 07 @ 13	Linseed, bld. less 1 12 @ 1 25	Guaiaic, Ammon. 2 00
Water, 14 deg. 06 @ 11	Linseed ra., less 1 09 @ 1 22	Iodine 2 95
Carbonate 20 @ 25	Mustard, artifi. oz. @ 35	Iodine, Colorless 1 50
Chloride (Gran.) 10 1/2 @ 20	Neatsfoot 1 35 @ 1 50	Iron, Clo. 2 35
	Olive, pure 3 75 @ 4 50	Kino 2 10
	Olive, Malaga, yellow 2 75 @ 3 00	Myrrh 2 50
	Olive, Malaga, green 2 75 @ 3 00	Nux Vomica 1 55
	Orange, Sweet 5 00 @ 5 25	Opium 3 50
	Origanum, pure @ 2 50	Opium, Camp. 2 00
	Origanum, com'l 1 00 @ 1 20	Opium, Deodor'd 3 50
	Pennyroyal 4 00 @ 4 25	Rhubarb 1 70
	Peppermint 35 00 @ 35 25	
	Rose, pure 13 50 @ 14 00	<b>Paints</b>
	Rosemary Flows 1 25 @ 1 50	Lead, red dry 15 1/4 @ 15 3/4
	Sandalwood, E. I. 10 50 @ 10 75	Lead, white dry 15 1/4 @ 15 3/4
	Sassafras, true 1 75 @ 2 00	Lead, white oil 15 1/4 @ 15 3/4
	Sassafras, arti'l 75 @ 1 00	Ochre, yellow bbl. @ 2 1/2
	Spearmint 19 50 @ 19 75	Ochre, yellow less 3 @ 6
	Sperm 1 50 @ 1 75	Red Venet'n Am. 3 1/2 @ 7
	Tansy 10 00 @ 10 25	Red Venet'n Eng. 4 @ 8
	Tar, USP 50 @ 65	Putty 5 @ 8
	Turpentine, bbl. @ 99	Whiting, bbl. @ 4 1/2
	Turpentine, less 1 06 @ 1 19	Whiting 5 1/2 @ 10
	Wintergreen, leaf 6 00 @ 6 25	L. H. P. Prep. 3 05 @ 3 25
	Wintergreen, sweet birch 3 00 @ 3 25	Rogers Prep. 3 05 @ 3 25
	Wintergreen, art 75 @ 1 00	
	Wormwood 8 00 @ 8 25	<b>Miscellaneous</b>
	Wormwood 9 00 @ 9 25	Acetanalid 47 @ 55
		Alum 08 @ 12
<b>Alum</b>		Alum, powd. and ground 09 @ 15
		Bismuth, Subnitrate 3 54 @ 3 59
<b>Borax</b>		Borax xtal or powdered 07 @ 12
		Cantharades, po. 1 50 @ 2 00
<b>Calomel</b>		Calomel 2 02 @ 2 22
		Capsicum, pow'd 48 @ 55
<b>Carmine</b>		Carmine 7 00 @ 7 50
		Cassia Buds 35 @ 40
<b>Caves</b>		Caves 50 @ 55
<b>Chalk Prepared</b>		Chalk Prepared 14 @ 16
<b>Choloroform</b>		Choloroform 51 @ 60
<b>Chloral Hydrate</b>		Chloral Hydrate 1 35 @ 1 85
<b>Cocaine</b>		Cocaine 12 10 @ 12 80
<b>Cocoa Butter</b>		Cocoa Butter 50 @ 75
<b>Corks, list, less</b>		Corks, list, less 40-10%
<b>Copperas</b>		Copperas 2 3/4 @ 10
<b>Copperas, Powd.</b>		Copperas, Powd. 4 @ 10
<b>Corrosive Sublim</b>		Corrosive Sublim 1 65 @ 1 86
<b>Cream Tartar</b>		Cream Tartar 31 @ 38
<b>Cuttle bone</b>		Cuttle bone 40 @ 50
<b>Dextrine</b>		Dextrine 6 @ 15
<b>Dover's Powder</b>		Dover's Powder 3 50 @ 4 00
<b>Emery, All Nos.</b>		Emery, All Nos. 10 @ 15
<b>Emery, Powdered</b>		Emery, Powdered 8 @ 10
<b>Epsom Salts, bbls.</b>		Epsom Salts, bbls. @
<b>Epsom Salts, less 3 1/4</b>		Epsom Salts, less 3 1/4 @ 10
<b>Ergot, powdered</b>		Ergot, powdered @ 1 25
<b>Flake, White</b>		Flake, White 15 @ 20
<b>Formaldehyde, lb.</b>		Formaldehyde, lb. 12 @ 30
<b>Gelatin</b>		Gelatin 85 @ 1 00
<b>Glassware, less 55%</b>		Glassware, less 55%
<b>Glassware, full case 60%</b>		Glassware, full case 60%
<b>Glauber Salts, bbl.</b>		Glauber Salts, bbl. @ 02 1/2
<b>Glauber Salts, less 04</b>		Glauber Salts, less 04 @ 10
<b>Glue, Brown</b>		Glue, Brown 21 @ 30
<b>Glue, Brown Grd</b>		Glue, Brown Grd 15 @ 20
<b>Glue, white</b>		Glue, white 27 1/2 @ 35
<b>Glue, white grd.</b>		Glue, white grd. 25 @ 35
<b>Glycerine</b>		Glycerine 29 @ 50
<b>Hops</b>		Hops 65 @ 75
<b>Iodine</b>		Iodine 6 45 @ 6 90
<b>Iodoform</b>		Iodoform 7 35 @ 7 65
<b>Lead Acetate</b>		Lead Acetate 20 @ 30
<b>Mace</b>		Mace @ 1 45
<b>Mace, powdered</b>		Mace, powdered @ 1 50
<b>Menthol</b>		Menthol 14 50 @ 15 00
<b>Morphine</b>		Morphine 11 18 @ 11 93
<b>Nux Vomica</b>		Nux Vomica @ 30
<b>Nux Vomica, pow.</b>		Nux Vomica, pow. 17 @ 25
<b>Pepper black pow.</b>		Pepper black pow. 40 @ 45
<b>Pepper, White</b>		Pepper, White 45 @ 55
<b>Pitch, Burgundy</b>		Pitch, Burgundy 10 @ 15
<b>Quassia</b>		Quassia 12 @ 15
<b>Quinine</b>		Quinine 72 @ 1 33
<b>Rochelle Salts</b>		Rochelle Salts 30 @ 35
<b>Saccharine</b>		Saccharine @ 80
<b>Salt Peter</b>		Salt Peter 11 @ 22
<b>Seidlitz Mixture</b>		Seidlitz Mixture 30 @ 40
<b>Soap, green</b>		Soap, green 15 @ 30
<b>Soap mott cast.</b>		Soap mott cast. 22 1/2 @ 25
<b>Soap, white castile</b>		Soap, white castile @ 12 50
<b>Soap, white castile less, per bar</b>		Soap, white castile less, per bar @ 1 45
<b>Soda Ash</b>		Soda Ash 3 @ 10
<b>Soda Bicarbonate</b>		Soda Bicarbonate 3 1/2 @ 10
<b>Soda, Sal</b>		Soda, Sal 02 1/2 @ 08
<b>Spirits Camphor</b>		Spirits Camphor @ 1 35
<b>Sulphur, roll</b>		Sulphur, roll 3 1/2 @ 10
<b>Sulphur, Subl.</b>		Sulphur, Subl. 04 @ 10
<b>Tamarinds</b>		Tamarinds 20 @ 25
<b>Tartar Emetic</b>		Tartar Emetic 70 @ 75
<b>Turpentine, Ven.</b>		Turpentine, Ven. 50 @ 75
<b>Vanilla Ex. pure</b>		Vanilla Ex. pure 1 75 @ 2 25
<b>Vanilla Ex. pure 2</b>		Vanilla Ex. pure 2 50 @ 3 00
<b>Zinc Sulphate</b>		Zinc Sulphate 06 @ 15



# 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

- Lamb
- Mutton
- Canned Blackberries
- Sardines
- Raisins
- Peppers

## DECLINED

- Some Size Prunes
- Jelly
- Cour Pickles, bulk
- Dill Pickles, bulk
- Holland Herring

### AMMONIA

- Arctic, 16 oz. ----- 2 00
- Arctic, 32 oz. ----- 3 25
- Quaker, 36, 12 oz. case 8 85



### AXLE GREASE

- 48, 1 lb. ----- 4 35
- 24, 3 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 50
- Sliced beef, medium ----- 2 80
- Grape Jelly, large ----- 4 50
- Orange 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. 85
- 3 dz. 15c, dz. 1 25

### BREAKFAST FOODS

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

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

### BROOMS

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

### BRUSHES

- 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. ----- 12.8
- Paraffine, 6s ----- 14 1/2
- Paraffine, 12s ----- 14 1/2
- Wicking ----- 40
- Tudor, 6s, per box ----- 30

### CANNED FRUIT

- Apples, 3 lb. Standard 1 50
- Apples, No. 10 ----- 4 50@5 75
- Apple Sauce, No. 10 7 75
- Apricots, No. 1 1 75@2 00
- Apricots, No. 2 ----- 3 00
- Apricots, No. 2 1/2 3 00@3 75
- Apricots, No. 10 ----- 8 25
- Blackberries, No. 10 10 50
- Blueberries, No. 2 2 00@2 75
- Blueberries, No. 10 ----- 14 00
- Cherries, No. 2 ----- 3 50
- Cherries, No. 2 1/2 ----- 4 00
- Cherries, No. 10 ----- 14 00
- Loganberries, No. 2 ----- 3 00
- Loganberries, No. 10 10 00
- Peaches, No. 1 1 50@2 10
- Peaches, No. 1, Sliced 1 40
- Peaches, No. 2 ----- 2 75
- Peaches, No. 2 1/2 Mich 3 25
- Peaches, 2 1/2 Cal. 3 25@3 75
- Peaches, 10, Mich. ----- 8 50
- Pineapple, 1, sl. ----- 1 65
- Pineapple, 2, sl. ----- 2 60
- P'apple, 2 br. sl. ----- 2 40
- P'apple, 2 1/2, sl. ----- 2 90
- P'apple, 2, cru. ----- 2 60
- Pineapple, 10 cru. ----- 9 00
- Pears, No. 2 ----- 4 00
- Pears, No. 2 1/2 ----- 4 65
- Plums, No. 2 ----- 2 40@2 50
- 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@5 50
- Strawberries, No. 10 12 00

### CANNED FISH

- Clam Ch'der, 10 1/2 oz. 1 25
- Clam Ch., No. 3 ----- 3 50
- Clams, Steamed, No. 1 2 00
- Clams, Minc'd, 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 ----- 6 10
- Sardines, 1/4 Oil, K'less 5 00
- Sardines, 1/4 Smoked 6 75
- Salmon, Warrens, 1/2s 2 75
- Salmon, Red Alaska 4 10
- Salmon, Med. Alaska 3 40
- Salmon, Pink Alaska 1 85
- Sardines, Im. 1/4, ea. 10@28
- Sardines, Im., 1/2, ea. ----- 25
- Sardines, Cal. ----- 1 65@1 80
- Tuna, 1/2, Albacore ----- 95
- Tuna, 1/4s, Curtis, doz. 2 20
- Tuna, 1/2s, 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. sil. 1 85

- Beef, 3 1/2 oz. Qua. sil. 1 75
- Beef, 5 oz., Qua. sil. 4 35
- Beef, No. 1, B nut, sil. 4 50
- Beefsteak & Onions, s 3 45
- Chili Con Can., 1s 1 35@1 45
- Deviled Ham, 1/4s ----- 2 20
- Deviled Ham, 1/2s ----- 3 60
- Hamburg Steak & Onions, No. 1 ----- 3 15
- Potted Beef, 4 oz. ----- 1 10
- Potted Meat, 1/4 Libby 52 1/2
- Potted Meat, 1/2 Libby 92 1/2
- Potted Meat, 3/4 Qua. ----- 90
- Potted Ham, Gen. 1/4 1 85
- Vienna Saus., No. 1/2 1 40
- Vienna Sausage, Qua. ----- 95
- Veal Loaf, Medium ----- 3 30

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

### CANNED VEGETABLES.

- Asparagus.
- No. 1, Green tips 4 10@4 25
- No. 2 1/2, Lge. Green 4 00
- W. Beans, cut 2 1 45@1 75
- W. Beans, 10 ----- 98 00
- Green Beans, 2s 1 45@2 25
- Green Beans, 10s ----- 97 50
- L. Beans, 2 gr. 1 35@2 65
- Lima Beans, 2s, Soaked 95
- Red Kid, No. 2 ----- 1 25
- Beets, No. 2, wh. 1 75@2 40
- Beets, No. 3, cut ----- 1 20
- Beets, No. 3, cut ----- 1 60
- Corn, No. 2, Ex. stan. 1 65
- Corn, No. 2, Fan. 1 80@2 35
- Corn, No. 2, Fy. glass 3 25
- Corn, No. 10 ----- 8 00@12 00
- Hominy, No. 3 1 00@1 15
- Okra, No. 2, whole ----- 2 00
- Okra, No. 2, cut ----- 1 75
- Dehydrated Veg. Soup 90
- Dehydrated Potatoes, lb. 45
- Mushrooms, Hotels ----- 38
- Mushrooms, Choice 8 oz. 48
- Mushrooms, Sur Extra 60
- Peas, No. 2, E. J. ----- 1 65
- Peas, No. 2, Sift. ----- 1 85
- June
- Peas, No. 2, Ex. Sift. ----- 2 25
- E. J.
- Peas, Ex. Fine, French 25
- Pumpkin, No. 3 1 25@1 45
- Pumpkin, No. 10 4 75@6 00
- Pimentos, 1/4, each 12@14
- Pimentos, 1/2, each ----- 27
- Sw't Potatoes, No. 2 1/2 1 60
- Sauerkraut, No. 3 1 40@1 50
- Succotash, No. 2 1 65@2 50
- Succotash, No. 2, glass 2 80
- Spinach, No. 1 ----- 1 25
- Spinach, No. 2 ----- 1 60@1 90
- Spinach, No. 3 ----- 2 10@2 50
- Spinach, No. 10 ----- 6 00@7 00
- Tomatoes, No. 2 1 20@1 35
- Tomatoes, No. 2 glass 2 60
- Tomatoes, No. 3, glass 3 60
- Tomatoes, No. 10 ----- 7 50

### CATSUP.

- B-nut, Small ----- 1 90
- Lily of Valley, 14 oz. ----- 2 60
- Lily of Valley, 1/2 pint 1 75
- Paramount, 24, 8s ----- 2 40
- Paramount, 24, 16s ----- 2 40
- Paramount, 6, 10s ----- 10 00
- Mushrooms, 8 oz. ----- 1 75
- Sniders, 16 oz. ----- 2 55
- Quaker, 8 1/2 oz. ----- 1 30
- 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 ----- 28
- Michigan Full Cream 28
- New York Full Cream 31
- Sap Sago ----- 40
- Brick ----- 40

### 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 35
- Hersheys, Premium, 1/4s 36
- Runkle, Premium, 1/2s ----- 33
- Runkle, Premium, 1/4s ----- 36
- Vienna Sweet, 1/4s ----- 36

### COCOA.

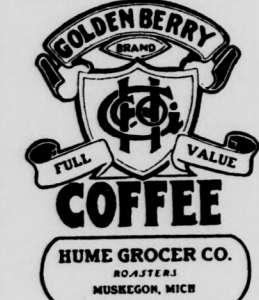
- Bunte, 1/2s ----- 42
- Bunte, 1/4 lb. ----- 35
- Bunte, lb. ----- 32
- Droste's Dutch, 1 lb. ----- 8 50
- Droste's Dutch, 1/2 lb. 4 50
- Droste's Dutch, 1/4 lb. 2 35
- Hersheys, 1/2s ----- 33
- Hersheys, 1/4s ----- 28
- Huyler ----- 36
- Lowney, 1/2s ----- 40
- Lowney, 1/4s ----- 40
- Lowney, 1/2s ----- 38
- Lowney, 5 lb. cans ----- 31
- Runkles, 1/2s ----- 34
- Runkles, 1/4s ----- 38
- Van Houten, 1/4s ----- 75
- Van Houten, 1/2s ----- 75

### COCOANUT

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

### CLOTHES LINE.

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



### COFFE ROASTED BULK

- Rio ----- 26
- Santos ----- 35@37
- Maracaibo ----- 38
- Gautemala ----- 41
- Java and Mocha ----- 51
- Bogota ----- 42
- Peaberry ----- 37
- McLaughlin's Kept-Fresh Vacuum packed. Always fresh. Complete line of high-grade bulk coffees. W. F. McLaughlin & Co., Chicago.

### 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
- Carolene, Tall, 4 doz. 3 80
- Carolene, Baby ----- 3 50

### EVAPORATED MILK

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



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

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

### CIGARS

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

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

### Worden Grocer Co. Brands

- Canadian Club ----- 37 50
- Master Piece, 50 Tin. 37 50
- Tom Moore Monarch 75 00
- Tom Moore Panatella 75 00
- Tom Moore Cabinet 95 00
- Tom M. Invincible 115 00
- Websteretts ----- 37 50
- Webster Savoy ----- 75 00
- Webster Plaza ----- 95 00
- Webster Belmont ----- 110 00
- Webster St. Reges ----- 125 00
- Starlight Rouse ----- 90 00
- Starlight P-Club ----- 125 00
- Tlona ----- 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
- Favourite ----- 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 Tabets ----- 19

### Cough Drops Bxs.

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

### Package Goods

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

### Specialties.

- Walnut Fudge ----- 23
- Pineapple Fudge ----- 21
- Italian Bon Bons ----- 19
- Atlantic Cream Mints ----- 31
- Silver King M.Mallows 1 60
- Walnut Sundae, 24, 5c 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 ----- 32

### 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 ----- 30
- Evaporated, Fancy ----- 31
- Evaporated, Sibs ----- 28

### Citron ----- 45

### Currants

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

### Dates

- Dromadary, 36s ----- 6 75

### Peaches



GELATINE	
Jello-O, 3 doz	3 45
Knox's Sparkling, doz	2 25
Knox's Acidu'd, doz	2 25
Minute, 3 doz	4 05
Plymouth, White	1 55
Quaker, 3 doz	2 55
HORSE RADISH	
Per doz., 5 oz.	1 20
JELLY AND PRESERVES	
Pure, 30 lb. pails	3 30
Imitation, 30 lb. pails	1 75
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 90
No. 2 1/2, 24 cans to cs.	6 25
No. 1 1/2, 36 cans to cs.	5 15
Green Brer Rabbit	
No. 10, 6 cans to case	4 45
No. 5, 12 cans to case	4 70
No. 2 1/2, 24 cans to cs.	4 95
No. 1 1/2, 36 cans to cs.	4 20
Aunt Dinah Brand.	
No. 10, 6 cans to case	3 25
No. 5, 12 cans o case	3 50
No. 2 1/2, 24 cans o cs.	3 60
No. 1 1/2, 36 cans oe cs.	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	19
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, 125 lb. bags	11
Filberts	32
Pecans	1 10
Walnuts	55

**OLIVES.**

Bulk 5 gal. keg	8 00
Quart Jars, dozen	6 50
Bulk, 2 gal. keg	3 60
Bulk, 5 gal. keg	8 25

Pint, Jars, dozen	3 50
4 oz. Jar, plain, doz.	1 30
5 1/2 oz. Jar, pl. doz.	1 60
9 oz. Jar, plain, doz.	2 30
20 oz. Jar, Pl. doz.	4 25
3 oz. Jar, Stu., doz.	1 35
6 oz. Jar, stuffed, dz.	2 60
9 oz. Jar, stuffed, doz.	3 60
12 oz. Jar, Stuffed, doz.	4 50@4 75
20 oz. Jar, stuffed dz.	7 00
PARIS GREEN	
1/8s	31
1s	29
2s and 5s	27
PEANUT BUTTER.	



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

**PETROLEUM PRODUCTS**

Iron Barrels	
Perfection Kerosine	12.1
Red Crown Gasoline, Tank Wagon	15.7
Solite Gasoline	19.7
Gas Machine Gasoline	37.4
V. M. & P. Naphtha	21.6
Capitol Cylinder	39.2
Atlantic Red Engine	21.2
Winter Black	12.2
Light	
Medium	62.2
Heavy	64.2
Special heavy	65.2
Extra heavy	67.2
Transmission Oil	
Finol, 4 oz. cans, doz.	1 50
Finol, 8 oz. cans, doz.	3 25
Parowax, 100 lb.	9.3
Parowax, 40, 1 lb.	9.5
Parowax, 20, 1 lb.	9.7



Iron Barrels.	
Light	62.2
Medium	64.2
Heavy	65.2
Special heavy	67.2
Extra heavy	69.2
Transmission Oil	
Finol, 4 oz. cans, doz.	1 50
Finol, 8 oz. cans, doz.	3 25
Parowax, 100 lb.	9.3
Parowax, 40, 1 lb.	9.5
Parowax, 20, 1 lb.	9.7



Semsdac, 12 pt. cans 3 75  
 Semsdac, 12 qt. cans 4 60

**PICKLES**

Barrel, 1600 count	17 00
Half bbls., 800 count	9 00
50 gallon kegs	5 00
Sweet Small	
30 Gallon, 3000	42 00
5 gallon, 500	8 25
Dill Pickles.	
800 Size, 15 gal.	10 00

**PIPES.**

Cob, 3 doz. in bx. 1 00@1 20	
Derby, per doz.	2 75
Bicycle	4 75

**POTASH**

Babbitt's 2 doz. ----- 3 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	30
Good	28
Medium	25
Poor	20
Mutton.	
Good	18
Medium	16
Poor	14
Pork.	
Light hogs	16
Medium hogs	16
Heavy hogs	15
Loins	25
Butts	23
Shoulders	18
Spareribs	13
Neck bones	06

PROVISIONS	
Barreled Pork	
Clear Back	\$4 50@35 00
Short Cut Clear	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	3/4
10 lb. pails advance	1/2
5 lb. pails advance	1
3 lb. pails advance	1
Compound tierces	13
Compound, tubs	13 1/2

Sausages	
Bologna	12 1/2
Liver	17
Frankfort	17
Pork	18@20
Veal	19
Tongue, Jellied	23
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 @22
Boiled Hams	38 @40
Minc'd Hams	14 @17
Bacon	33 @42

**Beef**

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

**Pig's Feet**

1/4 bbls.	2 15
1/2 bbls., 35 lbs.	3 10
3/4 bbls.	8 25
1 bbl.	18 00

**Cooked in Vinegar**

1/4 bbls.	2 15
1/2 bbls., 35 lbs.	3 10
3/4 bbls.	8 25
1 bbl.	18 00

**Tripe.**

Kits, 15 lbs.	90
1/4 bbls., 40 lbs.	1 60
1/2 bbls., 80 lbs.	3 00
Hogs, per lb.	@42
Beef, round set	14@26
Beef, middles, set.	25@30
Sheep, a 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	3 70
Mothers, 12s, Ill'num	3 25
Silver Flake, 18 Reg.	1 50
Sacks, 90 lb. Jute	2 80
Sacks, 90 lb. Cotton	2 90

**RUSKS.**

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

**SALERATUS**

Arm and Hammer	3 75
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**SAL SODA**

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

**COD FISH**

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

**Holland Herring**

Mixed, Kegs	1 00
Mixed, half bbls.	9 25
Queen, bbls.	10
Milkers, Kegs	1 10
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
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**Mackerel**

Tubs, 100 lb. fncyl fat	24 50
Tubs, 60 count	7 00

**White Fish**

Med. Fancy, 100 lb.	13 00
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**SHOE BLACKENING**

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

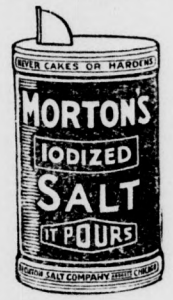
**STOVE POLISH.**

Blackine, per doz.	1 35
Black Silk Liquid, ds.	1 40
Black Silk Paste, doz.	1 25
Enamaline Paste, doz.	1 35
Enamaline Liquid, ds.	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.	93
Colonial, Iodized, 24-2	46
Med. No. 1 Bbls.	2 85

Med. No. 1, 100 lb. bg.	88
Farmer Spec., 70 lb.	90
Packers Meat, 56 lb.	57
Crushed Rock for Ice cream, 100 lb. each	75
Butter Salt, 280 lb. bbl.	4 24
Block, 50 lb.	4 10
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:	
AA-Butter	4 00
AA-Butter	4 00
Plain, 50 lb. bbls.	4 45
No. 1 Medium, Bbl.	2 47
Teumseh, 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 Naphtha, 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
Fummo, 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
Triby Soap, 100, 10c, 10 cakes free	8 00
Williams Barber Bar, 9s	50
Williams Mud, per doz.	48

**CLEANSERS**



80 can cases, \$4.80 per case

**WASHING POWDERS.**

Bon Ami Pd, 3 dz. bx	3 75
Bon Ami Cake, 3 dz.	3 25
Glimaline, 4 doz.	4 20
Grandma, 100, 5c	4 00
Grandma, 24 Large	4 00
Gold Dust, 100s	4 00



### Peculiar Phenomena in Evidence at Sunken Lake.

Onaway, Jan. 12—Homer Cousineau has sold his interest in the Owl restaurant and is featuring Great Northern radios, proving to the people that "there is music in the air" at all times. The Electric Light Co. should encourage this business because the more radios the longer the meters run.

The Gage & Kramer Co. has decided to discontinue business. The big stock of merchandise and fixtures are being offered at a sacrifice. This store, which is the only one on First street, will be greatly missed and the big building which has a past history as Onaway's first opera house, has held an important position in the city's activities.

Traffic on M 10 is surpassing all past records for this time of year. Just enough snow to fill the ruts and make perfect wheeling. Even an occasional tourist is seen going through with his running board loaded with baggage.

The Community Council meeting, which was attended by a large and enthusiastic number of citizens, elected practically all new officers. Mr. Otterbein, superintendent of schools, who becomes director of the Council by election, will lend his assistance by contributing, so far as possible, the cooperation of his school staff. Delegates at large as well as representatives from all societies and organizations were also elected and the Community Council starts off with a bang for 1926, promising everything that is good for the welfare of our city and community.

The big city snow plow could be used to better advantage as a street sweeper, as so far there has not been sufficient snow to require its services.

Wm. H. Howard has opened a grocery store and meat market in his building on State street, which was formerly used as an annex to his second-hand store.

It is truly said that a public school is the pulse of the community in which it is situated. Well and good. Such being the case, we point with pride to the Onaway high and the adjoining grade schools, filled to overflowing with robust healthy children all eager to obtain the knowledge which shall pave the path for their future welfare. An efficient and carefully selected corps of teachers under the supervision of an experienced superintendent. A board of education composed of representative men working harmoniously, whose president has held office for a good many years. Can we not point to such an institution with pride and say "Onaway offers superior inducements to a home seeker and home maker?"

Generally speaking, a man who works over time late into the night, Sundays included, is burning the candle at both ends. Such, however, has been the case at the American Wood Rim plant all winter, deemed necessary in order to keep up with orders for their steering wheels, for which Onaway is noted all over the world, quoting our slogan, "the city that steers the world." The workmen should be entitled to a well-earned breathing spell and a taste of the good outdoor life when the good old summer time arrives.

Intense interest and speculations have been manifested in the outcome of the Rainy Lake phenomena, situated a few miles from Onaway. During the late season thousands of curiosity seekers visited the vicinity and felt well repaid for the trip. Lowering of lake levels has not been uncommon during the dry season, but when a big lake a mile in length and one hundred feet or more deep in places will empty itself into a bottomless pit, carrying tons upon tons of clay and rocks with the rush of the waters, leaving a vast basin as the only evidence of there ever having been a lake, it is something out of the ordinary.

Now it develops that the lake is beginning to fill with water again and

people are wondering what kind of machinery is operating below the surface that is capable of filling and emptying the lake at will. It is told that in former years the mystery was performed and repeated twice or more times several years apart, to the astonishment of people living in the vicinity. This lake is situated twenty or more miles distant from Sunken Lake described in the Tradesman in its issue of Nov. 19, 1924.

Squire Signal.

### Items From the Cloverland of Michigan.

Sault Ste. Marie, Jan. 12—The committee appointed to look into the matter of having a community chest for the Soo have decided that it would not be advisable at this time, but are to go into the matter again later and try to decide on something in that line that would fit the local situation.

The little town of Hulbert suffered a severe loss by fire on Saturday when its only industry, the Parish woodenware mill, burned to the ground, causing a loss of \$75,000, which was only insured for about 50 per cent. About fifty men were thrown out of employment. The mill was owned by L. Shephard Parish and S. P. Parish, the former being in Hulbert at the time seeking to speed up the production of the mill, which was in full operation. It is understood, however, that the mill will be rebuilt promptly, which will give employment to the men. The offices of the company are in Chicago.

A shave and a hair cut make a fine disguise out of some fellows.

Our City Manager, Henry Sherman, is surely deserving of much credit for keeping the city streets in good condition for automobile travel. The side streets are scraped and open for travel, so that it now looks as if we will be able to keep on wheels during the winter, which will be the first year such a thing was possible here.

The mild weather has decided officials of the International Transit Corporation to continue the operation of the Algoma between the two Soos for another week.

Nature insists that we adapt ourselves to conditions or change the conditions—take your choice.

We surely have a good live County Agent here. D. L. McMillan is not only furnishing farmers good advice, but works out problems with them, showing just what can be accomplished by right methods on the farm. He has induced many to raise a better variety of fowl, also doing away with the common bulls and substituting registered stock instead. He has started many calf clubs among the farmer boys and girls and much rivalry was manifested at the county fair last year. He has also discouraged the raising of hay year after year, as was the custom for so many years. We now have many fields of oats, also wheat, which has been a success here. With such coaching the farmers will be making much more progress in the future than they did in the past.

Some waiters make more money than the fellows who give them the biggest tips.

Herbert Fletcher, the popular Cashier of the Sault Savings Bank, will not be able to dance the Charleston for some time, as he is at present suffering from an attack of sciatic rheumatism, which he contracted during the hunting season. This, he says, will not keep him from another hunt next season. But for the fact that Herb is still numbered among the young men, this would be attributed to old age.

William G. Tapert.

The Greco-Bulgarian fracas has been settled by the League of Nations without any seriously injured feelings on either side. The arguments of the Greeks had in the end simmered down to something like this: "We did not

intend to break the law, but circumstances were such that at the time, we felt justified in jumping the fence and going into Bulgaria." The Council of the League answered: "We give you credit for your peaceful intentions and recognize that the circumstances may have been provocative. But the fact remains that you broke the law and did a certain amount of damage in Bulgaria. You admit this and are willing to pay for the damage?" The Greeks admitted it and will pay Bulgaria \$219,000. Thus the League has set up a precedent for its members. When one of them crosses a boundary line, it is in not only for a fight but for a suit for damages. This is a new and surprising state of affairs for the Balkan nations to find themselves in.

## King Bee Butter Milk Egg Mash 18% Protein

The Mash you have been looking for. A Buttermilk Mash at a reasonable price.

Manufactured by  
**HENDERSON MILLING  
COMPANY**  
Grand Rapids, Mich.  
"The reliable firm."

Sold From Coast to Coast

Putnam's

MALTY (AA) MILKIES

Originated and Made Only by  
**NATIONAL CANDY CO., INC.**  
**PUTNAM FACTORY**  
GRAND RAPIDS MICHIGAN

## FOR SALE

One of the oldest, best located, best known, and best paying groceries and meat markets in Northern Michigan. This business was established in 1901 and has been under one continuous management since. It has never shown a year of loss. Its business of about \$100,000 annually consists of the best of the city and resort business and can be increased.

The stock will invoice from \$8,000 to \$10,000 and is in the best of conditions. Its volume can be reduced to suit purchaser.

The fixtures are good, consisting of an ice plant, refrigerators, refrigerator counter, sausage machinery, slicing machines, scales, cash registers, counters, cases, safe, desk, etc., such as are required by a first class grocery and market. These will be heavily discounted.

The building is 40x88 feet, is a two-story brick, centrally located, and in the best of conditions. A new building is being constructed beside it which will be the best building in Northern Michigan. The building will be sold separately or rented to the right parties.

This is a rare chance to acquire an established and paying business. Only reliable parties need enquire. Some first class live properties, stocks or bonds might be considered in part payment. Reasons for selling, owners wish to retire. Reference, Tradesman. Enquire

No. 1000, care Michigan Tradesman.



**Proceedings of the Grand Rapids Bankruptcy Court.**

Grand Rapids, Jan. 5.—In the matter of Sam Koningsberg, Bankrupt No. 2612, the trustee has filed his final report and account and a final meeting of creditors has been called for Jan. 18. The report and account of the trustee will be passed upon, administration expenses paid and a first and final dividend to creditors ordered paid.

Jan. 6. On this day was held the first meeting of creditors in the matter of Thomas-Daggett Co., Bankrupt No. 2708. The bankrupt corporation was present by Mr. Bergy and Mr. Daggett, secretary and vice-president, respectively. The bankrupt was also represented by Ward & Strawhecker, attorneys. Petitioning creditors were present by Clapperton & Owen. Creditors generally were present by George B. Kingston; Travis, Merrick, Warner & Johnson; Corwin & Norcross; Hilding & Hiding, and Wicks, Fuller & Starr. Claims were filed. Mr. Daggett was sworn and examined before a reporter. The Michigan Trust Company was elected trustee and the amount of its bond placed at \$1,000. The first meeting then adjourned until Jan. 20.

On this day also was held the first meeting of creditors in the matter of Stanley J. Ashley, Bankrupt No. 2826. The bankrupt was present in person and by attorneys, Dilley & Souter. One claim was proved and allowed. No creditors were present or represented. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date and the case was closed and returned to the district court as a no-asset case.

On this day also was held the first meeting of creditors in the matter of Chistos Cardaras, doing business as Holywood Cafe, Bankrupt No. 2824. The bankrupt was present in person and by attorneys, Dilley & Souter. No claims were proved and allowed. One creditor was present in person. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date and the case was closed and returned to the district court as a no-asset case.

In the matter of W. P. Kinnee, Bankrupt No. 2733, the trustee has filed his final report and account and a final meeting of creditors has been called for Jan. 18. The trustee's final report and account will be considered and administration expenses ordered paid. A final dividend to general creditors will be ordered paid.

In the matter of Frank Wolfson, Bankrupt No. 2829, the trustee has reported the receipt of an offer of \$2,500 from Nusbbaum Motor Supply Co., of Kalamazoo, for all of the stock in trade and fixtures of this estate, except reclaims. The property is appraised at \$4,924.64. The stock in trade consists of men's and boys' clothing and furnishings and is all located at Kalamazoo. The fixtures used in the business are also included. The date fixed for sale is Jan. 18. An inventory may be seen at the office of the referee. The trustee is M. N. Kennedy, 250 South Burdick street, Kalamazoo, who will show the stock to interested parties. All interested should be present at No. 533 Michigan Trust Building at the time above set forth.

Jan. 7. On this day was held the first meeting of creditors in the matter of Frank Cutter, Bankrupt No. 2827. The bankrupt was present in person. No creditors were present in person, but present by Jackson, Fitzgerald & Dalm, attorneys. Claims were filed. The bankrupt was sworn and examined without a reporter. M. N. Kennedy, of Kalamazoo, was elected trustee, and the amount of his bond placed at \$100. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Frank Wolfson, Bankrupt No. 2829. The bankrupt was present in person and by attorney, Lucien F. Sweet. Creditors were present in person and by attorneys, Jackson, Fitzgerald & Dalm. Claims were proved and allowed. The bankrupt was sworn and examined by Mr. Dalm, before a reporter. M. N. Kennedy, of Kalamazoo, was elected trustee, and the amount of his bond placed by the creditors at \$2,000. The first meeting then adjourned without date.

In the matter of Gilbert Isenhoff, Bankrupt No. 2579, the trustee has filed his final report and account and a final meeting of creditors has been called for Jan. 19. The trustee's final report and account will be approved and allowed and administration expenses paid as far as the funds on hand will permit. There will be no dividends to general creditors.

Jan. 8. On this day was held the first meeting of creditors in the matter of Allen O. Gillivan, Bankrupt No. 2823. The bankrupt was present in person and by Dunham, Cholette & Quail, attorneys. Creditors were represented by Corwin & Norcross and Charles E. Misner. One claim was proved. A. J. Cook, of Grand Rapids, was elected trustee, and the amount of his bond placed at \$100. The bankrupt was sworn and examined with a reporter in attendance. The first meet-

ing of creditors then adjourned without date.

On this day also was held the final meeting of creditors in the matter of Fred C. Schmieding, Bankrupt No. 2780. The bankrupt was not present or represented. The trustee was not present. No creditors were present or represented. Claims were allowed. The trustee's final report and account was approved and allowed. An order was made for the payment of expenses of administration, so far as the funds on hand would permit. There being no funds for the payment of any dividends. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date and the case will be closed and returned to the district court in due course.

Jan. 11. We have to-day received the schedules, order of reference and adjudication in the matter of John H. Priggooris, Bankrupt No. 2832. The matter has been referred to Charles B. Blair, referee in bankruptcy. The bankrupt is a resident of Muskegon. The schedules show assets of \$310, of which \$250 is claimed as exempt, with liabilities of \$19,662. The court has written for funds and upon receipt of the same, the first meeting of creditors will be called, and note of the same made herein. The list of the creditors of said bankrupt are as follows:

Nick Priggooris, Bay City	\$8,500.00
Brunswick-Balke-Condendar Co., Chicago	1,200.00
National Lumbermans Bank, Muskegon	400.00
Jacob Peterman, Muskegon	2,300.00
Central Electric Co., Muskegon	425.00
James Coyne, Muskegon	365.00
John R. Hilt & Co., Muskegon	170.00
Muskegon Tile Co., Muskegon	150.00
Val Batz Brewing Co., Milwaukee	150.00
Otto Lanckewell, Muskegon	115.00
C. J. Drensen, Muskegon	40.00
Hamilton Cigar Co., South Bend	650.00
Fox Jewelry Co., Muskegon	90.00
Angel Hronopolis, Muskegon	1,200.00
Towner Hardware Co., Muskegon	17.00
Papas Alex Co., Chicago	40.00
G. P. DeWit & Sons, St. Johns	170.00
Dr. R. I. Busard, Muskegon	500.00
Hackley Hospital, Muskegon	62.90
Bousma & Van Dyke, Muskegon	200.00
John Sexton & Co., Chicago	362.75
T. Schallioi & Co., Muskegon	99.00
Dr. Lucy N. Eames, Muskegon	40.00
Dr. Charles A. Tieffer, Muskegon	17.00
Paul Spaniola, Muskegon	935.00
Peter Losby, Muskegon	10.00
Angel Priggooris, Lansing	425.00
White Front Store, Muskegon	25.00
Enoch Beckquist, Muskegon	60.00
XX Century Tailors, Muskegon	60.00
Muskegon Lumber & Fuel Co., Muskegon	155.00
Kuppenheimer Cigar Co., Grand Rapids	115.00
Tom Theodorro, Lansing	175.00
Christ Bekearis Co., Chicago	31.84
Star Mercantile Co., Chicago	177.00
Meuller Jewelry Co., Muskegon	55.00
United Home Telephone Co., Muskegon	32.00

Jan. 11. We have to-day received the schedules, order of reference and adjudication in the matter of Akevoula Priggooris, Bankrupt No. 2831. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Muskegon. The schedules show assets of \$2,000, with liabilities \$10,487.65. The court has written for funds and upon receipt of the same, the first meeting of creditors will be called and note of the same made herein. The list of the creditors of the bankrupt are as follows:

City of Muskegon	\$ 180.41
Angel Hronopolis, Muskegon	300.00

Charles Putman, Muskegon	27.56
Dorothy Fair, Muskegon	12.00
Gust Marson, Muskegon	24.00
Nick Priggooris, Bay City	8,500.00
Rochester Germicide Co., Rochester	12.00
Peter A. Milder, Muskegon	237.68
Dick Vandermolen, Muskegon	20.00
Muskegon Candy Co., Muskegon	250.00
X Cigar Co., Grand Rapids	200.00
Central Market, Muskegon	115.00
Muskegon Baking Co., Muskegon	85.00
Muskegon Dairy Co., Muskegon	157.00
Continental Coffee Co., Chicago	48.00
General Cigar Co., Chicago	42.00
William D. Hardy & Co., Muskegon	45.00
Bottling & Beverage Co., Muskegon	15.00
Atlantic Pie Shop, Muskegon	205.00
Heights	12.00
United Home Tel. Co., Muskegon	12.00

**Hides, Pelts and Furs.**

Green, No. 1	09
Green, No. 2	08
Cured, No. 1	10
Cured, No. 2	09
Calfskin, Green, No. 1	16
Calfskin, Green, No. 2	14 1/2
Calfskin, Cured, No. 1	17
Calfskin, Cured, No. 2	15 1/2
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.	

Two Scotchmen owning a business had a very good year. They talked it over and decided that their General Manager was entitled to substantial recognition for his services. They called him to their office. They praised him for his good work. They handed him a check for a large amount. Then one of the Scotchmen remarked: "Now, mon, if you do equally as well the coming year, we will sign that check."



BRINGS YOU TRADE

Sell

# ZIPPER

the candy bar hit of the year

A.R. WALKER CANDY CORP.

OWOSSO  
MUSKEGON  
GRAND RAPIDS  
KALAMAZOO  
DETROIT

**Business Wants Department**

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

AN UNUSUAL OPPORTUNITY for a good groceryman with from \$15,000 to \$25,000 to become interested in the executive capacity with one of the fastest growing wholesale grocery concerns in Northern Michigan. Address No. 126, c/o Michigan Tradesman. 126

WANTED—Experienced salesman by large, progressive Detroit wholesale dry goods house to cover territory adjacent to Grand Rapids. State age, previous experience, with references. Good opportunity for right man. Address No. 127, c/o Michigan Tradesman. 127

For Sale—Drug sundries, gift shop goods, fountain and fountain lunch. Stock and fixtures invoice \$6,000. Fine location. Good reason for selling. C. W. North, Hart, Mich. 128

FOR SALE—Stock in Grand Rapids Wholesale Grocery Co. Inquire No. 129, c/o Michigan Tradesman. 129

PATENT—SMALL MANUFACTURER IN NORTHERN ILLINOIS, desiring to devote all his time to the manufacturing of household specialties, would like to dispose of a good automobile accessory, including a set of dies, equipment and patents. Address No. 130, c/o Michigan Tradesman. 130

FOR SALE—100 feet of main trunk line business street city of 14,000. One block from bank corner. Near railroad siding. Excellent location for a filling station. Price low, terms easy. Address No. 131, c/o Michigan Tradesman. 131

WANTED—A partner in a growing furnishing and shoe business. Location, none better. City of 10,000. Business doubled last year over 1924. If you have \$2,000 in cash, this is worth looking into. Address No. 132, c/o Michigan Tradesman. 132

Manager Wanted—For men's clothing and general merchandise store in town of 9,000, thirty miles from Grand Rapids. Must be a "Go Getter", experienced in operating small town store, know merchandise, how to display and how to sell it. Good pay, steady employment, chance for interest in business. Position open now. James H. Fox, Grand Rapids, Mich. 126

For Sale—Stock of dry goods, ready-to-wear, shoes, and fixtures. Located in the heart of Michigan fruit belt. Good location and doing good business. A good town to locate in. Reason for selling, other interests. A real bargain if taken soon. G. L. Runner, Shelby, Mich. 127

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

**CASH For Your Merchandise!**

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

**GEALE & CO.**

8 Ionia Ave., S. W.  
GRAND RAPIDS, MICHIGAN  
Phone Auto. 51518

**MILLWRIGHTS & STEAM ENGINEERS.**

All kinds of machinery set and installed. Steam engines indicated. Valves set, Air compressors and spraying systems installed.

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

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

**Henry Smith Floral Co., Inc.**

52 Monroe Ave.  
GRAND RAPIDS, MICHIGAN

PHONES: Citizens 65173, Bell Main 173

**SIDNEY ELEVATORS**

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

Sidney Elevator Mfg. Co., Sidney, Ohio



## USE IODIZED SALT.

### Thereby Solve an Important Health Problem.

So many enquiries have come in to the offices of the Michigan Department of Health about the use of iodized salt as a preventive of simple goiter that I am taking this opportunity to explain the situation.

Iodized salt is just like ordinary table salt except that it has added to it a very small amount of iodine. I should say "restored" to it, rather than "added" to it, since crude salt contains iodine and it is only through our modern refining process that this element is lost. The amount of iodine that is put back into the salt is exceedingly small, two one-hundredths of one per cent., to be exact. It does not affect the taste of the salt, or change its appearance. But, small as it is, it is sufficient to prevent that common condition in Michigan—thyroid enlargement.

It is very generally agreed that the cause of thyroid enlargement is an absence of iodine in the diet. The thyroid gland is located across the windpipe, and it is one of the glands that have a great deal to do with both mental and physical development. It acts much like the governor of an engine in controlling the growth of the body and the development of the nervous system. It also serves as a storage reservoir of iodine, an element necessary to body processes.

When iodine is not supplied in sufficient quantity to satisfy the requirements of the body, the thyroid gland apparently tries to make up for the deficiency by doing additional work, and in doing this it gradually enlarges. This enlargement is most likely to occur at a time when unusual strain is placed upon the system, as in the case of school children and young mothers.

The question naturally arises, where does the body get its supply of iodine? The answer is, from food and water. If the food and water supplies of a certain area contain an average amount of iodine, then the people living in that area will not have thyroid enlargement. But if this element is lacking, then the people will be affected with goiter—and that is exactly the situation in Michigan and the other states in the Great Lakes' Basin.

To those who have been born and brought up in Michigan the high percentage of thyroid enlargement is possibly not noticeable. They have become accustomed to it. But to a stranger from an Eastern state the conditions in some of our schools would be astonishing, especially in the Northern part of the State where the iodine supply is even lower than in the Southern part. He would be surprised just to walk down the streets and see the number of people with some degree of thyroid enlargement. In the states along the Atlantic seaboard goiter is rare, for the very simple reason that the people use an abundance of seafood and seafood contains iodine.

Two years ago physicians from the Michigan Department of Health surveyed the school children of four counties in the State. The counties were chosen on the basis of the amount of

iodine in their water supplies—determined by careful analysis of samples of water from all over the State. The county having the highest iodine content was selected, Macomb, the county having the lowest, Houghton, and two counties in between, Wexford and Midland.

A total of 31,612 school children were examined and nearly half of them showed some degree of thyroid enlargement. The number of children in each county who were affected followed exactly, in inverse ratio the amount of iodine in their drinking water. In Houghton county, with the smallest amount of iodine in the water, we found the highest percentage of goiter. Macomb county, with the highest iodine content, had the lowest percentage of goiter, and the other counties showed the same proportions.

Next week we are going to re-survey one of those counties—Wexford—to see whether there has been any change in the percentage of goiter after two years.

This first survey not only gave added proof that an individual is directly dependent upon his environment for his supply of iodine, and that his supply of iodine determines whether or not he has thyroid enlargement, but it showed clearly the seriousness of the situation and the immediate need of preventive measures.

Prevention of simple goiter is very easy, in fact Dr. David Marine, one of the authorities on the subject, has said that it is the easiest known disease to prevent. Its cause is a lack of iodine, therefore its prevention depends upon supplying that lack. Put back in the diet the iodine that is missing and the condition will not occur. Prevention of simple goiter is not a problem of medicine but of nutrition.

The question of how best to supply the iodine has been discussed a good deal, and three methods have been suggested and tried in various parts of the country. One method is putting iodine in the drinking water supply, another is giving iodine in tablet form and the other is the use of iodized salt.

Several cities have tried iodizing their water supplies, with varying results. But aside from the question of whether this is or is not a successful method for cities to employ, there is the very concrete objection to this solution of the problem that it does

not apply to rural districts. It is not a state-wide solution.

Other cities have given chocolate covered iodine tablets to the school children. This, again, is difficult of application to any but city schools with adequate health supervision. It does not solve the problem for the scattered rural schools that have no such supervision, and in addition it does not touch one group that is in special need of preventive measures—the young mothers.

This leaves the third method, the substitution of iodized salt for the ordinary table salt in general use. Salt is the natural medium for supplying iodine in the diet, because iodine is present in crude salt, and because salt is a practically universal article of food. Enough iodine is placed in iodized salt to furnish what is believed to be the required amount for body needs, taking for granted that the salt will be used for both cooking and table purposes.

Prevention of simple goiter should not be confused with cure of an advanced case. The person who has, for instance, an exophthalmic goiter, should go to his physician not his grocer. Iodized salt does not take the place of medical treatment for the person with serious thyroid enlargement. While it does have some curative effect upon the beginning simple goiter, it is primarily a preventive rather than a curative measure.

There is no Michigan law requiring that all salt sold in the State contain iodine. Iodized salt and the ordinary salt stand side by side on the grocer's shelves and the buyer takes his or her choice. She pays a few cents more for the iodized brands. But her choice is not long in doubt when she understands the difference, and realizes that she can, through this simple household necessity, safeguard her family from a condition that is not only an aesthetic but a physical handicap.

When all Michigan housewives say "iodized" when they say "salt," one more health problem will be on its way to solution. R. M. Olin, M. D.,  
Commissioner of Health.

### Prevent Speculative Excesses and Prolong Era of Sound Business.

In raising its discount rate from 3½ to 4 per cent. the Federal Reserve Bank of New York gave Wall Street the biggest surprise of the year to

date, notwithstanding the fact, interestingly enough, that such an increase has been discussed in the financial district for months.

Last autumn predictions of a move in the rate were widely made and, after the ice finally had been broken by the Boston institution, the weekly meetings of the New York Bank were followed eagerly for news of a change. Just as Wall Street had about concluded that the New York rate would be allowed to stick for the present, however, it is told that the last of the 3½ per cent. bank rates has been brought into the 4 per cent. class.

Analysts who examine the statement of the Federal Reserve Bank of New York this week for reasons why the change was made at this particular moment may be a bit puzzled. At 80.1 the reserve ratio stands 7.4 per cent. above the ratio of the week before. Gold reserves are higher than they were a week ago and discounts are substantially lower.

Of course the Federal Reserve authorities recognize that the current statement reflects an abnormal condition. They have chosen the present time to make the change not because any condition suddenly has arisen to make the move imperative, but because, all things considered, now is an opportune time to do what might have been done a month or two months ago so far as the bank itself is concerned.

It is the time of year when funds in abundance usually flow into New York. The appearance of an excessive volume of funds here this month, above what is needed for legitimate business needs, easily could have in present circumstances encouraged undesirable speculation in real estate and securities. Whatever thought the Federal Reserve authorities had in making their change now, the effect of their action should be to lessen these speculative excesses and to prolong the period of sound business.

Presumably one reason why the New York Bank postponed action after the other institutions had raised their discount rates was the desire of our authorities to assist Great Britain in efforts to keep its gold at home. That is why so many people in Wall Street had thought that the local bank would not act until another increase had been made by the Bank of England.

Montagu Norman, governor of the Bank of England, however, apparently believes that the danger of any immediate substantial movement of gold to our shores from Great Britain has passed. At least he is now visiting in this country and, it is reasonable to suppose, has discussed the situation with the local authorities.

Paul Willard Garrett.  
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Dr. L. P. Jacks tells of a trip to Ireland by an Englishman, who was far off his course and confused about his next directions. He asked an Irishman cutting peat in the wilds of Connemara, how to get to Letterfrack. The old Irishman labored over the directions, so intricate and roundabout were the roads, until, having done his best, he added this: "If it was meself that was going to Letterfrack, faith, I wouldn't start from here!"

## A Dollar Down and a Dollar A Week

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A friend of mine bought a gramophone for a dollar down and a dollar a week. This is the easiest graft I've known, this dollar down and a dollar a week; So he bought a chair and a fountain pen, a runabout car and a stove, and, then, A set of "Lives of Our Famous Men" for a dollar down and a dollar a week.

Then he bought two brand new radio sets for a dollar down and a dollar a week, And a dozen cartons of cigarettes for a dollar down and a dollar a week. Then he bought a ring that was fair to see for the lily white hand of his bride-to-be, And after the wedding the minister's fee was a dollar down and a dollar a week.

Then he bought a house for his family at a dollar down and a dollar a week, And when they got sick the doctor's fee was a dollar down and a dollar a week. Then said his wife, "I must be free, these weekly payments are ruining me!" So she got a divorce—and the alimonee—was a dollar down and a dollar a week.