

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-fifth Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 23, 1927

Number 2305

T LOVE THE PLACES OF GOD & THE HEBREW synagogue wherein the One Spirit is enshrined by the most beautiful mystical aspirations and ethical idealisms that ever came into the heritage of the race; the Roman Catholic cathedral, before whose altar the devout of an early age gathered strength to their souls and withstood the dreadful assaults of the children of darkness, without which faith we of the West should have no Christianity or any other worthy form of religion to-day; the Protestant church of the sixteenth century which, under various names, still stands like a rock for the sovereign righteousness which brooks no evil and rewards all virtue; the meetinghouse, creation of the early Colonists, with its austerity and directness of approach to the Almighty, and its rigorous insistence that not priests, as those above and apart, but the people are the true household of believers; and finally, even the uncomely chapel of the countryside and unfavored city section, because of its very outward unloveliness, is the more a moving symbol of the longing and desire of its builders and sustainers for the prize of the high calling of the spiritual life.

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CANDLES?

WE CAN SHIP IMMEDIATELY

An approximate inventory of your candle stocks will indicate the styles needed for your holiday sales.

To insure your receiving the desired styles at the earliest moment, your holiday candle order will receive preferred attention.

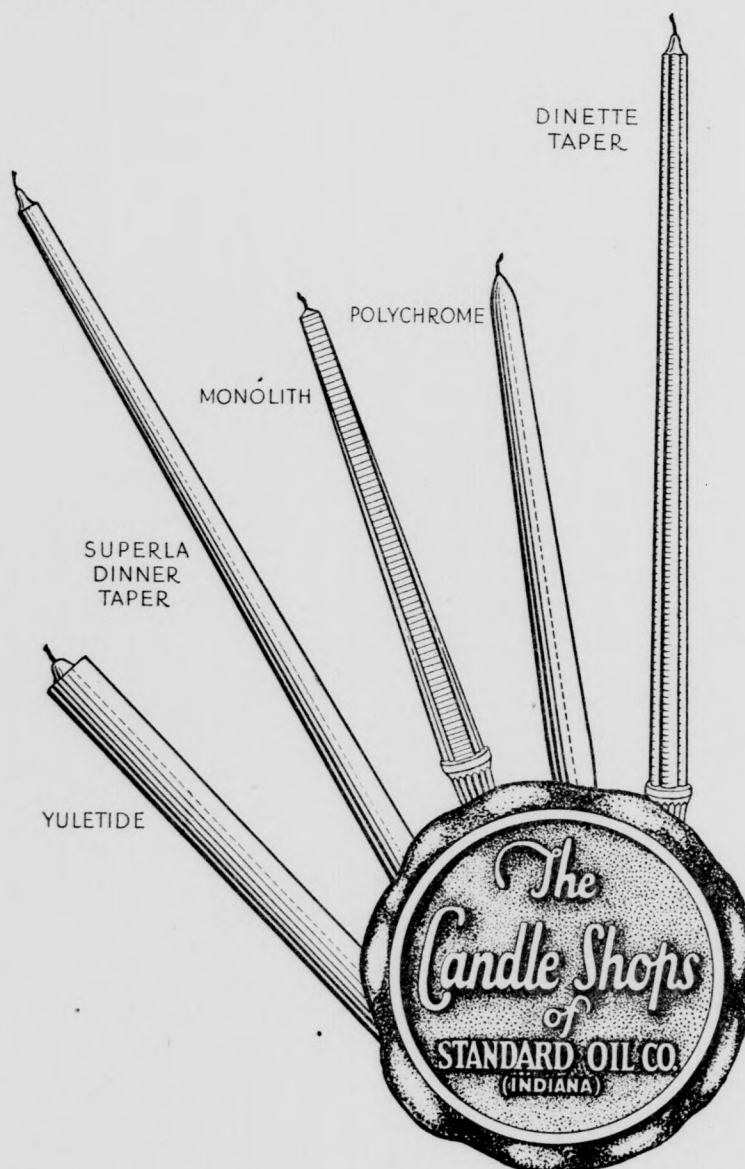
If you have delayed ordering your holiday candles, we suggest that you communicate with us to-day and receive the benefit of our prompt service. Place your order with the Candle Shops and we will ship the desired styles at once.

THE CANDLES illustrated will sell quickly at a profit and increase your business. These candles justly may be called "Holiday Favorites."

Your attention especially is directed to the Dinette Taper. This aristocrat of tapered candles meets with enthusiastic reception wherever it is shown. In structure it resembles a four-shaft Gothic column. It is graceful as the slenderest, well proportioned pinnacle. And in craftsmanship and refinement, it is suggestive of Old World Cathedrals. The Dinette Taper is a pleasing departure from the ordinary tapered candle.

The bright red Yuletide is greatly used for burning in the windows during the evenings from Christmas to New Years. Also, it may be used to add warmth and color to home decorations.

When you communicate with us or with our representative, ask about the attractive Display Chest which is furnished upon request with full case orders for Dinette and Superla Dinner Tapers.



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MICHIGAN TRADESMAN

GRAND RAPIDS
PUBLIC LIBRARY

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MICHIGAN TRADESMAN

E. A. Stowe, Editor

PUBLISHED WEEKLY by Tradesman Company, from its office the Barnhart Building, Grand Rapids.

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.

SUBSCRIPTION RATES are as follows: \$3 per year, if paid strictly in advance. \$4 per year if not paid in advance. Canadian subscription, \$4.04 per year, payable invariably in advance. Sample copies 10 cents each. Extra copies of current issues, 10 cents; issues a month or more old, 15 cents; issues a year or more old, 25 cents; issues five years or more old 50 cents.

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

NEED DAILY THANKSGIVING.

Much of the Nation's intolerance, narrow nationalism, religious indifference and unhappiness would be partly done away with if we were a Nation which inwardly celebrated Thanksgiving 365 days of the year.

The lack of gratefulness is a glaring weakness of the conceited American people. Those individuals who are seeking to get all they can without giving have become moral cripples. They forget about what they owe to their parents; they ignore what their debt is to the Nation; they overlook their heritage from other nations; they neglect to recognize their dependance upon God. In the excessive development of one's appreciation of himself, most of these other obligations in life are glossed over.

Institutions and individuals every day are performing similar service to people, but they do not take enough time to be grateful unto the givers. This is demonstrated in the home, in the church, in the school, in the hospital and among friends.

COMES INTO ITS OWN.

Reference has been made to the way in which capable management is besting both conditions and competition. The new school of retail management has been a gradual growth. Full play for the abilities of the new merchant type has been presented in the development of mass distribution. But mass distribution itself is not the complete formula of success, as various big enterprises have demonstrated.

Capable retail management is able to operate with as much distinction in an individual enterprise as in a system of many units, huge buying power and ample financial resources. The same good results accrue in the retail field from study, analysis and the exercise of good judgment as in the industrial field, where knowledge is backed up with adequate research facilities. The industrial companies that are forging ahead in spite of adverse circumstances are those which are staffed by men of intelligence and vision and which are

partial to research. It seems safe to assume that the higher personnel types which the retail field is drawing and the freer use made of the laboratory will also combine to bring similar progress in merchandising.

BIGGEST IN YEARS.

With October exports of \$490,000,000, the total of outward shipments for ten months of this year has swelled to the largest since the huge record of 1920. The favorable balance has risen to \$489,000,000. Higher prices and larger shipments of grains were credited with bringing the large volume last month. Imports dropped to \$356,000,000.

The usual encouragement in the usual quarters will be taken in these export figures, and yet the question of how the foreign debtors to this country will eventually pay their obligations remains to be answered. So far their purchases have been financed by loans from the United States. We continue to lend money for other people to buy more than they can sell to us. Some one must finally be declared the loser in this process.

SHOULD CALL A HALT.

The daily papers of the United States, with a few honorable exceptions, teem with caricatures of President Coolidge, in which his nose is distorted to such an extent as to make him look ridiculous.

The Tradesman has nothing but contempt for such methods in making out Chief Executive look absurd and holding him up to mockery.

Such methods are in bad taste and should be prohibited by law and penalties provided for violation of the law.

Mr. Coolidge is the President of the whole people, irrespective of birth, color, class, clique, clan or party. He is a dignified gentleman. He represents the dignity of the American people—the good sense of the greatest Republic on earth. Any one who seeks to belittle him voluntarily writes himself down as an ass.

The Methodist clergymen of Chicago have wisely rejected a proposal to refuse to buy goods from merchants who advertise in periodicals which lean to the wet side of the prohibition question. The boycott is a two-edged sword without much handle and is more likely to injure those who wield it than those whom they intend to slash. The surest way to injure any cause is to persecute those who oppose it.

A Japanese has hanged himself because he discovered that he had voted for the wrong candidate. On this principle there would be a wave of suicide in this country after every election.

Unconstitutional To Limit Sale of Patent Medicines.

The retail druggists of South Dakota recently secured the enactment of a law prohibiting the sale of patent medicines and domestic remedies except by registered pharmacists. The law was contested by a general merchant and the contest carried to the Supreme Court of that state. The highest tribunal held that the law was unconstitutional and not a proper exercise of police power. The full text of the decision is as follows:

Both the briefs of appellant and of the amicus curiae seem to assume that restricting the sale of such medicines to registered pharmacists will protect the public from all the ills that might result from unrestricted sale. But they do not point out how the public are protected. It is suggested that a pharmacist to obtain his license must be of good moral character, and that would protect the public from verbal misbranding, fraud and dangerous medicines, but why restrict the sale to pharmacists only when there are other men of good moral character?

If moral character is a sufficient guarantee, the statute might require vendors to be men of good moral character, but there can be no reason for requiring them to be druggists. Again it is urged that pharmacy is a profession with a code of ethics, but pharmacy is not the only profession with a code of ethics.

It is argued that pharmacists have knowledge of the effect of medicines they sell; this is no doubt some protection against accidental injury resulting from ignorance, but it is not plain that pharmacists do know the ingredients of patent and proprietary medicines or that they are required to use or possess any knowledge in making a sale of such medicines. If one has a doctor's prescription filled at a drug store, he buys not the medicine alone, but the druggist's knowledge and skill in dispensing it, but if we were to buy Watkins Pain-Oleum at the drug store, what more would he buy than if he bought elsewhere? Certainly neither knowledge or skill, unless the druggist is bound to know the ingredients and their effects upon the human system, and to warn the purchaser, if there be any danger in its use.

Unless the sale of such medicine by pharmacists is regulated, then requiring such sales to be made by pharmacists does not regulate their sale, but merely gives to a class the exclusive right to make unregulated sales of such medicines. Unlimited and unregulated sales by pharmacists may be just as extensive and quite as harmful as unlimited sales by others.

It does not seem that merely selling an article, though that article be medicine, can be classed as the practice of a learned profession. It would seem that the practice of a profession ought to call in use the learning peculiar to the profession.

We are unable to see where restricting to pharmacists the unlimited and unregulated sales of patent and proprietary medicines tends to protect the public health. Such restriction is therefore unreasonable and not a proper exercise of the police power of the state.

It is comparatively easy to secure the enactment of legislation of this character, but the courts can be depended on to construe the legislation in such a way as to prevent encroachment on the rights of the buying public. No fair minded man will deny the druggist the sole right to compound prescriptions and sell ordinary poisons, but the effort now being made by the Michigan Board of Pharmacy to confine the sale of olive oil, cod liver oil, spirits of camphor, essence of peppermint, turpentine, glycerine and castor oil to the drug stores will never be successful, because such articles are as proper on the shelves of the grocer or general merchant as tea, coffee, spices and baking powder are on the shelves of the druggist. There is a line beyond which neither class of merchants can go without encroaching on the rights of the buying public. Any attempt to secure undue advantage or to create a monopoly will be properly and promptly vetoed by the courts, which consider only the equities of the situation and the rights of the public to be served in the most acceptable manner. It is exceedingly unfortunate that the drug trade of Michigan is just now suffering, in the estimation of the public, from the activities of their official representative, who has overstepped the bounds of decency, fairness and equity in undertaking to construe questionable laws of a monopolistic character and intimidate merchants generally by methods akin to the practices of the bushwhacker. It will require only a few months for Governor Green to retire this person to private life unless he is sooner taken in hand by the Board of Pharmacy and relegated to the obscurity he deserves. The Board owes this much to the drug trade, because of the false position it has placed the legitimate druggist in by reason of its high handed action in keeping an unworthy official of the stumble heels type in office. There should be no controversy between the druggist and grocer. They should work together in peace and harmony as they did for years until the fire brand methods of Hoffman were introduced to the detriment and dismay of the right thinking element of the retail drug trade.

One thing is lacking in "Big Bill" Thompson's highly original scheme for solving the Mississippi flood problem—namely, the source of the motive power for the 20,000 paddle wheels which are to speed up the current. We suggest windmills set up somewhere near the author of the plan.

The fellow who goes into business for himself "just to be his own boss," always finds that he has just as many bosses as he has customers.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

J. H. Weishaar & Co., 12 South Water Market, Chicago, solicits shipments of produce from Michigan merchants, but do not pay for shipments in all cases. Better avoid that house.

An agent giving the name of R. C. Morgan and driving an automobile with Indiana license number 469-629 is wanted by the authorities for selling fraudulent insurance policies. His operations have been confined to Southern Michigan and Northern Indiana, so far as is known. So far he has collected hundreds of dollars selling a policy which is supposed to insure one against bad checks and other fraud papers. The policy purports to be issued by a clearing house, with offices "in New York and every state," but not showing any address. Its president is set forth as N. A. Mann. Have you seen him?

No longer will companies advertising instruments guaranteed to locate gas, oil, diamonds, gold, silver or other buried treasure send you beautifully worded circulars nor will their enticing advertisements appear in newspapers and magazines because the postoffice department has forbid them the use of the mails. There are a few scientific inventions that are used with a certain degree of success when handled by experts but they are of no value in the hands of an untrained person. Most of the instruments advertised for general use are of little or no value, according to experts.

Among the foreign born in the United States there is probably no experience which tends to destroy their faith in the country more completely than that of losing savings and wages through unsafe investments. Wages and money are, after all, the tangible evidences of the rewards and opportunities which the foreigner sought in leaving his own country. When they are taken from him by swindlers there is little remaining to which he can cling and still retain his faith in America.

It would be unreasonable to suppose that the moment a foreigner sets foot upon America he shakes off his national consciousness and becomes part and parcel of the country. For a time he may be content to mingle with those of his own race, language, and nationality, but sooner or later he begins to experiment with America. The success or failure of these early experiments is often a determining factor in the foreigner's success or failure as an American citizen. The early years of the foreigner's life in America may be beset with snares and pitfalls which, but for the vigilance of his employers in aiding him over the rough spots, may do serious and lasting damage. Every year such crooked schemes as suit clubs, junk merchandise sales, free lot promotions, fake schools in the merchandise field and the blandishments of money-making wizards in the financial field take their toll from the

foreign residents of the United States.

The tactics of swindlers are well illustrated by certain specific cases which have been exposed by the Realm These, taken as a whole, seem to indicate that racial background and the ability to speak with the individual either by word of mouth or through the printed page in his own mother tongue are determining factors in the advancement of any project among foreigners. There was, for example, a company which was organized several years ago for the purpose of manufacturing matches and match making machines. The machine which was to make all the investors in the company rich was invented by an Italian and so a company was organized and was promoted by Italians among Italians. When it failed to make the expected returns they were the Italians who suffered. The fact that an Italian happened to perfect the machine may be looked upon as having very little to do with the case, so far as the type of machine is concerned. The determining factor is, however, that the inventor was an Italian and that because of his nationality other Italians were interested in the possibilities of making the machine successful. These others then went out among people of their own race and, by speaking their language and drawing upon their common racial customs, wants, and desires, succeeded in promoting this enterprise.

Another case is that of a fruit company which was promoted by Scandinavians and in which, as a consequence, the investors were largely of that race. These promoters took a toll of several thousand dollars from persons of their own nationality because they understood the workings of the Scandinavian mind and because they could speak the language. Other such promotion schemes have been those in connection with the organization of a company to develop power from the tidal movement of ocean waters and the sale of German securities. In the first instance the inventor of the machine was an Italian. Other Italians became interested in the proposition. A company was organized; investments were made and the Italians suffered when the company failed to make the expected profits. In the case of the German securities there was misrepresentation as to their value. National pride backed by the national consciousness was appealed to. German speaking salesmen and German promotional literature were used. Those who invested paid the price of doing so without first investigating when the value of the securities was revealed as practically nothing.

Being unacquainted with the customs and practices of America, it is only natural that the foreign language speaking individual should look upon another of the same race and language as a kindred spirit in a strange land where the jargon of a strange language and the usage of strange customs are perplexing, trying, and isolating. Knowing this, crooked promoters strike boldly into that race or nation-

ality in which, because of their own antecedents, they know they have a foot hold. Idle dreams are limited to no particular race or country. Nor is the gullibility of one race so characteristic that in any one field of investment it may be constantly and surely duped. Care and caution must be constantly exercised in America just as in any other country, for cupidity, double dealing, avarice, and fraud are the sole property of no particular race, nationality or creed.

Control of White Pine Blister Rust.

The hearing on blister rust at the office of the Commissioner of Agriculture, Lansing, points to the need for a more general knowledge of the facts about the disease and the usefulness of a fair understanding by the public of the problem up for decision by the Commissioner. The disease seems to have been traced to an obscure species of pine in Asia. There was a slow Westward drift until contact was made with cultivated black currants in Western Europe and with white pine that had been sent there from North America.

The proximity of these two host plants, with the fungus free to work on both, brought disastrous results to the white pines which are now slowly but surely fading from European countries.

On planting stock of some kind the disease came to America during the years 1898 to 1910. It soon became the subject of intensive study by U. S. D. A. and associate state officials and their findings brought realization of the deadly, strangling nature of the disease and the need for careful determination of the best method of control.

The U. S. D. A. Farmers Bulletin 1398 on pages 21, 22 and 23 shows the facts we have to face and their determination and recommendation for certain control measures, as follows:

"The greatest protection to currant and gooseberry growers, as well as pine owners, is afforded by the general destruction of cultivated black currant plants throughout the country.

"The common cultivated black currant is the nurse plant of the blister rust. This plant, in the vast majority of cases, has been the outpost in the spread of white pine blister rust; that is, it has been the first to become infected with the disease and at points farthest from infected pines, and then rapidly infects the more resistant species of currant and gooseberries growing near them. Black currants, thus establish centers from which the rust continues its spread by repeated jumps on all kinds of currants and gooseberry plants, infect large numbers of bushes over a considerable territory.

"Field conditions have uniformly shown that if there had been no cultivated black currant bushes, the white pine blister rust would not be so widely established in America as it is today.

"The United States Department of Agriculture recognizes the cultivated black currant as a distinct menace to the white pine timber supply of the country. The cultivated black currant

so seriously threatens the production of white pine timber as to make it a public nuisance in all states where white-five needle-pines grow. The Department of Agriculture is opposed to the growing of this currant anywhere in the United States and recommends that state authorities, nurserymen, and growers take active steps to eliminate it from the Pacific, Rocky Mountain, Atlantic, Appalachian, Ohio Valley, Upper Mississippi Valley and Lake States. The white pines are a great National asset, essential to forestry development in this country. In view of the value of our white pine forests and the loss in wealth and in productive power of our forest lands which will result if blister rust is not controlled, it is the duty of every citizen to aid in saving the pines."

The above series of quotations show the unvarying, harmful action of cultivated black currants to the detriment of our ordinary red currants and gooseberries, as well as white pines, and prove the need for positive action by means of pulling up and destroying all cultivated black currants.

They show the need for state action with a state-wide ban on the black currant as the only safe course in Michigan. Reports from New York State show it is a matter of considerable expense when the rust finds lodgment in large areas of the State.

The report of the Eleventh Annual Blister Rust Conference brings forcibly to mind the danger of leaving black currants anywhere in Michigan. The black currants take the infection from even one tiny spore and soon shower the neighborhood with millions of spores having power to infect the common currants and gooseberries.

That tiny spore infecting the black currant might come from a pine tree at a distance of forty or eighty miles, and in some cases 150 to 200 miles, as the Federal experts now estimate.

The black currant plants are built that way and spraying will not bring effective control.

The State must face the ultimate large expense of fighting the rust with one arm tied by ineffective control on black currants or get into the fray two fisted by destroying all the black currants.

Frederick Wheeler,
Vice-Pres. Mich. Forestry Ass'n.

Curtailed Movement Growing.

With the continued slowing down of sales activities in general cotton goods, growing pressure is being put behind the movement to curtail operations in those lines in which full-time or overtime production promises trouble for the future. So many factors enter the matter, however, that progress is being made slowly. In some quarters the belief prevails that, so long as they can keep their looms operating full tilt without too much of a sacrifice of profits, manufacturers now using high-pressure methods will adhere to them. The one big argument in favor of this type of operation is the advantage it gives through lower producing costs. The one big argument against it is the danger of glutting the market and forcing selling prices to an unprofitable level as a result.

LIKED THE ANNIVERSARY.

Voluntary Testimonials From Various Tradesman Readers.

Grand Rapids, Nov. 18—Mr. Andrus handed me the forty-fourth anniversary edition of the Michigan Tradesman and I want to particularly congratulate you. I am going to take the Tradesman home with me to-night and read it through and enjoy it.

Our boys tell me you were here in the building to-day and I was in hopes you would find it convenient to come in and say "hello," but I am afraid I have not paid you as many calls as I should and it is possible that you feel that I should come down and see you, and I am going to do so right away, as I always love to see you and discuss conditions with you.

I hope you are in the best of health and I want to again congratulate you on your very wonderful issue of the Tradesman. W. R. Roach.

Lansing, Nov. 19—I want to compliment you on the fine appearance of your anniversary number and to repeat what I have said to you more than once, that I consider the Michigan Tradesman a unique and powerful influence for clean and straightforward business practice. I know of no other magazine of equal weight in this direction. Luther H. Baker.

Grand Rapids, Nov. 19—I congratulate you on the forty-fourth anniversary edition of the Michigan Tradesman. It is fine and reflects the noble character of its editor and associates who are responsible for its publication.

This splendid magazine of business which has been so fair, frank and fearless and so helpful to business men in every avenue of trade seems to be getting better with each succeeding issue, and any merchant who invests in the price of one year's subscription will receive a liberal dividend on his investment if he reads it carefully each week.

During the forty-four years of its existence it has been a beacon light to the merchant, directing him in paths of safety and an infallible guide.

Every good wish for your health and continued success of the Tradesman. Charles G. Graham.

Toledo, Nov. 19—I left Grand Rapids in 1909 and never knew you personally, but have always admired your dynamic spirit and progressive outlook. Your anniversary number shows the regard in which you are held. It is a peach of a number, and, as an old printer, I am particularly impressed with its typographical layout and fine presswork.

More power to you and the Tradesman. W. H. Stalker.

Croswell, Nov. 19—I am in receipt this morning of the forty-fourth yearly edition of the Michigan Tradesman and I want to congratulate you on the issue. It certainly is a complete issue and is a great boost for Grand Rapids and the State of Michigan.

The work on the printing is masterly, well gotten up and speaks very well for your ability. The articles in the issue are particularly interesting to me and I am sure they will be as interesting to various persons connected with the retail business of the State. R. A. Turrell.

Grand Rapids, Nov. 18—When I got to my office this morning I found a copy of this week's Tradesman. I want to congratulate you not only on the size, but the interesting matter the book contains and its general lay-out. More power to you. H. J. Gray.

Traverse City, Nov. 19—The anniversary number is the most interesting of the many anniversary numbers of the Tradesman you have published. You must have given months of time

to planning the edition and carrying your plans to fruition. It demonstrates, beyond question, your masterful ability as an editor and publisher. I have read with deep interest the tributes, written by prominent, able men, to the character and worth of Charley Garfield. He is fully deserving of the many kind lines written in his behalf. There are not many who are as worthy as he. A. S. White.

Grand Rapids, Nov. 21—Allow me to congratulate you on the forty-fourth anniversary edition of your wonderful trade paper. It is a pleasure to receive and read it. There is something in your paper which helps most every one who reads it. I read it from cover to cover and get a lot of information which makes life more pleasant. I hope you may enjoy many more years of health and happiness. J. J. Berg.

Onaway, Nov. 22—Congratulations on your anniversary edition. So many years of valuable production is a great honor and of vast importance and worth to your many subscribers. I extend the season's greetings, to be accompanied by a good appetite for the occasion. Will B. Gregg.

legs from under him and yet the deer escaped. It being nearly dark, the deer probably died from starvation.

Deer hunting is considered legitimate sport, yet there should be a moral and humane side to it. Killing in a haphazard way or slaughtering may be called sport by some, but is it not true that there is a time to quit by playing the game fair. Treat the innocent animals as fairly as we would wish to be treated without being looked upon as murderers.

Nature has provided a home in the forest for deer, furnishes them with sufficient food without cost to man. Could there be a more beautiful, innocent animal? Except in rare cases they are not needed for food. For over eleven months out of twelve they are supposed to be protected and unmolested. During such time they become quite tame, enjoying their freedom and apparently unafraid of man to a certain extent. Then what happens? All of a sudden hell cuts loose; their former friends and protectors become enemies of the worst type and it is a bad case of misplaced confidence.

Is man really human after all or does the wild animal have him beaten? Because we are stronger and have more advantages, I am wondering if

mal from tearing loose. When found, he had traveled nearly a mile, finally becoming tangled in a gnarled sapling. Instead of being shot, he was allowed to remain there another half day until a photographer could be brought to the place. One look at the picture is sufficient evidence that the suffering was intense. I am glad that I didn't see the original. Of course, the bear had become a nuisance and was a sheep killer, but he was only killing his food the easiest way. Wouldn't a killing in a humane way be sufficient revenge?

A copy of the Linden Leader comes to my desk again this week with the compliments of my dear old friend the editor, J. E. McMullen. I have never been in Linden and am not acquainted there and yet I feel an interest in the paper because it is edited and published by "Mac." That the people of Linden appreciate him is proven by the advertising furnished the Leader.

In addition to the individual advertisements, there is one whole page headed "Housewives! What Benefits You Most? The Itinerant Peddler or Your Merchant?" This carries a cut of the Home Town Store, followed by well-worded sentences of facts and endorsed by twenty-one business men.

Would it not be well for every town and village to adopt this idea and keep it up? It has reached the point now where every article of clothing, implements, instruments, food, house furnishings and, in fact, everything from a gold tooth to a silo is being sold by canvassers or mail order houses for either cash or a dollar a week. It cannot be remedied by criticizing the buyer. Catalogues are very alluring and tempting. Farmers are constantly being accused of supporting the mail order houses; they are within their rights, legally, and were we similarly situated we would undoubtedly do likewise, but I have worked in a post-office and I know that farmers furnish only a portion of the mail order business. I know of one merchant who preached, lectured and condemned soap clubs, catalogue houses and peddlers until it became a joke. Then he purchased a supply of roofing for his store building through a retail catalogue house. What is the remedy? Cooperation. Get together and play fair. Leave the other fellow alone and do not be revengeful. Give and take and be honest with each other. Don't get sore over trivial matters; it won't get you anywhere. It is better to set a good example than to attempt to drive. The father who said to his son, "Don't do as I do, but do as I say," probably wasted his breath. Squire Signal.

PROPOSED MONUMENT FOR MR. GARFIELD

Traverse City, Nov. 21—Charley Garfield is worthy of every word of appreciation in the anniversary Tradesman. Permit me to offer a suggestion:

Citizens of Fort Wayne erected a statue in Foster Park in honor of Col. D. N. Foster during his lifetime. Why not ask the friends of Mr. Garfield to create a fund to be used in the erection of a statue of that gentlemen in Garfield-Fletcher playground.

A. S. White.

When On Your Way, See Onaway.

Onaway, Nov. 22—Deer hunters and snow! What a combination! And it is beginning to bring results. A procession of cars is constantly passing the door, many of them laden with one or more deer. Not all of them captured near Onaway, but the majority of them in the vicinity or within a radius of an hour's drive. The hunters are giving some very interesting accounts of their experiences, some favorable, others telling of narrow escapes from being shot. How could it be otherwise with the present method of hunting? It is more in the nature of an attack by an army equipped with machine guns than anything else. If a deer comes in sight or anything that moves for that matter, instantly there is a rain of bullets coming from all directions apparently. How can he escape being hit and how can the hunters expect to escape during such a fusillade? With the modern pump guns it is a case of how many shots with the rapidity of a bunch of firecrackers, more than it is marksmanship. During the days of ramrods and muzzle loading rifles, marksmanship counted and the deer matched his wit with the skill of the hunter. I was told yesterday of a hunter who emptied his rifle at a running deer, finally cutting his fore-

we do not sometimes abuse the privilege. Trapping is as old as the hills and is considered fair and legitimate in season. This method of capturing game has never been improved upon or altered in the least. It is said that the lower life does not suffer pain like human beings. Perhaps not, but just how much less would be hard to say. The thousands upon thousands of different species of fur bearing animals which are caught in those torture-producing spring traps are suffering creatures until they die by starvation or are relieved by being killed. Is it a painless operation to be caught between iron jaws provided with teeth, bones crushed, flesh bruised and lacerated? Oh, yes. It must be greatly enjoyed, whether by beast or man. It would be a safe bet that if every man who traps should himself chance to become caught and allowed to suffer the limit, as he compels his game to do, that 95 per cent. of them would never again engage in the practice, but would forthwith hasten to invent a humane method of gaining a livelihood. What say you?

Last week a picture was brought in for development of a big bear caught by both front paws in a trap. As is customary, the trap was fastened to a big log for a drag to prevent the ani-

One of Hoffman's Inspectors Runs Wild.

Pinconning, Nov. 22—This town has recently received a visit from a man named Hargadon, who had credentials from H. H. Hoffman, Manager of the Michigan Board of Pharmacy. He called on A. E. Shearer & Son, grocers, and informed them that they had no right to sell turpentine, glycerine, castor oil, spirits of camphor and spirits of wintergreen. He was so insistent in the matter that he threatened to swear out a warrant for their arrest if they did not take the articles named out of stock immediately. Instead of complying with the threats of the inspector, the Shearers invited the fellow to leave the store, which he did in a towering rage. Shearer & Son then appealed to the jobber who furnished the goods and were assured they would have been perfectly justified in throwing the inspector out of their store.

Correspondence with the man Hoffman, at Lansing, led to the belief that he was better fitted to write billingsgate than good, sturdy English; in fact, he is evidently retained in office by the Board of Pharmacy because he can sling a nasty pen which would be more at home in a pig sty than in a State office at Lansing.

MOVEMENTS OF MERCHANTS

Alma — Dalloffs Grocery succeeds Mrs. F. Welsh in business.

Vicksburg—Harry A. Peters succeeds Bell & Son in the grocery business.

Monroe—G. W. Brown will open his newly remodeled hotel, 105-109 West Front street, about Dec. 1.

Wallin—Mrs. Gertrude R. Semark succeeds R. Beden in the general merchandise and grocery business.

Vicksburg—Jesse Huntington will open a men's furnishings goods store in the Chapman building, about Dec. 1.

Bangor—Walter R. Todd is closing out his stock of general merchandise at special sale and will retire from trade.

Detroit — Jacob Bienenstock, boot and shoe dealer at 10518 Plymouth Road, has filed a petition in bankruptcy.

Saginaw—The Super Motor Sales Co., 308 North Hamilton street, has increased its capital stock from \$20,000 to \$100,000.

Dundee—The branch grocery store and meat market of Schrauder & Co., Inc., of Monroe, has been sold to Bern Weiss and John Zans, who have taken possession.

Allegan—Chaffee Bros., of Grand Rapids, have opened a branch furniture and musical instrument store in the DeWright building, with G. Chaffee as manager.

Detroit—Novick & Pollitz, proprietors of the Classy Boot Shop, 2936 Hastings street, have dissolved partnership and the business will be continued by Jacob Novick, who has taken over the interest of his partner.

Hillsdale—The Keefer House, a four-story brick hotel, has been sold to John Bros., of Toledo, Ohio, who will conduct it under the management of T. Kuhn, formerly proprietor of the Arlington hotel at Coldwater.

Detroit—Martin Kraus, Inc., 33 John R. street, wholesale and retail jewelry and novelties, has been incorporated with an authorized capital stock of \$25,000, of which amount \$5,000 has been subscribed and paid in in property.

Detroit—Kenney's Shoes, 7251 Gratiot 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, \$500 in cash and \$9,500 in property.

Hamtramck — Winogrocki Bros., Inc., 9824 Jos. Campau avenue, has been incorporated to deal in furniture, draperies, rugs, dishes, etc., with an authorized capital stock of \$100,000 common and 10,000 shares at \$10 per share, of which amount \$16,000 and 8,400 shares has been subscribed and \$100,000 paid in in property.

Manufacturing Matters

Detroit — The Match-Less Self-Lighter Co., 2018 Buhl building, has changed its name to the Self-Lighter Co.

Detroit—The Furnace Engineering Co., 311 East Adams avenue, has increased its capital stock from \$10,000 to \$30,000.

Grand Rapids—The Fruit Belt Publishing Co., 58 Market avenue, has changed its name to the George W. Welsh Co.

Kalamazoo—The Upjohn Co., 301 East Lovell street, manufacturer of pharmaceuticals, has increased its capital stock from \$2,500,000 to \$3,500,000.

Detroit—The American Lubricator Co., Summit avenue and Wabash R. R., has changed its name to the Sum-Ferd Land Co. and decreased its capital stock from \$150,000 to 35,000 shares no par value.

Bay City—One hundred and fifty men will be added to the regular crew of the DeFoe Boat Works to rush completion of the largest yacht ever constructed in the yard of the plant—a boat to cost over \$300,000.

Coldwater—The M. T. Shaw Co. has been organized to manufacture and deal in shoes, leather and allied material. The company has been incorporated with an authorized capital stock of 10,000 shares no par value.

Detroit—The American Cut Stone Co., 625 Greendale avenue, has merged its business into a stock company under the same style, with an authorized capital stock of \$25,000, \$17,500 of which has been subscribed and paid in in property.

Detroit—The International Flooring Co., 633 Lafayette building, has been incorporated to deal in flooring and other lumber products, with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and \$1,000 paid in in cash.

Detroit—The Montvert Slate Co., 2737 Guoin street, has been incorporated to deal in roofing slate and slate products, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in, \$8,500 in cash and \$1,500 in property.

Benton Harbor—The Combination Boiler Co., Milton street, has been incorporated to manufacture and sell at wholesale and retail, boiler and heating apparatus, with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in cash.

Detroit—The Devereaux Co., 11831 Charlevoix avenue, has been incorporated to manufacture and deal in automobile hardware and accessories, with an authorized capital stock of \$300,000 preferred and 10,000 shares at \$1 per share, \$1,000 being paid in in cash.

Grand Rapids — The A. J. Wood Manufacturing Co., 801 Ionia avenue, N. W., has been incorporated to manufacture and deal in gymnasium apparatus, etc., with an authorized capital stock of \$50,000 \$2,500 of which has been subscribed and paid in in cash.

Detroit—The Quality Screw Products Co., Wolverine building, Gratiot avenue, has been incorporated to manufacture and deal in articles of metal, wood or leather, with an authorized capital stock of \$25,000, \$5,000 of which has been subscribed and paid in in cash.

Detroit—The American Lubricator & Brass Co., 139 Summit street, has been organized to succeed the American Lubricator Co. It has an authorized capital stock of \$25,000, all of which has been subscribed and paid

in, \$5,000 in cash and \$20,000 in property.

Pontiac—The Hunter Hiderian Air Service Plane Corporation, R. F. D. 2, Utica, Michigan, has been incorporated to manufacture airplanes and motors, with an authorized capital stock of \$70,000, all of which has been subscribed, \$2,000 paid in in cash and \$15,000 in property.

Detroit—The Moisture Valve Corporation, 7753 Hamilton avenue, has been incorporated to manufacture and sell valves and auto accessories, with an authorized capital stock of 10,000 shares at \$1 per share, of which amount 6,300 shares has been subscribed and \$2,000 paid in in cash.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Nov. 22—About all the mighty hunters have taken to the woods and up to the present the hunters have had the best of it, there being 100 per cent. more deer killed than hunters; that is, in Chippewa county. In one of the parties which left fully equipped one of the members had to come back to-day for his gun, which had been overlooked in the outfit. In some of the camps the guns would not be missed. A few decks of cards and ample refreshments comprise the necessary equipment.

E. J. White, formerly in the grocery business at St. Ignace, which was not a profitable venture, has opened a pool room, which he expects will be more profitable.

A. L. Jacobs, proprietor of the Chevrolet garage, has announced the opening of his new garage, to take place Saturday, Nov. 26, at which time the Elks orchestra has been engaged to play for a dance, to which the public is invited; also a two reel film will be shown, which will conclude the entertainment for the evening. The new garage is one of the finest places of its kind in Cloverland and one of which Mr. Jacobs can justly feel proud.

James A. Bechard, aged 53 years, one of our prominent local druggists, died at his home on Portage avenue last Monday, after a long illness with heart disease. He was prominent in fraternal and political circles and for many years had a wide acquaintance with innumerable friends. He came to the Soo twenty-two years ago from Detroit and Windsor, where he had spent his early days. He opened a drug store here on Portage avenue, extending his store several years ago. He had one of the largest curio and souvenir selections in the city. He is survived by his widow and several brothers and sisters. A nephew, a registered pharmacist from Detroit, came here to take charge of the store.

Preparations are being made to close the Poe lock next week. The vessel passages are dropping off rapidly. The movement of ore is at an end for the season and only grain ships are making the run between the head of the lakes and lower lake ports. The other two locks, Davis and Sabin, are enough to handle what ships remain in operation.

A Michigan farmer reports he has a potato which looks like a face, which is much more desirable than having a face that looks like a potato.

William Banifas, lumber manufacturer of Escanaba, has business interests in many parts of the Upper Peninsula. He is building one of the finest summer homes in the Northwest on the shores of Lake Gogebic. It includes a main building, 50 x 80 feet, three stories, with eighteen rooms. The cost will be approximately \$75,000.

The Brunswick Lumber Co., of Big Bay, has purchased the Marquette plant of the Nufer Cedar Co. and is installing planing mill machinery, with

a view of full time operation at Marquette.

Meyers market, at Ontonagon, has installed complete electric refrigeration, including display cases. The installation is the same as that of Meyers markets in Iron River and Ironwood.

Approximately 400 persons, including business and professional men of Manistique and surrounding communities and farmers throughout the county, took part in the recent dedication of M 94 at Hiawatha, Schoolcraft county. The new highway connects Shingleton and Manistique and opens a short route between the State roads along Lake Michigan and Lake Superior. When completed it will be one of the finest drives in the North country.

Cohodas Bros., wholesale produce merchants at Ishpeming, with branches throughout the Upper Peninsula and Northern Wisconsin, have opened their latest branch at Ironwood.

A. B. Johnson, of Marquette, has established bus service between Marquette and Munising. Double daily service is afforded, busses leaving cities at 8 a. m. and 3:30 p. m.

The old saying to the effect that a man does his best work when he is old holds true with Mr. Stowe. The forty-fourth anniversary edition of the Tradesman shows that the paper is getting better all the time. Each year has shown a marked improvement. It is in a class all by itself. We wish to extend our congratulations.

William G. Tapert.

Testimony of Chickens Is Used in Convicting Thief.

Topeka, Nov. 19—Chickens have a right to "testify" against a man accused of stealing them. By a Supreme Court decision, Charles Bushman's conviction for stealing chickens from a Clay county farmer will stand. Bushman sold poultry to a dealer at Clay Center and he succeeded in proving he had purchased some of the birds. But W. J. Finley, a farmer, contended 35 of them had been stolen from his flock. He declared these chickens, if taken to his place, would prove they were at home.

The birds were tagged and taken to the Finley farm. There they found the pan of sweet milk and at night roosted in the hen house. They did not fight with the other chickens. At the trial, testimony was introduced that chickens would fight when they find themselves in a strange flock. Because the chickens behaved as if they were in familiar surroundings, Bushman was found guilty of grand larceny.

United Cigar Stores Co. Buys Beechnut Stock.

Cananoharie, N. Y., Nov. 22—The capital stock of the Beechnut Packing Co. was increased from 375,000 to 425,000 shares at a special meeting of the stockholders. Over 82 per cent. of the common stock was represented at the meeting and the vote for the increase was unanimous.

Bartlett Arkell, president, issued a statement saying that the increase was voted in order to enable the company to enter into a contract with the United Cigar Stores Co., under which that company will promote the sale of Beechnut gum and confections in its 3,400 retail outlets in the United States.

As a condition 50,000 shares of the Beechnut common stock was sold to the United Cigar Stores Co. at a price which will probably be not less than \$50 a share. This action involves no change in the control, management or merchandising policy of the Beechnut company.

Hunziker, Taylor & Seymour, dealers in general merchandise at Pullman, renew their subscription and write: "We like your magazine for its true worth and we are always pleased to pay for an item of real value."

Essential Features of the Grocery Staples.

Sugar—Jobbers hold cane granulated at 6.35 and beet granulated at 6.15.

Tea—The market has had a firm week. Ceylons, Indias and Javas are all very strong and Javas have advanced about 2 cents per pound in primary markets. Indias are also higher in primary markets. Formosas on the contrary, are a little easy and some large sales were made during the week at reduced prices. Formosas at present are quite dull. Consumptive demand for tea is fair.

Coffee—Coffee has had a rather easy week. All grades of Rio and Santos show a further fractional decline since the last report. The trade appear to think that Brazil has not been quite as successful as she thinks in financing the coming new crop. The undertone of the market for Rio and Santos coffee is weak. Milds remain unchanged from the last report. The jobbing market for roasted coffee is feeling the decline in Brazil a little, but shows no marked change.

Canned Fruits—The fruit market is generally firm, as many of the items are known to be short, such as cherries, pears, apples and berries. Peaches are not attracting much attention and if a canner wants to unload he has to name an inside price.

Canned Vegetables—None of the vegetables have vitally changed during the past week. Tomatoes have been on the same price level, with fewer forced offerings, but with the buyer still in position to get good packs at the market. Corn is quiet but firm. There is some business in peas in moderate blocks, mostly in standards.

Dried Fruits—Coast and spot conditions show no essential changes during the past week. There is no hardening in values in either position, while a routine demand keeps the spot market reasonably active. There are abnormally light stocks here for the season. The shortages are a good thing as they tend to give the market a better tone and they encourage steady liquidation. There has been no accumulation to cause weak holders to cut under the market and none is in sight in the near future, since contract buying has not been heavy and is not extensive now for later shipment. An increase in the demand for apricots and peaches occurred last week and prunes and raisins continued to move out freely. Most of the business in prunes is in California packs, as there are virtually no Oregon left, and new cars are not due here until this week. Most of the first cars have been sold to arrive and it will be a matter of several weeks before there are sizable working stocks on the open market. California prunes are selling freely, even if the retailer has not been buying heavily against later needs. He is moving prunes all the time and is stocking up with bulk and package goods as occasion requires. Raisins are popularly priced at retail and coupled with the Thanksgiving demand, outlets are satisfactory. Manufacturers and bakers have been moving a large volume. Currants have been especially firm and package types have been fractionally advanced, due

to shortage here and difficulty in replacing at the source. Imported figs are practically exhausted and the market is in favor of the seller. Dates are closely sold out and at the rate they have been moving will soon be in the position of figs.

Canned Fish—The tinned fish situation remains about unchanged. Alaska salmon is still firm, particularly on the coast, without material change, however, for the week. The Maine sardine pack is coming to an end, with a great shortage and an upward tendency as to prices. California sardines, on the contrary, are dull and ruling on a rather low basis. The trade are beginning to turn to them. Tuna is still high, but is selling. Shrimp is dull and ruling high.

Salt Fish—The retail demand for mackerel is good, as stocks of all varieties are light. The market is in a healthy condition. Our own shore mackerel are short and so are Norwegian and Irish.

Beans and Peas—Traders in dried beans still report very dull business, with prices throughout in buyer's favor. Pea beans are easier for the week and so are new red kidneys. Black eye peas are reported rather firm, on account of short supply.

Cheese—Firm, with light offerings and a moderate market.

Nuts—Nuts in the shell will go into December in much lighter supply than is usually the case among importers and receivers of domestic stocks. Some operators question whether there will be adequate supplies for the outlets during the balance of the year as the growing scarcity did not make itself felt until too late to get additional stocks here from the more distant sources of supply. The movement was late in getting under way and during the dull times of the early fall, stocks looked much larger than they actually were. When the demand started and a general shortage among jobbers was realized, competition for merchandise stiffened the ideas of holders. Brazils dragged when the market was 3@5c higher than it is to-day, but now there is an active demand, with importers closely sold up since their stocks were reduced this season by the short crop. Filberts are also closely sold out and premiums are being paid for quick deliveries. The demand for California almonds has been good and all varieties in the shell are firm. As packers on the Coast are reported to be sold out stocks left in dealers' hands will have to carry them into 1928 crop. The California crop is now estimated by some factors at 7,500 tons, whereas it was 15,000 tons in 1926. Polished Sorrento walnuts are difficult to obtain as the polishing plants have been swamped with orders and are behind in their deliveries. Other foreign walnuts are selling well and there continues to be a good movement in California walnuts.

Olive Oil—Spot olive oil is moving steadily in the jobbing field, with no surplus offerings outside of the regular trade channels to disturb the situation. Importers have reduced their holdings to moderate volume and with a steady demand they expect to go into the new season with practically no

carryover. Retail outlets are good as oil is on a popular consumer price basis.

Rice—No large shipments are in transit or are booked for nearby shipment from the mill, indicating a continued moderately stocked market here. Later positions have not attracted much attention, although the market here and at primary points has remained without price change.

Syrup and Molasses—The new crop New Orleans molasses is in course of manufacturing now in the South and the first new goods are expected to reach the Northern markets in December. Molasses situation is quite strong, there being a good active business. Holders being quite firm in their ideas. The new crop, however, bids fair to be larger than last year and the trade are a little surprised that the market is so strong under these circumstances. The production of sugar syrup is below normal and the market is steady to firm. Consumption is about normal. Compound syrup is moving every day, especially to manufacturers, and prices are steady and unchanged.

Review of the Produce Market.

Apples—Shiawassee and Wolf River \$1.75@2; Baldwins, \$2.25@2.50; Northern Spys, \$2.50@3; Western Jonathans, \$2.75 per bu.

Bagas—Canadian, \$1.75 per 100 lb. sack.

Bananas—7½@8c per lb.

Beets—\$1.50 per bu.

Butter—The market has been quite firm during the past week, moving up several fractions aggregating about 1c per pound for fine fresh creamery. The offerings of high-grade butter are rather light and prices from outside markets are firm. The demand is fair. Jobbers hold June packed at 44c, fresh packed at 47c, prints at 49c. They pay 24c for No. 1 packing stock and 12c for No. 2.

Cabbage—\$2 per 100 lbs.

Carrots—\$1.25 per bu.

Casaba Melons—\$2.50 per crate.

Cauliflower—\$2.75 per doz.

Celery—25@60c per bunch according to size.

Celery Cabbage—75c per doz.

Cocanuts—\$1 per doz. or \$7.50 a bag.

Cranberries—Late Howes command \$9 per ½ bbl. and \$4.75 per ¼ bbl.

Cucumbers—Indiana hot house, \$2.50 @2.75.

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans	\$6.00
Light Red Kidney	8 00
Dark Red Kidney	7.75

Eggs—Fine fresh eggs have been scarce during the whole week, with a good active demand. A decline of 2c per doz. has occurred and the market is not strong. Storage eggs of the better quality are selling pretty well at steady prices. Local jobbers pay 50c for strictly fresh. Cold storage operators are playing out their supplies as follows:

April firsts	33c
April seconds	29c
Checks	26c

Egg Plant—\$2.50 per doz.

Grapes—Calif. Emperors, \$2.25 per crate.

Grape Fruit—Florida commands \$4.50@5 per crate, according to size and grade.

Green Onions—Chalotts, 90c per doz.

Honey Dew Melons—\$2.50 per crate.

Lemons—Quotations are now as follows:

300 Sunkist	\$12.50
360 Sunkist	12.50
360 Red Ball	12.00
300 Red Ball	12.00

Lettuce—In good demand on the following basis:

California Iceberg, 4s, per bu.	\$5.00
Outdoor leaf, per bu.	1.25

Onions—Spanish, \$2.75 for 72s and \$2.75 for 50s; home grown command \$2 for white and \$1.75 for yellow—both 100 lb. sack.

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

100	\$9.00
126	9.00
150	9.00
176	9.00
200	9.00
216	9.00
252	8.50
288	8.00
344	6.00

Red Ball, 75c cheaper.

Peppers—Green, 40c per doz.

Potatoes—The market is dull and quiet on the basis of \$1.25 all over the State.

Poultry—Wilson & Company pay as follows this week:

Heavy fowls	19c
Light fowls	13c
Heavy Broilers	21c
Lght W. L. Broilers	16c
Turkeys	35c
Geese	18c
Ducks	18c

Quinces—\$2.50 per bu.

Radishes—20c per doz. bunches for home grown.

Spinach—\$1.25 per bu.

Squash—Hubbard, 4c per lb.

Sweet Potatoes—\$3 per bbl. for Virginia.

Tomatoes—\$2 for 10 lb. basket of hot house; \$1 per 6 lb. basket from Calif.

Veal Calves—Wilson & Company pay as follows:

Fancy	16c
Good	14c
Medium	13c
Poor	10c

Five New Readers of the Tradesman.

The following new subscriptions have been received during the past week:

D. B. Nisbet, Otsego.
H. B. Scott, Kalamazoo.
Central Market, Zeeland.
Aikman Bakery Co., Detroit.
B. D. Pendell, Bailey.

Edwin J. Bengel, dealer in general merchandise, grocers and meats at North Adams, renews his subscription to the Tradesman and says: "This is the best paper we take. All of my three boys and my wife read it each week."

CHRISTMAS SUGGESTIONS.

How Dorothy Dix Selects Her Holiday Presents.

"The melancholy days have come, the saddest of the year," when the Christmas gift specter looms up on the horizon again, and we are lost in wonder as to whether it is more misery to give or to receive. Everywhere you go you meet pale and distraught women who are trembling on the brink of nervous prostration and who wildly clasp their aching brows as they murmur: "Something for Aunt Jane and Cousin Maria, and John and Billie, and Tom, and the preacher, and Mary and Mrs. Smith and the Browns, and the Thompsons." And by this token you know that the Christmas spirit is abroad in the land.

Traditionally, it is a time of light-hearted hilarity; practically it is a season of work and worry, and trouble and tribulation, when we go in debt to give people things they don't want and we can't afford, for no better reason than because it is a certain date on the calendar.

There is no other abuse on earth that cries so aloud for reform as the way to celebrate Christmas, and probably nothing else but the abolition of death and taxes would cause as widespread happiness as the total suppression of the Christmas gift. This, however, is not likely to take place in our time, and the next best thing we can do towards modifying the evil is to try to use a few grains of common sense and reasoning in selecting our presents.

It would seem to be a foregone conclusion that everybody who wanted to make you a present would be intimate enough to have some inkling at least, of your tastes and needs. Sad experience, on the contrary, indicates that your preferences have cut no figure in the matter. The presents are duty presents. There is no personal feeling them, and that explains why none of us are really grateful for a Christmas gift, as we are for the simplest thing that comes to us at other times. You can't expect Aunt Susanna, who leads the W. C. T. U., to enthuse over a bottle of contrabrand Scotch whisky; or Uncle Tom, who has never smelt salt water, to properly value a yachting cap; or Cholly Addlepate to sit up nights over even the handsomest bound volume of Baxter's "Saints' Everlasting Rest," yet every one of us every Christmas receive gifts that are approximately as caviare to our tastes.

Then there is the fool Christmas gift that invariably wants to make you go out and swat the giver over the head with it. Nothing in life is so exasperating as to have somebody present you with a celluloid monstrosity that goes to pieces while you look at it, or a Christmas card that costs \$3 or \$4, or a lot of lace or satin ribbon and tinsel flummery, whose very name and purpose are conundrums, when there are books you are dying to have, photographic copies of pictures that would be a joy forever and wouldn't cost a cent more, and handkerchiefs and

gloves that are an ever-present necessity. Probably there is not one of us who doesn't, after the holidays, gather up the trash that has been presented to us in the guise of Christmas gifts, and sit down and wonder whether the givers were idiots or whether they thought we were.

Just to go through the stores and see the utterly useless things offered for sale is enough to make one shed tears over the pathetic waste of good money.

The golden rule for making a Christmas present is to try to give a person something that will, in some way, add to the pleasure and the comfort of their lives. Unless we are willing to take the trouble to think that out, the gift really becomes an insult instead of a

and I am going to send my little seamstress some theater tickets. She will go to the play and sit through a couple of hours' rapture, and she'll think and talk and dream of it for the next six weeks.

"I am going to give a pretty shop girl one of the new rose taffeta boas that she has been selling to other girls, and coveting with all her heart, and I surmise that when the head bookkeeper, who has been paying her attention, sees how pretty she looks in it, he will come to the point and pop the question, and she'll get two Christmas gifts instead of one. I am going to send a big box of the best candy to a childish old lady in the almshouse, and I have spent the morning picking out a loaf of high-flown, romantic nov-

a matter of fact, most of us would rather have something that we can get some solid comfort out of than any amount of poetical and picturesque jimcrackery. There are plenty of times when a good kitchen chair would be a more acceptable gift than a plaster cast of the "Venus de Milo."

Christmas is pre-eminently the children's season, and the coldest heart on earth must warm to the little ones and long to make them happy; but after Santa Claus has been provided for, don't give yourself paresis trying to find something that the modern, over-supplied child hasn't already got, and would like. Children have the queerest fancies, and the most appreciated and successful present you can possibly make a child is the money. Then he has two pleasures. He has the fun of going and buying the article, and the certainty of getting what he wants.

Among rich people the buying of Christmas presents is, of course, a matter of comparative unimportance; but in families of moderate means, there are a few points that it is well to bear in mind:

1. That among grown people it is better to pool the money and buy a few things that all will enjoy, rather than a number of things that are valueless. One piece of furniture is better than many handkerchiefs and glove sachets, and imitation silver toilette articles.

2. That it is not generosity, but dishonesty, to give more than one can afford.

3. That the first of the month is only seven days later than Christmas and that bills always come home to roost.

The Christmas don'ts are legion:

Don't give inappropriate presents.

Don't, if you are a man, pick out a dress for your wife. You are just about as good a judge of color and material as she is of cigars.

Don't if you are a woman, give your husband a present he has to pay for.

Dorothy Dix.



Dorothy Dix

compliment, and is a token not of our love, but of our indifference.

I know a woman whose great heart gives her an intuition that amounts almost to clairvoyance, who says she always gives poor people luxuries and rich ones necessities.

"It's rubbing things in," she says, "to give a housemaid another apron or a silver-handled dusting brush or a cook a new set of saucepans or to present a tired and worn little seamstress with a pair of scissors. They may need all of these things, but they will get them, and they aren't going to enjoy having their daily drudgery brought to their notice as a Christmas treat. I am going to give my cook a pair of long-wristed pale gray suede gloves, and my housemaid a silver manicure set because I have seen them looking longingly at mine,

els—the kind that make your nerves crisp—and I am going to present them to a lonely and hard-working little old maid I know up in the country. When night comes she will shut her door, and light her lamp, and for a while, at least, I will have given her a pass key into Paradise.

"For my old rich friend, Mrs. Coupon, I am making a pincushion, a real pincushion you can stick pins in without using a sledge hammer, not the adamant kind you buy. It is years and years since anybody thought of making her anything with their own hands and she will value it more than if I had added another to her big collection of diamonds, for she will know that in every stitch went a thought of love."

Some people have seen fit to deride the practical Christmas gift, but, as

Grey Days.

Written for the Tradesman.

Grey days! What are they
But a season to portray
What the Springtime furrows meant
To what end the seed was sown;
Why was felt the harrow's blade
Where the sowings had been laid;
Why the hills in green were dressed
Why the robin built her nest—
Grey days!

Grey days! Are not they
For a personal survey
Of the summer which has gone
Of the harvests which are done;
Of the stream, the field, the wood,
So much better understood
When again returns the hour
Of accumulated dower
Grey days!

Grey days! These are they
When hope has a holiday;
When with fodder in the stack
Faith is bold; and not a lack
Aggravating fond desire
As love gathers round the fire
There to bow a thankful head
Ere with sleep have comforted
Grey days!

Charles A. Heath.

Thanksgiving.

The roar of the world is in my ears.
Thank God for the roar of the world!
Thank God for the mighty tide of fears
Against me always hurled!

Thank God for the bitter and ceaseless
strife,
And the sting of His chastening rod!
Thank God for the stress and the pain
of life,

And Oh, thank God for God!

Joyce Kilmer.

A FIGHT OR A BLUFF?

Mobilization of Independents To Battle Syndicate Merchandising?

It is altogether possible that the weekly readers of this corner have rather inferred, by this time, that the writer is more or less opposed to syndicate forms of merchandising. Not that I am totally in love with the rank and file of independent merchants. On the contrary, in my four years' operation of a local paper, I am obliged to confess that I received more sympathy and co-operation from some of the chain stores than from some of the independent chaps. So, as far as the comparative vices and virtues of the independents and syndicates are concerned, I am personally as much obliged to one class as the other.

Which is just another way of saying that my convictions on the issue are based not on personal prejudice or preference. They are the outgrowth of study, research and analysis, carried on for the most part beneath the rays of a lamp which burned midnight kilowatts.

Recently, this column was freighted with the description of a commercial ballgame, in which the outside team of syndicate players were matched against the home team of independents, and in which the public served as the umpire.

Last week, we printed an allegory, in which Mayne Street made the discovery that her fiancé, General Public, had indulged in an innocent flirtation with Cyney Kate, a notorious vampire from the city, who even went so far in her conquest of the General's affections as to invade his home town and erect a country home which she called the Chain. At the close of the story, Mayne Street fainted. Apparently, her cause was hopeless.

Every story is supposed to have a happy ending nowadays, but it happens that the last chapter in this story of the independent merchant and the centralized distributor has not yet been written. The syndicate is very evidently trying her level best to make it a tragedy. The independent merchant can, if he is so disposed, make it a dramatic climax which will end happily for all. But present indications are that unless he adopts some measures of concerted action in striking contrast to his present hit-and-miss, non-co-operative methods, the closing chapter may be tragedy for him and a farce comedy for his competition.

After all is said and done, the public is boss. The mail order house may preach in colors, the peddler may boast his theoretical savings, the chain store may declare its price economies; but the fact still remains that what the consumer says goes! It is my honest conviction that the buying public is fundamentally honest in its beliefs and basically sound in its abstract demands for fair play in business. Whether or not it is fair and just in its comparisons and wise in its decisions is another matter. Honesty and sense of justice may be inherent; and, in their highest forms, they usually are. But positive, concrete administration of absolute

fairness can be exercised only by a first-hand knowledge of all the available facts.

For instance, let us suppose that Jones and Brown enter into a disagreement which must be settled by litigation. They appear before Judge Smith to have the thing settled with legal finality. Mr. Jones has all the facts, figures and evidence in his favor, to all appearances; but, for some reason, Mr. Brown gets the court's decision. Jones goes around among his friends, bemoaning the corruption of the court and Judge Smith's crookedness. Brown, according to Jones' representations, was able to twist an adverse decision from Judge Smith, because he had more money, put up a more impressive appearance and was in position to bring more pressure to bear upon the judicial gentleman.

Jones' friends immediately suppose that all which Jones has said of Brown and Smith are true. They don't blame Brown for "getting away with it." Smith receives all the blame. But very soon it is reported around that there is another side to the story. In the first place, Jones didn't appear in court when the case came up. Secondly, he took no pains to retain an attorney. Thirdly, he made not one single effort to amass any evidence in his own favor, nor did he have a single witness under subpoena.

Now, what will Jones' friends say? Will they blame Judge Smith, any longer for having awarded Brown the verdict? Not on your life. Even though Jones is a friend of theirs, their sense of fairness tells them that if Jones was fifty-seven varieties of a fool in not making an effort to prove his contention in court, he deserved to lose. Judge Smith is absolved of all suspicion of prejudice. Brown earns no censure. He was just "lucky." Jones, and Jones alone, is to blame for his own situation and loss.

In this battle royal which is being staged between the forces of independent merchandising and the so-called syndicates, there has been entirely too much stress laid upon the public's pitiful ignorance in knowledge of values. The public is gradually rendering its verdict to the syndicates. Why? Because they like to be fooled, as one merchant said to me the other day. It is because the public "doesn't care" with whom they trade? Is it possible that a people who think democratically of politics are influenced by ideals of imperialism in business? I deny it.

The public should be educated in this matter. The independent merchant should mass his forces in truly mobilized manner under military discipline, and stage a battle of Armageddon with the armies of centralization, while his hosts are not yet outnumbered. He has the facts on his side—facts which the syndicate has been obliged to twist in its search for propaganda—and these facts should be submitted by the merchant before the court of public opinion. But he defaults in his duty and then sobs because the "judge" renders an adverse decision!

Here is where Old Kantt B. Dunn

comes into the picture. Our old pessimistic ally of the syndicates tells us through the lips of some self-pitying merchant that the public "can't be educated."

"The public won't listen," says he, "they just want to be fooled. What they are looking for is price. They don't give a whoop in Halifax for that other line of chatter."

That is what many a merchant says to-day. I know. I have been told that no less than a dozen times during the past week by merchants who are in business right now.

And, again, I declare that the charge against the public has no substance in fact. The independent merchant, as a class, is the last man in the world who has the right to make such a charge!

In proof of the contrary, consider that the mail order house has spent millions of dollars in the education of the public to buy goods from a flattering picture and has succeeded. The peddler has spent other millions of dollars worth of time in telling the housewife how he is "saving her the middle man's profit" and she has believed it. The chain store has spent millions more in the instruction of the public to patronize the establishment that has a certain color of front and the public is doing it. The merchant has spent something less than 5 cents proving to the people that they should support and patronize local, independent, competitive, non-combination merchants on the ground that the public can't be educated. If the public could not be educated, he would be doing more business to-day. It is because the public is too easily educated that the independent merchant is where he is to-day.

Editor willing, we shall continue next week where we leave off to-day. Meet us here in the next Tradesman for a resumption of this little chat.

W. H. Caslow.

Lambs Are Reasonable in Price Now.

It seems as if everybody gets breaks once in a while and consumers are having things coming their way a little at the present time with respect to lambs. The supply of high quality lambs coming to market is rather liberal and, as always happens, when supplies are heavy prices decline. Of course, lambs are not being given away, but compared with values a short time ago, when supplies were light, they are quite reasonable. This has been a good feeding season and, accordingly, the meat is excellent in most instances and there are few carcasses offered for sale that would not provide cuts for highly satisfactory dinners. There are any number of retailers who quickly adjust their prices to meet wholesale values, and the week end attractions especially reflect the price trends. If legs of genuine lamb, weighing from six to seven pounds, are offered in your neighborhood for 35c per pound it should not be assumed that there is anything wrong with the lamb. Quite a few dealers have put out signs that bear this figure and some sell a little lower and still give high quality. Service is an important mat-

ter in retailing and where consumers demand special attention with respect to deliveries and where accounts are carried instead of cash at time of purchase prices may be somewhat higher. Of course thirty-five cents a pound for lamb legs is an arbitrary price, and it should not be understood to indicate a positive market for all legs delivered under all conditions, but is given simply to show what some retailers are doing. Chops from the loin and rack are priced somewhat irregularly, according to the neighborhood and the special demand for cuts in these places. On the whole, however, chops are not priced high and at least twenty-five per cent. lower than they were at the peak period of the year. The fore-quarter cuts are not so low proportionately as the hindquarter cuts. Lamb for stewing, boiling and such uses is always lower than the legs and chops, but, while reasonable at the present time, the difference between what these cuts cost wholesale to-day and what they cost at normal periods is not so much as in the case of the more expensive sections of the carcass. But, no matter whether the selected cuts for broiling and roasting or the other delectable, though not so popular, cuts are used for other purposes are chosen, the strain on the family budget will not be excessive.

Rubies Now Being Featured.

A new trend in jewelry styles has appeared in Paris of late that may have a direct effect on increasing the vogue for rubies in this country. It is distinctly toward the Oriental type of jewelry and, in addition to featuring rubies, it brings seed pearls into prominence as well. Beautifully enameled backgrounds are used as settings for the gems. The turquoise also is being featured in some of the new French offerings, this stone being seen in pendants, brooches and earrings. Oriental design motifs are also made use of, as in a diamond and emerald bracelet which depicts a Persian hunting scene. Carved crystal, lapis lazuli, jade and other semi-precious stones are further reminders of the East that are being worked out in jewelry.

Novel Method To Attract Attention.

One of a chain store group located on Market street in Philadelphia has resorted to a rather novel method of advertising to draw attention to their summer styles. A couple of men are solicited to patrol Market street in the vicinity of the store and they are supplied with a basket of small capsules of approved size and shape with a rolled piece of paper inside, and the legend "Dope" appearing discernible to the reader.

William L. Brownell, Publicity Service, Kalamazoo: "If, forty-four or more years ago, you had not come into my store and taken from me a dollar which at that time looked bigger to me than Ford's millions now look to him, the entire fabric of my life would, I doubt not, have been differently woven. During all of these intervening years I have attempted to emulate you in many ways, but I realize that in this I have failed or only partially succeeded."

BARE MARKET—HIGH PRICES.

The Thanksgiving season has been a complete surprise to many buyers. They had anticipated heavy offerings, a weak market and forced selling by importers and domestic receivers. Early in the deal jobbers did not cover their requirements and they waited until the last moment only to find a more or less bare market and high prices. It has been hard to get many of the holiday items even at sharp advances and, with congestion on the docks and at the railroad terminals, there has been more than the usual delay in getting goods to interior markets in time to be distributed.

The shortage embraces many important items. Domestic orange and lemon peel are examples of scarcity. Buyers have to pay stiff premiums for the latter and for orange peel there is a concentration of holdings in one or two hands who are able to control the market.

Layer figs have been scarce all season and first hands are virtually out. The import trade had little support from wholesale grocers when futures were first offered and they limited their importations. Dates are also very scarce and some of the principal importers recently notified the trade that they had withdrawn all quotations. Malaga cluster raisins have cleaned up closely.

One of the surprises among nuts has been the comeback of the Brazil nut market. The cut of 5c has restored interest in a product which had been neglected a few weeks ago. At today's quotations Brazil nuts are drawing considerable business and they are now on a basis where the consumer is more interested in them since they are as cheap as any good nut regardless of variety.

Filberts are so short in some types that importers have been forced to trade among themselves to take care of their needs. Sorrento walnuts have had a good call and as the shorts waited until the last minute they find it hard to get quick deliveries of polished nuts, since the capacity of the local polishing plants has been overtaxed. Some sellers are three or four days in making deliveries.

THE REAL CAUSES OF WAR.

The ghost of the international banker as a promoter of wars was effectively laid by Thomas W. Lamont in his address before the Academy of Political Science. It was not the malignant financiers, but the statesmen of Europe who were most directly responsible for the war, declared this international banker, who in proof of his statement cited the tremendous service to the cause of peace which American finance has rendered since the war—its loans to the Allied Governments, to Austria and Hungary, to Germany under the aegis of the Dawes plan and to Belgium and Poland. We have no desire to uphold the international banker as the one pacific influence in a world of war-seeking diplomats and politicians, but the more sober afterthought of the post-war period has gone far toward absolving him of the responsibility for

war with which he is often assailed. It is more fully realized to-day than in 1914 that peace serves the interests of bankers far more than war and that their international commitments must automatically place them on the side of those promoting international good will.

On the contribution made by financial agencies to the reconstruction of war-torn Europe Mr. Lamont is on even surer ground, for there can be no doubt that European recovery would have been immeasurably retarded without the credits granted to poverty-stricken governments by the international bankers of this country. This is not to say that the bankers suddenly became charitable, but simply that their own interests coincided with the interests of these struggling countries to the advantage of all the world. For the real causes of war we must search far deeper than international bankers or even statesmen. They are in part economic, in part psychological. There can be no war without a will to war, and our modern danger is not of being dragged into a war against our will but of allowing the interests favoring war to develop a psychological atmosphere, through propaganda and emotional appeals, which will allow them to bend our will to their sinister purpose.

THE HOLIDAY TRADE.

Looking ahead to holiday business, retailers are quite optimistic. They have taken into consideration the factors most likely to govern volume in the next five weeks and find them satisfactory. Cold weather, alleviation of flood conditions, cash put into circulation by redemption of the second Liberties and the resumption of ford operations are all outside developments which retailers feel will be helpful to trade in the immediate future. In the retail field itself, merchants believe that the new colors and designs in merchandise, together with lower prices, should have excellent pulling power.

A factor that has become of no small importance in considering holiday business is the large amount made available by the growth of the Christmas savings club. Announcement has been made that this year over half a billion dollars have been saved and will be distributed. This marks an increase of 26 per cent. over last year, the average savings rising to \$58.50 from \$51.32 in 1926. The calculation has been made that almost \$200,000,000 will be spent in the retail stores of the country.

General business conditions present the same appearance as retail trade. They are also "spotty." But the majority opinion inclines to the theory that the situation is more likely to improve than to grow worse because crops have been good, money rates are easy, construction is maintained and export trade is making even larger gains.

An interesting view put forward by one economist is that declining prices have had the effect of holding down inventories in most lines and that the time is drawing near when supplies

will become exhausted, making replenishment necessary. This opinion seems to be reasonable, except that lower prices usually indicate that supplies are more than ample. Stiffening values ought to provide the first evidence that inventories have been worked down to a low point.

ALLURING PROMISES.

No will-o'-the-wisp is more alluring than that which promises impossible profits through speculation. No matter how often such schemes are exposed in the newspapers and in the courts, there are always men and women ready to hand over their earnings to any one who will assure them of extravagant gains. The project does not have to be plausible nor does it need to be presented by a person gifted with unusual powers of persuasion. The mere promise is enough, as the "Lady Ponzi" story from New Jersey shows. The middle-aged keeper of a boarding house there is charged with having collected some \$19,000 from her friends by offering to pay them 80 per cent. a year on their money. Nor were the suspicions of these investors aroused when this "Lady Ponzi" suggested that they leave the interest with her to be invested at the same rate. It seems incredible in these days that any man or woman who can read and write could be induced to hand over money for such a scheme. But there were such persons—and there are still others who are saving their money for the same purpose and of whom we shall hear later. Wall Street abounds in tipsters who have lost fortunes, but are willing to invest other people's money on absolute certainties. The unsophisticated can always find men at the racetracks who can pick winners for everybody but themselves. As Barnum said—but never mind what he said. The pleasures of hope are not to be despised—for a time, at least.

Several murder trials now under way in various sections of the country emphasize the address of Chief Justice Taft before the National Crime Commission in Washington three weeks ago. "We must never forget that the chief and first object of prosecuting crime is its deterrent effect upon future would-be criminals for the protection of society," said the Chief Justice. Unfortunately, not only the public but peace officers and even court officers, too, often forget this fact. The man on trial assumes a heroic position. Sheriffs, policemen and those having him in charge stand shoulder to shoulder with him while photographs are taken of the group—photographs which show that both the man on trial and the officers are conscious of their momentary publicity, as much as if one of them had just swum the Channel or flown to Paris. That the man charged with murder does not appreciate the enormity of his offending is apparent from his lively comments on the law, the charge against him, his defense and anything else which he thinks will interest the public. Both he and his attorneys seem to believe that the trial is second in importance to

winning popular favor which may be useful in his appeals. Mr. Taft must have had this in mind when he said: "We need legislation to enlarge the power of the judges to guide the trial and help the jury to understanding the case, and we need legislation that shall render impossible new trials except for real injustice in a trial." Briefly, the judges need power to eliminate the showmanship which has well-nigh robbed murder trials of their deterrent effect upon would-be criminals.

The Palestine government's official acceptance of the \$2,000,000 offered by John D. Rockefeller, Jr., for the purpose of establishing an archeological museum at Jerusalem is an assurance that the long-deferred excavations in that historic region will now be undertaken in a systematic way. The past history of no country in the world is of higher interest to the great mass of people in Europe and the two American continents. Historically, as well as geographically, Palestine links the Eastern and the Western worlds. The treasures which lie in its soil belong to all mankind. Their unearthing cannot fail to stimulate further investigations in the East—that still seems to be the mission of Israel. Perhaps the discoveries in Palestine will cause the Egyptians to be more willing to permit Western archeologists a freer hand in uncovering the records of their past. Whether they do or not, Mr. Rockefeller's most recent donation is another reminder of his many munificent gifts. This year he has given \$1,600,000 for the restoration of the monuments of France, \$500,000 to the New York Botanical Gardens, \$900,000 to the Y. M. C. A. and \$500,000 to the Shakespeare Memorial theater at Stratford-on-Avon—a list which is notable for the catholicity of its benefactions.

Although no one will question that every one of the 1,256,000 Victory Medals awarded for services during the Kaiser's war was really earned, the War Department's announcement of the total number serves to remind us that we have never deemed it worth while to honor in a similar way citizens who perform extraordinary services in times of peace. It is doubtful, however, if more than half of the recipients of these medals worked as hard and earnestly as Thomas A. Edison has worked during the past two or three years in his efforts to create a rubber industry in the United States. From all quarters of the globe this eighty-year-old man, with all the enthusiasm of youth, has been gathering trees, herbs and plants in the hope of finding some growth which will enable us to produce this product on our own soil. To-day we are the world's largest consumer of rubber and our requirements are constantly increasing. It is becoming almost as great a factor in our industrial life as steel. If the Wizard of Menlo Park solves this problem for us he will be entitled to more than a medal. He will have earned anew the designation of being the most useful citizen of his day and generation.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

Whenever I complete the work of getting out an anniversary edition I feel a great load off my shoulders. I aim to make every anniversary paper better than its predecessor, but sometimes I fail to convince myself that such is a fact. I believe this year's issue, however, is head and shoulders over any anniversary I have ever published. I am reinforced in this opinion by the voluntary statements of many friends and readers, some of whom frankly state they do not see how it could be improved. I have already formulated some plans for next year's special which I think will meet the approval of my readers.

When I issued our first anniversary, twenty-five years ago, I had the names of forty-nine subscribers who started with the first issue of the Tradesman back in 1883 and were still with us. Two years ago the list had been reduced by death to nineteen. From 1925 to 1926 we lost three charter members by death, reducing the number to sixteen. I am thankful there was no break in the ranks from 1926 to 1927.

I had occasion last Saturday to visit Grant, where I had time to make but one call—on H. McKinley, Cashier of the Grant State Bank. I wish every town was so fortunate in its local banker as Grant happens to be. Mr. McKinley possesses all the qualities which go to make up a safe and dependable banker—honesty, energy, foresight and affability. He has the glad hand for every caller, but he knows how to say "No" as well as to say "Yes" if circumstances necessitate such a decision. We hear much about the Scotch preacher, the Scotch doctor and the Scotch teacher, but I think the Scotch banker should also have a place in this charming category, because one who possesses all of the attributes I have named above cannot fail to measure up high in the estimation of his customers and associates.

I happen to know a Scotch banker in another town in Western Michigan who stands high as a banker, citizen and churchman, but whose heart is seething with bitterness for any one who ever crosses his path or fails to agree with him on any matter of even minor importance. Any one who does not bow down to this gentleman and worship at his shrine is forever taboo and cast out into utter darkness. I would rather spend an hour with Banker McKinley on this earth than to be compelled to spend eternity in heaven with the other fellow.

The cement pavement on West Bridge street is now completed from the West city limits to within three miles of Allendale, except about a quarter of a mile at the junction of Sand Creek, where a new cement bridge is nearly completed. The completion of this thoroughfare makes a remarkably attractive forty mile drive out West Bridge street to Allendale, six miles North to Coopersville via Eastmanville, thence home on U. S. 16. The distance can be shortened slightly by turning East at Eastmanville and

going into the city via Lamont on West Leonard street.

I am greatly surprised over the scenic beauties of Amon Park, which borders on Sand Creek for several miles. For a long distance the banks along the creek are high and precipitous, reminding us of the high banks at Niagara Falls. How Sand Creek came to wear its way into so deep a channel is more than I can understand. There must have been a time when it discharged more water than it does at present. Grand Rapids has received many valuable gifts, but aside from Garfield playground, John Ball Park and Blodgett hospital her most valuable possession, in my opinion, will be Amon Park.

In pursuance of what I consider to be my duty, I occasionally have to run counter to the passions and prejudices of some portions of my readers. I recall several instances of this kind. When the Michigan Retail Hardware Association was organized, it was sponsored by a very unworthy young man who was publishing a trade paper at Detroit. He got himself elected Secretary when the membership was less than 100 and misused his position to secure advertising for his publication by methods akin to blackmail. I realized that this would bring the organization into disrepute and urged the members to speedily dump the person who would impede their progress. Some of the members attributed my action to jealousy, but circumstances soon showed that my charges were well founded and the good name of the organization was preserved by transferring the secretaryship to the splendid gentleman who has built it up to its present position of commanding influence.

The same person then secured a foothold in the Retail Grocers and General Merchants Association and proceeded to use the same tactics he had resorted to in the hardware association. I immediately locked horns with him and the result was the adoption of a resolution by the organization denouncing my action. I continued my attacks on the person I deemed unworthy and time soon demonstrated the correctness of my strictures. He was deposed and left the State, probably never to return.

I had a somewhat similar experience with the local retail grocers' association, which kept an unworthy secretary in office (Homer Klap) until he nearly wrecked the organization. I quietly gathered proofs of his perfidy and presented them to the men who were associated with him. He was immediately displaced.

When Governor Warner appointed Arthur C. Bird Food Commissioner, I knew something of the latter's methods and denounced the appointment in the strongest terms I could command. The Governor refused to revoke the appointment and a private fortune of several hundred thousand dollars was accumulated within a very few years. The death of the grafter rendered the use of my proofs unnecessary.

The appointment of Jim Helm as Food Commissioner by Governor Ferris was the blackest kind of a blemish on that administration. Helm mis-

used his office by sending out official reports which teemed with slang, profanity and worse. I did everything I could to induce Governor Ferris to dispense with Helm, but only succeeded in getting him to tone down the official utterances of his unworthy appointee.

I have recently come into possession of some correspondence sent out by H. H. Hoffman, the executive officer of the Michigan Board of Pharmacy, which clearly demonstrates his personal unfitness for the position he has disgraced for several years. This person has misused his position by making it solely a political doormat for ex-Governor Groesbeck. For months during the 1926 campaign he neglected the duties of the office in order to campaign for the person who was so utterly discredited and repudiated by the voters of Michigan. If he had a particle of common sense he would have resigned when his idol was smashed to smithereens at the polls, but he continues to hang on to the job he has disgraced; and the people he has betrayed appear to be powerless to dispossess him because of the attitude of the Board of Pharmacy in defying Governor Green in his attempt to replace an unfaithful person with a faithful and competent official. I am exceedingly sorry to see the Board take this stand, because it cannot fail to reflect on the rank and file of the druggists of Michigan, who are, in the main, well meaning and law abiding citizens. Of course, Governor Green will clear up the situation in due time through a change in the personnel of the Board; but in the meantime the people of Michigan are confronted with the unpleasant fact that an unworthy official is drawing money from the public treasury for work he does not do and services he does not render.

In this connection I wish to submit a letter I recently received from James Vernor, of Detroit, who died about a month ago. Mr. Vernor was one of the founders of the Michigan State Pharmaceutical Association and a member of the first Board of Pharmacy. He was the highest type of druggist, citizen and public servant. He was much concerned over the attitude of the Board of Pharmacy in the Hoffman matter, because he realized the reflection it cast on the drug trade of Michigan to retain such a man in so responsible a position. The full text of the letter is as follows:

I surely am sorry that I missed your call, I should certainly have enjoyed a visit with you for, far be it from me to forget those pleasant meetings of "forty years ago" and as I look backward I find so few of the fine real friends of those days still with us. I hope that on your next visit to Detroit you will find me in my office and if I am not, that you will tell the young lady that operates our switchboard, to switch on the proper line.

Among the treasured articles held by my family is a copy of the Tradesman with a historical sketch of myself written by you in the good old days when Eberbach, Gundrum, McDonald, VanEmpster and Jesson (all of whom have passed on) were with me on the Board of Pharmacy. Stanley E. Parkill, the member who followed VanEmpster, is still living at Claremont, California, and I am sending

him one of the copies of the Tradesman you sent me, so that he may see an old friend in a new form. My, what a remarkable change you have made in the appearance of the Tradesman. I congratulate you.

I distinctly recall the assistance you and the Tradesman rendered the druggists of Michigan in securing the enactment of our original pharmacy laws and also in the creation of the Board of Pharmacy. The druggists of Michigan can never repay you for the masterly manner in which you have stayed by them, praised them when they were right and chided them when they were wrong. We all know how outspoken you always are in the presence of anything which smacks of wrong. We are indeed fortunate that we have so valiant a champion.

I presume Hoffman will pursue his usual tactics in this matter by issuing one of his "confidential letters" to the drug trade, denouncing me as the arch enemy of druggists. I have too good an opinion of the drug trade to believe that such clandestine efforts will disturb a single druggist who knows me and my methods or cause him to withdraw his patronage from a publication which has been the steadfast friend of the drug trade for more than forty-four years.

E. A. Stowe.

Why Not Try Cutting Prices Upward?

At a meeting the other night of the Salesmanagers' Club of New York the conversation naturally drifted to the subject of price cutting, as how should it not? Is there any other commercial epidemic about which sales managers would more naturally talk? One member told a story about an incident which occurred within his own experience a number of years ago, and which apparently seemed to him and to his hearers to carry an interesting suggested thought about consumers' psychology toward prices. It seems that in a certain average department store in an average community there was an average lot of umbrellas for sale. These were offered at \$1 a piece and were a good value for the price. However, despite prominent location conspicuous display signs and other sales efforts the umbrellas did not sell, although the season was early spring and of course everyone should have armed himself against rain. At length the discouraged manager cut the price to 79c, announcing the fact on price cards double the size of the previous ones, and induced every sales person to talk about the opportunity offered in these umbrellas, but still not a one was sold. After waiting some weeks the manager had another idea. He advertised in the newspapers a special bargain sale of umbrellas at \$1.19 each. All the umbrellas were sold before the day was out.

Of course, much has been said and written about odd-penny prices, and the current mania for volume seems to be satisfied by cut prices, except when the other fellow is guilty. But is there not something in the public mind about levels of prices, so to speak? With all the merit in the world an article will sell at one price which will stagnate at another. Have consumers some fixed, if difficult to define, sense of values? Is there a thought for the grocery trade in the suggestion of cutting prices upward?

SHOE MARKET

Store System For Dealers in Small Cities.

Efficiency and economy are the two words that spell success and a liberal application of an equal portion of each is the best known cure-all for the retail shoeman's troubles. The business men who apply this admirable lotion to their everyday business stand out as shining examples of successful retail men. Unfortunately for many, these two factors are very closely associated with each other, so that to have either one without the other brings ruin. A retail organization may be the last word in efficiency in attracting and compelling crowds to do their bidding, and yet a little lack of economy renders the efforts of the efficient ones useless. And the same principle applies to economy.

Innumerable articles have been written on efficiency and countless pages have been filled with articles on economy, and many good ideas have been brought to the surface, but the real value of these ideas depends on how a dealer applies them to his business, and not on the theoretical value of them.

An efficient business man no longer conducts his business on a theoretical basis; he knows exactly what is going on in his establishment, and his plans for the future are based on his complete knowledge of his affairs.

Two of the most important departments of the retail shoe business are the very ones that suffer most from guess work in the average store in towns up to 50,000 population. I don't mean by that that all retailers in cities of over 50,000 population are perfect by any means, but the size of their stocks makes the need of some system more apparent than in the case with the merchant in the small cities and towns, as the smaller dealer usually figures that there is too much red tape connected with these different systems to make them worth his while to try out. He is giving his trade his personal attention part of the time and is constantly in contact with his stock, and as a result he feels that he knows all that is necessary for him to know about his business outside of his accounts and financial affairs.

While this is true of a good many systems, there are ways of adjusting the principles of some of them to good advantage to even the smallest retail establishment, and it is up to the manager or proprietor to decide what will constitute a system to fill the need of his particular establishment.

To be perfect, the system when in operation should place the man in charge of affairs in a position to know the answer to any important question that may come up about the business, and should cover the field so thoroughly that even the size of every pair of shoes on the shelves would be shown; the daily or weekly expense account footed up by items each month and compared with the same month the preceding year; the cost and credit sales compared with the preceding year and showing the gross and net profit or loss by weeks,

or days if necessary; stock condition, net equity; gain or loss of business and a surprising number of other important things a retailer ought to know about his business.

The system I use is comprehensive enough to do all this and yet is so simple one man can operate it in spare time. The data furnishes invaluable reference for the buyer, since a perfect size system for your locality can be extracted from the past season's record of sales, thereby eliminating chance buying to a remarkable degree and keeping the odds and ends down to a minimum. Lines of staple goods and novelties on which the heaviest business has been done show up so plainly a child could find them and the exact number of pairs sold the preceding year and sizes of same are at your disposal for your re-order, and, what is most important, the "best seller" shows up first of all.

In connection with this system I use a weekly business sheet that shows each individual sale—the size and the cost—entered on the day the sale was made. The sizes are for future reference and the total of the cost for the day subtracted from cash receipts gives me my gross profit. Taking the expense from this shows my net profit, or loss for each day. With this information on hand it is a comparatively simple matter to know the general trend of your business, and gives a positive warning, which, taken in time, will save the retailer from calamity. It is really a safety valve on a business machine, as it never fails to show an overload.

Summed up, my system places me in a position to know at a moment's notice the amount of stock on hand and the amount owed on it; the net gain, or loss, each week, or day if necessary; the gain or loss in sales over any week of the preceding year; the amount of outstanding accounts and the sizes in stock and sold during any season.

The perfection and putting into operation of this system I count one of the big factors in making a success within a year of a store handling one line of shoes exclusively in an out of the way location which had a remarkable record for the failures it had seen in the shoe game. O. E. Nelson.

How the Public Spends Its Dollars.

"The shoe business is as good as it ever was," declared a shoe traveler who in the course of his journeys here and there throughout the country makes it his business to observe conditions in a keenly analytical way. "The only difference is that more people are in it, more manufacturers and more retailers. The business is more split up, competition is keener and other industries are putting up a stronger fight to capture a larger share of the consumers' dollar. Under these conditions, the shoe man who fails to advertise aggressively, constructively and persistently is more than likely to find himself out of the running."

It so happens that now, for the first time, we are beginning to get an accurate line on just how consumers are spending their dollars, as a result of

the distribution censuses being conducted in various cities by the Census Bureau, with the aid and co-operation of Chambers of Commerce. In Denver, for example, 28 cents out of every dollar goes for food, 24 cents for clothing including shoes, 14 cents for automobiles and 9 cents for house furnishings. Other cities in which the census has been completed show substantially similar spending habits.

These percentages indicate roughly the selling problem that confronts, not merely the individual shoe merchants, but the whole shoe industry. An individual store, through aggressive sales promotion, may profit at the expense of other shoe stores. But selling the public on the idea of spending a larger proportion of its income to be well shod benefits the industry as a whole and makes it possible for everybody in it to make more money.—Shoe Retailer.

Lighters Meet With Favor.

Consumer interest in cigarette lighters continues very active. The indications are that the volume of business in these items this Fall will substantially exceed that of the same period last year, during which the demand was of notable proportions. Both cheap and high-grade lighters are wanted and the sale of thousands of the former type has not cut into the turnover of the more expensive kinds. So much is this the case, it was said yesterday, that more than one manufacturer of the higher priced varieties are behind hand on deliveries and are increasing production to take care of the re-orders expected for pre-holiday selling.

Coat Returns Show Increase.

Returns of women's coats by retailers this Fall have assumed somewhat greater importance than usual, manufacturers say. The weather is largely blamed for this condition as it has retarded re-ordering by retailers and the returned merchandise accordingly works out to a higher percentage in relation to the garments actually sold. The returns, however, do not greatly increase the small stocks which manufacturers have on hand. Several of the latter express the opinion that the retailers who have returned garments will regard their action as ill-advised when consumer demand is actively spurred by cold weather.



TWO NEW ONES:

Style 949 — Men's autumn Blucher Oxford, Monarch's Calfskin, Dundee Last (Medium balloon), Nickel Eyelets, New pattern with popular short ramp, inside tap sole with fancy flange edge and heel seat trim. C and D widths in stock **\$3.45**

Style 950 — Same in Monarch's black calf ----- **\$3.45**

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HUDSON BAY COMPANY.

It Owed Its Existence To a Grasping French Governor.

In church circles in the times of our fathers much was heard of predestination, foreordination, man's free moral agency and divine providence. They're great doctrines for theological discussion. The story of Radisson and Groseilliers could easily be construed to be a complete demonstration of them all. Talk about the massive gates of circumstance turning on small hinges, the French colony in America was saved twice and the English were the real shaping force when Michigan began because a venturesome young Frenchman went hunting one day. Two or three books have been written about those two young French cour de bois, but here's another viewpoint.

The spring of 1652 found the French in America in the most desolate of surroundings. The Iroquois had determined the destruction of all French in America and had followed their complete victories in Western Canada and Mackinac, together with the annihilation of the Neutrals whom they charged with being friends of the French at heart, by completely surrounding the French settlements on the St. Lawrence. To venture out of the fort was dangerous and whatever was attempted in the way of grazing for cattle or anything of the kind, was done in the daytime within reach of protection from the fort. There had been a few days that spring when nothing had been heard of their enemies and three venturesome young men decide to take the risk and try for some game to replenish the need for food at Three Rivers. After a time two of them decided to go back to the fort. The third, Pierre Esprit Radisson by name, was having too good a time and game was too plenty, so he continued the hunt. On his way back that night he found the bodies of his two companions who had been killed and scalped. Before he could reach the fort he, too, was captured, but the flight he had put up appealed to his captors. He was taken back with them to their own country. On the journey he made himself useful, carried the load of an old man and otherwise ingrafted himself into the good graces of his captors until the outcome was that he was adopted into the family of a Mohawk chieftain who had lost a son. It was nearly two years before he escaped. During that time he had learned the way the Iroquois did things and it was that knowledge which made it possible for him to do things in after life where others failed.

In the fall of 1653 he escaped to the Dutch colony at Albany and was sent to Holland, where he made his way to France and back to America. During his absence from the colony his sister had married a young Frenchman named Groseilliers. When Radisson came back to Three Rivers his new brother-in-law was away on a trip to the Huron country and Radisson joined a party who essayed a settlement at Onondaga, which resulted disastrously

but was saved from utter destruction by Radisson's cunning.

Radisson had been tortured among the Mohawks and besieged at Onondaga. Groseilliers had been among the Huron missions that were destroyed and among the Algonquin canoes when they were attacked. They joined an expedition to the Northwest. There were thirty other young Frenchmen in the party when they left Quebec. After a few experiences with the Iroquois the others all went back. Radisson's knowledge of the Iroquois came to so good account that he led an attack of Algonquins which resulted in complete victory against a party of Iroquois. On another occasion he found himself in close touch with his old friends the Mohawks and sent presents to his foster parents, in this way escaping a battle. We are most interested in two items of the journeys which followed: The two adventurers crossed the Upper Peninsula of Michigan, going from there to the West, probably discovering the upper Mississippi; they learned that the further North the beaver skins were secured the better the quality of fur and the more plentiful the animals were, and they learned of Hudson's Bay in a very definite way as a trading possibility.

The return of Radisson and Groseilliers from their third voyage was a saving to the French colonies. So vigilant had been the operations of the Iroquois that they were the only traders who succeeded in getting through that year and the three vessels which were in the harbor would have gone back to France with empty keels but for their timely arrival. The importance is hard to estimate until we realize that the fur trade was the one enterprise behind the French colonies in America.

When Radisson and Groseilliers returned from their third trip, they agreed between themselves to hold the information they had about the Hudson Bay country until they could verify it with their own experience, instead of giving out what they had learned from the Indians. In some way it leaked out, however, and a party was hurried off under auspices of Gov. D'Avaugour, and with full license of the colony authorities. When Radisson and Groseilliers applied for license to make their proposed trip, their attention was called to the fact that the only revenue of the colony was the license for fur trading. They had made three trips without first securing licenses and, although they had paid the amount when they returned, there had been no method of accounting except what they saw fit to report. While negotiations were pending to try and induce the governor to grant them license a party of Indians from the Northwest stole through the Iroquois lines with a few furs, and wanted our two explorers to go back with them. The governor utterly refused except on the condition that they would agree to give him half their profits and take two men whom he would appoint as auditors with them on the trip. To this the explorers would not agree. The governor attempted to keep the

Indians until his party should return, but they sneaked away. At midnight that night Radisson and Groseilliers got away under cover of darkness and by hard paddling caught up with the Indians from the Northwest. The governor's party utterly failed in their trip. Radisson and Groseilliers' party met the Iroquois in several encounters and were again saved only because of Radisson's knowledge of the Iroquois, which he had secured while a captive among them. They were probably the first white men to cross Lake Huron from East to West, passing Mackinac island. Coming to the island from a different angle Radisson believed they were the first white men to see Arch rock and named it St. Peter, after himself. They knew about the destroyed settlement on the main land there, however, and trip of Nickolet, twenty-seven years before, but did not recognize the island as the same. By the end of November they left the Western end of Lake Superior and pushed into the Northwest where no white man had ever preceded them. With slaves which were furnished them by the Cree Indians to carry their luggage, they pushed to a point probably West and a little North of Duluth, where they built the first fur trading post ever undertaken in that country.

In the spring of 1663 the explorers were back in the lake country, where 360 canoes were loaded for the home trip. When they arrived they found the colony again on the verge of ruin. The governor who was just closing his term fined the explorers \$20,000 to build a fort at Three Rivers; \$30,000 for the public treasury; and \$70,000 as the regular tax fee if they had had a license. This treatment was thought so unfair that Groseilliers made a trip to France in search of justice, without results. The outcome was that the two explorers fell in with a party of Englishmen, who induced them to change their operations to the English flag and the Hudson Bay Company was organized. This company became the Northern arm of the nippers, with the crowding English settlements to the South as the other arm. When the nippers closed the French were squeezed out of Canada and the Northwest.

A. Riley Crittenden.

To the Shame of Jackson.

A Grand Rapids banker went to Jackson recently to attend the complimentary banquet tendered George M. Ames, of this city. After registering at the Hotel Hayes, he asked the landlord if he could find a place for his colored chauffeur.

"No," replied the landlord, "we do not entertain colored people in this hotel."

The banker was somewhat disconcerted and asked to see the captain of the bell boys, who is, as usual, a colored man.

"Can you tell me where my colored chauffeur can be taken care of for the night?" enquired the banker.

The porter shrugged his shoulders and replied, "I am sorry to say I do not know of any public place in Jackson where a colored man can be accommodated."

In the meantime the manager of the garage directed the chauffeur to a private family, where he secured pleasant accommodations.

The Republican party was organized "under the oaks" at Jackson. Its primary object was to free the slave and defeat the slave power. Yet seventy years after the great Republican party was founded, there was no public house in Jackson where a respectable colored man could sleep.

Late News From Grand Traverse Bay.

Traverse City, Nov. 22—Swift & Co. loaded a car with turkeys for the Chicago market, paying 30 cents per pound. Hens must net less than ten and toms twelve pounds.

Seasonable shipments of potatoes have ceased. Many thousands of bushels have been transported to Chicago on the steamship Puritan. The last trip of that ship this year was made last week. R. Floyd Clinch, the managing head of the Hannah Lay Co. interests, owner of the Puritan and the Manitou, says the operation of those steamers this year has not been profitable. Mr. Clinch purchased the boats at a marshall's sale late in the season and missed much of the usual passenger traffic.

Not much interest is shown in the proposed winter sports campaign. The promoters hope to attract the attention of tourists and resorters. The summer homes of the latter are not fit for occupancy during the winter months. The open-all-the-year hotels could not furnish accommodations for many people. The plan seems to be impractical.

Arthur Scott White.

Knew Douglas Malloch as a Boy.

Ravenna, Nov. 21—Douglas Malloch used to visit me often as a boy and early gave promise of being a thinker and a writer. He was a collector more than a reporter for the Muskegon Chronicle. As a youth he often astonished me with his advanced views of politics and politicians, and I predicted a political life instead of a poet's pen for his future. His half brother, O. B. Fuller, the veteran Auditor General of Michigan, seems to be the politician of the family.

I just read Douglas Malloch's "Forty-four Years" and as it just covered my own experience the following occurred to me:

Forty-four years I've dealt in pills
And drugs and dope to cure all ills,
Forty-four years of cares and joys
But I still like girls and play with boys.

My hair's still black as the raven's wing,
My eyes not dim and I still can sing
The songs of old, of friends so dear.
My ear is keen and I love to hear
The thoughts in rhyme of my old friend
Doug.

Whose stalwart form I fain would hug,
Frank E. Thatcher.

Thanksgiving Day.

For the joy of living, for love and work and play, for contentment without self-complacency, we offer reverent thanks. Falsehood and meanness, fear, cowardice and false witness, these call down the detestation of men—but truth, kindness, faith and courage, these are the guide posts which lead upward to the heights of true manhood and true womanhood. So, while offering thanks for the bounties of a year gone by, may our lives find greater richness in a fellowship of sympathy in sorrow and in joy, a fellowship of gladness and rejoicing, a fellowship that covets nothing in our comrade save wherein he does ourselves excel in kindness of word, thought and act.

Raymond J. Knoeppel.

FINANCIAL

Crop Values Up Half a Billion Dollars

A 1927 lead of nearly a billion dollars over 1926 in the value of the ten most important agricultural crops, indicated in August, is cut in half by the new Government forecasts, but the recent changes in volume nevertheless leave the situation stronger.

The value of ten outstanding agricultural crops indicated for this year by a multiplication of November 1 production estimates and current prices is \$8,018,100,000. That is 6.4 per cent. above the indicated value of corresponding 1926 crops at this time last year. It gives a margin of only \$480,800,000 over 1926, whereas the indicated 1927 values on August 1 gave a lead of \$927,000,000.

This rather sharp contraction in total values reflects the broad downward sweeping movement of agricultural prices since early September. Cotton, wheat, rye, corn, oats, hogs and sheep have been carried 14 per cent. below their composite 1927 high. Viewed from the perspective of the price setback of the last three months, the change in the agricultural situation seems for the worse but there are redeeming features.

In certain crops volume always counts for more than high prices, and at certain times it counts for more in all crops. Since only 15 per cent. of America's corn ever reaches the market as a cash crop, obviously what the farmer needs is not so much high corn prices as big production. Three months ago it appeared the corn crop this year would be a failure. Now the Government reckons the farmer will have a big crop. Likewise the gain of 164,000 bales over a month ago in the estimated cotton crop offers advantages more than offsetting the recent price decline.

Viewed from a broad economic standpoint, the agricultural situation despite price declines of late in leading products stands on a firmer foundation than it did a year ago. Notwithstanding the 14 per cent. drop in eight leading products since September 1, these commodities still command 23 per cent. more than at the year's low and 29 per cent. above last year's low. Variations in the Government's estimates on production will be small from now on. Since the 1927 capita crop production promises to be the lowest in thirty-three years the prospect is for stability or rising prices.

All of which means that further fundamental changes in the agricultural positions are more likely to be favorable than unfavorable.

Paul Willard Garrett.

[Copyrighted, 1927.]

Points To Watch in Bank Stocks.

No one would deny that bank shares, because of their high degree of safety and large return over a period of years, offer one of the most satisfactory kinds of investment.

Some of the important points to be kept in mind by the beginner in selecting a security of this type are presented here from the book of Walter H. Woodward, "Profits in Bank Stocks," mentioned here previously.

"In buying bank stocks," he writes, "the rule applies that the best are the cheapest in the last analysis. When a stock sells at a fancy figure there is some reason for it. The high-priced stocks usually sell up where they are because of hidden assets, very good earning power as compared with the dividends being paid, or frequently because the surplus and undivided profits amount to three or four times the capital.

"While keeping in mind that the higher class the bank stock you buy the better off you will probably be in the long run, it is well to pay some attention to the stocks of the smaller, relatively less important but frequently well-managed institutions.

"There are always to be found some in this class whose conservative and businesslike management has resulted in splendid earnings. Every once in a while some very much larger and more powerful bank steps into the picture, and, recognizing the opportunity of adding handsomely to its own strength merges with the smaller bank and, without interfering with the old management, utilizes the merged bank as a branch office.

"The advantage of being a stockholder in the bank which is being bought or merged at such a time is too obvious to warrant comment.

"The thoughtful investor in bank stocks will, wherever possible, exercise whatever 'rights' come to him from time to time, and so consistently add to his original holdings.

"Past histories of stocks are their best measure of value. Consistent growth of surplus and earning power over a period of years indicates capable management. Radical changes of management do not always guarantee a continuance of this steady growth.

"If the investor is wise he will do business with a dealer in bank stocks and will not transact his business through a broker. A dealer is one who specializes in one type of security to the exclusion of all others and whose transactions are 'net'—that is, without the charge of any commission."

William Russell White.

[Copyrighted, 1927.]

On Cashing Checks Marked "Payment in Full."

As a general rule of procedure, when a merchant receives a check in payment of, or upon an account, he deposits same in his bank, and credits the account therewith. So far, so good, and this is perfectly proper if the check covers the account, or if it is clearly offered only as part payment of the account.

However, we have an entirely different situation where a merchant receives a check which is marked "payment in full" of a given account, if there is a dispute over the amount due. For, in a case of this kind, the cashing of the check may be held to constitute payment in full, which will preclude the merchant from thereafter collecting anything additional.

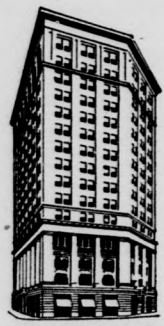
The application of this rule of law is illustrated in a long line of decisions, for the point has been the subject of much litigation. And, in view of the importance of the question to mer-

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chants in general, a brief review of a case of this kind may prove of interest and profit, as illustrating how the courts view situations of this kind.

In one case of this kind, the defendant agreed to sell and deliver to the plaintiff a certain amount of goods at an agreed price. Following this, they were unable to reach an agreement relative to the amount due the plaintiff on the account. After much correspondence, the defendant mailed his check in the sum of \$300 to the plaintiff, and wrote upon it, "Settlement in full August account." Along with this check the defendant sent a letter in which he plainly stated that the check was tendered in full settlement.

Upon receipt of this check, the plaintiff cashed it, but refused to consider it as being in full settlement of his claim. He thereupon credited the defendant's account with the amount of the check, and brought suit to collect an additional \$700 which he claimed to be due under the account.

In answer to this, the defendant set up the fact that the amount due was in dispute, and the mailing of the check marked "settlement in full," which was cashed by the plaintiff. The defendant thereupon contended that this cashing of the check constituted full settlement, and that the plaintiff had no right to demand more. The case reached a state supreme court on appeal, and in passing upon the question raised the court said:

"Where there is a bona fide dispute over an unliquidated demand, and the debtor tenders an amount less than the amount in dispute, upon an express condition that, if accepted, it shall be in full of the disputed claim, the creditor must accept it upon the condition unless the condition be waived, otherwise he must refuse it. He cannot accept the tender in such cases and recover the balance which he claims, because he is presumed to have accepted it upon the express condition on which it was offered.

"Here was a real controversy over the amount of the defendant's liability. The defendant sent to the plaintiff his check, endorsed on the face of it, 'Settlement in full August account,' and accompanied it with a letter saying, 'Enclosed find my check for \$300, which, according to our talk over the phone to-day, is settlement in full.

"The plaintiff had only one alternative—to accept the check as payment in full or return it. He kept it and drew the money on it, knowing the condition imposed, and thereby completed the transaction as an accord and satisfaction."

In accord with the above reasoning, the court concluded by finding in favor of the defendant. Holding, that by cashing the check which had been tendered as "settlement in full" of the disputed account, the plaintiff had cut off his right to demand any further payment on the claim.

The foregoing case constitutes an apt illustration of the application of the general rule in situations of this kind; that is, the rule applied by the majority of the courts. And, in the light of this rule, it is obvious that a merchant should use some care in accepting checks, which are less than the

amount claimed, if tendered as "settlement in full" of a disputed account.

In situations of this kind, the merchant should, as a general rule return the check, and demand payment according to his contention, unless he decides to accept the check for the smaller amount and close the matter. For, as we have seen, his acceptance of such a check will usually bind him to also accept the conditions under which the check was tendered, i. e., "settlement in full," and the courts will, as a general rule, refuse to allow him to collect any additional amount after cashing such a check.

Leslie Childs.

Corn Crop To Be Big After All.

A strange turn in meteorological conditions eight weeks ago speeded the growth of this country's major agricultural crop, after its poorest growing start on record, until in yesterday's Government report a prediction of 2,753,249,000 bushels of corn this year was put out. The silver lining for clouds that appeared pitifully dark as late as Sept. 1 fast is making itself visible to the American farmer.

What this actually means is that the 1927 production of a crop that seemed destined in late summer not to rise far above 2,000,000,000 bushels now may go a full 122,000,000 bushels above last year, and about equal the five-year average. No other change in recent Government estimates bears so vitally upon prosperity as this, and not even the trade expected the crop to run above the 1926 figure.

The benefits of this increased volume in corn production cannot be brushed aside as something offset by a drop in corn prices from \$1.15 to 83 cents since September 1. Perhaps never in history has the market for the commodity fallen so rapidly, but to the grower of corn a big crop is far more to be desired than high prices.

Eighty-five per cent. of the corn never reaches the market as a cash crop, but is fed to live stock. Hog prices are not as high as the farmer would like but are better than the prevailing level over the last four or five years. Certainly they are high enough to provide a good feeding profit to the farmer. In that plain fact lies the reason why an increased production of corn strengthens the foundations of prosperity at this time.

Ten hot days early in September and a prolongation of favorable growing weather into October, unseasonal though it was, more than made up for the long spell of wet and unfavorable weather during the crop's normal period of growth. In consequence the estimated yield per acre actually has been increased to 28.2 bushels against the 26.2 bushels reported for 1926.

This spectacular reversal in the outlook for corn within the short space of two months rivals in its interest and importance the phenomenal change in cotton's position from a year ago. Cotton growers twelve months ago wanted better prices, which is what this year's short crop brought them. Corn growers two months ago wanted more corn, which is what the September sunshine brought them.

Paul Willard Garrett.



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Where Are Your Profits After the Fire?

It costs about \$4.50 to stop a moving railroad train and start it going again. And railroad trains are meant to stop. It costs many times that amount to stop an active flourishing business and then start it going again. It may cost many thousands of dollars.

And that is exactly what happens when a bad fire loss strikes the property of the business man. It stops his business, or if it does not stop it completely it slows it down and causes it to limp and labor along under a heavy handicap until not infrequently it quits altogether.

If a bad fire strikes a factory it stops production. And if the business is a fast moving one with rapid turnover to the wholesaler and retailer that means that soon the stopping of production will stop the business. Perhaps the factory owners can rent another factory and start operations to keep production going while the burned factory is being rebuilt. That takes money. They have their skilled trained workmen whom they have perhaps been paying high wages. If they can't keep them employed they will have to let them go and later on try to get them back, unless they can afford to keep them on the payroll. That also costs money. Then there is the proposition of rent for a substitute factory while the old one is being repaired. There are fixed charges such as light, heat and taxes, interest on bonds and other indebtedness, advertising expense perhaps, which must be met and so on.

In other words a bad fire which strikes at a manufacturing plant strikes swiftly and surely at that plant's business. It causes a serious interruption to the business of making and selling goods.

The actual damage to the physical property caused by fire is of course met by the fire insurance. But, as any business man who has had a bad fire knows, this is only the beginning. The interruption to business as a consequence of the fire may be a far more serious loss and may take a much longer time to overcome. And so Use and Occupancy, or, as it is more commonly called, Business Interruption insurance came into being.

Business Interruption insurance is an excellent name for this form of protection for that is exactly what it is and does. It insures against interruptions to business. It pays in good cold cash the money necessary to pay the host of expenses and fixed charges which a business must face in the event of a bad fire loss which cripples production and hampers the operating efficiency of the business as a whole.

But that isn't all. Business Interruption insurance covers all actual loss sustained. It covers the net profits which would be lost in the event that the business would be prevented from earning any profits because of a destructive fire. It covers in fact "actual loss sustained consisting of net profits on the business which is thereby prevented and such fixed charges and expenses pertaining thereto as must necessarily continue during a total or

partial suspension of business." The quoted words are taken right from the policy form.

Of course a business may suffer an interruption due to other causes than fire. Insurance can be secured which will insure against interruption to business caused by riot and civil commotion, sprinkler leakage, explosion, wind-storm, tornado, steam boiler and earthquake. While the insurance clause is different according to the terms of the contract, the insurable values and loss possibilities are of the same nature in each case.

A good way to visualize the value of Business Interruption insurance is to look at it in terms of the earning power of a business. Any business whether it be a factory or a retail store is operated because of its earning power. Its owners are out to make money. In fact they must make money if they are to exist and keep their credit and financial ratings. It is this earning power which justifies the expenditure for factory machinery, warehouses, store fixtures and all the physical property necessary to carry on business. Now suppose this physical property burns. The cash value of the property will be covered, in a measure at least by the ordinary fire insurance, but how about the earnings of the business? The physical property, machinery, buildings, etc., are only a means to an end and that end is profit. If it is worth while to insure a machine which turns out tomato cans at the rate of 5,000 an hour let us say, isn't it good business to insure the earning power of that machine which may be lost for months?

In these swift moving days time is literally money for all of us. It is of the very first importance to the business man who figures on quick turnover and small unit profits. A single machine in a big factory can eat up the profits of all the rest by lying idle just a few days. When a whole battery of machines are ruined by fire and an entire factory must be abandoned, then the loss of profits may well be staggering indeed. But right here Business Interruption insurance steps in and provides the foresighted business man with ready money to negotiate for a new factory site quickly or to pay for necessary and immediate changes in the old plant, to pay his skilled men he can't afford to lose even though he may have nothing for them to do for weeks, to pay his fixed charges, light, heat, taxes, etc., and best of all to guarantee to him and to his stockholders the net profits which they would otherwise have lost—lost perhaps for twelve months or more.

So far we have been considering the business man largely from the point of view of the factory owner. But what about the retailer? Can Business Interruption insurance do anything for him? It certainly can, provided his business is earning profits for him. Of course if it is not proving itself a profitable venture, there is no use spending more money in insurance premiums. But the retailer who is making money and who wants to go on making money even though a bad fire should wreck his store will find

Will Your Estate Fall Into the Right Hands?

A WOMAN NEVER HAS SO MANY FRIENDS and advisers as when she is left to manage an Estate. Well-wishers and promoters come forward in droves to suggest ways in which her funds can be invested to exceptional advantage.

The inventories of the Estates of even the shrewdest business men usually reveal investments which looked good at the time they were made, but which are listed at nothing in the inventories.

The appointment of The Michigan Trust Company as Executor and Trustee of your Estate offers an easy, practical and safe method of safeguarding your Estate against mismanagement and loss.

And the cost for our responsible and complete service is the same as is allowed individuals, even though the latter may be inexperienced in Estate matters and financially irresponsible.

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Business Interruption insurance a mighty good friend in need.

The storekeeper sells goods even though he doesn't make them and his attractive plate glass window with its inviting window displays keep the customers interested and his well arranged, well lighted, comfortable sales rooms have a definite value as income producers at so much per month. Now a bad fire will not only destroy expensive fixtures; it will also stop customers coming in. Maybe if he is lucky Mr. Retailer can rent a store down the street, but if it is a good location he may have to pay dearly to get it. But his Business Interruption insurance will take care of that. Some of his cheap help he can let go but he must keep his valuable men. All right, his insurance will pay their salaries until his business gets going again. It will also take care of his expenses for lighting, heating, advertising, telephone, which must go on and best of all it guarantees him his net profits he would have lost.

Right now is the time of the year when manufacturers and retailers alike are looking forward to the big business which the Christmas holidays always bring. But suppose right in the midst of the brisk Christmas trade a sudden fire sweeps down out of nowhere and cripples the factory or wrecks the store! There is still lots of business, plenty of demand for goods. The experience of other years proves that. But it will all go to competitors and if the business doesn't get back quickly on its feet, the business may stay with competitors.

Business Interruption insurance helps tremendously in getting a business back on its feet, because it provides ready money just when it is likely to be needed most.

Frederick W. Moore.

Do You Know—

That the fire loss in 1926 in the United States amounted to \$560,548,624?

That you are contributing your share for the payment of all this unnecessary fire waste?

That the things you eat, drink and wear are insured from the raw material through to the various stages of manufacture and to the finished article?

That along their way to the finished product this fire tax is added to the cost, and when you buy a garment, a loaf of bread, or other article you pay this cumulative fire tax?

That it is your money that is thus wasted, not, as some people imagine, the insurance companies' money?

That the insurance companies are simply intermediaries, collecting from the masses comparatively small amounts known as "premiums," which they pay, in more or less large sums, to those who have fires?

That as long as the fire losses are exorbitantly heavy the insurance premiums must be correspondingly high?

That every minute of the day and night somebody's home or place of business is being burned?

Touching Incident in Lives of Two Old Friends.

Noyes L. Avery was the first Republican postmaster of Grand Rapids. He received his appointment from President Lincoln early in the year 1861. Mr. Avery and Senator Zach. Chandler were warm personal friends. The Senator endorsed Mr. Avery's application for the postoffice. Mr. Avery was a grandfather of Noyes L. Avery, President of the Michigan Trust Co.

When Mr. Avery entered upon the discharge of his official duties, the postoffice was located in the arcade in the rear of the May & Co. store. Three clerks, W. B. White, Charles C. Moseley and James D. Lyon, all of whom were Democrats, were employed. Mr. Avery retained the services of these men until the end of his term of service. They had been in the employment of the postoffice many years and had become expert in receiving and distributing the mails. Mr. Avery's successor, a decade later, dismissed them. Carriers were not employed in 1861.

Mr. Avery was active in politics. George B. Morton, in whose memory the Morton House was named, was nominated by the Republicans for the office of Mayor of Grand Rapids. Mr. Avery undertook the management of the Morton campaign. Rev. Charles Billings Smith, whom Albert Baxter irreverently named Boanergis Smith, had retired from the pulpit, of the Fountain Street Baptist church, purchased an interest in the Grand Rapids Democrat and had become an editorial writer for that paper. During the progress of the campaign a report reached Dr. Smith that Avery had given especial attention to the lower strata of society in his efforts to win the election for his candidate. Smith was a man of many and varied talents. He could write an obituary that would make his readers weep. When so disposed he could write a criticism of an individual or an event that would curl one's hair into knots. Originally a Democrat, he left that party when the civil war broke out and devoted his time and never flagging energy to the cause of the Union. On almost every platform in the states of Iowa and Illinois his voice was raised, strongly and clearly, in support of the President and his policies. He urged men to enlist and die if need be in defense of a holy cause. On one occasion when he was addressing an audience in an interior town of Southern Iowa, he learned that a group of disloyal men (commonly called copperheads) were among his listeners. He denounced them in stinging terms. "If the Lord should place all disloyal men on a platform, suspend it over hell and direct me to cut the rope, I would cut it without a moment's hesitation." When the war had ended, Dr. Smith spent a winter in South Carolina and Florida, where he observed the operation of carpet bag governments. His experiences were such that he felt that his political duty thereafter should be with the Democratic party. Dr. Smith trained his guns upon Mr. Avery. His criticisms of that gentleman were so scorching as to create a decided sensa-

tion in the community. Mr. Avery and Dr. Smith had been warm personal friends and fraters during a score of years. Mr. Avery, smarting under Smith's castigation, threatened to bring suit against the Democrat, charging defamation of character. The fraters who intervened in the case were unsuccessful in their efforts to propitiate Mr. Avery. When the former friends met on a street one would look upward at the clouds, the other would gaze earnestly at the sidewalk, as if in search of a valuable diamond.

Mrs. Avery died a year or two later. Dr. Smith had admired the lady for the lovable qualities of heart and mind which made her generally respected and popular in society. Dr. Smith wrote an obituary of the deceased. The

character of the lady was portrayed in sympathetic and beautiful terms and published in the Democrat. That testimonial so appealed to the really fine nature of Mr. Avery that he drove away all the bitterness which had filled his heart and the two old men again became fast friends for the remainder of their lives. — Arthur Scott White.

Detroit — The Dare Airplane Co., 6003 Fourteenth street, has been incorporated to manufacture and sell airplanes and accessories, with an authorized capital stock of \$4,250 common \$75,000 preferred and 5,250 shares at \$1 per share, of which amount \$75,000 and 5,250 shares has been subscribed and \$80,250 paid in in property.

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Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Nov. 7.—The final meeting of creditors was held in the matter of Ransom W. Peavy, Bankrupt No. 3119. The bankrupt was not present or represented. The trustee was present in person. Claims were proved and allowed. The trustee's final report and account was considered and approved and allowed. An order was made for the payment of expenses of administration, as far as the funds on hand would permit. There were no 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.

On this day also was held the sale of certain assets in the matter of Frank S. Schlicht, Bankrupt No. 3157. The bankrupt was not present or represented. One creditor was represented by attorney W. J. Landman. Bidders were present in person. The balance of the physical assets, as set forth in the sale notice, was sold to O. L. Hoag, of Grand Rapids, for \$110. The sale was confirmed and the meeting adjourned without date.

On this day also was held the final meeting of creditors in the matter of James A. Whittemore, Bankrupt No. 2757. The bankrupt was not present or represented. The trustee was present in person. Claims were proved and allowed. The trustee's final report and account was approved and allowed. Expense of administration was considered and an order made for the payment of such expenses and for the declaration and payment of a first and final dividend of 2.7 per cent. to creditors in general. 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.

On this day also was held the sale of certain assets in the matter of LeRoy C. Andrews, Bankrupt No. 3220. The bankrupt was not present in person or represented. The trustee was not present. No bidders were present. The property for sale was sold to Abe Jensen, of Kalamazoo, for \$85. The sale was confirmed and the meeting adjourned without date.

On this day also was held the adjourned first meeting of creditors in the matter of Mary Hanna, Bankrupt No. 3249. The bankrupt was present in person and represented by attorneys Dilley, Souter & Dilley. The trustee was present in person and represented by Mr. Lusk, of Corwin, Norcross & Cook, attorneys. Horace T. Barnaby was present for one creditor. The bankrupt was further examined, with a reporter present. The adjourned first meeting then adjourned without date.

On this day also was held the sale of certain real estate and personal property in the matter of J. Thomas Deacey, Bankrupt No. 3045. The bankrupt was not present or represented. The trustee was present in person. No creditors were present or represented. The property was sold to V. R. Davey for \$7,134.89, the purchaser to apply his liens as part of the purchase price and the balance to be paid in cash. The sale was confirmed and the meeting adjourned without date.

Nov. 8. On this day was held the final meeting of creditors in the matter of Arthur C. Lambert, Bankrupt No. 2803. The bankrupt was not present or represented. The trustee was present in person. The trustee's final report and account was considered and approved and allowed. Claims were allowed. An order was made for the payment of expenses of administration and for the declaration and payment of the same as far as the funds on hand would permit. No dividends can be paid to creditors. 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.

On this day also was held the final meeting of creditors in the matter of Louis O. Hartzell, Bankrupt No. 2851. The bankrupt was not present or represented. The trustee was present in person. Claims were proved and allowed. The trustee's final report and account was considered and approved and allowed. An order was made for the payment of expenses of administration and for the declaration and payment of a final dividend of 24.7 per cent. to creditors in general. No objections were made to the discharge of the bankrupt. The final meeting of creditors then adjourned without date, and the case will be closed and returned to the district court in due course.

Nov. 10. On this day was held the first meeting of creditors in the matter of Arnold C. Hanke, Bankrupt No. 3245. The bankrupt was present in person and represented by attorney C. A. Mitts, Jr. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined, without a reporter. The first meeting then adjourned without date and the case has been closed and returned to the district court.

Nov. 9. On this day was held the adjourned first meeting of creditors in the matter of Amos M. Carpenter, Bankrupt No. 3228. The bankrupt was present in person and represented by Fred G. Stan-

ley, attorney for the bankrupt. One creditor was present in person. The trustee was present in person and represented by attorneys Jackson, Fitzgerald & Dalm. The bankrupt was sworn and examined with a reporter present. The first meeting, as adjourned, then adjourned without date.

Nov. 11. On this day was held the final meeting of creditors in the matter of Rex-Robinson Furniture Co., Bankrupt No. 2993. The bankrupt corporation was not represented. There were no appearances, except labor claimants. Claims were proved and allowed. The trustee's final report and account was considered and approved and allowed. An order was made for the payment of expenses of administration and for the declaration and payment of a first and final dividend to labor claimants, of 78 per cent. 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.

On this day also was held the final meeting of creditors in the matter of Feldt & Feldt, Bankrupt No. 3034. The bankrupts were present in person. No creditors were present or represented. The attorney for the bankrupts was present. Claims were proved and allowed. The trustee's final report and account was considered and approved and allowed. An order was made for the payment of expenses of administration, as far as the funds on hand would permit. There were no funds for dividends to creditors in general. 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.

On this day also was held the final meeting of creditors in the matter of Andrew Nassiff, Bankrupt No. 3033. The bankrupt was not present or represented. The trustee was not present. No creditors were present or represented. Claims were proved and allowed. The final report and account of the trustee was considered and approved and allowed. An order was made for the payment of expenses of administration, as far as the funds on hand would permit. There were no dividends for general creditors. The final meeting then adjourned without date, and the case will be closed and returned to the district court in due course.

In the matter of Wilburt Ley, Bankrupt No. 3273, the first meeting of creditors has been called for Nov. 28.

In the matter of Vul-All Rubber Co., etc., Bankrupt No. 3269, the first meeting of creditors has been called for Nov. 28. At the same time notice has been given the creditors to show cause why a sale made by the receiver in bankruptcy should not be confirmed and ratified.

In the matter of James P. Partlow, Bankrupt No. 3242, the trustee has filed his final report and account, and a final meeting of creditors has been called for Nov. 25. The report and account of the trustee will be considered and passed upon. Expenses will be ordered paid, as far as the funds on hand will permit. There will be no dividends for general creditors.

Nov. 9. We have to-day received the schedules, reference and adjudication in the matter of Claude M. Holcomb, Bankrupt No. 3274. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedules show assets of \$500 of which \$250 is claimed as exempt, with liabilities of \$1,557.25. The court has written for funds and upon receipt of same, the first meeting of creditors will be called and note of the same made herein. The list of creditors of said bankrupt are as follows:

Prange Clothing Co., Grand Rapids	\$ 50.00
Fox Jewelry Co., Grand Rapids	102.00
Siegel Clothing Co., Grand Rapids	93.00
National Clothing Co., Grand Rapids	93.00
L. R. Oliver Elec. Co., Grand Rapids	73.00
Consumers Fuel & Supply Co., Grand Rapids	39.00

Waaklens Grocery Co., Grand Rapids	52.00
John D. Noel, Grand Rapids	50.00
Dr. A. C. Butterfield, Grand Rapids	50.00
Dr. Foshee, Grand Rapids	166.00
Butterworth Hospital, Grand Rapids	83.00
Levendroen Meat & Grocer, Grand Rapids	30.00

Lock Fuel & Feed Co., Grand Rapids	11.25
Arthur Tate, Grand Rapids	18.00
Riverview Furn. Co., Grand Rapids	452.00
Winegar Furn. Co., Grand Rapids	6.00
Hyman Furn. Co., Grand Rapids	31.00
Boston Store, Grand Rapids	13.00
Wurzberg Dry Goods Store, Grand Rapids	16.00

John Somigel, Grand Rapids	50.00
Citizens Co. of Detroit	160.00

Nov. 11. We have to-day received the schedules, reference and adjudication in the matter of Clark E. OverSmith, Bankrupt No. 3275. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Hastings, and his occupation is that of a farmer. The schedules show assets of \$250 of which the full interest is claimed as exempt, with liabilities of \$3,931.55. 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 creditors of said bankrupt are as follows:

C. D. Garn, Grand Rapids	\$ 14.00
Claude Freighter, Freeport	39.00
Clint Haney, Freeport	27.00
Cook Bros., Hastings	10.00
Burr Van Houten, Hastings	13.00
Chidester Clothing Co., Hastings	55.00
H. Poff, Lake Odessa	10.75
Miller Harris Co., Hastings	16.00
Percy Winslow, Hastings	100.00
Miner Shupp, Hastings	200.00
Henry Ragla, Hastings	65.00
Walldorf & Son, Hastings	180.00
Jake Tebo Estate, Hastings	300.00
Irving Cain, Lake Odessa	11.00
Ford Stoill, Woodland	27.00
Farm Bureau, Woodland	8.80
Farm Bureau, Hastings	5.00
Fred Geoger, Woodland	35.00
Nash State Bank, Clarksville	350.00
Henry Norcott, Clarksville	4.00
Gates & Huntzinger, Lake Odessa	30.00
Otis Miner, Lake Odessa	22.00
Edd Schellborn, Lake Odessa	27.00
Irvin Gerlinger, Lake Odessa	7.00
Wm. McCartney, Lake Odessa	7.00
E. C. Tew & Sons, Lake Odessa	7.00
Jim Scheidt, Lake Odessa	6.00
Gell Weed Estate, Lake Odessa	100.00
Irvin Wicham, Clarksville	44.00
Smith Bros., Woodland	15.00
Ernest Smith, Hastings	31.00
D. Rogers, Woodland	8.00
Fayl Hardware, Woodland	15.00
F. Hilbert, Woodland	15.00
E. O. Shorno, Woodland	18.50
Goodyear Bros., Hastings	7.00
M. Trombo, Woodland	5.00
Harvey Hawkins, Vermontville	400.00
Leon Barnum, Woodland	65.00
Dennis Haskell, Lake Odessa	200.00
Lake Odessa State Savings Bank	105.00
E. A. James, Hastings	25.00
Dr. O. J. LaBarge, Salt Lake City, Utah	22.00

Lake Risinger, Woodland	150.00
Dr. C. S. McIntyre, Hastings	18.00
Sam Marshall, Nashville	125.00
Dr. McCullend, Nashville	200.00
Myron Cole, Grand Rapids	125.00
Ironsides Shoe Co., Hastings	28.00
Edmonds Elevator Co., Hastings	35.00
International Harvester Co., Hastings	35.00
Mr. & Mrs. Fred Youngs, Hastings	75.00
City Bank, Hastings	300.00
A. Gavitt, Woodland	100.00
John Mead, Freeport	7.00
Floyd Everhart, Freeport	40.00
Curtiss & Son, Freeport	17.00
Will Hale, Hastings	45.00
Jay Carpenter, Hastings	33.00

In the matter of Wilburt Ley, Bankrupt No. 3273, the custodian has filed in said court his report of the offer of D. H. Hunter, of Rockford, of \$500, for all of the stock in trade and fixtures of the estate, except exemptions of the bankrupt and except such property as is claimed to be held on title contract or chattle mortgage running to John Ley. The date of sale is Nov. 28. The sale will be held at the referee's office. The property consists of groceries and kindred lines, with attendant fixtures for the conduct of a complete retail grocery. The property for sale appraises the sum of \$1,645.40. The property may be seen prior to the date of sale by application to the office of the referee. All interested should be present at the time and place indicated.

In the matter of Mary Hanna, Bankrupt No. 3249, the trustee has filed his report of the receipt of an offer from Erickson Bros., of Grand Rapids, of \$265 for the stock in trade and fixtures of the estate. The property consist of a complete grocery, with fixtures, appraised in all at \$488. The date fixed for sale is Nov. 28. An inventory may be seen at the office of the referee. The property may be seen by application to C. W. Moore, trustee, Belmont. All interested should be present at the date of sale. The sale will be held at 1225 G. R. National Bank building, Grand Rapids.

Flavoring Extracts Must Be Labeled Differently.

Regulations effective Oct. 1 have been announced by the Bureau of Prohibition, Treasury Department, which provides new requirements for labeling of flavoring extracts under the Federal Prohibition Law. To explain the changes, M. L. Toulme, secretary of the National Wholesale Grocers' Association, has issued a circular reading as follows:

Section 1110 requires that flavoring extracts be labeled with the name and address of the manufacturer. Where the extract is marketed by a distributor (other than the actual manufacturer) and it is desired not to disclose the name of the actual manufacturer, the label shall state the name and address of the distributor, together with the symbols and permit number under which the extract was manufactured.

The wise man will not let his mouth eat him into poverty, nor his desires keep him forever on a treadmill.

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OTHER SPECIALTIES

Political Aspects of the Present Agricultural Demands.

Both political parties are faced by the fact that farmers are not making a fair profit. They cannot enjoy the benefits of our recent prosperity, and are therefore dissatisfied. Their poverty blocks the proper progress of American business, and therefore everybody else is, or ought to be, dissatisfied. Such economic ailments have always produced political symptoms. This one has continued without substantial change since 1920.

It has become trite to say that economic pains cannot be eased by political action. If this means that natural laws cannot be repealed by acts of Congress, then it is true. But if it means that the economic pattern as it would be without artificial interference cannot be changed by legislative action, then it is not true.

What the farmer needs is profit. More credit without fair profit will not help him, both because he has already borrowed to capacity and because credit without means to pay is an anomaly. Fair profit resulting from equality is the sole burden of his political demand. Politicians must face this demand, both because it is fair and because the present situation results in part from political causes.

Since the days of Alexander Hamilton America has had a clear-cut economic policy. Hamilton determined to stimulate American industry by a tariff high enough to permit us to develop and fabricate our own natural resources unhampered by foreign competition, to the end that we should export only such raw material as we could not fabricate and consume at home and that we should import only such raw and finished products as we could not produce at home. The effect and intent of this policy was to subsidize and stimulate our industry by raising the domestic price level for manufactured products above that of the rest of the world.

This plan could never benefit any raw or finished material on which the world price is less than the domestic price and of which we produce a surplus over domestic consumption. This is so because the price of a surplus of any product controls the price of that whole product and, where the world price is lower than the domestic price, the whole product must move at a price regulated by the world price, and all the tariffs in the world cannot change this fundamental law of economics.

Beginning with the World War nearly every cause—both political and economic—has operated against agriculture. Every one of these changes increased the farmers' cost of production. On the other hand, the farmer had to sell all that he produced at a world price, and world markets, demoralized by the war, did not reflect the buoyant price recovery and unusual advance experienced in protected and prosperous American markets.

This situation is constantly referred to as an "agricultural problem." This is a misnomer. It is a National problem. The withdrawal and continued exclusion from our markets of the marginal buying power which comes from profits of the great rural segment

of our population is an economic catastrophe. There was a day when industry sought profit through lower costs achieved by keeping labor wages at a minimum. It was only when higher wages (due largely to immigration restrictions) opened up a tremendous domestic buying power that our present industrial prosperity appeared. At least an equal fillip to the Nation's business awaits the restoration of fair profits to agriculture.

Our economic pattern is such a delicate web of interdependencies that, although the fault in a single thread appears very obvious, any attempt to correct it may seriously impair the whole fabric with baleful results far beyond the vision of the wisest man. Whatever is done, either in the field of politics or economics, must be done with the utmost care to see that in helping agriculture we do not hurt other industry to the eventual ruin of both.

Politicians have no love for critical problems. Their search is necessarily for the inactive means which will satisfy the maximum number of voters. They are addressing here a perplexity of very nearly first magnitude. It goes to the deep foundations of the politically perilous tariff question. It involves an ancient stronghold of the Republican party, for, aside from the South, the farmer has been overwhelmingly a Republican and a protectionist, without having been much aided by protection. It comes perilously near being a sectional question along vital and very dangerous lines of possible cleavage.

Agriculture is not the major factor on the Eastern seaboard, and Eastern agriculture is not nearly so badly hurt as is agriculture West of the Alleghenies. Farmers in the latter area are dissatisfied and resentful, and not the least of their resentment is the feeling that in most things they propose, they find the Northeastern seaboard aligned against them as though it were a matter of course.

This is an unhealthy condition for both politicians and the Nation.

There is already with us an economic issue which might effect that union, and the political question is whether it is powerful enough to do so. Would economic urge break down the "Solid South" on the one hand or the loyalty of Western farmer Republicans to the "Grand Old Party" on the other?

The practical answer is probably "No" in both cases. Agriculture is unorganized. Its devotees are individualists. As yet it has never moved in a unit on Andrew Jackson's political policy to "reward all his friends and punish all his enemies." Until it can do this consistently and emphatically no practical politician is likely to fear it.

Bernard M. Baruch.

Thanksgiving.

Thank God for health, while health endures;
Thank Him for wealth, if wealth be yours.
Thank God for fame, when fame you earn;
For wisdom, should you wisdom learn;
For daily pleasures, daily food,
For every bright material good—
But thank God more for strength to bear
Of toil and pain and want your share;
When troubles come, that you may see
How sweet adversity may be,
And know whatever else betide,
That Faith and Hope and Love abide.



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DRY GOODS

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Some Recent Novelties in Undergarments.

Choosing of undergarments and corsets is becoming as much a problem as selecting a new frock. This season's models in girdles, combinations and corsets without lacings aim to mold the figure according to the prevailing silhouette. All of them should fit snugly about the hips and slope off only toward the top, so as to follow closely the natural lines of the body. Combinations should also be carefully fitted by the corsetiere to make certain they do not ride up, especially in front, and give a stuffed appearance. This would defeat their very purpose, which is to maintain smooth, straight lines for slim and stout figures alike.

Fabrics are chosen which may be easily laundered without destroying the original lines of the garments. Among the new ones are English broadcloths, brocades in cotton and silk, heavy satins, crepe de chine for evening wear, an elastic webbing seen in the step-in models and a new silk material woven like jersey.

For the slim woman, who needs merely a slight protection about the hips, there are several new girdles to choose from. A medium-priced one may be had in English broadcloth, poplin or brocade. In this style there is a fabric panel in back and front and deep hip sections of elastic webbing. In the front there is a small triangular inset of the elastic to prevent a strain on the hip sections. The upper edge of the girdle is finished with flat scaming and two short flexible bones which keep it from forming a bulged effect.

For evening wear there is a neat set made of crepe de chine and French lace. The girdle is boned back and front and has an opening at the side front. It is lined with poplin. The brassiere is made of the same lace, mounted on a double ply of fine net.

A combination garment for the stout figure has a special front panel made in one piece with the brassiere. Garters attached which fasten independently of those on the underneath corset arrangement. Elastic is used in the hip sections only, while back and front are heavily boned. The shoulder straps are also of elastic to allow for greater freedom in moving. Another type of combination garment shown—though in this case without boning of any kind—is made of satin and lined with broadcloth. Elastic hip sections in it insure a smooth line, for instead of being made of a single piece of webbing about two inches in width. A flat seam under the left arm takes care of the opening.

An entirely new fabric, which is seen in one of the latest girdles, is woven so as to give a smoothly molded line to the figure. Girdles in this material are made in lengths ranging from six to twelve inches. There is

in addition a lining made either of silk or cotton and an interlining of rubber tissue which, together, insure that the girdle will keep its shape. Tiny bones at the front make for straight lines and prevent the much feared cutting-in effect that so often accompanies girdles. This garment comes in flesh color and is guaranteed to launder.—N. Y. Times.

New Garter Offered To Go With Negligees.

Interesting and varied accessories that belong with the negligee are being brought out. They are dainty things and often include revivals of old fashions. One is the round garter, which is especially useful for wear with the corsetless lounging robe. Time was when garter buckles were as ornamental and as expensive as other items of jewelry. Some on this order are now being shown by fashionable jewelers, and they are found in other styles in the lingerie shops.

Ribbons, tinsel frills, rosettes of chiffon and artificial flowers are used as trimmings, as well as ostrich feathers, marabou and bits of fine fur which are used sometimes contrived with brilliants, colored stones or fine enamel or metal. It is considered chic to have the garters and their trimming match the negligee in color. The favored shades are yellow, which is seen with topaz buckles; violet, with a touch of lavender ostrich and an ornament set with amethyst; pale blue, with silver gauze ribbon bows, and turquoise and pale pink.

The current preference for ensemble effects governs all the details of the boudoir robe from the lingerie to the slipper toe. There are many picturesque styles in mules, some of which are more practical than the regulation form. They are being made of fine chiffon velvet and usually have no trimming of any sort. Those in metal brocade are in beautiful pastel shades combined with silver thread. Others, in silver and gilt leathers, are in delicate ombre tints. An innovation is a sandal made somewhat like a Chinese shoe of lacquer, with straps in place of a vamp. These in green and gold, black and scarlet and other contrasts of color are very decorative. Chous of chiffon and of ostrich are still shown in satin mules.

It is now usual to have stockings matching the gown—especially the negligee—and these are to be had in all of the fashionable colors. Some of the novelties hailing from Paris are painted and embroidered, though the preference of most American women is for a plain or openwork style. Black is being worn a great deal, both in stockings of plain chiffon and in those with fancy clocks and insets.

Flowers are being worn with negligees almost as much as with street and evening dress. There are pale wild roses, pansies, violets, orchids and many more in which the petals are of panier velvet. Large flowers with waxy petals—magnolias, japonicas, gardenias, old-fashioned camellias and dogwood—are done in velvet or satin or in a shell-like composition that cleverly imitates mother-of-pearl. The long, willowy flower decorations are

still seen, but are designed more for day-time and street clothes.

The renaissance of quilting has given rise to a smart vogue in things pertaining to the boudoir. Pillows are covered with quilted materials of various kinds, from patchwork in calico to rich satins. They must be small this season and have "box" sides joined with piping.—N. Y. Times.

Resorts Affect Negligee Mode.

With the acceptance of bloomers as adjuncts to the Winter wardrobe, new combinations are shown that have a bloomer bottom and brassiere top, all made in one. A casing is used at the waistline to allow for adjusting, though it is not really necessary, for the brassiere fits low and by itself does away with any extra fullness. The bloomers are caught in at the knees with elastic, and have narrow ruchings. A row of snaps on the concealed seam under the left arm serves for fastenings. This combination is made up with bloomers of silk and brassiere tops of lace.

The vogue for black has extended to undergarments with the result that they may now be had in sets consisting of nightgowns, envelope chemises, step-ins, French "panties" and brassieres. Georgette is the material chosen and black lace is used lavishly. A touch of color is introduced by means of tiny flowers or bits of metallic embroidery. The step-ins and "panties" are all made with yokes and without the usual elastic casing at the waistline. Some of the nightgowns, besides their fancy yokes of lace, have extra little shoulder caps and fine ruchings of narrow lace about the neckline and armholes.

Bloomers Offered in Unique Designs.

Handsome negligee models for the season at Palm Beach and other Winter resorts are already being offered in the more sheer materials—in delicately tinted chiffons and cloud-like stuffs. A dreamy thing of ombre crepe in pale mauve, blue and gold, is lined throughout with finely pleated pale blue chiffon and has for trimming only a large chiffon flower at one side of the neck.

From one Paris house is shown an exquisite creation of pale rose mouseline de soie, embroidered in a delicate pattern of flowers. It is done in white thread, with edges and entredeux of ecru lace. An original negligee of vivid green is made with the skillful arrangement of a deep-fringed Spanish shawl. It is to be worn over a slip of green and silver lame. Some unusual, picturesque robes are made from the heavy silk kimonos worn by the Mohammedan men.

From Lucile comes a robe of gray satin combined with gray velvet. It is bordered with black fox fur and ornamented with handsome jeweled buckles which serve as a fastening for the wrap-around model.

Sweater Prices a Feature in Textiles.

Opening of sweater lines for 1928 was the chief feature of interest to the textile trades. Pivotal numbers showed no change from last year's opening. Part-wool blankets were also priced

by one of the leading factors and quotations showed an average increase of 8 per cent. Some broad silks were exhibited for Spring and sheer prints emphasized.

Cotton consumption figures on October indicated a substantial increase over a year ago, but the mills are engaged on old orders, the present demand being very quiet. The statistics recently issued by the textile merchants pointed out that sales last month were only 68 per cent. of production. New business must soon be acquired or the mills will accumulate goods at the present rate of output.

The stiffening in wool has brought about a few advances on men's wear fabrics. Demand for piece goods has been quiet.

Lamp Sales Show Gain.

Sales of floor and table lamps show a steady gain in accordance with the marked increase in the use of these items for home decoration. Novelty effects in bases and shades are in good demand, but there is also a strong call for the more staple, higher grade styles. A good call is reported for tailored silk shades, particularly in Empire and drum shapes. Silk brocade and gauze are among the favored materials used. The trend is said to be toward neutral shades, such as rose and gold, and also toward the matching of colors of the different lamps in any one room. A fair call is reported for parchment shades, but these have their biggest turnover for the Summer season. Brass, bronze and gold finished effects lead in the metal bases for floor lamps, while in table lamps preference is accorded pottery bases.

Chinese Wear Sports Clothes.

While the Chinese have not taken up sports as extensively as the residents of some other countries, they are progressing rapidly in their appreciation of sportsmanship and sports clothing. The result, reports Trade Commissioner Calder from Shanghai, is that the latest types of sports apparel are popular in China and are worn without regard to the proficiency of the wearer in the sport he elects to take part in sartorially. This, according to Mr. Calder, offers increasing possibilities for American sports wear there. In addition to purchases by native Chinese, among them large numbers of students, there is also an excellent chance of obtaining important business from foreign residents of the country.

Antelope Favored For Spring.

Antelope will lead in handbag materials for Spring in the expectation of manufacturers generally. The vogue for this leather has been so strong during the Fall that there is every indication it will carry through for the coming season. The color trend, it is believed, will be to the beige, tan and green shades. Handbags of both pouch and flat shapes will again be featured, greater attention, however, being given to smaller sizes than was the case for Fall. Much use will be made of novelty shell frames. These are imported and manufacturers have placed fairly large orders for delivery during December and January.

COMMUNITY BUILDING.

It Depends Altogether on Business Men Getting Together.

During my varied, and somewhat extensive experience, in community activities, it has been my lot to meet up with a great many phases of problems, common to nearly every community in the United States. These include problems which affect living conditions, credits, the question of stimulation of trade and meeting diversified competition and lethargy on the part of community residents and business interests alike.

A paramount query to-day is, "Will the chain stores finally supplant the independent community stores?" I do not believe they will. Chain stores, as they are now generally termed embrace the grocery, meat, drug, jewelry and in some cases the clothing lines for men and women. Linked in the competition directed against individually owned community stores are, of course, the city department stores and the mail order concerns. It is stated that only 8 per cent. of the Nation's retail business was done by chain stores in 1926. If this figure is true, it reveals the fact that independent stores are exerting greater and more efficient effort to "hold their own." Chain stores are growing, they have come to stay. They are at least educating vast multitudes to pay cash for their food stuffs. This cash payment habit, once inoculated, will reflect with benefit to other lines of trade. Another bit of educational work accomplished unwittingly by the chain stores is forcing other dealers to grasp the significance of advertising values.

I have been privileged in assisting to form a number of so-called Business Associations. Purely community groups. The business firms usually have their common trade interests at heart, but combine on some matter of general interest. Perhaps boulevard lights or a bus line is desired; it may be a new school or sewers, even the establishment of a community newspaper. Whatever the main object, as far as the community is concerned, a few boosters, as I have come to call them, get busy and personally solicit the co-operation of the remainder of the men who should be interested. The first meeting usually witnesses a good turnout, if through nothing more than curiosity and a desire to see nothing is "slipped over" the men do not know about it.

I have found these community or neighborhood associations doing a vast amount of civic good. They aid the city government in safety measures, in fire prevention and protection, often causing a decrease in fire insurance rates.

In the matter of credits the secretary or a hired clerk, with a modern card-index system, keeps tab on the intimate credit information of each member. This is on file for instant readiness and reference when a member phones in for a line on new customers. This is a valuable adjunct. What I have said about neighborhood communities in larger cities applies with

equal for to any small town as a whole. The average town has to contend with similar problems — the mail-order house rivals the chain store in this instance. The tendency is for home folks to flock to the nearest big town, especially on bargain days. Chambers of Commerce exist in many towns which function along the lines of a business association. But for the small town without a Chamber of Commerce and for city communities—the formation of a live dealer's association will be found of inestimable value and benefit.

In communities large and small, especially in the city communities, we find men content to drift with the tide or sponge on the efforts of others. Take the case of Golden, a grocer. A community paper representative called on him one morning. This paper devoted liberal front page space to preaching the gospel of "Deal with thy community dealer." Mr. Golden refused to advertise. "Why should I spend money with you? You are telling all the folks around here to stick to the neighborhood stores, and your rates and circulation are all right, I guess, but no advertising for yours truly." The solicitor queried, "We have been working hard to bring folks to a realization of the necessity and convenience of trading with stores such as yours. May I ask, just as a matter of fairness, so we may know if we are doing any real good, are you getting any new trade? Trade you might naturally think was going downtown?"

"Sure. I guess we have about fifty new accounts. I know some of them used to buy outside before your paper went on the ob. But as long as you do that kind of work anyway, why should I put any money in it?"

Discouraging? Indeed, yes. But luckily for most communities we do not find that sort of hard boiled thrift. In fact, on the other hand, it is a sign of encouragement for the American communities of to-day to note how much team work is being done. In one city I recall a community Booster Day, a big parade in the morning, a barbecue at noon and a great athletic and circus event in the afternoon. In this town of about 200,000 the community of dealers who put on the affairs represented only one out of a possible ten community groups. About one hundred and five firms all told.

What started in a modest way grew, through the sincere effort of all concerned, until on the morning of the parade it was found to be over three miles long. City officials joined in the event. It was acclaimed the finest parade ever seen in the city and about 25,000 persons packed the park in the afternoon. I simply cite this as a concrete example of what can be done when a community gets together. There are so many and varied angles to this matter of community building one brief article scarce suffices to do them justice. It has been truthfully said. "No community is any more alive than it's dearest merchant." That is putting it rather strong, but every dead, also pessimistic business man,

who depends on the community for his trade and future is a mill stone around the community's neck. I am finding that modern competition, high overhead expenses, manufacturer's co-operation in sales and advertising and the object lesson of the many chain and department stores are waking up the community dealer. He has many assets which should be used, and in this I mean he, or preferably a group of the community firms, should combine to broadcast, in some effective way, these same assets to the community at large. In large cities congested traffic downtown, parking limits and distance make it easy for the community dealers to cash in on unlimited parking space and time. Purchasing by the local dealers can be done co-operatively. This means securing prices with which to meet outsiders. Then through the association it would be well to educate the residents—in other words, the customers—on what the dealers are doing for the community itself.

To illustrate, one area I have in mind lacked adequate police protection. Residents had complained to no avail. Several hold-ups and robberies stirred up the neighborhood, but it was not until the business men's association went after the city that action was taken which resulted in proper police protection.

In another instance two main thoroughfares were in a deplorable condition. They were through streets, used by the entire city and tourist trade. Residents along these streets objected to the entire paving burden. The association, acting with a city community, formulated a general, city wide taxation plan which satisfied everyone and the streets were put in splendid shape. A fine school was secured in a district where the board of education was dickering over several sites, the association succeeding in making hundreds of parents satisfied.

It is readily seen that if the business men get these and similar community efforts and results across to the community dwellers, in addition to the equally important factors of trading conveniences, values and service, the question of community building will be less perplexing, with a consequent smoothing out of the various problems and complexities. Hugh King Harris.

Invite English Retailers Here.

Delegations of store executives representing two leading trade associations in Great Britain have been invited to the seventeenth annual convention of the National Retail Dry Goods Association, to be held in New York City from Feb. 6 to 10. Lew Hahn, managing director of the Association, expressed the belief in forwarding the invitation that the attendance of the English retailers would establish better mutual understanding of retail methods and problems in the two countries. The invitation was forwarded to the Drapers' Chamber of Trade of the United Kingdom and the Incorporated Association of Retail Distributors. Both have their headquarters in London.

Millinery Sales Improving.

Business in millinery has shown quite a noticeable improvement during the past several days, especially in those models which retail at \$15 and under. Practically all parts of the country have been represented in the improvement. There has been no great change in the character of the demand, nor is there any particular trend toward a new style at the moment in chapeaux for general wear. Not many new trimmings are seen, but the wanted shapes are moving in a variety of materials. These include metal effects, faillies, velvets and satins. Black continues to dominate in the color demand, with the brown shades still running strong in second place.



Begin now to save for next Christmas Club shopping!

The Old National Christmas Club opens December first. Come and ask about it!

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A Bank for Everybody

Sand Lime Brick

Nothing as Durable
Nothing as Fireproof
Makes Structure Beautiful
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Why neglect such a serious disease when the cause can be removed and further formation of Gall Stones prevented. Send for free booklet. Dr. N. ST. GEORGE, 120 Boylston St., Boston, Mass.

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Retail Grocers and General Merchants Association.

President—Orie Bailey, Lansing.
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"Bootlegging" Groceries and Slow Growth of a Chain.

Great protest goes up every so often against the sale of grocery items in Woolworth stores and steps are suggested to stop such "bootlegging" of groceries.

How foolish is such an attitude in face of the actual condition and the obvious counteraction. For this must be noted:

Woolworth buyers grab grocery items as and when conditions favor the purchase and sale thereof at the normal Woolworth margin—and not otherwise. That means that similar opportunity is open to every grocer. The difference is that the Woolworth folks are alive to such chances, while the garden variety of grocer is not. Let us see.

Here is Henry Hawkins, old-time grocer. On his shelves rest some seventeen cans of choice cling peaches and they have been there for some time. They are, in fact, the left-overs of five cases Henry purchased last fall. He paid \$2 per dozen for them and has them priced at 25 cents per can which, in his particular case, is only a little more than he should charge, considering his character of service.

As 27½ per cent. is as much as Henry should charge on that grade, his price should be 23 cents per can—not two for 45 cents, but just 23 cents. That would be scientific pricing. Similar system carried through Henry's business would result in his being right in his prices. He would have built up a really big business, instead of being just a moderately well-to-do grocer.

But passing that phase, the present situation is that Henry can now buy that grade of peach for \$1.30 per dozen; so, regardless of what Henry did pay last fall, the value is precisely the replacement price of \$1.30.

It is Henry's real business to-day to price those remaining seventeen cans at 15 cents per can. He should fetch them down, display and push the sale of them. He should then buy more and price again at 15 cents. He would be realizing more than the full margin, for 15 cents would yield him nearly 27¾ per cent. and he would be immune to any Woolworth or other competition.

But Henry prefers to rise in meeting and tell about the outrage of being compelled to compete with an "illegitimate" dealer and urge that "somebody do something" about it.

Now no such action is either possible or desirable. It is not possible because our institutions have established the right of every man to do what he will with his own, so long as what he does is not detrimental to the public at large. And the peach canner who finds himself with a left-over line which he cannot sell to what we are pleased to regard as "legitimate" grocers, does what you would do, or I would do, or any other sane man would do—he sells where he can. And

Woolworth, having the same liberty to buy as the canner has to sell, the two get together. Woolworth prices the peaches at 15 cents per can and the typical Henry continues to roar.

No other condition is, as I say, desirable. To deny anybody the liberty would be to set up a power that soon would deny us liberty if, when and as we should do something that somebody else did not like. That would take us right back to the dark ages and rob us of the progress we have made in our struggle for perfectly equitable liberty during the last thousand years or more.

But suppose Henry were wakeful, priced his peaches now in line with replacement value and Woolworth bought them simultaneously and sold them just as he is selling them now. What then?

Then Henry would get a good margin on a lot of peaches and build up his business. Every can that Woolworth sold would be good for Henry. For Woolworth's distribution would tend to establish the brand in public favor, so Henry could sell more of them more easily. And every customer who bought from Woolworth and later saw the peaches at Henry's would reflect that she had paid Woolworth the same price for the privilege of paying cash and lugging her own stock, whereas she might have bought from Henry on her regular account and had her goods delivered.

In this way Woolworth's competition would build Henry's business, yet Woolworth would sell plenty too. For where there is one Henry to whom competition is life, there are plenty to whom it is death. But it is still up to the individual Henry whether it will be life or death, just as it always has been.

And that is the only way to offset or nullify any "bootlegging" of groceries, for, as I think I have shown, it cannot be stopped.

Further, grocers should get over the idea that keen competition is a factor of to-day and not of yesterday or that it is keener now from chains than it was then from other retail factors. Older grocers will recall their troubles when they had to price pure foods against the adulterated truck which all were at liberty to sell prior to 1907. But worse than that, believe me, was the reckless pricing by independents who went blind and priced with an apparent intention of seeing how long the other fellow could stand it. Chains make prices which pay a profit in most instances and in other cases their prices are no harder to meet than those made by irresponsible individuals.

Woolworth and Atlantic & Pacific and other grocery chains loom large now; so large we are apt to forget how slowly they developed.

Woolworth started his first—very little—store in Lancaster, Pa., in 1879, nearly forty-nine years ago. The A. & P. began in 1859, which is sixty-eight years ago—more than half a century of continuous development is behind it.

The important point for all Henry Hawkinses to note is that both Woolworth and A. & P. were founded on

(Continued on page 31)

KEEP THIS SALES AID WORKING ALL THE TIME.

How many of your customers come into your store with a definite grocery list? Not so many. And this is the one opportunity that a good salesman never misses—he suggests everything he can think of.

Fleischmann's Yeast is one of your staples that is hidden away in the ice box, BUT it is not forgotten as long as you keep the package display where the housewife can see it—it is a silent salesman that works and you know it is the sales you MAKE that count, after all.

Thousands and thousands of people all over the country are adding Fleischmann's Yeast to their diet—and they will come to your store for their supply of yeast if you let them know you have it.

FLEISCHMANN'S YEAST Service

Don't Say Bread

— Say

HOLSUM

THE BEST THREE
AMSTERDAM BROOMS
PRIZE *White Swan* *Gold Bond*
AMSTERDAM BROOM COMPANY
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Distributors Fresh Fruits and Vegetables

Now Offering: Cranberries, Bagas, Sweet Potatoes,
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M. J. DARK & SONS

INCORPORATED
GRAND RAPIDS, MICHIGAN

Direct carload receivers of
UNIFRUIT BANANAS
SUNKIST - FANCY NAVEL ORANGES
and all Seasonable Fruit and Vegetables

MEAT DEALER

Meat That Never Comes To Market.

All of the meat consumed in the United States is not bought in meat markets, by any means. In the country on farms, and in small villages, considerable meat is either consumed where it is raised or bought direct from local slaughterers. Whole carcasses of hogs, calves, mutton, lamb and quarters of beef are often utilized on farms without selling any of the meat. It is quite usual for residents of villages and other places to buy in much larger quantities than ordinarily purchased where meat markets are near at hand or where peddling wagons make frequent visits to homes. It is interesting to note the readiness with which people adapt themselves to such conditions. The city dweller who thinks of her next pound of meat in terms of delicatessen stores or retail meat markets would be temporarily worried if she found that she would have to anticipate her needs days or weeks ahead. Of course the modern method of rapid travel by automobile has made the problem of food supplies less troublesome than before their advent, but has not eliminated it entirely for many and not at all for a few. Where a whole carcass of a hog is kept for future use some knowledge of meat processing is necessary. It is also necessary for the male members of families to know at least the rudiments of slaughtering. Such parts as the liver, tongue and heart usually eaten quickly, and some of the other parts, such as spareribs, loins, etc., are used without further treatment, if possible. This is quite possible in cold weather, when meat can be held in a frozen condition. It is frequently hung up in a clean part of a barn, surrounded by a clean sheet or other covering, and if the weather keeps it frozen, portions may be cut off from day to day. Where this is done there is little thought given to the frozen condition, except so far as difficulty of cutting is concerned. Many farmers cure in brine the hams, shoulders, and at least part of the sides, including the loin, as soon as the meat is properly chilled. The hams and shoulders are later smoked and held for weeks or months. Quite often bacon strips are cut out and treated in the same way. Sausage on the farm is a fine dish and thoroughly relished with wheat cakes, the latter often coming from grain ground near home. The cured and smoked meats furnish much of the Summer meat supply, so it is no wonder the fresh meat is so especially wholesome and welcomed at slaughter time.

Lamb and Mutton Steaks.

Everybody who buys meat knows about steaks from beef, but few of them think of steaks from lamb and mutton. Retailers are at their wits' end many times to dispose of heavy legs of lamb and mutton. The average family, composed of from two to four members, finds a leg of lamb weighing more than six pounds too much. Legs of mutton weighing up to ten pounds or over are very hard to sell to housewives, regardless of the fact that many weighing that much are

cut from the best mutton carcasses in the market. No one needs to be made acquainted with veal cutlets. Legs of veal are nearly always sliced until only the ends are left. Those who know good meat realize there is nothing better in veal than the cutlet. Some call similar cuts from lamb and mutton legs cutlets, while others call them steaks. It doesn't make very much difference whether they are called cutlets or steaks—they are always good. The large legs of lamb and mutton make the best cuts for steaks and are the hardest to sell whole. The trouble is, according to retailers, few housewives ask for lamb or mutton steaks. They claim that if they cut a leg to make cutlets or steaks they do not have enough call for this delicious cut to sell the entire leg while fresh. As a consequence, they become discouraged and stop selling them. Habit is a powerful influence, as we all know, and if a few housewife-buyers commence to ask for lamb and mutton steaks there would develop a general demand for them. The thing to do to get the practice developed is to pool meat buying with your neighbors once in a while and have everyone buy lamb or mutton steaks for a change. If orders come into a shop for three or four cutlets the retailer will consider it worth while to cut a leg to provide them. There are some retailers who have built up trade on lamb and mutton steaks, but the practice is not general. At this time of year, and especially this year, when such excellent heavy lamb meat is available, it is too bad more housewives do not take advantage of getting these steaks. They should be cut fairly thick, about an inch to an inch and a quarter, and then broiled. They are cut across the grain of the meat and will be found tender, flavorful and altogether luscious. A couple of these steaks served with mashed potatoes, string beans and cauliflower will provide an excellent company dinner—and the company will come back for more.

This I Am Thankful For.

This I am thankful for,
This, if for nothing more:
The house I have found me,
The folks I love around me,
A fire to keep me warm
Even in days of storm,
A roof to hide me under
Even if night should thunder,
A table that will feed
The body's daily need,
And then a book-case near it
With food to feed the spirit,
For God, and friends next door,
This I am thankful for.

This I am thankful for,
Though I have little more.
Wealth I could never win me,
None but the wealth within me.
Many a grief might fall
But I had faith through all,
Fame never crowned my labors
But the goodwill of neighbors,
Cheers I have seldom heard
But many a kindly word
Many a lip has spoken
That was a surer token,
Things that have helped me more,
This I am thankful for.

This I am thankful for,
Counting my blessings o'er:
Though the great things have missed me
Many a child has kissed me,
Though I have naught of gold,
Here in my heart I hold
Many a richer treasure,
Many a finer pleasure.
This, on the day of days
When we hear much of praise,
I shall the most remember
Even in gray November—
Memory's golden store,
This I am thankful for.

Douglas Malloch,

Dealers with Vision stock

ECONOMICAL



PROFITABLE

NUTRITIOUS

DEPENDABLE

RUMFORD CHEMICAL WORKS — Providence, R. I.

HEKMAN'S

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

COOKIE CAKES AND CRACKERS ARE
MOST DELICIOUS AND WHOLESOME.

YOU WILL FIND A HEKMAN FOR EVERY
OCCASION AND TO SUIT YOUR TASTE.

MASTERPIECES of the Bakers Art



Hekman Biscuit Co.
Grand Rapids, Mich.

GRAND RAPIDS PAPER BOX Co.

Manufacturers of

SET UP and FOLDING PAPER BOXES

GRAND RAPIDS MICHIGAN

Best Foods RELISH SPRED

Now
25¢

Grocers who sell Relish Spred report that since the quarter-a-jar price went into effect, initial sales are much easier and repeat sales much faster.

Twenty-five cents is one of those saleable prices. It is "a quarter"—"two bits". People think in terms of quarters.

Thirty cents, the old price, made the customer think twice before buying because it broke up half a dollar.

The grocer loses nothing on the price reduction. His percentage remains the same. He simply cashes in on the large increase in sales.

Put in your order for Relish Spred to-day.

THE BEST FOODS, INC.

NEW YORK

CHICAGO

SAN FRANCISCO

HARDWARE

Michigan Retail Hardware Association.
President—C. L. Glasgow, Nashville.
Vice-Pres.—Herman Dignan, Owosso.
Secretary—A. J. Scott, Marine City.
Treasurer—William Moore, Detroit.

Suggestions For Starting the Holiday Goods Campaign.

Written for the Tradesman.

In the success of the holiday trade of the next month, preliminary work will count for a great deal. The wide-awake dealer has already looked well to his buying; now thought must be given to the selling problems.

To get holiday buyers inside the store is the main consideration; and it is worth while in the next few days to devote some time to special plans for accomplishing this purpose.

There are certain items in the Christmas selling campaign so well established as to be mere routine for most dealers. For instance, the store interior should be rearranged in such a way as to give especial prominence to seasonable lines. The window displays and the newspaper advertising should reflect the holiday gift spirit. And, furthermore, newspaper advertising and window and interior display should emphasize the fact that the hardware store is the place to shop for sensible, useful and practical gifts.

Furthermore, it is desirable that everything be marked in plain figures. No matter what the regular policy of the store may be in regard to price tickets, such tickets are decidedly time-saving at this very busy season. They answer questions which otherwise the sorely-harassed salespeople would have to answer.

Apart from these features of the Christmas selling campaign, the wide-awake dealer should be on the lookout for novel stunts in connection with his holiday business.

It is worth remembering that at Christmas time the child is head of the family. A special effort should be made from the outset to interest the children. The dealer who contrives to interest the children automatically succeeds in interesting the older folks.

One small-town hardware dealer a good many years ago used the well-known and highly reputable Santa Claus as an advertising feature. I still have copies of the telegrams from Santa. The date fixed for Santa's visit in this case was Dec. 16. For some time in advance of this date it was announced that Santa Claus would pay a visit to James & Reid's store. Large space was used in the local weeklies to announce the coming of Santa Claus, and also to feature goods suitable for Christmas gifts. Copies of telegrams were printed on yellow paper and distributed around the town. Particularly to the children as they came out of school. The following are the telegrams:

First Telegram

Received at Barton, Dec. 11

From Arctic Circle

To James & Reid, Barton, Ont.

Dear Old Friends and All Your Employees: I am leaving the Arctic Circle to-day, via Edmonton, Moose Jaw, Duluth and Saginaw for Barton. Will be in Barton on the express train due

at 3:45 afternoon of Tuesday, Dec. 16. Want all little Barton boys and girls to meet me at the station and follow the crowd to James & Reid's big hardware store on the corner, where I will give all the little ones a bag of candy.

Your friend,

Santa Claus.

Second Telegram

Received at Barton, Dec. 13

From Duluth, Minn.

To James & Reid, Barton.

Dear Friends: I am on the way making good time. Be sure and tell all little boys and girls to meet me at the station on arrival of Detroit express Tuesday afternoon at 3:45 and march up with me to James & Reid's store, where I will give all little ones a bag of candy, as James & Reid's is the only store I will visit. Tell them to follow after me in by front door and pass out by side door.

Your friend,

Santa Claus.

The arrival of Santa drew large crowds of children. For a week ahead the children, in fact, talked of little else. The firm secured a lot of publicity through the stunt.

On the other hand, a Montreal dealer varied the stunt along the most up to date lines. His Santa arrived by aeroplane on a Saturday afternoon, Dec. 6. Some 20,000 children, many of them with their parents, witnessed this advent. The flight and descent were staged by a big department store. Interest was aroused by a series of telegrams published daily in the store's advertising for a week or ten days previous, and the big event was eagerly looked forward to by thousands of children. Following the arrival of Santa by aeroplane at Fletcher's Field, Montreal's great playground, a procession was formed and a great crowd followed Santa and a band to the store.

Many dealers now make use of Santa in some such fashion. The stunt has become a commonplace. Even the aeroplane arrival is a usual thing. Yet there is always a new generation growing up, so that there will always be youngsters to whom the event is a novelty, and who will experience a new thrill when it occurs.

The tendency in recent years is for Santa to arrive much earlier. The small town dealer brought his Santa to town by train on Dec. 16. The big city department store staged its aeroplane stunt on Dec. 6. This year a merchant in a Canadian town had his Santa Claus arrive and hold a first reception to the local kiddies on Nov. 18. In Canada, of course, the Thanksgiving holiday is earlier; but the last Saturday in November or the first in December is really not too early to have Santa make his personal appearance.

The last named dealer has a good stunt. He has outside his store a "Santa Claus Mail Box." Children who write letters to Santa Claus usually post them there. At intervals the box is opened, and answers from Santa Claus are mailed to the writers. A form letter is used, urging the youngster to come, see the toy department, and bring father and mother. Every

recipient naturally talks about his letter. And even if the older children scoff skeptically, they nevertheless are reminded that So-and-So's store is a place to buy Christmas gifts.

One dealer who brings Santa Claus to his store early in the season has a reception for the youngsters. Santa sits in an igloo and one by one the youngsters go in to shake hands with

him. Each juvenile visitor signs his name, with address, in Santa's visitor's book; also his birthdate. And Santa gives each child some little gift—a tin whistle, a candy cane, a tiny doll or a little looking glass. In return for his outlay, the wideawake dealer has, not merely the friendly interest of a host of youngsters, but a mailing list that can be used, not merely in connection

We can give you service on

Cel-O-Glass

We carry a complete stock

Foster, Stevens & Co.
Founded 1837

GRAND RAPIDS 61-63 Commerce Ave., S.W. MICHIGAN
WHOLESALE HARDWARE

Grand Rapids Store Fixture Co.

7 N. IONIA AVE.

N. FREEMAN, Mgr.

STORE FIXTURES — NEW AND USED

Show cases, wall cases, restaurant supplies, scales, cash registers, and office furniture.

Call 67143 or write

BROWN & SEHLER
COMPANY

Automobile Tires and Tubes

Automobile Accessories

Garage Equipment

Radio Sets

Radio Equipment

Harness, Horse Collars

Farm Machinery and Garden Tools

Saddlery Hardware

Blankets, Robes

Sheep lined and

Blanket - Lined Coats

Leather Coats

GRAND RAPIDS, MICHIGAN

Michigan Hardware Co.

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICHIGAN



Wholesalers of Shelf Hardware, Sporting Goods and

Fishing Tackle

with the Christmas campaign, but afterward. Thus, each child receives on his birthday a letter of congratulation. And the parents receive a circular containing gift suggestions.

The custom is growing of holding an annual "Holiday Goods Opening Day" to definitely mark the commencement of the Christmas season. For this purpose, the first Saturday in December or the last Saturday in November—following in any event the Thanksgiving holiday—makes a convenient date. Here is a suggestion for a single column advertisement announcing the occasion:

Holiday Gifts Opening Day.

The large stock of hardware and toys purchased by us for the Christmas trade will be on display for the first time in our store on Saturday, Dec. 3. You are invited to inspect these gift lines. It is not necessary to buy. We merely want you to see them; to show you that for practical and useful gifts the place to go is Blank's Hardware Store.

Bring the children with you. Let them see Toyland, and meet Santa Claus in person.

Suitable Gifts for All.

Our large stock will enable you to select a sensible gift for any member of your family, or a friend. In toys, sporting goods, tools, cutlery, silverware, cut glass, shaving supplies, etc., we have a complete stock at prices to suit every purse.

Let us help you make a selection.

Blank's Hardware Store.

Such an advertisement could be strengthened by the offer of "a little gift for every child," or the featuring of some special article.

With the opening of the Christmas selling season, the store decorations should take on a holiday aspect. It is not too early now to make your plans and arrangements for the decorative accessories.

Evergreen can be liberally used, with Christmas bells and rosettes. Holly can also be used to good advantage. The red and green Christmas color scheme can be worked throughout the store. Some dealers re-decorate their counters to look like booths. Decorations can be strung down the middle of the store, with lines radiating in all directions. The background of the window should also be trimmed with evergreen or holly upon cotton or cheesecloth.

Careful attention should be given to the lighting. While it is customary in many stores to decorate the lights and use colored bulbs, it should be remembered that while red is obnoxious to the eyes and green is restful, a clear, well diffused light is essential if the customers are to see the goods. Don't let any decorative idea interfere with efficiency.

The decorations should not, however, stop with evergreens and festoons. Every silent salesman, show case or table in the front of the store should be brightened up, and all goods displayed on clean paper or cheesecloth. The cutlery sets, pocket knives, razors and shaving sets should be attractively arranged.

A supply of holly boxes and wrapping paper might also be secured to wrap parcels, or a holly sticker on gummed paper can be used with the words:

To ——— from ———.

The Blank Hardware Store wishes all its customers a Merry Christmas.

Just inside the door a large sign might be hung so that all customers on leaving the store will be met with a parting wish for a "Merry Christmas."

A good method of interesting children is to put on some kind of competition. A small town store starting early in December offered a small prize for the best drawing of Santa Claus brought in each day, accompanied by a four line verse bringing in the names of Santa Claus and the store. The prizes were toys of a certain value, and the drawings were to be placed in a mail box in the toy department. Thus every competitor had to visit the toy department to make his entry. Results were announced daily in the local paper, and bulletined in the store windows.

Another store offered prizes for the best essays. The essay, limited to 300 words, was to take the form of a description of some gift article in the store stock.

Similar contests can easily be devised, and they undoubtedly do a great deal to advertise a store.

In addition to preparing for such stunts, the wideawake dealer will be well advised to arrange for his extra help, and, if possible, to give them some preliminary training. Preparatory work of this, or any other kind, is never wasted. Your store will run more smoothly and efficiently during the holiday season if you plan ahead.

Victor Lauriston.

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State:

Michigan Garage Co., Detroit.
Erico Electric Supply Co., Elk Rapids
Fidelity Land Co., Battle Creek.
Stearns Register Co., Detroit.
Seneca-Co-operative Association, Seneca.
Flasher Service Co., Detroit.
Lake Independence Lumber Co., Big Bay.
Armour Grain Co., Battle Creek.
Chero-Cola Bottling Co., Detroit.
Continental Warehouse Co., Detroit.
Western Sugar Mills, Inc., Detroit.
Household Appliance Co., Lansing.
Derma-Way School, Detroit.
Cross Oil Producing Co., Saginaw.
Nicol, Ford & Co., Detroit.
American Linseed Co., Detroit.
Brotherton Iron Mining Co., Cleveland Mine.
Gerard-Summers Co., Detroit.
Strauss Transit System, Inc., Detroit.
Grange Co-operative Elevator Ass'n., Akron.
Venus Specialty Co., Detroit.
Heyman Co., Grand Rapids.
Inglewood Land Co., Birmingham.
Pie Bakeries of America, Inc., Detroit.
Mack Road Land Co., Detroit.
Oak-Way Realty Co., Royal Oak.
Anchor Line, Detroit.
Lake Drive Co-operative Oil Co., Grand Rapids.
Cass-Canfield Land & Building Co., Detroit.
Burton Heights Co-operative Oil Co., Grand Rapids.

THE TOLEDO PLATE & WINDOW GLASS COMPANY
MIRRORS—ART GLASS—DRESSER TOPS—AUTOMOBILE—SHOW CASE GLASS
All Kinds of Glass for Building Purposes
501-511 Ionia Avenue., S. W. Grand Rapids, Michigan



A good seller
A splendid repeater

HOLLAND RUSK

AMERICA'S FINEST TOAST

Place your order today
All jobbers

HOLLAND RUSK CO., Inc.
Holland, Michigan

Putnam's

THE GOOD CANDY

AGENTS FOR
LOWNEY'S

NATIONAL CANDY CO., INC.
PUTNAM FACTORY

The Brand You Know by HART

Fancy

Fruits



Quality

Vegetables

Look for the **RED HEART**
On The Can

W. R. ROACH & CO.

General Offices
Grand Rapids, Michigan

HOTEL DEPARTMENT

More About Interesting City of Monterey.

Monterey, Nov. 19.—Monterey and its environs were the very cradle for legends and traditions. Perhaps one of the more interesting and beautiful connected with the early history of the community is that of the "Sherman Rose"—a legend wound around the name of General Sherman, of Civil War fame, and Senorita Maria Bonifacio, at one time regarded as one of the most beautiful girls in the town. Sherman, so the story goes, was located in Monterey with the American troops and fell in love with the girl. He had been ordered to the East and when calling for the last time, she picked a rose from his uniform and they planted it together. "Together we will plant this," she said, "and if it lives and flourishes, I will know that your love is true." The Sherman rose still grows in the front yard and who knows—perhaps the undying love still lies smoldering in the dust which covers Maria Bonifacio's last resting place.

In addition to romance and tradition, Monterey has much that is real and practical in her industrial affairs. She met with many difficulties in her early attempts to gain communication with the outside world. Water shipping was irregular and impractical, on account of lack of docks and merchant vessels. As far back as 1872 she agitated and finally built a narrow gauge railroad to connect with the Southern Pacific at Salinas, but this line was barely completed when the major line advanced freight and passenger charges to the extent that a branch line could not be operated properly, and the narrow gauge went broke, only to eventually fall into the hands of the Southern Pacific, which now represents one of its principal branches in the State, and is, under State regulation, a very good thing for Monterey and the country tributary.

Monterey's principal industry, at present, is fishing, though fruit raising throughout Monterey county, is of prime importance. It is in fact one of the principal fishing ports in Southern California, and supplies sea food to all parts of America as well as the entire globe. The supply is said to be inexhaustible. Larger and larger catches are being made, previous records are yearly being broken, and the business is on a sound and most profitable basis. The early morning discovers the fisherman tramping down to his boat, the canneries work long hours, at very good wages, cutting, sorting and packing fish, which are to be had in an astounding number of varieties the ordinary "land lubber" never heard of before. Monterey is so situated as to be the meeting place of the warm water fish, that swim up from the Southland, and the cold water varieties from the North. Sounds "fishy, doesn't it? Literally, great schools of each class arrive for their tutelage here; and the fishermen spare not the rod, nor for that matter, the reel and net. Likewise the harpoon. Speaking of the latter reminds me that at one time the whaling industry at Monterey was prodigious, and shipments of sperm oil were quite important, but this has gradually decreased until to-day the capture of a whale is a matter of luck, or an accident, so to speak.

Ever eat an abalone steak? Probably not, unless it happened in California. The abalone is a shellfish which a few years ago was ignored as no worth bothering with. It is now considered a great delicacy, and this particular variety of bivalve is now protected by a special act of the California legislature. It grows enormously large, but must not be taken from the sea until it is fully matured, when it may be captured without limit. Contrary to ordinary experience in such matters, the abalone is increasing

in number and consequently, importance.

Salmon fishing and packing, also lobsters, is an industry which brings wealth to the community. The Pacific lobster is an altogether different type of architecture from that of the Atlantic. For one thing, it has no claws whatsoever. The Pacific oyster is so small that in restaurants out here you will find them priced by 50's and 100's. It is told of a Hollywood young lady that she surprised Gotham by going into a cafe down there and placing a dainty order for 100 "New York counts." Her escort dropped dead with heart failure.

Pacific Grove, huddling close to Monterey, on the Northwest, was founded years ago as a Methodist Episcopal "retreat," retains much of the original interest in religious matters, but has become an all-year-round resort similar to Monterey.

The world-famed Hotel Del Monte, on Monterey Bay, is situated in a lovely garden, and is the center of all fashionable events in California.

California has very stringent state laws discouraging the use of billboards, which possibly accounts for the myriads of inns and "hot dog" emporiums which line the highways everywhere. There is at least one for every tourist in transit. They are, however, used largely for advertising "When it rains, it pours," and home brew preparations which made Milwaukee famous. Showing that Californians chiefly obey legal regulations by supplying "substitutes."

The celebrated Ramona Park Hotel, at Harbor Springs, which has known many ownerships in the last decade and which represents hundreds of thousands of dollars in investments, has finally settled down to terra firma and will become a private club affair. It has never been a financial success as a summer resort, although it has been well managed and the public has had fair treatment. But the public no longer want resort hotels. They either want to "camp out" and "rough it," or they want a "lodge in some vast wilderness" and the investor who thinks otherwise, fools nobody but himself.

The Pacific Electric Co., which operates the greatest system of electric transportation in this country, if not in the entire world, became possessed with the notion some months ago that it ought to have a higher rate of passenger fares and appealed to the California Railroad Commission to help it out. The Commission could not agree with the railroad people and suggested to them that possibly if they would reduce their fares they could more nearly compete with the automobile and secure a sufficiently increased volume of business to obviate the necessity of increased fares. The railroad company "called their bluff," as it were, by placing on sale round trip tickets to every point on their lines on every day in the week. It had a magical effect for the reason that it encouraged excursion travel. In other words, folks who were going to make a short journey—that is, within the territory of the Pacific Electric—would amble over to the corner and take the trolley, instead of autoing along a congested highway.

Now the truth comes out officially to the effect that the railroad company shows increased net earnings from this source of 12 per cent. and is enjoying the patronage of a contented constituency. The report shows that more than 50 per cent. of the passengers riding on these lines enjoyed a reduction of approximately 22 per cent., and no one was the loser except possibly the gasoline man.

This result goes a long way toward sustaining the ideas advanced by

"A MAN IS KNOWN BY THE COMPANY HE KEEPS"

That is why LEADERS of Business and Society make their headquarters at the

PANTLIND HOTEL

"An entire city block of Hospitality"

GRAND RAPIDS, MICH.

Rooms \$2.25 and up.

Cafeteria -:- Sandwich Shop

MORTON HOTEL

Grand Rapids' Newest Hotel

400 Rooms -:- 400 Baths

RATES

\$2.50 and up per day.



Warm Friend Tavern Holland, Mich.

140 comfortable and clean rooms. Popular Dutch Grill with reasonable prices. Always a room for the Commercial traveler.

E. L. LELAND, Mgr.

In Detroit
It is the Tuller
For Value

Facing Grand Circus Park, the heart of Detroit. 800 pleasant rooms, \$2.50 and up. Ward B. James, Manager.

DETROIT, MICH.

HOTEL TULLER

"We are always mindful of our responsibility to the public and are in full appreciation of the esteem its generous patronage implies."

HOTEL ROWE

Grand Rapids, Michigan.

ERNEST W. NEIR, Manager.

Four Flags Hotel Niles, Michigan

80 Rooms—50 Baths
30 Rooms with Private Toilets
T. M. CORNELL, Mgr.

Occidental Hotel

FIRE PROOF
CENTRALLY LOCATED
Rates \$1.50 and up

EDWARD R. SWETT, Mgr.
Muskegon -:- Michigan

HOTEL GARY

GARY, IND. Holden operated
400 Rooms from \$2. Everything modern. One of the best hotels in Indiana. Stop over night with us en route to Chicago. You will like it.
C. L. HOLDEN, Mgr.

HOTEL KERNS

LARGEST HOTEL IN LANSING
400 Rooms With or Without Bath
Popular Priced Cafeteria in Connection. Rates \$1.50 up.

E. S. RICHARDSON, Proprietor

WESTERN HOTEL

BIG RAPIDS, MICH.
Hot and cold running water in all rooms. Several rooms with bath. All rooms well heated and well ventilated. A good place to stop. American plan. Rates reasonable.

WILL F. JENKINS, Manager

NEW BURDICK

KALAMAZOO, MICHIGAN
In the Very Heart of the City
Fireproof Construction
The only All New Hotel in the city.
Representing
a \$1,000,000 Investment.
50 Rooms—150 Rooms with Private Bath.
European \$1.50 and up per Day.
RESTAURANT AND GRILL—Cafeteria, Quick Service, Popular Prices.
Entire Seventh Floor Devoted to Especially Equipped Sample Rooms
WALTER J. HODGES,
Pres. and Gen. Mgr.

HOTEL OLDS LANSING

300 Rooms 300 Baths

Absolutely Fireproof

Moderate Rates

Under the Direction of the Continental-Leland Corp.

GEORGE L. CROCKER,
Manager.

Wolverine Hotel

BOYNE CITY, MICHIGAN
Fire Proof—60 rooms. THE LEADING COMMERCIAL AND RESORT HOTEL. American Plan. \$4.00 and up; European Plan, \$1.50 and up.
Open the year around.

CUSHMAN HOTEL

PETOSKEY, MICHIGAN

The best is none too good for a tired Commercial Traveler.

Try the CUSHMAN on your next trip and you will feel right at home.

Columbia Hotel

KALAMAZOO

Good Place To Tie To

President Underwood, of the Erie Railroad, and others that railroad fares are higher than the public in general are willing to pay; that rail transportation for passengers is not the necessity as regarded by transportation managers and that a policy which creates friendliness instead of antagonism is reasonably worth while.

If operators in Michigan had not been so blind they could not perceive the handwriting on the wall they would to-day be supplying transportation to passengers on a luxury basis, instead of sacrificing their self-respect by asking possible patrons not to carry friends in their automobiles to the embarrassment of trolley companies. Also they might be paying dividends to stockholders and interest on bonds, instead of operating under receivership methods, giving abominable service and being damned by the public.

Avariciousness has always set the policies of these public utilities and they surely have reaped the whirlwind. Remember only a few years ago when rapidly moving express service used to be in evidence between Grand Rapids and various important cities in Southwest Michigan. They were all doing a satisfactory business and everyone, except said avaricious investor, was happy. Now they are scorned by the public and they occupy their time between agitating the State Railroad Commission and the tearing up of tracks.

In California it is different. Notwithstanding the fact that every highway is a boulevard and that there is in use here an automobile for every four individuals, the interurban companies are constantly improving their facilities. In Los Angeles, with two enormous terminal stations, they are already planning the third, have most magnificent rolling stock and a schedule with train service almost anywhere at almost any time. You can go down to the beaches twenty-five and thirty miles away on a "come back" ticket for fifty or sixty cents or on a trip a hundred miles in the country at a nominal fare.

The Pacific Electric Co. discovered the motor car early in the game and realized that it might in time become competition, so instead of rushing to the printer and issuing increased tariff cards, it decided to improve its service, which has always been beyond criticism. It possesses the good will of the public, which means everything in any enterprise. In Michigan, the trolley men do differently. When competition faces them, they establish a minimum of service with a maximum of charges and "let nature take its course," and, as Luther Burbank once said, "Nature does not advance; it retrogrades."

I was agreeably surprised to run across my good friends Walter Leitzen and wife, of Hotel Frontenac, Detroit, in Los Angeles the other day. They motored out here and contemplate remaining all winter.

In view of the fact that the enforcement of the Volstead act seems almost (?) assured, the discovery has been made out here in California that a compressed yeast cake applied to a good article of grape juice, asserts itself speedily. Uncle Sam has decided that ginger ale and mineral waters are insidious and no longer may they be merchandised where there is any danger of their coming in perihelion with that vile mixture known as Scotch. Uncle Sam has his queer notions, just as though he were real flesh and blood. If he could take a little time off and visit some of our grocery stores or even read the advertising of these same institutions he would, undoubtedly, discover liquids and extracts as well as all sorts of paraphernalia which, if used according to directions supplied, with the assistance of Dame Nature, would make rip-roaring drunk-

ards of us all, he would feel justified in starting injunction proceedings against the self-same Dame. Grape growers out here tell me that where grape juice was a drug on the market at 75 cents per gallon, before Volstead, it now sells readily at \$2, and they haven't the slightest notion what becomes of it. Some strange things have ridden in on the Volstead act, but forbidding the sale of ginger ale, lest it be used nefariously, is really approaching comic opera with a vengeance.

A. F. Gardiner, who has been assistant manager of the Hotel Tuller, Detroit, under Ward James for some time past, has become manager of Hotel Wolverine, in that city. When Mr. Gardiner came from Boston to the Tuller, it was my good fortune to come in contact with him and I stated at the time that he would be heard from later. He is of the type who combines hospitality with intelligence and is bound to be popular.

James E. O'Brien, for many years front office man at the old Hotel Burns, Detroit, and later on at the Griswold, has become manager of the Dixieland Hotel, in that city. The Dixieland is practically a new hotel of 100 rooms. It was originally operated by the Misses Anna I. Brahms and Eleanor Lincoln, who specialized on high grade catering. They found the operation of a hotel somewhat irksome and separated the two lines, but still retain the tea room, which has always been successful.

Mrs. Elsie McLain, who for some time operated the Elk Tavern at Ontonagon, has purchased the Hotel Dee, at Houghton, from Mrs. L. A. Butterfield. Mrs. McLain is a very competent hotel woman and, without doubt, will prove a success in her new field.

The hotel Carlton-Plaza, Detroit, is to have its name changed to Hotel Grant, in the belief, I presume, that it will overcome the hoodoo which has shadowed the place ever since it was opened in 1923. The hotel was well built, in the first place, seemed to be well located and was operated by men of experience, but was a loser, the prime reason being that there was no room for it. This applies to a hundred others in that city.

The employees of Hotel Kerns, gave Ernie Richardson, manager of that institution, a big dinner the other day, in honor of the seventh anniversary of his control of that institution. One of the features of the affair was a huge cake, over two feet in height, and adorned with seven candles. The dinner was in the nature of a surprise party, as the event was planned during Mr. Richardson's absence from home, and he returned just in time to take in the festivities. Many beautiful floral offerings were in evidence.

If there is any one individual in the hotel game in Michigan who deserves consideration it is this self same Ernie Richardson. His successes have never gone to his head, he has always been on the square with his patrons and as one of my old commercial friends once told me, he "is a landlord right."

It comes as a personal sorrow to me to learn of the death of Fred Brown, of Hotel Keefer, Hillsdale, which occurred last week. Mr. Brown was an outstanding figure in Michigan hotel affairs for a period of forty years and was past master in the art of dispensing hospitality. His loss will be sincerely felt by every traveling man who knew him as well as by the community in which he lived.

Frank S. Verbeck.

Thinking your job is a tough one only makes it seem more so than it really is.

Treachery of Calles Exposed.

Grandville, Nov. 22—The foreign policy of the United States has been much commented on by a vast number of people both at home and abroad. Our intercession in Nicaragua has had many detractors who seem to think that we have meddled unnecessarily with those people down there.

And now it is come to light that the secret workings of the Mexican government are in favor of our enemies in Nicaragua, and that Calles has been playing into the hands of our enemies to the tune of paying \$50,000 for the purchasing of arms to be used in shooting U. S. marines.

Mexican treachery over again.

At the time of the Mexican war in the forties our soldiers dubbed the Mexicans "Greasers," a name that stuck like glue to wood. We may expect these Greasers to play us false at every turn, and it would prove a surcease from much trouble should that Southern country be turned over to settlement of a white race which would in time regenerate the country.

Wars carried on by the Mexican troops and rebels are in the manner of wholesale butchery which is revolting to civilized people.

Mexico is a running sore on the earth's surface, and it would be the height of good sense if that country were annexed to the United States and her people made to behave themselves and discontinue their brutal murders at wholesale.

President Calles has shown himself a tiger in his thirst for the blood of his enemies, and there can be no doubt but that condign punishment yet awaits that bloody butcher of the century.

The Bolshevik principals of Russia have inundated Mexico, and it is through their working that this country is forced for self protection to deal harshly with rebels in Nicaragua.

Wherever the Bolshevik exists there may be found danger to free government, and in Mexico this dangerous organization seems to have taken full possession. What can Americans do about it? Certainly not permit Calles and his tricksters to embroil us in war.

Mexico has been more or less a thorn in the side of free government ever since the early part of the century, and there is not likely to be real friendship between the Yankees and Greasers until those Southern half-breeds get the complete and lasting thrashing they deserve.

War! Well, one could hardly call it that, and yet if war must come we shall be able to make it a short, sharp and decisive one, with the flag end of North America finally included within the folds of the American Union.

Nothing short of this will ever keep the peace on the Rio Grande and the sooner this country comes to that understanding the better for all concerned. Numerous forays across that river have resulted in the murder of Americans throughout the ages and still America submits rather than go to war with this despicable Mexican government.

Our foreign policy so far as Mexico is concerned has been weak, not to say vacillating, and it is to be hoped a change may come now that the deceit and treachery of the present Mexican administration has been exposed in all its bleak and barren villainy.

Whatever pretense of friendliness President Calles may hereafter make this latest expose of his real work is sufficient to render him a marked man and warn our government to not trust him in any particular.

Mexico has been ungrateful to the United States, in fact has been a spoiled child, and nothing short of the application of a good whipping will cancel the debt we owe them. Shall it be given? Not likely. Instead we shall proceed along the old way, taking and

swallowing insults and assassinations of Americans without end.

And yet there are people who say that this Nation should get down on its knees and solemnly swear never to enter another war regardless of whatever provocation may arise. What a silly, spineless policy that would be. There is scarcely any danger that we shall be guided wholly or in part by the no war folks.

The United States, with perhaps the one exception of that old pro-slavery Mexican war, never took arms save in self defense, and these morbid anti-war people would pledge the Nation to not resent insult, injury and murder, by force of arms.

If there was ever a just war on the part of the United States it was that against the Kaiser in 1917, and yet assemblies of people get together and resolve that all wars have been made by the money power for the purpose of giving millionaires an opportunity to add to their gains.

The money power they say has made all our wars. A more abominable lie was never uttered by the mouths of men. When we permit foreign nations to run over our rights, murder our citizens and destroy property they tell us we must not fight.

Well, if a nation like ours will not resent being spat upon, trodden into the ground and made a victim of foreign hate, it is unfit to cumber the earth as a nation and should die as quickly as possible.

Manifest destiny points the way. North America, from the Isthmus to the pole will some time come under the Stars and Stripes regardless of this propaganda for peace at any price.

Americans will be Americans, and neither treacherous Mexicans nor shallow pated peace at any price advocates can prevent. Old Timer.

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DRUGS

Michigan Board of Pharmacy.
President—James E. Way, Jackson.
Vice-President—J. C. Dykema, Grand Rapids.
Director—H. H. Hoffman, Lansing.

Michigan State Pharmaceutical Association.
President—J. Howard Hurd, Flint.
Vice-President—J. M. Ciechanowski, Detroit.
Secretary—R. A. Turrell, Crosswell.
Treasurer—L. V. Middleton, Grand Rapids.

Continuation of Mr. McQuade's Talk at Port Huron.

Clyde Kelly, at the convention of the American Perfumers' Association, made the statement that this time for the first time in the history of his bill, he believed it was going to be passed. I was speaking some weeks afterward. I met Clyde Kelly at that convention. Charles Wesley Dun was counsel for Colgate, for Beechnut and for Cream of Wheat and other great outstanding corporations. Now his whole heart is in this bill. He is with the retailers. He wants to see price standardization in this country, because it is the fairest, squarest, most economically sound basis of legislation that Congress could enact, but, despite his sympathies for this bill, he told me when I wired to him what Clyde Kelly had said: "Mr. McQuade, I believe that chair there in front of me has just as much chance of rising in the air and floating out of the window as the Capper-Kelly bill has of being enacted into legislation this year." Now, we cannot afford to wait for legislation, we cannot afford to wait for the Capper-Kelly bill or the Federal Trade Commission investigation to do something of constructive benefit to the retail industry of this country. The time has come when we must get on our own feet and do something for ourselves and the way to start is by helping our friends in a way by which we can register with these friends the fact that we are willing and ready and able to do something for them equal to what they are willing, ready and able to do for us, but we have gotten into that habit, mentally and spiritually, of going far afield for our relief, instead of trying to bring about that relief through our own efforts. We are a good deal like the druggist who got into the hole. His bank informed him that unless he paid up his notes, they would have to take over the business. He went home one evening very blue. His wife observed it. She said, "John, what's the trouble?" John said, "I am in a lot of trouble, Mary." "What's the matter, John?" and he replied, "Unless I can pay my notes they are going to close me up." "How much is it, John," and he said, "About two thousand dollars." "Well, I don't know, John; maybe I can help you. Suppose we go over early in the morning and we go to the vault. I have a little money stowed away there." They went down and the vault was opened and there was a great pile of hundreds of dollar bills and Mary counted them out and she handed them over to John and John said, how much is there in there, Mary, and she said, "I guess something around a couple of thousand dollars, enough to

square the bills. It will keep the wolf away from the door for a while anyway." John said, "Where did you get all these dollar bills," and Mary replied, "Why, John, don't you remember every time you kissed me you gave me a dollar bill." "God sake," John says, "if I had known you were storing all those dollar bills away I would have done all my kissing at home."

Now, instead of looking outside for relief we want to do our kissing at home, because when we do that we do something that we can easily put our hand on and know that it is going to inure to our benefit some day, some day when we get in a hole if not today.

Now, what are the things we ought to do? The fundamental, vital, essential, indispensable things we ought to do? There are a number of them. One of them in the State of Michigan, you want to put more backbone this winter into your Drug Ownership bill. Somebody somewhere along the line took most of the body out of it. You want to put more into it, so you can more effectively control the opening and operation of drug stores by men who have no interest and no training in pharmacy, but simply want to go into it as a means of making money, just as they go into the delicatessen or laundry business as a means of making money. Another thing is fundamental and vital and has a bearing on that previous question of controlling the type of man who are entering into our business, and that is the re-codification of state laws. Now that doesn't mean much perhaps to you until you sense its significance. You will find probably in your state laws a clause which states that no corporation within the State of Michigan shall be permitted to practice a profession. Now that clause was put in the statutes of most of the states in this Union through the inspiration of the lawyers and the physicians of the different states. The lawyers did not want to see their profession commercialized in a cheap way by some corporation headed probably by someone without any legal training or any local standing, but with enough money to organize a corporation and then hire a lot of cheap skate lawyers to practice law for a party that would give its patronage to this organization. The lawyers tried to keep their profession high, keep it untainted by the hand of the shyster who had no interest in law except the money he could get out of it. With respect to medicine, the same impulse prompted the physician to protect himself by getting that law into the statute books, that perhaps some individual who is not a physician from organizing a corporation and then hiring a lot of cheap doctors to treat the public. Dentistry is similarly protected. Now in New York State within the last year we have been re-codifying the state laws and in that process, pharmacy for the first time I believe in the history of the United States has been recognized as a profession and under that recognition has been placed side by side in the re-codification of the state laws with medicine, law and

dentistry. Now we have that profession, that final recognition of pharmacy as a profession in the state law and then we look over to that older section, where it says no corporation within the State of New York shall be permitted to practice a profession. Now since pharmacy is recognized in New York as a profession, no corporation in the future can open a drug store and practice pharmacy within the State of New York.

Now that is just another step in the direction of providing proper, suitable, sound, safeguards for pharmacy and men engaged in the practice of pharmacy. This coming year I would like to see your association and its members in the State Legislature work to that end. Now the thing that is fundamental and vital is a paid state secretary who will give all his time to the work of the association. As I go around to the state association meetings I see a small fraction of the retail druggists of the state who are eligible to be members of state associations and eligible to attend conventions in person. Instead of having 800 or 900 or 1500 retailers at our state conventions, we have just a fraction of the total number. Now, along with a paid secretary, I believe we need in all our state associations a stronger organization with the merchandising sales. In that connection I feel that while we are engaged in one of the noblest and oldest of all the professions we are primarily in business to make money and it is no disgrace to make money. Pharmacy is the instrument most accessible to us by which we aim to make money, so it is no disparagement of our professional standing when we concentrate more earnestly on the making of money by giving the public a service that the public esteems of value. When we get this stronger organization then I would like to see the state split up into senatorial or congressional or some geographic districts. In each district I would like to see a captain, an alert, aggressive, intelligent man, with three or four younger men as lieutenants, and then when we had that organization, that job perfected, I would like to see the central office pick out its friends among the manufacturers and from that central office would go out an order that on such and such a date all the members of the Michigan State Pharmaceutical Association would get behind that friendly manufacturer's products, give it window and counter display and special sales effort, and I would have each retailer participate in this, keep a record of what he accomplished during the week he was behind this product and I would have those figures sent in to the central office and then when they were gotten together I would have the central office of the Michigan State Pharmaceutical Association send a copy of that record, of the achievement of its records, to the friend manufacturer as a token of what the members of the association have done for that manufacturer. Then I would send a carbon copy of that record to the unfriendly manufacturer making a competitive item of a cor-

responding type to let him know what the Michigan State Pharmaceutical Association and its members are able to do for a friendly manufacturer who is co-operating with the retailers in the State of Michigan. In that way I would present the concrete proofs of the disposition and the power of the retailers of this state to remember its friends and do something constructive for them and show the enemy as described in the text assigned me what we can do for those who are friendly to us.

Now that involves increased salesmanship on our part and let me tell you just as one of you that all the legislation and help that we can get will not add as substantially to our profits and economic position as we think it will. Salesmanship is the thing I was discussing. The President of the Liggett Company has an article in the August Drug Topics in which he says the Liggett Company is opposed to drug store legislation. Now why is he opposed? Because he knows that if we get this law with teeth in operating in all the states of this country that it is going to help the great mass of independent retailers in this state and is going to keep a lot of business at home in the stores of these independent retailers instead of allowing it to be diverted to the chain stores. He is opposed because it is going to help you men and all other independent retailers of this country.

Another powerful evil we are up against is the 5 and 10 cent stores. I don't know as you gentlemen realize that these stores have crept, step by step, into the drug field and absorbed into its shelves two hundred to three hundred of the most popular selling items we have been selling for years. For a generation we have been trying to get away from this 10 cent store stuff, trying to educate our customers to buy 25 and 50 cent packages, and our educational work of a generation is now being thrown to the wind because the 5 and 10 cent stores are introducing 10 cent packages of all the popular solutions in the toilet lines and in the sundry lines and God knows probably in a little while in the patent medicine line, but the 10 cent package through the shelves of the buyers of the Woolworth are in proportion vastly larger than the 25 cent or 50 cent package. That's where the Woolworth people have shown great cleverness. You probably don't know it, but that business has diverted from the retail drug stores of this country thirty-five million dollars worth of sales a year. Now they are going into the nursing bottle business. That thing is just in process of development. Heretofore these manufacturers have objected, even where we were so disposed, as to letting us have their 10 cent size. They said no, this is just a sampling campaign and we are not selling the 10 cent size to the drug store. Last week in Ohio there was a meeting on this subject and a demand was made on 200 leading manufacturers to permit the drug stores to sell this merchandise. It was represented to these manufacturers that as a result of what

they had been doing in the Woolworth stores their customers are going to the Woolworth stores to buy these products, instead of the drug stores. One instance was stated of a woman who went in a drug store in Ohio and had a long list. She bought two items of the druggist and as she went out she dropped the paper and there were fifteen other items, all of which she was going to the Woolworth store to buy. That all represented sales which we would have except for this new development in the general stores which is diverting business from our stores every day. Now the Woolworth Company are going to make a fight to prevent us from doing anything to discontinue their sale of this merchandise. To-day they are doing \$30,000,000 business per year. As a result of this meeting in Ohio the druggists down there are putting in 10 cent bottles just to see what happens, to see if they can re-divert that business which has been diverted away from them by the Woolworth stores. The big chain stores have also done that. They are trying to keep this wolf at bay. Trying to hold this business that Woolworth's have taken away. The department stores are another thing. They are big buying units. They have a large influence with the manufacturer and they will work against anything we may attempt to do to prevent them from selling leading toilets at cut prices. Now what is the situation—we are now practically unorganized despite the fact that we have our state associations. We are unorganized in a merchandising way. We are helpless against these great big interests and will continue to be until we organize our powers as they should be organized. Unless we harness up our forces by a strong organization along merchandising lines it is going to be "So

help me God" in the form of department stores, general stores and grocery stores. Another thing diverting business, we find the United States Internal Revenue Department for \$5 issued 40,000 permits to delicatessen, grocery stores and others, authorizing them to sell non-exempt preparations. Some of the 40,000 grocers and delicatessen dealers figure that permit from the United States Government gives them the right to sell iodine and a lot of things the pharmacist sells, that the Government itself is behind them. These folks I am told by one of the leading manufacturing organizations of this country, the name of which everybody in this country is familiar with, that to-day more than half of its entire sales of preparatory medicines is made outside of drug stores, made in grocery stores, in general stores, in department stores—all business that at one time was in the drug store. Now were we organized with that condition existing to-day, would we see the C. O. D. list spreading all over this country? In Chicago we have a city almost bordering on anarchy. In the last month we have had 150 drug store windows smashed in Chicago by men made desperate by price cutting. That is Bolshevism. It will get us nowhere. Instead of that type of work, what we want is organization. Sometimes we think we can win the favor of the manufacturer by doing acts of that kind. With the average manufacturer, there is only one language he understands, and that is the language of sales, and it is our job to get behind any manufacturer who gives any proof of friendship for us, give him all the breaks and give the other fellow none of the breaks. The other fellow who has no interest in us, he repeatedly says what is the use of doing business for these fellows. I get all the windows

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cotton Seed		Belladonna	
Boric (Powd.)	12 1/2 @ 20	Cubebs	6 50 @ 6 75	Benzoin	@ 1 44
Boric (Xtal)	15 @ 25	Elgeron	7 50 @ 7 75	Benzoin Comp'd	@ 2 28
Carbolic	38 @ 44	Eucalyptus	1 25 @ 1 50	Buchu	@ 2 16
Citric	53 @ 70	Hemlock, pure	2 00 @ 2 25	Cantharides	@ 2 52
Muriatic	3 1/2 @ 8	Juniper Berries	4 50 @ 4 75	Capsicum	@ 2 28
Nitric	9 @ 15	Juniper Wood	1 50 @ 1 75	Catechu	@ 1 44
Oxalic	16 1/2 @ 25	Lard, extra	1 55 @ 1 65	Cinchona	@ 2 16
Sulphuric	3 1/2 @ 8	Lard, No. 1	1 25 @ 1 40	Colchicum	@ 1 80
Tartaric	50 @ 60	Lavender Flow.	6 00 @ 6 25	Cubebs	@ 2 76
Ammonia		Lavender Gar'n.	85 @ 1 20	Digitalis	@ 2 04
Water, 26 deg.	06 @ 16	Lemon	4 50 @ 4 75	Gentian	@ 1 35
Water, 18 deg.	05 1/2 @ 13	Linseed, raw, bbl.	@ 80	Gualac	@ 2 28
Water, 14 deg.	04 1/2 @ 11	Linseed, boiled, bbl.	@ 83	Gualac, Ammon.	@ 2 04
Carbonate	20 @ 25	Linseed, bld. less	90 @ 1 03	Iodine	@ 1 25
Chloride (Gran.)	09 @ 20	Linseed, raw, less	87 @ 1 00	Iodine, Colorless	@ 1 50
Balsams		Mustard, artifi. oz.	@ 35	Iron, Clo.	@ 1 56
Copaiba	1 00 @ 1 25	Neatsfoot	1 25 @ 1 35	Kino	@ 1 44
Fir (Canada)	2 75 @ 3 00	Olive, pure	4 00 @ 5 00	Myrrh	@ 2 52
Fir (Oregon)	65 @ 1 00	Olive, Malaga,		Nux Vomica	@ 1 80
Peru	3 00 @ 3 25	yellow	2 85 @ 3 25	Opium	@ 5 40
Tolu	2 00 @ 2 25	Olive, Malaga,		Opium, Camp.	@ 1 44
Barks		green	2 85 @ 3 25	Opium, Deodorz'd	@ 5 40
Cassia (ordinary)	25 @ 30	Orange, Sweet	5 00 @ 5 25	Rhubarb	@ 1 92
Cassia (Salgon)	50 @ 60	Origanum, pure	@ 2 50	Paints	
Sassafras (pw. 60c)	@ 60	Origanum, com'l	1 00 @ 1 20	Lead, red dry	13 1/2 @ 14 1/2
Soap Cut (powd.)		Pennyroyal	3 25 @ 3 50	Lead, white dry	13 1/2 @ 14 1/2
35c	20 @ 30	Peppermint	5 50 @ 5 70	Lead, white oil	13 1/2 @ 14 1/2
Berries		Rose, pure	13 50 @ 14 00	Ochre, yellow bbl.	@ 2 1/2
Cubeb	@ 1 00	Rosemary Flows	1 25 @ 1 50	Ochre, yellow less	3 @ 6
Fish	@ 25	Sandwood, E.		Red Venet'n Am.	3 1/2 @ 7
Juniper	11 @ 20	I.	10 50 @ 10 75	Red Venet'n Eng.	@ 8
Prickly Ash	@ 75	Sassafras, true	1 75 @ 2 00	Putty	5 @ 8
Extracts		Sassafras, arti'l	75 @ 1 00	Whiting, bbl.	@ 4 1/2
Licorice	60 @ 65	Spearmint	8 00 @ 8 25	Whiting	5 1/2 @ 1
Licorice, powd.	60 @ 70	Sperm	1 50 @ 1 75	L. H. P. Prep.	2 90 @ 3 0
Flowers		Tany	9 00 @ 9 25	Rogers Prep.	2 90 @ 3 0
Arnica	1 75 @ 1 85	Tar USP	65 @ 75	Miscellaneous	
Chamomile (Ged.)	@ 60	Turpentine, bbl.	@ 57	Acetanalid	57 @ 75
Chamomile Rom.	@ 50	Turpentine, less.	62 @ 75	Alum	08 @ 12
Gums		Wintergreen,		Alum. powd. and	
Acacia, 1st	50 @ 55	leaf	6 00 @ 6 25	ground	09 @ 15
Acacia, 2nd	45 @ 50	Wintergreen, sweet		Bismuth, Subni-	
Acacia, Sorts	20 @ 25	birch	3 00 @ 3 25	trate	2 83 @ 3 08
Acacia, Powdered	35 @ 40	Wintergreen, art	75 @ 1 00	Borax xtal or	
Aloes (Barb Pow)	25 @ 35	Worm Seed	6 00 @ 6 25	powdered	6 1/2 @ 15
Aloes (Cape Pow)	25 @ 35	Wormwood	15 00 @ 15 25	Cantharides, po.	1 50 @ 2 00
Aloes (Soc. Pow.)	65 @ 70	Potassium		Calomel	2 72 @ 2 82
Asafoetida	50 @ 60	Bicarbonate	35 @ 40	Capsicum, pow'd	35 @ 40
Pow.	75 @ 1 00	Bichromate	15 @ 25	Carmine	7 00 @ 7 50
Camphor	85 @ 90	Bromide	69 @ 85	Cassia Buds	35 @ 40
Guaiaac	@ 80	Bromide	54 @ 71	Cloves	50 @ 55
Guaiaac, pow'd	@ 90	Chlorate, gran'd	23 @ 30	Chalk Prepared	14 @ 16
Kino	@ 1 25	Chlorate, powd.	16 @ 25	Chloroform	53 @ 60
Kino, powdered	@ 1 20	Cyanide	30 @ 90	Chloral Hydrate	1 20 @ 1 50
Myrrh	@ 60	Iodide	4 36 @ 4 55	Cocaine	12 85 @ 13 50
Myrrh, powdered	@ 65	Permanganate	20 @ 30	Cocoa Butter	70 @ 90
Opium, powd.	65 @ 19 92	Prussiate, yellow	40 @ 50	Corks, list, less.	40-10%
Opium, gran.	65 @ 19 92	Prussiate, red	@ 70	Copperas	2 1/2 @ 10
Shellac	65 @ 80	Sulphate	35 @ 40	Copperas, Powd.	4 @ 10
Shellac	75 @ 90	Roots		Corrosive Sublim	2 25 @ 2 30
Tragacanth, pow.	@ 1 75	Alkanet	30 @ 35	Cream Tartar	35 @ 45
Tragacanth	1 75 @ 2 25	Blood, powdered	35 @ 40	Cuttle bone	40 @ 50
Turpentine	@ 80	Calamus	35 @ 75	Dextrine	6 @ 15
Insecticides		Elecampane, pwd.	25 @ 30	Dover's Powder	4 00 @ 4 50
Arsenic	08 @ 20	Gentian, powd.	20 @ 30	Emery, All Nos.	10 @ 15
Blue Vitriol, bbl.	@ 07	Ginger, African,		Emery, Powdered	@ 15
Blue Vitriol, less	08 @ 15	powdered	30 @ 35	Epsom Salts, bbls.	@ 3 1/2
Bordea. Mix Dry	13 @ 22	Ginger, Jamaica.	60 @ 65	Epsom Salts, less 3 1/2	@ 10
Hellebore, White		powdered	45 @ 50	Ergot, powdered	@ 1 50
powdered	18 @ 30	Goldenseal, pow.	@ 60	Flake, White	15 @ 20
Insect Powder	35 @ 45	Ipecac, powd.	@ 60	Formaldehyde, lb.	12 1/2 @ 30
Lead Arsenate Po.	14 1/2 @ 26	Licorice	35 @ 40	Gelatine	80 @ 90
Lime and Sulphur		Licorice, powd.	20 @ 30	Glassware, less 55%.	
Dry	@ 23	Orris, powdered	30 @ 40	Glassware, full case 60%.	
Paris Green	22 @ 32	Poke, powdered	35 @ 40	Glauber Salts, bbl.	@ 02 1/2
Leaves		Rhubarb, powd.	@ 1 00	Glauber Salts less 04	@ 10
Buchu	@ 1 00	Rosinwood, powd.	@ 40	Glue, Brown	21 @ 30
Buchu, powdered	@ 1 10	Sarsaparilla, Hond.	@ 1 10	Glue, Brown Grd	15 @ 20
Sage, Bulk	25 @ 30	ground	@ 1 10	Glue, White	27 1/2 @ 35
Sage, 1/2 loose	@ 40	Sarsaparilla Mexican,		Glue, white grd.	25 @ 35
Sage, powdered	@ 35	Glycerine	32 @ 52	Glycerine	30 @ 50
Senna, Alex.	50 @ 75	Squills	35 @ 40	Hops	75 @ 95
Senna, Tinn. pow.	30 @ 35	Squills, powdered	70 @ 80	Iodine	6 45 @ 7 00
Uva Ursi	20 @ 25	Tumeric, powd.	20 @ 25	Iodoform	8 00 @ 8 30
Oil		Valerian, powd.	@ 1 60	Lead Acetate	20 @ 30
Almonds, Bitter,		Seeds		Mace	@ 1 50
true	7 50 @ 7 75	Anise	@ 35	Mace, powdered	@ 1 60
Almonds, Bitter,		Anise, powdered	35 @ 40	Menthol	7 50 @ 8 00
artificial	3 00 @ 3 25	Bird, 1s	13 @ 17	Morphine	12 83 @ 13 98
Almonds, Sweet,		Canary	10 @ 16	Nux Vomica	@ 30
true	1 50 @ 1 80	Caraway, Po.	25 @ 30	Nux Vomica, pow.	15 @ 25
Almonds, Sweet,		Cardamon	3 25 @ 3 50	Pepper, black, pow	50 @ 60
imitation	1 00 @ 1 25	Coriander pow.	30 @ 35	Pepper, White, pw.	65 @ 75
Amber, crude	1 25 @ 1 50	Dill	15 @ 20	Pitch, Burgudry	20 @ 25
Amber, rectified	1 50 @ 1 75	Fennell	25 @ 30	Quassia	12 @ 15
Anise	1 40 @ 1 60	Flax	7 @ 15	Quinine, 5 oz. cans	@ 50
Bergamont	9 00 @ 9 25	Flax, ground	7 @ 15	Rochelle Salts	31 @ 40
Cajuput	1 50 @ 1 75	Foenugreek, pwd.	15 @ 25	Sacharine	2 60 @ 2 75
Cassia	3 50 @ 3 75	Hemp	8 @ 15	Salt Peter	11 @ 22
Castor	1 45 @ 1 70	Lobelia, powd.	@ 1 60	Selditz Mixture	30 @ 40
Cedar Leaf	2 00 @ 2 25	Mustard, yellow	17 @ 25	Soap, green	15 @ 30
Citronella	1 25 @ 1 50	Mustard, black	20 @ 25	Soap mott cast.	@ 25
Cloves	2 50 @ 2 75	Poppy	15 @ 30	Soap, white castile	@ 15 00
Cocanut	25 @ 35	Quince	1 25 @ 1 50	Soap, white castile	
Cod Liver	2 00 @ 2 50	Rape	15 @ 20	less, per bar	@ 1 60
Croton	2 00 @ 2 25	Sabadilla	60 @ 70	Soda Ash	3 @ 10
Tinctures		Sunflower	11 1/2 @ 15	Soda Bicarbonate	3 1/2 @ 10
Aconite	@ 1 80	Worm, American	30 @ 40	Soda, Sal	02 1/2 @ 08
Aloes	@ 1 54	Worm, Levant	5 25 @ 5 40	Spirits Camphor	@ 1 20
Arnica	@ 1 44	Seeds		Sulphur, roll	3 1/2 @ 10
Asafoetida	@ 2 28	Aconite	@ 1 80	Sulphur, Subl.	4 1/2 @ 10
		Aloes	@ 1 54	Tamarinds	20 @ 25
		Arnica	@ 1 44	Tartar Emetic	70 @ 75
		Asafoetida	@ 2 28	Turpentine, Ven.	50 @ 75
				Vanilla Ex. pure	1 50 @ 2 00
				Vanilla Ex. pure	2 25 @ 2 50
				Zinc Sulphate	06 @ 11

Holiday Goods

Best Assortment Ever Shown

BETTER COME AT ONCE

And See This Wonderful Display

THOUSANDS OF ITEMS

Suitable For Your Trade—Now on Display
In Our Own Enlarged Sample Room at
Grand Rapids

The Greatest and Best Line We Have Ever
Displayed

Real Values For Your Money

Hazeltine & Perkins Drug Company

Manistee

MICHIGAN

Grand Rapids

GROCERY PRICE CURRENT

These quotations are carefully corrected weekly, within six hours of mailing and are intended to be correct at time of going to press. Prices, however, are liable to change at any time, and country merchants will have their orders filled at market prices at date of purchase.

ADVANCED

Rolled Oats
Maxwell House Coffee

DECLINED

Nuts
Holland Herring

AMMONIA

Arctic, 10 oz., 3 dz. cs. 3 75
Arctic, 15 oz., 2 dz. cs. 4 00
Arctic, 32 oz., 1 dz. cs. 3 00
Quaker, 36, 12 oz. case 3 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 15

BAKING POWDERS

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

K. C. Brand

Per case
10c size, 4 doz. ----- 3 70
15c size, 4 doz. ----- 5 50
20c size, 4 doz. ----- 7 20
25c size, 4 doz. ----- 9 20
50c size, 2 doz. ----- 8 80
80c size, 1 doz. ----- 8 85
10 lb. size, 1/2 doz. ----- 6 75
Freight prepaid to jobbing point on case goods.
Terms: 30 days net or 2% cash discount if remittance reaches us within 10 days from date of invoice. Drop shipments from factory.

BEECH-NUT BRANDS.



BLUING

The Original

Condensed

2 oz., 4 dz. cs. 3 00
3 oz., 3 dz. cs. 3 75

BREAKFAST FOODS

Kellogg's Brands.

Corn Flakes, No. 136 2 85
Corn Flakes, No. 124 2 85
Corn Flakes, No. 102 2 00
Pep, No. 224 ----- 2 70
Pep, No. 202 ----- 1 75
Krumbs, No. 424 ----- 2 70
Bran Flakes, No. 624 2 25
Bran Flakes, No. 602 1 50

Post's Brands.

Grape-Nuts, 24s ----- 3 80
Grape-Nuts, 100s ----- 2 75
Instant Postum, No. 8 5 40
Instant Postum, No. 9 5 00
Instant Postum, No. 10 4 50
Postum Cereal, No. 0 2 25
Postum Cereal, No. 1 2 70
Post Toasties, 36s ----- 2 85
Post Toasties, 24s ----- 2 85
Post's Bran, 24s ----- 2 70

BROOMS

Jewell, doz. ----- 5 25
Standard Parlor, 23 lb. 8 25
Fancy Parlor, 23 lb. ----- 9 25
Ex. Fancy Parlor 25 lb. 9 75
Ex. Fcy. Parlor 26 lb. 10 00
Toy ----- 1 75
Whisk, No. 3 ----- 2 75

BRUSHES

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

Stove

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

Shoe

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

BUTTER COLOR

Dandelion ----- 2 85

CANDLES

Electric Light, 40 lbs. 12 1
Plumber, 40 lbs. ----- 12 8
Paraffine, 6s ----- 14 4
Paraffine, 12s ----- 14 4
Wicking ----- 40
Tudor, 6s, per box ----- 30

CANNED FRUIT

Apples, 3 lb. Standard 1 50
Apples, No. 10 ----- 5 15
Apple Sauce, No. 10 8 00
Apricots, No. 1 1 75
Apricots, No. 2 ----- 3 00
Apricots, No. 2 1/2 3 40
Apricots, No. 10 8 50
Blackberries, No. 10 8 50
Blueberries, No. 2 2 00
Blueberries, No. 10 ----- 12 50
Cherries, No. 2 ----- 2 75
Cherries, No. 2 1/2 ----- 4 25
Cherries, No. 10 ----- 14 00
Loganberries, No. 2 ----- 3 00
Loganberries, No. 10 10 00
Peaches, No. 1 1 50
Peaches, No. 1, sliced 1 25
Peaches, No. 2 ----- 2 75
Peaches, No. 2 1/2 Mich 2 20
Peaches, 2 1/2 Cal. 3 00
Peaches, 10, Mich. ----- 8 50
Pineapple, 1 sl. ----- 1 75
Pineapple, 2 sl. ----- 2 60
Pineapple, 2 br. sl. ----- 2 40
Pineapple, 2 1/2, sl. ----- 3 00
Pineapple, 2, cru. ----- 2 60
Pineapple, 10 cru. ----- 9 00
Pears, No. 2 ----- 3 15
Pears, No. 2 1/2 ----- 3 50
Plums, No. 2 ----- 2 40
Plums, No. 2 1/2 ----- 2 90
Raspberries, No. 2 blk 3 25
Raspberries, Red, No. 10 13 50
Raspberries, Black, No. 10 ----- 12 00
Rhubarb, No. 10 4 75
Strawberries, No. 10 12 60

CANNED FISH

Clam Ch'dr, 10 1/2 oz. 1 35
Clam Ch., No. 3 ----- 2 50
Clams, Steamed, No. 1 2 00
Clams, Minced, No. 1 2 25
Finnan Haddie, 10 oz. 3 20
Clam Bouillon, 7 oz. ----- 2 50
Chicken Haddie, No. 1 3 75
Fish Flakes, small ----- 1 35
Cod Fish Cake, 10 oz. 1 35
Cove Oysters, 5 oz. ----- 1 65
Lobster, No. 1/4, Star ----- 2 25
Shrimp, 1, wet ----- 6 10
Sardines, 1/4 Oil, Key ----- 5 50
Sardines, 1/4 Oil, Kless ----- 6 75
Sardines, 1/4 Smoked ----- 2 80
Salmon, Warrens, 1/2 3 75
Salmon, Red Alaska 3 75
Salmon, Med. Alaska 1 85
Salmon, Pink Alaska 1 85
Sardines, Im. 1/4, ea. 10 23
Sardines, Im. 1/2, ea. ----- 1 65
Sardines, Cal. ----- 1 65
Tuna, 1/2, Albocore ----- 95
Tuna, 1/4s, Curtis, doz. 2 20
Tuna, 1/2s, Curtis, doz. 3 50
Tuna, 1s, Curtis, doz. 7 00

CANNED MEAT

Bacon, Med. Beechnut 3 30
Bacon, Lge. Beechnut 5 40
Beef, No. 1, Corned ----- 3 10
Beef, No. 1, Roast ----- 3 10
Beef, No. 2 1/2, Qua. sl. 1 35
Beef, 3 1/2 oz. Qua. sl. 2 00
Beef, 4 oz., Qua. sl. 2 25
Beef, No. 1, B'nut, sl. 4 50
Beefsteak & Onions, s 3 45
Chili Con Ca., 1s 1 35
Deviled Ham, 1/4s ----- 2 20
Deviled Ham, 1/2s ----- 3 60
Hamburg Steak & Onions, No. 1 ----- 3 15
Potted Beef, 4 oz. ----- 1 10
Potted Meat, 1/4 Libby 52 1/2
Potted Meat, 1/2 Libby 92 1/2
Potted Meat, 1/4 Qua. ----- 90
Potted Ham, Gen. 1/4 ----- 1 85
Vienna Saus., No. 1/4 ----- 1 45
Vienna Sausage, Qua. ----- 95
Veal Loaf, Medium ----- 2 65

Baked Beans

Campbell's, 1c free 5 ----- 1 15
Quaker, 18 oz. ----- 90
Freemont, No. 2 ----- 1 10
Snider, No. 1 ----- 95
Snider, No. 2 ----- 1 25
Van Camp, small ----- 85
Van Camp, Med. ----- 1 15

CANNED VEGETABLES.

Asparagus.

No. 1, Green tips ----- 3 75
No. 2 1/2, Large Green 4 50
W. Beans, cut 2 1 45
W. Beans, 10 ----- 7 50
Green Beans, 2s 1 45
Green Beans, 10s ----- 7 50
L. Beans, 2 gr. 1 35
Lima Beans, 2s, Soaked 1 15
Red Kid, No. 2 ----- 1 25
Beets, No. 2, wh. 1 75
Beets, No. 2, cut 1 10
Beets, No. 3, cut ----- 1 60
Corn, No. 2, stan. ----- 1 10
Corn, Ex. stan. No. 2 1 35
Corn, No. 2, Fan. 1 80
Corn, No. 10 ----- 8 00
Hominy, No. 3 1 00
Okra, No. 2, whole ----- 2 00
Okra, No. 2, cut ----- 1 65
Dehydrated Veg. Soup 90
Dehydrated Potatoes, lb. 45
Mushrooms, Hotels ----- 33
Mushrooms, Choice, 8 oz. 40
Mushrooms, Sur Extra 50
Peas, No. 2, E. J. ----- 1 65
Peas, No. 2, Sift. ----- 1 85
Peas, No. 2, Ex. Sift. ----- 2 25
Pumpkin, No. 1 1 25
Pumpkin, No. 10 4 00
Pimientos, 1/4, each 12 14
Pimientos, 1/2, each ----- 27
Sw't Potatoes, No. 2 1/2 2 25
Sauerkraut, No. 3 1 35
Succotash, No. 2 1 65
Succotash, No. 2, glass 2 80
Spinach, No. 1 ----- 1 25
Spinach, No. 2 ----- 1 60
Spinach, No. 3 ----- 2 25
Spinach, No. 10 ----- 6 50
Tomatoes, No. 2 1 20
Tomatoes, No. 3 1 90
Tomatoes, No. 10 ----- 8 80

CATSUP.

B-nut, small ----- 1 90
Lily of Valley, 14 oz. ----- 2 60
Lily of Valley, 1/2 pint 1 75
Paramount, 24, 16s ----- 1 40
Paramount, 24, 16s ----- 2 35
Paramount, Cal. ----- 13 50
Sniders, 8 oz. ----- 1 75
Sniders, 16 oz. ----- 2 55
Quaker, 8 oz. ----- 1 25
Quaker, 10 oz. ----- 1 40
Quaker, 14 oz. ----- 1 90
Quaker, Gallon Glass 12 50
Quaker, Gallon Tin ----- 8 00

CHILI SAUCE

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

OYSTER COCKTAIL.

Sniders, 16 oz. ----- 3 30
Sniders, 8 oz. ----- 2 30

CHEESE.

Roquefort ----- 65
Kraft, small items 1 65
Kraft, American ----- 1 65
Chili, small tins ----- 1 65
Pimento, small tins 1 65
Roquefort, sm. tins 2 25
Camembert, sm. tins 2 25
Wisconsin Daisies ----- 29
Longhorn ----- 29
Michigan Daisy ----- 29
Peanuts, Virginia Raw 11 1/2
Sap Sago ----- 38
Brick ----- 28

CHEWING GUM.

Adams Black Jack ----- 65
Adams Bloodberry ----- 65
Adams Dentyne ----- 65
Adams Calif. Fruit ----- 65
Adams Sen Sen ----- 65

Beeman's Pepsin ----- 65
Beechnut Wintergreen ----- 70
Beechnut Peppermint ----- 70
Beechnut Spearmint ----- 70
Doublemint ----- 65
Peppermint, Wrigleys ----- 65
Spearmint, Wrigleys ----- 65
Juicy Fruit ----- 65
Wrigley's P-K ----- 65
Zeno ----- 65
Teaberry ----- 65

COCOA.

Droste's Dutch, 1 lb. ----- 8 50
Droste's Dutch, 1/2 lb. 4 50
Droste's Dutch, 1/4 lb. 2 35
Droste's Dutch, 5 lb. ----- 60
Chocolate Apples ----- 4 50
Pastelles, No. 1 ----- 12 60
Pastelles, 1/2 lb. ----- 6 60
Pains De Cafe ----- 3 00
Droste's Bars, 1 doz. 2 00
Delft Pastelles ----- 2 15
1 lb. Rose Tin Bon ----- 10 00
7 oz. Rose Tin Bon ----- 9 00
13 oz. Creme De Cara-que ----- 13 20
12 oz. Rosaces ----- 10 80
1/2 lb. Rosaces ----- 7 80
1/4 lb. Pastelles ----- 3 40
Langues De Chats ----- 4 80

CHOCOLATE.

Baker, Caracas, 1/4s ----- 37
Baker, Caracas, 1/2s ----- 85

COCOANUT

Dunham's
15 lb. case, 1/4s and 1/2s 48
15 lb. case, 1/4s ----- 47
15 lb. case, 1/2s ----- 46

CLOTHES LINE.

Hemp, 50 ft. ----- 2 00
Twisted Cotton, 50 ft. ----- 3 50
Braided, 50 ft. ----- 2 25
Sash Cord ----- 3 50



COFFEE ROASTED

1 lb. Package
Melrose ----- 33
Liberty ----- 25
Quaker ----- 39
Nedrow ----- 37
Morton House ----- 44
Reno ----- 34
Royal Club ----- 38

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

Maxwell House Coffee.

1 lb. tins ----- 48
3 lb. tins ----- 1 39

Coffee Extracts

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

CONDENSED MILK

Leader, 4 doz. ----- 7 00
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 80
Quaker, Baby, 8 doz. 4 70
Quaker, Gallon, 1/2 doz. 4 70
Carnation, Tall, 4 doz. 5 15
Carnation, Baby, 8 doz. 5 05
Oatman's Dundee, Tall 5 15
Oatman's D'dee, Baby 5 00
Every Day, Tall ----- 5 00
Every Day, Baby ----- 4 90
Pet, Tall ----- 5 15
Pet, Baby, 8 oz. ----- 5 05
Borden's Tall ----- 5 15
Borden's Baby ----- 5 05
Van Camp, Tall ----- 4 90
Van Camp, Baby ----- 3 75

CIGARS

G. J. Johnson's Brand
G. J. Johnson Cigar, 10c ----- 75 00
Worden Grocer Co. Brands
Master Piece, 50 Tin. 35 00
Masterpiece, 10, Perf. 70 00
Masterpiece, 10, Spec. 70 00
Mas'p., 2 for 25, Apollo 95 00
In Betweens, 5 for 25 37 50
Canadian Club ----- 35 00
Little Tom ----- 37 50
Tom Moore Monarch 75 00
Tom Moore Panetris 65 00
T. Moore Longfellow 95 00
Webster Cadillac ----- 75 00
Webster Knickerbocker 95 00
Webster Belmont ----- 110 00
Webster St. Reges 125 00
Bering Apollos ----- 95 00
Bering Palmitas ----- 115 00
Bering Delosies ----- 120 00
Bering Favorita ----- 135 00
Bering Albas ----- 150 00

CONFECTIONERY

Stick Candy Pails
Standard ----- 16
Pure Sugar Sticks 600s 4 20
Big Stick, 20 lb. case 20

Mixed Candy

Kindergarten ----- 17
Leader ----- 14
X. L. O. ----- 12
French Creams ----- 16
Paris Creams ----- 17
Grocers ----- 11

Fancy Chocolates

5 lb. Boxes
Bittersweets, Ass'ted 1 75
Choc Marshmallow Dp 1 70
Milk Chocolate A A 1 80
Nibble Sticks ----- 1 85
No. 12, Choc., Light 1 65
Chocolate Nut Rolls ----- 1 85
Magnolia Choc ----- 1 25

Gum Drops Pails

Anise ----- 16
Champion Gums ----- 16
Challenge Gums ----- 14
Favorite ----- 19
Superior, Boxes ----- 23

Lozenges Pails

A. A. Pep. Lozenges 17
A. A. Pink Lozenges 16
A. A. Choc. Lozenges 16
Motto Hearts ----- 19
Malted Milk Lozenges 21

Hard Goods Pails

Lemon Drops ----- 18
O. F. Horehound dps. ----- 18
Anise Squares ----- 17
Peanut Squares ----- 17
Horehound Tablets ----- 18

Cough Drops Bxs

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

Package Goods

Creamery Marshmallows
4 oz. pkg., 12s, cart. 85
4 oz. pkg., 48s, case 3 40

Specialties

Walnut Fudge ----- 23
Pineapple Fudge ----- 22
Italian Bon Bons ----- 17
Banquet Cream Mints. 27
Silver King M. Mallows 1 35

Bar Goods

Walnut Sundae, 24, 5c 75
Neapolitan, 24, 5c ----- 75
Mich. Sugar Ca., 24, 5c 75
Pal O Mine, 24, 5c ----- 75
Malty Milkies, 24, 5c ----- 75
Lemon Rolls ----- 75

COUPON BOOKS

50 Economic grade 3 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 ----- 38

DRIED FRUITS

Apples
N. Y. Fcy., 50 lb. box 15 1/2
N. Y. Fcy., 14 oz. pkg. 16

Apricots

Evaporated, Choice ----- 20
Evaporated, Fancy ----- 23
Evaporated, Slabs ----- 17

Citron

10 lb. box ----- 40

Currants

Packages, 14 oz. ----- 19
Greek, Bulk, lb ----- 19

Dates

Dromedary, 36s ----- 6 75

Peaches

Evap. Choice ----- 15
Evap. Ex. Fancy, P. P. 25

Peel

Lemon, American ----- 30
Orange, American ----- 30

Raisins

Seeded, bulk ----- 9
Thompson's s'dles blk 8
Thompson's seedless, 15 oz. ----- 10 1/2
Seeded, 15 oz. ----- 10 1/2

California Prunes

90@100, 25 lb. boxes. @06
60@70, 25 lb. boxes. @08
50@60, 25 lb. boxes. @08 1/2
40@50, 25 lb. boxes. @10
30@40, 25 lb. boxes. @10 1/2
20@30, 25 lb. boxes. @16
18@24, 25 lb. boxes. @20

FARINACEOUS GOODS

Beans

Med. Hand Picked ----- 07 1/2
Cal. Limas ----- 09
Brown, Swedish ----- 07
Red Kidney ----- 07 1/2

Farina

24 packages ----- 2 50
Bulk, per 100 lbs. ----- 08 1/2

Hominy

Pearl, 100 lb. sacks ----- 3 50

Macaroni

Mueller's Brands
9 oz. package, per doz. 1 30
9 oz. package, per case 2 60

Bulk Goods

Elbow, 20 lb. ----- 08
Egg Noodle, 10 lbs. ----- 14

Pearl Barley

Chester ----- 4 50
0000 ----- 7 00
Barley Grits ----- 5 00

Peas

Scotch, lb. ----- 05 1/2
Split, lb. yellow ----- 08
Split green ----- 08

Sage

East India ----- 10

Tapoca

Pearl, 100 lb. sacks ----- 09
Minute, 8 oz., 3 doz.

GELATINE



26 oz., 1 doz. case -- 6 00
 3 1/4 oz., 4 doz. case -- 3 20
 One doz. free with 5 cases
 Jell-O, 3 doz. ----- 2 85
 Minute, 3 doz. ----- 4 05
 Plymouth, White ----- 1 55
 Quaker, 3 doz. ----- 2 55

JELLY AND PRESERVES

Pure, 30 lb. pails ----- 3 30
 Imitation, 30 lb. pails 1 75
 Pure, 6 oz., Asst., doz. 95
 Buckeye, 18 oz., doz. 2 00

JELLY GLASSES

8 oz., per doz. ----- 37

OLEOMARGARINE

Van Westenbrugge Brands
 Carload Distributor



Nucoa, 1 lb. ----- 21
 Nucoa, 2 and 5 lb. ----- 20 1/2

Wilson & Co.'s Brands
Oleo

Certified ----- 24
 Nut ----- 18
 Special Roll ----- 19

MATCHES

Swan, 144 ----- 4 75
 Diamond, 144 box ----- 6 00
 Searchlight, 144 box ----- 6 00
 Ohio Red Label, 144 bx ----- 4 20
 Ohio Blue Tip, 144 box ----- 6 00
 Ohio Blue Tip, 720-1c ----- 4 50
 Blue Seal, 144 ----- 5 60
 Reliable, 144 ----- 4 35
 Federal, 144 ----- 5 80

Safety Matches

Quaker, 5 gro. case ----- 4 50

MOLASSES

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 75

NUTS—Whole

Almonds, Tarragona ----- 26
 Brazil, New ----- 27
 Fancy Mixed ----- 25
 Filberts, Sicily ----- 22
 Peanuts, Vir. roasted ----- 10 1/2
 Peanuts, Jumbo, std. ----- 14 1/2
 Pecans, 3 star ----- 20
 Pecans, Jumbo ----- 40
 Pecans, Mammoth ----- 50
 Walnuts, California ----- 28

Salted Peanuts

Fancy, No. 1 ----- 13 1/2

Shelled

Almonds ----- 68
 Peanuts, Spanish, ----- 12 1/2
 125 lb. bags ----- 32
 Filberts ----- 1 05
 Pecans Salted ----- 70
 Walnuts ----- 70

MINCE MEAT

None Such, 4 doz. ----- 6 47
 Quaker, 3 doz. case ----- 3 50
 Libby, Kegs, wet, lb. ----- 22

OLIVES

Bulk, 5 gal. keg ----- 10 00
 Quart Jars, dozen ----- 6 50
 Bulk, 2 gal. keg ----- 4 25
 Pint Jars, dozen ----- 3 75
 4 oz. Jar, plain, doz. 1 35
 5 1/2 oz. Jar, pl., doz. 1 60
 8 1/2 oz. Jar, plain, doz. 2 35
 20 oz. Jar, Pl. doz. ----- 4 25
 3 oz. Jar, Stu., doz. 1 35
 6 oz. Jar, stuffed, doz. 2 50
 9 oz. Jar, stuffed, doz. 3 50
 12 oz. Jar, Stuffed, ----- 4 50
 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
 24 1 lb. Tins ----- 2 40
 8 oz., 2 do. in case ----- 1 75
 15 lb. pails ----- 14
 25 lb. pails ----- 14

PETROLEUM PRODUCTS.

From Tank Wagon.
 Red Crown Gasoline ----- 11
 Red Crown Ethyl ----- 14
 Solite Gasoline ----- 14
 In Iron Barrels
 Perfection Kerosine ----- 13.6
 Gas Machine Gasoline 37.1
 V. M. & P. Naphtha 19.6

ISO-VIS MOTOR OILS

In Iron Barrels
 Light ----- 77.1
 Medium ----- 77.1
 Heavy ----- 77.1
 Ex. Heavy ----- 77.1



Iron Barrels

Light ----- 65.1
 Medium ----- 65.1
 Heavy ----- 65.1
 Special heavy ----- 65.1
 Extra heavy ----- 65.1
 Polarine "F" ----- 65.1
 Transmission Oil ----- 65.1
 Finol, 4 oz. cans, doz. 1 50
 Finol, 8 oz. cans, doz. 2 25
 Parowax, 100 lb. ----- 9.3
 Parowax, 40, 1 lb. ----- 9.5
 Parowax, 20, 1 lb. ----- 9.7



Semdac, 12 pt. cans 2.75
 Semdac, 12 qt. cans 4.65

PICKLES

Medium Sour
 5 gallon, 400 count ----- 4 75

Sweet Small

16 Gallon, 3300 ----- 28 75
 5 Gallon, 750 ----- 9 00

Dill Pickles

Gal. 40 to Tin, doz. ----- 8 25

PIPES

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

PLAYING CARDS

Battle Axe, per doz. 2 75
 Bicycle ----- 4 75

POTASH

Babbitt's, 2 doz. ----- 2 75

FRESH MEATS

Beef

Top Steers & Heif. ----- 22
 Good St's & H'f. 15 1/2 @ 19
 Med. Steers & Heif. 13
 Com. Steers & Heif. 15 @ 16

Veal

Top ----- 21
 Good ----- 20
 Medium ----- 18

Lamb

Spring Lamb ----- 25
 Good ----- 23
 Medium ----- 22
 Poor ----- 20

Mutton

Good ----- 18
 Medium ----- 16
 Poor ----- 13

Pork

Light hogs ----- 15
 Medium hogs ----- 15
 Heavy hogs ----- 14
 Loin, Med. ----- 22
 Butts ----- 19
 Shoulders ----- 16
 Spareribs ----- 16
 Neck bones ----- 06
 Trimmings ----- 15

PROVISIONS

Barreled Pork
 Clear Back ----- 25 00 @ 28 00
 Short Cut Clear ----- 26 00 @ 29 00
 Dry Salt Meats
 D S Bellies ----- 18-20 @ 18-19

Lard

Pure in tierces ----- 14 1/2
 60 lb. tubs ----- advance 1/4
 50 lb. tubs ----- advance 1/4
 20 lb. pails ----- advance 1/4
 10 lb. pails ----- advance 1/4
 5 lb. pails ----- advance 1/4
 3 lb. pails ----- advance 1/4
 Compound tierces ----- 14 1/2
 Compound, tubs ----- 15

Sausages

Bologna ----- 16
 Liver ----- 15
 Frankfurt ----- 20
 Pork ----- 18 @ 20
 Veal ----- 19
 Tongue, Jellied ----- 35
 Headcheese ----- 18

Smoked Meats

Hams, Cer., 14-16 lb. 23 @ 24
 Hams, Cer., Skinned ----- 23 @ 24
 16-18 lb. ----- 23 @ 24
 Ham, dried beef ----- @ 35
 Knuckles ----- @ 17 1/2
 California Hams ----- @ 17 1/2
 Picnic Boiled ----- 20 @ 22
 Boiled Hams ----- @ 36
 Minced Hams ----- @ 17
 Bacon 4/6 Cert. ----- 24 @ 36

Beef

Boneless, rump 28 00 @ 30 00
 Rump, new ----- 29 00 @ 32 00

Liver

Beef ----- 11
 Calf ----- 45
 Pork ----- 8

RICE

Fancy Blue Rose ----- 06 1/2
 Fancy Head ----- 09
 Broken ----- 03 1/2

ROLLED OATS

Silver Flake, 12 New ----- 2 35
 Process ----- 2 35
 Quaker, 18 Regular ----- 1 80
 Quaker, 12s Family ----- 2 70
 Mothers, 12s, M'num ----- 3 25
 Nedrow, 12s, China ----- 3 25
 Sacks, 90 lb. Jute ----- 3 50

RUSKS

Holland Rusk Co.

Brand
 18 roll packages ----- 2 30
 36 roll packages ----- 4 50
 36 carton packages ----- 5 20
 18 carton packages ----- 2 65

SALERATUS

Arm and Hammer ----- 3 75

SAL SODA

Granulated, bbls. ----- 1 80
 Granulated, 60 lbs. cs. 1 60
 Granulated, 36 2 1/2 lb. packages ----- 2 40

COD FISH

Middles ----- 16 1/2
 Tablets, 1/2 lb. Pure ----- 19 1/2
 doz. ----- 1 40
 Wood boxes, Pure ----- 29 1/2
 Whole Cod ----- 11 1/2

HERRING

Holland Herring

Mixed, Keys ----- 1 00
 Mixed, half bbls. ----- 9 00
 Mixed, bbls. ----- 16 50
 Milklers, Kegs ----- 1 10
 Milklers, half bbls. ----- 10 00
 Milklers, bbls. ----- 18 00
 K K K K, Norway ----- 19 50
 8 lb. pails ----- 1 40
 Cut Lunch ----- 1 65
 Boned, 10 lb. boxes ----- 15

Lake Herring

1/2 bbl., 100 lbs. ----- 6 50

Mackerel

Tubs, 100 lb. fncy fat 24 50
 Tubs, 50 count ----- 9 00
 Pails, 10 lb. Fancy fat 2 00

White Fish

Med. Fancy, 100 lb. 13 00

SHOE BLACKENING

2 in 1, Paste, doz. ----- 1 35
 E. Z. Combination, dz. 1 35
 Dri-Foot, doz. ----- 2 00
 Bixbys, Doz. ----- 1 35
 Shinola, doz. ----- 95

STOVE POLISH

Blackene, per doz. ----- 1 35
 Black Silk Liquid, dz. 1 40

Black Silk Paste, doz. 1 25
 Enameline Paste, doz. 1 35
 Enameline Liquid, dz. 1 35
 E. Z. Liquid, per doz. 1 40
 Radium, per doz. ----- 1 85
 Rising Sun, per doz. 1 35
 654 Stove Enamel, dz. 2 80
 Vulcanol, No. 5, doz. 95
 Vulcanol, No. 10, doz. 1 35
 Stovoil, per doz. ----- 3 00

SALT

Colonial, 24, 2 lb. ----- 95
 Colonial, 36-1 1/2 ----- 1 25
 Colonial, Iodized, 24-2 ----- 2 00
 Med. No. 1 Bbls. ----- 2 60
 Med. No. 1, 100 lb. bg. 85
 Farmer Spec., 70 lb. ----- 95
 Packers Meat, 50 lb. 57
 Crushed Rock for ice ----- 75
 cream, 100 lb., each ----- 4 24
 Butter Salt, 280 lb. bbl. 4 10
 Block, 50 lb. ----- 40
 Baker Salt, 280 lb. bbl. 4 10
 24, 10 lb., per bale ----- 2 45
 35, 4 lb., per bale ----- 2 60
 50, 3 lb., per bale ----- 2 85
 28 lb. bags, Table ----- 42
 Old Hickory, Smoked, ----- 4 20
 6-10 lb. ----- 4 20



Per case, 24, 2 lbs. ----- 3 40
 Five case lots ----- 2 30
 Iodized, 24, 2 lbs. ----- 2 40



SOAP

Am. Family, 100 box 6 30
 Crystal White, 100 ----- 4 05
 Export, 100 box ----- 4 00
 Big Jack, 60s ----- 4 50
 Fels Naptha, 100 box 5 50
 Flake White, 10 box 4 05
 Grdma White Na. 10s 4 00
 Swift Classic, 100 box 4 40
 20 Mule Borax, 100 bx 7 55
 Wool, 100 box ----- 6 50
 Jap Rose, 100 box ----- 7 85
 Fairy, 100 box ----- 4 00
 Palm Olive, 144 box 11 00
 Lava, 100 box ----- 4 90
 Octagon, 120 ----- 5 00
 Pummo, 100 box ----- 4 85
 Sweetheart, 100 box ----- 5 70
 Grandpa Tar, 50 sm. 2 10
 Grandpa Tar, 50 lge. 3 50
 Quaker Hardwater ----- 2 85
 Cocoa, 72s, box ----- 4 00
 Fairbank Tar, 100 bx 4 30
 Trilby Soap, 100, 10c 7 00
 Williams Barber Bar, 9s 50
 Williams Mug, 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
 Brillo ----- 85
 Climoline, 4 doz. ----- 4 20
 Grandma, 100, 5c ----- 4 00
 Grandma, 24 Large ----- 3 80
 Gold Dust, 100s ----- 4 00
 Gold Dust, 12 Large 3 20
 Golden Rod, 24 ----- 4 25
 Jinx, 3 doz. ----- 4 50
 La France Laun., 4 dz. 3 60
 Luster Box, 54 ----- 3 75
 Old Dutch Clean. 4 dz 3 40
 Octagon, 96s ----- 3 90
 Rinso, 40s ----- 3 20
 Rinso, 24s ----- 5 25
 Rub No More, 100, 10 ----- 3 85
 oz. ----- 4 00
 Rub No More, 20 Lg. 4 00
 Spotless Cleanser, 48, ----- 3 85
 20 oz. ----- 2 25
 Sani Flush, 1 doz. ----- 3 15
 Sapolio, 3 doz. ----- 6 40
 Soapine, 100, 12 oz. ----- 4 00
 Snowboy, 24 Large ----- 4 80
 Speedee, 3 doz. ----- 7 20
 Sunbrite, 72 doz. ----- 4 00
 Wyandotte, 48 ----- 4 75

SPICES

Whole Spices

Allspice, Jamaica ----- @ 26
 Cloves, Zanzibar ----- @ 36
 Cassia, Canton ----- @ 22
 Cassia, 5c pkg., doz. ----- @ 40
 Ginger, African ----- @ 19
 Ginger, Cochin ----- @ 25
 Mace, Penang ----- 1 20
 Mixed, No. 1 ----- @ 32
 Mixed, 5c pkgs., doz. ----- @ 45
 Nutmegs, 70 @ 90 ----- @ 59
 Nutmegs, 105-1 10 ----- @ 52
 Pepper, Black ----- @ 46

Pure Ground in Bulk

Allspice, Jamaica ----- @ 30
 Cloves, Zanzibar ----- @ 46
 Cassia, Canton ----- @ 23
 Cassia, 5c pkg., doz. ----- @ 38
 Ginger, Corkin ----- @ 32
 Mustard ----- 1 30
 Mace, Penang ----- @ 50
 Pepper, Black ----- @ 62
 Nutmegs ----- @ 75
 Pepper, White ----- @ 35
 Pepper, Cayenne ----- @ 52
 Paprika, Spanish ----- @ 52

Seasoning

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

STARCH

Corn
 Kingsford, 40 lbs. ----- 11 1/2
 Powdered, bags ----- 4 50
 Argo, 48, 1 lb. pkgs. 3 60
 Cream, 48-1 ----- 4 80
 Quaker, 40-1 ----- 07 1/2

Gloss

Argo, 48, 1 lb. pkgs. 3 60
 Argo, 12, 3 lb. pkgs. 2 96
 Argo, 8, 5 lb. pkgs. ----- 3 35
 Silver Gloss, 48, 1s ----- 11 1/2
 Elastic, 64 pkgs. ----- 5 35
 Tiger, 48-1 ----- 3 50
 Tiger, 50 lbs. ----- 06

CORN SYRUP

Corn
 Blue Karo, No. 1 1/2 ----- 2 42
 Blue Karo, No. 5, 1 dz. 3 33
 Blue Karo, No. 10 ----- 3 13
 Red Karo, No. 1 1/2 ----- 2 70
 Red Karo, No. 5, 1 dz. 3 71
 Red Karo, No. 10 ----- 3 51

Imit. Maple Flavor

Orange, No. 1 1/2, 2 dz. 3 15
 Orange, No. 5, 1 do. 4 41
 Orange, No. 10 ----- 4 21

Maple.

Green Label Karo, ----- 5 19
 Green Label Karo ----- 5 19

Maple and Cane

Mayflower, per gal. ----- 1 55

Maple

Michigan, per gal. ----- 2 50
 Welch, per gal. ----- 3 10

TABLE SAUCES

Lea & Perrin, large ----- 6 00
 Lea & Perrin, small ----- 3 35
 Pepper ----- 1 60
 Royal Mint ----- 2 40
 Tobasco, 2 oz. ----- 4 25
 Sho You, 9 oz., doz. 2 70
 A-1, large ----- 5 20
 A-1, small ----- 1 15
 Caper, 2 oz. ----- 3 30

Zion Fig Bars

Unequalled for
 Stimulating and
 Speeding Up
 Cooky Sales

Obtainable from Your
 Wholesale Grocer

Zion Institutions & Industries
 Baking Industry
 Zion, Illinois

TEA

Japan

Medium ----- 27 @ 33
 Choice ----- 37 @ 46
 Fancy ----- 54 @ 69
 No. 1 Nibbs ----- 54
 1 lb. pkg. Sifting ----- 13

Gunpowder

Choice ----- 40
 Fancy ----- 47

Ceylon

Pekoe, medium ----- 57

English Breakfast

Congou, Medium ----- 28
 Congou, Choice ----- 35 @ 36
 Congou, Fancy ----- 42 @ 43

Oolong

Medium ----- 39
 Choice ----- 45
 Fancy ----- 50

TWINE

Cotton, 3 ply cone ----- 40
 Cotton, 3 ply pails ----- 42
 Wool, 6 ply ----- 18

VINEGAR

Cider, 40 Grain ----- 24
 White Wine, 80 grain ----- 26
 White Wine, 40 grain ----- 20

WICKING

No. 0, per gross ----- 75
 No. 1, per gross ----- 1 25
 No. 2, per gross ----- 1 50
 No. 3, per gross ----- 2 00
 Peerless Rolls, per doz. 90
 Rochester, No. 2, doz. 50
 Rochester, No. 3, doz. 2 00
 Rayo, per doz. ----- 75

WOODENWARE

Baskets

Bushels, narrow band, ----- 1 75
 wire handles ----- 1 75
 Bushels, narrow band, ----- 1 80
 wood handles ----- 1 80
 Market, drop handle ----- 90
 Market, single handle ----- 95

I want. I get my stuff on the counter. That gets us nowhere. The way we have to do is to put the friendly manufacturer's stuff out where it can be seen and the unfriendly fellows behind where it cannot be seen.

What I would like to see is all the men coming back from the Swamscot convention. I went out to visit at the battlefield at Lexington and that battlefield is a little public square and right in the center of the bowl it says:

On this spot stood Captain Parker on April 19, 1775, with his minute men.

The British commander coming up the road—Captain Parker said "If you must have war let it begin here. Instantly the British commander yelled out "Fire," and nineteen of these little minute men dropped dead and were buried right on the spot. Now the shooting of nineteen men didn't mean much, but the word that slaughtered those nineteen men was carried down all along the New England States and it was like throwing a lighted match into a keg of powder. If these British fellows would do that to our fellow countrymen who were fighting for their homesteads, they would do it for us and every one of those thirteen colonies and others immediately organized an army filled with patriotism and for eight years from Massachusetts down to the Carolinas they fought it out and at Yorktown they settled the question. But for that, few of us would be here to-day. There is an example of what co-operation can do.

Now the time has come when we want to visualize that same spirit in the settlement, not of the political troubles of our country, but of the economic troubles of our industries. We have got to have minute men who are willing to make that fight. We have got to have Washingtons and Lincolns—men of their type represented by leaders in the retail drug trade of to-day who are willing to go out and help their fellow retailers by leading this fight, and if the independent pharmacists of this country will harness their forces along the lines I have indicated and present a united, cohesive body to the now well vanquishing enemy in an effort to turn hundreds of them into friends. That requires work and, in closing, I just want to sum up with a little story about Noah at the time of the flood. Noah sent out word to gather in all the animals. He set out the gang plank and it so happened behind the elephant was a little bit of an ant and the old elephant was awfully slow and the ant began to push him and the elephant turned around and looked the ant in the eye. He said "Who the hell you pushing?" Now that's what you can say to me, "Who the hell you pushing?" but I am pushing so that some day if you will follow out the plans that I suggest the retail druggists of this country will be the elephant and the other fellows will be the ants.

President: Mr. McQuade, I want to express the appreciation of this Association for your having come here for the purpose of giving us this wonderful address and my only regret is that

every druggist in the State of Michigan could not have been in this room. We hope to have your address published—there is food for a considerable amount of thought.

Picture Cards Sent Out Unordered.

Traverse City, Nov. 22—A manufacturer of picture cards is shipping into this territory through the mails, mainly from Chicago, thousands of packages to be delivered to householders who had not ordered them. A card attached to each package directs the person to whom the shipment is addressed to return the cards through the mails if they are not accepted. The cards, priced at one cent each, may be paid for by a remittance to the maker. Packages contain several hundred cards. By merchants the scheme is regarded as a means for disposing of dead stock.

The American Railway Express Co. has closed its mid-town station and now transacts its business from the Pere Marquette Railroad warehouse. Its money orders are sold by a local druggist. On account of the change many shipments that were formerly handled by the express company are now diverted to the parcels post.

A local dealer is shipping many dressed turkeys and chickens to Chicago and interior points. He expects to ship 5,000 birds before Thanksgiving day.

Local Red Cross campaign is not going strong. As in the past, it may be a failure if it is badly managed.

An addition to the factory of Johnson & Randall, makers of fiber furniture, has been erected. It contains 40,000 square feet floor space.

Arthur Scott White.

Hides, Pelts and Furs.

Green, No. 1	14
Green, No. 2	13
Cured, No. 1	16
Cured, No. 2	15
Calfskin, Green, No. 1	16
Calfskin, Green, No. 2	14½
Calfskin, Cured, No. 1	17
Calfskin, Cured, No. 2	15½
Horse, No. 1	5.00
Horse, No. 2	3.00
Pelts.	
Lambs	50@1.25
Shearlings	25@1.00
Tallow.	
Prime	07
No. 1	07
No. 2	06
Wool.	
Unwashed, medium	@33
Unwashed, rejects	@25
Unwashed, fine	@30
Fox.	
No. 1 Large	\$15.00
No. 1 Medium	12.00
No. 1 Small	10.00
Skunk.	
No. 1	\$2.00
No. 2	1.50
No. 3	1.00
No. 4	.50

Interest in Novelty Gloves.

Although active re-ordering of men's gloves has been hampered by the continued warm weather, a fair amount of new business has been booked lately. The introduction of novelty leather merchandise to retail at popular prices has served as a stimulus. This is particularly true of pigskin gloves, which are said to be taking notably well in the larger cities. Buckskin styles are likewise showing up well. In staples the capeskin varieties are holding their own, but there has been some decline in the interest shown in mochas. Light and yellowish tan shades are favored.

Will Try Out Direct Selling.

One of the foremost British dry goods concerns, a company which does a very large business in American cotton goods, has decided to sell its products direct to the retail trade in Great Britain and Northern Ireland, instead of to the wholesaler and the garment trades.

CLAIMED BY DEATH.

William E. Sawyer Passes Away at His California Home.

William E. Sawyer, formerly of Grand Rapids, but for the past half dozen years a resident of Glendale, Calif., died Monday. Death was the result of two fatal diseases—tuberculosis and Bright's disease. Funeral and interment will be at Glendale.

William E. Sawyer was born on a farm at Diamond Springs, Allegan county, January 7, 1879. His father was a Yankee. His mother was of Scotch-Irish descent. His father was the original owner of the water power sawmill and gristmill at Diamond Springs, both of which he operated for many years.

When William was 8 years old the family removed to Allegan, where he graduated from the Allegan high school on the scientific course in 1898. He subsequently taught district school for two years after which he traveled five years for L. Perrigo Co., of Allegan. In 1903 he sought and obtained employment as a member of the traveling staff of the Worden Grocer Co.,



The Late W. E. Sawyer.

and gradually climbed up to the top rank. About six years ago he was forced to retire on account of ill health. He removed to Glendale, Calif., where he resided at the time of his death.

Mr. Sawyer was married November 10, 1906, to Miss Blanche Peirce of Moline. They had two children, a girl and a boy.

Mr. Sawyer was not a jiner in any sense of the word, his only affiliation being the U. C. T. and its burlesque brother, the Bagmen of Bagdad.

Mr. Sawyer was reporter for the Michigan Tradesman for Grand Rapids Council for two years and acquitted himself so well in that connection that he was elected Page at the next annual meeting of Grand Rapids Council. This naturally started him on the way up to the highest office in the gift of the local Council.

Mr. Sawyer liked to fish. He was not averse to driving his automobile, but he had no passion for baseball and no particular admiration for horse racing.

Mr. Sawyer attributed his success to an abiding faith in the integrity and

stability of his house, utmost confidence in the goods handled by his company and absolute loyalty to the men at the head of the concern; and to this attitude of mind was probably due the exceptional success he achieved in the short space of a dozen years. He was a strong and thoroughly reliable salesman in all the term implies. He secured his business by fair and legitimate means and did not resort to claptrap, subterfuge or rebating to accomplish his purpose. He had the courage to tell his customers the truth, no matter what effect it had on the transaction in hand.

Personally, Mr. Sawyer was one of the best fellows in the world. He radiated good fellowship wherever he went. Few men in social or business life were more generally popular than he, and the regard felt for him by his immediate associates was unbounded. He was quiet and unassuming, giving his best thought to his business interests and to the interests of those who employed him. His acquaintance extended far beyond the grocery business. Men in every line of trade knew and respected him highly. His friends were legion. He seemed unconscious of his popularity, and he was on the threshold of an unusually active and successful career when he was forced to retire from the position he honored during the time he held it.

Brings Out Novel Presser.

One of the most novel electrical devices lately brought out for home use is a trouser presser for men. The manufacturers of the device describe it as being built of steel, with heavy nicked trimmings, and operating on the principle of heat, dampness and pressure. It is further said to operate on either direct or alternating current of 110 to 120 volts, but it can be wired for other voltages when desired. In an average locality it costs about half a cent for the current required to press a pair of trousers, and no more time is needed for the process than it takes to bathe or shave. As for the safety of the device, the manufacturers say they have left a pair of trousers in it for twenty-four hours without even scorching them. It retails at \$12.50.

Eliminating Returned Deliveries.

When a delivery driver for the Kaufman-Straus Co., of Louisville, Ky., finds that one of his calls is not at home, he leaves the parcel with a neighbor. Then he fills out a card, bearing this inscription: "We tried to make delivery to this address to-day, but received no answer. To avoid disappointing you, we left your parcel at (the name of the neighbor is here filled in)." The card is then slid under the customer's door. Besides delivering goods without delay, this system cut down on "send again" returns.

Detroit—The United Store Fixture Co. has merged its business into a stock company under the style of the United Store Fixture Co., Inc., 979 Gratiot avenue, with an authorized capital stock of \$64,200, all of which has been subscribed, \$11,467.75 paid in in cash and \$52,734.25 in property.

"Bootlegging" Groceries and Slow Growth of a Chain.

(Continued from page 20)

well defined principles, behind which lay a carefully thought out, logical merchandising plan. Let Henry consider that he cannot now price canned peaches on any scientific system and he may dimly realize how far he is from starting with any such fundamental basis of soundness as characterized the two firms mentioned, for success does not happen.

Woolworth had cut his eye teeth on failure. From that experience he gleaned one principle—that he'd never owe anybody and, so far as I know, that principle is adhered to strictly, to-day.

I do not know about the George Hartford who is reported to have founded the A. & P. in 1859. My own recollection goes back only forty years or so, and a man named Gilman was, as I recall it, a developer of the A. & P. from 1880 or before that. Gilman amplified and carried forward the principles and plans inaugurated by Hartford, no doubt; but also he met new problems in his own way.

Like all other chains of to-day, the start was with one store and expansion into two, three, five, ten and upward was gradual and slow at first. By the time Gilman came into control there were, perhaps, 165 stores. Gilman was sole owner or at least he was sole arbiter of methods and system. He had some unique ways.

One of his rules, for example, was that the manager of each store must send him by mail a dollar bill every night. The bill was simply enclosed in a firm envelope, addressed to Gilman in his Long Island home and dropped in the letter box.

That in itself was a mighty interesting and "cute" idea. To begin with, it insured Gilman \$165 per day. Counting 310 working days per year, it gave him an assured basic income of \$51,150 per year. That was a nice little nest egg for a beginning. It fixed Gilman so he could jump the train for any point any day to investigate anybody without warning and without depleting any of his regular funds.

This picture is enough to hint that Gilman thought out his own plans and built his business so firmly that succeeding generations have been able to move forward with wonderful acceleration. It is just another example which shows that every big institution is, after all, the lengthened shadow of one man. But that man is never a Henry Hawkins with a wishbone where his backbone should be. And, to begin with, such a man asks for no laws to stop anybody from doing any commercial thing.

Paul Findlay.

Ethiopian Grammar.

A colored school teacher is credited with the following: "The word 'pants' am an uncommon noun, because pants am singular at the top and plural at the bottom."

The sale you almost made belongs in the same category with the big fish that got away. Neither of them counts for anything in keeping off starvation.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Nov. 11.—In the matter of Charles H. Dole, Bankrupt No. 3272, the funds for the first meeting have been received and such meeting has been called for Nov. 30.

In the matter of Kyle C. Gleeson, Bankrupt No. 3264, the funds for the first meeting being received, such meeting has been called for Nov. 30.

In the matter of Leroy H. Payne, Bankrupt No. 3271, the funds for the first meeting have been received and such meeting has been called for Nov. 30.

In the matter of Frank Chipman, Bankrupt No. 3259, the funds for the first meeting have been received and such meeting has been called for Nov. 30.

In the matter of George Masten, Bankrupt No. 3266, the funds for the first meeting have been received and such meeting has been called for Nov. 29.

In the matter of Earl B. Cox, Bankrupt No. 3263, the funds for the first meeting have been received and the meeting has been called for Nov. 29.

In the matter of Floyd A. Newton, Bankrupt No. 3268, the funds for the first meeting have been received and such meeting has been called for Nov. 29.

In the matter of Leo Miller, Bankrupt No. 3265, the funds for the first meeting have been received and the first meeting has been called for Nov. 29.

In the matter of Harold A. Kirchen, Bankrupt No. 3255, the funds for the first meeting have been received and the meeting has been called for Nov. 29.

In the matter of Ernest A. Dunning, Bankrupt No. 3267, the funds for the first meeting have been received, the first meeting has been called for Nov. 29.

Nov. 11. On this day was held the final meeting of creditors in the matter of Joseph P. Costello, Bankrupt No. 2870. The bankrupt was not present or represented. The trustee was not present.

No creditors were present or represented. Claims were proved and allowed. An order was made for the payment of expenses of administration, as far as the funds on hand would permit. There were no funds for 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.

On this day also was held the final meeting of creditors in the matter of John Pethick, Bankrupt No. 3052. The bankrupt was not present or represented. The trustee was not present or represented. The trustee's final report and account was considered and approved and allowed. An order was made for the payment of expenses of administration, and for the declaration and payment of a final dividend of 21.5 per cent. 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.

Nov. 15. We have to-day received the schedules, reference and adjudication in the matter of Clifford F. Worden, Bankrupt No. 3276. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedules show assets of \$200 of which the full interest is claimed as exempt with liabilities of \$2,358.96. The court has written for funds and upon receipt of same first meeting of creditors will be called and note of the same made herein. The list of creditors of said meeting is as follows: Collins Northern Ice Co., Grand R. \$ 6.55 Hazeltime & Perkins Drug Co.,

Grand Rapids	16.40
Bishop Furn. Co., Grand Rapids	34.20
Pope & Heyboer, Grand Rapids	52.50
Chicago School of Music, Chicago	17.00
Blodgett Hospital, Grand Rapids	78.00
Lincoln Grocery, Grand Rapids	40.32
Preferred Auto Ins. Co., Grand R.	16.65
Visher Brooks Ins. Co., Holland	12.60
Standard Oil Co., Grand Rapids	145.00
Michigan Bell Tel. Co., Grand Rap.	20.00
A. N. Shook & Sons, Grand Rapids	14.03
Dr. Rorke, Grand Rapids	76.00
G. R. Clinic, Grand Rapids	25.00
C. A. Coye, Grand Rapids	87.50
Spade Tire Co., Grand Rapids	58.00
R. C. Sackett Co., Grand Rapids	2.55
Dr. Dale, Grand Rapids	35.00
Dr. Bull, Grand Rapids	20.00
G. R. Garages, Grand Rapids	12.00
Steketee & Son, Grand Rapids	52.68
Bowman Troutman Co., Grand R.	22.25
Liberty Dairy, Grand Rapids	9.20
Mrs. Mattie Klinger, Grand Rapids	100.00
DeGroot Transfer Co., Grand Rapids	21.00
Dr. Pyle, Grand Rapids	21.00
Proos Driehorg, Grand Rapids	200.00
Peoples State Bank, Holland	500.00
Vanderberg Bros., Grandville	115.00
Betty Green Real Estate Co., G. R.	200.00
J. D. Locke, Grand Rapids	329.00
Boersma Grocery, Grand Rapids	14.03
Craftsman Press, Grand Rapids	5.50

Nov. 11. On this day was held the final meeting of creditors in the matter of Thomas H. McNally, Bankrupt No. 2980. The bankrupt was not present or represented. The trustee was not present or represented. No creditors were present or represented. Claims were proved and allowed. The trustee's final report and account was considered and approved and allowed. An order was made for the payment of expenses of

administration and for the declaration and payment of a supplemental first dividend of 10 per cent. to creditors whose claims have later been proved and allowed, and a final dividend of 30.3 per cent. on all claims proved and allowed. 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.

In the matter of Irving Thompson Motors, etc., Bankrupt No. 3205, the trustee has filed his report and account, and an order for the payment of expenses of administration and preferred labor claims has been entered.

Nov. 18. On this day was held the final meeting of creditors in the matter of Ernest E. Bybee, Bankrupt No. 3115. The bankrupt was not present or represented. The trustee was not present. Claims were proved and allowed. An order was made for the payment of expenses of administration, as far as the funds on hand would permit. No dividends were paid to creditors. 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.

On this day also was held the final meeting of creditors in the matter of Bridge Street Furniture & Stove Co., Bankrupt No. 2687. The bankrupt was present only by the trustee. No creditors were present or represented. Claims were proved and allowed. The trustee's final report and account was considered and approved and allowed. An order was made for the payment of expenses of administration and for the declaration and payment of a first dividend to creditors whose claims have been proved and allowed since the declaration of the first dividend. No final dividend can be paid. 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.

Nov. 18. On this day was held the final meeting of creditors in the matter of Holland Canning Co., Bankrupt No. 3046. The trustee was present in person and represented by F. L. Williams, attorney. The bankrupt was present by Corwin, Norcross & Cook, attorneys. Claims were proved and allowed. The trustee's final report and account, as considered and approved was allowed. An order was made for the payment of expenses of administration and for the declaration and payment of a first and final dividend of 100 per cent. on preferred labor claims. The balance of the funds on hand were paid to the claim of United States of America, which has been allowed as a priority claim. No objections were made to the discharge, and the case was closed and the meeting adjourned without date. The case will be returned to the district court in due course.

A Word As To That 1872 Campaign.

Grandville, Nov. 22.—I note that a contributor for the Tradesman, Arthur Scott White, has taken me to task for misstating history when I recently referred to the great editor of the Tribune, Horace Greeley, as the Democratic nominee for President as against General Grant in the campaign of 1872.

With all due deference to Mr. White's convictions I still insist that Mr. Greeley was the regular Democratic nominee for President in that year.

I have no book history to turn to, but from memory I am able to say that the great campaign of 1872 was mainly between Greeley and Grant.

Horace Greeley bitterly opposed the General for the Republican nomination for a second term; in fact, bolted the ticket and went into the so-called Liberal Republican movement which met, I think, at Cincinnati and nominated Horace Greeley, of New York, for President and Gratz Brown, of Missouri, for Vice-President.

Some time later the Democrats in National convention assembled, ratified Greeley's nomination and placed him at the head of the Democratic ticket. Charles O'Connor was nominated as a protest by Democrats who could not swallow their old enemy, Greeley. Nor could they be blamed for this, since the New York editor had said some very bitter things of the Democracy through the editorial columns of the Tribune.

I readily recall a political meeting I attended at Luce's hall, your city, during that campaign, where a Judge Balch, of an Illinois city, a Democrat, was the speaker at a Grant meeting.

The Judge bitterly resented the making of Greeley the Democratic

standard bearer. He had copies of the Tribune before him from which he read scathing denunciation of Democrats, then shouting, "Horace Greeley, Democratic nominee for President in 1872." It was a very dramatic situation, one that could not possibly have taken place had the New York editor not been the Democratic nominee for President.

I do not claim to be infallible, but I am willing to leave it to history if Greeley was not the principal opponent of Grant during that campaign, with the sanction of a Democratic nomination.

Charles O'Connor was a side issue where those democrats who could not accept Greeley got off at. I had the misfortune a few years ago to lose a considerable library, among the books a complete history of those times. I speak from personal recollection and I believe there are older heads than mine who will bear me out in my contention.

With all due deference to Mr. White's contention, I must stand by my claim made in a former article and register Horace Greeley as the regular Democratic nominee for President in 1872.

Old Timer.

The determination to save is one of the corner stones of character, which quality is the only foundation to a successful career.

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, \$4 per inch. Payment with order is required, as amounts are too small to open accounts.

TO EXCHANGE FOR HOTEL—Owner of a good seven-room house, two acres of ground, large poultry house, barn, cow, 100 chickens, located in a nice, thriving town, wants to trade for a hotel. What have you to offer? Lewis McKinney, Bangor, Mich. 724

FOR SALE — WELL ESTABLISHED men's order tailoring store, with connection of MEN'S FURNISHINGS. Annual business \$20,000. Must sell quick, on account of other business connections. \$1,000 will handle. Address No. 725, c/o Michigan Tradesman. 725

FACTORY SALE—Of new and slightly used store equipment, including show cases, wall cases, tables, counters, shelving, cash registers, stands, etc. Bargain prices. May be seen at our showroom, Madison Avenue and P. M. R. R. Grand Rapids Store Equipment Corporation. 726

For Sale—Confectionery stock and fixtures in Southern Michigan. Doing good business. Other business requires my attention. Bargain for quick sale. Address No. 727, c/o Michigan Tradesman. 727

TO TRADE—For, or in part payment of, a stock of general merchandise well and satisfactorily located; a sixty-acre farm well adapted to all kinds of farming, valued at \$2,500. A. Mulholland, Reed City, Mich. 720

FOR RENT—EXCELLENT LOCATION for any line of business. 50 foot front by 100. Will rent twenty-five feet if preferred. Location formerly occupied by J. C. Penney Co. Reasonable rent. Immediate possession. Hexom & Sons, Madison, So. Dakota. 723

For Sale—Good clean stock of general hardware located in a good, growing community. Good school and churches. Inventory about \$6,000. No trades considered. Reason, old age. Address No. 719, c/o Michigan Tradesman. 719

For Sale—House two lots, or one, near Tampa, Florida. Consider trade for resort property. Also cottage two lots Narrow Lake, Eaton county, nearly new. Bargain \$1,500. Write for particulars. S. F. Brunk, Eaton Rapids, Mich. 701

CASH For Your Merchandise!

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

LOUIS LEVINSON, Saginaw, Mich.

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

Employees Not on Sales Force Affect Sales.

The Salesmen's Club of Grand Rapids is making excellent progress under the direction of Rutledge W. Radcliffe, who was recently elected President of the Club. In order that the executive committee of the Club may know the desires of the members in regard to entertainment, dues, topics to be discussed and many other details which come before the executive committee, every member was mailed a questionnaire that he by his answers, was in effect voting for the things and policies that he favored. This has been very popular with the membership, for this is true democracy in Club management, as much as the old town meetings were in the community management of the New England States in the Colonial days.

The next meeting of the Club will be held Dec. 3 at 12:45 p. m., Rotary room, at Pantlind Hotel. This is the best opportunity in the city for forgetting business cares of the week, to rebuild yourself physically and mentally through superb good fellowship and contact with men and women who are solving the problems of distribution. This Club was formed and is maintained for members of the selling profession and their friends who meet to exchange ideas, be of mutual help and enjoy the sociability of sales people during the lunch hour.

The Club was addressed last Saturday by George Frazee, principal of the school of vocational training in Grand Rapids on the topic "Others in the organization, besides salesmen, who influence sales." The talk was so comprehensive that Mr. Frazee was prevailed upon to supply the Club with a copy which is published below. We recommend it to every executive in Grand Rapids and elsewhere in Michigan:

Some years ago when I was a traveling man I often wondered why I did not receive repeat orders. I also wondered why I was received with such coolness by some of the purchasing agents when I called. Being of an inquisitive mind I tried to figure out why I was losing sales. Since I have left the road and have been in the position of recommending purchases I have kept up my study from the other side of the fence.

If you would ask most salesmen to tell you what people had effect on sales, nine times out of ten they would say the salesman only. In checking over this subject we found that the office boy, the telephone operator, the elevator man, the stenographer, the cost clerk, the mechanic, the drayman, the credit man and the book-keeper all had very serious effect on sales.

To illustrate the effect the office boy can have on a prospective sale, some time ago I walked into an office expecting to purchase some machinery. The office boy very gruffly asked me what my business was. He told me I could not see the sales manager and let me understand that the sales manager was not to be disturbed. As the material I was going to buy could be bought from another firm, I simply went to the other place, where I was received with more courteous treatment from the office boy.

Some time ago I ordered quite a lot of material from a firm through a local salesman. The material did not arrive on time. I called the firm over the telephone and the switchboard operator said she would find out what the

trouble was. She called the shipping room, failing to disconnect my line, and this is the conversation I overheard. "This man on the phone wants to know why he did not receive his goods ordered yesterday." Answer of the shipping clerk: "Well, some guys have got to wait, so why not let this guy wait. He's no better than the rest of them. We can't get his stuff out until to-morrow." The telephone operator then turned to me and said, "We are very sorry, but through the pressure of work in the shipping department we were unable to get your order out." She did not know I overheard the conversation. If the salesman and also the president of the firm had not been good friends of mine I would simply have crossed that firm off my list. Instead, I called the president of the firm and he made things right and saw that I received my material.

Although a great many people are not particular about what kind of men they hire for truck drivers, the drivers have great bearing on future sales. The following incident will illustrate: A firm had been buying through the local agent considerable supplies used in the plant. Several times the truck driver, in delivering the supplies, drove over the sidewalk with his truck. This was dangerous to people passing by and also harmful to the sidewalk. The driver was requested not to drive over the walk, but to go around the other way and come up the drive. He very gruffly told the janitor to tell the manager in charge to go to h---, but as the manager in charge did not care to be consigned to such a warm place he called up the firm's manager and reported conditions. The sales manager at first said he had no control over the truck driver, but when informed by the manager that he could control him, said he wanted to know how. The manager informed him that he would not send his firm any more orders, so there would be no excuse for the driver ever coming on his grounds again. The sales manager saw the point and the truck driver was made to apologize and friendly relations were established again.

A friend of mine reported the following incident of the effect of the elevator man upon sales. He went to a building where several district agents had their local offices. He asked the elevator man to take him to the fourth floor to see Mr. Ade. The elevator man informed him he would take him up when more customers arrived. He would not run the elevator up to the fourth floor with only one passenger. You can imagine the customer's frame of mind when he got into Mr. Ade's office. Mr. Ade had to spend his time apologizing for the elevator man, instead of trying to make a sale.

These incidents are cited to show you that it is not only the salesmen who effect sales, but every employee in the organization has some effect on moving goods. Manufacturers have spent thousands of dollars on improving buildings and machinery and laying out sales campaigns, but have failed to take into consideration other men in the organization whose actions have a great effect upon the sales.

Each employee should be considered as a member of a team whose object is to back up the salesman and give him and his customers the best service possible. Employees either create a feeling of good will towards the company or create a feeling of dissatisfaction.

Some time ago a representative of a furnace company was sent to clean a furnace. He cleaned the furnace fairly well, but disconnected the pipe going into the chimney from the furnace. He built a fire and allowed the smoke to fill the house. When he was asked to connect the pipe he said it could not be done. He was requested to leave

the house and the owner connected the pipe himself. Do you think the owner of that house, when he is in the market for a new furnace, will buy from that firm?

I think that employers make a mistake in not making all employees feel that they are a part of the sales force and that the service they give creates either good will or ill will; also that the employees should be given to understand that all customers should be given a fair deal, whether they like the personality of the customer or not. I had this illustration given to me. Several years ago when one of the men in a factory had a job to do for a customer, he purposely delayed the job twenty-four hours. When taken to task by the manager, he said he never did like that guy anyway. This firm lost considerable money from the withdrawal of the patronage of this customer through the action of a man in the factory.

Manufacturers would do well to take time to entuse all employees about their product, to inspire loyalty, to make every employee from the lowest office boy to the general manager believe that the success of the firm depends upon his actions.

The United Commercial Travelers of America will hold the second dance of their series of dancing parties, at the Pantlind Hotel ballroom next Saturday evening, Nov. 26. Dancing from 9 p. m. until twelve. Lew Caskey's famous orchestra will furnish music, the Pantlind Hotel will furnish the refreshments and the commercial travelers will furnish the sociability, which will be genuine and spontaneous.

L. L. Lozier.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Nov. 22—Sidney Medalie, the Mancelona merchant, was in town Monday en route home from the foot ball game at Ann Arbor on Saturday. His new son is now three months old. He bears the fatherly honors with becoming dignity.

Charles H. Coy, who has been very ill at Alden since last June, has removed to Traverse City, where he is located at 714 South Union street. He expects to be able to resume business in the spring, when he will return to his former home in Alden and engage in the real estate business. He has much property of his own in that vicinity and has already listed sufficient additional properties to keep him busy.

G. J. Johnson, the millionaire cigar manufacturer, who has been through a severe surgical ordeal at Butterworth hospital, is now convalescent and left yesterday for Los Angeles, where he will spend the winter.

Joseph P. Lynch has returned from Montreal, where he conducted a sale for the furniture house of Woodhouse & Co. His aggregate sales for ten days were \$226,000.

The household appliance exposition, food show and style revue to be held at the Armory Dec. 6-10 for the benefit of Butterworth hospital will have several unusual features, according to Mrs. Jacob Steketee, President of the Housekeepers' Guild, which is sponsoring the affair. One is that, on request, members of the Guild will serve as demonstrators and attendants. Headquarters have been opened in the Browning Hotel. Members of the executive committee are as follows: Mrs. Jacob Steketee, chairman; Mrs. David Chittenden, Mrs. E. E. Dennis, Mrs. Berton Spring, Mrs. Henry Schaefer, Mrs. V. I. Cilley, Mrs. Henry Baker, Mrs. C. E. Rankin, Mrs. David Wolfe, Mrs. Oscar Tandler, Mrs. G. F. Greene, Mrs. George Caulfield, Mrs. C. C. Slemmons, Mrs. Harry Rhoades, Mrs. W. E. Tallmadge, Mrs. Stanley Palmer and Mrs. Harry Thomasma.

Plan To Make Hens Stop Setting.

Gainesville, Fla., Nov. 18—High producing hens do not have time to "set," so Dr. N. W. Sanborn, professor of poultry in the College of Agriculture of the University of Florida, is breeding out the broody tendency in his flocks. For the last seven years Dr. Sanborn has been quietly at work breeding the college flock up to the point where the birds will be willing to lay all the year and forget their old habits of broodiness.

This procedure is going on all over the country, and remarkable results are being achieved. How well Dr. Sanborn is being repaid for his efforts is shown by one lot of 70 Rhode Island Red pullets. During the past year 61 of these birds have never clucked. Another pen of White Wyandottes, consisting of five birds, has shown no tendency whatever to broodiness. These birds have laid more than 200 eggs each during the past 11 months.

The estimate of immigration officials that 170,000 aliens were smuggled across the borders during the last fiscal year calls attention to a grave danger to public health and morals. While there may be a difference of opinion regarding the necessity for the stringency of the present immigration laws, there is none as to the advisability of preventing so formidable a number of persons from entering the country without any examination. There is the possibility that many of these smuggled aliens may be suffering from communicable diseases, the probability that a number become public charges in a short time and the certainty that not a few are professional criminals fleeing from their own countries. There is no room in this country for men who enter by breaking the law. Doubtless most of those who smuggled in would have been rejected even during the times when we were encouraging immigration. There is, therefore, every reason why the Mexican borders should be tightened. The intimation that the matter will be presented to Congress as soon as it re-assembles will meet with the approval of the health and police authorities of all the states, especially those along the border.

"Big Bill" Thompson's expedition did not "take" very well in Washington. Despite his songs, flags and slogans, the capital paid slight attention to him and the national politicians even less. This may be the explanation of the statements put forth in Chicago that Thompson has decided to abandon any Presidential aspiration and to elect himself to the Senate when Senator-elect Frank Smith is rejected. Illogically, perhaps, such an eventuality does not seem utterly shocking. We have had lots of demagogic, blather-skite Senators. We have Heflin of Alabama with us now. Thompson couldn't be worse than he. And if he were doing his blathering in Washington Chicago would have a chance to get some one to attend to the uninteresting but essential work of the Mayoralty.

The more things thou learnest to know and to enjoy, the more complete and full will be for thee the delight of living.—Platen,