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GRAND RAPIDS  
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# MICHIGAN TRADESMAN

PUBLISHED WEEKLY

TRADESMAN COMPANY, PUBLISHERS

EST. 1883

Forty-fifth Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 30, 1927

Number 2306

## Why People Go to Church

Some go to church just for a walk,  
Some to stare and laugh and talk,  
Some go there to meet a friend,  
Some their idle time to spend,  
Some for general observation,  
Some for private speculation,  
Some to seek or find a lover,  
Some a courtship to discover,  
Some go there to use their eyes,  
And newest fashions criticize,  
Some to show their own smart dress,  
Some their neighbors to assess;  
Some to scan a robe or bonnet,  
Some to price the trimming on it,  
Some to learn the latest news,  
That friends at home they may amuse,  
Some to gossip false and true,  
Safe within the sheltering pew,  
Some go there to please the squire,  
Some his daughter to admire,  
Some the person go to fawn,  
Some to lounge and some to yawn,  
Some to claim the parish doles,  
Some for bread and some for coals,  
Some because it's thought genteel,  
Some to vaunt their pious zeal,  
Some to show how sweet they sing,  
Some how loud their voices ring,  
Some the preacher go to hear,  
His style of voice to praise or jeer,  
Some their sins to varnish o'er,  
Some to sit and doze and nod,  
But few to kneel and worship God.

REV. J. S. BOUGHIER.

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STANDARD OIL COMPANY

Chicago, Illinois

910 South Michigan Avenue

# 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.

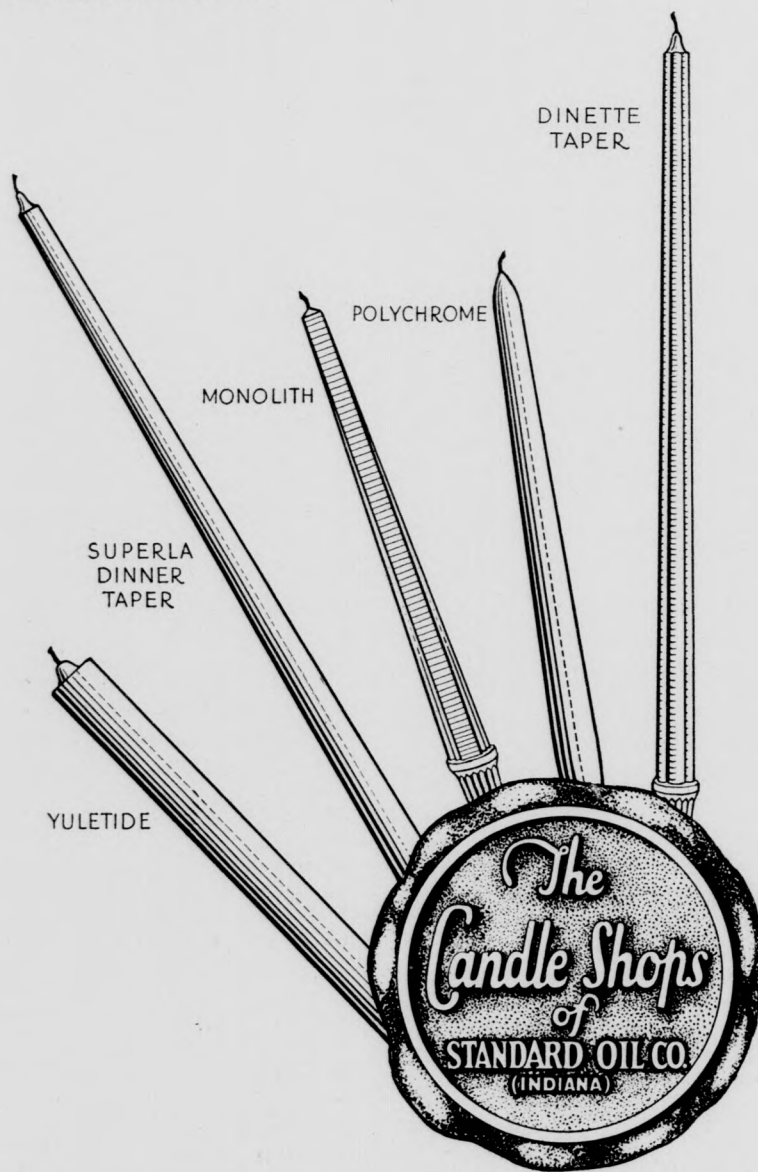
If you have delayed ordering your holiday candles, we suggest that you communicate with us to-day and receive the benefit of our prompt service. Place your order with the Candle Shops and we will ship the desired styles at once.

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.



# STANDARD OIL COMPANY

(INDIANA)

910 South Michigan Avenue

Chicago, Illinois





# MICHIGAN TRADESMAN

Forty-fifth Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 30, 1927

Number 2306

## 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.

### CHICAGO'S FOOL MAYOR.

If the Chicago Board of Education adopts Mayor Thompson's suggestion to have the school teachers of that city supplement by verbal instruction such histories as neglect and ignore American Revolutionary heroes of foreign birth, it is to be hoped that the teachers will be a little more careful concerning those heroes than the Mayor himself has been. According to the dispatches from Chicago, he named eighteen soldiers who are "skimpily" treated in the histories of to-day, "only two of whom were American born. Of the others two were Polish, two German, one Dutch and eleven Irish." When the teachers scan the Mayor's list they are likely to disagree with him regarding the nationality of some of the heroes he mentions. He can hardly take refuge behind the statement that when he used the term "foreign born" he meant "of foreign extraction," for that phrase would include the entire Continental Army. Doubtless there will be some teachers bold enough to tell him that Anthony Wayne was born in Pennsylvania, Henry Knox in Massachusetts, Daniel Morgan in New Jersey, John Stark in New Hampshire and Philip Schuyler in New York. The Mayor's "foreign" list, however, should create a discussion which will lead Chicagoans who heretofore have taken their history from the Mayor's campaign speeches to open their dust-covered histories and look up his citations for themselves. That will be a decided gain.

### THE CRUX OF THE MATTER.

President Coolidge puts his finger on the core of the trouble in the soft-coal districts when he intimates that the industry is in a condition that makes it difficult for some operators to pay the wage scale proposed by the miners. The industry is economically ill. It is badly in need of reorganization. Mr. Coolidge indicates that reorganization is going on. To the miners who are dependent upon it for a living the process seems very

slow. The situation is somewhat parallel to that in Great Britain, although in the British mines there are antiquated methods of handling coal which are not to be found in this country. The tragedy of the whole matter is that, while the cause of the unfortunate state of affairs is well understood and has been well understood for some time, there is great slackness in taking hold of it and doing what is necessary to straighten it out. That there are too many coal fields, for instance, is admitted, but the steps which should follow this realization are not being taken with any perceptible speed. The delay, with the labor troubles which it naturally invites, plays into the hands of those who urge governmental interference. So long as the public gets enough coal and there are no bloody outbreaks in the coal districts the question may hang fire. But neglect is a poor method of solving a problem like this.

### OUR GREATEST MENACE.

Science no sooner conquers one disease than the increasing prevalence of another constitutes a menace to the health of the Nation and challenges all the resources of modern medicine. Today it is cancer. This dread disease of middle age is admittedly increasing throughout the United States, as the control of other diseases prolongs the average span of life and brings us unscathed into the cancer danger zone, and although it is not necessarily fatal it must be treated in the early stages "to have a fair chance of cure." The mortality statistics show that one in every eight men between the ages of 55 and 70 and one in every five women between 45 and 65 die of cancer. "The most reliable forms of treatment," according to the findings of the International Symposium on Cancer, "in fact, the only ones as yet justified by experience and observation, depend on surgery, radium and X-rays." It is in view of these two factors—the prevalence of cancer and the virtual impossibility of treating it with any success except in the earliest stages—that the American Society for the Control of Cancer is now in the midst of its campaign to disseminate information about the disease, provide for free examination and diagnosis throughout the country and raise funds for further research into its causes and possible cures. It is not the purpose of the campaign to frighten unduly those who are approaching the danger period, but it is believed that a "cancer phobia" which would impel people to undergo regular physical examinations would be the best preventive of the disease now possible.

### SHAPES OUTLOOK ON LIFE.

Religion is a forced decision on which depends our entire outlook upon life, as well as our conception of God. Our whole life is shaped by the determination to consider the creative power of God and the universe either as pure physical machines or as beautiful and divine forces, he said. The former is a life of hopelessness, of cynicism; the latter of hope, idealism.

We are living in a time of religious confusion. At present religious opinions are painfully upset. You must decide whether Christ is a revelation or a psychological spark struck off in a collision. You have to live one way or the other. George Bernard Shaw ascertains that what a man believes depends not on his creed, but on the assumptions on which he habitually acts.

Hope and hopelessness are not theories. They are questions of living. One recalls Christ's estimate of man. The other from the mouth of Mencken, says that man is a sick fly. We must decide on one of these. Neutrality is a figment of the imagination on the basic issue of life. To live with a consciousness that life is purposeless means nothing. That's hell. But to live with a consciousness that God is revealed by Christ, and that life is full of boundless possibilities—that's Heaven.

### CANNED FOODS CONDITIONS.

Canners have capitalized as much as possible upon the reduced pack of nearly all commodities this season until it has been pictured that a marked shortage is in sight. That contingency is not indicated by the vast supply of canned foods on hand in secondary markets. So far resales have not been an important factor in influencing prices at the factory but there has been some resale business put through where an original holder has been content to take a profit on his goods rather than to carry them for his own outlets later on. There promises to be considerable trading in the resale field during the coming months and its extent will be largely determined by the trend of the market.

Persons outside of France can easily understand the growing feeling in Paris in favor of allowing the Unknown Soldier to sleep in peace. The pilgrimages to lay a wreath upon his tomb are beginning to lose their significance as the custom becomes a means for personal exploitation and of glorification of the visitor rather than of the Unknown Soldier. There is a vast difference between the widow who silently places her token of respect beneath the Arc de Triomphe and the self-important patriot of whatever country who makes his pilgrim-

age to the French shrine whilegendarmes salute and movie cameras click. The French are too hospitable to refuse what should be a privilege to any visitor who asks to pay his respects to the Unknown Soldier, but there have been many instances withing the past year when the tribute was entirely secondary to the visitor's desire to win attention for himself. It has been suggested that further profanation of the tomb could be prevented by removing it to Les Invalides, where the Unknown Soldier could lie beside Napoleon. Whatever may be done about changing the tomb, it is certainly fitting that any public ceremony of tribute should be limited to those worthy of such a privilege. Americans have been, perhaps, the worst offenders against good taste in this matter, but Paris may be assured of American understanding and sympathy for anything that may be done to preserve the sanctity of the Unknown Soldier's tomb.

In voting for a pension to the widow of Major General Leonard Wood the members of the Cuban House of Representatives have graciously shown that the island republic still remembers the services which General Wood rendered when Cuba took her place among the nations of the world. While the Cuban knew that the Spanish-American War would mean the release from their overseas rulers, they were by no means clear regarding what their future would be when the American Government assumed control pending the setting up of the new government. The island was overrun with well-meaning reformers who knew what the Cubans wanted even better than the islanders did themselves. Our first attempts to establish law and order were not so successful as we had hoped. Later General Wood became military governor. It wasn't an easy job. Many citizens of this country favored substituting Anglo-Saxon culture for the Latin, which had prevailed there for centuries. General Wood was severely criticized when he refused to interfere with amusements, games and social conditions of the Cubans, but his government of Cuba became one of the great achievements of his life. The Cubans have shown after a quarter of a century that they understood him better than some of his own countrymen did at the time.

Congressman Snell says that the Boulder Canyon Dam, Muscle Shoals, Mississippi flood control and the Great Lakes-to-Atlantic waterway project should all be disposed of at the coming session of Congress. If this proves true the "wets" will occupy a large part of the political stage this winter.



## IN THE REALM OF RASCALITY.

### Questionable Schemes Which Are Under Suspicion.

A swindler has been counterfeiting the rose, and we don't mean "Abie's." He has been imitating or diluting the perfume of a well-known French firm and selling it as the genuine article to retail shops. Not only the rose, but chypre, l'origan and other fancy scents have been watered and doctored and put into bottles that are exactly like the originals. Labels, corks, wrappings and boxes have been made up to look like the package of the real perfume, and about the whole has been sprayed the familiar aroma of the Paris house. The story of this counterfeiter reads very much like the story of detected bootleggers. In their possession the police also find bottles, labels, stoppers and cartons made in close imitation of containers of genuine liquors. There is one point of difference. The bootleggers, despite all their elaborate efforts to make their home-made gin or whisky look real, can hardly expect to be believed. The perfume swindler had no such skepticism to contend with. He passed himself off as a bona fide salesman of the manufacturing house, and the unlucky retailers were completely taken in. Imitating perfume seems to be a new form of graft. Crooks and confidence men are usually satisfied with the old games, but occasionally a fellow of inventive mind thinks up a new one. The next man to try it, or the other members of this one's gang, will not be so fortunate, for retailers will suspect all perfume salesmen of running their own still and doing their own bottling.

No one, as far as is known, has been able to determine accurately the average number of callers which the business executive receives in his office each day, but the number is known to be very large. Aside from customers and clients, there comes in and out of his office a veritable stream of individuals and salesmen urging the purchase of everything from books and office supplies, to insurance or automobiles. Scattered among these legitimate business offers are a few which should have careful scrutiny. Not the least of them is from the salesman who solicits advertising space or directory listings for a fraudulent or questionable publication. The perpetrators of fraudulent directory schemes, who it is estimated, collect a sum of money each year running into possibly seven figures, do not confine their activities to one line of business. Every business man no matter what his industry, is a target for the fraudulent directory solicitor. This solicitor enters the business office under many guises and aliases. On many occasions he enlists the aid of the telephone in furthering his illegal practices. Business and city directory listings are his bait in most instances, and have borne the brunt of his activities so far, for obvious reasons. As modern business has grown more complex, the need for specialized directory service has also grown and as this phase of the publishing business expands so opportunities increase for the unscrupulous promoter to vend his

wares. The need of protection for the business man, his firm, legitimate directory publishers and the general public is apparent.

The National Better Business Bureau and its forty-one affiliated local Bureaus as well as fifty-six directory publishers represented in the Association of North American Directory Publishers and the Business Reference Publications which stand as a protective barrier between these directory parasites and the public. A report just completed by the National Better Business Bureau covering a period of eight months, Feb. 1, to Oct. 1, 1927, describes this Nation-wide machinery for public protection. For five years the Bureau has investigated countless questionable directory solicitations. At present, there is in action a system by which each Bureau is immediately and fully informed of the work of the National and other local Bureaus on questionable directory projects and the past records of individual solicitors. Quick and easy reference to this veritable gold mine of information has played no small part in the apprehension and subsequent conviction of many fraudulent operators. Warnings, in many instances have been distributed in advance of solicitation in certain sections, thereby spiking the guns of the irregular solicitors before they start operation.

The schemes employed by such operators are much alike. Seventy-five enquiries received by the Bureau from the public during the period covered by the report disclose about three general types which have, apparently, proved the most remunerative to the illegal solicitor. Perhaps the most well-known, is that type which trades on the name of a well-known city directory. One man who operated in this fashion was subsequently arrested in St. Louis through the co-operation of the National and local bureaus for passing worthless checks. This individual had hired an office and installed a battery of telephones with operators who successfully called up business firms in that city and requested listings in the new "city directory." Unless the person or firm solicited investigated he assumed solicitation to be from the regular city directory. Other solicitors represent that space which they offer is for well known and legitimate publications.

A second trend in directory frauds deals with that operator who sends out a bill for listing without preliminary solicitations. While not exactly similar, but one which has proved very misleading is the practice used by a so-called "Association." The operations of this organization occasioned many complaints from business firms and individuals who had signed what they thought was a request for information in a free listing, only to learn later that they had signed a contract. Very profitably, the National Bureau's advice to Read Before You Sign might have been applied here for the blank which the complainants signed carried the contract in very fine print in an upper right hand box of the letterhead,

balancing a cut of the directory which appeared in the upper left hand corner. Under the terms of this contract, the signer had agreed to pay \$50 per year for two years for space in the directory.

Another objectionable method practiced by directory operators is to collect, or attempt to collect, repeatedly for the same listing or advertisement. In the last few months, the combined efforts of National and local bureaus in checking this type of solicitor were exceptionally productive. One solicitor, who had defrauded business concerns in many cities for a period of years, was sentenced in Philadelphia to from three months to three years' imprisonment. An interesting outcome of this conviction was the destruction of directory material which the operator admitted having at his home. Two bureau representatives discovered and burned in the family furnace two trunkfuls of "working materials" which had been collected over a period of years. Another individual who was apprehended in Syracuse, N. Y., is alleged to have collected from the same firm on seven different occasions. While it is impossible to apprehend or check the perpetrators of all fraudulent directory schemes, the National and local bureaus in the fund of information which is now on hand and being added to daily, are building an effective barrier to their widespread operation. It is due to the bureau's extensive fact-gathering facilities and the active support given to it by legitimate directory publishers that many questionable directory solicitations have been successfully checked with increased protection to business and the public.

### Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Anchor Drawn Steel Co., Detroit. Sparta Lumber Co., Sparta. Home Lumber & Fuel Co., Alma. Ruggles Metal Products Co., Grand Rapids. Carp Lake Manufacturing Co., Grand Rapids. Wilcos Motor Parts and Manufacturing Co., Saginaw. Wilbertmere Orchards, Inc., Detroit. Maytag-Detroit Corp., Detroit. Farmers State Savings Bank of St. Johns, St. Johns. Doerr Manufacturing Co., Grand Rapids. Whitman & Barnes Manufacturing Co., Detroit. Northern Jobbing Co., Dowagiac. Mausoleum Construction Co., Benton Harbor. Northern Orchards Co., Ishpeming. Nichols & Co., Inc., Detroit. Owen & Graham Co., Detroit. Bessemer Auto Service, Bessemer. Wakefield Auto Service, Wakefield. G. H. Vickery Coal Co., Detroit. Dupin Hotel Co., Detroit. Dresser Clothing Co., Detroit.

An interviewer once questioned a big executive as to what he considered the greatest qualifications for a successful selling career. "Just the same as for a chorus girl," answered the voice of experience, "two good legs."

The pitcher who tries to umpire as well as pitch makes a fizzle of both.

## NO VIRTUE IN BEING RIGHT.

### Unless One Is Ready To Defend His Position.

Everyone who is candid with himself, and who maintains a first-hand acquaintance with the facts, will readily admit that there is a battle royal now being staged between syndication and independent merchandising in to-day's field of business. Or shall we say that there would be, if the independent forces were inclined to put up a fight? If there is a spot in the country where there is no fight being made, it is because the independents refuse. The centralized powers of business never hesitate.

Why is it that the vast majority of independent merchants are content to abide in the deepest throes of a sweet, supine sleep, their somnolence absolutely unbroken by either the noise of battle or the silence of their cash registers? It is easy to be understood how the independent grocer who has been a farmer the first forty-five or fifty years of his life and retired into the grocery business would prefer to make the most of his situation and hang on by his eyebrows as long as possible. But how young men or veterans seasoned in the ranks of business can stand by in unruffled resignation to whatever fate may be theirs is a phenomena which I cannot begin to fathom.

Is it possible that it is because the average merchant in the independent ranks has no conviction on the point at all? Is his view of the syndicate competitor based entirely on the grounds that all is fair in business so long as you can get away with it? When he is informed that a half million dollars have been spent out of the earnings of his neighborhood people directly into the coffers of the mail order house, chain store or peddler, what is his reaction? If he sees in this condition a real menace to the fundamental structure of his neighborhood, he is well on his way to becoming an able warrior; but, if he merely sees so many shekels lost to his bank account, then he is asleep at the switch. What is more, until he awakens to the facts of the situation, he is justly entitled to the most abject drubbing that the big fellow can give him.

There is a popular impression running rampant in the public mind, which influences people to consider a deed less wrong so long as the perpetrator "gets away with it." It is a bigger crime to be caught than to break the law. And the average independent merchant is no striking exception to the rule.

Most men of business will admit that centralized forms of merchandising, because of their concentration of the money-flow toward the large metropolitan centers, are breaking the law of economics and sound business. Yet the activities of these forces go by unchallenged.

This attitude of the so-called American is unbecoming, to say the least. It is not the spirit which was responsible for the birth and rearing of this



country. There was a financial reason for the Revolutionary War, it is true. The Boston Tea Party was staged because of an unjust levy by the British crown upon the American colonists. But it was not the actual cents per pound of tea that aggravated the rebellion. It was the principle of the thing. The fiery orator did not plead that the oppressed colonists could not pay the tax. The principle was that "taxation without representation is tyranny" and the fighting men of thirteen colonies proceeded to go to the mat with the red-coats, swore support to the Declaration of Independence and fought it out.

The most unprejudiced, disinterested individual in the world, if he be in possession of an intimate knowledge of time-tried economics, must declare that the cause of the independent merchant, on the whole, is the commercial safeguard of the consuming public. Centralization means syndication; syndication carried to its culmination means the inevitable elimination of competition; and competition is the only effective protection known thus far against public imposition in the marking of the price tag. That is a principle. Have we come to a day when Americans will fight for the dollar, but sacrifice a principle?

"Then, why is the public so crazy about price; and why is it so ignorant in values?" asks some merchant from his perch on the counter, "if that is a principle, why can't the public see it?"

The answer is this: If the merchant doesn't think enough of his scalp to tell the public what the situation is, the public should worry. How can a merchant expect the public to take seriously a threatened menace, when the merchant himself shows no evidence of concern?

Some say that the syndicate merchant cannot be stopped. I suppose some said the same of the red coats in 1775; but, fortunately, someone else had a different idea and the fighters won.

The syndicate can be stopped and there is just one force that can stop it. That force is neither government nor legislation. That force is Public Opinion, and the edict of public opinion is final. If the public will not patronize an institution, that institution will go out of business, regardless of its size. This is a perfect illustration of the adage, "The bigger they are, the harder they fall."

When speaking through the mouthpiece of the Michigan Tradesman, I know that I speak to merchants who are wide awake; because I know the modern merchant well enough to know that he doesn't spend three dollars a year just to give the mail man a job. I know there are hard working, straight thinking merchants reading this column each week and here is my word to you:

If the time ever comes that the independent merchant as a class is driven out of business to make room for his syndicate competitor, he can never truthfully make the charge that the syndicate ran him out of business. The independent merchant will never be

beaten by the centralized merchant. If he is ever beaten, it will be because he is the victim of his own yellow streak.

Plain talk? I plead guilty to the charge. And next week, if I may presume upon the good graces of this paper that long, I shall try to answer the question which Michigan Tradesman readers are beginning to ask me, in my rounds among them:

"What are we going to do about it?"  
W. H. Caslow.

#### New Stockings Start a Vogue.

Stockings no longer are selected with attention only to color and weight, but now must be considered as well for their design and weave. They have responded to the trend of all fashions toward lively embellishment, with the result that they have to be chosen more carefully than ever to suit the rest of the costume.

In hosiery for evening wear at the moment, the open-work meshes are much in demand, especially those that show an almost infinitesimal dot in the center of each tiny web, and have in addition a very slender and graceful clock extending well up on the leg. Another sheer stocking is made with a lacey knee design, which, although it is produced in weaving the silk, looks more like an insertion of real Chantilly lace, when especially made in black.

The short skirt no doubt has inspired the idea for another style, in which a fancy banding is brought out in a jacquard design just below the knee. Some of these designs are two or more inches wide and terminate in an open-work pattern covering the knee joint. In another design of this style, in the composition of which the shoes seem to have had a say, there are deep ankle insertions worked out in oblongs. One side of these is bordered by very narrow clocks, which end in a small replica of the original motif.

For those who prefer their stockings without tracery, there are very sheer designs in gossamer weaves, with and without clocks. Clocks, by the way, are a trifle wider.—N. Y. Times.

#### Gold Plated Jewelry Leads.

Gold plated jewelry is far outselling any other type in novelty lines, especially the sets comprising necklace, earrings and bracelets. The original pieces from Paris are copied minutely and sold at a price, bringing some of the smaller ones down as low as \$12 per dozen. Wide bracelets made up of conventionalized motifs are in demand for wear with the very long earring. Flat chokers made of linked sections are sold for day and evening wear. Occasionally there is just a touch of silver introduced for contrast.

#### Name of Author Omitted by Mistake.

The article entitled Let Us Outlaw War on page 16 of this week's issue is furnished by Hon. Solomon Levitan, State Treasurer of Wisconsin, who has given Tradesman readers pleasure several times in the past and promises to continue to entertain them occasionally in the future. Mr. Levitan is a retired clothing merchant who went into politics as the crowning event of a long and prosperous business career.

## ROYAL BAKING POWDER

*Absolutely Pure*

is made with cream of tartar, derived from grapes, and for this reason you can offer it to your customers as a product of highest quality and purity. Royal is the only nationally distributed cream of tartar baking powder.

You can make a very attractive window display with Royal Baking Powder cans, and it will not only sell Royal, but all the other baking ingredients as well.



**Royal Contains No Alum—  
Leaves No Bitter Taste!**

## Leave Your Estate in Capable Hands

YOU ARE BUILDING AN ESTATE MADE UP of life insurance, property, investments, money and, perhaps, a going business.

Probably you have made a Will in which you have provided for what seems to you now a wise disposition of your assets.

But have you taken any precautions to assure that the Estate you leave will be soundly and capably managed?

By naming The Michigan Trust Company as Executor and Trustee under your will, you will enlist the services of specialists in Estate management—men of broad experience, sound judgment and financial responsibility with adequate facilities at their command.

May we send you the last edition of our booklet, "Descent and Distribution of Property?"

**THE MICHIGAN TRUST COMPANY**

*The first Trust Company in Michigan*



## MOVEMENTS OF MERCHANTS

Plymouth—Caesar Chodon has engaged in the boot and shoe business.

Reeman—Charles A. Katthous succeeds J. A. Gamble in the grocery business.

Wilmot—Charles Woodruff has engaged in the shoe and shoe findings business.

Kalamazoo—Peter Sidovish succeeds Frank Grubka in the grocery business at 602 Mill street.

Lansing—C. C. Cogswell succeeds Hazel Abel in the grocery and general store business at R. F. D. 3.

Lansing—Maurice A. Herrick succeeds E. J. Pierce in the grocery business at 635 North Magnolia street.

Detroit—Leo H. Rowley, Inc., 2457 Woodward avenue, has increased its capital stock from \$10,000 to \$20,000.

Detroit—M. Toumajian, dealer in boots and shoes at 13325 East Jefferson avenue, has filed a petition in bankruptcy.

Ann Arbor—Conlin & Weatherbee succeed the Conlin Co. in the men's clothing and shoe business at 118 East Washington street.

Dowagiac—William Britton, dealer in boots, shoes and men's furnishings, at 310 South Front street, has called a meeting of his creditors.

Grand Rapids—John Thomas Batts, Inc., 710 Monroe avenue, has decreased its capital stock from \$150,000 to \$35,000 and 1,000 shares no par value.

Dundee—The River Raisin Fur Farm, Inc., has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in property.

Detroit—The Renulife Electric Co., 4853 Rivard street, has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Petoskey—Henry Stewart, proprietor of the Emmett Street Grocery, 1002 Emmett street, has sold his stock and fixtures to Lee Vanderwee, who will continue the business at the same location.

Sault Ste. Marie—Krell & Waara, proprietors of the Union Clothing Co., have dissolved partnership and the business will be continued by Michael Krell at the same location, 307 Ashmun street.

Detroit—The Cadillac Stone Co., 7261 Nuereberg avenue, has been incorporated with an authorized capital stock of \$70,000, of which amount \$63,200 has been subscribed and paid in in property.

Mt. Pleasant—C. H. Twist has sold his bakery and confectionery stock to L. W. and H. G. Hartsig, who will install a lunch counter and ice cream parlor and continue the business under the style of the Spoon & Straw.

Detroit—Rhoda Burke, importer and dealer in apparel for women at 1242 Washington boulevard, has merged the business into a stock company under the style of Rhoda Burke, Inc., with an authorized capital stock of \$25,000, \$20,000 of which has been subscribed and paid in, \$500 in cash and \$19,500 in property.

Ann Arbor—Guy W. Woolfolk & Co., retail dealer in furnishings and

apparel for men, women and children, has merged its business into a stock company under the style of Woolfolk & Co., 336 South State street, with an authorized capital stock of \$40,000, \$27,000 of which has been subscribed and paid in in cash.

Sandusky—The Borden Co. condensation plant has been purchased by the combined Risdon and Gabel creamery companies, of Detroit, announces G. A. Meyers, superintendent of the Borden Co. This announcement comes on the eve of the beginning of construction work on a new factory at Sandusky to be known as the Sandusky Milk Products Co.

## Manufacturing Matters

Detroit—The American Auto Heater Co., 5930 Commonwealth avenue, has changed its name to the Kozy Auto Heater Co.

Detroit—The Ace Tool & Die Co., 1310 Maple street, has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and \$7,600 paid in in cash.

Detroit—The Le Baron-Detroit Co., 11631 Mack avenue, has been incorporated to manufacture auto bodies and accessories, with an authorized capital stock of 5,000 shares at \$20 per share, \$100,000 being subscribed and paid in in cash.

Muskegon—The Muskegon Furniture Manufacturing Co., Nims street, has been incorporated to manufacture frames for parlor furniture, with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in property.

Detroit—The Sundstrand Oil Burner Co., 14307 East Jefferson avenue, has been incorporated to manufacture and sell oil burners and oil heating furnaces, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Pullman—The Pearl Creamery Co. has been incorporated to manufacture and sell butter and other dairy products, with an authorized capital stock of \$15,000 common and \$15,000 preferred, of which amount \$20,000 has been subscribed and \$9,306.27 paid in in property.

Owosso—The Michigan Rubber Co. has been incorporated to manufacture and deal in rubber goods, with an authorized capital stock of 20,000 shares at \$10 per share and 100,000 shares class B stock at \$1 per share, of which amount \$10,000 has been subscribed and \$2,500 paid in in cash.

Battle Creek—Battle Creek has added a new industry. The Standard Plating and Novelty Works will succeed the Queen City Plating and Novelty Works. The former company has leased the factory occupied by the Cole Manufacturing Co. and will start production in the near future. Edward Holden, of Kalamazoo, and C. A. Crippen, of Battle Creek, are copartners in the firm. The former is sales manager and the latter factory manager.

Lansing—Lansing will soon have another industry, a new company, incorporated for \$300,000 under the laws of Ohio and named the Michigan Fer-

tilizer Co., having purchased a factory site on Highmont street. The company will have a frontage of 400 feet on the Michigan Central railroad. W. J. Sprow and W. B. Merry, incorporators of the concern, assert a building will be constructed at a cost of approximately \$115,000 and that between fifty and 60 men will be employed the first year.

## Be on the Lookout For These Cheats.

Lansing, Nov. 29—A party posing as Mrs. R. N. Diltz, of Cynthiana, Kentucky, is operating through department stores, passing worthless checks on the Second National Bank of Cynthiana. The party is a well-dressed woman between 25 and 30 years of age. She uses her marriage license and Hertz driverless car card as means of identification. She presents these checks after banking hours.

A large number of National Bank Notes issued in the name of the First National Bank of Rochester, Mich., and unsigned by either the cashier or president of this bank, are now in circulation in and about Bay City. These notes are in both \$10 and \$20 denomination. The \$20 note bears the portrait of Hugh McCulloch and the \$10 note bears the portrait of Wm. McKinley. All notes bear the Charter No. 9218 in bold blue letters. The bank numbers are from 12724 to 12759 inclusive. The notes were originally consigned to the First National Bank at Rochester, Michigan, but were never delivered.

Any member or banker, coming in contact with any of the above described notes will please take them out of circulation and forward them to the U. S. Secret Service, P. O. Lock Box 22, Detroit, giving any and all information as to the source from which note might be received.

It is imperative that these notes be taken out of circulation and the U. S. Secret Service has asked this Bureau to notify its members to this effect.

A few weeks ago we called attention to a check passer who had touched up several local merchants with checks of \$35 each. We are pleased to report that this party has been apprehended and is now reposing in the local jail. County Detective Ray Geedes, who was working on the case, finally apprehended him in Royal Oak and brought him back to Saginaw to face the music.

A couple of ladies, representing themselves as Miss L. O. Sherwood and Mrs. A. Walters, were in Lansing from Oct. 31, until a couple of days ago. They went to a local printing establishment and ordered advertising material. The bill was small, but we are now advised they have left town, they failed to pay their bill at a local hotel. We are also informed that they failed to pay a hotel bill at Detroit and one at Grand Rapids. They represented to Lansing people that they were putting on a kilties band at the local auditorium. They were to have appeared recently, but they failed to do so. They have left Lansing and will probably show up in other Michigan towns. As near as we can ascertain, about all these ladies are getting out of the scheme is their living. We are unable to find where they have sold any advance tickets or collected money.

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

## Signs To Carry Christmas Message.

Detroit, Nov. 29—Showing its progressive spirit, the Detroit Shoe Dealers' and Distributors' Association voted to purchase among the shoe dealers of Detroit, fifteen electric signs reading: "Make Everybody Happy—Give Shoes, Slippers, Hosiery, Buckles, Spats for Christmas."

Each member of the Association who desires one of these signs will con-

tribute to the expense of erecting them. In addition, placards which will be an exact replica of the sign will be distributed among the shoe stores. This is the first step in pushing the campaign to bring before the public the idea of purchasing suitable footwear for Christmas gifts. The exact design of the sign and the placards has not been decided upon as yet, but capable people are working on the layout and several designs will be submitted for approval to the association at its next meeting.

The Edwin Clapp Co. opened its Detroit factory store under the management of William S. Dowler on Washington Boulevard, Detroit's Fifth avenue. Mr. Dowler was the buyer of men's shoes for the S. L. Bird & Son Co., for three years previous to his appointment as manager of the Edwin Clapp store and before that he was with the Lindke Shoe Co., of Detroit.

The store is furnished and decorated in brown mahogany. An unique feature of the decorations is the color scheme of the shoe boxes, which are arranged on shelves around the store. The boxes are of a pale yellow color which harmonizes perfectly with the color of the rest of the store. The store will handle the line of Edwin Clapp exclusive shoes for men only.

## Saginaw Wholesale Bureau Plans Entertainment.

Saginaw, Nov. 29—Arrangements for the annual ladies' night entertainment of the Wholesale Merchants' Bureau of the Board of Commerce were made at a meeting of the bureau Monday evening at the Bancroft Hotel. Monday, Dec. 12, was chosen as the date for the party, which will include Christmas festivities, dinner and dancing. A committee to take charge of it was appointed, consisting of G. C. Gottschalk, Eugene Gase, A. H. Perrin, C. E. Watson and E. W. Peterson.

A. F. Hintz, chairman of the bureau's committee in charge of its recent wholesale exhibition and Secretary William A. Rorke, gave a report of the show, indicating that the attendance was the largest ever drawn by the wholesalers' event. There were 3,110 persons attending the two-day sessions it was reported.

## Ingenious Trap Devised To Keep Moths From Tomatoes.

Virginia, Ill., Nov. 28—Ingenious traps for devastating moths protect tomato crops near here. Pans of kerosene are placed three to an acre and about ten feet above the ground. Electric lights arranged six inches higher attract the moths and eventually cause them to fall in the kerosene pans. The owner of a farm using this device estimated that about half of his tomato crop fell prey to the moth-worm before this unique scheme was devised. His losses have been cut in two, he asserts.

Allegan—Since Peck & Hills, of Chicago, purchased a substantial interest in the Baker furniture plant here, the entire output has been shipped to the P. & H. warehouse in Chicago, from which it is distributed to the retail trade. A large building is being constructed for the finishing department. A considerable number of men have been added to the payroll as the result of the Chicago connection.

W. J. Kehoe, dealer in general merchandise at Trenary, renews his subscription to the Tradesman and writes: "Without any exception whatever, this is the best \$3 value in the market today."



### 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 quiet week, due in part to the holiday. This of course refers to first hands business particularly. Prices are comparatively high and this also is having something to do with the comparative dullness. News from primary markets, particularly Java, Ceylon and India teas, still very firm. Orange Pekoes are particularly strong.

Coffee—The market for Rio and Santos coffee during the week has been slowly, but still softening on account of its own weight. The Brazilians have tried very hard to hold it up, but undoubtedly the whole list is a fraction under what it was a week ago. There were one or two slight fluctuations upward, but they did not last. Mild coffees remain unchanged throughout the whole line. The jobbing market for roasted coffee shows no particular change, but certainly is not strong.

Canned Fruits—No excitement is to be found in fruits. Some distributors are clamoring for quick deliveries of pineapple when they were tardy in getting off their labels and are merely paying for their neglect earlier in the season. What California fruits are offered do not appeal to traders now as they have their own goods, and they are running a chance on the market later on. Apples are firm in all canning areas as the pack promises to be light.

Canned Vegetables — There are plenty of staples like tomatoes, corn and peas on the spot and local goods are being drawn upon rather than ordering additional quantities at the cannery. Tomatoes have not been accumulated in a big way but there are plenty on hand and as long as the Southern market remains unsettled and does not advance traders are not ready to stock ahead. Peas have been taken against later needs and while there is some interest in standards there is little attention paid to other grades. Many buyers do not want to pay asking prices on corn but where there is business it is made up of direct purchases from the cannery and from second hands. Fancy corn is already on such a high price level that jobbers do not want to carry heavy loads, even though the pack is known to be short in that grade. Minor vegetables have been featureless as they are also inactive as to factory demand.

Dried Fruits—The buyer is doing the worrying about figs and dates for immediate and for later outlets. For about two weeks there have been few, if any, figs offered from first hands, and what will be done between now and new crop is a problem which has so far been undetermined. Importers have washed their hands of both fruits. They did not bring in the usual quantities and refused to take a chance on a surplus which might cause them a loss. Importations have been curtailed and a more or less bare market already results. A firm undertone exists and the price tendency continues to be upward as unsold stocks are con-

centrated in fewer hands. The domestic line has been steady throughout the list, with price changes pretty well confined to apricots which have been higher. The spot market has been understocked since distributors went into new crop conservatively earlier in the season, but are now showing more interest in Coast apricots as the market there is on the advance. Locally the movement has been on the increase and a much better than average seasonable demand is in progress. Greater firmness has also developed in peaches due to cleaning up spot stocks of old pack and light offerings of new goods. Prunes and raisins are in less than their normal volume for quick distribution. New Oregon prunes have only begun to arrive and the first cars have rapidly moved out. Receipts of new crop California prunes have been continuous, but there has been no accumulation and there promises to be none until after the turn of the year as November deliveries have been backward. Retailers have not been buying prunes much in advance of their needs, but they have been moving a large volume and a steady flow of orders has been coming in from that trade ever since new crop became available. Raisin stocks are larger and in better assortment than during the early fall, but there has been no heavy arrivals to overstock the market. Many receivers have not had their goods delivered as rapidly as they were needed and they have been clamoring for additional working stocks of bulk and package types. The Coast situation is represented to be in better shape and the larger packers are looking for a general price betterment in the near future. Currants remain high and firm with a good movement in retail stores occasioned by the holiday demand.

Canned Fish—The demand for Alaska salmon has been light during the week, but the markets, especially on the coast, are firm and the coast has been the Eastern parity. The trade are taking California sardines better on account of the firmness in Maine sardines. Tuna, lobster and crab meat are quiet at the moment at unchanged prices.

Salt Fish—The mackerel situation for the week has gotten into the background a little on account of the demand for other things. The whole line is steady to firm and the undertone is healthy.

Beans and Peas—The demand for beans is very light. Pea beans are easier for the week, so are California limas. Some holders are trying to get more money for pea beans, but have not succeeded very well. The general bean market is in buyers' favor. Dried peas, especially black eyes, are in light supply and sellers are strong in their ideas.

Cheese—The demand has been fair. The offerings are light and prices steady.

Nuts—The close of Thanksgiving found the nut trade more lightly stocked with the general line of nuts in the shell than is usually the case at the end of November. Foreign almond and walnut stocks were lighter than usual because of the low prices named

on domestic nuts and both have been moving freely into consumption. Drake almonds are closely sold up on the Coast and some of the packers are out and are being forced to prorata on their remaining contracts. That is true of medium budded California walnuts. Independent packers did a big business in California walnuts, and the association has had its best year, it claims, with all Coast interests closely sold up. Stocks of unsold filberts are lighter than usual for the season and there are few Brazil nuts remaining in the hands of importers. Predictions are being made that the remaining Brazils will soon be out of first hands. The market has been more active since declines occurred.

Rice—Retailers are known to be carrying light reserves, as they have been following the market and have liquidated closely. Prices to the consumer are on a reasonable basis and there is a good steady movement even if it is of a routine character. Spot stocks in the wholesale market are light and there are no heavy shipments in transit or under contracts for shipment from the mill.

Syrup and Molasses—The weather is not, at this time of writing, real molasses weather. Nevertheless, the demand seems fairly good. Prices on new crop New Orleans molasses have been named at comparatively low basis, which indicates that molasses this year is going to be lower than last year. The current demand for molasses is certainly better than one would expect from the weather. There will be practically no carryover of old molasses, and the new crop is expected to be considerably larger than last year. Sugar syrups are in small supply and the market is strong on that account. The demand is fair. Compound syrup is active and steady.

### 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—8@8½c per lb.

Beets—\$1.50 per bu.

Butter—The market has had a poor week. Supplies of fine fresh creamery have been ample and the demand has not been very strong. The only change is a decline of 1c. Jobbers hold June packed at 44c, fresh packed at 46c, prints at 48c. 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—\$2.25 per doz.

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

Celery Cabbage—\$1 per doz.

Cocoanuts—\$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 .....\$5.90  
Light Red Kidney ..... 7.90

Dark Red Kidney ..... 7.65

Eggs—Eggs are firm and high. Fine fresh eggs are not coming in in sufficient quantities to satisfy the demand. No change, however, has been made in quotations. With the scarcity of fresh eggs, fine storage eggs have been wanted during the week and have sold 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 Navals 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. All sizes of Floridas are selling at \$6.

Peppers—Green, 40c per doz.

Potatoes—The market is dull and quiet on the basis of \$1.10@1.16 all over the State.

Poultry—Wilson & Company pay as follows this week:

Heavy fowls ..... 19c

Light fowls ..... 13c

Heavy Broilers ..... 21c

Light W. L. Broilers ..... 16c

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; \$2 per hamper for kiln dried stock from Tennessee.

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

Work, planned spending and saving are three definite principles which govern the route to success.

## LIKED THE ANNIVERSARY.

### Voluntary Testimonials From Tradesman Readers.

Lansing, Nov. 26—I have read the anniversary edition of the Michigan Tradesman with very much interest, especially that part which refers to my friend—everybody's friend—Charles Garfield. I well remember the first time I heard that contagious laugh when I was a junior at the Michigan Agricultural College in 1885 and it has been my good fortune to meet him frequently during all of the intervening years.

I think the happiest laugh I have ever heard him make was when I was manager of the dry campaign in Kent county in 1916. He was a member of the executive committee of the Kent county campaign and was sent down to the office of the Michigan Tradesman to get a donation from the editor. He came back with a valuable piece of paper signed E. A. Stowe and I almost imagine I heard his happy laugh before he reached the entrance door of the Y. M. C. A. building.

In the room at that time attending a meeting of the executive committee were Phil Fuller Ed. Owen, C. C. Follmer, Van Wallin, C. W. Carman, Roy Hatten and myself. The getting of the sinews of war was not such a difficult job for the manager with men like the above behind the guns.

Jason E. Hammond.

Toledo, Nov. 28—Hearty congratulations on the splendid edition of the Michigan Tradesman, forty-fourth anniversary. It, indeed, has been inspiring for the writer to read the many splendid articles, particularly the one by Mr. Gilleland on the grocery business. In our opinion he handled the matter fairly and straightforward and every retail grocer should read and profit immensely through the suggestions given.

Every issue of the Tradesman which comes to my desk is read from cover to cover, and I agree that it, unquestionably, takes foremost rank as the leading grocery paper of America.

N. L. Schmid.

Kalamazoo, Nov. 28—While I am somewhat late in writing you my appreciation of your forty-fourth anniversary issue of the Tradesman, I am very sure that you receive so many that you did not miss a line from me, but it certainly was a wonderful production.

For several years I have read your valued journal and it has been a help to me in many business matters. Your advice on various topics has been given after a great deal of time and thought on your part and if more merchants would heed your advice they would prosper as well as save many hard earned dollars which now go to make up the wealth of those you handle without gloves in your Realm of Rascality.

It is my wish that you be spared for many many years to continue your good work in editing such a valuable paper as the Tradesman, but the Grim Reaper continues to gather in the good as well as those you mention in the Realm, even though we feel they should be plucked first. Of course, the time will come when all of us, good or bad, must pass on.

Frank H. Clay.

East Lansing, Nov. 21—I think your symposium about Mr. Garfield was a great success. I am glad you undertook it. Incidentally I want to compliment you on the anniversary issue of the Tradesman.

Kenyon L. Butterfield.

Indianapolis, Ind., Nov. 23—The anniversary edition of the Tradesman re-

ceived and most of the articles therein are mighty good reading for any banker.

Lawrence A. Wiles.

Grand Rapids, Nov. 23—I want to congratulate you on your forty-fourth anniversary issue of the Tradesman. It is splendid. While I am happy to congratulate you, I feel that the State of Michigan on your subscription list is more to be congratulated for having had the privilege all these years of reading a real live magazine. More power to you. With best wishes for

service, and that you personally will enjoy many more years of health and happiness.

Wayne W. Putnam.

Shelby, Nov. 25—Your anniversary number was certainly a credit to yourself and you must experience considerable pride in the accomplishment of this, as well as other of your worthy efforts. You have been a constant inspiration to my father and through him to us boys.

I will attend the Western Canners Convention in Chicago Monday and

willing to pay the price in everlastingly-at-it, honest-to-goodness service. Mr. Stowe hopes to make it a half century in the editorial harness and the Ledger certainly hopes to see his wishes granted—Lowell Ledger.

### When on Your Way, See Onaway.

Onaway, Nov. 29—It seems mighty good to see the familiar face of Dorothy Dix in last week's Tradesman and the picture adds a lot to her well written article on Christmas Suggestions. Even though the picture didn't accompany the article, even though the signature were absent, the admirers of her writings would recognize the author.

I cannot imagine what circumstances one would be in who could not profit by her suggestions; they apply to us all, poor, moderate circumstances and wealthy; from childhood to old age; would that the givers of Christmas gifts in their entirety could have a copy of the article for a guidance this year. It is fortunate for one thing, that it appears in the Tradesman where it reaches an abundance of intelligent readers, not insinuating in the least why they are in need of advice more than others, but believing the good suggestions will be highly appreciated and acted upon.

The deer hunters are returning to their various homes, some highly elated over their "kill," others sadly disappointed, and the remainder, being good sports, well satisfied anyway for the blessings afforded in being out in the open, taking the rough with the smooth and breathing God's pure oxygen. Venison for some, experiences and memories for the others.

What's going on in town? Well, Vern Tran was lured into the open by the call of the wild, locked up his tonsorial parlor and advised his customers to patronize his competitors; Bill Van Loon likewise; the men can stand this, but the ladies protest in both cases; queer, isn't it? So much for the barber shops. Lorn Manning, the grocer, followed the example of the barbers while his capable wife acted in the capacity of "head man." Armon Lee, proprietor of Gumm's, Inc., is plastering everything high and wide with his pre-inventory sale, while Harry Bye and his busy little wife are diligently attending to their regular trade and building and improving their plans for their lake resort touring trade, which they cater to each season with gratifying results.

The second Indian summer of the year has given farmers an opportunity to get some fall plowing done and during Thanksgiving week the home comers and pleasure seekers a chance to enjoy some late outings.

Squire Signal.

### Are You Helping Him?

I have an automobile—  
It's as nice as nice can be—  
And best of all my Grocer  
Is buying it for me.  
When out upon a road I drive,  
I do not let them pass;  
And best of all, my Grocer  
Is helping buy my gas.  
And if I break an axle,  
No need for me to care,  
I have a willing grocer  
Who always treats me fair.  
Some day I'm going to pay him  
(That is, if things go right),  
But if in trouble I should get,  
It's grocery bill—good night!

### Didn't Stop, Look and Listen.

Here lies the body of Samuel Crane,  
Who ran a race with a speeding train.  
He reached the track, got near across,  
But Sam and his car were a total loss.  
The sexton softly tolled the knell,  
Speeding Sam on his way to—well,  
If he'd only stopped to look and listen,  
He'd be livin' now instead of missin'.

### Looking and Overlooking.

If we notice little pleasures  
As we notice little pains;  
If we quite forget our losses  
And remember all our gains;  
If we looked for people's virtues,  
And their faults refused to see,  
What a comfortable, happy,  
Cheerful place this world would be!



At a recent charitable entertainment conducted by a church organization, Miss Elizabeth Porter, of the E. A. Porter Co., Kalamazoo, and the Porter Shop, Grand Rapids, took the part of a French doll, which means that she had to walk mechanically and refrain from uttering a word for two and a half hours for two evenings. The companion is a lady, dressed up to resemble a Frenchman. The gown worn is a French creation Miss Porter purchased on her recent trip abroad for a young lady customer. Quite a few men would be willing to invest in an imported gown if they could secure immunity from the conversation of women for five hours.

many more years of splendid success.

W. J. Wallace.

Detroit, Nov. 23—I have just finished reading your forty-fourth anniversary edition and I want to say that I like it very much. You and those who are associated with you have prepared an excellent number and I know that it will be much appreciated by the large number of friends you have. I trust that future years hold for your good publication a greater measure of success and wider opportunities for

Tuesday and leave from there for Washington, D. C., to assist in arranging the program for the National Canners convention, to be held in Chicago in January.

H. K. Royal.

E. A. Stowe, live-wire editor of the Michigan Tradesman, issued last week his forty-fourth anniversary number of that splendid trade journal. Editing is a real job with Mr. Stowe and his vigor and sturdy independence put to shame many younger men who would like journalistic honors but are un-



### Germany and America As Future Friends.

Grandville, Nov. 29—The question as to who won the kaiser's war is becoming pretty thoroughly understood as time goes on its way.

General Ludendorff, chief strategist of the German armies, now says that the United States Army saved the Allies from utter defeat; St. Mihiel was doomed by the strategy of General Pershing, and much more laudatory of Yankee arms along the same line. While Britain and France have not been liberal enough to acknowledge this, the evidence coming from such a source must convince the world of the truth that America's two million soldiers thrust into the war at an opportune time saved England, France and Belgium from the fate of extinction so far as their nationalities were concerned.

Wherefore the Allies have their existence to-day, owing to the American soldiers and marines. Well and good. Then is it not sickening to note how England as well as France is hoisting brickbats at this country to-day and some of them predicting the next big war will be between England and America.

This, of course, is not likely, since Britain has a wholesome respect for the efficiency of the American soldier as demonstrated in the kaiser's war. From that John Bull may well argue that he would be little less than a fool to ever again try conclusions with Uncle Sam in a military way.

This is not likely to happen, but Ludendorff's comments on the war and America's part in it go to show that the one-time animosity displayed by Germany for the United States died the death in the dark days of 1917-19 when Uncle Sam's boys convinced the kaiser's soldiers that a Yankee in khaki was fully equal if not superior as a fighting machine to the best fighters in the German empire.

This lesson was so well learned it served to convince German public men of the futility of holding enmity against America. To-day the best friends we have in Europe muster under the German flag.

A wonderful transformation since the day that insolent mynheers sank American shipping without as much as saying by your leave. The doughty fighting qualities of the American soldier convinced those arrogant and bloodthirsty Teutons that the biggest, freest nation in the world, mustering under the Stars and Stripes, was far more desirable as a friend than as a foe.

It is good that this is so. However much we love England because it is our fatherland, we are their rivals on almost every sea in a business way, and our friendship will not stand the strain of too much bulldozing by our British relatives when it comes to matters pertaining to oil, rubber and other products too numerous to mention here.

Since the close of the kaiser's war the German people have held out the right hand of fellowship to the United States and signified their desire to become friends. This does not make amends for the cruelties practiced by the Huns in that war for agrandizement of the Hohenzollern dynasty, yet if our one-time foes are willing to atone for their beastliness and brutality it may not be wise for the United States to turn the cold shoulder.

The Yankee soldiers were denominated "pigs" by the Spaniards at the time of the blowing up of the Maine. At the end of a short war the haughty Dons learned their lesson and have been very submissive ever since. There is nothing like a good thrashing to bring highhatted insolence to a comedown.

Germans and Americans have become very good friends since we prevented the overrunning of Europe at

their hands. Those fellows have a wholesome respect for Uncle Sam to-day where once they regarded him with disdain, not to say contempt. Fortunately we were not too proud to fight when the trial came, from which fact we owe our present status in world affairs to-day.

Germans were a considerable factor in the settlement of our Western territories in the days before the civil war and some of the best fighting regiments in the Union army were composed of Germans.

"I go to fight mit Siegal" was the cry among German immigrants, and behind Siegal and Carl Schurtz many Western Germans did splendid fighting for the Union and the flag from the days of 1861 to 1865. It was because of this fact that German citizens in America were held in high esteem for many years after, until the kaiser's war, which showed them up in another light.

The civil war is long since past, and that other war in which German and American soldiers were pitted against each other to the death, is now ten years in the tomb of oblivion. That last struggle did not entirely alienate the one-time friendships which had sealed itself in bloodshed on the American continent, so that to-day, ten years after, Americans and Germans are affiliating once more as friends.

It is better so. Every passing year annuls, in a measure, the bitterness of that ferocious war, and the gentle hand of peace is sowing seeds of kindness where once the fierce visages of hate scowled upon the world.

Other wars may, and, indeed, will undoubtedly come, but it hardly seems possible that America and Germany will again be embroiled in the same, not as enemies at least.

Strange as it may seem, wiseacres have solemnly declared that the next world debacle will be between the English, French and Japs on one side and the United States and Germany on the other. Baseless figuring, of course, and yet such a war is in truth more likely to come than is another contest for the mastery between America and Germany.

At present the lion and the lamb are making desperate efforts to lie down together in peace. Germany's seeming efforts to conciliate her old enemies and to acknowledge that she alone was to blame for the kaiser's war certainly speaks well for the future peace of the world. Old Timer.

### Shoe Buckles Return To Style.

Shoe buckles are again the fashion and now have a styling all their own. For instance, it is very important that they be placed on just the right type of slipper or pump. With the very large tongues the huge squares are best, while the shorter and broader ones take the oblong shapes. Another style note creeps in, also, in the matter of design. Those buckles with all-over designs of cut steel are most suitable on the plain leathers, while the open-work patterns with filigree designs fit in better with the brocades, the satins and all shoes that show a touch of the ornate either in the material or design. Evening buckles are decidedly smart and becoming on most of the new opera pumps. The vogue for gold and silver is seen here, the buckles being made in both. A plated finish is also popular. With these new evening buckles occasionally a picoté backing of the shoe material is used to give a soft and flattering appearance, and incidentally to take the place of a tongue. Where a single color scheme is desired, there are gold buckles set

entirely with topazes, which, together with rhinestones, are most in favor so far this season.

Now that most women have had their fill of the new types of stockings, or rather the fancy heels that one has seen on them in recent seasons, it is time for a change. Along has come a new stocking that is without any heel identification, but instead has a shadow-like seaming down the back—or, in other words, a slight reinforcement for about a half inch on either side of the seam. This extends from the sole to the very top and is very becoming, giving an unbroken line from the heel of the shoe to the hem of the dress. This new stocking is made in chiffon and medium weights, and in all the new fall colors.

### Has the Right Ring.

In these days when it is alleged that in the seats of the mighty many regard certain parts of our constitution as a good thing for their employes, but who themselves regard it as a scrap of paper, it is rather heartening to see a club as select and exclusive, with a membership of high standing in the business and social world, as the Lake Placid Club, at Lake Placid, N. Y., take a strong stand on violations of the organic law of the land. In sending out their winter sports booklet they say: "No liquor will be allowed on the premises; club standards are in full force in winter as well as other seasons; the club is unwilling to entertain any who plan to violate the law while here, whether on or off the grounds, by possession, purchase or use of liquor; smoking by women is not allowed; lotteries, raffles and other gambling, even for small stakes, are not permitted, and any conduct not in conformity with wholesome social and ethical standards is entirely out of place; bringing liquor to club grounds and using it for cocktail parties or for other social drinking is in violation of both law and club rules; members are urged not to give introductions to those who will be embarrassed and disappointed at the strict enforcement of these regulations.

There are many other places where law violators can go. The club is for people who find their vacation pleasanter and more profitable because of the unusual high standards observed. This is mentioned, not because many come who are indifferent or opposed to these standards, but to induce the few who are to stay away.

C. C. Follmer.

### Buyers Taking Matrons' Hats.

During the past week some business has been done here in matrons' hats in small-brimmed models and turbans. The latter are sought mostly in satin, with an ornament of some kind for trimming. Taffeta and faille seem to be the favored materials for brimmed models, which usually have larger crowns. Satin crowns are shown on small felt brims and are selling very well. The recent demand has been mostly for hats wholesaling from \$5 to \$7. Black is by far the biggest seller. The other colors wanted are beige, brown, some grays and rose.

### Has Novel Shoe Combination.

For the holiday notion business or to be featured as a bridge prize, there is a novelty shoe horn and button hook combination on the market. The two articles are attached by a strong steel ring and are made of galalith in the popular shades of red, blue, tan, green and purple. Each set comes in a suede case to match, with a further bit of ornamentation given by the broken metal rim on the outer flap of the case. The wholesale price is \$12 a dozen.

### Stock Companies announced November 10 Nation-wide Increase in Liability Rates.

The companies assert that this action was necessitated on account of the increased number of accidents and the unreasonable claims and exaggerations. Collision losses have also greatly increased the past year. Automobile owners now appreciate what a serious thing it is to drive a car. During the past ten years, more than ten companies writing automobile insurance, have either retired or quit. Some will make a low rate for a while and then find that they are not getting the proper rate.

### The Citizens' Mutual Automobile Insurance Company Is Finishing Its Most Successful Year.

While claims are on the increase, the company makes a rate that will meet the losses with safety. It has a state-wide organization to adjust claims and its record for settling liability claims is good. No matter in what part of Michigan you drive, the company has an agent or attorney to give service. It is important for the automobile owner to know that they are insured in a reliable state-wide company. The company has the reputation of paying all reasonable claims and it is prepared to defend and protect the members from those who attempt to exaggerate or enlarge their claims. Judges and juries realize that the automobile means a lot to prosperity and success in business and that the automobile owner should be protected against unreasonable demands. The personal attention given by the officers and adjusters has done a great deal to build up the

### CITIZENS' MUTUAL AUTOMOBILE INSURANCE COMPANY

Howell, Michigan.



## KEEPING CONGRESS GUESSING.

Observation of the comment of the press shows that Mr. Coolidge's suppression of the chain-letter "draft" effort has not been received quite as happily as previous White House efforts along these lines.

No one, of course, can predict what Mr. Coolidge will do. The mystery and surprise of the Rapid City renunciation are still in the atmosphere. But we are beginning to believe that we shall not receive any clarifying statement until the crucial hours of the coming Congressional session shall have been passed. There may be further indirect action when the Republican National Committee meets ten days hence, but Congress, as we see it, may be the key to the situation as it stands in the President's mind.

Usually the December session at the end of the term of a President who is not seeking re-election is one of the most rebellious and unconstructive affairs in government. With the "big stick" at the other end of the avenue rendered powerless, politics reigns supreme on Capitol Hill. Neither Senators nor Representatives are restrained by fear of executive use of patronage. A President who is about to step out of office may be safely defied. Roosevelt found this out; so did Cleveland.

Normally, the session just opening would not be as free. Before the Dakota renunciation Mr. Coolidge would have had unreduced power, as his renomination would have been regarded as certain. By that renunciation he changed the situation considerably. But is it to his interest or that of his party's program to change it still more?

As things are now, enough politicians and laymen accept the possibility of a "draft" to make the usual run of Congressman feel that, after all, he may find Calvin Coolidge in the White House after March 4, 1929. Therefore, despite his renunciation, the President still holds much of that moral authority which he needs to hold Congress in line and prevent it from handing to him a crop of legislation which neither he nor the Republican Party would really approve. On the other hand, he has made a declaration which he may regard as sufficient to point to as a perfect record of refusal. He both has his cake and has refused it.

If these deductions really represent what is in the President's mind our guess would be that it is a condition that has come about through force of circumstance rather than by far-sighted plan. Before we become too irritated over Mr. Coolidge's attitude of silence we should at least take into consideration the fact though it may hamper various Presidential possibilities it may be thoroughly helpful with regard to Congress.

## HOLDS DOWN RESULTS.

The combined effect of a holiday and the same sort of unseasonal weather that has been hurting trade right along once more cut into store volume during the past week. With the holidays drawing so close many of the leading retail houses found it either necessary or desirable to commence their special

sales on winter apparel, even though they have scarcely had an opportunity to do regular business.

All the "cold weather" lines have been hit by the high temperatures this season, but, in addition, other varieties of merchandise have suffered in a different way. Buyers of goods that have been moving actively cannot get appropriations to replenish their stocks until the money tied up in the slow-moving departments is released. Sales are often lost because stocks are being "starved."

Similarly, the wholesale markets also feel the effect of the backward season. Buyers are not ready to operate, while it is a question of selling rather than of purchasing. It is generally believed, however, that once the weather becomes more favorable to retail business the whole situation should show improvement. Attention in the wholesale market is focused upon the semi-annual sales of the jobbers in Chicago this week. The wholesalers in that market expect an excellent response, since they find that spring orders are substantially larger than a year ago.

The lag in general industrial activities makes it rather evident that the month will fall behind the same period last year, although the impression prevails that some gain over October is likely to be indicated. Considerable emphasis has been given to the more optimistic feeling in the steel market, although definite assurances of a satisfactory upturn are still withheld.

Despite the rather unsettled state of industry and trade in general there is no scarcity of favorable predictions for the coming year. These are customary, and yet most factors admit privately that there is little likelihood of competition growing less keen or of business becoming easier to get. Products of almost every variety are in plentiful supply and there is no great pressure from demand. The productive capacity of the country was overgeared not only by the war but by the astonishing growth of installment selling and it remains to be seen whether profit margins can grow much beyond what they are in these circumstances.

## AFTER VIEWS OF PATRONS.

"Adapting Retailing to Changing Conditions" has been selected as the key-note of the coming convention of the National Retail Dry Goods Association. New developments in competition will be discussed and a better means sought of measuring store performance from the customer's viewpoint. The problem, as retail leaders find it, is to obtain a quick and accurate understanding of what the customer thinks about the store, its merchandise, prices and personnel.

One might think that the data on all these points would be furnished by the sales records. It is pointed out, however, that while these statistics tell the real story in the long run, the information comes a little too late to accelerate success or to permit proper steps to be taken when a department is sliding behind.

The shopping bureaus test out the

store's values by the measuring stick of competition. Every large establishment has these experts constantly engaged in comparing the offerings of the house with those of its rivals. And yet, while such investigation ought to furnish a real test of values, it is scarcely logical to suppose that each and every store is besting all its competitors.

Some efficient means of checking up on customer sentiment should disclose many interesting opinions. For instance, at present it might be discovered that there is a very definite tendency toward the long-hoped-for trading up. Sale after sale of mediocre and cheaply made or skimpy merchandise has apparently caused a certain reaction among consumers. The search for quality has started, if responsible reports are correct.

This trading up is not only found in stores where the higher grade departments are doing better than those handling the job-lot lines, but in the wholesale markets as well. In some of the openings of merchandise for next spring it has been noted that buyers are showing preference for quality products for the first time in years. Similarly, in the garment manufacturing field there has developed a significant movement back to inside shop production after almost a Roman holiday of jobbing.

## MEANS A REUNITED NATION.

Another captured flag is returned. This one has the special interest naturally attaching to the banner which was flying above the Virginia Capitol on April 3, 1865, when the Federal troops entered the city which Jefferson Davis and other officers of the doomed Confederacy had left only a few hours before. The flag was not the flag of the Confederacy; it was the flag of the sovereign State of Virginia. Removed by Major Atherton H. Stevens, Jr., and retained during a half century as a Northern trophy, the historic emblem is now restored by the capturer's grandson, Frederick Atherton Stevens, of Arlington, Mass. There is obvious fitness in this gesture of friendliness from the State which led the agitation against slavery and gave the Nation the orator of union to the State which contained the capital of the Confederacy and supplied the South with its commander-in-chief. It is in Massachusetts itself that there will be particular gratification over the restoration of the flag to Virginia. Yet no such incident, however pleasing, can outdo in significance or dramatic impressiveness the address which Charles Francis Adams delivered some years ago at the University of Virginia and in which he conceded that the view of the Constitution taken by the South was historically and logically defensible even if it was not his own view or the view which was better for the South itself. Over this question controversy may continue indefinitely, although happily in a purely academic spirit. Concerning the return of flags and other battle trophies, however, there will be increasing agreement of opinion. Such incidents carry no suggestion that

the victors were wrong and the vanquished were right. They are a graceful way of emphasizing the disappearance of sectional bitterness and signaling the essential solidarity of the reunited nation.

Former Senator Hitchcock, of Nebraska, is distressed over the manner in which we conduct our National political conventions. He finds that we pay too much attention to the selection of candidates, which results in bitter animosities and lasting feuds. He proposes that the Democratic leaders begin a reform next year by making the tariff the issue in the coming Presidential campaign. No doubt this would lead to a most peaceful convention. It would get rid of the troublesome questions of prohibition, farm relief, foreign debts and a variety of others on which the voters are much divided. Unfortunately, the voters who are interested in these questions will be represented at both conventions by vehement talkers impossible to suppress. The very titles of the planks they will insist upon incorporating in the platforms will be too lengthy for representation in Mr. Hitchcock's proposed six-inch platform. Nor will it be possible to limit the expressions of the friends of the candidates regarding the virtues of the aspirants. They will be heard, win or lose. Mr. Hitchcock's suggestion indicates that he is no longer a coming politician but has joined the superannuated class of former statesmen. The more youthful politicians, who will attend the conventions in great numbers, will still act on the old principle that the more noise you make the better chance you have of getting something some time in the future—just as the youthful Hitchcock did when he supported the youthful Bryan.

Lindbergh runs true to form. In making his choice of occupation he once more waves aside opportunities for mere money making and accepts a job which will enable him to continue his chosen work of doing something for aviation. As consulting expert for the Daniel Guggenheim Fund for the Promotion of Aviation Lindbergh will be free to suggest and supervise the carrying out of any idea or plan which he has reason to think will benefit the rapidly growing activity which he has already done so much to advance. Thus he seals the admiration that he first evoked by his personality, his flight to Paris and his modest bearing throughout as lavish plaudits as ever came upon a human being. Gratitude for this justification of our faith in him must be shared with the trustees of the Guggenheim Fund who have provided him with a post eminently suited to his ambition. It may be said of those in charge of this fund, as it has been said times without number of Lindbergh, that they have not made a single false step. Contradictory as it may seem, neither they nor Lindbergh has shown any signs of "going up in the air."

An abusive manager robs the company of the goodwill of the men.



## OUT AROUND.

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

I note with regret that the salvation army is preparing a building on Williams street for use as a free lodging house for bums and tramps. If there is anything Grand Rapids ought to keep away from, it is an institution of this character. The large heart of the city goes out to its own unfortunates and sees to it that they are properly cared for. Every worthy citizen who is out of work and homeless is cared for in a proper manner.

A free lodging house means the constant invasion and permanent residence during the winter months of hundreds of bums and tramps from other cities who take advantage of the situation to obtain food and lodgings in exchange for an hour or two on the woodpile. The idle hours are then usually devoted to handbag snatching, panhandling, petty thievery, house breaking and highway robbery. Grand Rapids has an ample supply of persons of this class now without extending a beckoning hand to the hordes of petty criminals who constantly gather in Chicago, Detroit, Toledo and other nearby cities.

The lake boats afford employment during the season of navigation to two or three thousand men of this kind. When navigation closes they form themselves into groups on the docks of Chicago and distribute themselves among the cities where free lodging houses are maintained. Six hundred go to Milwaukee to enter the free bed mission in that city. Twelve hundred drift to Detroit and become honored guests at the McGregor mission. As soon as the word goes out that Grand Rapids has free beds and good food in exchange for a modicum of labor, this city will immediately become the mecca of several hundred undesirable characters who will fill our already overful jails and add to the expense we are constantly incurring in sending representatives of the criminal classes to prison.

After I had written the above paragraphs, based on a life long study of cheap rooming houses and so-called free lodgings, it occurred to me that it might not be a bad idea to consult a couple of leading authorities on the subject, with a view to either approving or disproving my theory as to the pernicious effect of inviting gangs of vicious toughs and tramps to make Grand Rapids their winter headquarters. My first call was on Superintendent of Police Carroll, who read what I had written and returned the manuscript to me with the remark:

"You are absolutely right in your statements and conclusions. A rooming house such as the salvation army proposes to establish would be a great damage to our city and a great menace to our citizens. It would necessitate an enlargement of our police force and increase the cost of conducting our courts and jails."

I have great respect for the opinion of "Ab" Carroll on any subject with which he is familiar, because he has a way of getting at the meat of things

in the most direct manner possible. I have known him ever since he was a child. His father conducted a saloon on Cherry street forty or fifty years ago and forced "Ab" to tend bar. Instead of this experience spoiling the boy, it made a man of him. He formed a hatred of liquor selling and liquor guzzling which has not lessened in his later life. It also enabled him to develop a courage and backbone which have given him nationwide recognition. I do not think he ever drank a drop of liquor in his life and his influence and example have always been along total abstinence lines. If a son, brother or husband got to patronizing the bar in his father's saloon to an extent that impaired the peace and prosperity of the family and a relative sought to stop the practice, all he had to do was to request "Ab" Carroll to refuse to serve him. He never had to make a second request, because Carroll's word was as good as gold. He was a little fellow in those days—he is not much larger now—and he frequently had to face the insistent demands of men three times his size. They never got anywhere with him, however, because he had given his word and that was final with him. If they became abusive and threatened bodily injury, they soon found themselves in the gutter. How he did it nobody ever knew, but he had a punch and a dexterity which were irresistible, and it soon came to be generally understood that "Ab" Carroll was not a safe man to challenge to a bodily encounter unless the belligerent was looking for a good trouncing. The reputation thus established by the boy has been a valuable possession all his life. It followed him into the sheriff's office, where he gave Kent county one of the best administrations it has ever had. The same is true of his management of the police department, where he has given the city an excellent example of fidelity, shrewdness and far sightedness. I dread the time when "Ab" Carroll retires from the position he now occupies, either through political wire pulling or because he becomes tired of the exacting duties of the office, because I do not know where Grand Rapids can ever find his equal. Scarcely a day passes that I do not hear someone assert that he is going to "get" Carroll. I smile to myself, because I know it will not be long before the person making the statement will be headed for Ionia or Jackson. If I deliberately started out looking for trouble, "Ab" Carroll would probably accommodate me on short notice, but—realizing his ability to meet the issue—he is positively the last person whose path I would undertake to obstruct.

The next person I sought for advice on the free rooming house question was Rev. M. E. Trotter, who has built up a wonderful working organization in the City Mission. Mr. Trotter decided some years ago to avoid the use of slang in his conversation and sermons, so he said:

"Stowe, you are dead right. You can't cut out a word you have written without impairing the force of your charge. I am next to the free rooming

house situation, because I have made it a study for thirty years and I want to tell you that such an institution would be a curse to the city and entail an unnecessary burden on the taxpayers of the town."

Like "Ab" Carroll, Trotter is a fighter from Fightersville. When he came to Grand Rapids and opened a little mission on Canal street, he had a fight on hand every night when his meeting opened. Half the business places in the vicinity of his mission were saloons and most of the upper floors of the blocks were utilized as assignation houses or houses of prostitution. These kindred interests did not relish the idea of a revivalist coming into the community and weaning away any of their patrons from lives of crime and vice, so they held daily meetings and designated some big bully to break up the meeting every evening. In no case was a meeting broken up or postponed. When Trotter started to pray or the choir started to sing, Big Mike or Big Joe or Big Bill started to create a disturbance. Within ten seconds Trotter was showering sledge hammer blows on his anatomy which completely dumfounded him and within a minute after the fun started the big bully was reclining in the gutter, bleeding from ears, nose and abrasions of the skin elsewhere on his person. It required only about a month of pugilistic pastime of this character to convince the plug uglies of Canal street that Trotter was not a safe person to interrupt when he started to pray; that if they were aching for a trouncing that would put them under the care of a surgeon, they could be instantly accommodated at the Trotter mission on the slightest provocation. As a boy I used to read about the Fighting Parson in the civil war. As a man I came to know the Fighting Evangelist in his early days in Grand Rapids and one of the most precious memories I cherish is that I made the first substantial contribution to the present mission building on Market street. In later years he was the victim of a cruel criminal conspiracy which broke up his home and nearly destroyed his usefulness as a moral leader, but the fighting blood surging in his veins served him to useful purpose, the same as it did in dealing with drunken bullies in the early days of his career in Grand Rapids, and enabled him to put his detractors to shame, so that he emerged from the ordeal exonerated from any taint of wrong doing and stronger than ever, with the moral people of the city and Nation solidly behind him.

During the next few weeks the charitably minded people of the State will be called upon to contribute to the Christmas funds of the salvation army and the City Mission. If they want a detailed report of how every penny is expended, they will have to confine their giving to the City Mission. If, on the other hand, they want to contribute to the creation of a public menace like the free rooming house, they will have to confine their gifts to the salvation army, an alien organization which has no proper place in independent America.

John A. Cleveland, Grand Rapids manager of the Consumers Power Co., informs me that my reference to his corporation in Out Around in our issue of Nov. 16 was a little unfair, inasmuch as the Consumers Power Co. makes a practice of paying for all broken glass inflicted on occupants of buildings adjacent to torn up streets where the breakage is caused by large gravel or stones, used by its contractors, hurled through glass windows by the rubber tires of passing vehicles. Mr. Cleveland insists that his company pursues the same policy the city has always observed—settles the damage on the basis of cost of replacement and deducts the amount so paid from the payments made contractors. I am glad to make this statement in the premises and I shall immediately proceed to dig up some of the old charges which have been repudiated in the past by the North Tonawanda concern, which does much of this work of devastation—to the tenants along the street where deep trenches are dug and dirt is thrown in our faces and piled high on our sidewalks for several weeks when no more than one city block should be torn up at the same time. The situation has been particularly exasperating this fall on account of the frequent rains, which have reduced the clay to a thick paste. This nasty mess tracks in our floors, necessitating the constant employment of moppers. No corporation or contractor has any legal or moral right to create such a nuisance and unnecessary hardship and maintain it for so prolonged a period. But the blame rests on the city government for permitting such abuse of power by an alien organization. The North Tonawanda concern has special machinery of the most modern type for nearly every process, but when it comes to handling dirt from a trench it has nothing over the grand old gardener, Adam.

I observe that all kinds of committees are being created to handle the 100th furniture market celebration in January, but I note that the only three living men who were actively connected with this industry when the furniture market started, fifty years ago, have not received deserved recognition. They are At. S. White, Milton L. Fitch and Charles W. Jones. Because of their knowledge of early conditions in the furniture trade, it would seem to me that these men should have honored places on some committees which are being made up of men who were not on earth fifty years ago and who have only a superficial and second-handed knowledge of the subjects they are supposed to discuss and pass upon.

E. A. Stowe.

One of the most successful publishers in the world—Mr. Cyrus H. K. Curtis—has a favorite slogan. It is this: "Yesterday ended last night." In other words, Longfellow was right when he said: "Let the dead past bury its dead." Don't drag yesterday's troubles into to-day. Make a clean sweep every night and a fresh start every morning. There is a good deal in this.—Herbert N. Casson.



## SHOE MARKET

### Will Electrical Advertising Help Your Business?

Does electrical advertising pay? What does an electric sign cost? What kind of a sign should I buy? Should the sign I buy be a porcelain enameled steel sign or a painted sign?

Those are questions of intense interest to every shoe retailer contemplating the purchase of an electrical advertising display sign.

In answering the question, "Does electrical advertising pay?" it is interesting to observe that there are well over a quarter of a million electrical advertising display signs in this country burning every night, and that over thirty millions of dollars are invested annually in this form of advertising.

Hard-headed business men who insist that proof of forthcoming results be shown for every appropriation appearing in the annual budget, seem to agree that electrical advertising does pay, and pay big.

An electrical advertising display sign erected over a place of business attracts attention day and night. At night its dazzling light carries its message to thousands of prospective customers; tells them who you are, where you are, and what you sell. It carries its message to all who glance its way; attracts to your store people homeward bound after working hours. And attracted by a sign, they stop, look inside, step inside and buy.

Then, too, week after week, month after month, day and night, people see your sign, become more and more conscious of your store, become more and more conscious of what you sell. Then when those people are in need of a product sold in your store, the sign's message comes to mind and the product is bought at the store the sign identifies.

Contrary to popular belief, an electrical advertising display sign that will do justice to any shoe retailer's place of business may be had for from \$100 to \$150. So much publicity is attached to large, spectacular displays costing from \$75,000 to \$100,000 that the general conception is that the cost of an electric sign is exorbitant.

A sign costing \$150 requires less than five cents an hour for electricity to keep the sign burning. Since the average sign burns from 6 p. m. until midnight, this means an expenditure of less than thirty cents a day for advertising—it being remembered that the sign advertises a place of business throughout the day without cost for electricity.

The types of signs used are the interiorly illuminated sign and the exteriorly illuminated sign.

The interiorly illuminated sign consists of only flat or raised glass placed against the inside of the face of the sign, and fitting into the letter cut out of the steel face of the sign. It is primarily for use in a neighborhood where there is little competition from other forms of artificial light at night. When illuminated, the glass letters stand out in sharp contrast to the black background of the sign and may be seen for blocks in every direction.

The exteriorly illuminated sign is primarily for use in a neighborhood where there is competition from other lights. The lamps or bulbs are on the outside of the sign, directly on the lettering which appears on the sign and gives off much more light than the interiorly illuminated sign.

Another question which quite often arises is, "What should a sign say?"

A successful electrical advertising display sign says either "buy me," "buy here," or both. A "buy me" sign has on it the word "shoes." It tells prospects what they can buy in the store it advertises. It is specific.

A "buy here" sign has on it the name, or a trade mark. It, too, tells prospects what they can buy in a store, but does it by carrying a name which, in the prospect's mind, is associated with specific merchandise. It is not specific.

A sign which is specific—which has on it the name of merchandise being sold—is usually more effective than a sign that carries only a company name or trade mark; but if a company name or trade mark is so well known that it suggests specific merchandise, then both signs are equally effective. If possible, a sign should carry both messages—"buy me," and "buy here."

### Shoes Become More Elaborate.

The latest change in fashions in footwear, although radical and definite, has come about so gradually that it is not easily appreciated. The impossible of a few years ago has become not only possible but approved, and the most extravagant styles have come to be conventional. The swing from a matter-of-fact style to one that is theatrical by contrast brought out many extremes in form and color. These were less acceptable to women of taste than the more quiet modes which are now being shown in shoes for both daytime and evening wear.

Sport shoes are in a class by themselves. They are stout, commonsense boots and oxfords that serve for hiking, for country and wintry-weather town wear. They are all of the practical laced model, made of black, tan and brown leathers.

There are several novelties that answer storm requirements. The latest goloshes are high and trim and are to be had in colors as well as in black. A new shape in rubbers, modeled after the Russian boot, is very chic and picturesque. It is seen in black, with scarlet, green or white tops, and also with these color combinations reversed. Regular rubbers coming from Paris are made in jade green, red, gray or blue.

For daytime street dress the strap sandal or colonial is worn, and is made of patent leather, the heavier reptile skins or suede. Black is very fashionable at the moment and is bringing in black hosiery to supersede the light colors and "nude" shades. One of the smartest among the models is a one-strap shoe of heavy black alligator hide. Another is a colonial shape, which has a high tongue and is finished with a large buckle made of suede and patent kid combined in tiny stripes.

For sheer beauty the latest things in evening shoes quite eclipse any of the

fashions shown before. There have never been as many different materials suitable for dainty footwear. Among them this season are satins, kid, brocade, velvet lame, petit point and suede of the quality of fine gloves. The new opalescent kid slippers are so colorful in themselves that they are seldom ornamented. The transparent velvets in the most delicate shades are either without trimming or have beautiful jeweled buckles, and sometimes jewel-studded heels. Most of the elaborate ornaments for evening slippers, however, are shown in plain satin or metal cloth.

Several original styles of trimming are shown on the new models.—N. Y. Times.

### Men's Gloves Scarce.

Manufacturers have been complaining about the small orders placed on men's and youths' gloves and warning the retailers that there would be a considerable shortage as the holiday season approached. This condition is now apparent with the result that small and large stores are clamoring for more merchandise and are unable to get the desired leathers. The result is that many of the old numbers are being bought and substituted for the newer ones. Both lined and unlined gloves are affected with the chief demand on unlined pigskins, capeskins and the very high-grade mochas. Wool linings for the holiday trade have sold better than the all-fur lining. Unlined gloves are selling from \$22.50 up, while the lined gloves sell from \$18 upward.



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## 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

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Manufacturers of Quality Footwear since 1892.

## MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY LANSING, MICHIGAN

### Prompt Adjustments

Write

**L. H. BAKER, Secy-Treas.**

**LANSING, MICH.**

**P. O. Box 549**



### There Are No Waste Lands in Michigan.

Grandville, Nov. 29—And now comes the glad tidings that there are no waste lands in Michigan.

Michigan's waste lands are products of ignorance, according to Walter E. Hastings, of the educational bureau of the State Conservation Department.

He said that after a summer tour of wild acres in all parts of the State he had come to the conclusion that there isn't an acre in the State unproductive of some good. The swamps and wilds, he pointed out, are the homes and breeding places for all species of wild life.

It seems the people as a whole are coming to realize the value of those lands denominated "waste" in times past. Almost everybody went at the promiscuous slaying of everything wild in our woods and swamps. The idea that wild things, such as animals and birds, were not the legitimate prey of man seemed never to have entered their heads.

The saying that we live and learn has more truth than poetry in it. We are learning that this earth without any life save that of domestic animals and man himself is not the paradise it has been surmised to be.

People are learning that general slaughter of wild life means a state unfit for human habitation. Our swamps and forests have a value that even the cleared lands cannot duplicate. The draining of swamps at great expense has been found to be a mistake since deserted farms on the highlands proclaim a large acreage of uncultivated soil going back to nature.

A less number of farms, but those more productive, is what we need, and this cannot be brought about by burning over our forests, draining our swamps while many farmers seek city life with all its glamor in preference to continuing to work the soil.

No waste lands in Michigan. That is good news, is it not? We have heard so much of barren state lands the story has become monotonous, but now that the learned professors are finding out facts for themselves from careful personal investigation we may soon expect a change in the whole aspect of State land conditions.

From one part of Michigan comes reports of a surplus of red deer; so plentiful, in fact, as to be damaging to farm crops, and an appeal for State aid since these wise animals have committed their depredations in a county in which deer hunting is forbidden. You see, the deer are wise in their day and generation and seek the safe places for visiting the farms and eating the ruralist's crops.

Anyhow it is pleasing to know that the wild deer are not all dead yet and that some of our citizens may, by carefully rushing the animals into another county, procure a venison rump for a Thanksgiving dinner.

However, deer, it seems, are not the only species of wild life which are making merry at the expense of the poor farmer. Over in the Alpena district bears are making such inroads on the sheep they threaten to drive some farmers out of business. Strange, if true. Sixty years ago bruin was not molesting the white settlers. No bear was ever known to attack a human being and very seldom attack his stock. Now and then a stray pig met death at the jaws of a bear, but even this was not of sufficient frequency to alarm the new settlers of Michigan.

Perhaps, as the State becomes more settled, the bears become more bold and insistent on doing damage.

Although it is becoming known that what were considered waste lands in the long ago are now coming to be valued at their true worth, it is not supposable that the farmers will turn over his cultivated acres to the raids of red deer and black bears.

Doubtless should a farmer catch

bruin in the act of carrying off a sheep or lamb he would be justified in self defense in shooting said marauder.

Even though the bear and deer of Michigan are increasing in numbers at a tremendous rate, let the newspaper correspondents tell it, there is really no danger of the farmers having to flee to the city for safety.

The most important item in all this late news of Michigan farms and wilds is the fact that people are coming to learn that we have no waste lands. When the fact is known that every foot of Michigan land is susceptible to some good use a substantial victory will be won, and there will be less groaning over the barrens along the lake shore.

There are other uses to which lands can be put than the mere act of farming. Wild lands may well remain wild until the acres already cleared receive back the deserters and agriculture once again comes into its own in Michigan.

Thousands of fertile acres lie in the sunshine and rain of our State, untilled at present because the wrong man went upon them seeking a home. It has often been said that every man to his trade when success is assured.

It is not always the most learned man who makes good in certain lines. Many farmers who flew the ranch for city life had book learning, yet their ideas on the proper working of soil were of the crudest, while others with very little schooling, yet a determination to make good on virgin soil, made a wonderful and satisfactory success.

I know a man who came from another land and squatted on a Michigan eighty, having only his hands and a few meager dollars, who made good. He did this by strict attention to business, not accepting fads and fancies nor wasting his time at public meetings bemoaning the sad lot of the farmer.

By persistent and determined effort he came out victorious and to-day is the possessor of a twelve thousand dollar home, with money in the bank.

There are no waste lands in Michigan. Old Timer.

### Thinks Coolidge is Partly To Blame.

Detroit, Nov. 26—I observe your editorial in the Tradesman of Nov. 23 regarding the manner in which many daily papers caricature President Coolidge, especially the nasal appendage to his face.

I share with you the contempt with which you regard the invasion of the sacredness which should surround the person of our President.

Unfortunately, I am afraid Mr. Coolidge has himself contributed to this condition by his (too) good heartedness in permitting himself to be photographed on almost any and every occasion in company with any kind of delegation which called on him. When he was in South Dakota last summer he permitted his associates to dress him up in cowboy fashion. He accepted election to a band of indians and permitted himself to be photographed in indian attire.

Furthermore, he permits his patron saint, Mr. Stearns, of Boston, to visit him at the White House, sit around the porches on a bench in his shirt sleeves with an old pipe in his mouth.

In view of this letting down of dignity by our Chief Magistrate, is it any wonder that the newspapers should take the liberties they have in distorting his facial make up? B. C. W.

Liver is one of the most important meats in protein and calories furnished the body, ranking with round and sirloin steak. Liver also contains all three vitamins. No distinction in food value is made between the various kinds of meat liver. Chicken liver is slightly higher than the others in protein.

## Suggest--

**Mueller's Spaghetti**

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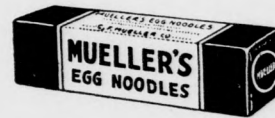
**Mueller's Egg Noodles**

**Mueller's Alphabets**

**Mueller's Vermicelli**

**Mueller's Ready-to-serve Spaghetti**

They mean profit for the grocer and satisfaction for the customer. They are so good and so uniform, they sell quickly and easily, and satisfy the most exacting customer.



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You can best sell a product that you yourself like best. Test White House Coffee in your own home. Compare it with any other high grade coffee—bar none! We leave the judgment to you. We know you will recommend, **FIRST**, this coffee that is the fruit of 40 years' experience in blending and roasting the choicest coffee bean the world produces.

**The Flavor Is Roasted In!**



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Portsmouth, Va.

## FINANCIAL

### Auto Makers Getting Set For Flying Start.

True to form, November brought with it the usual automobile rumors, featured this year with the unconfirmed report of a gigantic merger sponsored by William C. Durant, president of Durant Motors, and a man who has gained and lost more real fortunes than any other one person in the automotive industry.

Participating in this alleged merger were an exceedingly choice collection of plants, including Moon Motors of St. Louis, which this week announced a new line of high grade cars; Gardner, Hupp, Peerless and Star, Cleveland-Chandler, Jordan and Packard.

Those most vitally interested, including officials of the various concerns and Detroit bankers, scouted the rumor, adding:

"Important and a whale of a financial story, if true. But there is nothing to it."

It can be added that each of the companies mentioned has been doing nothing but work during the present year, despite the reported depression in the motor industry. Several sharp spurts in Hupp stock during the last month or six weeks played a part in getting the rumor afloat, as throughout this buying there were reports that Durant was accumulating the stock and is now credited with holding approximately 50,000 shares of that stock.

Official announcement is now being made by automobile executives that the industry, as a whole, will enter the new year, now only five weeks away in better condition and with brighter prospects than ever before. Naturally optimistic, manufacturers have every reason to believe that production and sales in 1928 will far surpass those of the present year, which fell below expectations.

Producers have set the opening of the national automobile shows, which will be early in January, as the time the real demand for cars will begin, and from that time on they are expecting a demand that will mean capacity production.

No doubt exists but that a tremendous army of potential buyers is awaiting to place orders. No small percentage of these prospects have already decided on a Ford as soon as that car is ready for the market; others have decided to wait until they get a view of the car before placing their orders elsewhere, which many of them will do and in this way stimulate interest in all other makes.

The replacement demand has also lagged for the last few months, which means smaller allowances than ever before, coupled with the fact that new cars are being sold at lower prices. This fact will work to the financial advantage of the dealer whose ever-present problem is how to dispose of his stock of used vehicles.

With a summing up at the close of the year it will be found that the export business will have established a new high record and that nearly every company engaged in overseas business is planning for greater demand in 1928.

There is abundant evidence that the automotive industry, as a whole, will establish a new production and sales record in the year just ahead of it. Everything is ready, expansions completed, and the demand that will make it possible exists, and every manufacturer will take advantage of the situation.

A new type car is being built by Henry Ford exclusively for the English market, and it will be on exhibition in London early in December. Production is expected to begin in England early next year. The Ford Motor Co. is also ready to start construction of a million dollar plant in Japan, with an annual capacity of half a million cars or more.

The English car is reported to be of decidedly low horse-power, equipped with wire wheels with but few, if any, of the characteristics of the present Ford models. It will compete with the low-priced cars of English, French and German makes now so popular in those countries.

It is the unanimous desire of automobile manufacturers that Ford get his new line before the public at the earliest possible moment. The result, they argue, should be that the satisfying of this deferred demand will push automobile sales next spring into new high grounds.

Even at this early date it is predicted that 1928 will see the production and sale of at least 5,000,000 vehicles, an increase of about 1,600,000 over 1927. Plants now operating, and which will have produced 3,600,000 cars by the end of the present year, will only have to continue this average to set the new high mark for it is confidently predicted that Ford's output will take one of the necessary 1,400,000 to make the five million mark a fact.

### Fiscal Year of the Fur Industry.

Bankers who do a great deal of financing for the fur trade are interested in the agitation in that industry for a change in the fiscal year from December to March.

As a matter of fact the present fiscal year in the fur trade, ending December 31, does not correspond to the normal cycle of business in the industry. It is a relic of the time, before the war, when the industry was concentrated in Europe.

The American fur industry is no longer dependent upon Europe for its central market, its financing or its styles. New York to-day is as an important a fur center as Leipzig, London or Paris. The United States not only markets its own furs here and abroad but it also imports foreign raw furs and re-exports them in a finished state to Europe.

New York is now one of the great retail fur markets of the world and handles from 80 to 85 per cent. of the United States fur trade.

The production of fur goods in this country as a whole is now well over a quarter of a billion dollars, rising from \$44,000,000 in 1914 to \$254,000,000 in 1925. The import of raw and dressed fur in this country ranks seventh in value in the list of American imports.

The United States including Alaska



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THE "GRAND RAPIDS SAVINGS BANK" feels it is "SERVING" only when the things it does for its customers are helpful to them in their financial affairs-- business or personal.

Rendering banking service along broad and constructive lines for 56 years has established this institution in the confidence and esteem of business houses and individuals throughout all Grand Rapids.

## GRAND RAPIDS SAVINGS BANK

"The Bank Where You Feel At Home"

## Kent State Bank

"The Home for Savings"

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

Banking by Mail Made Easy.



has been producing approximately \$70,000,000 worth of pelts a year. This production is compared with \$15,000,000 for Canada and \$35,000,000 for Russia.

Commenting on the present fiscal year in the fur industry the New York Trust Company, in the latest issue of the Index, says: "To-day the fiscal year coincides with the calendar year. This arrangement is very disadvantageous. It forces the manufacturer to sell in or before December, just prior to the height of the season, and induces him to buy in the beginning of the calendar year at a time when he still should concentrate his efforts on selling the current stock. Also his desire to present to his bank a good statement without too much inventory at the end of the business year is a temptation to the fur manufacturer to dump his goods upon the retailer in November and December."

"Under the present system financing is rendered more difficult, sales cramped and his purchases more speculative."

"When and if this change is actually put into effect it should relieve the manufacturers from the pressure to get rid of their goods at an untimely period. Since the seasons cannot be altered, the change in the fiscal year of the manufacturer will require the dealer to grant longer terms on his sales. But this additional cost is expected to be more than offset by the improvement of the industry in general which will make possible a more orderly marketing, a more regular demand and, in preventing a dumping before the height of the season, will give the manufacturer the benefit of better prices. This in turn may enable him to absorb the cost of longer financing."

[Copyrighted, 1927.]

#### Harvard Sees Prosperous Year For 1928.

In the most interesting forecast for 1928 yet printed the Harvard University Committee on Economic Research this week predicts prosperity for the first six months of next year and recommends a continuation of the Federal Reserve system's present easy money program.

Coming from one of the country's most conservative economic services, and reflecting the views expressed at the recent annual meeting at Harvard, this optimistic expression will inspire fresh confidence as the new year approaches. The Harvard authorities base their expectation that business will hold to its present big volume for another six months on the exceptional ease in money and the 1927 conservatism of business.

They see no obstacles in the form of unwieldy inventories, inefficient transportation or overproduction of goods. On the other hand they do note with satisfaction that basic manufacturers are operating at a substantially lower rate than last year, that weak spots in the situation, such as the oil industry, are being strengthened and that the agricultural position is so improved as to assure an abundant purchasing power for 1928.

Not even a major change in speculation is in prospect if the market horo-

scope presented by the Harvard people is accurate. The indication is, in their opinion, fairly convincing that the stock market will maintain the selective character shown in 1927 by which is meant that "while good stocks may well advance as the prospects of particular companies improve, poor stocks will continue to suffer just as in the past year."

The hazards of the new year to be awaited are the unsettling influences of a Presidential election and the increasing complication in the problem of transferring reparation payments when Germany's payments reach their maximum next September.

Closely related to the market and business situations of 1928 is the Federal Reserve policy. Inauguration of the 3½ per cent. rediscount rate by the Federal Reserve system and the perpetuation of easy money by continued further purchases of Government securities ties the present money ease intimately to the Federal Reserve operations. Whether the Federal Reserve system will continue its present program into the new year or will adopt a different course nobody knows.

What the Harvard University committee very plainly would like them to do is to perpetuate in so far as possible easy money next year.

Paul Willard Garrett.

[Copyrighted, 1927.]

#### New Treasury Loan To Be Floated Soon.

Banking institutions have been advised by Benjamin Strong, governor of the Federal Reserve Bank of New York, that the regular December Treasury financing may be expected shortly. The letter did not disclose the amount of the loan or the terms upon which it would be offered, but it is expected to be \$300,000,000 or \$350,000,000.

Mr. Strong's letter was the formal, preliminary notification for the convenience of banks and to enable quick subscriptions as soon as the terms of the financing are announced. Methods for filing subscriptions were outlined.

Although it had been the general opinion for several months that December financing would be unnecessary, the unusually large redemption of Second Liberties proved the deciding factor. Early in the week it became known that the Treasury had been called upon to pay out such large sums to holders of the Second Liberty bonds that additional funds would be required to carry the department over until March.

The Treasury to-day withdrew \$19,083,400 from depositories in the New York district, representing 50 per cent. of the surplus left from the subscriptions to the recent seven-months 3½ per cent. certificates of indebtedness. The call for the entire country amounted to \$71,750,000.

The hope of eliminating much of our poverty, crime and wastefulness lies in our ability to teach the younger generation something constructive about the right use of money.—Lewisohn.

Unless we save a portion of our income we are cheating ourselves.

## Investment Securities

### E. H. Rollins & Sons

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Dime Bank Building, Detroit  
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We protect the Proceeds of  
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Graded dividends of 20 to 50% on all policies according to the class of business at risk.

FIRE - AUTOMOBILE - PLATE GLASS

305-06 Murray Building

Grand Rapids, Mich.

## SENTIMENT IN BUSINESS.

## Captains of Large Business Corporations Are Doing So.

Bruce Barton, in his wonderful book entitled, "The Man Nobody Knows," in which he portrays our Saviour as the greatest salesman the world ever knew, clearly depicts that with a humble beginning, and with a small staff of eleven disciples, He has sold Christianity to the world. No other enterprise has stood the ravages of time and conquest for 2,000 years and kept growing stronger and stronger in each succeeding year.

The foundation of this great achievement has been sentiment backed up by the strict enforcement of the Golden Rule. Early in His teachings to His disciples and followers, He inculcated the spirit of unselfishness, honesty of purpose, and fair dealing with everyone — thus setting a good example Himself and a counsel for the others to follow. Captains of industry throughout the world are realizing more and more to ensure greater efficiency from their employees, they must create better working conditions, pleasant social environment, and put sentiment behind every business transaction made. No doubt there are a number of Judases in every line of endeavor; but as in the case of the original, the percentage is very small. There is no vocation in which sentiment can play so important a part as in the retail grocery business. The daily contact with the housewife and the mother, the backbone of every home, is the great opportunity to endear himself to every member of the family, should he put sentiment in his business and practice the Golden Rule methods in the conduct of his business relations.

Putting sentiment into business is not only having a genial disposition, or a good personality—it goes a few steps farther. Imparting to your clerks and customers your ability as an executive the practical knowledge you have acquired from long experience of the merchandise you sell and the most desirable method of selling, is very essential to both you and them. Honesty in your intercourse with everyone will establish a reputation that money or price cutting will not purchase.

One of the salient facts that many grocers will not admit but which exists in so many stores is that the boss himself feels he must attend to every detail no matter how small or large it is. As an executive, he believes he should give his personal attention to all the buying, selling, and conducting of the store. This places the responsibility wholly on him; and the clerks, no matter how efficient they may be, feel that there is no responsibility entrusted to them. Their full interest in the success of the business does not reach that standard of efficiency which should exist and would, if some real responsibility was allotted to them. This is so evident, by the decision of our highest courts, that a contract, no matter how carefully drawn and adhered to, is not legal, should it not place a responsibility on the signer and

also a penalty for non-performance of same. Therefore, as an executive, the grocer should plan the conduct of his business, that some of the responsibility in this conducting rests with his clerks. Placing confidence in the ability of his clerks to carry out his orders will merit better efficiency and create an impression on the minds of the clerks that they are more than mere automats; that they are part and parcel of the entire business, and also that the success and failure of the business will partly rest upon their shoulders. This is one of the important factors in putting sentiment in business.

We have some wonderful examples in the conduct of our large industrial corporations:

John Wanamaker, the dry goods prince, sent a daily letter of encouragement to his employees, and had this same message printed for the public in a corner of the advertising space.

President Sloan, of the General Motors Corporation, never issues an order directly to any particular person. The general order is sent to the department so that every employee is informed as to what is expected for him to do.

This plan is being followed up in the majority of the large corporations, also in small business houses throughout the country. The American workman is the best paid, has shorter hours, and works in a different atmosphere than in any country in the world. The result is that he is more efficient, is happy and contented, and his home environment is better than in the past. The entire situation has been brought about through the realization that our big leaders must put more sentiment in business to get better results and bigger dividends for the stockholders.

Getting back to the grocery business reminds me of two grocers located a few blocks apart. One spent most of his time selecting low priced goods and marking them up at a loss so that he could draw customers away from his competitors. He did not believe in featuring the profitable lines; always had a grouch, and changed his clerks continually. What little business he drew never paid him a profit, and he never put sentiment in his business or home. His family shared his unhappiness and eventually he went out of business. The other grocer is a hale fellow well met, started business on a shoe string. Happiness and good-will radiated from his home and store. He makes it a matter of business the year round to feature the goods that pay him a real profit, although he has a special on nationally advertised goods each week. He and his clerks co-operate in store management. Everybody connected with the store is happy and their home life is the same. Customers go out of their way to patronize this store. It was a complete success from the opening day and the business has grown each year. Sentiment and the Golden Rule are the prominent ideals of this merchant. His slogan is "Throw away the hammer, and get out a horn."

I often think of a little note I read in a circular some months ago—"The grocer who makes a success of his

business is not the grocer with the most luck, but the grocer who tries the hardest." This grocer does not play a waiting game, but goes after what he wants—in other words, you cannot get new customers if you don't go after them. Henry Lohmann.

## Industry and Trade Dropped in October.

A summary of general business and financial conditions issued by the Federal Reserve Board showed that industry and trade were less active in October than in the preceding month and in smaller volume than a year ago. In spite of this slowing up, however, commodity prices showed a further slight advance.

Freight car loadings declined in October and the first part of November and were smaller than in the corresponding period of last year in all classes of freight except grain and grain products.

Building contracts awarded increased considerably in October, owing to unusually large awards in New York and Chicago in the last week of the month. The increases were largest in contracts for residential and commercial buildings.

The board found that production of manufacturers declined in October, contrary to the usual seasonal tendency, while the output of minerals remained in practically the same volume as in September. In October and November, activity of iron and steel mills and of automobile plants was smaller than at any previous period of the year. There were also decreases during October in cotton consumption and in the production of building materials, crude petroleum and boots and shoes.

The output of bituminous coal and the number of hogs and cattle slaughtered increased by less than the usual seasonal amount. Production of flour, copper and anthracite coal showed increases in October.

Unusually favorable weather during October, the board said, resulted in increased yield for late fall crops. The indicated production of corn, according to the November report of the Department of Commerce, was placed at 2,753,000,000 bushels, an increase of 150,000,000 bushels over the estimate of the previous month and 106,000,000 bushels over the yield a year ago. Larger yields, as compared with the previous month's estimates, were also indicated for cotton, tobacco and potatoes.

The board said that trade at wholesale and retail showed less than the usual seasonal increase in October and, compared with the same month a year ago, wholesale trade in all leading

lines, except meats and drugs, was smaller.



## Carefree Shopping

There's double pleasure in Christmas Shopping when you don't miss the money!

Join the Old National Christmas Club, now forming for next year, and be prepared!

## The OLD NATIONAL BANK

MONROE at PEARL

*A Bank for Everybody*

## Hodenpyl Hardy Securities Corporation

*Getting the most out of your investments requires a broad knowledge of securities and how to use them best for your own purposes.*

*Our service, based on long experience, is yours for the asking. We handle only the best in investments.*

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ACCOUNTANTS AND AUDITORS

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**Reason Enough.**

Announcing a most interesting program at one of our summer resorts, the program frankly stated that "the entire proceeds will be donated to a highly respected farmer, who lost his house and furniture, his barn with all his cattle and agricultural implements, which were entirely destroyed by fire. His loss was over \$10,000 and the townspeople and some of the summer residents have already contributed about \$3,700 in goods and money towards making up this loss."

Without for a moment disparaging a charitable impulse to relieve any sufferer from fire, it may be pointed out that insurance would have made such an enterprise unnecessary. There are only a few people, fortunately, who do not insure, in proportion to the great army who know the benefits of sound stock fire insurance. Insurance does more than merely provide a safeguard against fire loss—it makes thrift possible. Without insurance, a lifetime's savings can swiftly be swept away, with no hope of return.

**Do You Know**

That eight out of every ten fires could be prevented by promptly correcting hazardous conditions, such as disorder and accumulation of rubbish and litter; faulty electric wiring—often installed by the home owner and the novice?

That of all places in the home or factory the furnace or boiler room should be absolutely free from accumulations of combustible refuse—the acme of order and cleanliness?

That steam or hot air should be used for heating factories, stores and warehouses—stoves are dangerous?

That electric light is infinitely safer than any other form of lighting when the equipment is installed in conformity with the proper rules and regulations?

That it is necessary to get a permit before doing any electric work in a building?

That a burnt match should never be cast away until the stick has been broken and the flame or remaining spark extinguished?

That a metal receptacle for cigar and pipe ashes, cigarette butts and matches should always be provided for smokers?

That a match, cigarette butt or cigar ashes should never be thrown in a waste paper basket?

That it is always safest and more convenient to use an electric flashlight than to search for something with a match, candle or flame lamp?

That many fires originate from the cleaning of floors, silks, etc., with gasoline? Violent rubbing of the material generates static electricity, which produces a spark that ignites the vapor.

That where gasoline is used for cleaning purposes it should be kept in a small approved self-closing can?

That gasoline vapor is three times heavier than air and will float along near the ground or drop to the basement like an invisible stream, and under favorable conditions will ignite from a spark or flame?

That one gallon of gasoline has sub-

stantially the power equal to eighty-three pounds of dynamite?

That you cannot have low insurance rates until the fire waste of the country is reduced?

That the underwriters base the insurance key rate of a municipality on the general hazards that exist and the fire protection provided to offset or counteract the menace?

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

That buildings of the most thorough fire-resistive character are liable to have fires among their contents if there is disorder, dirt and rubbish in the place?

That while capital may be partially protected against loss by fire insurance, labor has no protection, and quickly finds that its means of support has vanished?

**A Product of Carelessness.**

In Crater Lake, National Park, there is an example that once seen is a life lesson. At a high point on one of the many scenic drives, a pinnacle from which hundreds of miles of surrounding country can be seen is a sign reading, "The product of one person's carelessness with fire." And stretching away behind the sign is a vast mountain side populated only by blackened stumps, all that is left of what was once a magnificent virgin forest, until a match or cigarette butt was dropped and left unobserved.

It would be a good thing if every inhabitant of this country could stand and see what desolation the raging flames have wrought at that point. We should have no more such signs or reason for them.

**Unexpected Fires.**

A match drawn up into a vacuum cleaner started a fire in the closet that completely demolished a home.

Rays of sunlight passing through a fish bowl burned a hole in a rug which smoldered, flared into flame and started another home fire.

Sifted hot ashes thrown back into a coal bin cost still another home owner many times the price of the coal he tried to save.

Modern fire resistive school buildings mean money, but it should be remembered that in a pile of silver dollars a mile high, not one of them can crawl in your lap and say "Daddy, I love you."

**The Michigan Tradesman.**

The Michigan Tradesman leads to-day  
All others in America  
That notes the trade of any state  
Or corporation, small or great.

The Michigan Tradesman greets the  
years  
While growing younger, it appears,  
It puts on style unknown before  
For years that number forty-four.

The Michigan Tradesman is on hand  
To see that dealers understand  
That "right is might" in all that tends  
To make and keep your trade with friends.

So the Michigan Tradesman stands  
alone  
In this or any trading zone  
As the oldest that has dared the fates  
Of its kind in these United States.

And so long years to him we know  
As the Michigan Tradesman's E. A. Stowe,  
No other name in this our land  
Does with the trade more proudly stand.  
L. B. Mitchell.

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## LET US OUTLAW WAR.

Address Delivered to American Legion  
of Fond du Lac, Wis.

I accept and feel honored by the invitation to address the men who enlisted and the men who fought in a cause of world-wide significance. On this your day of re-union you have good reason to feel both happy and proud—happy because your young lives have been spared and proud because, when your country called you, you were willing to serve and ready to advance what you believed to be the best interest and the highest ideal of the American Republic.

No word of mine can add to the praise you won. No word of mine can picture the drama in which you were the leading actors, in which you look so heroic a part. I can give you no flower which will make your bouquet scent more sweetly. I can put no thread in that fine piece of tapestry in which your deeds are so richly woven. Upon this occasion I can see and feel more than I can say. It is easier for me to greet you with silence than speech and the best part I could take now would be to do naught but stand, here and gaze in wonder and admiration upon all that you are and all that you have done.

Many centuries will come and go before the human mind will fully grasp and clearly understand what were the exact losses and achievements of that world wide struggle. But it is our duty now to profit by the bitter lessons it taught us, so that in the future we shall enjoy the gains of peace and not again suffer the losses of war.

I believe we are all agreed that war is wasteful and cruel. I think we are all agreed that the burning of homes and churches and the shedding of human blood are deeds that we should strive with all the power that God has given us to avoid and suppress. Many and varied are the elements which enter into the causes of war. We may not know all the fine points and details that precede and make for such a human calamity; but we do know, in a general way, that ill will, hatred and selfishness are the contributing, if not the culminating, factors which lead to the destruction of human life and property.

Let us, then, cultivate a spirit of friendship, love and charity. These are old words, to be sure. They have been spoken by many people, many times in many places. But they are good and true old words, with a meaning so deep and so clear and so holy. If we would pause in our busy, restless lives and take these words deeply to heart, we would save and exalt ourselves and others besides and raise the human spirit to the very highest level. That spirit would be the surest guaranty against a repetition of the shameful and brutal deeds that degraded the human race in the past and set back its progress.

I can think of no one fitter than you to exemplify such a spirit. The men who were potent to do so much in time of strife can do equally much in time of repose. You who have been the trusty heralds of war and death can

be the wise apostles of peace and life. You whose mission it was to tear down and destroy, now have a mission to build up and save. The trophies of peace are as dear and as costly as the relics of war. Of these trophies you must be the future keepers and guardians. To this great trust your country now calls you. My large faith and hope in you leads me to believe that you will gladly and loyally answer your country's silent call in time of peace as you answered your country's bugle call in time of war.

It is my belief that you are willing to join me in the fond hope that during the centuries to come, human life will not again be exposed to the peril and cruelty of war. I also believe that you are willing to receive any thought or word of mine, however weak and poor my thoughts and words may be, that might tend in the slightest degree to help us waylay and arrest the destructive sentiment or influence that makes for war.

In the past, in many quarters of the world, was was looked upon as a mere game or sport, and when it was over the men who were lucky enough to survive rejoiced over what they thought was a great victory. You gentlemen who live in this enlightened time know full well that war is not a game. You know that war is not a sport. Surely it is not a clean sport. To tear down the telegraph wires and carry on communication with guns, to plug boys with bullets and fill their lungs with poison gas, to drive them out of their homes and compel them to live in the ground like rats and worms—is not a clean sport but a foul crime.

It is time to tell the men who represent the governments of the world that humanity no longer looks upon war as a great game or sport. It is time they were told that war is crime. It is time to say it, and say it out loud, that governments can commit wholesale murder only under circumstances which permit individuals to do the same. You and I are forbidden to kill except in self defense, only when we are in actual danger of losing our lives. Just so with governments. The government of no nation has the right to destroy life and property unless the lives and property of its people are facing destruction. You and I have no right to take the life of, or even harm ever so little, a creditor or a competitor. No government has greater rights in this respect than you and I.

But the game of war goes merrily on. Nothing is done to discourage it, nothing is done to prevent it. The governments of the world are doing over and over again to-day the same things they did yesterday. They are appropriating billions for military purposes. I wish the President of the United States would give a free passport to the ambassador of every country whose government appropriates and spends vast sums in preparing for war and sever official and commercial relations with those governments. I wish he would be as aggressive against war in time of peace over here as they are aggressive against peace in time of war over there. I wish he would

MR.

MERCHANT

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enjoy no social relations with the emissaries of brute force. We might be alone for a while, but I don't think we would get very lonesome. We would still have the radio and the movies to entertain us, until the war jingos made up their minds to reform, treat human life as sacred and Godly, and on such terms to again keep us company.

My friends, how can we do our little part to put a damper on the foolish ardor for war? What is the little that we can do to make war appear to be the hideous thing it really is, and turn the thoughts of men from the bloody roads of doubt and hate and death to the beautiful lanes of faith and love and life? For one thing, let us not imitate the past; let us not follow in the footsteps of the dead past. Let us rid our minds of the childish thought that war is a game or sport and that it can end only in victory. Let us count the losses as well as the gains. In thinking of the living, let us also remember the dead and the wounded. We must season the rich food of our pleasure with the condiment of grief. Into the cup of our joy, let us put in just a little kick of sorrow. Let us mingle our moments of rejoicing with a little sadness and mourning. Let us pin a little bow of crepe upon our gaudy decorations and let us have days of remorse and repentance as well as days of festivals and jubilees. Thus we may use the little power we have, if not to bury the festering carcass, to at least help slay the sporty spirit of war.

#### Why Call the Road the Santa Fe?

Early in the month of June, 1882, the writer met Fred Harvey. His presence in Grand Rapids, he explained, was due to his desire to purchase furniture for a chain of restaurants located on the line of the Atchison, Topeka & Santa Fe Railroad. Dining cars were not operated by the railroad companies in that year. Travelers were given twenty minutes for dinner at the restaurants provided by the railroads at different points on their lines. Among many of such conveniences in the State of Michigan those located at Jackson, Marshall, Niles, Grand Rapids, Owosso, Hartford, Kalamazoo and Cadillac were noted for the excellence of the food provided and the efficiency of the service rendered. Fred Harvey served the traveling public so well that he is fondly remembered. He passed out of life a score of years ago, but the Santa Fe Railroad never fails to mention Fred Harvey service in its advertisements. Why should such an important railway corporation as the Santa Fe bear the name of such unimportant little towns as Atchison, Topeka and Santa Fe? Atchison is a one-horse town on the Missouri River somewhere between St. Joseph and Kansas City. Atchison was one of the early territorial governors of the state and the town was named in his honor. Topeka is a nice little city. Its prominence is due to the fact that it is the capital of the State of Kansas. It does not amount to much in commerce, manufacture or finance. Santa Fe is

said to be the oldest city in the United States. Its location is quite remote from the main line of the railroad. It is the terminus of a stub line. Aside from its interesting antiquity it is of small importance. Chicago, Kansas City, Denver, San Francisco, Los Angeles and San Diego are cities on the Santa Fe line. If the railroad corporation does not consider it worth while to give these cities a place in its title, it might abandon the old one and designate its property as the Fred Harvey line. Harvey contributed the best efforts of his life to the service of the company.

Not many years ago railroad corporations considered the city of Grand Rapids as sufficiently important to be entitled to a place in the titles of their institutions. Old residents remember that the present Pennsylvania was originally the Grand Rapids & Indiana; that the New York Central trains bore the names of Kalamazoo, Allegan & Grand Rapids; that the Northern division of the Pere Marquette was organized as the Grand Rapids, Newaygo & Lake Shore; that the Holland section of the same line was named when its construction was begun, Grand Rapids & Holland; that the Detroit division of the Pere Marquette was given publicity as the Detroit, Lansing & Grand Rapids. A company was organized as the Grand Rapids & Saginaw.

The city of Grand Rapids at a period in its history when its population numbered about 10,000, by a popular vote issued bonds to the amount of \$100,000 as aid to the corporation in building the Grand Rapids & Indiana Railroad. Many local residents invested hard earned savings in the bonds. The legality of the issue was questioned and contested by men who had opposed the granting of the gratuity. The State Supreme Court sustained the contenders by declaring the issue illegal. An appeal of the case was taken to the Supreme Court of the United States. That court held that as the bonds had passed into the hands of innocent (third) persons they must be paid. The city paid its debt to the holders of the bonds.

Solon, Nelson and other townships of Kent county voted bonds for various sums in aid of the same railroad corporation and ultimately paid them.

Arthur S. White.

Of the journalistic philosophy of John Haslup Adams, its editor who died last week, the Baltimore Sun makes this interesting record: "A newspaper, as he conceived it, could never be a mere recorder of the superficial and the obvious. The real facts, he believed, were always more or less occult; to get at them and bring them to the light was the first duty of a journalist—the first duty and the chiefest joy. Wherever the facts led, up hill or down dale, that was the way to go; to hesitate or compromise was to dishonor a profession that, to the last, he served and believed in with romantic devotion. Was the thing true? Then it must be printed. Was the cause just? Then it must be supported." Here is a gospel that should go into our schools of journalism.

## When they buy bread . . .



**W**HEN your customers buy bread, suggest Beech-Nut Peanut Butter. To countless women the simple association of these two foods will spell a genuine need.

Children love Beech-Nut Peanut Butter spread on bread. To all it is a favorite filling for dainty, tasty sandwiches—just right in the school lunch-box or at home parties. Beech-Nut Packing Company, Canajoharie, N. Y.

## Beech-Nut Peanut Butter

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## DRY GOODS

**Michigan Retail Dry Goods Association**  
 President—A. K. Frandsen, Hastings.  
 First Vice-President—J. H. Lourim, Jackson.  
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 Secretary-Treasurer—D. W. Robinson, Alma.  
 Manager—Jason E. Hammond, Lansing.

### Armistice Day Closing Not At All Popular.

Lansing, Nov. 29—Merchants are urged to perform all kinds of community service and no class of business men respond more cheerfully to such demands. The custom of closing stores on special days has been abused and many merchants have felt that it is not desirable to close their places of business on days which are not legally designated as public holidays.

Efforts to close stores on Armistice day entails another loss to the merchants whose overhead expenses are large. A letter was received recently from one of our members raising this question and a letter was written to one member in each of the several cities in the State, in the list given below, asking if stores were closed on that day. This information asked was simple and the answers brief:

Ann Arbor—Did not close. Day was observed for five minutes. Church bells ringing.

Bay City—Did not close. (No further comment.)

Battle Creek—Did not close. (No further comment.)

Flint—Did not close. Last year stores closed. This year all were open.

Grand Rapids—Not a single store closed. Street cars and public utility companies of all kinds in full operation.

Holland—Did not close. (No further comment.)

Jackson—Did not close. Jackson retailers preferred to keep open, as this had been a backward season.

Kalamazoo—Closed from 1 o'clock the remainder of the day.

Lansing—Did not close. Bells were rung at 1 o'clock. A grotesque parade was made, but parade was no credit to the city.

Ludington—Stores closed. (Did not state number of hours.)

Manistee—Did not close. (No further comment.)

Muskegon—Did not close. Closed the first two years, but not since.

Pontiac—Did not close. Mayor proclaimed two minutes of prayer at 11 o'clock. Bells and bugles sounded and all work stopped for two minutes.

Port Huron—Store closed one hour in the morning before opening.

Saginaw—Closed from 12 o'clock to 3 o'clock. Think we have closed for the last time. Think it is not advisable. More are staying open each year.

Traverse City—Did not close. Not a store in the city closed.

We believe that the sentiment is almost unanimous in favor of brief exercises to call the attention of the public to this historic day, but not to close places of business to show patriotic interest and loyalty.

We have recently communicated in our news letters regarding the work of a certain company installing burglar alarm systems in stores. In some places the work installed by this company has been satisfactory and in others unsatisfactory. We have conferred with the manager of this company with reference to these complaints. His explanations are not entirely satisfactory.

In our news letter of Nov. 22 an item was inserted that the annual flood of unordered Christmas neckties has not yet started. A letter from one of our members brings this information:

"I notice in your bulletin you say that necktie fellows have not started

to operate yet. This last week I received a package of them from a 'blind' man. I saw some others who received them but I refused mine."

The above quotation is self-explanatory. Don't let your sympathy for blind men get the better of your good sense and accept goods which have not been ordered by you. There are plenty of unfortunate people in your circle of acquaintances for objects of charity. Throw the unordered goods on the shelf and let the other fellow do the worrying.

Many merchants have in the past purchased and used in making collections certain forms drawn to imitate regular court summons. Sometimes they are called "Final Notice or Garnishee Notice" or some other similar name. They are usually intended to make the debtors believe that a regular summons issued by the court has been served on them and are supposed to scare them so they will pay their bills. The Michigan Legislature of 1927 passed an act prohibiting the use of such blanks.

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

### Wraps Take on Unique Designs.

For novelty and chic in the season's new styles in wraps there are shown many models that are built of rich fabrics and trimmed with fur. In these transparent velvets and metal cloths are especially interesting. An idyllic creation shown by a French designer is a coat wrap of white chiffon velvet of the new "transparent" weave. It is wide of sleeve deep of collar and cut to fold generously about the figure. A silver tissue figured in a graceful palm-leaf pattern is used for the lining, and the collar and cuffs are made of white fox fur.

Reversing the scheme of this coat wrap is another which is made in the form of a full-length dolman of silver and white metal brocade. It is lined with shell-pink velvet, and on this too the deep collar and cuffs are made of fine white fox. This wrap has a chic note in a buckle of brilliants made in oblong design, with which it may be fastened close at one side of the front. A wide-sleeved coat of pale green and gold metal brocade is lined with pinky-beige ermine, of which both collar and cuffs and a shaped band running around the bottom and part way up one side are made.

The display of evening wraps is particularly interesting because of the variety of materials and the many ways in which they are lined and trimmed. There is a certain uniformity of line, simple yet subtly diversified, but the fabrics are new and many of the combinations are of a poetic loveliness. Red is used very successfully in several of the French models. One is a delightful shade of coral. It is lined with silver lame and has collar and cuffs of brown fox. Another wrap of geranium-red transparent velvet is lined with silver lame and is trimmed with a wealth of white fox, which also forms its shawl collar, the wide band down the front and the wide cuffs.

### Hudson Seal Becomes a Stylish Trimming.

Hudson seal is the first of the heavier furs to be cut up into the complicated piecings and incrustations that are now so much in vogue for coats and gowns of silk and wool. Henri

Vergne shows some of the most ambitious of these intricately seamed effects. One coat of Hudson seal was seamed both front and back in a series of laddering Vs and was draped to the left. Almost everything imaginable has been done to fur heretofore except to drape it—it has always been considered too bulky for that—but this coat manages to introduce draping and still retain both its slenderness and chic.

Muffs have come back! Rather shrinking and inconspicuous little muffs, to be sure, but muffs for all that. Generally they are made in a semi-circular shape about twelve inches across. If a small, round and flat pillow, with a gathered puffing encircling it, were to be cut in two, the result would look very much like these little muffs. They are made in breitschwantz, in shaved lamb or in any of the clipped furs of cloth-like texture.

### Make Sales Genu'ne Is Advice To Dealer.

Conduct a special sale successfully: By determining definitely the goods to be offered and the reduction or special prices to be given, and the policy to be followed concerning adhering to such prices.

By announcing the sale through the press, making everything clear, and avoiding any statement in any way which will mislead.

By being as good or a little better than all promises made.

By seeing to it that sales people are thoroughly posted on the sale offerings, and prices and conditions.

By providing sales people enough to take care of the extra business.

By thanking the public when the sale is over for the volume enjoyed.

By not having sales too often and making them real events when they are arranged.

### Long-Waisted Frocks Favored.

There is a decided tendency in children's dresses toward the return of long-waisted models, finished with belt or sash. For the one to three year group, however, straight little frocks with turnover collars and cuffs are selling well. A new note in pantie dresses is shown in the advance models that have "shorts" with a waistband finished with buttonholes. This type of pantie does not show below the dress, and is at present wanted by the better shops. Many attractive things are now offered. Among them is a group of hand-made voile dresses in the one-to-six-year sizes that are finished with French dots, insertions and real lace. These wholesale for \$16.50 a dozen. Another group, made up of imported dotted Swiss frocks in white and colors, contains numbers to wholesale at \$24 a dozen.

### Gray in Handbags To Fore.

Once again the penchant for harmonizing color effects makes itself felt and this time the change is in handbags. At the beginning of the Fall business, it was black antelope, then followed a flurry in brown antelopes, while to-day there is considerable talk about gray in box calfs, ante-

lope, lizard and other reptiles. What influences the manufacturer is the use of gray kimmer as trimming on coats and talk of gray squirrel and goat as second best choice. Notwithstanding all the healthy indications of gray as a vogue, it is regarded by many as a gamble, for it is a color difficult to control in shading and blending with fabrics.

### Two Seasons Puzzle Trade.

Coat manufacturers here are coping with the question of whether it is best to proceed actively with Spring lines or to continue production of seasonal merchandise. Those favoring the former procedure believe that buyers will show active early interest in the Winter resort and Spring offerings. On the other hand, it is pointed out that much business in Winter coats remains to be placed and that a cold snap would create a scramble for merchandise on the part of the retailers. January sales will also absorb considerable production, which will be more profitable than usual because of scanty stocks, some manufacturers believe.

### Cheaper Blouses Best.

Blouses are needed by the retailers and in both the fancy and sports types. Metallic silks and georgettes with detail in necklines and occasional bows and pins on the shoulder are sought for wear with the odd skirt. Gay prints in slightly longer lengths with pockets and loops for a narrow belt are wanted for the tweed skirts. In this type of merchandise the popular-priced lines, wholesaling from \$3.75, are far outselling the others. Metal cloths in gold and silver brocades are going better than the plain weaves, and in the prints, red, beige, gray and navy backgrounds are conspicuous.

### Fine Negligees Selling Freely.

Negligees and bathrobes of the better kind are selling so freely that manufacturers are finding it difficult to keep up with their orders. Aside from the usual holiday demand for fancy lines, the plain tailored robe is the best seller. Robes made of fine camel's hair, strictly tailored in manish effects and finished with grosgrain ribbon, are selling well in solid colors, plaids and stripes. Both shawl and convertible collar styles are favored. Flannel robes are wanted in bright prints for the so-called Palm Beach trade.

### Curtain "Dress-Up" Helps.

The curtain business now being placed is for Spring delivery, and according to merchandise men a large volume business in these lines is expected, due to the "dressing-up" movement. This vogue, which started last season, comes in about Spring cleaning time and is creating a mid-season in house redecorating. Along the same line manufacturers are selling bedroom and dining room sets in imported and domestic laces for tables and bureau tops, comprising long scarfs, squares, ovals, arm rests and chair backs.

Getting tired is more in your mind than in your body.



**Reminiscence of Moses V. Aldrich.**

Moses V. Aldrich, associated with William B. Ledyard, his father-in-law, was engaged in the manufacture and sale of milk safes and grain separators in the year 1865. Their factory was located on South Division avenue in the rear of St. Andrew's cathedral. Wagons, with long bodies, drawn by spirited horses, carried the safes and mills to the homes of farmers in Kent, Allegan, Ottawa counties and other sections of Western Michigan to be sold. Mr. Aldrich, an expert salesman, seldom failed to dispose of his load before returning to the factory. If a farmer was unable to pay for a safe or a separator, Mr. Aldrich obligingly accepted his note, endorsed by a neighbor. Mr. Ledyard would collect the note in due time. It might be necessary to grant repeatedly an extension of the accommodation, but in the end the note would be taken up. Mr. Aldrich was elected mayor of the city in the year 1869. He gave much valuable time to the business of the municipality and earned a good record as an administrator.

The city, through the employment of its legal processes, had decided to widen Monroe street and extend Canal street to provide for the creation of Campau Square. An assessment roll had been prepared, the collection of which would provide the means needed to pay for the property acquired in the consummation of the proposed improvement. To complete the operation of the plan the mayor's signature to the assessment roll was needed. Mr. Aldrich had opposed the prosecution of the enterprise and withheld his signature. One year later, when L. H. Randall, who had been elected mayor, entered upon the discharge of his official duties, he signed the roll. The city took possession of the ground, demolished the old buildings and paved the square and the streets leading to it.

Friends urged Mr. Aldrich to seek the Republican nomination for representative in Congress for the fifth district, composed of the counties of Allegan, Ottawa, Muskegon and Kent. A vigorous campaign for delegates ensued and in the early hours of the day, when the nomination would be made by the district convention, it was dollars to doughnuts that Mr. Aldrich would be chosen as the candidate of the Republican party. It was predicted that the delegates from Kent county would stand back of the candidacy of Mr. Aldrich until a certain tropical region occasionally mentioned in the Bible had frozen over. At this point in our narrative the writer feels warranted in referring to an old Scotch proverb, "The best laid plans of mice and men," etc. One of the delegates from Kent treacherously deserted the Aldrich phalanx and voted for W. B. Williams, of Allegan, who received the nomination. Mr. Aldrich took his defeat seriously. He had not learned that in politics one must be a "good sport" if he would seek political honors in the years to follow. He canvassed the Kent delegates personally and spotted the traitor, whom he persecuted so vigorously and relent-

lessly that he was obliged to leave the city. Congressman Williams obtained employment for the unfaithful delegate in one of the departments of the general government at Washington, where he remained until death closed his somewhat spectacular career.

Mr. Aldrich was warm hearted, generous and a faithful friend. He evinced a kindly interest in such young men as were struggling under heavy handicaps to make a place for themselves in trade, in industry, or the professions. His purse was never closed to worthy, deserving young men who needed help. Arthur Scott White.

**Snatched Life Victory From Apparently Sure Defeat.**

One of the best illustrations in modern times of the power to snatch a life victory out of what seemed sure defeat comes to us in the career of the late James Tanner of Washington, D. C., known everywhere as Corporal Tanner.

He was only a country boy of seventeen when, in 1861, he enlisted in a New York regiment and marched off to the war. At the second battle of Bull Run, August 30 1862, he was severely wounded and suffered the amputation of both legs on the battle field. It was ten days before he was carried to a hospital or received anything but the most casual attention, and he nearly died of shocks, loss of blood, and frightful neglect. All his life he suffered from his wounds, and a number of times had to undergo re-amputation. Without money, without any influential friends, with only "country schooling," he started out.

In three years he was a stenographer and was called in to aid Stanton in the house where Lincoln lay dying. In four or five years he was a young lawyer beginning a country practice. In ten years, now in Brooklyn, N. Y., he began to be heard from as an orator for memorial services, other historical gatherings, or political meeting. From that time he kept on growing in reputation and power until he was one of the most sought-for orators in the country. He held various public offices, and he moved on from Department Commander to National Commander of the Grand Army of the Republic. It was, however, in the sphere of personal contact and influence that he made his great contribution.

Suffering almost continual pain, he might have become gloomy or bitter. He was one of the most companionable of men. Handicapped, he might have become self-centered. He was unselfish—never so happy as when working for the other fellow.

Seeing the seamy side of life, he might have lost faith in man. Nothing in him was more characteristic than his conviction that men at heart were good.

Facing continually in his own life the dark mystery of evil with which theologians have wrestled in all generations, he might easily have sunk into atheism. To the end he kept his childhood faith in a good God.

And he used his life to promote understanding and good-will. Among the wreaths piled high at his funeral

in Washington, from the President, Senators, Judges and other leaders in the Government, there came one from the children of General Joe Wheeler in memory of the noble address which Corporal Tanner delivered at the unveiling of the Wheeler Memorial in Atlanta some years ago. With the distinguished company of old men who wore the blue, there came to his funeral a distinguished delegation dressed in Confederate gray, representing the Confederate Veterans Association.

A crippled country boy took his life and made it count so that more than once the President, the Cabinet and statesmen of every shade of opinion assembled to listen to his eloquent words.

Better than that, he made it count so that, without weakening the ties that bound him to his comrades, former foes were changed to friends, old controversies were buried, old bitterness was forgotten, and good will was extended from North to South.—Christian Leader.

**Knows You Are Weak.**

"Bill is a good salesman," said a dealer of one of his men, "but he falls down on a lot of good sales just because he hasn't any understanding of mechanics. He doesn't know any more about what makes a lawn mower cut grass than he knows what makes a washing machine wash. He can tell a woman what a washing machine will do, and maybe that's enough. He can tell a man what a lawn mower will do, and that may be enough. But some customers, men or even bright boys, want to know what makes the wheels go around, and why this machine does it better than that machine. That is where Bill has to admit he doesn't know. And when you admit to a customer that there is one thing you don't know, you slip back, because he knows you are weak."

**The Real Essential.**

A millionaire once said to John Bright, "Do you know, sir, that I am worth a million pounds?"

"Yes," responded Bright, "and that is all you are worth."

It's a fine thing to accumulate wealth, and every salesman ought to save his money, but there is more to successful living than merely becoming wealthy. Every salesman ought to do what he can to accumulate real knowledge of his business and ability to handle it, and he ought to accumulate a reputation for being a good man to do business with. Unless a man can accumulate business friends and personal friends his money will not make life worth anything to him.

**Spring Neckwear Prepared.**

Although the Fall and Winter lines of men's ties are pretty well sold out and retailers are asking for additional merchandise for the holidays, houses dealing in the better grades are focusing their attention on new Spring merchandise. At present indications point to small geometric patterns in very bright colors on white and very light grounds. Blue is again cited as a leading color, but there will be many new designs worked out in green, also a

marked showing, as compared with former seasons, of the purple and violet shades.

**Postma Biscuit Co**  
QUALITY  
RUSKS and COOKIES  
Grand Rapids, Mich.

**Sand Lime Brick**

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

*Brick is Everlasting*

GRANDE BRICK CO.  
Grand Rapids.

SAGINAW BRICK CO.  
Saginaw.

**The Brand You Know  
by HART**

Look for the Red Heart  
on the Can

LEE & CADY

Distributor

**Gall Stones—Bilious Colic**

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.

**I. Van Westenbrugge**  
Grand Rapids - Muskegon

Truck Service  
Central Western Michigan

**Nucoa**

**KRAFT K CHEESE**

"BEST FOODS" SALAD DRESSING  
"FANNING'S" Bread and Butter PICKLES

**ALPHA BUTTER**

**Saralee Horse Radish**

**OTHER SPECIALTIES**

**WILLETT-CHULSKI & Co.**  
INVESTMENT BANKERS  
Listed and Unlisted Securities.  
933-934 Michigan Trust Bldg.  
GRAND RAPIDS, MICHIGAN

## RETAIL GROCER

Retail Grocers and General Merchants Association.

President—Orla Bailey, Lansing.  
Vice-Pres.—Hans Johnson, Muskegon.  
Secretary—Paul Gezon, Wyoming Park.  
Treasurer—F. H. Albrecht, Detroit.

### Graphic Description of Way a Chain Went Wrong.

In the course of his talk at the last annual convention of the National Retail Growers' Association, Ellis Howland adversely criticised the St. Paul resolution which ruled that officers must be active, practicing grocers, adding: "It drove off one man—thoughtlessly, of course. He was a good executive and you never can pay the debt that belong to him. I am glad his state has seen the light and come back, although it was bought at the tremendous price of the loss of a great friend to all of us."

That was Howland's tribute to Frank Connolly and during all the years that small, selfish souls were trying to get Frank's scalp, it was a reassurance to me that Howland, from his unique vantage point of the editorial rooms of the New York Journal of Commerce, discerned in Frank his underlying greatness. This was a pretty fair indication that, taken all together, Frank was right, for Howland never hesitated to point out errors when they existed. Frank's passing, as he did pass—fighting misrepresentation, innuendo and envy—was a tragedy from which we should try to derive a measure of humility and self-questioning.

A few weeks afterwards Howland was killed by a trip on a stairway and so passed from the scene another outstanding figure in grocery trade circles. Verily, 1927 was a tragic year for grocerydom.

With something closely and unfortunately resembling exulting glee the grocery papers have recently carried the news that a grocery chain is in financial difficulties. But there is behind that even a story which should cause us to divest ourselves of malice and all uncharity, for chains are but individuals grown large through honest effort.

It is some fifteen years since I saw the originator of that chain for the first time. His warehouse was a floor or two, cramped into small quarters in a tightly congested wholesale region. I found my way up a narrow, dark stairway, none too clean, into a makeshift office partitioned off from the stock rooms. The boss sat before a battered desk whence he could see everybody. He was interviewing an applicant for a job.

"Where have you worked?" he asked.  
"In New York," answered the applicant.

The old man sighed with an air of long suffering patience over a familiar experience, saying "Noo Y-a-r-r-k is a big place—whereabouts?"

He may have been born in Ireland and again he may not, for "Noo Ya-r-r-k" is indeed such a big place that folks of German parentage are born, educated and live out their lives there who retain throughout their entire lives the pronunciation, accent and intonation of Berlin, or of Naples, or of Ireland, or any other foreign region.

But anyway, he then ran about sixty-five profitable, though not in the least attractive or sanitary stores, and he still did most of the work of detailed management himself.

Near the old man's desk sat a handsome young man. He was around 22, well put together, neatly dressed—in striking contrast to the ancient gray suit, innocent of pressing, worn by the boss—and with a shock of wonderful deep red hair. That was the son to whom I was referred. I was impressed with the young man's seriousness. In fact, he took himself very seriously indeed.

It was five or six years later that business took me to the place again. By then the chain consisted of around 165 units, considerably improved in outward appearance, and the headquarters was a new red brick warehouse located "way up town." The office was handsome; the chief occupied his seat beside a flat top desk, still in a gray suit not much better looking than he had worn years before; but now he did only part of the managerial work. Much more was done by the son who quite evidently took himself more seriously than ever. The old man seemed restless; not so secure or assured as he had been aforetime. Maybe he instinctively foresaw what has now happened.

Rumors in chain circles were to the effect that the younger man was not as sound in his ideas as his father. Such rumors are not a contravention of the thought that sons should be wiser than their fathers, for such is the law of progress. Rather are they an indication that the youth in question has grown a trifle too fast for his clothes. Present results seem to show that these rumors had some foundation in fact.

So behind the difficulties of this chain apparently lie ancient, familiar factors with plenty of heart ache and sad perplexity for the man who built the original structure slowly, by the sweat of his own and his wife's face, who now sees the work of his lifetime jeopardized or swept away through failure of sound judgment in management.

Such a condition is not much of a trial to the son, provided he has the right basic stuff in him. He can pick up again and make good on the foundation of hard experience. The tragedy is to the elder man. For it is hardly fair that the one who worked himself figuratively up from shirtsleeves should have to witness the return of the next generation to the same kind of garment.

A story like this is no indictment of the chain as an individual enterprise or a system, any more than a mishap or misfortune in a grocery store is an indication that the grocery business is going to the dogs.

For you can find in the news of the day an altogether different slant on chain store activities in the story of the Piggly Wiggly management in Kansas which has instituted a system under which its employees are compelled to save a minimum of ten per cent. of their wages. Nor is this a

(Continued on page 31)

# Don't Say Bread

— Say

# HOLSUM

THE BEST THREE

AMSTERDAM BROOMS

PRIZE *White Swan* Gold Bond

AMSTERDAM BROOM COMPANY

41-55 Brookside Avenue,

Amsterdam, N. Y.

## VINKEMULDER COMPANY

Grand Rapids, Michigan

Distributors Fresh Fruits and Vegetables

Now Offering: Cranberries, Bagas, Sweet Potatoes,  
"VinkeBrand" Mich. Onions, Oranges, Bananas, etc.

## M. J. DARK & SONS

INCORPORATED

GRAND RAPIDS, MICHIGAN

Direct carload receivers of

UNIFRUIT BANANAS

SUNKIST -- FANCY NAVEL ORANGES

and all Seasonable Fruit and Vegetables

## 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



## MEAT DEALER

### Salty Corned Beef in Retail Shops.

Some consumers complain to us that the hardest thing to find to their satisfaction is mild cured corned beef in the retail shops they trade in. We have been told that in some cases clerks assure customers with all the apparent sincerity at their command that the corned beef will be positively and absolutely mild when cooked. These same customers say they find the corned beef salty and lacking in desirable flavor when they cook it. The result is they give up hope of ever finding corned beef to suit them and stop buying it. This is a curious complaint, and we know it is not made without good and sufficient reason in many cases. There are many retailers who prepare their corned beef with great care and sell it while mild in cure, and these dealers have invariably built up a good trade on their product. There are other retailers who either do not know how corned beef should be cured, lack the knowledge necessary to good results, or are indifferent to this part of their business. Retailers need corned beef trade in most locations, and it is good, profitable business everywhere that it is handled right. Most consumers want their corned beef mild, and when it is so prepared make a very good dinner for families, especially so since it is not excessive in cost and provides a means of serving vegetables in a very appetizing way. We are inclined to think that some retailers use their corned beef tank as a sort of a necessity, rather than a good source of income. Some find it very convenient to place in cure pieces of meat on Saturday night or other times when something is left on the counters or in the ice box. These pieces may be part of the rump, chuck, neck round or other section of the carcass. More plates are sold fresh to-day than formerly, but still the corned beef tank is looked upon as the place to dispose of this cut to a large extent. In some cases meat is placed in cure with no record made to identify its age when it comes out. When this is done it is almost impossible to know just how the meat will eat. Brine is sometimes used until it becomes very red, but too old. The curing of corned beef should be a scientific part of the retail meat business. Curing should be done at definite times and with definite salt solutions, with just enough saltpeter to give the meat color. When the meat is cured it should be taken out and sold. More than one tank is necessary. Three tanks are not too many and brine should be changed frequently.

### Larded Meats.

Larded meats are quite frequently found to give better satisfaction than meats that have not been so treated. This is particularly true if the meat is very lean and if the appearance indicates that it may cook dry. Such delicious cuts as beef fillets are very often larded, especially if it be roasted. The cut will be good whether larded or not, but unless cut from par-

ticularly fat steers it will be greatly improved by larding. At certain times of the year a great deal of our meat supply comes from cattle that have been fed on grass more than grain. Some of these are very good, and in exceptional cases the quality is high enough to closely approach meat from cattle that had some grain. When the grass is plentiful and luscious, well-bred cattle fatten up well, producing meat that may be very bright in color and possessed of some marbling. The meat of such animals is usually fully as juicy as grain-fed meat and of very satisfactory flavor. It is liable to be somewhat less tender than meat produced from cattle fed on grain for a long period, though when well aged before being used it will be tender enough to suit nearly everyone. We have been talking about exceptional grass fed cattle, however, and most of the grass-fed supply comes much lower in the quality scale. Considerable of the supply is almost if not entirely lacking in marbling (which makes the mixture of fat particles through the flesh), and may ordinarily cook out rather dry and lacking in desirable flavor, as well as moderately to exceedingly tough. This does not mean that the meat is less nutritious or that a good meal cannot be provided when it is used. It does mean, however, that proper methods of preparation must be employed to assure satisfaction to those who eat it. In such an instance larding may be employed to great advantages, because this process provides fat and helps to make the meat taste better and eat more tender. The plan is simply to have strips of salt fat pork cut and drawn through the lean meat by means of what is known as a larding needle. The strips should be little more than a quarter of an inch square, but several inches long. The retailer will usually do this work if requested, but it can be done in the home if a larding needle is secured. The cost of such a needle is not great and it is a very handy tool to have in the house. Its successful use is only a matter of a little practice.

### 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

A woman has just been elected an Associate of the British Royal Academy. Which shows that if women can paint their faces some of them are equally adept in painting the faces of others.

# 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.

Always Sell

## LILY WHITE FLOUR

"The Flour the best cooks use."

Also our high quality specialties

Rowena Yes Ma'am Graham Rowena Pancake Flour

Rowena Golden G. Meal Rowena Buckwheat Compound

Rowena Whole Wheat Flour

Satisfaction guaranteed or money refunded.

## VALLEY CITY MILLING COMPANY

Grand Rapids, Michigan

## ASK MR. STOWE

He Knows What Our Collection Service Is

Only one small service charge. No extra commissions, Attorney fees, Listing fees or any other extras.

References: Any Bank or Chamber of Commerce of Battle Creek, Mich., or this paper.

## Merchants' Creditors Association of U. S.

Suite 304 Ward Building, Battle Creek, Michigan

For your protection we are bonded by the Fidelity & Casualty Company of New York City.



A good seller  
A splendid repeater

## HOLLAND RUSK

AMERICA'S FINEST TOAST

Place your order today  
All jobbers

**HOLLAND RUSK CO., Inc.**  
Holland, Michigan

## Uncle Jake says-



"Let's do all the business we can honestly, have all the fun we can reasonably, do all the good we can willingly and save our digestion by thinking pleasantly."

We honestly believe that our

### KVP DELICATESSEN PAPER

is the best made, and this without boasting. We get a lot of fun out of our paper business because we are doing good by making it, and our digestion is always in good working order because we think well of everybody.

**KALAMAZOO VEGETABLE PARCHMENT CO., KALAMAZOO, MICH., U. S. A.**

## 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.

### Some Seasonable Features For the Christmas Trade.

Written for the Tradesman.

Do hardware dealers always make as much as they might of their sporting goods at the Christmas season? In his concentration on what are recognized gift lines, does the hardware dealer who is not a sporting enthusiast, or who has no boys or girls of his own, fully realize the attractiveness of these lines, and their gift possibilities? Particularly to his more youthful customers.

As a matter of fact, young and old alike appreciate sporting goods. And, with the Christmas season approaching, toboggans, snowshoes, skates, sleds, hockey sticks, and similar articles are essentially gift lines. The average growing boy, in his teens, when he mentally makes up his list of desired Christmas gifts (for himself) in probably nine cases out of ten puts at the head of that list:

"Hockey skates and shoes."

And such a one will follow with "Hockey stick."

The smaller boys want a hand-sleigh, and a set of ice-skates or bob-skates. And in this modern age the desires of the opposite sex tend strongly toward the identical articles at the identical ages.

Sporting goods as gifts add to the pleasure of the subsequent Christmas holiday week. Then, too, they are easier to pick and choose from than other lines of presents. There is, with such gifts, no perplexing question of individual taste involved. In buying a gift for a young boy, it is very easy to get him the wrong book or the wrong cap or the wrong pair of gloves. But with skates there can be no mistake.

The feeling seems to be growing that Christmas gifts should be not merely attractive but useful. There will always be some demand for the purely ornamental gift; but utility has an increasing appeal. Sporting goods have their utility aspect; and they meet another angle of popular demand, the demand for health and the realization that outdoor sports are conducive to health.

Sporting goods make excellent window displays. They lend themselves to catchy, realistic displays; added to which, even where the window is not devoted exclusively to sporting goods, they can be effectively combined with other lines.

Thus, a purely Christmas window can show Santa Claus carrying his gifts on a toboggan or bob-sleigh. He himself can be equipped with skates, snow shoes or skis. A window design of this sort will enable you to play up your sporting goods while at the same time making a comprehensive showing of all your gifts lines.

To sell to good advantage, sporting goods must be well displayed. They should have from time to time a fair share of the window space; and in

season they should be given due prominence in the interior display.

As a rule it is sound policy to give your customers every opportunity to examine your sporting goods. Of course, it is hardly wise to allow ordinary school children to finger your most valuable guns; but even school boys may well be permitted to examine lines which a certain amount of handling will not hurt.

To handle an article used in outdoor sport almost invariably stimulates the desire to possess it. The small boy, just like men of older growth, wishes to see and feel things for himself. Young as he is, he has assuredly formed certain ideas as to what kind of skates, hockey stick or hand-sleigh he wants. It will pay in the long run to give him a reasonable opportunity to examine the goods.

In the Christmas trade, the good will of the children is a great asset to the hardware dealer.

There is, of course, always a certain danger of pilfering. There are some children who will pilfer, particularly small articles, if given an opportunity. Against this practice, salespeople should be constantly on the alert. The only remedy is constant watchfulness. In fact, even the most constant watchfulness is only a partial remedy; there will always be some slight losses due to this practice.

But the great majority of children are honest in such things. Moreover, pilfering is less likely where the salespeople make it a point to know their juvenile customers and to treat them with consideration. The youngster who is received by the clerk as though he were a customer of great importance, whose first small purchase gets the same degree of careful attention as though he were buying the most expensive gun in stock, and who leaves the store with an enhanced idea of his own importance, isn't going to descend from that high level to "swipe" some small article. At least, not in that store.

It is worth remembering that boys and girls of to-day are the men and women of to-morrow; and that in securing the goodwill of these young customers the merchant is laying the foundation for future business. It is easier to create a lasting good impression upon a child than upon an adult. But the merchant who caters to the youngsters all the year round, who always gives their business serious attention, does not have to wait until they grow up to get results. Every such youngster becomes a booster for the store. He not only influences other children, but his talk at home influences his father and mother and they look at that store through the genial light of their child's enthusiasm.

If you treat the boy as a "mere kid" however where he takes himself seriously, you are sure to antagonize him.

It is worth remembering, too, that a great part of modern gift-buying is for the children. Christmas is more and more becoming the children's festival.

Sporting goods, which essentially appeal to the younger generation,

should, consequently, not be neglected at the Christmas season. Feature strongly the gift possibilities of these lines.

Other lines are just as likely to be neglected. For instance, the average dealer will be inclined to scout the idea of selling stoves at Christmas time.

"Most people are too hard up," is

the way one dealer puts the characteristic view of the matter. "The people who do have money are too intent on buying Christmas presents to spare the time and attention and money for such ordinary articles as stoves."

All of which is more or less true. It may be taken for granted that you are not going to sell an extraordinarily large number of stoves at the Christ-

**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**

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**



mas season. Yet even a few stoves sold will pay for a little extra effort in that direction. And even one stove sale is worth while.

There are two angles to the stove proposition at Christmas.

In the first place, the Christmas festivities in the average home involve a lot of preparatory baking and other cooking. In consequence of this fact, the housewife is interested in getting this cooking done as efficiently as possible. More than that, she wants to get the best results from her efforts. No one thing helps so much in these laudable ambitions as the equipment of the kitchen with a thoroughly modern, efficient range.

Thus, with the holidays approaching, the psychological moment has arrived to broach the subject of a new range. The housewife who is struggling on with an inefficient old cookstove dreads the ordeal of cooking for Christmas.

This isn't theory at all. Quite a number of dealers have found out by practical experience that a brisk pre-Christmas trade can be done in ranges. To make sales, they have to handle the subject tactfully. As most families expect to spend considerable money at this season on gift lines, it is often necessary to sell on easy terms. But sales are made.

To be successful, this Christmas stove-selling campaign should be launched immediately. Sales will be more readily made now than toward the close of the regular Christmas selling period. The thrifty housewife starts her preparations for the festivities well in advance. If you want to interest her in a new range, you must do it right away. The last week or two of the holiday season she will be too intently interested in gifts to think about a new range.

Advertising space can be used to good advantage. Here is a roughly-suggested line of talk:

Christmas Baking Perfectly Done.

When the family come home for the Christmas dinner, aren't you anxious to give them the best of everything? wouldn't you like to have your Christmas baking perfectly done? Don't you want the boys and girls to enjoy the good things mother provides for their Christmas homecoming?

You can show them such perfection in Christmas cooking as they never knew in the old days, and in so doing

you can save yourself a great deal of drudgery.

How?

By getting rid of that inconvenient, inefficient, fuel-consuming old cook stove, and putting in, to-day, our thoroughly modern, efficient, economical range.

Get rid of the old drudgery and add a new enjoyment to the coming Christmas holiday.

Your advertising should persistently drive home this idea, of making the Christmas cooking a pleasure by cutting down the amount of worry, trouble and vexation involved.

A window display, showing a range with a collection of well-cooked viands, helped out by a few show cards emphasizing the attractive features of the new range, will be found very effective. You might even stage a demonstration in the window.

Apart from newspaper advertising and window display, you undoubtedly know of a fair number of prospects whom you canvassed in the fall but who, so far, have not bought new ranges. Go after these people once more, personally. They are quite likely to be in the store; seize the opportunity to canvass them. Let your talk follow the line suggested by the advertisement—the desirability of cutting out the old-time drudgery in connection with the preparations for Christmas. If necessary, offer specially easy terms.

You may not make many sales, but you should make some. And even if you don't make sales now, this extra canvass of your unsold prospects keeps them lined up with you, so that later you should be the easier able to sell them.

One dealer approached this subject, however, from an entirely new angle. He had on his staff a man who had made a special study of heaters and ranges, and was at the same time a tactful salesman. This man he designated as his "expert."

The hardware dealer advertised a new "free service to all customers." Anyone in the community, in fact, was privileged to have the store's stove expert call, inspect the kitchen range, and see that it was in proper shape for the Christmas baking. No matter what the make of range, this expert service was offered, without money and without price. Any actual work found necessary would, if desired, be

done at cost; but there was no obligation whatever to have the expert, or anyone from this particular store, do the work.

A large number of people grabbed at the free store service. In many cases a little bit of simple adjustment that cost nothing, or even a little range education that was equally inexpensive, made the housewife's Christmas baking a great deal easier. In some cases minor repairs were advised, which brought in a little revenue to the store. In cases where the range inspected was seriously defective or hopeless, replacement by a new range was suggested as the solution. Some sales were made at once. In some cases where the housewife balked, the man of the house was approached. How would it be to put in the new range, nominally on trial, during the Christmas season—actually to become the goodwife's Christmas present from the husband? A number of sales were made on this basis.

This possibility of the kitchen range

as a gift is, of course, the second possibility to be considered; and many a perplexed husband with money to spend on his wife and considerable perplexity as to how to spend it will welcome the practical suggestion of a new kitchen range as a Christmas gift.

At the Christmas season, stoves have to be crowded to the back to make room for regular gift lines. Except in a large store it is impossible to play them up prominently at this time. But they should be kept where they can be readily inspected by the customer who shows an actual interest in them; and if space permits, one or two samples should be given a reasonably prominent place. Victor Lauriston.

#### Majoring.

"So your boy is studying to be a druggist?"

"Yes, he is attending a special course of lectures on soap, cigars, perfumery, soft drinks, city directories, telephone books, candy, fancy postcards and stationery."

*Putnam's*

THE GOOD CANDY

AGENTS FOR

LOWNEY'S

NATIONAL CANDY CO., INC.

PUTNAM FACTORY

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

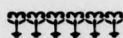
GRAND RAPIDS PAPER BOX Co.

Manufacturers of

SET UP and FOLDING PAPER BOXES

GRAND RAPIDS MICHIGAN

A fixed consumer-habit created by years of intelligent, consistent advertising means steady turnover and quick profit in



**SHREDDDED WHEAT**

## HOTEL DEPARTMENT

### Some Beautiful Features of Laguna Beach.

Laguna Beach, Calif., Nov. 26—Laguna Beach is on the Coast highway, fifty miles from Los Angeles and about seventy-five miles from San Diego, and constitutes a delightful terminal for a week end trip from the former city. Built upon ground hallowed by some of the most romantic and sacred traditions of California history, this little city lies off the Orange county coast line like a jewel set in a sea of jade and turquoise blue waters.

Whether it is because, in this day of rapid travel, Laguna Beach lies almost within the far-flung shadows of the crumbling ruins of the famous old mission of San Juan Capistrano or whether it is because it is shut off from the bustling world of commerce and trade by a chain of low-lying hills, that seem to melt in the vivid blue of the skyline, there is an atmosphere of rest about Laguna Beach which lures travelers from all parts of the earth.

Although sturdily American at heart, Laguna looks for all the world like a bit of old France or Spain transplanted to this new continent. The streets are narrow and winding and the quaint shops and homes which line them all give one the sense of traveling in some delightful foreign country afar from the tourist surging horde.

This is the picture Laguna Beach presents in this day, but years ago, before California had become the great empire of the Pacific slope, the site upon which the city is built was the scene of adventurous and thrilling times in which love and intrigue played important parts.

In those olden days the jutting headland offered sanctuary for various foreign craft, driven off of the high seas, no doubt, by the ravages of the pirates infesting this section of the California coast. Many a boat, with sails dragging in the water, limped into Laguna after a thrilling escape from pirate craft. While most of these vessels were but poorly equipped and carried cargoes of spices and small wares, legend has it that rich treasure was often buried in and about Laguna by the crews of vessels which had been sorely besieged by pirate boats.

Whether these legends have any foundation in fact or whether they are merely yarns handed down through generations of old "salts," they are none the less interesting, and piecing them together they form a complete story in an absorbing pastime.

One of the most vivid legends describes how, many years ago, a Chamasham Indian princess from one of the villages close to what is now Ventura was captured by a pirate crew and taken South to become the mistress of the chief of the sea robbers. The capture was accomplished only after a battle, in which a young warrior, lover of the princess, was left for dead upon the beach.

Upon her arrival close to Laguna, the princess escaped from the pirates and waded to the shore where she hid among the sand caves dug deep into the headland. For days the pirates searched for the missing princess, but she managed to elude them, and it was not until she left the seclusion of the caves in an attempt to find her way to her native village that she was discovered and later recaptured.

As she was being taken back to the shore, her Indian lover is said to have appeared silhouetted against the skyline and the pirates, believing that he was dead, imagined they were seeing a ghost and became so frightened they released the prisoner and fled to their boat.

However later, the pirates evidently overcoming their fear, started out again in search of the princess and she was overtaken as she was just about to be clasped in her lover's arms. Al-

though greatly outnumbered and still suffering from the wounds received in his first battle with the pirates, the warrior put up a great fight and it was not until after members of the pirate band had fatally wounded him that he surrendered.

In the meantime, the princess, who had been watching the battle from a knoll, realizing that her lover had been dealt a death blow, fled from the scene and again sought refuge in one of the caves. Unconsciously she chose a cave which was used as a cache for the pirates' ill-gotten treasure, and later, when members of the band approached, realizing that she was trapped, took a thong and pierced her throat. When the pirates arrived at the cave they saw the body of the princess standing upright, blood streaming from the wound and running in rivulets on the floor towards them.

Whether they believed this as an ill omen is not said, but at any rate they beat a hasty retreat and never approached the cave again. Shortly after this, the legend declares, a great wave washed in the bank, crumbling the walls of the cave and completely obliterating all signs of it and its gruesome contents.

However, if on a moonlight night a person approaches the site of the cave, it is said the voice of the princess can be heard moaning for her lover. The Indians also declare that the afterglow of a Laguna Beach sunset is the trail of blood made by the princess as she mounted the milky way on her journey to the happy hunting grounds.

If one has ever enjoyed a Laguna Beach sunset, this is not hard to believe, for after the great ball of fire has settled in the ocean, the sky becomes hot with flashes of red which resemble streaks of blood, so vivid is the coloring. For a few moments only the red shows up and then it dies down to a fainter and fainter pink, until darkness overshadows the heavens and night has drawn her ebony mantle over the world. It is at such a time that one believes in Indian legends and breathes a hope that the princess may in time become reunited with her lover in the happy hunting ground where all good Indians eventually find a resting place.

It is quite possible the claim made that no other place along the Southern California ocean stretch equals that of Laguna Beach, is reasonable. Artists have made it a Mecca for years. Many of them live here in beautiful homes. A public art gallery here is extolled for its excellence. I will say that I have no notion of assembling adjectives enough to describe the grandeur of the beautiful little city by the sea, with its wonderful caves and coves, a bathing beach of exceptional charm. Its shores have a range of twenty to sixty feet in height above sea level and a most beautiful view of the ocean and shore is obtainable at an point.

Laguna Beach is, literally speaking, "where the mountain meets the sea," a mountain and sea resort in one.

There is going to be a big effort made at the approaching session of Congress to secure the removal, or, at least, a reduction of the drastic excise tax on automobiles. Quite likely this should be reduced, but the public has no assurance in such an event that the enormous profits of motor car manufacturers will not be advanced to the extent that the dear public will never know it has happened. There are lots of other war taxes, which are being collected a decade after all military operations have been forgotten, which hit a greater number of humanity than war taxes on automobiles. In most cases automobiles may be classed as luxuries. They are the property of a class who can afford to pay these taxes but they have an organization to fight their battles, and with organization something is usually accomplished.

## 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.

"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

## 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  
300 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.  
250 Rooms—150 Rooms with Private Bath.  
European \$1.50 and up per Day.  
RESTAURANT AND GRILL—  
Cafeteria, Quick Service, Popular Prices.  
Entire Seventh Floor Devoted to  
Especially Equipped Sample Rooms  
WALTER J. HODGES,  
Pres. and Gen. Mgr.

## 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

## Four Flags Hotel

Niles, Michigan

80 Rooms—50 Baths

30 Rooms with Private Toilets  
T. M. CORNELL, Mgr.



But there are certain taxes, the result of the war, from which the Government receives no benefit whatsoever, and yet which pinch the public to the last notch. How about the 20 per cent. on railroad tickets and 50 per cent. on Pullman charges? They are extracted, as a rule, from travel which is a necessity in the economic affairs of the so-called "common people" whose troubles are always the source of a great deal of worry with statesmen, especially when election time approaches. And again who pays the Government's assessment on the income gathering features of the amusement syndicates, who are extracting millions out of the dear public? Recently the announcement was made that the author of "Abie's Irish Rose," had raked in royalties to the extent of five millions of dollars, a small percentage of what the dear public disassociated themselves from in purchasing admissions to see it. And yet the "common people" contributed five per cent. in addition to the high-jacking prices extracted for the tickets. Congress may well take a day off and give the public a little consideration on the question of war taxes.

A friend of mine who recently drove here from Chicago speaks of the eccentricities of the gasoline market: "We noticed a peculiar thing about gasoline prices en route. For instance, in Des Moines, which is a considerable distance from any oil fields, gasoline was only 9.9 cents per gallon. In Kansas City it was 13c and as we progressed nearer to the sources of production the price gradually got higher until when we got to California, where it flows and is refined at the same place we paid 20.2 cents, which is a condition the ordinary motorist cannot understand." It is all the outcome of a system in vogue among the producers reminding me of the Israelite, recently married, who was told if he wanted to stop at a Hibernian hotel, the only one in town, he must register as an Irishman. Upon doing so he was ejected with such celerity that it excited his admiration and he involuntarily exclaimed: "Mine gott, vot a system!" The register read: "Cardinal Mandelein and wife."

Apropos of the sale of Government owned vessels to private owners, Admiral W. S. Benson, who was in Los Angeles last week and who was once chairman of the U. S. Shipping Board, had something to say about the sale under present conditions, of thirty-six freight steamers which the Government is operating to-day at a loss, to the highest bidder, which means nothing, as there is an understanding among buyers that the Government is to be "held up" and only negligible sums will be offered for same. And this in view of the fact that they are all being operated on regular routes established by the Government at great initial expense.

Admiral Benson takes the generally accepted position that America should foster shipping, that such a course is essential to commercial expansion and that the Government should not dispose of such shipping lanes as she has already established unless she has a positive and substantial guarantee that these routes shall be maintained for a period of at least ten years. "Private owners can juggle with trade routes as they will under a short-time guarantee. If business is a little bad they can shift operations to other waters in competition with other operators, and leave the originally developed trade routes to foreign companies, the very contingency we have been trying to avoid. If we sold these thirty-six ships to a certain group of capitalists now operating steamship lines, on the terms they desire, they'd soon have a monopoly. Once they get a monopoly, they can discriminate against certain

ports, certain shippers and inland districts of production."

It is hard to interpret the insane haste with which the shipping board is trying to dispose of Government owned vessels. At the prices they have heretofore received from this class of ships, it would make very little difference, from a financial view, if they were allowed to rot. It is not claimed that there has been collusion in these transactions, but very poor judgment has been displayed in disposing of them. Now that we have them, why not experiment a while longer, even though we operate them at a loss, rather than compel shippers to "subsidize" the monopoly which Admiral Benson suggests as a final outcome if Uncle Sam continues to play the part of Santa Claus in disposing of her merchant marine?

Michigan newspapers bring to me the information that, because a bell boy at Post Tavern, Battle Creek, sold a bottle of liquor to a Government spy, there is a possibility that padlock proceedings may be commenced against that institution. This is almost too silly to elicit comment, but leave it to minions of the Government to figure out that an institution of the importance of Post Tavern, operated by individuals of high standing, would knowingly do anything to discredit their establishment. It is just such stuff as this that is inculcating a disregard for law by everybody. With liquor of all kinds going into Michigan by trainloads it would seem that Uncle Sam might find a more sensible pastime for his "little boys" than trying to foment scandals among the decent element.

Hiram college, in Ohio, where at one time President Garfield was an instructor, announces that hereafter all foreign languages, including the deceased ones, will be eliminated from their curriculum. This is certainly a move in the direction of progress. Foreign languages, as taught in American schools, as everyone knows who has traveled abroad, are not foreign languages by any means. Even if they were, however, they would prove of very little use to the individual who racked his or her brains to acquire them. In business life they are absolutely useless, except in cases where foreign commerce is to be reckoned with, and then a specific treatment of the particular tongue embraced in this class of transactions would be required. In many states the use of Latin in legal citations and physicians' prescriptions is prohibited by law, and should be universally. English is bound to predominate eventually and the sooner we get down to brass tacks and teach it exclusively, instead of a smattering of all kinds of twaddle, the sooner will civilization reach perfection.

Down at Ellis Island the other day occurred a tragedy of almost international interest. A wealthy farmer from Nebraska, whose parents originally came to this country when he was a lad of six, and who had been visiting in the fatherland, Sweden, with his aged wife, committed suicide because he was denied re-admission to this country for the reason that his own father had never been naturalized. It counted as nothing that the victim of suicide had, without knowledge of the technical phases of the law, served in two wars for America, had sent two sons to participate in the kaiser's war, for his adopted country, had lived a life of industry and uprightness and had many times been honored by the citizens of the little Nebraska town in which he had lived for upward of half a century. His father had neglected to take out naturalization papers before this youth became of age, and the boy, through pure ignorance of the situation, supposed he was a full-

fledged American citizen and proud of it. But what an awful awakening to come back to the only place on earth he could call home, only to discover that he was without either home or country. Of course, it might be considered the act of a weakling to commit self-destruction, but then love of the country of his adoption might account for such a condition of mind.

Of course, it is essential that a proper curb be placed upon immigration, and the antecedents and capabilities of all such should be looked into, but the authorities at Ellis Island, or at least some official somewhere, should be empowered to exercise his discretion in a case where an individual has identified himself with the activities of an American community for a lifetime and who unknowingly, armed with a passport issued by the secretary of state, goes visiting to his old home town and is compelled to remain there for the remainder of his natural life.

English chefs find fault with Americans for remaining loyal to the good old-fashioned apple pie. They claim they are indigestible, which is a base slander on the American housewife, who knows just how to assemble one of these toothsome dainties. The whole trouble with Great Britain is that she takes her measure of an apple pie from the pie factory product one usually finds in the restaurant and in most hotels, a combination of boiler iron and a poultice. I am opposed to any more lawmaking, but would make an exception if the Government wanted to test the mental qualifications of apple pie bakers. Frank S. Verbeck.

#### Items From the Cloverland of Michigan.

Sault Ste. Marie, Nov. 29—The warm weather of the past week has not been in favor of the thousands of hunters scattered throughout this North country. Many have returned without a deer. It is not always that the best hunter gets the deer or is there much difference in the different locations. On Thursday H. E. Fletcher and a few friends spent the day hunting around his summer home, near Brimley. They saw a few tracks, but no deer, and the next morning it is reported that five big bucks were shot on Mr. Fletcher's place, so there is no telling just when and where to get them.

James A. Douglas, who for the past fifteen years has been engaged in the farm implement business at 515 Ashmun street, will dispose of the entire stock of machinery and discontinue the store, but retain the agency for the Minnesota Company. Mr. Douglas is our present sheriff and could not give the store the attention necessary.

The Merchants' soft drink parlor, at 106 Spruce street, which was closed by the police last week revoking their license, has been allowed to re-open, but to sell only candy, tobaccos, gloves and light haberdashery.

"It won't be long now," says Henry. Think he must be referring to Christ? mas.

Harvey Morris, city salesman for Swift & Co., has purchased a new Chevrolet coupe, which he will use in calling on the trade. He got tired of waiting for the new wonder car.

Nothing is ever wasted. Somewhere in the world some child is using a \$90 mah jong set for building blocks and having a good time.

Oscar Castagne is making his first bow to the public this week, opening a grocery store at 311 West Portage avenue. This is his first venture in business, but with a small overhead and personal attention to the business, he can see no reason why he should not succeed.

The Soo had plenty of turkey for Thanksgiving. The butchers had about 1500 pounds of poultry left over for the freezer until Christmas.

Conservation Officer Frank Nelson, of Brimley, for the first time had an opportunity to employ the wisdom of Solomon in settling a dispute between two hunters, Glen Wilson, of Clinton, and Holly Bottomley, of Highland Park. The two were hunting on Nebish Island. Wilson saw a big buck and took a shot. He wounded the deer, but did not kill him. Wilson followed the trail through the woods. Bottomley was also hunting in that vicinity. He saw the buck and killed him. Bottomley forgot his license seal and went back to camp for it. When he returned Wilson was cutting up the buck. He placed his seal on it. Both claimed the buck. Wilson said it had long been a law of the woods that a man who wounded an animal owned it. Bottomley claimed that he killed the buck and that it belonged to him. Finally they went to Nelson, who read the paragraph from the game law that no tag could be placed on a deer except by the man who shot it. Rather than bring the argument into court he got them to arbitrate by dividing the animal. Wilson's tag is on the buck. He can't kill another and returns to Lower Michigan with half an animal. Bottomley didn't use his tag, but admitted that he killed the buck. He can't kill another and has to take the other half of the buck.

Listen to this: According to data collected and prepared by the United States Department of Agriculture, in co-operation with the Michigan Department of Agriculture, potatoes averaged 125 bushels to the acre in Chippewa county and their quality was 88 per cent. perfect. The Upper Peninsula district as a whole had the best average in the State, with an average yield of 103 bushels to the acre. Reports like this tend to kill the wandering spirit. William G. Tapert.

#### Lansing Invaded By Representative Grocers.

Wyoming Park, Nov. 29—There will be a meeting of the directors of the Retail Grocers and Meat Dealers Association at Hotel Olds, Lansing, Wednesday, Nov. 30. The following officers will be in attendance:

O. H. Bailey, Lansing, President.  
Hans Johnson, Muskegon, First Vice-President.  
A. J. Faunce, Harbor Springs, Second Vice-President.  
F. H. Albrecht, Detroit, Treasurer.  
Also the following trustees:  
Park Haynor, Flint.  
F. H. Kuhlow, Bay City.  
H. C. Schuberth, Port Huron.  
O. L. Brainard, Elsie.  
Garret Van Der Honing, Grand Rapids.

It is expected that preliminary plans for the next convention will be made. The Lansing boys are making big plans to entertain us and the Secretary has worked out plans whereby the collective advertising and buying groups will become further organized and their needs more fully met.

This is the salvation of us as independent merchants and there are a lot of towns in the State which have not yet organized. The Secretary of this Association extends them an invitation to write him and I will be only too glad to help them get started.

If any towns already organized need help, just let me know and I will be there. Paul Gezon, Sec'y.

Stockings, it is reported, were invented in the eleventh century, but were not seen until the twentieth.

#### CODY HOTEL

GRAND RAPIDS

RATES—\$1.50 up without bath.  
\$2.50 up with bath.

CAFETERIA IN CONNECTION



## 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, Croswell.  
Treasurer—L. V. Middleton, Grand Rapids.

### Worked Up a Wonderful Prescription Business.

Five years ago when I opened my drug store my prescription business amounted to about one a day. A local doctor gave me a hunch that I followed and to-day I am putting up over a hundred prescriptions a day.

A good prescription business is wanted by every druggist as that is where the money is, so if you will take a tip from the following I am sure you can increase your prescription business.

One day almost five years ago a local physician came to my store and I happened to ask him if he knew how I could work up my prescription trade, and he told me to do the same as he did, when he first started to practice medicine.

He told me that when he started his practice he had no one to say a good word for him, no one to go out and say what a good doctor he was and what a wonderful practice he was building up, so he decided to do it himself, as that was the only way.

So he placed his auto in front of his office and in the busy part of the afternoon when he saw a crowd of people coming he would rush out and throw his instrument case into his auto, then he would run back into his office, grab another case, throw that into his auto, jump in, and ride as fast as possible up the main street. He would do this twice or three times every afternoon. Pretty soon every one started to say what a busy man Dr. Blank was, and when he would walk down the street they would stop and ask him who was so terribly ill, that he had to rush so, or they would ask him where the accident was, to which he would reply, why I'm working up a great practice. I'm very busy; I don't remember just what case I was in such a hurry to, but I have to hurry to make all my calls. And at

once he got results. The very first day he tried this stunt he got three new patients, and it was not long before he was rushing to his auto to make real calls.

You see, Kent, he went on to say, I told so many that I was a good doctor and of all the cures I made, they started to think so too, and so they started to come to me, until now I am so busy I can never get a minute for myself. Now try this for your prescription trade and I am sure you will win out.

As the next customer (a Mrs. Wood) stepped into the store, I came out from behind my prescription case, and while I was waiting on her I told her of the wonderful prescription business I was building up, and how I used only the best drugs and how careful I was, and that I was going to specialize on prescriptions. That evening a man came in with two prescriptions. As he handed them to me he said that Mrs. Wood had told him I put up prescriptions very carefully and that if he found this to be right he would bring me all his prescriptions.

That same evening another customer came in with a prescription, and she also was sent by Mrs. Wood. This started me thinking. I had spoken only to one customer and, in return, I had received three prescriptions to date, and perhaps many more.

So I spoke to every customer about my prescription department, and I kept my prescription case as clean as wax, my torsion polished and all the bottles shining, and every time I got a chance I brought my customers back and showed them how spick and span it was. I also showed them how my tinctures were all assayed and how all my chemicals came from the very best houses.

I very carefully made up some U. S. P. and N. F. preparations. These I put in two ounce bottles for samples. I went to see every doctor in the city and took them these samples and I told them of my prescription department and how careful I was.

One day the mayor of the city became ill. He was treated by the leading physician and his prescriptions were taken to the largest drug store. The doctor did not get the results he thought he should and the mayor did not improve. His physician, remembering my call and my talk on assayed

tinctures, told the mayor to send his next prescriptions to me. Of course I put them up with great care and as luck would have it, my medicine helped and the patient started to improve and in a short time was as well as ever. This was a great feather in my cap, as the leading physician sent all his prescriptions to me from then on, and the mayor went around telling his friends that my medicine saved his life.

Of course, as my business grew, I did not have time to tell every customer all about my prescription department and show it to them, but I always said a word or two, as "We are very busy in prescription work," or "Dr. Green is sending all his prescriptions to us now," or "Our prescription business is growing every day. We put up fifty yesterday."

I had a prescription for silver coated pills. I made up a double amount. One box I gave to my customer and one I placed on my cash register, and every time I got a chance I showed them to my customers, saying, This is how we put up our prescriptions; what do you think of them?

My clerks got the idea and they, too, spoke to almost every customer about our prescription work.

At church, at the club, everywhere I possibly could do it, I spoke of it, and on my stationery and at the bottoms of my advertisements, even on my labels, I had one of the following slogans:

Kent puts up your prescriptions just as the doctor writes them. Absolutely no substitution.

Kent's Drug Store, the busy prescription pharmacy.

Only the best and purest drugs go into your prescriptions when we put them up at Kent's Drug Store.

We are experts on prescriptions. Kent's Drug Store.

I bought only the best drugs and chemicals from well known houses. I used a typewriter for my labels and each prescription was double checked and I hired only well experienced clerks that were willing to take pains and get every prescription out in good shape.

I give a new bottle and a new box on every repeated prescription and I fill and send out every one as soon as possible. William R. Kent, Ph.G.

## Hot Beef Drinks.

When you prepare your beef tea from a concentrate the first thing to decide is what one you will use, the liquid or the cube form of beef. If you charge 10 cents and your competitor 5 cents, and he uses the cubes, you should not. However, with rare exceptions, the charge for beef bouillon is 5 cents, at which price there is a good profit, as will be seen by the fact that the cubes cost in hundred lots \$.017, leaving a profit of \$.033 on a cup. If you use liquid beef, be careful not to use much, a failing that most dispensers have. One teaspoonful of most liquid beef will be found sufficient.

If you use liquid beef you will find that an excellent way will be to dilute the extract with a vegetable broth, using  $\frac{1}{2}$  or 1 oz. of liquid to make a cup. This method will also enable you to season your bouillon to much better advantage. To make a vegetable broth, cut up a couple of onions, one or two small carrots, one-quarter of turnip and stalk of celery, add a little salt and cook until tender in enough water to make one quart. Cook until the vegetables are tender, then drain. Some cook a little curry powder with the vegetables, which gives an aromatic flavor. To two and one-half ounces of beef add enough of the broth to make one pint, and add enough salt and pepper so that when diluted it will have a nice taste. The addition of the dram or two of Worcestershire sauce will also help. Thus seasoned, all that is necessary is to pour an ounce of this solution into a mug and fill with hot water.

If you prefer to use the beef as it comes, pour a teaspoonful into the mug, add a little pepper, salt and a few drops of Kitchen Bouquet, a soup flavoring that can be obtained from any grocer, and fill with hot water.

## Thin Vs. Thick Glasses.

There can be no question as to the public preference in the matter of glassware. It prefers the thin glass. This has been proved time and again. A good thing glass will bring increased business.

The use of thick glasses because the thin glass looks smaller is in reality deception, but few are fooled in that way these days, and they go to the fountain for the small thin glass more frequently than they will to the four-



**GRAND RAPIDS  
STORE EQUIPMENT  
CORPORATION**  
GRAND RAPIDS - MICHIGAN

GRAND RAPIDS  
SHOWCASE CO.

Succeeding



WELCH-WILMARTH  
CORPORATION

**DRUG  
STORE  
PLANNING**  
Recommendations to fit  
individual conditions.

**DRUG STORE  
FIXTURES**  
Planned to make every  
foot of store into  
sales space.









# 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

Coffee  
Cheese

## DECLINED

**AMMONIA**  
Arctic, 10 oz., 3 dz. cs. 3 75  
Arctic, 16 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 25  
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  
Postum Cereal, No. 10 4 50  
Postum Cereal, No. 0 2 25  
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  
Mumber, 40 lbs. 12 3  
Paraffine, 6s 14 1/2  
Paraffine, 12s 14 1/2  
Wicking 40  
Tudor, 6s, per box 30

## CANNED FRUIT

Apples, 3 lb. Standard 1 50  
Apples, No. 10 5 15@5 75  
Apple Sauce, No. 10 8 00  
Apricots, No. 1 1 75@2 00  
Apricots, No. 2 3 00  
Apricots, No. 2 1/2 3 40@3 90  
Apricots, No. 10 8 50@11 00  
Blackberries, No. 10 8 50  
Blueberries, No. 2 2 00@2 75  
Blueberries, No. 10 12 50  
Cherries, No. 2 3 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@2 10  
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@3 25  
Pineapple, 1 sl. 1 75  
Pineapple, 2 sl. 2 60  
P'apple, 2 br. sl. 2 40  
P'apple, 2 1/2, sl. 3 00  
P'apple, 2, cru. 2 60  
Pineapple, 10 cru. 9 60  
Pears, No. 2 3 15  
Pears, No. 2 1/2 3 50  
Plums, No. 2 2 40@2 50  
Plums, No. 2 1/2 2 90  
Raspberries, No. 2 blk 3 25  
Raspb's, Red, No. 10 13 50  
Raspb's Black, No. 10 12 00  
Rhubarb, No. 10 4 75@5 50  
Strawberries, No. 10 12 60

## CANNED FISH

Clam Ch'der, 10 1/2 oz. 1 35  
Clam Ch., No. 3 3 50  
Clams, Steamed, No. 1 2 00  
Clams, Minced, No. 1 3 25  
Finnan Haddie, 10 oz. 3 30  
Clam Bouillon, 7 oz. 2 50  
Chicken Haddie, No. 1 2 75  
Fish Flakes, small 1 35  
Cod Fish Cake, 10 oz. 1 35  
Cove Oysters, 5 oz. 1 65  
Lobster, No. 1/4, Star 2 90  
Shrimp, 1, wet 2 25  
Sardines, 1/4 Oil, Key 6 10  
Sardines, 1/4 Oil, K'less 5 50  
Sardines, 1/4 Smoked 6 75  
Salmon, Warrens, 1/4s 2 80  
Salmon, Red Alaska 3 75  
Salmon, Med. Alaska 2 85  
Salmon, Pink Alaska 1 85  
Sardines, Im. 1/4, ea. 10@28  
Sardines, Im. 1/2, ea. 25  
Sardines, Cal. 1 65@1 80  
Tuna, 1/2, Albocore 95  
Tuna, 1/4s, Curtis, doz. 2 20  
Tuna, 1/2s, 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 8 10  
Beef, No. 1, Roast 8 10  
Beef, No. 2 1/2, Qua. sil. 1 35  
Beef, 3 1/2 oz. Qua. sil. 2 00  
Beef, 4 oz. Qua. sil. 2 25  
Beef, No. 1, B'nut, sil. 4 50  
Beefsteak & Onions, s 3 45  
Chili Con Ca., 1s 1 35@1 45  
Deviled Ham, 1/4s 2 20  
Deviled Ham, 1/2s 3 60  
Hamburg Steak & Onions, No. 1 3 15  
Potted Beef, 4 oz. 1 10  
Potted Meat, 1/4 Libby 52 1/2  
Potted Meat, 1/2 Libby 92 1/2  
Potted Meat, 1/2 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  
Fremont, 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@1 75  
W. Beans, 10 7 50  
Green Beans, 2s 1 45@2 25  
Green Beans, 10s 7 50  
L. Beans, 2 gr. 1 35@2 65  
Lima Beans, 2s, Soaked 1 15  
Red Kid, No. 2 1 25  
Beets, No. 2, wh. 1 75@2 40  
Beets, No. 2, cut 1 10@1 25  
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@2 35  
Corn, No. 10 8 00@10 75  
Hominy, No. 3 1 00@1 15  
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. June 1 85  
Peas, No. 2, Ex. Sift. E. J. 2 25  
Peas, Ex. Fine, French 25  
Pumpkin, No. 3 1 35@1 60  
Pumpkin, No. 10 4 00@4 75  
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@1 50  
Succotash, No. 2 1 65@2 50  
Succotash, No. 2, glass 2 80  
Spinach, No. 1 1 25  
Spinach, No. 2 1 60@1 90  
Spinach, No. 3 2 25@2 50  
Spinach, No. 10 6 50@7 00  
Tomatoes, No. 2 1 20@1 30  
Tomatoes, No. 3, 1 90@2 25  
Tomatoes, No. 10 8 00

## CATSUP.

B-nut, small 1 90  
Lily of Valley, 14 oz. 2 60  
Lily of Valley, 1/2 pint 1 75  
Paramount, 24, 8s 1 40  
Paramount, 24, 16s 2 25  
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. 3 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 30  
Longhorn 30  
Michigan Daisy 30  
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 00  
Bons 00  
7 oz. Rose Tin Bon 9 00  
Bons 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, 1/4s 35

## COCOANUT

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

## CLOTHES LINE.

Hemp, 50 ft. 2 00@2 25  
Twisted Cotton, 50 ft. 3 50@4 00  
Braided, 50 ft. 2 25  
Sash Cord 3 50@4 00



## COFFEE ROASTED

1 lb. Package  
Melrose 35  
Liberty 27  
Quaker 41  
Nedrow 39  
Morton House 46  
Reno 36  
Royal Club 40

**McLaughlin's Kept-Fresh**  
Vacuum 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 42

## 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  
Caroline, Tall, 4 doz. 3 80  
Caroline, 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 Dellosse 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 18  
Peanut Squares 17  
Horehound Tablets 18

## Cough Drops Bxs

Putnam's 1 25  
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. Malloes 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 2 50  
100 Economic grade 4 50  
500 Economic grade 20 00  
1000 Economic grade 37 50

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

## CREAM OF TARTAR

6 lb. boxes 88

## 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. 06 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

### Taploca

Pearl, 100 lb. sacks 09  
Minute, 8 oz., 3 doz. 4 05  
Dromedary Instant 3 50

## FLAVORING EXTRACTS

**JENNINGS PURE FLAVORING EXTRACT**  
Vanilla and Lemon  
Same Price  
1/2 oz. 1 25  
1 1/2 oz. 1 80  
2 1/2 oz. 3 20  
3 1/2 oz. 4 50  
4 oz. 2 60  
4 oz. 5 00  
8 oz. 9 00  
16 oz. 15 00

2 1/2 Ounce  
Taper Bottle

## 50 Years Standard.

### Jiffy Punch

3 doz. Carton 2 25  
Assorted flavors.

## FLOUR

### V. C. Milling Co. Brands

Lily White 9 90  
Harvest Queen 9 90  
Yes Ma'am Graham, 50s 2 40

### Fruit Cans

F. O. B. Grand Rapids

### Mason



## 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
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## OLEOMARGARINE

Van Westenbrugge Brands  
Carload Distributor



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

## Wilson &amp; 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
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## 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
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## Shelled

Almonds	68
Peanuts, Spanish,	
125 lb. bags	12 1/2
Filberts	32
Pecans Salted	1 05
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 60
5 1/2 oz. Jar, pl., doz.	1 60
8 1/2 oz. Jar, plain, doz.	2 35
20 oz. Jar, Pl. do.	4 25
3 oz. Jar, Stu., doz.	1 35
6 oz. Jar, stuffed, dz.	2 50
9 oz. Jar, stuffed, doz.	3 50
12 oz. Jar, Stuffed,	
doz.	4 50@4 75
20 oz. Jar, stuffed dz.	7 00

## PARIS GREEN

1/2 s	31
1 s	29
2s and 5s	27

## PEANUT BUTTER



## Bel Car-Mo Brand

24 1 lb. Tins	
8 oz., 2 do. in case	
15 lb. pails	
25 lb. pails	

## 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



Seldac, 12 pt. cans	2.75
Seldac, 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
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## PIPES

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

Battle Axe, per doz.	2 75
Bicycle	4 75

## POTASH

Babbitt's, 2 doz.	2 75
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## FRESH MEATS

## Beef

Top Steers & Heif.	22
Good St's & H's 15 1/2@19	
Med. Steers & Heif.	18
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
Trimnings	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
3 lb. pails	advance 1
Compound tierces	14 1/2
Compound, tubs	15

## Sausages

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

## Smoked Meats

Hams, Cer., 14-16 lb.	23@24
Hams, Cer., Skinned	
16-18 lb.	23@24
Ham, dried beef	
Knuckles	@35
California Hams	@17 1/2
Picnic Boiled	
Hams	20 @22
Boiled Hams	@36
Mixed 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	
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
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## 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
Milkers, Kegs	1 10
Milkers, half bbls.	10 00
Milkers, 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
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## Mackerel

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

## White Fish

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

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

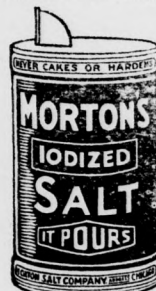
## STOVE POLISH

Blackne, 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. dg.	85
Farmer Spec, 70 lb.	95
Packers Meat, 50 lb.	57
Crushed Rock for ice	
cream, 100 lb., each	75
Butter Salt, 280 lb. bbl.	4 24
Block, 50 lb.	40
Baker Salt, 280 lb. bbl.	4 10
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,	
6-10 lb.	4 20



Per case, 24, 2 lbs.	2 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 Napha, 100 box	5 50
Flake White, 10 box	4 05
Grma 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 bo	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	
Cocoa, 72s, box	2 85
Fairbank Tar, 100 bx	4 00
Trilby Soap, 100, 10c	7 30
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
Climaline, 4 doz.	4 20
Grandma, 100, 5c	4 00
Grandma, 24 Large	3 50
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	6 25
Rub No More, 100, 10	
oz.	3 85
Rub No More, 20 Lg.	4 00
Spotless Cleanser, 48,	
20 oz.	3 85
Sani Flush, 1 doz.	2 25
Sapolio, 3 doz.	3 15
Soapine, 100, 12 oz.	6 40
Snowboy, 100, 10 oz.	4 00
Snowboy, 24 Large	4 80
Speedee, 3 doz.	7 20
Sunbrite, 72 doz.	4 00
Wyandotte, 48	4 75



### Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Nov. 22.—On this day was held the first meeting of creditors in the matter of George C. Hennes, Bankrupt No. 3234. The bankrupt was present in person. 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 of creditors then adjourned without date and the case will be closed and returned to the district court, as a case without assets.

In the matter of Thompsonville Bank, Wood Dish Co., E. M. Dixon & Co., etc., Bankrupt No. 2963, the trustee has filed its first and second reports and accounts, and a special meeting of creditors has been called for the purpose of passing upon the several petitions, reports and accounts filed. The meeting will be held at 1225 G. R. National Bank building, on Dec. 5.

In the matter of Garret Vander Molen, as Van's Bus Line, Bankrupt No. 3192, the trustee has filed his final report and account and final meeting of creditors has been called for Dec. 5. The report and account of the trustee will be passed upon. Expenses of administration will be ordered paid, as far as the funds on hand will permit. There will be no dividends for creditors generally.

In the matter of Floyd Burlington, Bankrupt No. 3176, the trustee has filed his final report and account, and a final meeting of creditors has been called for Dec. 7. The report and account of the trustee will be considered and passed upon. Expenses will be ordered paid and a first and final dividend to creditors made and ordered paid.

Nov. 22. We have to-day received the schedules, reference and adjudication in the matter of Joseph J. Johnson, Bankrupt No. 3277. 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 salesman. The schedules show assets of none with liabilities of \$33,209.40. 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 is as follows:

Grombacher & Major, Grand Rap. \$ 32.75  
Jacob Filipe, Grand Rapids ----- 204.24  
Warren Refining & Chemical Co., Grand Rapids ----- 57.42

Stiles Bros Co., Grand Rapids ----- 68.90  
Vacuum Oil Co., Grand Rapids ----- 194.40  
John H. Gibbons, Grand Rapids ----- 317.15  
Michigan Mutual Liability Co., Detroit ----- 179.87

Tokhern Products Co., Grand Rap. 73.55  
R. J. Cleland, Grand Rapids ----- unknown  
Macie Frost, Grand Rapids ----- 192.75  
Donaldson Lith. Co., G. R. ----- unknown  
Joseph J. Renihan, Grand Rapids 31,875.40  
East End Fuel Co., Grand Rapids 15.00  
Grimes & Madigan, Grand Rap. unknown

Nov. 22. We have to-day received the schedules, reference and adjudication in the matter of William J. Witt, Bankrupt No. 3219. 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 \$300 of which \$250 is claimed as exempt, with liabilities of \$1,004. The court has written for funds and upon receipt of same first meeting will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

Commonwealth Loan Co., Grand R. \$ 85.00  
First National Bank, Kalamazoo ----- 652.00  
A. Delbert Watkins, Leed City ----- 267.00  
Nov. 23. We have to-day received the schedules, reference and adjudication in the matter of Walter Boydston as Burton Heights Tire Service Station, Bankrupt No. 3280. 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 merchant. The schedules show assets of \$1,750.69 of which \$250 is claimed as exempt, with liabilities of \$2,414.50. The first meeting has been called for Dec. 8. The list of creditors of said bankrupt are as follows:

Goodyear Tire & Rubber Co., Grand Rapids ----- \$1,000.99  
Sinclair Refining Co., Grand Rapids 960.70  
Albert Devogd, Comstock Park ----- 142.00  
Benj. Oom, Grand Rapids ----- 130.00  
Sherwood Hall, Grand Rapids ----- 46.96  
Press, Grand Rapids ----- 45.42  
Spade Tire Co., Grand Rapids ----- 32.25  
Consumers Power Co., Grand Rap. 18.76  
Burton Heights Fuel & Bldg. Mat. Co., Grand Rapids ----- 5.90  
G. R. Gas Light Co., Grand Rapids 3.00  
Haan Calendar Co., Grand Rapids 24.00  
Great Western Oil Co., Grand Rap. 4.52

Nov. 23. We have to-day received the schedules, reference and adjudication in the matter of Harm Mejeur, Bankrupt No. 3281. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Kalamazoo, and his occupation is that of a laborer. The schedules show assets of \$85 of which \$75 is claimed as exempt, with liabilities of \$1,990.85. The court has written for funds and upon receipt of same first meeting will be called, after which note of same will be made herein.

The list of creditors of said bankrupt is as follows:

Kal. Citizens Loan & Inv. Co., Kalamazoo ----- \$214.00  
John Schuring, Kalamazoo ----- 771.56  
Frederick W. Eberle, New York ----- 20.00  
F. E. Tether, New Jersey ----- 5.00  
Home Furnace Co., Holland ----- 28.00  
Geert Mein, Portage ----- 36.68  
Kalamazoo Nat'l. Bank & Trust Co., Kalamazoo ----- 128.64  
Henry W. Wolbers, Portage ----- 119.66  
Thomas Van Urk, Kalamazoo ----- 114.75  
W. C. Huyser, Kalamazoo ----- 55.00  
Alex. Forbes & Co., Newark, N. J. ----- 22.50  
Schuring Bros., Kalamazoo ----- 393.62  
Portage Celery Growers' Association, Portage ----- 82.00

Nov. 23. We have to-day received the schedules, reference and adjudication in the matter of Leslie Heath, Bankrupt No. 3282. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Kalamazoo, and his occupation is that of a laborer. The schedules show assets of \$415 of which \$365 is claimed as exempt, with liabilities of \$1,233.50. The court has written for funds and upon receipt of same first meeting will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

Kal. Loan Co., Kalamazoo ----- \$ 90.00  
Fred C. McQueen, Kalamazoo ----- 43.00  
Frank S. Whelan, Kalamazoo ----- 6.50  
Ross U. Adams, Kalamazoo ----- 67.00  
Dr. J. Hosea Barnebee, Kalamazoo 15.00  
Dr. Benj. Nibbelink, Kalamazoo ----- 9.00  
Dr. T. H. Ransom, Kalamazoo ----- 20.00  
Liberal Clothing Co., Kalamazoo ----- 73.70  
John Schuring, Portage ----- 54.00  
Harry Puton, Kalamazoo ----- 70.00  
Hoover Bond Co., Kalamazoo ----- 87.00  
Elmer Richards Clo. Co., Chicago 29.35  
Stevens Dairy Co., Kalamazoo ----- 12.00  
Grove Dairy Co., Kalamazoo ----- 26.95  
Mrs. Myrtle Joyce, Kalamazoo ----- 182.00  
Ellen Heath, Kalamazoo ----- 150.00  
Eppie Nieuwoonder's Bakery, Kalamazoo ----- 18.00

VandeBerg & Son, Kalamazoo ----- 9.00  
Pease Grocery, Kalamazoo ----- 25.00  
Costlow's Credit Clothing Co., Kalamazoo ----- 55.00  
Rene Vette, Kalamazoo ----- 87.00  
Dr. Arthur E. West, Kalamazoo 10.00  
Finley's Jewelry, Kalamazoo ----- 9.00  
Ross B. DeBow Furn. Co., Kalamazoo 12.00  
Daniel Kline Meat Market, Kalamazoo 9.00  
Ralph Ritsema, Kalamazoo ----- 4.00  
Carl O'Dell, Kalamazoo ----- 7.00  
Adams Co., Kalamazoo ----- 13.00  
Peerless Co., Kalamazoo ----- 15.00  
Clare E. Hoffman, Allegan ----- 25.00

Nov. 23. We have to-day received the schedules, reference and adjudication in the matter of Frank Gearhart, Bankrupt No. 3283. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Lawton, and his occupation is that of a farmer. The schedules show assets of \$107 of which the full amount is claimed as exempt with liabilities of \$2,585. The court has written for funds and upon receipt of same, first meeting of creditors will be called and note of same made herein. The list of creditors of said bankrupt is as follows:

First National Bank, Lawton ----- \$227.00  
Julius Desenberg, Lawton ----- 200.00  
Bernard Stern, Lawton ----- 200.00  
E. Beam & Son, Lawton ----- 14.00  
Bitley Bros., Lawton ----- 270.00  
Sheldon Coleman, Lawton ----- 30.00  
Dr. I. E. Hamilton, Lawton ----- 60.00  
Chas. Goodrich, Mattawan ----- 80.00  
C. P. Hosmer, Mattawan ----- 8.00  
Olson & Rix, Mattawan ----- 15.00  
Geo. Lambert, Lawton ----- 600.00  
Aaron Bates, Schoolcraft ----- 103.00  
Adams & Litch, Lawton ----- 160.00  
Abbott Bros., Lawton ----- 115.00  
James Marcelletti, Paw Paw ----- 117.00  
John Gibson, Lawton ----- 14.50  
Parker & Gedburg, Lawton ----- 287.00

Nov. 23. We have to-day received the schedules, reference and adjudication in the matter of Ray Hice and Hunter Hice individually and as copartners as North Park Sanitary Market, Bankrupt No. 3284. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupts are residents of North Park, and their occupation was that of a meat dealer. The schedules show assets of \$4,595 with liabilities of \$5,185.03. The first meeting of creditors has been called for Dec. 8. The list of creditors of said bankrupt is as follows:

General Motors Acceptance Corp., Grand Rapids ----- \$ 683.00  
Bert Izenhart, Grand Rapids ----- 2,000.00  
Tom A. Hice, Comstock Park ----- 1,635.00  
Swift & Co., Chicago ----- 800.00  
Anthony Doll & Co., New York ----- 35.46  
Mich. Bell Tel. Co., Grand Rapids 7.25  
Consumers Power Co., Grand Rap. 12.50  
Gas Co., Grand Rapids ----- .50  
D. F. Helmer Coffee Co., Grand R. 8.00  
North Park Water Co., North Pk. 8.00

Nov. 23. We have to-day received the schedules, reference and adjudication in the matter of Henry Van Goosen, Bankrupt No. 3285. 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 carpenter and decorator. The schedules show assets of \$12,705 of which \$12,200 is claimed as exempt, with liabilities of \$2,392. The court has written for funds and upon receipt of same first meeting will be called, note of which will be made herein.

be made herein. The list of creditors of said bankrupt are as follows:

Kal. Stove Co., Kalamazoo ----- \$165.00  
Skutt Lumber Co., Grand Rapids ----- 385.00  
Engel Lumber Co., Grand Rapids 425.00  
T. B. Taylor, Grand Rapids ----- 130.00  
H. J. Tierney, Grand Rapids ----- 50.00  
Louis Myler, Grand Rapids ----- 50.00  
McMaster Heating Co., Grand Rap. 915.00  
Canfield Sommers Co., Grand Rap. 32.00  
Anton Karseboom, Grand Rapids ----- 218.00  
G. R. Clinic, Grand Rapids ----- 22.00

Nov. 23. We have to-day received the schedules, reference and adjudication in the matter of George Gildner, Bankrupt No. 3286. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Haven, and his occupation is that of a retailer in meats. The schedules show assets of \$450 of which the full interest is claimed as exempt, with liabilities of \$8,706.68. The court has written for funds and upon receipt of same, first meeting will be called and note of same made herein. The list of creditors of said bankrupt is as follows:

L. P. Peck, Grand Rapids ----- \$1,600.00  
Perkins Everett Co., Grand Rapids 950.00  
G. R. Savings Bank, Grand Rapids 1,000.00  
A. G. Ghysels & Co., Grand Rapids 950.00  
G. R. Trust Co., Grand Rapids ----- 200.00  
J. Eaton & Co., Grand Rapids ----- 75.00  
J. A. Mohrhardt, Grand Rapids ----- 195.00  
Post & Brady, Grand Rapids ----- 98.00  
Leon B. Chelskie, Grand Rapids ----- 500.00  
H. J. Ferman Co., Grand Rapids 123.00  
Herpolsheimer Co., Grand Rapids 138.00  
Zierlynn Est., Grand Rapids ----- 190.00  
Bowman-Trautman Co., Grand R. 55.00  
Roche Auto Access., Grand Rapids 44.00  
Durand McNeil Horner Co., Chicago 14.70  
Steal, Weidel & Co., Chicago ----- 19.50  
Wm. Fisher, Grand Rapids ----- 54.80  
N. Robbins, Grand Haven ----- 83.68  
Consumers Ice Co., Grand Rapids 68.00  
Groskoff Leather Co., Grand Rap. 12.50  
Leo Fustin & Co., Detroit ----- 1,500.00  
Henry & Herman Vander Brink, Grand Rapids ----- 20.00

John Reichert, Grand Haven ----- 70.00  
Friedman-Springs, Grand Rapids ----- 28.50  
Collins Northern Ice Co., Grand R. 35.00  
Pilligore Fisher & Colson, Grand Haven ----- 42.15  
Central States Utilities Co., Grand Haven ----- 53.87  
Ward Belmont School, Nashville, Tenn. ----- 250.00

Nov. 23. We have to-day received the schedules, reference and adjudication in the matter of Jean Paul Octava De Mauriac, Bankrupt No. 3287. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Holland, and his occupation is that of a salesman. The schedules show assets of \$11,919 of which \$2,000 is claimed as exempt, with liabilities of \$458,991.48. The first meeting will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

City of Holland ----- \$ 325.00  
Peoples State Bank, Holland ----- 8,068.45  
M. A. Baloyan & Co., Grand Rap. 858.45  
Bolhuis Lumber Co., Holland ----- 200.00  
Bash & Lane Piano Co., Holland 434.89

Grand View Gardens, Holland ----- 42.90  
Henry Kraker Co., Holland ----- 23.75  
Geerds Elec. Co., Holland ----- 139.12  
Damstra Bros., Holland ----- 58.00  
A. May & Son, Grand Rapids ----- 90.00  
Wood Mosaic Co., Louisville ----- 1,300.00  
Dr. C. Van Raalte, Holland ----- 12.00  
Herpolsheimer Co., Grand Rapids 54.51  
P. S. Boster Co., Holland ----- 231.98  
Kuite's Economy, Holland ----- 84.50  
Robinson & Parsons, Holland ----- 337.65  
Yellow Cab Co., Grand Rapids ----- 25.26  
Holland Dry Cleaners, Holland ----- 85.35  
Holland City News, Holland ----- 11.75  
Hudson Essex Co., Holland ----- 79.30  
Holland Country Club, Holland ----- 49.45  
Mrs. Antoinette De Mauriac, Holland ----- 1,924.27  
First National Bank, Chicago 100,000.00  
Continental Commercial Bank, Chicago ----- 100,000.00  
Old National Bank, Grand R. 100,000.00  
Dexter Horton National Bank, Seattle ----- 40,000.00  
Holland City State Bank, Hol. ----- 40,000.00  
First State Bank, Holland ----- 35,000.00  
Peoples State Bank, Holland ----- 30,000.90

### Call of the Gray Road.

One road leads to London;  
One road runs to Wales;  
My road leads me seawards,  
To the white dipping sails.

One road leads to the river  
As it goes swinging slow;  
My road leads to shipping,  
Where the bronzed sailors go.

Leads me, lures me, calls me  
To salt, green, tossing sea;  
A road without earth's road-dust  
Is the right road for me.

A wet road, heaving, shining,  
And wild with sea gulls' cries,  
A mad, salt sea-wind blowing  
The salt spray in my eyes.

My road calls me, lures me,  
West, East, South and North.  
Most roads lead men homewards,  
My road leads me forth.

To add more miles to the tally  
Of gray miles left behind  
In quest of that one beauty  
God put me here to find.

John Masefield.

In an examination paper, a girl answered a question on a great historic subject. "Magna Charta," she wrote, "was a soldier in the Revolutionary War, who was seriously wounded. His wife, hearing of the incident, immediately went to him, picked up his gun, took his place in the battle, and said, 'Shoot if you must this old gray head, but I will fight it out on this line if it takes all summer.'"

## Economic Coupon Books

They save time and expense

They prevent disputes

They put credit transactions on cash basis

Free samples on application



**Tradesman Company**  
Grand Rapids, Mich.



## Graphic Description of Way a Chain Went Wrong.

(Continued from page 20)

new thing or an experiment, for it was inaugurated six years ago.

C. L. Brown, head of that company, describes the plan thus: "It was a hard struggle at first. Employees kicked, said they could not pay bills and save ten per cent. Merchants also kicked; said we were destroying purchasing power of our employees. But we stuck and now it is easy sailing.

"Accumulating money is the easiest thing in the world if you have will power. Any young man who sets aside ten per cent. of his income will be worth \$50,000 at 65 when he wants to retire. The first act on receipt of pay is to take out ten per cent. and cease to count that as part of your income. Arrange to live on 90 per cent."

For example, take a man who earns \$30 per week. Let him set aside \$3. At 6 per cent., compounded semi-annually, he will have \$921.40 at the end of the fifth year. He will himself have put in \$780. Interest will have provided \$141.40. Interest the fourth year will have been \$50.62. This shows how fast savings pile up after a fair start is made. Interest accumulates with geometrical progression into astonishing totals. That is why money doubles in slightly less than twelve years at six per cent., compounded semi-annually.

If a Piggly Wiggly employe of the Kansas system becomes sick or has other misfortune and has a savings account, the company says to him: "The company will loan you enough, at low interest, to tide you over. Don't touch your savings—don't fail to keep up the 10 per cent. savings. You can pay off the loan in small installments which will not be a burden."

So here is a real beneficence on the part of this chain, a step in the way of real progress for every employe. That it binds the organization together is an advantage for all concerned. Any method or system which brings home tangibly to anybody the benefits of systematic savings is a blessing which can hardly be overestimated. For thrift—the ability to set away something for the future—on that will rest all progress made by any individual, however situated.

Let grocers apply it to themselves.

### Novelty Umbrella Offered.

An umbrella to fit into a twenty-inch suitcase is made with a patented handle that pulls out when it is in use, but when closed telescopes. Turning the handle locks the ribs. This umbrella is made of fine silk and has a silk cord run through the composition knob. The rib ends are also of composition and match the short stubby ferrule. For the holiday trade the bright reds, green, black with borders and dark browns are selling. This novelty is wholesaling at \$4.50 packed in a gay box.

### Cousins.

Can and Will are Cousins  
Who never trust to luck;  
Will is the son of Pluck.  
Can't and Won't are cousins, too,  
Always out of work.  
Can't is the son of Never Try,  
Won't is the son of Shirk.  
Can is the son of Energy,

## Seek New Profits in Lower Overhead.

Not the least important development in the conduct of the modern store, now that it has been found that budget systems and increased turn-overs, by themselves, are not the keys to greater profits they were expected to prove, is the trend toward increasing net returns by cutting expenses in every direction in which it can safely be done. This trend is manifesting itself in many forms.

One of the first steps toward increasing profits through lower expenses was the banding together of several stores, far enough apart not to come into competition with each other, into research organizations. These organizations usually had personnels made up of highly capable and experienced men, who not only knew how to handle problems that come up constantly in the conduct of a department store, but who were broad-visioned enough to foresee the further problems that would arise. As the work of these organizations progressed the bonds between the member stores grew stronger, until to-day the amount and kinds of confidential information that is turned in for the general good are almost unbelievable.

Without considering any economies in buying that have been put into effect by stores belonging to such organizations, or by individual stores headed by executives of ability and foresight there is much to be said in regard to the ways overhead has been reduced and net profits increased proportionately. One of the first and most elementary steps was the elimination, after careful study of all unnecessary sizes of bags, boxes and other supplies and the standardizing of these articles for both delivery and stock purposes. The gap between this and the co-operative purchasing of supplies wherever possible was quickly bridged, and savings running into thousands of dollars were effected. From this beginning the work has been carried on until the point has been reached by member stores where further economies in this branch of the business are almost out of the question.

Several serious sources of loss remain, however, despite the efforts of both associated and individual stores to overcome them. One is the high labor turnover. This is said by men who know frequently to result from careless hiring and, probably less frequently from badly planned systems of remuneration. Whatever the cause, the effect is the same—the expense of training is lost and with it the profits which the activities of more capable salespersons would have earned for the store. This expense, however, is gradually being cut by the employment of capable, well-trained personnel directors.

### Meats We Get From Canada.

Most of us are interested in our neighbors at the North, because of their nearness and the pleasant relations that exist between us. Canada is a large country and by no means overpopulated. There are vast spaces where livestock are produced at moderate cost and, in the aggregate, considerable of the resulting meat finds its way to

the American market. Veal, lamb and beef are shipped into the United States, as well as important quantities of pork cuts. Canada also contributes quite a few live animals, some of which are sold in the State for further finishing before being turned into meat. Grass is the chief food ration enjoyed by the animals produced for slaughter, although small grains, such as wheat and barley, help out to some extent. There is an import duty on all meats out of Canada to American consumers, which in the case of certain fresh meats amounts to three cents a pound. The quality of the Canadian products compares very favorably with meat produced at home, although we receive little beef that compares with our best. As is usual with all exporters, selections are apt to be quite uniform in quality, since it is not considered good business to pay duty and shipping costs on low quality that would sell nearly as well at home as in a foreign land. Canadian lambs are usually excellent in quality, regardless of the fact that some retailers speak of domestic mutton as Canadian lamb. This appellation is neither complimentary nor truthful and only the less ethical or less informed use the term. Canadian veal has become a staple product with dealers and consumers in the States. Most of the veal coming out of Canada is of the true vealer type, and is of good eating quality. Canadian pork is mostly from a type of hog produced largely for bacon—that is, bacon as it is known on the English market. The entire side of a hog, exclusive of the head and feet, may be properly termed bacon, according to Canadian terminology. But the Canadian hogs are somewhat leaner than the type generally produced here and the texture of the meat is highly satisfactory in every way. In talking of Canadian meat production it should not be understood that it surpasses ours in quality. This country produces as high quality meats as is possible of production, and the best of it is better than most of the imported products, but Canada does produce and sell fairly high quality also.

## 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.

**FOR SALE**—On account of poor health, my old-established shoe and gents furnishing business in town of 1,400 located in one of the best farming communities of Central Michigan. Address No. 728, c/o Michigan Tradesman. 728

**For Sale**—Wholesale grocery nearby, established 20 years; over million business; no competition. M. Fenn, 1 Elm Row, New Brunswick, New Jersey. 729

**PARTNER**—Wanted for furniture and stove business. Address Furniture Exchange, Muskegon, Mich. 730

**FOR SALE**—Men's furnishing goods store, also carrying men's shoes and clothing, in the heart of the business section of Pontiac. Lease with low rent. Owner finds it impossible to run two stores and desires to sell one. For particulars write to Box No. 731, c/o Michigan Tradesman. 731

**FOR SALE**—Stock of gents merchandise consisting of dry goods, groceries, notions, gents furnishings. Located in busy little city. Inventory about \$11,000. No trades. Good opportunity for live wire. Reason for selling, wish to retire. Address No. 732, c/o Michigan Tradesman. 732

**TO EXCHANGE FOR HOTEL**—Owner of a good seven-room house, two acres of ground, large poultry house, barn, 100 chickens, located in a nice, thriving town, wants to trade for a hotel. What have you to offer? Lewis McKinney, Bangor, Mich. 724

**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

### CASH For Your Merchandise!

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

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

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### Thinks Columbus Was a Fraudulent Creation.

The polyglot boarding house is becoming vocal over Chicago way, to judge by a remarkable news story published in the daily papers under the caption "Big Bill's History a World Issue Now."

The Chicago dispatch says: "The Italians, who furnish whole wards full of municipal votes, were the loudest in their assaults. These were voiced by Oscar Durante, political leader, editor of an Italian paper and also a member of the Chicago Board of Education, now sitting as a trial board on the case of William McAndrew, charged with being pro-British. Chicagoans of Italian descent, Mr. Durante said, were incensed by a report that leading Norwegian societies in Chicago were planning soon to present a formal petition to Mayor Thompson, asking that Leif Ericson supplant Columbus as the original discoverer of America in school history books."

Well, this is a pretty howdedo. Mr. Durante heads a "Columbian drive" to "restore the full account of the Italian's discovery of America in the textbooks." It is not disputed by any one that Leif Ericson discovered this continent in the year 1000; that he followed up the discovery by establishing a colony which endured for three centuries or longer; that this colony built the first Christian church in America, of which the remains are to be seen to this day in the "Old Mill" or the "Old Tower" of Newport, R. I. These are historic facts and yet Mr. Durante, a member of the Chicago Board of Education, argues with heat that such facts must not be taught as history in the public schools of Chicago!

Mr. Durante, the Chicago Italian, complains loudly about what he calls "the Ericson legend." I do not know what he means by it. I was born in Iceland, where Leif Ericson was born. I have read all the Saga records about Leif Ericson in the Icelandic language, which I learned at my mother's knee, and I have also read about everything else that has been written about Leif Ericson in other languages, but never have I discovered anything legendary in the record. On the other hand, nearly everything for the past four hundred years that has circulated as "history" about Columbus is made up of such stuff as legends are made of. We know where Leif Ericson was born, who his parents were and what he achieved. No man knows where Columbus was born, who his parents were or where the island of "San Salvador" is on which his fame as a "discoverer" rests. This is all hidden in a legendary mist which apparently Columbus himself created. If Mr. Durante is interested in legends, allow me to suggest that he get acquainted with the Columbus legend.

A Frenchman, Marius Andre, in 300 inspired and illuminated pages of truth, has uncovered the Columbus legend in all its shockingly sordid mendacity. He shows that Columbus in all probability was not an Italian; that he was born in Arragon and not in Genoa; that he had no skill or understanding of

navigation and no real learning, but did have a genius for intrigue and lying; that he was neither a discoverer, explorer, pioneer nor a leader of men, but a supreme egotist, dishonest adventurer, slave trader, crook, rebel and traitor ingrate, who, except for the clemency of Queen Isabella, would have been summarily tried by drum-head court-martial and shot.

If it be indeed true, as alleged by Mr. Durante, of Chicago, that the Italian people of that city are incensed on account of the effort that is being made to expunge the Columbus legend and make known the truth of the Norse discovery, then Mr. Durante owes it as a prime duty to educate his people out of their gross ignorance and idolatry of that monumental fraud, Christopher Columbus. The more the Italian people learn about Columbus the more they will praise God that Columbus was not an Italian.

Carl C. Peterson.

### No One Safe From Murderers in Chicago.

Half the world doubts the sanity of Chicago and no one can be astonished at that. Just all of the purposes this circus was intended to serve may not be known, but it is a clown ballyhoo raised at a time when the city is giving a murderous spectacle of lawlessness and organized criminality. That does not seem to be disturbing the city hall much.

It is not to be suspected that Mr. Coath, Mr. Righheimer and their associates intended to help Mr. Thompson by trying to divert attention from the brigandage and terrorism in the city. But it happens that their juvenile performances at this time make city authorities seem imbecilic when it would have its hands full with the most serious situation any city could be called upon to meet.

There are men in Chicago whose chance of life is rated about as good as that of opposition presidential candidates in Mexico. That they are probably as bad as the men who want to kill them is not a mitigation. Murder is organized in the city. Not only are criminals hiding out in fear of their lives but peaceable citizens whose offense is a desire to earn their living are in danger of being killed or maimed by terrorists whose occupation is extortion, with murder and mayhem to make it successful.

Mr. Thompson said that within ninety days after he was elected there wouldn't be a crook in Chicago. That piece of humor would not be recalled against him if he indicated any concern over what has developed under him to an extent even worse than under his predecessors. Campaign buncombe can be rated for what it is worth, but Mr. Thompson is chasing King George with a stuffed club while crooks are chasing each other and peaceable citizens with machine guns.

We do not know how much battering a city can give its reputation without paying a bill for damages, but Chicago seems about to make a fair test of it. Presently, if not now, a Chicagoan will have to ask people not to laugh when he is obliged elsewhere to confess his home town.

Chicago exposes itself to enmity and ridicule. Its authority has no dignity, no self-respect, no effectiveness and no capability. A city in which the citizenship energy displayed by individuals and by associations of individuals is remarkable is utterly shamed by its officialdom.

It is a government of clowns with a supergovernment of crooks.—Chicago Tribune.

### The Hekmans Take Over Michigan Tea Rusk Co.

Holland, Nov. 29.—Henry, Jelle and John Hekman have purchased a controlling interest in the Michigan Tea Rusk Co. and will put into the organization the genius and propelling force which has given the Hekman Biscuit Co. a commanding position in the trade.

In an interview George Schurman, one of the heads of the old company, stated that while changes would be made because of the re-organization, it was still too early to say anything definite. The connection with the Hekman Biscuit Co. is a very desirable one, because it is the largest independent biscuit making concern in Michigan and consequently the field of distribution for the local rusk product is much enlarged.

The Hekman Bros. are well known around Holland, their beautiful homes being located a short distance North of Lakewood farm on Lake Michigan. Besides the Hekman Biscuit plant in Grand Rapids, they also own the Hekman Furniture Co. of that city.

Plans will be made to increase the output and the capacity of the plant, but just how extensive that will be has not yet been decided upon.

A re-organization has already taken place, added machinery is to be installed in the near future, and the business will be operated by the Hekman Bros. as a separate unit to their other large holdings.

The Michigan Tea Rusk Co. which manufactures the Dutch Boy brand, has a capitalization of \$100,000, and owns the building which it occupies. It was organized in 1905 and has thirty-five employees at present.

Officers have been: President, Edwin Heeringa, and secretary-treasurer, George Schurman. The plant is located at 144-50 East Eighth street.

In the re-organization John Hekman was made President, Ed. Heeringa, Vice-President, and George Schurman, Secretary and Treasurer.

### Implement Dealers Hold Annual Meeting.

East Lansing, Nov. 29.—More than 300 members of the Michigan Implement Dealers' Association opened their annual convention at Michigan State College to-day, making a tour of the campus and attending a banquet in the Union Memorial building to-day.

To-morrow morning's session will be devoted to viewing the exhibits of power and farm machinery in the new armory. College authorities are co-operating with the association in presenting the program.

The final meeting will be held Thursday, an d will be followed by the annual dinner, at which C. L. Glasgow, past President of the National Federation of Implement Dealers, will be toastmaster. Among the speakers during the conference will be Professor H. H. Musselman, head of the college agricultural engineering department; E. E. Gallup, supervisor of agricultural education in Michigan; C. C. Carleton, secretary of the Motor Wheel corporation; W. H. Story, of the American Seeding Machine Co., Springfield, Ohio; and Charles E. Krause, of the Massey-Harris Harvester Co., Batavia, N. Y.

### Gabby Gleanings From Grand Rapids.

Grand Rapids, Nov. 29.—Jay Diamond (Clipper Belt Lacer Co.) has relinquished his option to purchase the mill, mill dam and flowage area of George H. Root on Sand Creek at Tallmadge village. With the proper development along Eugene Goebel lines, the location could be made into one of the finest show places in Michigan.

Moses Dark, the well-known fruit and produce dealer, spent Thanksgiving with his son, Father Dark, at Scottville. He did not return home until Sunday evening.

It is a matter of congratulation that the three leading hotels are now on a paying basis. Two weeks ago the Pantlind Hotel Co. paid a cash dividend of 10 per cent. on the common stock, the first disbursement the common stockholders have received since the death of Boyd Pantlind, five years ago. Last week the Rowe Hotel Co. declared a dividend of 50 cents per share on its stock and next month the Morten Hotel Co. will declare a cash dividend.

Lee M. Hutchins, President of the Hazeltine & Perkins Drug Co., is back to his desk after an encounter with an automobile which was crossing the street in violation of the traffic regulations. The accident was a very fortunate one, so far as Mr. Hutchins is concerned.

### Harvey Gish Is Now Covering Cuba.

Havana, Nov. 21.—I am now traveling in Cuba for my old love, which I have been with for the past twenty-two years. Dr. Hess & Clark, Inc., Ashland, Ohio.

Cuba is the "Pearl of the Antilles," the most beautiful island human eyes have ever seen, the land of prosperity and abundance. Havana is the capital, an ample, clean, picturesque and cool city.

The island is 760 miles long. Its area is 45,881 square miles. The population is 3,500,000. It is rich in oil, gold, copper, iron and lead.

Its tropical climate, perennial fresh breezes, luminous, verdant landscape and frank hospitality for the stranger are the accomplishments of this ideal land, with which nature has been so lavish.

On my sight seeing trips in Havana I notice that this city preserves the traces of Spanish civilization, while at the same time showing admirable progress which the requirements of the time needs. Harvey A. Gish.

William P. Griffiths, dealer in general merchandise at Honor, renews his subscription to the Tradesman and writes: "It is always a pleasure to mail a check for your valuable paper."

K. S. Rekert, of Saranac, renews his subscription to the Tradesman and says: "The Tradesman is different, keep it coming. The whole family has become interested in reading it."

Charles C. Long, dealer in groceries and general merchandise at Marcellus, renews his subscription to the Tradesman and writes: "It is the best trade journal for information generally printed."

L. Mallette, proprietor of the Hotel Ossawinamakee at Manistique, renews his subscription and says: "I enjoy reading your paper always, it contains lots of nice reading."

You think some customers are influenced by flattery and some are not, but it is all a matter of the way it is applied. We are all influenced by the right kind.