

The Thanksgiving of a Citizen

I thank the Lord for this, my native land, and for my lot to read and think and work in this day of its history. I thank the Lord for this, my State—at peace in union with the rest; for all its varied and abundant things, its every yesterday and what its future can be made. I thank the Lord for this, my Town—its shady streets, its factory smoke, its quiet and its noise; and that it has an honorable name and that its people are content and are not poor. I thank the Lord for that religion or that conscience that prevents or cures the selfishness and laziness in men and makes them do some work for other folks.

For peace and for plenty, for freedom, for rest,
For joy in the land from the East to the West,
For the dear starry flag with its red, white and blue,
We thank Thee from hearts that are honest and true.
For waking and sleeping, for blessings to be,
We children would offer our praises to Thee!
For God is our Father and bends from above
To keep the round world in the smiles of His love.

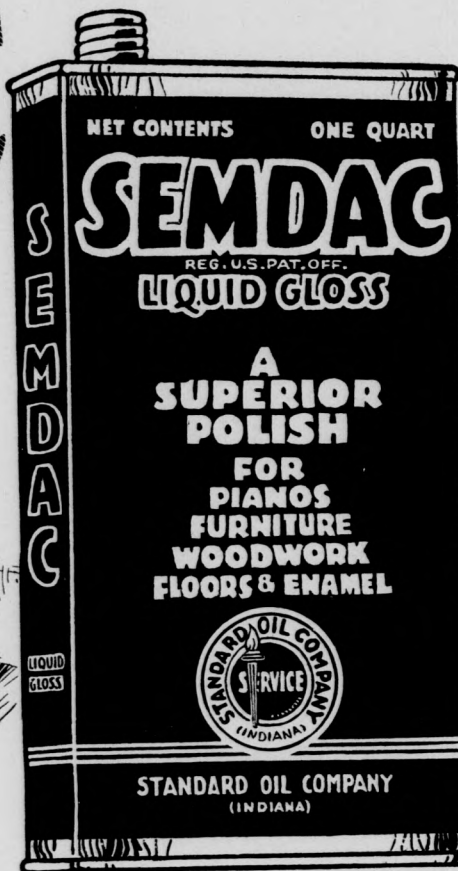
Margaret E. Sangster.

SEMDAC

REG. U.S. PAT. OFF.

LIQUID GLOSS

EASY TO SELL



EASY TO USE



A profitable year around product

EVERY housewife who enters your store cleans and polishes her furniture and floors. Many of these women are probably using Semdac Liquid Gloss for this purpose.

Semdac Liquid Gloss is a cleaner, a polish and a wood preservative. It protects the finish of new furniture and restores the original lustre of furniture that has been in use. It will in no way injure the most highly polished woodwork.

Car and Bus Cards are telling these facts to women throughout the middle west, aiding dealers materially in selling Semdac Liquid Gloss. You will profit well from this advertising by displaying Semdac Liquid Gloss on your counters or in your windows. We will gladly furnish you with attractive display material for either counter or window use.

Get our dealer proposition by sending in the coupon.

STANDARD OIL COMPANY

(INDIANA)

910 S. Michigan Avenue

CHICAGO, ILLINOIS

STANDARD OIL COMPANY (Indiana)
910 S. Michigan Ave., Chicago, Ill.

Send me your dealer proposition on ☐ Semdac Liquid Gloss ☐ Kip

Name..... Address.....

City..... State.....



Kip has advantages over any other insecticide that you have handled. It is advertised more extensively throughout the middle west than any other make. It is an insect spray that really kills, yet leaves no after odor or noticeable taste to foodstuffs that are covered. It does not stain and is harmless to human beings.

For these reasons Kip is easy to sell, and Kip users remain Kip users.

MICHIGAN TRADESMAN

Forty-sixth Year

GRAND RAPIDS, WEDNESDAY, NOVEMBER 28, 1928

Number 2358

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.

JAMES M. GOLDING
Detroit Representative
409 Jefferson, E.

HERPOLSHEIMER SELLS OUT.

To Be Taken Over By a New York Syndicate.

New York, Nov. 27.—A man named Hahn, who was formerly Secretary of the National Retail Dry Goods Association, retired from that position a year or two ago to organize a chain of department stores. Because of his acquaintance with the retail stores of the United States he has been able to make his selections with great care and thoroughness. Included in his chain are either Knapp or Arbaugh of Lansing, Field of Jackson, Herpolsheimer of Grand Rapids and Smith-Bridgeman Co., of Flint.

The new company is to have 20 millions preferred stock, bearing 6½ per cent. interest, and selling at \$103; and there will be 10 millions common stock, which will be marketed at \$38. The preferred will be convertible later into common on the basis of two shares of common for one share of preferred.

The name of the company, I am told, will be the Hahn Dry Goods Co. This preliminary announcement is authorized by Mr. Hahn, although he declined to give me any further particulars. I understand the prospectus prepared by the brokers will not be out until next week.

He volunteered the statement that the fourth largest store in Boston is included in the deal; also one store in Minneapolis and one in St. Paul.

Arthur Herpolsheimer will continue as manager of the Grand Rapids branch on a ten year contract. The plan is to make the fifteen local managers an advisory board to manage the business.

Another proposed combination of wholesale dry goods houses is in process of formation at this market. It has the backing of a bond and stock house and a local trust company. Grand Rapids people will be interested in this new organization because the C. J. Farley Co. is booked to be one of the constituent companies included in the merger, if it materializes. C. J. Farley will remove to New York and take a financial position with the new corporation. Leroy Bagge, head of the underwear department of the Farley Co., will also remove to New York

and take a similar position with the new company.

I do not take very much stock in this rumor. There is no disguising the fact that the jobbing business in all lines has been on the downgrade for some years and there have been many talks of mergers to effect economy, etc. Some three years ago there was a real movement to merge about twenty first-class wholesale dry goods houses at strategic points in the United States. This move met with considerable encouragement, as the houses in question were willing to go into the merger. The bankers who were handling this affair, however, decided that the methods of modern finance—earnings over a period of years—should control the price, rather than the assets. When this was put before the various concerns who were considering going in, many of them were dissatisfied, as they had a fine asset showing but a poor showing so far as earnings were concerned.

The movement finally fell through for the reason that the bankers did not provide a fund to buy out for cash any of the concerns needed, or the dissatisfied stockholders in other concerns. What they offered was stock in the merger in exchange for stock in the individual concern. The concerns considering the merger apparently did not think enough of the merger stock to give up what they then had, and the deal fell through.

Conditions are not much changed at this time. To merge a large number of wholesale dry goods houses would require that someone be prepared to put up a good large stake in cash, and the bankers are not sold strong enough on the future of the wholesale dry goods business to put up this money. Therefore I do not think very much of the rumor about these concerns.

J. T. S.

SOAP FROM COAL.

Representatives of the bituminous coal industry from twenty nations heard cheering reports at their second international conference at Pittsburg. American, British and German technicians confidently told them that our future industry will regard their coal not as fuel but as a source of the world's most valuable chemical by-products.

The most important of the transformations which science is prepared to work upon coal is to make it into synthetic gasoline. Germany is already doing so with success and next year plans to produce from coal and lignite 250,000 tons of automobile fuel. But if this development cannot save the industry, no matter. The bituminous coal operators were also told that for good measure the chemist can use

their products to make almost anything, from gunpowder to perfume, from aniline dyes to soap.

It is a disillusionizing day for those who view with alarm the exhaustion of the world's oil supplies when science demonstrates that the industrialization of the process for converting coal into oil is perfectly practicable. We might as well admit that there is no product which the chemist, if pushed hard enough, cannot manufacture in his laboratories. Alongside oil and soap and perfume from soft coal, silk purses out of sows' ears or figs out of thistles would seem to be mere child's play.

THE MISSISSIPPI'S LOAD.

So vast is the Great Basin drained by the Mississippi River and its 250 or more tributaries that scarcely a month passes without floods in some of its valleys. But in general there are only two periods when these floods cause widespread destruction. They are usually worse in the spring, when the streams are swollen both by seasonal rains and melting snow. But the danger is almost as great in late autumn, because of heavy rains that follow the normally dry months of the summer and early fall.

This year the drought was unduly prolonged. In sections of the Arkansas and Missouri valleys there had been almost no rain since July. This drought has just been ended by storms of unusual severity that sent many streams out of their banks. Their excess waters are gradually concentrating and forcing their way into the Mississippi. From the precipitous valleys of the Southern mountains other floods are racing toward the Father of Waters.

All this makes a greater burden than the river can bear. The flood has broken through levees and spread out over farm lands, some of which are lower than the stream. How serious the inundation will be depends upon the duration of the autumnal storms and how many tributaries pour their floods into the Mississippi before winter checks their flow.

PROVE QUALITY BY TESTS.

Increasing appreciation on the part of retailers of the fact that consumers are getting "quality wise" has led to several interesting tests of materials before they were offered for sale. Two instances of the sort were noted during the week.

The first test was of a carpet sample and was made by a prominent department store. For six months the carpet was trod upon by an average of over 250,000 customers a month. At the end of that time, its weave proved intact by laboratory tests and its colors dimmed only by soil, the carpet from which the sample was taken was con-

sidered good enough to be put on sale.

The other test, which was of a soft-finish overcoating, was made by a concern which operates a chain of clothing and furnishing stores. The fabric in this case was submitted to contact with a friction machine and withstood 14,000 rubs before it began to show signs of wear. Having passed this test, it was considered satisfactory for presentation to customers in the made-up garments.

BREECHES OF PALE HUE.

Apparently the American army officer doesn't believe the time has yet come to abolish completely the sartorial swank that has always characterized the soldier. Even if his life in these prosaic days must be largely a matter of hum-drum close-order drill, ballistics and gas masks, he thinks there is still room in it for at least a touch of color in uniforms. When Secretary of War Davis decreed that the American army officer might wear "breeches of a pale hue" to contrast pleasingly with his dull olive drab tunic, he put his official stamp of approval upon the view that had been urged upon him by wearers of the Sam Browne.

Three bazzaïs for the new pale pants of the American army officers, and may they make the handsome young "shavetails" look every whit as nattv in the eyes of the ladies as the future admirals and major generals of the navy and the Marine Corps do in their dress uniforms of blue and resplendent gold braid!

MR. HOOVER'S OBJECT.

We do not quite see why Mark Sullivan and others should deplore the prevalence of the impression that a leading motive in Mr. Hoover's South American tour is to develop trade. There is nothing disgraceful in this. The cultivation of understanding and friendship between the three Americas may be a loftier-sounding purpose, but in the end trade promotes mutual understanding, and vice versa. The Prince of Wales is known as England's greatest salesman. Neither he nor the President-elect need feel ashamed of the ancient and very human maxim that trade follows the flag.

A certain National association was holding its convention in Washington and wanted to be photographed on the White House lawn with Mr. Coolidge. That was arranged, and, finally, the appointed hour came. "Now, Mr. President," said Sanders, the secretary, "these people thoroughly understand from me that you are not going to be called on for a speech." "Well," ejaculated the President, "if they didn't understand what you said, I'll amplify it by saying nothing."

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Grand Rapids, Nov. 26.—Noticed your write up last week regarding the Beardslee Collection Agency. My early teachings were if I could not say good of one to say nothing, but there are exceptions. I have known Beardslee for many years. He was with a stump pulling gang at Trufant twenty-five years ago; later he was a liveryman at Lakeview and for a short time conducted a candy and cigar store. He knew I knew his record. He wanted our merchandise. I sold him strictly for cash in advance, seven or eight orders. One day he called at the office of the Candy Co. and bought a bill of goods amounting to \$18. Account was square on the books. Order was shipped. Still unpaid.

Several years later I was over night at Pewamo and while writing up my orders overheard a man explaining his system of collecting accounts. Wonderful success, great clientele. A bevy of listeners was being entertained. I looked up and walked over to him and said, "I have a legitimate account close by and would be pleased to have the Beardslee Co. collect it 50-50. Now, give me nine dollars and I will give you a receipt in full. Do you remember me?" He closed up like a turtle. His coat collar covered his head. The crowd heard the story and no Pewamo merchant signed up with him. The account is still unpaid.

John H. Millar.

Mancelona, Nov. 22.—I just thought I would advise you of a swindle which has been going on and which I thought would be of interest to your readers.

A young man, who is described as being short and thick set and has a scar on his neck, one finger missing, a smooth full face and wearing a brown suit has been going to the undertakers in this vicinity and representing himself to be the son of Frank C. Schroeder, local undertaker, and calling himself Alvin or George Schrader (misspelling the name). He goes into an undertaking establishment, says that he is Mr. Schroeder's son and that his car has broken down or tells some other hard luck story and asks for a small loan. He seems to have started Oct. 27 and to date he has borrowed (?) money from undertakers at Traverse City, Petoskey, Levering, Pellston, Boyne City, Elk Rapids and Lansing. He has asked for and received amounts from \$2 to \$10. At Levering, instead of asking for cash, he used a check on the Levering bank and scratched off the name and wrote the name of the local bank, then signed Mr. Schroeder's name with his below it.

This swindler asks for such small amounts that no one so far has made an effort to have him arrested.

S. Medalie.

Newburgh, N. Y., Nov. 24.—When Alexander Radin was stopped by the Post Office Department from operating a fraudulent "work-at-home" scheme at Goshen, N. Y., his wife, Doris Englehart, just went down to Jamaica, Long Island, and started up another such scheme.

She was getting along fine, receiving some 781 answers a day to her alluring advertisements holding out profits of \$35 a week to people to do easy, inexpensive, non-selling work in their spare time at home, when the Post Office Department again came along and interfered with the Radin-Englehart schemes.

Radin, under the name of "Goshen Dress Company," roped in to do home sewing, and just sold them "materials." Miss Englehart offered men and women home work clipping newspapers, but just sold them a "plan" at \$1, and then lost all interest in them; and left

them to subscribe to newspapers and magazines from which to get the clippings, and then to sell the clippings themselves. Of course, most of them saw that it would be useless to do anything more about it, and counted the \$1 lost.

So the Post Office Department has issued a fraud order against the "National Clipping Bureau," "National Business Bureau" and "National" at Jamaica, N. Y. (these three names being the names under which Miss Englehart operated) and has instructed postmasters to return to the senders all mail addressed to these concerns. All such returned mail is to be marked "Fraudulent. Mail to this address returned by order of Postmaster General." Postmasters are also instructed not to pay any money orders in favor of these concerns.

The above report will prove of value to those who are tempted to send money to the promoters of "work-at-home" and "clipping bureaus," etc. These schemes have been exposed in this department repeatedly. The report further shows how hard it is to kill off such frauds. When the Post Office Department closes up the fraud at one point the faker goes to a new location and starts another swindle. If the newspapers would refuse to print the advertisements of promotions of fraudulent schemes the nefarious business would soon come to an end.

The Secret Service Department of the Treasury has announced the existence of two new counterfeits, a \$1 silver certificate and a \$10 Federal Reserve note. The full text of the statement follows:

One dollar silver certificate: Series of 1923; check letter "H"; face plate No. 7910; back plate No. 4734; H. V. Speelman, Register of the Treasury; Frank White, Treasurer of the United States; portrait of Washington.

This counterfeit is a crude production printed on three sheets of paper between which very thin threads have been distributed in imitation of the genuine silk fiber. The face and back, as well as the seal and numbering, appear to have been washed in a chemical solution which gives the note a faded effect. Specimen at hand bears serial No. V25364964D.

This note is the handiwork of the counterfeiter responsible for the \$5 Federal Reserve Note and \$5 National Bank Note described in Circular Letter No. 614, dated November 14, 1923. This counterfeit should not deceive the average handler of currency.

Ten dollar Federal Reserve note: On the Federal Reserve Bank of Atlanta, Ga.; 1914 series; check letter "B"; face plate No. 152; back plate No. 1336; Frank White, Treasurer of the United States; A. W. Mellon, Secretary of the Treasury; portrait of Jackson.

This counterfeit is printed by photo-mechanical process on bleached genuine paper. The dull appearance of the portrait and smudgy printing of the numbering and seal are features which should immediately attract attention, while faulty etching is noticeable on the back in the absence of the cloud effects in the industrial and agricultural scenes.

This counterfeit has a thin "feel" due to the chemical treatment to which

the paper has been subjected. Specimen at hand bears serial number F25237938A.

While somewhat deceptive, this counterfeit should not deceive the careful handler of currency.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Nov. 27.—We have still another week to talk deer. The woods are still filled with hunters. Drummond Island seems to be the best game producer. Over 200 bucks have been taken from there the first week and many newcomers will finish this week. The weather has been ideal and great is the slaughter. At Stalwart they report getting the first lynx in fifteen years. It is reported that about twenty deer are shipped by Trout Lake each day. Still there are many hard luck stories told by the less fortunate hunters as to how they traversed the woods for days without seeing any deer. One of our local bankers has a cabin near Brimley where many deer are seen during the year roaming over his property. One big buck is making his home on the premises and our banker has been trying to bag Mr. Buck for several days on his private property, but he is still unharmed. Mr. Banker says he still has hopes and will go some more for the remainder of the season.

The city market has closed for the season, as there was not a truck of anything coming in last week.

Famous last words: "I'll just put my gun here and we'll see if we can change seats without rocking the boat."

There will be no shortage of turkeys here for Thanksgiving. Not so many are being shipped out as in former years, so the price is dropping, instead of going up. The quality is not as good as usual on account of the wet season.

The formal opening of the Pickford grocery, at Pickford, took place Saturday with a food show. Elaborate preparation was made. Booths were arranged and representatives of the National Grocer Co., the Pickford Roller Mills, Swift & Co., Heinz Pickle Co., the Pillsbury Co. and Chase & Sanborn occupied them. The windows were also decorated and a wonderful exhibit was in evidence. The new brick building is 80 by 83 feet, with full basement, full floor space on the first floor and office room and public toilets on the second floor. The grocery and meat market is located on the West side, with footwear in the center. There is a barber shop on the West side conducted by Bert Smith. There is an outside entrance to each department and each department is connected on the inside. The building is owned by Ham Hamilton and James Watson, who have been in the business for the past eight years. The shoe department is in charge of Otto Watson, Leonard Rye is in charge of the meat department, Clayton Morrison and Miss Elda Haines have charge of the dry goods department and Arthur Rich manages the grocery department. The company has purchased the Fred Taylor dry goods stock, which has been added to the regular stock. The office of Dr. T. W. Fox is on the second floor. Pickford is the liveliest village in Chippewa county and making much progress.

A \$10,000 movietone is being installed in the Temple theater by Charles DePaul, the proprietor. It is the only one in Cloverland. A. Bristol-phone, engineer, is doing the work.

Herbert Case, formerly on the editorial staff of the Detroit Times, has purchased the Munising News and Wright's Weekly of Munising. Both papers will be merged under Mr. Case's direction and will be known as the Munising Weekly News. The first issue will be released Nov. 30.

Herbert Case is a son of Fred Case, the well-known cashier of First National Bank here, and is a promising young man. He starts in his new field with bright prospects.

The Pittsburg Steamship Co. has stopped shipping for the season, which practically closes the season of navigation at the locks. There is still some grain coming down, but it will soon be over now.

It sometimes happens that if you get too keyed up you get locked up.

The Express Co. here has purchased new trucks to take the place of the horse and wagon. About the last to change over to the auto here.

Nathaniel Holton, Sr., for a number of years in the grocery business at Donaldson, died last Tuesday at Detroit, where he went for medical treatment. Mr. Holton has been sick for the past two years and was about 80 years of age. He was active in business until a year ago, when old age and failing health compelled his retirement. He sold the grocery stock to his son, Arthur, who is continuing the business. The remains were brought to the Soo, where they were buried by the side of his wife, who died only last month.

William G. Tapert.

Mince Pie.

One who has traveled widely and eaten in restaurants all over this broad land reports that American mince pie has fallen from its whilom high estate. He says he remembers distinctly what mince pie was once like, and he finds the pie served in the average restaurant nowadays a mere pathetic imitation of the old-fashioned article. He thinks something ought to be done about it.

If these are true tidings, something should indeed be done about it. For generations mince pie has been one of our chief culinary glories. What plum pudding has been to England, goulash to Hungary, onion soup to France and Turkish delight to Turkey, mince pie has been to America.

If this noble representative of our distinctly native cuisine—one that has shared honors with pumpkin pie and buckwheat cakes—is really in a state of decline, who will deny that the American people should hasten to its rescue, both for gastronomic reasons and as a matter of National pride?

Just what steps might be taken to restore mince pie to its pristine glory will doubtless be a matter of individual opinion. But could it be done, for instance, by appointing a public-spirited Committee of One Hundred to call upon all the restaurant owners of the country in alphabetical order and plead with them to do their patriotic duty?

Or would it possibly be more in keeping with the modern American tradition simply to petition Congress to adopt a constitutional amendment, with an enforcement law similar to the Volstead act, which would make the manufacture, transportation, sale or possession of sub-standard mince pie a felony? Come to think of it, the Constitution hasn't been tinkered with now for nine long years, not since the Nineteenth Amendment was adopted. So perhaps a Mince Pie Amendment might be in order.

Misstatements lead to poor statements.

FORTY CHAIN STORES QUIT.

What Des Moines Independents Have Done By Efficiency.

Two years ago our city had three chain store groups, the Red Ball, Piggly Wiggly and the Atlantic & Pacific, and they operated 100 stores, at the present time there are about sixty, with every prospect of a further reduction in the near future.

So we feel as though our grocers are doing a good job of handling their own stores and doing it in such a way that competition cannot come in on them. Possibly the State of Iowa is a trifle differently situated from a good many other States, especially the Eastern ones, where the population is more dense, because in our city the neighborhood grocer has to deliver 75 per cent. of his merchandise and the cash-and-carry stores have to be very careful to select locations where a lot of people pass. Then, too, we do not have the laboring element to work in the factories as they do in the East; instead we have mostly office clerks and a good many insurance people. These people are quite well-to-do and get fairly good salaries, so they are not so much interested in the little saving that they might make on a purchase from the chain stores. One chain store manager made the remark not so long ago that the people of Des Moines didn't appreciate them. This may be true, but I believe the people of Des Moines appreciate their own corner grocer more.

The same thing holds true in the retail grocers' business as holds true in every other line of business and that is this, the merchant who is wide awake, using the initiative that he possesses and taking advantage of every opportunity that might present itself, will no doubt be a successful retail grocer.

The grocers have also learned that in order to make their stores attractive to the shoppers they must offer some inducements for the public to come to their stores, so we have many grocers who use the same tactics as the chain stores, featuring several items at a cheap price, making a direct appeal. Then, of course, it remains up to the salespeople to sell more merchandise or at least to prove to their patrons that the better grades of merchandise are superior to the cheap priced ones.

Realizing that the retail grocery industry, in the past few years, as well as at the present time, is undergoing a very decided change, the Des Moines retail grocers decided about three years ago to exchange ideas through a meeting once a month, so an association was born. Affiliating with the Iowa State Retail Grocers' Association, our association rapidly grew from thirty members to over 100 of the finest retail grocers in the city. Men who are alert to the ever changing methods of doing business and who are ready to forget the manner in which their fathers did business and assume the up-to-date methods.

The matter of financing an association is without a doubt one of the most

difficult problems. This matter is being overcome by the operation of a food show held once a year, the second week in October, and through the efforts of several members our food show is one of the outstanding shows in the Middle West. Three years ago we had sixty-seven exhibitors and this year we had over 110. A cooking school under the direction of Louise Bennett Weaver, one of the foremost culinary experts, is in operation every afternoon where the ladies of our city may come and learn of the many new items that are on the market as well as the new methods in which to prepare foods.

Also a baby health clinic is held every afternoon under the direction of one of our baby specialists, who will give information to the mothers of undernourished children, just what they need to bring them up to a standard. It is the aim and ambition of our association to give the people of Des Moines an educational food show which will be of some real benefit to them in their regular routine of housework. The attendance is evidence, in itself, that the people appreciate our efforts, as at many times during the week our coliseum was so packed that it looked as if another person could not get in through the doors. (The coliseum is a block long and half a block wide.) The profits of our show are used in the entertainment of our members at our monthly meetings and also in the entertainment of the jobbers and manufacturers of our locality who are interested in the welfare of the individual retail grocers. Our monthly meetings are held on the second Thursday of every month and every member is invited to come for dinner, at one of our nicest clubrooms.

Earl G. Moeller,

Sec'y Des Moines Retail Grocers Association.

High Cost of "Rackets."

A report of the Chicago Employers Association points out the heavy toll of tribute exacted from the community by the "racket game" of the infamous trades unionists. It lists 168 of these organized criminal attacks on business and estimates their cost at \$100,000,000 a year. While the burden falls most heavily upon the immediate victims, no member of the community is exempt, for at least a portion of the cost is widely distributed. "Rackets" add immensely to the expense of conducting many lines of business. They also mean much more work for the police and the courts.

Thus far this year more than 100 "business bombs" have been thrown in Chicago—a form of terrorism inflicted both as penalty for failure to pay tribute and as a warning to other legitimate businesses to "come across." The "racket" also operates largely to drive competitors out of business.

The State's Attorney-elect for Cook county is pledged to smash the "racket game." Evidently he has a man's-size job on his hands.

The most profitless thing to create is unhappiness for others.



39th
Year

IN your will, appoint
The Michigan Trust
Company as Executor
and Trustee of your
Estate. It will protect
and conserve your Es-
tate when you are no
longer here to look after
it yourself.

The MICHIGAN TRUST Co.
Grand Rapids



MUELLER
so made
Macaroni
that Macaroni
made
MUELLER



MOVEMENTS OF MERCHANTS.

Hancock—M. Koppari has engaged in the boot and shoe business.

Ironia—John Hodkins succeeds J. C. Osborn in the grocery business.

Petoskey — The Fochtman Department Store celebrated its fiftieth anniversary Nov. 24, 26 and 27.

Detroit—Starr Dress, Inc., 23 West Jefferson avenue, has increased its capital stock from \$5,000 to \$10,000.

Royal Oak—Burr & Mitchell, 118 East Fourth street, has changed its name to the Mitchell Shoe Stores, Inc.

Lansing—The American Savings Association has changed its name to the American Annuity Savings Association.

Lansing—R. W. Wilson succeeds H. S. Larabee and Leo A. Larabee in the grocery business at 1234 West Saginaw street.

Bay City—L. Levinsohn has purchased the ready-to-wear stock of the Seitner Dry Goods Co. and is conducting a fire sale.

Sunfield—L. Levinsohn has purchased the L. Wassink hardware stock and removed it to his auction house at Detroit, to be sold.

Bay City—L. Levinsohn has purchased the stock of the Columbus Shoe Store and removed it to his auction house in Detroit to be sold.

Detroit—Berkey Shops, 2925 Woodward avenue, has been incorporated to deal in women's wear at retail, with an authorized capital stock of \$35,000.

Greenville—L. Levinsohn has purchased the dry goods and furnishings stock of Packard Bros. and removed it to his auction house at Detroit to be sold.

Muskegon—L. Levinsohn has purchased the drapery and carpet stock of the C. W. Porter Co., 893-95 Terrace avenue and removed it to Detroit to be sold.

Jackson—Eckert's, Inc., 734 Oakridge, has been incorporated to deal in meats and groceries, with an authorized capital stock of 3,000 shares at \$1 a share.

Pontiac — L. Levinsohn purchased the dry goods and ready-to-wear stock of P. H. Struthers & Co., 24 North Saginaw street and closed it out on the premises.

Saginaw—L. Levinsohn has purchased the tailoring stock of James O'Hara, 109 North Franklin street and has shipped it to his auction house at Detroit to be sold.

Detroit—The Marshall & Barrie Co., 9753 Grand River avenue, has been incorporated to deal in show cases, store fixtures, etc., with an authorized capital stock of \$10,000.

Belding—Rogers & Covert succeed C. H. Gamber in the grocery business.

Saugatuck—Ward Reid & Son succeed F. Richards in the delicatessen and grocery business.

Charlotte—Louis Tolpin, proprietor of the Leader Clothing Store, has sold the stock and store fixtures to Sam Applebaum, of Battle Creek, who has taken possession.

Galesburg — Fred E. Stafford has filed notice of the dissolution of the Galesburg Creamery and Earl N. Staf-

ford has filed certificate for the Galesburg Home Dairy.

Lansing — The National Artichoke Products Co. has been incorporated to grow and sell artichokes, with an authorized capital stock of 10,000 shares at \$10 a share.

Cedar Springs—The Cedar Springs Creamery Co. has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in property.

Grand Rapids—Bayuk Cigars, Inc., has removed its cigar stock and offices into larger quarters at 3 Wealthy street, S. E. It was formerly located at 7 Buckley street, West.

Allegan—Bush, Musk & Co. have leased their store building and will retire from the clothing business about Jan. 1. The business was founded 45 years ago by G. Stern & Co.

Bay City—Levy & Eichhorn, 205 Center avenue, has merged its retail hosiery and shoe business into a stock company under the same style, with an authorized capital stock of \$22,500.

Ludington—L. Levinsohn has purchased the clothing and shoe stock of Greenwald & Riess, 927 South Washington street and removed it to his auction house at Detroit, to be sold.

Port Huron—L. Levinsohn, of Saginaw, has purchased the dry goods and furnishings stock of L. Blumenau, 2404 Connor street, and removed it to his auction house at Detroit, to be sold.

Muskegon Heights—J. H. Lee, hardware dealer at 3 West Broadway avenue, has admitted his son, Robert, to partnership and the business will be conducted under the style of J. H. Lee & Son.

Detroit—The Detroit Union Produce Terminal Co., 835 Lafayette building, has been incorporated with an authorized capital stock of \$12,000, all of which has been subscribed and paid in in cash.

Saginaw—L. Levinsohn, has purchased the grocery stock of Frank Marxer, 13 North Jefferson avenue, which was recently damaged by fire and is conducting a fire sale on the premises.

Detroit—The D. & C. Radio Corporation, 812 Buhl building, has been incorporated to deal in radio supplies, sporting goods and men's furnishings at retail, with an authorized capital stock of \$20,000.

Kalamazoo—Okun Bros., dealers in boots and shoes at 119 West Water street, have dissolved partnership and the business will be continued by Simon Okun, who has taken over the interest of his brother.

Owendale—L. Levinsohn has purchased the entire stock and store fixtures of Black's Department Store, from A. Roman, trustee, and will conduct a closing out sale on the premises. G. V. Black, owner, died recently.

Kalamazoo — Beadle & Love have opened The Farmers Store, at 333 North Burdick street, specializing in green vegetables, fresh fruits and poultry. They will buy direct from the farmer and sell at wholesale and retail.

Royal Oak—The Waterseal Proof

Tile Co., Inc., 414 East Hudson street, has been incorporated with an authorized capital stock of \$24,000, all of which has been subscribed and paid in. \$258.85 in cash and the balance in property.

Detroit—R. T. Fitzpatrick's Sons, Inc., 2139 Grand River avenue, has been incorporated to conduct a wholesale poultry and provision market, with an authorized capital stock of \$10,000, \$1,500 of which has been subscribed and paid in in cash.

Eau Claire—The Eau Claire Lumber Co. has merged its business into a stock company under the same style with an authorized capital stock of \$20,000. The company will sell builders' supplies and fuel in connection with its lumber business.

Grand Rapids—Harry E. Mossner and Sidney Klein, proprietors of the Shawmut Pharmacy, Shawmut boulevard and Lexington street, have sold their stock and fixtures to Lawrence A. Wade, of Muskegon, who has been connected with the drug business there for the past eleven years.

Detroit—The National Vending Corporation, 4159 Cass avenue, has been incorporated to manufacture and sell vending machines, with an authorized capital stock of \$250,000 preferred and 30,000 shares at \$10 per share, of which amount \$340,000 has been subscribed and \$7,000 paid in in cash.

Bay City—Gilbert W. Hand has been named temporary receiver for Jay Thompson & Co., operators of one of Bay City's large department stores, following the filing of a petition by a majority of the directors of the company in circuit court, asking for the dissolution of the company.

Grand Rapids—The General Freezer Corporation, 11 Oakes street, S. W., has been incorporated to deal in refrigeration machinery, ice cream freezers and ice cream products, with an authorized capital stock of \$25,000, \$10,000 of which has been subscribed and paid in, \$5,000 in cash and \$5,000 in property.

Carson City—The Carson City State Bank is enlarging and remodeling its banking office, taking in the drug store which adjoined the bank building on the west. It is also modernizing the outside appearance of the building which will be finished in plastic paint. It is also installing new fixtures from the Nachtgall Manufacturing Co.

Muskegon—Harvey P. Sicard and Jay F. Zimmerman, proprietors of two community drug stores, have formed a partnership under the style of Sicard & Zimmerman and will conduct two drug stores, each partner managing a store. The stores are located at the corner of Apple street and Getty avenue and at the corner of Wood street and Larch avenue.

Galesburg—C. W. Swank and A. J. Zinn, both of Bronson, are erecting a modern frame two-story building on U.-S.-12, one mile West of town, which they will occupy with a complete stock of furniture and house furnishings under the style of the Midway Furniture Co. Capital of \$25,000, including \$10,000 building cost will be put into the business at the start.

Rural stores of metropolitan nature have been established in several Eastern states but this appears to be the first venture of the kind in Michigan.

Detroit—An order padlocking the "Sheridan" pharmacy, at 4403 Second boulevard, was issued Monday by Judge Edward J. Moinet, in Federal Court. Evidence was offered by Donald B. Fredericks, assistant district attorney, who applied for the order, to show that whisky and alcohol had been dispensed from drug bottles. Ernest Vogt, proprietor, was fined \$1,200 May 1 when convicted of violation of the prohibition laws and his "soda jerker," William M. Morton, was assessed \$300. At their trial prohibition agents testified whisky had been kept in bottles labeled "headache powder" and alcohol was stored in ice cream cans.

Manufacturing Matters.

New Baltimore — The Engelman Broom Co. is adding to its factory, which will double the capacity. The plant now employs twenty-five people.

Durand—The cessation of the Durand Hoop Co., as an industry became a certainty this week with the offering of the building for sale by the operating company.

Detroit—The Todd Machinery Co., 430 East Woodbridge street, has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Holland — The Holland Cabinet Shops has been organized to manufacture radio cabinets. It will start manufacturing Dec. 1, occupying the building formerly occupied by the Holland Chair Co.

Detroit—Motor Devices Corporation, 526 Dime Bank building, has been incorporated with an authorized capital stock of \$200,000, \$70,000 of which has been subscribed and \$7,500 paid in in property.

Lansing—The Leath Furniture Co., American State Bank building, has been incorporated to manufacture and deal in bedding and in rattan products, with an authorized capital stock of \$2,000, all of which has been subscribed and paid in in cash.

Detroit—The Detroit Container Co., 289 South Harbaugh street, has been incorporated to manufacture and sell paper products, with an authorized capital stock of 10,000 shares at \$10 a share, \$60,000 of which has been subscribed and paid in in cash.

Lansing—The Lansing Steel Corporation, West Saginaw street, has been incorporated to manufacture miscellaneous articles of steel and other metals, with an authorized capital stock of \$50,000, of which amount \$6,125 has been subscribed, \$1,840 paid in in cash and \$1,835 in property.

Detroit—The Dunning Manufacturing Co., 1130 Parker avenue, has been incorporated to manufacture hydraulic shock absorbers and other accessories, with an authorized capital stock of 12,500 shares A preferred at \$20 a share, 50,000 shares B common at \$1 a share and 62,500 shares no par value, of which amount \$50,500 has been subscribed and paid in.

Essential Features of the Grocery Staples.

Sugar—Jobbers hold cane granulated at 5.75 and beet granulated at 5.65.

Tea—Japan teas revealed nothing outside of ordinary routine action, maintaining even strength. Prices, although firm, show no increase, being the same in quotation.

Canned Fruits—California peaches are reported to be held with more confidence among canners, but that has not increased the demand for replacements. The other Coast products, including pineapple, are in strong position and all lines are being held at top prices.

Canned Vegetables—Southern tomato canners are inclined to anticipate advances, but there has been enough free selling to keep the market at the old level. Corn is improving more in tone than in value, while in peas it is a question of grade and sieve. Strictly fancy are undeniably firm with some of the standard sweets and Alaskas in that class, but with extra standards generally quiet and no more than steady.

Dried Fruits—The downward price trend in raisins has been stopped. The frequent but unimportant revisions in quotations lately have been in the way of slight advances on some of the best selling varieties. The most radical change in tone on the spot last week was in California prunes, which have been advanced $\frac{1}{4}$ @ $\frac{1}{2}$ c, according to seller and to size. There is a better movement, but not along speculative lines. Spot Oregons are also doing better since carryover is almost exhausted and so far receipts of new crop have been light. Apricots seem to be due for a higher range on the fancy grade when the effects of the enquiry for spring outlets is felt. Just now the market is quiet, but full quotations are demanded and frequently premiums are paid on the scarcest packs. Peaches are steady and uneventful at the moment.

Canned Fish—Fish packs are normally quiet at this season and there is no especial movement to report.

Rice—Millers as a class in the South are of the opinion that rice is on too low a level to remain for any considerable period in view of the materially smaller crop this season and the uniformly good quality. On this account they have not been free sellers and while prices have not been radically advanced they have been making sufficient distribution through domestic and foreign outlet to prevent accumulations and cause weak sellers. The spot market hardly reflects the strength of the situation at the source, but the tone is improving. Jobbers are of the opinion that the concentration on holiday specialties is partly responsible for not giving adequate sales attention to rice.

Nuts—Large washed Brazil nuts were the leading feature of the nut market last week, as the demand suddenly increased and it was discovered that there is little left in first hands. Importers are practically out of this type and will soon be completely sold out. Prices have been advanced until

20c is the inside and according to popular opinion will not long remain at that figure. So far mediums have not been much affected as they are in fair supply and are not in any larger demand. Walnuts are also firmer due to light supplies in California. The leading varieties are well sold out among packers and as the tonnage has been below estimates packers have delivered short and are not in a position to make extensive substitutions of other types. Considerable attention is being paid to foreign walnuts, as they are of unusually good quality and are being offered at attractive prices. Almonds are inclined to be dull. Filberts are also quiet and are being bought conservatively, as handlers do not expect to see substantial changes in prices and for that reason they prefer to be on a hand-to-mouth basis.

Sauerkraut—The bulk and canned sauerkraut market continues on the high levels which have ruled for several weeks. There is a fair demand from jobbers despite the erratic weather conditions which at times have been favorable and at others a handicap to the consumer movement. Western bulk packs are being quoted \$17.50@18 as a minimum, with few offerings from legitimate packers. Some complaint is made that Holland kraut is not of uniform quality and it is not sufficiently fermented and soured to meet the demand of critical buyers. Such lines go at a discount under the established market on good grades.

Salt Fish—The shortage in the world's visible supply of salt mackerel is the determining factor in the situation in primary and secondary markets. It is estimated that the outturn this season will approximate 20,000 barrels against a normal supply of 75,000 to 80,000 barrels. The limited offerings now on the open market make it difficult to determine the trading basis but quotations are given on the sizes which are offered freely enough to establish clearly defined values. As a result of the short stocks, prices are on a high level and it is feared that consumption may be so adversely affected for the rest of the present season that it will take a liberal pack next year and a low price basis to restore consumption to the usual volume. On account of the small production this season, what fish have been salted have been of uniformly good quality and as a whole represent the best quality which has been available in a number of years. The producing season is about over for the year. Reports from Ireland are to the effect that the storms along the coast have cut down the supply of fish to the point of making fishing unprofitable.

Pickles—A number of acres of dill pickles from Western points have been turned down by buyers recently upon point of quality as the stock did not come up to specifications, the buyer has contended. Such lines have had a disturbing effect upon off-grades but they have not influenced the tone of genuine dills true to description. Such offerings are scarce in all positions. There is a genuine shortage of 800s,

1000s, 1200s and premiums are being paid for them. Bottled and bulk pickles throughout the whole assortment of sour stocks are moving in seasonable volume and there is no selling pressure at primary points. Sweet pickles are selling freely at retail and as grocers have moderate stocks they are buying frequently and in good sized parcels. Relishes are in favorable statistical position and reflect the same firm undertone to be found in other departments of the market.

Vinegar—All grades are firm at primary points, with moderate offerings for prompt shipment. Later positions are more easily obtainable, but there is no shading of prices. Spot sales are being conservatively made, as holders do not want to be carrying long lines upon the eve of heavier supplies.

Olive Oil—The edible olive oil market is especially firm in Spain, and the well-maintained market in that country has affected not only Italy but world consuming countries. Importers had expected a more favorable basis abroad and they have been buying conservatively all fall, making it appear that supplies during the next few months will continue moderate. The local market is not congested, but there is no heavy buying along speculative lines or for known wants in the distant future. The demand is persistent for moderate and small-sized parcels and sufficient to keep prices at their former levels.

Review of the Produce Market.

Apples — Wolf River, \$1.25@1.50; Northern Spy, \$1.75 for No. 1 and \$1.50 for No. 2; Baldwins, \$1.25@1.50; Tallman Sweet, \$1@1.25. Hubbards-ton, \$1.75; Snow, \$1.75; Idaho Delicious, \$2.75 per bu. basket.

Bagas—Canadian, \$1.40 per 100 lb. bag.

Bananas—7@7 $\frac{1}{2}$ c per lb.

Beets—\$1.25 per bu.

Brussels Sprouts—30c per qt.

Butter—The market is 1c higher than a week ago. Jobbers hold prints at 52c; fresh packed in 65 lb. tubs, 50c; fresh packed in 33 lb. tubs, 50 $\frac{1}{2}$ c.

Butter Beans—\$4.50 per hamper for Florida.

Cabbage—90c per bu.

Carrots—\$1.25 per bu.

Cauliflower—\$2.50 per doz.

Celery—40@60c per bunch according to size.

Cocoanuts—90c per doz. or \$7 per bag.

Cranberries—Late Howe, \$4.75 per $\frac{1}{4}$ bbl. box; \$9 per $\frac{1}{2}$ bbl. box.

Cucumbers—\$1.40 per doz. for home grown or Illinois hot house.

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans	\$8.25
Light Red Kidney	8.50
Dark Red Kidney	8.30

Eggs—Local jobbers pay 50@51c for fresh. Cold storage supplies are now being offered on the following basis:

XX Standards	36c
X Standards	33c
Checks	30c
Garlick	23c per lb.

Grapes—Calif. Emperor, \$1.85@2 per lug.

Grape Fruit—Florida, \$4.50@4.75 per crate.

Green Onions—Chalotts, 60c per doz.

Green Peppers—90c per doz.

Lemons — Ruling prices this week are as follows:

360 Sunkist	\$7.50
300 Sunkist	7.50
360 Red Ball	7.00
300 Red Ball	7.00

Lettuce—In good demand on the following basis:

Calif. Iceberg, per crate	\$5.50
Hot house leaf, per lb.	12c

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

126	\$6.25
150	6.75
176	6.75
200	6.75
216	6.75
252	6.75

Florida \$5 per crate for all sizes.

Onions—Spanish, \$2.25 per crate; home grown, \$4 per 100 lb. bag.

Pears—\$1.75 per bu. for Anjou.

Potatoes—40@60c per bu., according to quality.

Poultry—Wilson & Company pay as follows:

Heavy fowls	24c
Light fowls	16c
Heavy Roaster	25c
W. L. broilers	18c
Quinces	\$3.50 per bu.

Radishes—20c per doz. bunches.

Sweet Potatoes—\$1.85@2 per bu. for Jerseys.

Tomatoes — \$1.15 for 6 lb. basket from California.

Veal Calves — Wilson & Company pay as follows:

Fancy	19c
Good	17c
Medium	14c
Poor	11c

Hides and Pelts.

Green, No. 1	10
Green, No. 2	09
Cured, No. 1	11
Cured, No. 2	10
Calfskin, Green, No. 1	17
Calfskin, Green, No. 2	15 $\frac{1}{2}$
Calfskin, Cured, No. 1	18
Calfskin, Cured, No. 2	16 $\frac{1}{2}$
Horse, No. 1	4.00
Horse, No. 2	3.00

Pelts.

Lambs	75@1.25
Shearlings	25@1.00

Tallow.

Prime	06
No. 1	06
No. 2	05

Wool.

Unwashed, medium	@40
Unwashed, rejects	@30
Unwashed, fine	@30

St. Joseph—A contract has been let for construction of an addition to its Edgewater plant by the Upton Manufacturing Co. The addition will be 100x100 feet, giving 10,000 square feet of floor space. The building will be erected by Joel G. Pearson, St. Joseph, and is to be ready for occupancy by Jan. 1. Additional factory space has been made necessary by the increased production of electric washers.

God implanted in us a moving picture film infinitely greater than any made by man: the human brain.

MEN OF MARK.

Milo A. White, President Fremont State Bank.

Milo A. White was born in Fremont December 8, 1879. Both father and mother were of English descent, although their ancestors came to America in the colonial days and cut an important figure in many of the leading events of the Revolutionary War. His mother's name was Armstrong. Her mother's name was Sheldon. The family lived in Grand Rapids in the early days of the town and Sheldon street was named after them. His father, Amos O. White, was born in 1848 near the present site of the Juvenile Home, on Walker avenue, Grand Rapids.

Mr. White attended public schools in Fremont and graduated from the high school in 1895. After remaining home one year because of illness, the following two years were spent at the Ferris Industrial School (now Ferris Institute) at Big Rapids, from which he graduated on the college preparatory course in 1898. The next four years were spent in pursuing the literary course at the University of Michigan, from which he graduated in 1902 with an A.B. degree. He then entered the law department, from which he graduated in 1904 with a degree of L. L. B. He then returned to Fremont and entered into partnership with his father to conduct a law and insurance business. On the death of his father, in 1917, he formed a partnership with Harry D. Reber, who is now Prosecuting Attorney of Newaygo county. This relation still continues under the name of White & Reber.

Mr. White's father was one of the organizers of the Patrons' Mutual Fire Insurance Company of Newaygo, Oceana and Muskegon counties. He was elected secretary in 1880, holding the office until he died in 1917. On the death of the father, Milo A. White was elected secretary to succeed the deceased, which position he still retains.

Mr. White was Treasurer of the City of Fremont for four years. He is a member of the board of education and has served in that capacity with the exception of six years since 1910. He is now also serving as Mayor for a third time. He is Circuit Court Commissioner of Newaygo county and has been for upwards of fourteen years. He is President of the State Association of Mutual Insurance Companies of Michigan and also President of the National Association of Mutual Insurance Companies, having been elected to the latter position at the convention held in Milwaukee the first week in October. The Michigan Association has about seventy members. The National Association has about 780 members.

Mr. White is President of the Fremont State Bank and a director of the Grant State Bank and the First State Bank of White Cloud. Mr. White is a Mason of high degree, having taken every order and degree of Masonry except the thirty-third. He is treasurer of three Masonic bodies and has been Worshipful Master of the Blue Lodge,

High Priest of the Chapter and Thrice Illustrious Master of the Council. He is also a Past Worthy Patron of the Eastern Star.

He attends the Congregational church, but has no other fraternal or religious connections.

Mr. White was married October 1, 1906, to Miss Eloise Brinkman, of Great Bend, Kansas. They have four children, two sons and two daughters. The first two children were twins. Two of the children are seniors in college, one is a freshman in college and the other is attending junior high school in Fremont.

Mr. White owns up to but two hobbies, fishing and travel, both of which he practices as much as possible.

He attributes his success to inheritance and training and has every

Nash continued his trip with a representative of the John P. Wilkes Co., wholesale dealers in lumber, of Grand Rapids.

The Salesmen's Club of Grand Rapids were highly favored last week by Arthur Throop, who while hunting in the North of Michigan killed a fine buck and sent same to Rowe Hotel to be prepared and served to members of the Salesmen's Club at the luncheon meeting on Saturday. It was a real treat and very much appreciated by all those present. The meeting was really a Thanksgiving meeting and a very gala occasion. It was musical day and the singing and instrumental music were extraordinary. Another feature of the entertainment was the showing of pictures taken during the kaiser's war which were suppressed by the



Milo A. White.

reason to regard his achievements with pride and his future with complacency.

Items of Interest To Grand Rapids Council.

L. P. Nash, traveling salesman for the Grand Rapids Sash and Door Co., and his wife and daughter narrowly missed a very serious automobile accident the early part of last week. Mr. Nash had started on a trip Northward, accompanied by his wife and daughter. About five miles out of Grand Rapids, he drove to the left side of the road to pass a truck when he encountered another car driving toward Grand Rapids. The result was a collision in which both machines were badly damaged, and Mrs. Nash sustained a broken wrist. After bringing his family and wrecked car to Grand Rapids, Mr.

Government censor at that time, but which have been completed recently, and were shown at the Salesmen's Club the first time in Grand Rapids. The scenes depicted the work of the army and navy in action the clearest we have ever seen. You men and women salespeople who are not attending these meetings are missing something good.

The world is changing so rapidly that we are never sure of anything. About the time we are able to do things by habit, with very little thought, someone changes the old order of things to which we had become accustomed. We have no occasion to weep because things change. We would have if they never changed. Here is a change that the scribe predicts will be a change of real progress:

The Council meeting will not be held at the usual time of 7:30 p. m. next Saturday. Instead it will be held in Council rooms at 3:30 p. m. for the initiation of candidates and transacting any other business which may come before the Council. After the meeting, what then? A pot luck supper at 6:30 and in this all members will have an opportunity to help make it a big success. For the benefit of those who may be in doubt as to what is required of them, just bring a basket of good eats, a quantity sufficient for the number of your party or members of your family and hand the basket to the committee in charge and they will do the rest. That is, nothing further will be required of you until the dinner gong sounds. After dinner a real dancing party will be held from 9 p. m. until midnight. Music will be furnished by Pearl Coleman's orchestra. We can see no obstacle to one of the best times the Council will have during the 1928-1929 social season.

R. P. Dolson, chairman of the executive committee, was called to Akron last Saturday by the death of his mother. She had reached the mature age of 77 years and had been in failing health for some time.

Ambition never sags in the breast of a loyal member of the United Commercial Travelers of America. My attention was recently called to one of our members, who has an excellent position, but who attends school two evenings each week, for the cultural value of learning. We refer to our valued member, Lawrence Pettingill.

K. W. Dingeman, residing at 914 Calvin avenue was observed driving up Monroe street last Thursday afternoon, his car covered with mud, and he was covered with glory, for on the running board of his machine reposed the form of a fine buck deer. The weight as he passed us was estimated at 200 pounds and he carried as beautiful antlers as we have ever seen from the North woods of Michigan.

Rupert S. Cain, living at 1226 Thomas street, formerly very active in the affairs of the Council, had the misfortune to lose part of one finger recently. Brother Cain has been in California a large part of his time for several years past.

Lawrence A. Tennes, of 725 Third street, recently fell and broke two ribs and fractured a third one. He represents the Manhattan Machine & Tool Co., of this city.

T. B. Rooney, Route No. 3, Grand Rapids, is confined to the isolation hospital with scarlet fever and sinus trouble. We are all mighty sorry to learn of this, as "Pat" is one of the best ball players in the Council. He played second base in the memorable game of ball between Council 57 of Jackson and Council 131 of Grand Rapids, at the U. C. T. convention here during the month of June, 1927. As we remember the plays, the ignominious defeat of the Jackson team was due, in large measure, to the fast plays of Mr. Rooney.

As mentioned in a paragraph above, ambition never sags in the breast of a loyal U. C. T. member. Raymond

Bentley spent Sunday in Cadillac that he might be right there Monday morning when the "whistle blows" to begin gathering in the orders.

Practically all the members of the Grand Rapids Council and their families believe that "Cleanliness is next to Godliness." They believe it not only as a theory, but as a practical fact.

While making an every day application of the above proverb the good wife of Walter E. Lypps was the victim of an accident recently while cleaning windows on the outside which might have proven serious.

Most accidents are due to carelessness, recklessness or a lack of concentration on the task being performed. None of these causes were in any way responsible for the accident to Mrs. Lypps. There was no carelessness, for they had bought the stepladder from a reputable dealer who recommended it highly as being made of excellent material, with skilled workmanship. It had been tested and possessed superior weight-sustaining qualities. There was no recklessness, for the stepladder was set up with care—every point of contact with the ground being placed on an even surface. There was no lack of concentration, for Mrs. Lypps' one thought was "Clean windows and how to obtain them," yet with all the precautionary measures taken there was an accident which again proves the wisdom of carrying U. C. T. protection, as the same experience may come to anyone who ascends a stepladder. Anyone's stepladder may prove inadequate for their weight and the occupant be precipitated to the pavement. Luckily there were no broken bones or broken windows. Some severe bruises were sustained, and the sympathy of six hundred members of Grand Rapids Council and their wives is with Mrs. Lypps as she goes very carefully and painfully about her household duties.

L. L. L.

The Law of the Land—and Forests.

From a U. S. Supreme Court decision April, 1908, U. S. 206, p. 349, we quote: "The state as quasi-sovereign and representative of the interest of the public, has a standing in court to protect the atmosphere, the water, and the forests within its territory, irrespective of the assent or dissent of the private owners of the land most immediately concerned."

When circumstances so shape matters that the State has in its possession millions of acres of abandoned land the question advances from that of merely a protective duty to the whole souled attempt toward constructive use of soil and climate in combination with possession of the land in order to advance the welfare of the people by growing forests that the economic situation shows to be needed. It becomes a matter of position, forward activity in the interest and for the general welfare of the people. Having land that lacks much needed forest growth, there presses on the state the responsibility of promoting forests commensurate with the economic needs. Idle state land is a detri-

ment to all other resources of the state, whereas the best development that is possible, which is the growing of good timber trees, will, through all the future, bring positive benefits and advancement of the general welfare.

In the long ago man's energies awoke to the need, usefulness and advantages of community action. There came the comprehension of efficient use of the land. Of use and not misuse. Of consistent use in accord with the inherent power of the soil and climate.

Our later generation are developing a keen appreciation of the economic importance of consistent use of non-agricultural land and consistent development of community activities in control of proper land development. Quoting again from the court decision: "This public interest is omnipresent wherever there is a state, and grows more pressing as population grows," with the underlying motive "that the great foundation of public health and welfare shall not be diminished." In the case of state owned land this motive has the natural impulse to emphasize constructive use of the land in the highest capacity conducive to healthful progress and the general welfare. There is definitely formulating in the public mind a thorough knowledge of that which the public loses through nonuse or misuse of the land resources of the state.

We submit these thoughts and reference to facts in the endeavor to clarify and develop a logical public land policy consistent with real human progress.

Frederick Wheeler,

Pres. Mich. Forestry Association.

If You Drive Yourself.

If the rear wheels have locked and are sliding, the speedometer will register zero though the car may be moving fairly fast.

Never pass between parked cars and a street car except when absolutely necessary and then only with extra caution. You may be trapped if a parked car starts away from the curb.

Ice storms are on the cards. If caught out in one, run with the tires at the minimum pressure for maximum traction.

Run in second gear in traffic if the brakes are not dependable.

Why not form the habit of putting the cap of the gas tank into your pocket when filling up with gas. You may forget to put the cap back but you'll still have it.

The accelerator mechanism needs oiling occasionally if it is to close the throttle the instant the driver takes his foot from the pedal.

Approaching drivers are not likely to see you signaling for a left turn if you blind them with your headlights.

If the engine hesitates when you step on the gas, it is still too cold to risk going out into traffic.

Running in second for a block or two in cold weather not only helps warm up the engine but stirs up the gear lubricant and makes shifting easier.

More vigorous use of the brakes will sometimes stop squeaking.

Frederick C. Russell.

The Brand You Know by HART



Fancy

Fruits

Quality

Vegetables

Look for the RED HEART
On The Can

W. R. ROACH & CO.

General Offices

Grand Rapids, Michigan

Lots of Fun for the Kiddies!

There are three paper slips, or inserts, in every package of

Shredded Wheat

They separate the layers of biscuits. Your customers are in the habit of throwing them away. Some use them for grocers' lists or other memoranda.

Save the inserts! Don't throw them away. They may mean money for the kiddies.

On each slip is an outline sketch, one for every letter of the alphabet. Let the children fill in these sketches with crayon or water-color paints. Cash prizes for complete sets; boxes of paints for a collection of the best painted inserts, not complete sets. Send to

The Shredded Wheat Company

Niagara Falls, N. Y.

BUSINESS STIMULATED.

Although irregularities in the weather have caused considerable variation in trade reports this week, there is no apparent diminution of the cheerful feeling regarding prospects in trade and industry, possibly because comparisons with a year ago favor the current period, according to the weekly reviews of business. Taken as a whole, the jobbing trade has not seemed to maintain the previous week's activity, but retail trade was reported as very favorable, partly because of a good measure of holiday buying, assisted by "sales."

The setback occasioned by the weather is likely to incline many retailers toward greater effort in the promotion of holiday business. The latter is already under way, despite the fact that the formal season will not commence until after the holiday this week. Ways and means are sought by the stores to spread gift purchasing over a wider range of merchandise. New articles are being added to the Christmas list. In addition, sales figures will probably be helped by stronger emphasis upon quality.

A trend toward rising production is noted in certain divisions of the textile industry, while the iron and steel trades, although disclosing an expected let-down, maintain noteworthy buoyancy. An important phase of the industrial development is said to be the tendency toward a widening of profits on individual transactions, following many months of narrow margins in this respect.

Crop reports for the week also varied with the weather in different sections. Rains interfered with cotton picking in Oklahoma and Texas and with corn husking in West-central areas. Flood damage to winter wheat was noted along some streams. On the whole, however, widespread moisture benefited the winter wheat crop.

RELIEF FOR UNEMPLOYMENT.

What is new in Mr. Hoover's plan for relieving unemployment is not the idea but its presentation on behalf of a man who is soon to occupy the highest office in the Nation.

Mr. Hoover himself outlined the plan some years ago when the amount of unemployment in the country had led to a study of causes and remedies. As presented to the conference of Governors at New Orleans last week by Governor Brewster of Maine, who appeared as Mr. Hoover's spokesman, the plan is in accordance with that set forth in the volume entitled "The Road to Plenty," by William T. Foster and Waddill Catchings.

If contracts for public or quasi-public construction to the amount of anything like \$3,000,000,000 are to be held in reserve for times of acute unemployment there will have to be practical acceptance of the Hoover program not only by Federal, State and local governments but also by private interests.

This result is hardly to be brought about by wholesale agreement. Governor Brewster suggests that private business will follow the example of the Federal Government as soon as the

practicability of the plan has been demonstrated. Probably local governmental units will similarly fall in line with their State Governments, some of which will act simultaneously with Washington instead of waiting.

In any event, it is for the Federal Government to set the example in a large way. Its construction program has been changed in recent years from the haphazard method of pork-barrel bills to an orderly procedure regulated by army engineers. Under President Hoover this arrangement will certainly suffer no decline. And the association of his name with the reserve-contract plan, especially in view of what happened at the recent election, will be its best recommendation.

STOCK BOOM IGNORES FACTS.

The tremendous speculation in securities dwarfed ordinary business happenings during the past week, just as it has appeared to ignore for some time actual conditions and prospects in trade and industry. The motivating principle in this speculation seems similar in most respects to what governed the land boom in Florida—the payment of any price because someone else is going to pay more. Even if there was universal prosperity—and that was questioned quite pointedly during the week by a leading economist, who maintains that it is more a state of mind than an actuality—the present level of security values would be extreme.

In cold figures, earning reports of the best managed industrial companies of the country for the first nine months of the year are just about 10 per cent. ahead of 1926 or little better than the increase which would come from year-to-year growth. The showing is better, of course, when comparison is made with the same period of last year, because that was a period of reaction. The recovery this year was best in automobile parts and accessories, leather, oil production and refining, mining and textiles. On the other hand, not only have certain industries failed to make headway, but profits of their leading companies are under a year ago. These include railroad and building equipment producers and bakeries.

If these are the conditions reported by what are presumably the ablest managed concerns the average type of manufacturer cannot be prospering much more than the average independent retailer, who finds no reflection of large chain store profits in his own small earnings.

TRADE EVILS BROUGHT OUT.

In its analysis of replies received from wholesale millinery concerns and department stores to a questionnaire on trade practices the committee on trade relations of the National Retail Dry Goods Association brings out some interesting points. The stores report that merchandise returns average about 3 or 4 per cent. of purchases and there are six common causes in this order: Imperfect merchandise, substitution, unordered, damaged merchandise; delayed delivery and mis-

representation. About 80 per cent. of the stores answering find that necessary returns are confined to a small number of houses. The majority, but a smaller one, of wholesalers says a small group of retail customers are responsible for a substantial proportion of returns.

It is noteworthy that 65 per cent. of the stores report being troubled with receiving unordered merchandise. The comment comes from a wholesale source that this shipping of goods without orders probably makes the retailer less scrupulous about returns where there has been a legitimate transaction.

An interesting section of the questionnaire deals with buying methods. The question was put to stores about the means they have adopted to insure that buyers look at new lines and give salesmen courteous treatment. In half the reports made it was stated that these matters are left to the discretion of the buyers. And the wholesale view was divided almost equally that store buyers unreasonably refuse to look at new lines. Since profit is so often bound up with obtaining what is new, the stores may see their way clear toward remedying this complaint.

TEXTILE TROUBLES.

A meeting was held early last week between mill representatives and Congressmen in Massachusetts to determine just what might be done to aid the cotton textile industry through Federal assistance. A mill treasurer went over the situation in detail and offered the thought that if Congress might remove the manufacturers from the strictures of the anti-trust law so as to permit co-operative marketing "something might be accomplished."

Just how all the price-fixing in the world would help an industry as over-expanded as this one is not at all clear. The suggestion sounds a good deal more "nonsensical" than this spokesman proclaimed, such steps as the elimination of waste, lower costs, more modern systems of merchandising, styling, etc., to be as a cure for the situation. The supposition is that the supply of goods would be held down to the demand and that sellers would dictate prices to the buyers. To hold down the supply would mean a pro-rating that not even the largest mills could profitably stand. To fix uneconomic prices would quickly transfer business from the members of the co-operative and price-fixing association to the marginal producers. It would no doubt mean the acquisition and operation of mills by distributing interests.

How different is the viewpoint of one of the largest mill organizations in the South. The current bulletin of this company flatly declares that the mills must either reduce their manufacturing costs or suspend operations. The former calls for the modernization of machinery processes, it is pointed out, and a readjustment of machinery operation.

Each of us plays a role in the making of history.

THANKSGIVING.

Thanksgiving really is a state of mind rather than an act or a day. It is a spiritual recognition of favors enjoyed and thankfulness for them rather than a verbal expression of gratitude. We have a day set aside in this country for formal annual utterance of due thanksgiving to the great Power which gives us being for the blessings we have received throughout the year from both divine and civil government. If our spirit is not in accord with the sentiments appropriate to the day it is a sham so far as we are concerned, and our outward participation in its conventional observance is a mockery.

Every day, not one day a year, should find our spirits full of thanksgiving. The universe owes us nothing, not even life. We have no claim on happiness, on prosperity, on comfort, except as we may earn it by well doing. When we receive the daylight, the sunshine, the beauties of nature, the pleasures of the seasons, the comforting rain, the crops, they all come as gifts from Nature under the benevolent dispensation of an Authority we may not question and can but imperfectly conceive, so far is it above and beyond our powers of comprehension.

As the human race has grown in knowledge of the nature of things, and become expert in applying them to its uses, there has grown among men an abominable vanity born of achievement in many directions, art, science, business and a multitude of vocations—which loses sight of the fundamentals of our existence, and exalts science as the source of our comforts, joys and innumerable boons, and derides the simple faith in deity which our churches and religious societies teach and preach. Science is simply the discovery of laws and truths in operation throughout the universe at the command of the Creator, who made them all, and has conferred on the human race on this earth the mental gifts which have enabled us to subjugate all other living creatures, and by stress and sacrifice reduce ourselves to submission to our own laws and dwell for the most part in harmony with each other.

But this God does not compel us to bow to him. We may reject him utterly, and imagine ourselves sufficiently unto ourselves. Even while all our sources of life come from God, and we are indebted for each day and season to him, for the soil we till and the sun and rain which ripen and nourish all the food we eat, he leaves it to us to be thankful or ungrateful for the world he has given us, as we choose. So men go their ways. But how can an intelligent man observe the things which surround him and come from God alone—the sunlight, the soft radiance of the moon, the twinkling of the stars, the majesty of all the eternal things about him, and not be grateful to their Giver, not on Thanksgiving day alone, but every day? A good man may deny some of the theological conceptions of the Almighty, but not God, not God Himself!

The idler's life is too long.

MEN OF MARK.

John Hekman, Vice-President United Biscuit Company.

To the architect attaches the blame or credit for the success or failure of the structure he conceives. Others have had much to do with carrying out ideas he originated. Their efforts may have operated to enhance the beauty and utility of the structure or to detract from it. Ordinarily the on-lookers are disposed to give little attention to minor influences which at the most can have but little effect on the master project. The man who initiates great undertakings receives credit for what he achieves or censure when he fails wholly or in part, with strict impartiality and without regard to the whys and wherefores in either case. This is all the compensation he gets—and sometimes it does not compensate at all appreciably.

Many of those who have established successful manufacturing enterprises in this country have back of them a record of clean cut, well proportioned, stable and enduring structures, an ornament to the commercial interests of the sections in which they do business. The character of the founder and the director of a great business permeates every nook and corner of it. He it is that gives it tone and character. Others necessarily lend their aid and influence and may improve upon the plan of the master mind in some particulars and depart from the standard in others. Such influences, however, are local in their effect and bearing, being confined solely to the department in which the individual is employed.

Various avenues lead to prominence in the manufacturing world and in it are to be found representatives of all known types of forceful, aggressive business men. Representatives of each class are tintured and flavored with the personality of the individual. Manufacturers are not set apart from their fellows notably by any characteristic difference. Those who have reached a high position in this industry necessarily are men of large caliber. Among them are to be found examples of the spectacular growth, the hot-house production, the ultra-conservative and those whose methods seemingly are a fair composite of all of these. Naturally the disposition and ability of the architect are the forces which decide the character of the structure and the time required to erect it. A lifetime is not too long provided the best results are secured. A few years are sufficient if the builder is able to complete the work in first class manner and to see that every detail is perfect.

Commercial creations of one sort or another engage the thought of the best people in the country. The ideal business structure is the objective of most directors. It is a glowing tribute to American men and systems that this high standard is closely approached by many.

John Hekman was born at Winschoten, Province of Groningen, Netherlands, Oct. 24, 1886. He was the fourth of five children, two of whom have passed away. When he was six

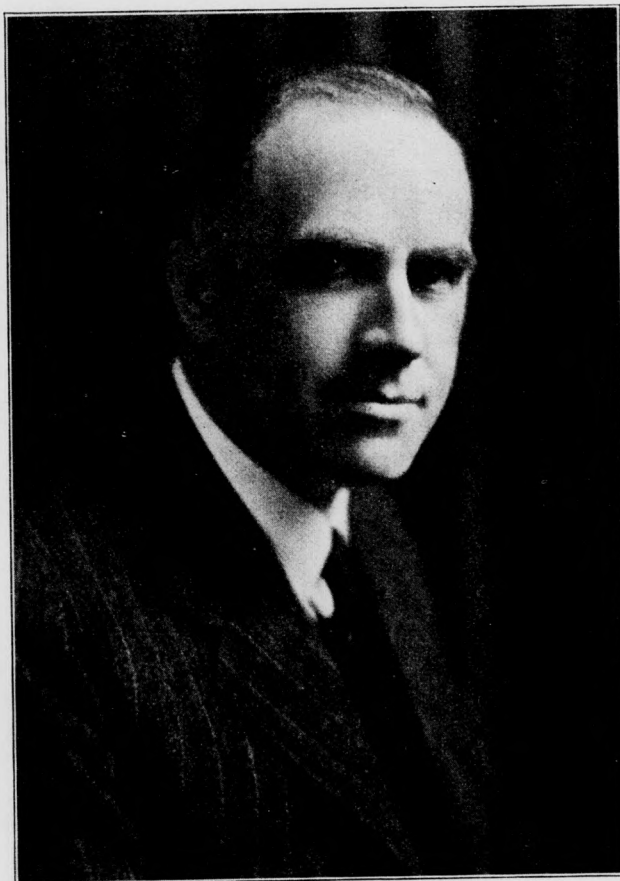
years old his family came to this country, locating in Grand Rapids. He attended the public schools until he had completed the eighth grade, when he entered the bakery which had been established by his father. His first work was as a factory hand. He then went into the office as a clerk. He afterwards found employment as city salesman and outside salesman. On the death of his father, he and his brother, Jelle, assumed the management of the business, which has grown with giant strides under their direction, so that it now renders necessary the employment of twenty-seven salesmen and the maintenance of factory branches at Flint, Kalamazoo, Lansing and Muskegon. On the sale of the business to the United Biscuit Co. Mr. Hekman becomes a director and Vice-President

of the larger organization. Among the other activities he has espoused are the following:

- Member Cascade Golf Club.
- Director Grand Rapids Savings Bank
- President Galewood-Wyoming State Bank.
- Director Michigan Tea Rusk Co.
- Director Biscuit and Cracker Manufacturers Association of America.
- President and General Manager Hekman Biscuit Co.
- Director Christian Psychopathic Hospital Association.

Mr. Hekman was married July 12, 1912, to Miss Frederika Haan, of Grand Rapids. Mrs. Hekman died four years later, leaving two children—Edward, now 14 years old, who is pursuing the eighth grade in the public schools, and Frederika, now 12 years

old, who is in the seventh grade. Two years after the death of his wife, Mr. Hekman married his first wife's sister, Miss Cornelia Haan, who has been a faithful mother to his children. The family reside in their own home at 1310 Grandville avenue, where both of his marriages took place. He also owns a beautiful home on Lake Michigan, a quarter of a mile North of the palatial home of George F. Getz. He also owns a lot at the corner of Plymouth boulevard and Franklin street, 100 by 210 feet in dimensions, on which he expects to erect a handsome home next season.



John Hekman.

Mr. Hekman owns up to two hobbies—his family and golf, both of which absorb his time and attention when he is not engaged in the subtleties of business.

Mr. Hekman attributes his success to patient attention to details; to carefully keeping his word with his trade and his associates; to never making any promise unless he can see his way clear to keep it, and to treat others as he would like to be treated himself were the situation reversed. While he has had his full share of the ups and downs of life, he has managed to derive much pleasure from his long and useful business career and he enjoys, to a remarkable extent, the friendship of his associates, the confidence of the trade and the respect of the people with whom he lives and

whom he is called upon to serve in an official capacity. This is due to his sterling character and his magnetic personality, as well as his tireless energy and unquestioned devotion to the best interests of all concerned.

Thanksgiving as a Great American Classic.

According to records on file in the Department of the Interior, Thanksgiving is the day when the turkey gobbles its last and the assembled relatives gobble as long as it lasts. On this day the Nation's choice weighs between 9 and 14 pounds, with the claws attached and the giblets tucked inside. And the townsman who can't afford one remembers the example set by his Pilgrim forefathers—he lands on a Plymouth Rock and makes that bird suffice.

The idea of Thanksgiving was first thought out in Massachusetts. Disembarking from the Mayflower, the pilgrims knelt on the rock-bound coast and gave thanks for their safe arrival from overseas. They were not met by the Red Cross and served with doughnuts and coffee. After the joy of arrival had subsided somewhat they were promptly massacred by the Indians. This little experience taught them that he laughs best who laughs last.

Indigestion reigns supreme on Thanksgiving. Mince-meat advertisements go to a full page in the leading periodicals with telling effect. The President issues a proclamation regarding the day which is full of tender sentiment and indefinite articles that moves the average citizen to a few tears and lots of requests for more gravy. Visibly affected by the realization of what the staunch souls passed through in 1620 to make the day possible, he intercepts a too forward pass of mashed potatoes and secures title to a drum-stick. No man, on Thanksgiving, is able to give his full attention to a sentimental historical sketch when the cranberry sauce is being passed.

Uncle Clinton, on Thanksgiving, forgets to ask the blessing in his haste to grab the dressing. Father takes the turkey to his bosom or suspends it from his tie pin. He makes the amputations at the table—and draws the neck. Later, at his desk, he makes the computations—and draws the check. While mother, after the dishes are done, sizes up the carcass and the gravy and begins to plan on another great American classic—the Feast of the Left-Over. Chet Shafer.

Snappy Come-Back.

A chorus girl, deliciously pretty but decidedly low-brow, somehow found herself at a very select party given by a famous society woman.

The girl, lonely and uncomfortable as a fish out of water, was leaning against the wall, framed against the dark oak, when the hostess took pity on her.

"My dear," she said kindly, "you look just like an old Rembrandt."

"Well," retorted the damsel, sharply, "you don't look too darned snappy yourself."

SUCCESSFUL SALESMEN.

R. E. Groom, Representing Cleveland Burial Case Co.

Robert E. Groom was born in Hubbardston, January 10, 1872. His father was a native of York State. His mother's antecedents were Scotch and Irish. As a boy he lived in Carson City, Maple Rapids and on his grand father's farm near Hubbardston. From the age of 11 to 14 he attended school in Elmira. He then went to Kalamazoo and worked on a farm owned by Mr. Goodrich for two years. He then went to Mount Clemens where he was employed in the Avery House.

At the age of 19 he went to Owosso where he expected to act as train brakeman on the Ann Arbor Railroad. Not having a liking for this work, he went to Belding and entered the factory of the Welsh Casket Co. He was soon promoted to a position on the road and in 1898 he lined up with the Owosso Casket Co., covering the retail trade of Michigan and Ohio.



Robert E. Groom.

In 1900 he came to Grand Rapids, traveling at different times for the Powers & Walker Casket Co., Voigt Milling Co. and the Grand Rapids Stationery Co. In 1907 he made a very satisfactory connection with Merrill & Soule, of Syracuse, which was terminated by the panic a year later. In 1910 he became connected with Wm. P. Canaan, of Grand Rapids. Three years later he joined hands with the Hudson-Thurber Co., of Minneapolis, with whom he remained three years.

In 1916 he took the position of State agent for the Hayes Pump and Planter Co., of Galva, Ill., with which company he remained three years.

Nine years ago he entered the employ of the Cleveland Burial Case Co., of Cleveland, Ohio, with which corporation he is very pleasantly situated. He sees his trade every six weeks and sells casket hardware and a general line of undertaker's supplies as well as caskets.

Mr. Groom was married on May 18, 1906, to Miss Mary Ghysels, of Grand Rapids. They have had five children, two boys and three girls. A boy of eight and a girl one year old died within four days of each other during the flu invasion ten years ago. A boy of 20 recently died as a result of

Hodgkins disease. Two daughters, 9 and 15 years of age, respectively, are attending public schools. The family reside in their own home at 814 Ne-land avenue.

Mr. Groom is a member of Grand River Lodge, F. and A. M., and Grand Rapids Council, U. C. T. He is junior councillor of the latter organization, which will gravitate him into the highest office in the Council next year.

He attends Trinity community church.

Personally, Mr. Groom is a man of pleasant approach. He inspires his customers with confidence because of his fairness, his simplicity and his loyalty. He seldom loses a friend and makes new friends wherever he goes.

Tribute To the Memory of Charles Christensen.

Saginaw, Nov. 23—Permit me most sincerely to thank you for sending me several copies of the Michigan Tradesman, containing the biographical sketch and editorial memorial of Charles Christensen, a dear member of Holy Cross Lutheran church, Saginaw.

I regret that I was privileged only in the last year and a half to know Mr. Christensen intimately as his pastor. In this short time his ability and sincerity impressed me deeply and I often marveled at his fine understanding of church matters, at his sound Christian judgment and at his tireless efforts for the welfare of his church. That he was intensely busy also in many other lines of service, as your fine editorial and sketch states, makes the marvel of him so much greater to me.

We, who were his friends and fellow members, have felt and will feel his loss most keenly, and it will be a long time until the gap can be filled which was made in our ranks by his departure.

His life proves to us again the great things which earnestness of purpose, based on Christian principles and convictions, can accomplish in serving our fellowmen.

Your suggestion has been cheerfully followed and the men to whom I was privileged, by your kindness to give copies of the Tradesman, were very glad to receive them.

Emil H. Voss.

New Grape Drink in California.

San Francisco, Nov. 23—Visitors to the grape products booth of the California Vineyardists' Association at the Food Products Show held here recently tasted pure grape juice prepared for the first time in the form of a popular drink. Because of its delicious taste and the fact that it can be offered at a price within the reach of all, the feeling is general that a Nationwide demand will develop.

The new beverage is crushed from a blend of the Tokay, Allcante, Zinfandel and other varieties. Under the Matzka process the juice is passed through a series of electrodes, which destroy the fermenting germs, but retain the crispness and bouquet of the grape.

Swiss Cheese Is Family Heirloom.

Berne, Switzerland, Nov. 12—The oldest cheese in captivity is among the proud possessions of the village of Sierre. It is a cheese of the Swiss persuasion, weighing 14 pounds. Its age, 150 years, is guaranteed by a declaration of the communal authorities, which records the name of its maker and those of the persons who have successively inherited it.

It was made in the month of June, 1778, and was created an heirloom in commemoration of a happy event in the family of its maker. Ever since it has been handed down from father to son.

WHITE HOUSE COFFEE

The Package of "Repeats"

THE way to test the selling value of coffee is to take it home and try it, yourself. See how your own family likes it. That is what we ask you to do with White House.

Give it a thorough test in your own home, in comparison with any other

brand at any price. Then we are sure you will push it in your store.

White House makes good customers because it makes good coffee. Every package is filled with proof of this statement.



The Flavor is Roasted In!

DWINELL-WRIGHT CO., Boston, Mass., Chicago, Ill., Portsmouth, Va.

BUTTER JUMBLES

made with

FRESH EGGS

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creamery BUTTER



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The Soul of Thanksgiving.

There comes a time, in every life, when the cares of the moment seem overwhelming. When doubts assail us, and fears beset us, and bitterness lurks in wait, just around the corner. When we ask questions, instead of saying prayers. When we hesitate to accept the workings of our destiny. When God seems very blind, and very far away!

This time may be of short duration—for some people. It may only last for the space of a few seconds. But to other folk there may come a long period of blindness, when the shadows are close and the light from Heaven is dulled by the darkness of storm clouds. When we feel that time alone can clear our minds of the film of protest. When we feel that our agony of soul may be a permanent thing.

Sometimes, during a time of bitterness and of doubt, Thanksgiving comes. Sometimes—with a burst of radiance and glory—we can sense the presence of a harvest time. And—if we are struggling with depression and a lack of understanding—we are apt to resent that harvest radiance, that Thanksgiving glory. We are apt to say: "How can I be expected to rejoice? How can my soul know gratitude when it is wrapped in sorrow? What is the meaning of Thanksgiving, anyway?"

It takes a strong character, I think, to meet Thanksgiving graciously when one's special reasons for being thankful have been swept away! When one is lonely and wistful; when the future is not colored in rainbow tints. It takes a big spirit to smile upon the happiness of other people—when one's own happiness has been broken asunder. But without a strong character, without a big spirit, life isn't very worth while. And there isn't very much to strive for, or to look forward to!

Thanksgiving day is not easy for the person who has lost a loved one, to bear bravely. A day of feasting and gratitude is hard to meet with the chin lifted and the eyes a-light. But it can be done. Oh, often it must be done! For loved ones who have passed on have left behind them the blessing of memories. And those memories lend something concrete to the day—something that is staunch and unyielding and precious. A lack of joy, at the moment, may be almost balanced if one can look back along a pathway that has led through pleasant places. A lonely hand may feel—with a tremendous sense of splendor—the touch of vanished fingers. The sound of a voice that is stilled may echo in ears that try to listen for it!

There is perhaps, no trouble so poignant as the grief that comes with loss. There is no fear so harsh as the fear that comes with the silence that lives in the Valley of the Shadow. Business cares and home cares—financial ruin and broken faith—they are hard to meet bravely. But loss, I think, is the heaviest cross of all!

And yet, every life that has known love has known—or will know—the sadness of loss. And, if balanced in the great scales of the world, who

would prefer the even sadness of a life in which there has been no love to the uneven rapture of the life that has known both the keenness of pain and the heights of affection?

And so, those of us who have known joyousness may count, also, upon knowing heartache. And those of us who have lived with pleasure may expect to live, one time, with grief. And who shall say, when the thankful season comes, that the wistful soul has no reason to be grateful, that there is nothing to be glad about? For even a soul that is anguish-torn may be able to rejoice in the happiness of a briefly golden past!

Life is a balanced thing. We earn our wage; and we pay for what we have received. We can not neglect the debts that we owe to life any more than we can neglect the bill that we owe to the grocer or the butcher or the candlestick-maker. If we have known intense joy we may perhaps be called upon to pay for that joy with a toll of lonely years. And we must pay with a ready hand a heart that neight blames nor queries!

The Pilgrim fathers, celebrating the first Thanksgiving day, were able to be glad despite a weight of the most intense suffering. There were many desolate graves, that November, in New England. Many of the Pilgrims—coming as they did, of gentle folk—were used to the comforts and refinements of life, which they could not expect to find in the rude log houses in which they lived. They looked back upon famine and failure and despair; they looked ahead to a chill winter with death lying in wait and a possible strife with the Indians, who were their predecessors in a grim promised land. But they dared to worship God wholeheartedly—with all humility and honesty. They were not hypocrites when they came to their worship. They held fast to the faith for which they had journeyed, and the creed for which they stood ready to die!

The soul of gratitude is not a small soul. It is a soul that will touch agony without breaking, that will meet flame and tumult without turning to gray ashes. The soul of gratitude will not bend under pressure; it will stand firm against the rushing seas of adversity. The soul of gratitude is like a tree. It lifts its bravery toward the sky, growing staunchly from the dark earth, raising its branches ever heavenward—although sometimes the branches are covered with the fragrance of blossoms and the beauty of green leaves, and sometimes the branches are bare and brown and stripped of glory!

And so we who have suffered, and who would still possess the soul of gratitude, must learn to meet life's Thanksgiving day with a prayer of faith and a calm of certainty. The soul of gratitude never feels bitterness, and never questions the way of the Most High. What is to be is to be—and God in His mercy knows best! Though we may not quite understand the workings of His love we will be able to understand some day. That must be our comfort and our creed!

Margaret E. Sangster.

THE ONLY BRAND OF BREAD AND BUTTER PICKLES



THERE is only one brand of "Bread and Butter" Pickles—**Best Foods (Fanning's) Bread and Butter Pickles.** "Bread and Butter" Pickles is a registered brand name owned by The Best Foods, Inc. There is **no other** Bread and Butter Pickles.

And no other brand has the sour sweet piquancy and the crunchy crispness of the original.

Be sure that your customers know they are getting the only and original "Bread and Butter" Pickles.

The Best Foods Inc.

297 Fourth Avenue, New York City
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WORDEN GROCER COMPANY

The Prompt Shippers

Recommend

Quaker Evaporated Milk

It Always Makes Good

WORDEN GROCER COMPANY

Wholesalers for Fifty-nine Years
OTTAWA at WESTON GRAND RAPIDS

THE MICHIGAN TRUST COMPANY, Receiver

FINANCIAL

Industrial Growth of Country Only in First Stages.

Experienced stock market observers, unable to understand the seemingly limitless demand for stocks, should be interested in the comments of John Moody, president of Moody's Investors Service, Inc., on prospects for business expansion over the next few years.

Whether or not the stock market is discounting in sharp advances this new era in business, the fact remains reassuring signs of prosperity are to be found on all sides. With 15,000,000 American investors holding securities of one kind or another, widespread interest in markets is to be expected. "And the end is not yet," Mr. Moody adds. He says:

"A silent revolution has been going on in methods of production and distribution. The introduction and development of new industries, the expansion in volume and output of older industries, the perfection of methods for developing efficiency, cutting out waste and speeding up deliveries of goods; the knitting together of business activities of every kind into larger and more harmonious units—these are some of the things which have characterized the period since the abnormal years of the World War.

"More and more, the corporate industries of the United States are becoming the property of the public; more and more are individual citizens investing their wealth and their savings in corporate securities. It is estimated 15,000,000 men, women and children own stocks or bonds of one type or another; millions more are indirectly affected by such ownership. And the end is not yet.

"In my view this new era in America is in its first stages only. The coming decade will witness its expansion and extension far beyond its present state. It therefore behooves the American business man, the banker, the security dealer, the many who perform constructive service in these fields, to grow with the country and continuously develop facilities for the larger business life looming in the years ahead.

"Thus has the stage been soundly set for the remarkable period of prosperity in which America now finds itself. And the structure which has been built up on this foundation is still in the making. The American economic child of thirty years ago, then so dependent on Europe for much of its financing, has become a giant. Industries and methods which hardly existed or were in their infancy eight years ago are now becoming outstanding features in our economic life."

In line with his suggestions to bankers and business men to prepare for a great industrial expansion, Mr. Moody has taken steps to broaden his own company's activities through new financing. For the first time the public has been invited to participate in earnings of the corporation.

An issue of 60,000 shares of participating preference stock, entitled to cumulative dividends of \$3 annually,

was recently marketed. Only 10,000 shares of this represented financing for the company, the remainder having been purchased from individuals. All the corporation's common stock is held by officials and employees of the company.

William Russell White.

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Mixture of Credit Forces For Remainder of Year.

With the approach of the holidays currency requirements usually take about \$168,000,000 out of the market, but no great change in rates is anticipated between now and the end of the year.

The outlook is for money rates, in the opinion of the National Bank of Commerce, "to ease slightly during the remainder of November, but for firm conditions during December with rates remaining close to present levels." This judgment is based on the belief that the easing influence of additions to member bank reserves gained through gold exports, and further purchases of bills, will be offset by drains incident to the season's currency outflow.

In the last four years the average increase in the volume of Federal Reserve notes in circulation during November and December has been \$168,000,000. With an unusually active Christmas season in prospect, the demand for currency this year presumably will hold its normal level if not exceed it. And, as this demand draws down reserve funds, "its importance is something like 7 to 10 times as great as an equal demand for clearing house funds."

What happens is that the demand for currency draws down member bank reserves at the regional institutions, forcing members to increase their indebtedness at the Reserve banks. Commenting on the situation the bank says: "This demand for currency tends to restrict the supply of credit. The net effect of all of the factors in the demand for credit and currency during the remainder of the year should be in the direction of maintaining rates at about present levels. This is on the assumption that no important change in the stock market use of credit occurs."

On the supply side the forces affecting the outlook are the member bank indebtedness to the Reserve system, the gold situation and Federal Reserve policy. That the member banks will continue to hold down their dependence upon the Reserve banks as much as possible is the view of most banking authorities—and that would present a pressure for firm rates. On the other hand prospects for modest gold imports have improved since last summer—and there is a force destined to easy money.

In the last analysis presumably the future of money rests in the Federal Reserve system's policy—that is the view taken by the bank—but it must be admitted in recent months the Reserve officials have pretty much lost control of the situation in the country's craze for stocks.

The suggestion has been made that in order to check speculation the Re-

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serve system might inaugurate a higher rediscount level. That does not at the moment seem likely since to do so might defeat its own purpose. Instead of quieting the stock market it might draw in more gold and inflame the speculative fever.

Paul Willard Garrett.
[Copyrighted, 1928.]

Sweeping Gain in Production Over 1927.

Under impetus of expansion in key industries the country's volume of industrial production rose last month to a new high for October, and the records indicate a fresh peak for all time in the final 1928 quarter.

The Standard measure of industrial production shows an increase over September in October, to 124.5. It was 111.9 a year ago. Sharp is the contrast between the trend in industrial activity in 1927 and for 1928 to date. In the entire nine first months of 1927 the pace was steadily downward. New high records have been set in the corresponding 1928 months by a variety of industries. If we may judge from present signs the seasonal recession in the remaining weeks will be small.

Previous to October the swift rate of activity in the steel and automobile industries primarily was what lifted the country's volume of production to record heights. A third and potent pressure contributing to this upswing in industrial prosperity is the reversal in the textile industry. In each of the first nine months this year cotton consumption failed to equal that for the corresponding 1927 period. In October for the first time more cotton was consumed than in the corresponding month a year ago. This upturn, together with that in steel and automobile production, dominated the production trend.

It is perhaps not too early to predict what Standard's production index will average. If this index should show an average of 123—and that now seems quite within the range of possibility—the compilation will go down in history as the highest yet attained. In the final 1927 quarter the average was only 111.3. Even in the last 1926 quarter, which so far holds the record, the average was 119. An extraordinary stability in the general price level has enabled industry to profit hugely from its increased production volume. On previous occasions in history a fluctuating and undependable price level has disturbed industry and eaten into corporate profits. Rarely if ever before has the country enjoyed such an expansion in the volume of its industrial production with so favorable a price position.

Consequently it is appropriate to point to our record rise in industrial activity as a reliable sign of unprecedented prosperity for the country's major groups. The recent turn for the better in the textile industry, if sustained will strengthen the economic situation at a point where it has in the last two or three years been conspicuously weak. Paul Willard Garrett.

[Copyrighted, 1928.]

Public Buying Sends Loans Up.

Last week's record rise of \$176,315,000 in brokers' loans surprised the financial district quite as much as the previous week's gain of only \$1,849,000 and left observers amazed at the startling shift during two weeks of boiling markets that seemed very similar in composition.

Why loans should have risen so moderately in the first week of sensational advance after Hoover's election, and so rapidly this week, will perhaps never be known for a certainty. Light will be shed on the matter through the Stock Exchange's monthly compilation early in December, but in the final analysis each market analyst must supply his own interpretation. And it is possible to find reasons, even for so unexpected an upturn, in the character of buying.

Previous to the election many large investors liquidated their stocks as an act of precaution. They did not know how the election was going. Still less did they know what the market would do on announcement of the results. They were not even sure that the market would advance in the event of Hoover's election. They feared a setback after the good news was out.

We now know that after Hoover's election instead of turning sober the market went higher than ever. The craze for stocks spread on prospects of Hoover prosperity. Consequently those individual investors, institutional investors and investment trusts that had unloaded their stock previous to the election were back in the market with a vengeance after November 6 to refill their empty portfolios.

Buying for investment account unmistakably was large in the week following Hoover's election, and a good proportion of the purchases in that week represented stock bought outright and put away. It was stock that had been relinquished in anticipation of a break that did not materialize. There is at least a partial explanation for the increase of only \$1,849,000 for the week in brokers' loans.

Perhaps it was inevitable that this evidence of strong buying should draw in a vast amount of weak followers. Small traders over the country, persuaded that the market was again safe, began to buy stocks eagerly on borrowed funds. Continued stability in the money market encouraged them in this desire, and made the way easy. So we are now given the spectacle of a jump in brokers' loans that breaks all records and lifts the total to a new high at \$5,157,000,000. That is a round \$1,680,000,000 above the level a year ago, which itself was viewed with concern at the time.

Just within the last four months, since the latter part of July, brokers' loans have risen a billion dollars, but the market apparently is not as fearful of its position now as it was then.

Paul Willard Garrett.
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MUTUAL FIRE INSURANCE

Sensible Suggestions on Farm Fire Prevention.

Fires on the farm, as elsewhere, can be prevented or controlled by the same methods which have been successful in the industrial plant and city. Nearly one hundred farm buildings in the United States and Canada burn a day—35,000 a year. And farm buildings, without the protection of fire departments or water system, usually burn to the ground.

Thirty-five hundred people are burned to death in farm fires each year and \$150,000,000, nearly one-third of the National fire loss, occurs on the farms. The loss from these farm fires is far greater, too, than the value of property destroyed; food supplies are lost; farm families are made homeless, and even industries which depend on the farmer for raw material are affected.

Most farm buildings are of wood—built with little thought for fire safety. Hay, grain, straw, food and other materials stored and handled on farms burn rapidly. In spite of this, farms usually have no water or apparatus to put out the fire that starts.

The majority of farm fires are due to just seven causes—all largely preventable. In the approximate order of their importance, these are: (1) lightning; (2) defective chimneys and heating apparatus; (3) matches and smoking; (4) combustible roofs; (5) spontaneous ignition; (6) gasoline and kerosene; (7) electricity, and (8) miscellaneous minor causes.

Lightning. Equip all buildings with a proper installation of lightning rods, and ground at reasonable intervals all wire fences enclosing pastures or yards for livestock.

The annual farm property loss from lightning may be estimated at \$20,000,000 as a minimum. The annual number of people on the farm killed by lightning is between 400 and 500, and the number of such persons injured from this cause is more than twice the number of deaths. Available statistics indicate that lightning rods, both good and defective, as hitherto found on farm buildings have reduced lightning losses by about 85 per cent. of the loss incurred from lightning on correspond-exposures of unrodded buildings, and that properly installed and well-maintained rods have shown an efficiency in the prevention of lightning damage of well nigh 100 per cent.

A substantial metal roof with all parts thereof in good electric contact can be utilized as part of the lightning protection system for a building and thus in part be made to serve a double purpose. The cost of grounding the roof and making other necessary electrical connections is relatively small.

Fires from chimneys. Rebuild all defective chimneys and see that all heating apparatus is properly installed. Keep chimneys, flues, stoves, etc., clean. Defects in chimneys and heating apparatus cause most of the fires in rural homes, but are easily prevented.

The chimney should be constructed from the ground up, not depending for

its support upon any wooden construction, and not to be used to support any part of the house itself. The chimney should be substantially constructed with walls preferably eight inches thick. Frequent cleaning will offset some of the hazard of a chimney with walls too thin, where it is not feasible to rebuild it.

Set stoves on substantial bases, well away from walls, floors and woodwork. Keep smoke pipes short and a foot or more away from combustible materials. Use a ventilated thimble providing ample air space on all sides of the pipe if it must pass through a partition or ceiling. Put ashes in metal cans, not in wooden boxes or against woodwork.

Matches and smoking. Keep farm premises clean and tidy, and build of incombustible materials as far as possible. Allow no smoking in barns or elsewhere where combustible material is stored. Tidy conditions greatly reduce the chance of the heedlessly discarded cigarette butt starting a fire, and incombustible construction prevents the spread of fire and makes it easier to control.

Sparks on roofs. Use fire retardant roofings. There are many fires involving the entire destruction of farm buildings caused by sparks on wooden shingle roofs from chimneys, bon-fires, forest fires, locomotives or from burning buildings, often at a considerable distance. Wooden shingles ignite very easily, and, forming flying brands, spread fires as does no other type of roofing.

Spontaneous ignition. Thoroughly cure hay, pea vines and other roughage before these are stored in barns. Do not allow horse manure to accumulate in large piles in stables. Where slightly damp hay is stored, a sprinkling of salt is useful to retard fermentation. Use from three to ten pounds of salt per ton of hay, according to its dampness.

Uncured hay continues to live for some time after it is cut, and heats when stacked in large piles. Also, the fermentation of bacteria, yeasts and molds, which increase rapidly in horse manure, uncured hay, green pea vines and other damp roughage generates heat, which accumulates at the center of a heavy mass of these materials, eventually to an extent such that the small amount of air which filters into the pile can cause ignition.

Gasoline and kerosene. Provide proper facilities for the storage and handling of gasoline and kerosene. Do not use gasoline for home dry cleaning or kerosene for starting fires. The safest way to store gasoline is in underground tanks, using the gasoline from pumps. If gasoline cannot be stored underground, it should be used from original containers or suitable small tanks in the open or in a special building at least 50 feet from other buildings, kerosene can be similarly handled. While it is less hazardous than gasoline, it acts similarly when heated, which accounts for the many explosions that have killed people trying to quicken fires through the use of kerosene.

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as extinguishers of the non-freezing type, pump tanks, or water pails. Provide where possible a system of running water under pressure. Even garden hose provides valuable protection for homes so equipped.

Rural fire trucks. With the increase of good roads and the development of motor fire apparatus, a rural fire department becomes really practical. Where the community has been unwilling to pay for apparatus out of taxes, the funds have been raised by subscription, or by giving dances and entertainments.

Organize and train a volunteer fire department. This can be readily organized, with, where possible, one paid man to drive the apparatus.

Study the community with respect to the available water supplies from ponds, streams and the like, providing suction pipe lines and hydrants wherever necessary to insure quick action in getting water to fight a particular fire. With chemical and water tanks, a pump and hose, a piece of fire apparatus can be quite effective even when there is no other water supply available. Where there are streams or ponds, these can be drawn on for water. Even a well will provide water for a short time and may be the means of preventing a serious fire. The water or chemical tanks on the apparatus provide a means for making an immediate attack on a fire as soon as the apparatus reaches it, and in many cases before this primary supply is used up, the pump can be connected to some available water supply.

Have at Least Two Children Thanksgiving Day.

You are going to put on your dignified coat and hat and go to church and give thanks in your usual dignified way. Then you are going to go home, plunge the carver into the brown bird, and say, "What piece do you like?"

That is what you will do unless there happen to be a few children handy. Then you won't be so dignified nor so formal, nor so sure of everything. The children won't let you.

They'll be hopping all about the house, racing to the windows to see who is coming, dancing up and down and asking, "How soon will it be ready?" They'll be at the table, perched high on the family Bible and dictionary, and looking solemn as you give out all the best pieces of turkey. They'll watch anxiously and hope there will be enough at least for a second helping.

They will eat and eat until you are afraid for their safety. But don't mind that. Their capacity is enormous and, besides that, their minds are prepared for a feast. That always helps the capacity, you know. And then, too, after dinner, when you lie down to sleep yours off, they will run theirs away to nothing at all playing hide-and-seek and hunting the slipper and all that.

They'll have the time of their lives and be in again at tea time with hungry looks and clutching fingers. Nuts and apples and candies will melt away like the snow on the hills in the sunny springtime.

That is, if you have children. But suppose you haven't any? Then couldn't you borrow one or two? They would shake your routine from the top to the bottom. Maybe you are afraid of what they would do to your comfortable day beside the fire? But that would do you good if you had the courage. Try it.

Ask the matron of the children's home nearest you to lend you two for Thanksgiving. She'll let you have them if your reputation is good and your face kindly. Otherwise, she won't.

Take them home and turn them loose. Set the table for them with the things you used to like when you were their size. Then give them all they can hold. Honestly, it really won't hurt them.

After dinner let them play in the garden to run it off and then take them to the movies. Charlie Chaplin or Harold Lloyd would be fine, if they're running.

That is, do this if you want to have a real American Thanksgiving feast. For this is a family feast, and if you haven't any children you haven't much of a family and can't in reason have much of a Thanksgiving.

Thanksgiving day is the day we set apart to give thanks to Almighty God for the blessings He has showered upon us. And if we haven't any children in the house, how can we do that?

So be sure to have at least two, even if you have to borrow them.

Angelo Patri.

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Conrad Heating & Plumbing Service, Detroit. Hipp, Enders & Avery, Benton Harbor. Supreme Cut Rate Mercantile Co., Detroit. General Accessories Co., Pontiac. Advance Milling Co., Detroit. Federal Furniture Factories, Inc., Detroit. W. J. R., Inc., Detroit. Iron & Steel Trading Corp., Detroit. Block & Simmons, Charlevoix. Navicloth Underwear Corp., Grand Rapids. Southfield Realty Corp., Detroit. Detroit Steel Coaster & Park Co., Detroit. Detroit Engineering Laboratories, Inc., Detroit. Safety Washing Machine Co., Detroit. Reid-Houser Drug Co., Detroit. Brown County Development Co., Detroit. Safeway Aircrafts, Inc., Bay City. The Brown City Co-Operative Co., Brown City. C. Caramagno, Detroit. Beck Cleaners & Dyers, Inc., Detroit. Woodmere Housewrecking Co., Detroit. Contract Real Estate Co., Grand Rapids. Walverine Patents Holding Co., Detroit.

Start "Shop Early" Campaign.

Convinced that the impending holiday shopping season will be one of the busiest on record, the Retail Dry Goods Association has approved distribution of a "shop early" poster and taken other steps designed to help solve the problems of distribution which a heavy season with late buying would develop.

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THE THANKSGIVING CALL.

It Has a Wide Echo From New England.

November is a drab month in New England. Woods are gaunt. North winds whistle through the naked trees. Soggy brown leaves clog the oozy brooks. Stagnant pools are thinly veneered with shell ice. The rich, dark greens of spruce and pine are the only colors that relieve the sombreness of a late Fall background.

With few exceptions the birds have taken flight to the more congenial Southland. Occasionally you will hear the raucous notes of the crows. With the migration of the main flocks, strangely enough a few stragglers stay on and are to be seen or heard intermittently throughout the Winter. They are corvine caretakers, perhaps, delegated to remain behind and watch over Jim Crow interests.

The last Fall plowing is done. Withered cornstalks rustle in the shock. Barns are bulging with hay. Vegetables have been carefully stored where they will not freeze. Fowl huddle together for warmth. "Bleak November!"

But wait! There comes the "gobble gobble" of a proud old turkey cock as he ambles around the corner of the barn followed by a faithful flock. His days are numbered. Thanksgiving is approaching. One luminous joy in a dull month. November takes on interest for the gobbler's owner.

Odd, perhaps, but true, that the approach of Thanksgiving awakens more sentiment in the city man of New England birth than does any other period in the year's calendar. Maybe not so odd, after all, when you recall that a large number of the captains of industries of the cities were at one time barefooted, freckle-faced farm lads.

There are thousands of country-born boys and girls in busy urban communities, and they find pleasure in their birthright. Enthusiastically will they tell you that the old homestead is in Peququet, N. H., or Beecher's Falls, Vt., or Norridgewock, Me. So, too, will you note real eagerness, real joy, in the way they announce that they are going there for Thanksgiving. Back for a visit at the old home; back for the annual reunion of the survivors of an earlier family circle.

With fine hard highways to-day throughout New England, going home for Thanksgiving is not so formidable an undertaking as it was a few years ago. Once it meant a tiresome ride by train, possibly with waits and changes at junctions, then perhaps a ride of several miles in a springless old wagon over rutty trails of frozen clay.

All that is changed. Good roads make the most remote parts easily accessible. The city man steps into his comfortable car at his own door and in a few hours is amid the scenes of his youth. Nothing but a blocking snowstorm can upset his itinerary. Usually the real snows of Winter do not begin falling, except in the Northern regions, until late December or early January.

Many a city man has made up his mind no longer to postpone the neglected trip home for Thanksgiving. Perhaps something has brought sharply to him a sense of dereliction. A little quaver in the chirography of the last letter from the old folks—or a postscript from mother—may have been responsible for the tug at his heartstrings. Anyway, he is going back this November.

It is not unlikely that the pilgrim has been away for many years. He may live in a far city. His own household and his business absorb his time and attention. The Main Street of his youth is little more than a memory. Yet the old folks are there this Fall. Another November they may not be. Joy fills him in the knowledge that at last procrastination is over. He is going home for Thanksgiving!

As he nears the once-loved spot he passes the little red schoolhouse. Its brick sides look dingier than ever. He wonders if his initials are still on the top of the much mutilated desk cover where he carved them.

Somehow the white-steeped church where he worshipped under more or less parental compulsion looks insignificant. Yet in his boyhood it was a pretentious edifice. Changes have come here. He puzzles a moment and halts his car as the strains of organ music reach his ear through a partly opened window. Ah, he has it! These attendants upon early Thanksgiving morning service have come to church not in carriages drawn by plodding farm horses, but in automobiles. The cars look to him out of place in the yard.

He checks up the old landmarks one by one. The building that was the village smithy of years ago still stands, but it is a garage now, and the stalwart smith has long since passed. A spreading elm under the shade of which many a faithful Dobbin received a new set of shoes has disappeared. In its stead is a glaring red gasoline pump.

Leaving the village, he turns into a winding, tree-bordered country road, a leafy bower in Summer. The bare trunks of the white birches are not unattractive even now, though stripped of their foliage by frosts and North winds. In any event, they mark the narrow pathway to the old homestead half a mile beyond.

It is only back on the country roads, away from the villages, that one still finds the true type of early New England home—the home that awaits the Thanksgiving pilgrim. Picture it: Plain of architecture, squarely cut, a story-and-a-half dwelling with long sloping roof, with spaces under those eaves for a delightful attic, a haven for hair trunks, grandmother's love letters, broken toys, queer cradles, broken escritaires, neatly tied packages of Peterson's magazines and dusty volumes of Godey's Ladies' Book.

Rising from the middle of the ridge-pole is the square, massive chimney of brick. Nothing like that now; bricks are too expensive. You may be sure that it leads to a fireplace with a blackened maw capable of swallowing real logs—a reminder that the pile of

neatly sawed and tiered wood meant work for someone's stout arms.

How picturesque the shingle-sided ell, and back of that the long, low, gray barn and the old well sweep—its huge boom suspended in a solid crotch. One end of the sweep is weighted; to the other is attached the old oaken bucket, made fast to a pole, in its turn connected by rope to the free end of the boom—a cumbersome-looking affair, yet so nicely balanced that a child may operate it. Even in the rurality of New England, well sweeps like this are rare.

Inside, the Thanksgiving pilgrim finds things much as they were. Father and mother are too well along for innovations. With the marriage of the one daughter who remained by the family fireside, the only threat of modernism was removed. The dining room shows her handiwork, for the pilgrim notes that all the antiques, as he terms them, formerly in promiscuous use around the old home, have now been artistically grouped.

Above the fireplace mantel are pewter plates of varying sizes. On the shelf itself stand brass candlesticks of earlier days. Suspended on hooks is an old muzzle-loading shotgun and its powder horn. A flood of memories is loosened as the pilgrim recalls that this is the very arm he used as a youngster to shoot the gray squirrels in the white oaks of Camp Meeting Grove.

Black kettle hanging on sooty crane, spinning wheel, brass fire tongs and poker, bed warmer, foot-stools, braided rug—all are grouped here in the dining room where the feast is to be enjoyed. In these homes almost invariably is still preserved an institution commonly supposed to be as extinct as the great auk. This is the "best room," or parlor. The pilgrim is a boy again. He remembers distinctly the awe he felt when in this sacred place. It was used chiefly for ceremonial functions, marriages and deaths and it supplied the proper atmosphere of solemnity when the minister called.

An inventory of other furnishings shows white wax flowers under a glass domelike case; a miniature Chinese pagoda built of multicolored seashells; a crayon drawing of father and one of mother—the pilgrim remembers the day the agent delivered them in their ornate gilt frames. On the mantle-piece is a model three-masted schooner, and over it a canvas motto under glass, framed, and bearing the words, in variegated red worsted surrounded by impossibly lovely roses, "Home Sweet Home" or "God Bless Our Home."

There is probably a plush chair protected by a huge antimacassar not at all unlike the tapestry work now so much in vogue. On the black walnut center table stands a porcelain lamp, crowned with a ground glass shade from which hang shimmering prisms. An organ stands crisscross of one corner and on the music rack is an opened book of hymns. The pilgrim shudders a little at this room.

What joy the reunion and Thanksgiving spread! For a week before the coming of the pilgrim the women folk have baked and boiled, stewed and

stirred. The turkey has been cooked and basted to just the right shade of brown. Vegetables are steaming hot. Plumes of celery wave from their glass containers at either end of the long table.

Home-made pastry is abundant—mince, apple and pumpkin pies. For a beverage there is clear new cider which has felt just enough frost to have a tang. Quarts of it, cool from the barrel, are served in pewter flagons of genuine antiquity.

Short though the hours may be that the Thanksgiving pilgrim spends at the old home, they make life sweeter and happier for the old folks. Memories of them will linger all through the long Winter. Nor have they been without high profit and pleasure to the visitor. He will have been put in touch with old standards; he can re-measure himself, which is good for him.

Alfred Elden.

All Weights of Carcasses May Be Graded and Stamped.

The Government standards for dressed beef, which were recently made official by the Secretary of Agriculture, include all classes of beef carcasses, such as steers, heifers, cows, bulls and stags. These classes are then subdivided into different grades, namely, prime, choice, good, medium, common, cutter, low cutter.

During the process of grading the carcasses are placed in one of the above-mentioned grades according to the degree of conformation, finish and quality, i. e., relative value. Weight of a carcass or cut has nothing to do with the grade in which it is placed, although this factor may greatly influence the market price, because of the greater or lesser demand for the carcasses or cuts of a certain weight. This is an economic factor rather than a grade factor.

If the carcasses weighing around 350 pounds possess the conformation, finish and quality as demanded and called for in the Government standards for the prime and choice grade, the stamp shall be applied if so requested by the purchaser. A prime or choice carcass does not necessarily come from mature animals. Retailers should bear this in mind, that all weights of steer and heifer carcasses or cuts of prime or choice grade are eligible to bear the Government grade stamp when slaughtered in a Federally inspected plant. If such service is performed at one of the cities as mentioned in the original agreement the cost for this labor is assumed by the Government.

Prime and choice steer and heifer carcasses may weigh from 350 pounds up.

His Only Refuge.

"I'm glad to see you come to church so often with your wife," said the minister.

"Better not give me too much credit, parson," was the reply; "it's the one place where my wife keeps her mouth closed and lets some one else do the talking."

You ought to know when you know and when you only think you know.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

I doubt if there is a busier city anywhere in the United States than Muskegon is right now, due to the excitement over the oil wells which have responded so generously in the production of black gold, as the crude oil is referred to by men old in the oil business. Every hotel is filled to capacity and boarding houses everywhere are taking down their signs of "Rooms To Rent." Most of the men who have been attracted to Muskegon by the oil excitement appear to have ample means to lease land, drill wells and engage in any other undertaking incident to the oil business.

The first thought uppermost in the minds of those who consider investing in the oil field is, "How long will it last?" That is a question which no one seems to be able to answer in a satisfactory manner, because there is no analogy between one oil field and another. Sometimes the most promising—such as Saginaw, for instance—turn out to be utter failures, while other fields which give little promise of success in the beginning turn out to be great money makers over a long period of time.

That Michigan is destined to develop great oil fields appears to be within the realm of possibility. Geologists have insisted for many years that Mason, Oceana, Muskegon, Ottawa and Allegan counties cover enormous pools of oil which will make untold riches for those who become active in developing the territory. The Standard Oil Co. of Indiana appears to be of the opinion that the territory lying between Howell and Ann Arbor will prove to be rich in oil. This belief finds expression in the action of the company in acquiring leases on 500,000 acres of land in that district. The securing of these leases does not establish the fact that there is oil to be found in paying quantities in that district. It indicates the belief of the company that that region is destined to be the greatest oil field of Michigan whenever the lessees are disposed to develop it.

I was told at Grand Haven that a definite pool had been blocked out at Holland, lying adjacent to Black Lake, and that work on the development of that field will be shortly undertaken by men of ample capital to insure the success of the undertaking.

It appears to be the rule that when a well proves to be a gusher and shows any signs of stability the stock automatically increases tenfold. The units of one of the oldest oil companies in Muskegon which originally sold for \$300 find ready purchasers now at \$3,000.

The retirement of Fred Pantlind from the management of the Pantlind Hotel, although not unexpected since Joseph Brewer acquired control of the property through the purchase of a majority interest of the common stock, was a decided shock to the business people of Grand Rapids, because Mr. Pantlind is the final embodiment of the long-time tradition of the Pantlind

family, handed down to him from his father and his great uncle. The retirement of Fred Pantlind is the first break in the Pantlind regime in Grand Rapids for nearly sixty years. With the possible exception of the Leland family, no three generations of landlords in America were ever better known as hotel operators for more than half a century. Mr. Pantlind will not remain idle very long. He is organizing a company to handle hotel furniture and furnishings and has already secured a handsome order from a hotel friend in a neighboring city. He will not undertake to manufacture hotel furniture, except such as can be produced in the West Michigan Furniture Co., at Holland, in which institution he has a substantial interest. He will have most of his goods made on contract with other factories in this and other states. If Mr. Pantlind undertakes to do the selling himself he will be very sure to score a prodigious success because of his outstanding ability, his wide acquaintance and his engaging personality.

I have frequently referred to the reckless manner in which the Greyhound busses are handled by the incompetent drivers who appear to act as though they owned the road and that other drivers have no rights which the Greyhound drivers are bound to respect. Because of this condition I have frequently predicted that many serious "accidents" could not fail to take place in the near future. One such "accident" occurred near Paw Paw a few days ago, when a Greyhound which was traversing the center of the pavement, as usual, sideswiped three automobiles, seriously injuring twenty-two persons. This is but the forerunner of many other catastrophes of a similar character which are sure to occur unless the alien organization which conducts the Greyhound business gets busy and employs men as drivers who are not potential murderers. E. A. Stowe.

Business Philosophy.

A weakness that every man must fight is the tendency to blink facts.

The applesauce that we feed others doesn't hurt us, but when we take large doses ourselves the diet is dangerous.

I don't think much of the formula, "Every day in every way I am getting better and better."

What most of us need is a cold check-up. "Am I as good a man today as I was five years ago? Am I doing my job as well? Am I getting soft? Am I loafing? Am I acquiring extravagant habits?"

It takes courage to give oneself a close size-up.

Our friends are sizing us up every day. If our neck is dirty they see it. If our head is swelled they notice it. We can't forestall such criticism by stupidly telling ourselves that all's well.

William Feather.

What Flavor?

"Emily, is there anything you want in the town this morning?"

"Yes; you might buy a jar of that traffic jam I've been reading about."

We Protect the Proceeds of Life Insurance



GRAND RAPIDS TRUST CO.

Grand Rapids, Michigan

Special Reservation Service — "Wire Collect"



In Detroit—the Detroit-Leland Hotel

Much larger rooms . . . an inward spirit of hospitality . . . unsurpassed standards of service . . . a cuisine that transcends perfection, have within a year of its establishment, gained for the new Detroit-Leland Hotel an enviable national and international reputation.

700 Large Rooms with bath—

85% are priced from \$3.00 to \$5.00

DETROIT-LELAND HOTEL

Bagley at Cass (a few steps from the Michigan Theatre)

WM. J. CHITTENDEN, Jr., Manager

Direction Continental-Leland Corporation

DRY GOODS

Michigan Retail Dry Goods Association.
 President—F. E. Mills, Lansing.
 First Vice-President—J. H. Lourim, Jackson.
 Second Vice-President—F. H. Nissly, Ypsilanti.
 Secretary-Treasurer—John Richey, Charlotte.
 Manager—Jason E. Hammond, Lansing.

Work Clothing Production Off.

Production of work clothing, other than work shirts, continues to reflect restricted sales. "Weighted" statistics compiled by the International Association of Garment Manufacturers and based on 219 manufacturing reports show production for September (the latest figures available) to have been about 362,000 dozen. This figure compares with about 470,000 dozen in the same month last year and a minimum of about 335,000 dozen for 1928 that was reached in July. They also compare with about 560,000 dozen in March, 1927, which was maximum for the past four and a half years. Contrary to the usual course, the September figures this year were under those of the previous month.

Blouse Outlook Is Promising.

Buyers' reception of women's blouse lines for Winter resort and early Spring wear has been such as to encourage manufacturers of this merchandise to look forward to excellent business. Promise of more general popularity for sport suits during the coming season was said yesterday to be playing an active part in the orders which have so far been received by the blouse concerns. Particular emphasis is being placed on tuck-in effects, which are shown in a variety of types and fabrics. The vogue for prints stands out strongly in this end of the ready-to-wear field also and gay varicolored patterns on silk and linen grounds are widely shown in the new lines.

Defines Merchandise Terms.

Realizing that executives and personnel of a store may be using the same words to describe certain things, but that the meanings may be understood differently, a large store has just compiled a set of definitions for five of the words commonly used in merchandising. The words are style, staple, fashion, prestige and taste. Incidentally, the words style and fashion, according to this store's definition, are not synonymous. The former is held to refer to the artistic and enduring qualities of an artistic piece of merchandise, while the word fashion is defined as referring to items having an appeal based on the changing desires of the public.

Toy Orders Nearly All Booked.

Toy manufacturers have booked by far the bulk of the business they expect for the present season and now await the usual volume of re-orders resulting from active retail turnover. Business in dolls gained substantially during recent weeks, and made up somewhat for the delay earlier in the year. Mechanical and educational playthings, according to all accounts, will repeat their success of previous seasons.

Such items as electric train and track sets and sheet steel pull toys are expected to prove big sellers. The individual unit sale at retail is likely to be larger, owing to the call for better grade, well constructed toys.

Radio Reorders Continue Large.

Reorders on radio merchandise continue extremely heavy and justify previous confidence that the holiday volume would far exceed that of any previous year. The call centers on alternating current sets of both medium and high price, with a large percentage of business being done in the more expensive types of consoles. The business which the radio industry has given cabinet makers has now assumed a highly important portion of the latter's volume. The radio set demand is held more diversified, leading to the expectation that the year's profits will be spread over a greater number of firms than hitherto.

Darker Cosmetics Being Used.

The vogue for sunburn is said not only to be increasing the use of violet ray baths to produce this effect, but to be causing a distinct trend toward darker cosmetics for the same purpose. Darker powders are in steadily increasing demand, and with this trend has come a call for more brilliant lipsticks. Some of the beauty specialists are giving a sunburn treatment that makes use of an expensive liquid skin stain. This is used as a base for the darker powders employed. It retails at \$6 a bottle and is a hue somewhat between vanilla extract and port wine, but it is said to serve its purpose admirably.

Bright Colors Lead Spring Trend.

All indications point to the use of brighter colors and contrasting shades as the major color trend during the Spring season. This is already forecast in the garment lines now being shown for the resort season. For sports yellow has been particularly important, according to a survey made by a leading silk manufacturer here. Bright red also will be stressed, notably for both daytime and evening wear. Blues and greens possess considerable importance, interest in the latter being divided between the new blue and yellow greens. White, either combined with a bright color or black, is expected to be outstanding.

Glove Turnover Shows Gain.

Although business in men's gloves has been hampered for the greater part of this month by warm weather, the cold snap of the past few days has stimulated retail turnover. Manufacturers are receiving re-orders which promise to grow as many retailers have covered their needs but lightly. Gloves of novelty leathers, particularly buckskin and pigskin in the lighter shades, are doing well, while cape and mocha type are the dominant staples. Lined gloves, either lined with fur or camel's wool, are in growing call, particularly for driving purposes.

Stylist Versus Buyer Again.

Injection of the stylist into the mer-

chandising picture has created somewhat of a new problem for manufacturers in a number of lines. The matter centers on the question of whose choice is final—the stylist's or the buyer's. When a buyer introduces the stylist to the manufacturer, the latter has been puzzled whether to "talk turkey" to the buyer or to the stylist, a confusion that will be eliminated only with more definite determination of the buying powers of each.

Favor Furniture Trade Survey.

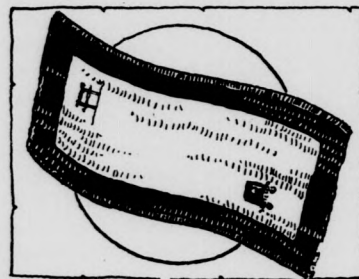
Representatives of the National Retail Furniture Association, the South-

ern Furniture Manufacturers' Association and the National Furniture Manufacturers' Association, following an informal conference, are considering the undertaking of a joint effort to eliminate trade disputes and unethical practices. It was the consensus of opinion that a detailed study dealing with these matters would be of great benefit and it was felt that co-operation with the Trade Relations Committee of the National Retail Dry Goods Association should be requested.

Self-made failures are quite as numerous as self-made successes.

BUY IN GRAND RAPIDS LINOLEUMS

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Over a half Century in the Rug and Linoleum business assures our dealers of dependable quality and satisfactory service.

Send your customers to us for selections, our show rooms are open daily from 9 to 5:30 p. m.

HERPOLSHEIMER CO.
 GRAND RAPIDS, MICH.



PHONE 94121

ASSOCIATED TRUCK LINES

Announce complete organization for handling Merchant Freight. We go to 167 Cities and Towns in Michigan, and make deliveries to suit present day requirements. We furnish the greatest aid to successful merchandising. Adequate delivery. All lines are regulated by the Michigan Public Utilities Commission.

ASSOCIATED TRUCK LINES
 108 MARKET AVE. GRAND RAPIDS, MICH.

A MARK OF DISTINCTIVE BEDDING



Marshall

BED SPRINGS
 MATTRESSES
 PILLOWS

Comfortable Durable

THE MARSHALL CO.

GRAND RAPIDS

SHOE MARKET

Let Shoes Dominate Your Window.

Artistic settings, attractive fixtures and display stands all add immeasurably to the drawing power of windows. Shoes shown in an appealing environment look more attractive than those displayed in any sort of way, and stand an infinitely better chance of enticing customers into your store.

Important as the backgrounds, the trim and the fixtures of your windows may be, however, it is essential that the shoes, rather than the setting, dominate the window. It is shoes that the shoe store offers for sale. Whether the policy of the store is to show many pairs or few, to display price tickets or not, the shoes should provide the picture, with the background serving merely as the frame.

In the case of the average store it is our firm conviction that the use of price tickets is to be recommended. The people whose attention we wish most of all to attract to our merchandise are the people who may be interested from the standpoint of a possible purchase. Whenever goods are bought or sold, the price is an important factor, often the determining factor in the transaction.

In the men's shoe store it is especially desirable to quote prices in connection with shoes shown in the windows. Many men are timid creatures when it comes to shopping. They dislike to ask the price and then decline to buy. A window display that is too dignified or high toned in appearance may possibly repel customers instead of drawing them into the store. Some retailers fear that their prices may look too high to the window shopper, but believe that if the merchandise attracts him into the store the salesman can overcome any price objections. Sometimes it works out this way, but the best informed experience on the subject seems to show that it is far easier to attract men into the store by showing them attractive prices and then to use salesmanship to induce them to purchase merchandise of higher quality.—Shoe Retailer.

Patent Leather Is Colorful Now.

Patent leather, always a favorite for dressy shoes, is appearing this Fall in strange and beautiful hues. The low-heeled, center-strap shoes have patent bodies of a rich burgundy tone so popular just now with fancy leather insets at the sides. The high-heeled ties sporting gay little bows in front are of darkest blue trimmed in stripes and curves of brilliant gray lizard-grain calfskin. Patent shoes this season also employ variegated shades of opal, topaz and amethyst ranging down through every tone of dark red and brown to blacks that are just as lustrous as the old-time hard-glazed ones but more supple and possessing a deep transparency that permits the natural surface of the leather to show through.

When On Your Way, See Onaway.

Onaway, Nov. 27—Revival meetings are usually construed as pertaining to church affairs, but not necessarily so. Although this meeting was religiously

sincere and there was one minister present, it was strictly a business men's meeting, composed of men who transact business; not all merchants, as might be supposed, but representative men, including a dairyman from the country. The call was sent out during the day on Thursday and twenty-eight responded and sat at an 8 o'clock luncheon at the Schlienz restaurant. It appears that the real object of the call was for the purpose of discussing the advisability of turning the management of the Onaway Fair Association over to the Richmond Post of the American Legion, pending their acceptance; after discussion, the meeting voted unanimously to stand back of the Legion and give them our undivided support. Then things began to warm up and it seemed that each and every member had something under his hat to present. Several important matters were discussed, interspersed with toasts and stories. That was an opportune time to pass the contribution plate and the results were startling, even the preacher turning green with envy.

Now here is where the revival came in: after several brothers had testified, one great mind conceived the idea that we re-organize and revive the business section of the Onaway Boosters Club which was formed immediately after the big fire of 1926.

Manager Reynolds, of the garment factory, was nominated and elected so rapidly that it was all over before he could get on his feet in protest. Mr. Reynolds survived the shock and delivered an acceptance speech which would do justice to the President of the U. S. It was so good and spoken in such tones of sincerity that every member present swore allegiance to the order and made a vow to draft a new member for the next meeting. One enthusiast was determined to pass the contribution box the second time, but he was finally subdued. Then the offices of Secretary and Treasurer were filled, Editor Thomas for Secretary and Bank Cashier Pregitzer for Treasurer. At the next meeting definite plans for the future will be made. In the meantime President Reynolds will be working on a set of by-laws which will mean more to the city of Onaway than all the city ordinances or laws in the statutes. A law without a penalty is void and it is whispered that the Reynolds laws are going to be rigid. "No backing down. It is going to be somewhat militant, I guess. Serves us right. Stand erect, boys," he says, "you drove me to it." chest expanded, forward march.

The community council accepted an invitation to meet in a joint session with the city commission Monday night and co-operation was the password. Plans were perfected for the community Christmas tree and committees were appointed.

The results of previous discussions in regard to traffic regulations brought out the necessity of placing a traffic dome at the intersection of State and Pine streets and provision for the enforcement of the rules, Mayor Roberts acting in harmony with all the activities of the council and soliciting their support. The council also became deeply interested in school matters and voted a sum of money to be expended to supply milk for a large number of pupils requiring it.

The senior class of the Onaway high presented the play "Oh Kay," Friday night to a crowded house. They delighted their audience with their talent and the proceeds of the evening delighted the students, enriching the treasury by over \$100.

Cold weather, some snow, plenty of venison, turkeys, crops all in and apparently prosperity rules the land. Squire Signal.

Offers New Type of Sock.

One of the big manufacturers of silk

hosiery is now putting on the market a new kind of socks for wear over bare legs or long stockings of silk or silk and wool. It is made of wool, the body in solid color and the top in brilliant hue. The body of the sock carries out the effect of the long stocking, and the

bright top makes an effective contrast. The body tones include two neutral beiges, one rose beige, one yellow beige and one blue-gray. The tops come in mustard yellow, emerald green, scarlet, royal blue and tangerine. The sock retails at \$1.50 a pair.

MICHIGAN BELL TELEPHONE CO.

Long Distance Rates Are Surprisingly Low
For Instance:

for \$1.95

or less, between 4:30 a. m. and 7:00 p. m.,

You can call the following points and talk for THREE MINUTES for the rates shown. Rates to other points are proportionately low.

From GRAND RAPIDS to:	Day Station-to-Station Rate
BUFFALO, N. Y.	\$1.80
EVANSVILLE, IND.	1.95
FAIRMONT, W. VA.	1.95
LEXINGTON, KY.	1.85
LOUISVILLE, KY.	1.80
NIAGARA FALLS, N. Y.	1.80
PITTSBURG, PA.	1.75
QUINCY, ILL.	1.90
ROCHESTER, N. Y.	1.95
WARREN, PA.	1.80

The rates quoted are Station-to-Station Day rates, effective 4:30 a. m. to 7:00 p. m.

Evening Station-to-Station rates are effective 7:00 p. m. to 8:30 p. m., and Night Station-to-Station rates, 8:30 p. m. to 4:30 a. m.

A Station-to-Station call is one made to a certain telephone rather than to some person in particular.

If you do not know the number of the distant telephone, give the operator the name and address and specify that you will talk with "anyone" who answers at the called telephone.

A Person-to-Person call, because more work is involved, costs more than a Station-to-Station call. The rate on a Person-to-Person call is the same at all hours.

Additional rate information can be secured
by calling the Long Distance operator



MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY LANSING, MICHIGAN

Prompt Adjustments

Write

L. H. BAKER, Secy-Treas. LANSING, MICH.
P. O. Box 549

RETAIL GROCER

Retail Grocers and General Merchants Association.

President—Hans Johnson, Muskegon.
First Vice-President — A. J. Faunce, Harbor Springs.

Second Vice-President — G. Vander Hoening, Grand Rapids.

Secretary—Paul Gizon, Wyoming Park.
Treasurer—J. F. Tatman, Clare.

Ancient Rules For Individual Success Still Bring Results.

Seven years ago a grocer gave up his stand in a popular departmentized market because he could not make a go of it. He had nothing to sell to a successor except a few out-of-date fixtures, because he had no trade to pass on.

Two men paid him \$125 for his outfit. They made use of only one or two items thereof because they ripped out the shelves and substituted others which were deeper, larger in section, higher and plainer. For one of the aims of the newcomers was to do a big business; and the entire space available was a floor twelve feet wide by forty-five feet deep, with one display window.

In that space to-day the two partners, assisted by six or seven others, sell over \$130,000 of groceries each year. Last Saturday they delivered 150 orders. Among which was one for \$25 worth of goods. A few months ago they established a branch store in another similar market. There they now employ four men and sales run \$6,000 to \$7,000 per month—say \$80,000 a year.

"Yes, we worked hard," said the senior partner; "and we work hard now. I am here all day, every day. We are on the job every business hour. The first four months we did it all ourselves, and we had no union hours. Then we got in two helpers, then four, and so on up to now."

As he talked to me he was continually answering the phone. I got one side of the conversation only. "Yes, ma'am; three for a dollar, thirty-five cents each. No; you never get the large fruit in small sized cans, because they cannot put it in small cans. So if you like large green gages, take the large size cans—you know, like cans of peaches or tomatoes. Yes, four for ninety-five cents, \$2.75 a dozen—or do you mean grape juice? Oh, yes, that is three for 55c. Yes, ma'am, three."

"We have a demonstration this week of Antipodes syrups, tea and preserves. Some are specially priced for this week." And he went on to name four or five special items, but I noticed he stopped suddenly short. It seemed to me he had sensed the fact that the customer did not want to hear any more just then.

I noticed that in other cases, too. He'd answer just as promptly, knew precisely what his customer was talking about and wrote rapidly, also with keen, prompt understanding of exactly what his customer wanted. But to some he said not a word about other goods and to others he made only casual reference.

He is a master grocer in his knowledge of merchandise and a master salesman in that he knows how to talk

to customers whether in their presence or over the wire in precisely the right tone, to exactly the right length and extent. He "senses" conditions—that is the expression. He gets the point, grasps the idea, "feels" the customer reaction in every instance.

What need to analyze further? A man who can work and does work, with his body and soul in his business—"Say, I like this business" he said to me with enthusiasm!—and who can push out the goods he wants to push in such ways as I have outlined, is simply immune to competition.

Like other outstandingly successful men, he pushes good goods. He displays the best there is in his windows. His prices are right. He makes no pretense to "sell for less." He has advertised just once since he opened his first store. That is to say, he has advertised just once in the way we commonly understand advertising. For as a fact, he has advertised constantly every hour of every day since he began business. He has so conducted his business that every item he sells is a standing advertisement, every motion he makes builds good will and the desire to come back for more, every service he renders fastens customers to his store and merchandise.

Verily, "the recollection of quality remains long after price is forgotten." That woman will have forgotten that she paid 33⅓ cents for her can of green gages by the time she has finished eating the first can. She will be so pleased with the goods that price will be obliterated from her mind and memory. This man says that good goods are the only kind to sell. To that any posted merchandiser will rejoice: "Yes, and good goods are the easiest goods to sell!"

Let those who think "we sell for less" or who herald the slogan—in itself a contradiction in terms—"the best for less," take heed of these unquestionable facts of business. If you want to build good trade and make good profits a permanent feature of your business, sell the best goods you can buy and price them to yield you a just margin, so that you will retain to yourself a fair profit. Get all those factors in. Do not omit some of them. Then your plan of merchandising will be complete, well-rounded, adequate, and you will prosper so hugely that you will have neither time nor inclination to observe competition.

The Schulte interests took over the famous Park & Tilford high grade stores a few years ago. Now it is announced that the experiment is to be made of establishing a unit of the P & T stores in hundreds of towns, this to be a Quality Chain. Some question whether such experiment promises success.

This to me is an old story, part of the evolution constantly progressing in grocery retailing as it progresses in other retail lines. For in 1880 I knew an exceedingly high grade, full service grocer in Glasgow. That was Cooper & Co. The firm had then three or four units in that big city, each the finest store of its kind I had ever seen. They were in every respect equal to

(Continued on page 31)

HEKMAN'S

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

Cookie-Cakes and Crackers

MASTERPIECES
OF THE BAKER'S ART



Hekman Biscuit Co.
Grand Rapids, Mich.

Don't Say Bread

— Say

HOLSUM

M. J. DARK & SONS

INCORPORATED
GRAND RAPIDS, MICHIGAN

Direct carload receivers of

UNIFRUIT BANANAS

SUNKIST - FANCY NAVEL ORANGES

and all Seasonable Fruit and Vegetables

MEAT DEALER

Michigan State Association of Retail Meat Merchants.

President—Frank Cornell, Grand Rapids
Vice-Pres.—E. P. Abbott, Flint.
Secretary—E. J. La Rose, Detroit.
Treasurer—Pius Goedecke, Detroit.
Next meeting will be held in Grand Rapids, date not decided.

Pork Shoulder Roast.

There is something appealing about the odor of cooking pork to most people. There is something equally appealing about the taste of cooked pork. I remember back quite a few years when I came home one winter day hungry as country boys usually are and was greeted on entering the house by the most appealing odors I had ever experienced. My mother had just taken from the oven what we called spare ribs. I will never forget how delicious those spare ribs tasted. I was very hungry, of course, but they were about the last word in food-par excellence, anyway. The cut I am talking about came from a hog that was killed on the farm a few days before and hung out in the cold barn to chill. Spare ribs, as I knew them then, were the cut from which we get our pork chops according to more approved methods of cutting, except that considerable of the lean was left on the back to make salt pork that would not be too fat when eaten the following summer. They were really a roughly trimmed back bone, but with enough meat to satisfy. They say the nearer the bone the sweeter the meat and perhaps that was why the spare ribs tasted so unusually good. We killed beef, veal and fowl on the farm as well as pork, but it is the pork, freshly roasted that stands out in my memory. The fact that pork consumption represented about 46 per cent. of the total beef, veal, lamb and pork meat eaten in the United States last year indicates that it is a favorite dish to-day with a great many people, as it was with me that cold winter day when on a New England farm. If I had to choose between pork cuts to-day I probably would not choose spare ribs. I would be just as likely to select a nice fresh shoulder of pork for roasting. The chances are flavor and lusciousness of this selection would be fully as satisfactory as any other cut and the odors emanating from the kitchen just as aggravatingly fascinating. If you want to try one you may select a shoulder weighing four to five pounds. It may be boned and the bone pocket filled with stuffing. Sprinkle with salt and pepper, rub on a little mustard paste if you like it, and place on the rack of a roasting pan. Roast until done, allowing about twenty minutes to the pound. Remove from the pan, skim off most of the fat from the bottom of the pan and make gravy of the liquid and fat left, using two tablespoons of flour. Season with salt and pepper. Serve on large platter, garnished with slices of fried apples. The result should please anyone.

What Would You Like For Dinner?

How natural the question "What would you like for dinner?" sounds to the average married man. It is, perhaps, one of the most perplexing ques-

tions that can be asked when thoughts are on other matters pertaining to the day's toil. The provident housewife has been looking after the gastronomic interests of her husband and family so steadily that she seeks an expression of desire so that what seems to her a monotonous round of dinners may be broken up by something originally different. Poor husband doesn't want to appear to lack interest, but he has given the matter little thought and, anyway, he knows so little about arranging dinners that he couldn't do it successfully. Of course, the first thing he thinks of is the meat. If he gets by with a practical suggestion with respect to that important dish it is quite likely that he will be excused from planning the vegetables, salad and dessert. Now there is no real reason why any man should not be able to express himself in regard to meat without taking refuge in the conventional steaks and chops. There is hardly an important newspaper to-day that does not devote some space to menus and many are the practical suggestions offered in those pages. The domestic scientist who edits those pages tries her best to insert information about things that are not universally known and that have become a habit. Her suggestions are not necessarily confined to the interest of the female of the species, but should contain just as much abstract interest for the men. We say abstract, for the men usually do not have to carry out the suggestions. It seems the least they can do, therefore, to suggest to their patient and quite often mentally tired better half which of the suggestions most nearly approach their desires, or completely meet them. It is hard for anyone to successfully, day after day, furnish just the right kind of food to tastes that usually are not stimulated by hard muscular labor. Any help given is pretty apt to be received gratefully.

Of Different Tastes.

Wearry Raggles — You won't git nothin' decent in there. Them people is vegetarians.

Hungry Harry—Is that right?

Wearry Raggles—Yes, an' they got a dog wot ain't.

An Endorsement.

Mrs. Watts—How do you like the electric stove and cooker?

Mary—They're wonderful, ma'am. Just think! Neither of them's gone out since I came here a month ago.

Nitrogen has taken the most important position in the affairs of the world and is by far the most active in the world markets. Every square mile of air over the earth's surface carries 20,000,000 tons of nitrogen, enough in each square mile to last the world twelve years at the present rate of consumption. It is absolutely indispensable to mankind in peace or war, and a necessity to all animals and vegetable growth. We took but 1 per cent. of nitrogen from the air in 1909 and 57 per cent. in 1927, surely a wonderful heritage from chemists and engineers.

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Grand Rapids, Michigan

Distributors Fresh Fruit and Vegetables

"Vinke Brand" Onions, Potatoes, Sweet Potatoes, Oranges, Lemons, "Yellow Kid" Bananas, Vegetables, etc.

Putnam's

GENUINE

GOLDEN FLAKE

THE MOST POPULAR CANDY OF ITS KIND

Now Ready to Ship. Order Early.

20 Lbs. to Case.

Made only by

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NATIONAL CANDY CO., INC.
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A HUNGRY MAN IS YOUR BEST CUSTOMER

Fleischmann's Yeast is a natural food that banishes constipation and indigestion and builds fine appetites. One person out of every four families in the United States has eaten Fleischmann's Yeast for Health. Recommend three cakes of Fleischmann's Yeast a day to your customers. And you get these customers as regular buyers of more groceries.

FLEISCHMANN'S YEAST

Service

LIPTON'S TEA

At the great tea expositions in Ceylon and India Lipton's Tea Estates were awarded the First Prize and Gold Medal for the finest tea grown.

Guaranteed by

Tea Merchant by appointment to



Lipton
Tea Planter
Ceylon

Always Sell

LILY WHITE FLOUR

"The Flour the best cooks use."

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Rowena Yes Ma'am Graham Rowena Pancake Flour
Rowena Golden G. Meal Rowena Buckwheat Compound
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Satisfaction guaranteed or money refunded.

VALLEY CITY MILLING CO.

Grand Rapids, Mich.

HARDWARE

Michigan Retail Hardware Association.
President—Herman Dignan, Owosso
Vice-Pres.—Warren A. Slack, Bad Axe.
Secretary—A. J. Scott, Marine City.
Treasurer—William Moore, Detroit.

More Hints on Handling the Christmas Trade.

"Show much. Tell little." That, according to one experienced hardware dealer, sums up in brief the most efficient method of training new help to handle the Christmas rush.

Right now, the training of such extra help is a matter which should receive attention, if it has not received attention already. This hardware dealer amplified his advice somewhat as follows:

"Don't give your new help too many instructions. One easily-remembered, workable rule is worth a peck of regulations. If you load down your novices with a multiplicity of instructions, they'll perhaps remember one or two points that appeal to them, apply these at every turn, and forget all the rest.

"A few good rules are worth remembering. First, teach the new helper the geography of your store. Show where every item of every line is kept. There is only one way for a clerk to learn where to find things, and that is for that clerk to constantly familiarize himself with the location of various items in stock.

"The ideal store arrangement is simple, logical and orderly. But even the simplest arrangement can't be mastered in a minute. After you've shown the new clerk where to look for things, turn him over to an experienced clerk with instructions to repeat the process if necessary. This sort of preliminary training may take time, but it is a lot better to drill the new clerk in such matters now than to have him constantly asking questions when the store is crowded with customers.

"Customers are often irritated and sales lost by some new clerk interrupting an older clerk when the latter is making a sale, with a question as to the location of this or that article.

"It is worth while to prepare a store index for each new clerk, so that a customer unfamiliar with your stock arrangement may get instant and efficient attention.

"The question-asker is a nuisance at the busy season. He interferes with the work of more efficient helpers. But the question-asker is quite often a clerk whose training has been neglected.

"So that a first essential is for the new clerk to know where the goods are; and it is up to the dealer to start him right in this matter.

"For the busy season, price tickets are advisable. They will solve another of the more important problems in connection with new help. Place price-cards on every item, and you won't have to waste patience and gray matter expounding a system of secret price marks which, nine times out of ten, the new clerk forgets the next minute. Price-ticket your goods and you'll need fewer clerks to sell them.

"Teach the secret of efficient wrapping and tying. Wrapping and typing equipment has been materially improved in recent years, with consequent re-

duction of the amount of work involved; but it is still possible by means of preliminary instruction to save paper, twine and time. Teach the best method of wrapping articles of various kinds. Demonstrate each method of wrapping until the new helper can wrap and tie quickly and securely. Some goods need but a single fold; others must be double-wrapped. Some bundles take double-twine; others need but a single loop.

"Give each clerk a clear idea of the lines that will need the strongest selling pressure during the holiday rush, and be sure to specify all the goods that should be sold. Unless you take this precaution, you're apt to find a lot of seasonable left-overs at the end of the Christmas rush. Sell the things that people want, but also make some effort to push the less popular lines, and to suggest for gift purposes articles in regular stock whose gift-angle is not always appreciated at first sight.

"If you handle toys or children's gift lines, as practically all hardware dealers do to some extent, you may expect many children, both buyers and 'lookers', to visit your store. Such children must never be slighted, and at this particular season your success or failure with the Christmas trade may depend on the manner in which you cater to them. See that your helpers are impressed with the importance of patient and tactful handling of children; that they are always cheerful toward the youngsters but never make fun of them.

"Complaints are sure to arise during the Christmas rush; and your new assistants should know how to receive them. The safest rule is, 'Treat the customer as if she were wholly right and the store wholly wrong'. This attitude may seem extreme, but it's sound. Anger and vexation soon die when they find no opposition. I've seen a good many cases where a customer, who had worked himself into a state of extreme irritation regarding sound. Anger and vexation soon die prompt assurance that the article would be taken back and the money refunded, and ended by departing with the goods.

"It is worth remembering that from these temporary helpers at the busy season some real winners can often be picked for the permanent staff. The rush season before Christmas is an excellent testing and training period for new hardware clerks. It is usually sound policy to let it be known that temporary helpers who measure up will be given a certain preference when permanent positions are to be filled. Keep a sharp look out at this season for the new helper who shows real promise of developing, and keep in touch with such individuals even after they leave your temporary employ."

The hardware dealer is inclined to think that his regular stock has no particular appeal to the Christmas shopper, and that if he is to do any Christmas gift trade, he must stock special lines that are not much in demand at other seasons of the year.

This is a mistake. A large proportion of the regular hardware stock has

its "gift angle" if only the Christmas shopper can be induced to see it. Also, the trend is more and more in the direction of useful gifts; and in the last few years, manufacturers have learned to combine the ornamental with the

useful. Where the old-time kitchen range was a dismal black, now we have ranges with enamel finish in many colors; and the same thing is true all down the line.

A kitchen range is a gift that many

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Goods and

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THE BEST THREE

AMSTERDAM BROOMS

PRIZE *White Swan* Gold Bond

AMSTERDAM BROOM COMPANY

41-55 Brookside Avenue,

Amsterdam, N. Y.

a woman would welcome, and it should be possible to make at least a few sales in the course of the next few weeks. Many other labor-saving household devices have their usually unappreciated gift-aspect. Bring this fact to the attention of your customers through your newspaper advertising, window display, interior arrangement and show cards; and include such items from your regular stock in your list of suggested Christmas gifts.

A familiar stunt is the featuring, in your newspaper advertising and your window displays, of the old, familiar slogan, "Only -- Shopping Days Before Christmas." This reminder is always useful. But a good lead for a Christmas advertisement or circular letter is the following, produced some years ago by an Ontario merchant:

Do you realize we're getting close to Christmas time?

Last Thursday we threw open our Christmas displays and were gratified beyond measure at the reception the buying public gave them.

Yet there are thousands of men and women who do not begin to realize that Christmas is only a few weeks away. We want you to realize it for your own sake as well as for our own.

"The Christmas Rush" is something no one wants. It's a hard time for the store as well as the buying public.

It's unnecessary here because we are ready, completely ready, for Christmas business now!

Won't you make a start?

A rather attractive example of hardware window dressing was furnished by a hardware firm in a large Northwestern city. The windows of the store afforded a striking example of artistic setting. The back-ground was composed of a white painted wooden trellis-work over a ground of rich blue material. Access to the window space was afforded by portieres in the trellis-work covered by carefully draped silk curtains in a pleasing shade of old gold. The floors of the windows were carpeted in some cases with white and in some with an olive-green silk draping; sprays and trails of holly, imitation moss and crimson flowers were introduced by way of decoration, while seasonable display cards added another note of variety to the ensemble.

The lines displayed in the window were of a nature calculated to attract the holiday trade. One section of the window was given over to Christmas miscellany, handsome brass electric light standards, silverware, jewelry, cut glass, and an excellent selection of ornamental clocks. These were all so arranged as to avoid overcrowding, although at the same time a wide selection of articles was shown.

Another section was devoted to cases of cutlery and tables of silver. Some very handsome sets of the latter were shown, very attractively arranged. The various trays were removed from the cases and so placed that the entire contents could be seen.

Toilet requisites and leather goods were shown in the remaining section. In this a wide variety of useful gifts were shown, including dressing and

manicure sets, shaving outfits, traveling bags and similar articles.

A second window exhibited a wide selection of toys. In this window, as in the three sections of the larger window, the prevailing color scheme was blue and white, but it was developed in a different manner. Blue arches supported on columns spanned the window, against a white background. This window, fronting on the side street, was throughout the Christmas season given to lines that appealed especially to children.

A novel Santa Claus display some years ago was devoted entirely to scissors. In the background was a square lattice work between two square posts, all in white, and backed by material of the same color. From the ceiling toward the back of the window were hung red Christmas bells, one series of three in front of the upper tier of lattice work, and a second series of four against the tier immediately below. In the lattice, toward the right, was an open doorway.

From the bottom of the lattice to the front of the window the floor of the window was carpeted with white material. Immediately in front of the lattice was a sort of white path, about a foot higher than the foreground, on which was shown a miniature sleigh with three pair of reindeer, and Santa driving. The foremost pair of reindeer were just passing through the doorway in the lattice, and disappearing behind it.

On the white foreground was shown an array of twenty-three small Santa Claus figures, in a sort of "open formation". Each figure held a pair of scissors. Smaller pairs of scissors were scattered on the white cloth between the figures. The whole effect was particularly striking and unusual.

While some of these effects were possible only with large windows, even if your window is small it can be made an effective sales medium. I know of many small windows that bring more business than larger ones equally well located. The explanation lies in the care given them. One of the good features of the small window is that it does not take as much goods to fill it, and so a display can be confined to one line, where with a larger window this might not be possible. One-line displays are pretty generally acknowledged to be great business-getters.

Victor Lauriston.

Protected By the Court.

The United States District Court has ruled that a pedestrian caught in the middle of a street when the lights change has the right of way until he reaches the curb. This should strengthen the position of the man whose "Famous Last Words" were quoted by Ted Cook, to wit:

"I don't care what he says, I had the right of way."

With his last expiring breath, he can now add triumphantly:

"The court says so!"

"Money doesn't mean happiness." But did you ever find much joy in a home for the poor?

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DROSTE'S CHOCOLATE
Imported Canned Vegetables

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GRAND RAPIDS, MICHIGAN

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KRAFT CHEESE

All varieties, bulk and package cheese

"Best Foods"

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TEN BRUIN'S HORSE RADISH and MUSTARD

OTHER SPECIALTIES

DUTCH TEA RUSK

THE TOAST SUPREME

Simply delicious with jam or marmalade. Makes a wonderful breakfast cereal served with milk or cream. Fine with poached eggs. Booklet in every package gives dozens of other tempting ways to serve. Ask your grocer today.

DUTCH TEA RUSK CO.
HOLLAND, MICHIGAN

HOTEL DEPARTMENT

Visit To the Grand Canyon in Arizona

El Tovar (Grand Canyon) Arizona, Nov. 23—From Los Angeles to Barstow is a distance of approximately 200 miles as the crow flies, but by highway—and a good one at that—is somewhat more, but we leave the City of the Angels at an early hour, in a flood of the proverbial sunshine and reach that point at a little after the luncheon hour, although we had tentatively planned to remain over night. Hence we push forward over the Mojave desert and finally reach Needles, which is said to be the original and only "hot spot" of the entire earth, in time for a cracking good dinner at the Harvey eating house, where we also find excellent night accommodations.

I am not holding any brief for the Harveys, but they are simply ministering angels across and about all around the Western deserts of America. They know, from an experience of forty years, that when one gives service and then does not ask you to pay tribute for same, you are bound to come back, if the coming is possible, and that your friends will know all about them, either by mail, or at your tongue's end when you get back home.

At Needles, which is practically the last town of importance in California the thermometer registered 104 when we reached there a little past sundown, but we were consoled by the statement of the hotel clerk to the effect that it had been a "scorcher"—something like 112—but was cooling off with great rapidity, which it did, for at bedtime the atmosphere was what you might call comfortable.

When we made up our little party of four for this ten day outing, we all pledged ourselves that we would do no back-seat driving, neither would we interfere with the plans of the conductor, who happened in this case to be your humble, much-traveled, servant. Hence when it was elected that we get a 4 o'clock start on the following morning, in order to avoid the heat of midday—4 o'clock it was. We spent a few hours in the shade at Kingman, Ariz., had an early dinner at Williams, the official railroad entrance to the Canyon, and exactly 7 p. m. by the chronometer had settled at El Tovar Hotel, which is the last word in hotel comfort in this part of the world, also another link in the Harvey system.

I had twice before visited Grand Canyon, but it was the maiden trip for the remainder of our bunch, hence I gained a thrill by first escorting them on the following morning to the railed platform, less than a hundred feet from the hotel entrance, where they had their first view of nature's greatest achievement, down to the surface of the Colorado river, something like 6,000 feet below. Naturally they all drew back with a shudder, but after I had assured them that they were taking no greater chances than in an air ship they seemed reassured, and I re-enjoyed it with them.

I believe Elbert Hubbard was responsible for the statement that "one should start off on the Bay of Naples, do that until he had perfected it; then tackle the sunset on the hills of Stamboul and work on that until he had achieved 100 per cent. Then sunrise on Mount Rigi, the vale of Cashmir, and others of nature's wonderful attractions, and perhaps by this time he would be prepared for the wonders of the Grand Canyon, but when one describes this delightful effort of nature in its forming, he certainly crowns all previous efforts."

Everyone you meet has a different idea of this wonderful first view, and some are inclined to be cynical in their first impressions of first acquaintance. One who has been there before is bound to approach the scene with more or less of a feeling of dread. If

you do not get the thrill, it is really not the fault of the canyon; it is simply a mental condition.

Hotel El Tovar, a beautiful creation of boulders, stands near the rim of the canyon with a level stretch of 100 feet lying between it and the very edge. Beyond this edge there is absolutely nothing. It gives the first-timer the impression that in this world this is the final "jumping-off place" and the commencement of eternity.

To the lover of the beautiful and the wonderful in nature, there is nothing in all the world, so far as I know, which could make a deeper and more lasting impression than this particular spot. Here one may find an unsurpassed variety of color in rock and sky, together with a mystical, sympathetic atmosphere which softens and mingles their hues in an exquisite and indescribable harmony. In the Grand canyon of the Colorado there are immense spaces filled with colossal architecture and adorned with splendid coloring. Could one wander alone amid its vast silences, resting by its surging river, or rejoicing at sunset and even in the morning hours on its commanding viewpoints, he must be lifted by its very presence out of his natural narrowness of life into a fuller realization of the majesty and sublimity of Nature.

To realize the grandeur of this masterpiece of creation, one must view it with his own eyes, for no adequate conception of the whole may be conveyed by tongue or pen. Few have succeeded in picturing its size, its architecture and sculpturing, or its marvelous coloring. The Grand canyon is a great valley over a mile in depth, 217 miles in length and five to fifteen miles in width. It is filled with canyons, temples and buttes, while in its hidden depths flows one of the most alluring and treacherous rivers which ever tempted the heart of the explorer. Within its confines are many mountains, fantastic in form and varied of hue, which glow with sunrise and sunset splendors or are veiled mysteriously by clouds and storms. To no one are its depths revealed, except in close contact over devious paths. One may drop a stone over its sheer cliffs, watching it diminish in size until lost from view, and he may count the seconds while waiting for the sound which ever fails to reach him. To linger in the presence of the canyon ought to inspire one to noble thoughts, to truer understanding and to a deep realization of the beauty and the immensity of the works of the Creator.

Although one may visit many points along the rim of the canyon, no one may obtain an adequate idea of its vastness unless he has traveled on the floor of it, consequently on the first day of our visit here, after one of those exceptionable breakfasts you hear of from everybody who has visited the canyon, we stroll over to the corral, at the head of Bright Angel Trail, and make a selection of one of those long-eared faithful carryalls, better known as a burro, take account of ourselves and then of each other, to decide, if possible, whom in our little party appears the most ludicrous on the back of one of these American ships of the desert.

It is no Sunday school picnic and really no place for a minister's son, especially after the guides are assembled and begin the use of words which might better be restricted to the sign language. It was a motley—if you know what that means—assembly of pack mules, guides, ladies, portly and otherwise in divided skirts, with just one diminutive animal assigned to each member of the party. The major domo here calls attention to the fact that joyriding is not for this bridle path; also that not in a thousand years has anyone been killed, injured or otherwise disfigured in making this trip. All you have to do is to resign yourself to fate, accommodate your-



and Finest Mineral Bath Department in the country, are just a few of the reasons for the popularity of West Michigan's finest hotel.

We invite the patronage of business men and pleasure-seekers.

Hotel Whitcomb and Mineral Baths

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Luxurious
Comfort,
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Meals,
Reasonable
Rates,

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

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ERNEST W. NEIR, Manager.

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Four Flags Hotel, Niles, Michigan, in the picturesque St. Joseph Valley.

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All of these hotels are maintained on the high standard established by Mr. Renner.

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150 Outside Rooms
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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.

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Fireproof Construction
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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.

selves to the desires of the mules and identification tags will not be essential.

I never was keen for some of the sports of the arena and the pack-saddle I am unused to, my pre-war experiences in that line having been confined to a sheepskin draped over the back of old Dobbin during the corn cultivating season, but the sinister looks on the countenances of my colleagues leads me to form the opinion that I will be talked about if I fail to qualify. So here goes. I've seen everything, anyway.

We had a lot of fun, anyhow, and after much adjusting of saddle girths and much jesting about nothing of any particular importance, we pull in the anchor and begin reposing much trust in Providence.

It was not nearly so terrifying as it looked to be at the preliminary examination. The path was wider than we thought and not nearly as steep. My only worry was concerning the beast underneath me and the burden that had been wished on same. From the depths of the canyon mountains of marvelous form and color rise to height of thousands of feet, though almost unnoticed from above. Sculpturing is on so colossal a scale that one fails to realize its magnitude until he attempts to analyze its details. The alcoves and arches of the red wall alone are often 600 feet in height. Tall trees which appeared from the summit like so many toothpicks, assume proportions, while the diminutive shrubs we gazed upon before breakfast, turn out to be juniper and pinion ten to forty feet in height, dotting the red temples and buttes as we pass them by.

All the details of the lower slopes are spread out before you as in a movie "close-up." Now and then a bird sails afar over the vast spaces, pausing to rest on a distant crag. Some of these looked to me suspiciously like turkey buzzards, but "why bring that up." We are in for it and there are no mule turn-tables en route.

In the early morning the canyon lies veiled in a blue haze like sea devoid of detail; but, as the sun peers into its depths forms and finally colors emerge until a multitude of altar fires glow with rosy light, and a glorious scene of living, rejoicing colors awakens to life. The beauty of the canyon is always dependent upon the character of its light and upon its atmospheric effects. In the superabundant light of midday the colors may appear harsh and blinding, while on cloudy days much of the canyon is somber in hue. Clouds often contribute most impressively to the beauty of the view, rising in resplendent mountains and temples over those of the canyon or more rarely hiding all beneath the rim with an ocean of fleece. On summer afternoons, thunderstorms travel across its wide expanse, creating marvelous effects in light and shade, and hanging rainbows over its temples.

The traveler who descends Bright Angel trail may find it somewhat wearisome until he reaches Indian garden, where a delightful spring of almost icy water refreshes you. You never before thought that Adam's ale could ever possess such a delightful tang. Crossing the Tonto platform through sage brush and cactus, we view the turbulent and muddy Colorado river, 1,200 feet below, where it flows through somber granite. Returning to the fork of the trail we continue our descent through its steep corkscrew to the cooling pools of Pipe creek and the narrow beach at the river.

Here the expected has happened. We find our appetites are asserting the desire for refreshment. The luncheon which we provided hardly proved an eye-opener, but our admiral reassures us with the statement that such a contingency has happened in his thirty years' experience, but that later on we

could go the limit of our bank accounts if we so desired.

On this fifteen mile trip, traversed slowly to give the guide and trapper a chance to exercise his oratorical and descriptive powers, he told us much of interest, besides describing each situation as it developed. Some people speak of the Grand Canyon as being in Colorado, but, of course, this is incorrect. It is really formed by the Colorado river, in Arizona, and drains a territory of 300,000 square miles. We hear much of it nowadays in connection with the proposed Boulder dam, which Congress has been discussing for several years and will continue to do for many more years for the reason that the four interested states of Utah, Nevada, Arizona and California are just now undergoing a very bitter controversy as to the division of benefits which may accrue from its construction. At present it is removed from the routes of travel, but the automobile is surely doing its bit toward placing it in our front yard.

The early Spanish explorers first reported it in 1540 and again in 1776. A Spanish priest also made the discovery, but for more than eighty years thereafter the Big Canyon, then so-called, remained unvisited except by the Indian and occasional borderman. Later on the United States War Department made a survey and it eventually became a National park under Government control, a situation where Uncle Sam certainly functions quite satisfactorily.

The average man measures long periods of time by centuries. To a geologist a hundred years are but a tick of the clock. He deals in ages. Many of these rocks are among the very oldest of earth's strata, but the canyon itself is accounted geographically modern. It happened, scientists say, only yesterday. But from the observations of a layman, I take the liberty of asserting that they will remain here until to-morrow, and we all know when that is due.

We have been advancing along the South wall and looking almost continuously at the North wall. The North rim is three times as far from the Colorado river as is the South rim, and is 1,000 to 1,500 feet higher, or 5,000 to 6,000 feet high, as compared with the South rim, above the Colorado.

These and many other figures were offered by the guide, but we are interested more completely in the thousand and one surprises that we fail to see the necessity of transmitting them to our readers.

A tired bunch of saddle-sore and tenderfooted explorers reported at sundown to the key clerk at El Tovar, but our troubles were forgotten when we were discussing a wonderful dinner and thanking our stars that someone besides geologists discovered Fred Harvey. Two more days will be spent here in negotiating the "rim" trips, of which I will speak in my next.

Reports I receive from some of my Detroit friends are to the effect that the Detroit-Leland is making a surpassing record of achievement under the management of W. J. Chittenden, Jr. Why not? Forty years ago the old Russell House, in Detroit, was one of the best conducted hotels in all America. It was under the management of W. J. Chittenden, Sr., father of our "Billy," and he certainly taught the tricks of the trade to his capable offspring. There are landlords and operators. You can take your choice, but give me the one who dispenses the milk of human kindness with pleasure to himself as well as his guests, and there you have this individual who presides over the destinies of the Detroit-Leland.

W. M. Shook has sold the Hotel Blakewood, Detroit, to Messrs Kitchen and Emmett, two veteran hotel men.

Mr. Shook reports that he is going to rest for a short time, but expects to re-enter the field in Michigan.

The Fort Shelby Hotel Co., conducting Hotel Fort Shelby, Detroit, has increased its capital stock from \$600,000 to \$1,500,000. The company was originally incorporated in 1916, at which time the original hotel of 400 rooms was erected. Last year there was added 300 more rooms, accounting for the necessity of additional capital. Maynard D. Smith is president of the company, with John E. Murphy vice-president and Charles A. Bray, secretary-treasurer. J. E. Frawley is resident manager of the hotel.

A new Pontiac hotel, having 185 rooms and designed to accommodate unmarried working men, is nearing completion in that city. It is situated in close proximity to the Fisher Body and General Motors plants, and also available for workmen in the Yellow Cab development. Bus equipment will place it within easy reach of the business district.

Hotel men everywhere will be interested in knowing that a survey made by one of Chicago's largest investment companies, demonstrates the fact that hotels require the largest investment of any class of buildings, the average cost of hotels throughout the United States being \$655,700. Next comes office buildings, with an average cost of \$218,600. Schools come next with \$175,100 and then apartments with \$70,700.

The assassin of General Obregon received more consideration than he was entitled to, but the valuable thing is that Mexico has demonstrated the will and power to substitute the orderly processes of law for the rule of hysteria. Although the guilt and motive of the murderer were known to all there was, nevertheless, a formal public trial and the defendant was given all the time and assistance necessary to present his case. The woman who seemed to have established a mental influence over the actions of the murderer was found guilty as an accomplice by a vote of eight to one, was let off with a prison sentence. The Mexican practice simplifies justice above our own methods. It calls for a jury of but nine persons and a majority vote decides the verdict. There isn't much chance for a disagreement. Mexico is all at once indicating a surprising degree of sanity and capacity in the treatment of her internal problems.

Frank S. Verbeck.



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\$1.50 up without bath

\$2.50 up with bath

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Strictly modern and fire-proof. Dining, Cafeteria and Buffet Lunch Rooms in connection.

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ARTHUR A. FROST

Manager

DRUGS

Michigan Board of Pharmacy.
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Difficulties in the Way of Chain Store Legislation.

The United States Supreme Court's decision in the Liggett case seems to be an indication of the attitude which the court would be disposed to take toward all manner of legislation which by indirect means should seek to suppress chain stores. In the Liggett case, the State of Pennsylvania had about as plausible an excuse for antagonism to chains as could well be devised. The Supreme Court, however, perceives the reality behind the plausible pretext. Therefore it does not seem probable that the court will hereafter give consent to pretexts less plausible.

All owners of drug stores, and all stockholders in corporations owning drug stores, must be licensed pharmacists, according to a bill passed by the Pennsylvania legislature not long ago. Drug stores already in existence, owned by corporations, were exempt from the provisions of the act. When the Louis K. Liggett Co. purchased two additional drug stores, the Pennsylvania board of pharmacy refused to grant a permit to operate them. Denied the permit, the company brought suit to enjoin the attorney general of Pennsylvania and the district attorney from prosecuting them.

The plausibility of the Pennsylvania act was obviously greater than that of almost any conceivable legislation directed at chains operating other business than drug stores. What excuse could a legislature present for legislation aimed at chains of groceries, or at chains of cigar stores? Could a legislature plausibly demand that all stockholders in chain groceries be experienced grocers, or that all stockholders in chain cigar stores be experienced cigar men? If such a demand were made, it would be difficult to define the qualifications of stockholders successfully. All the stockholders might con-

tend they had had some kind of grocery or cigar store experience.

But in the case of chain drug stores, the excuse for the restrictive legislation is the necessity for protecting the public health. Moreover, the qualifications for stockholders are capable of rigid and successful definition. Pharmacists already are registered. Certificates are granted after examination. The legislature demands that all stockholders take and pass this examination.

So here we have anti-chain legislation supported by a plausible pretext, and capable of strict enforcement. But the Supreme Court makes short shrift of the plausibility. "In the light of various requirements of the Pennsylvania statutes," says the Court, "it is made clear, if it were otherwise doubtful, that mere stock ownership in a corporation, owning and operating a drug store, can have no real or substantial relation to the public health; and that the act in question creates an unreasonable and unnecessary restriction upon private business."

It is the business of courts to take cognizance of changes in the world. Increasingly it is true that stockholders in a business are not usually the managers thereof. Consequently the proficiency of a chain store stockholder in the compounding of medical prescriptions, or his ability to oversee the performance of that work by others, is no longer either necessary or desirable. The Supreme Court has taken judicial notice in the Liggett case of the remoteness of stockholders from direct control of stores. It declares there is no evidence that the public health has suffered or will suffer from the fact that the stock of chain drug stores is bought and sold upon the various stock exchanges and is held by persons not registered pharmacists.

Since the most plausible kind of anti-chain legislation has now been stripped by the United States Supreme Court of its disguise and held to be what it is—an attack upon property rights—it is highly probable that other anti-chain legislation will meet the same end. It is fatal to legislative pretexts when the courts take judicial notice of actual conditions in the world. —Chicago Commercial Bulletin.

Almost everyone is sure he would be a capitalist if he could only capitalize his hidden mental assets.

President Elect Hoover's Voyage Not Without Peril.

Grandville, Nov. 27.—President elect Hoover is off on his ocean trip to South America with the good wishes of the American people going with him on his good will voyage.

A communist demonstration, with the exhibit of the red flag, as Hoover's train was departing from Palo Alto rather excited some people, but Hoover made light of the same as a mere student college prank that should not be considered seriously.

Undoubtedly this view of the demonstration is the proper one, and yet there is no reason to suppose the evil element in the community is any less vindictive than in the past.

Wilkes Booth was characterized as a crazy actor, which perhaps he was. In fact, that must be true, else he would have known the danger of murdering a President such as Abraham Lincoln during the closing days of the civil war.

The assassin of Garfield was another crank, with less brains than an ape, else he would never have shot down the President of the United States in a public place.

McKinley was shot by still another crazed creature since nothing was to be gained by his assassination.

And now we have a President of the United States going into foreign Latin countries on a goodwill trip, that those foreign nations may know how the great American republic feels toward them in these piping times of peace.

Nevertheless, despite the peaceful nature of the trip, there are still crazed brains in the world who would think nothing of taking a shot at the new President, expecting to be canonized by the socialist element of the world.

I think President Wilson was the first chief magistrate to visit a foreign country during his term of service. Since then President Coolidge made a West Indies trip without coming to harm, but is it not taking chances, this presidential parading into foreign lands, seeking the good will of the various South American nations?

Despite the fact that the world is now at peace, there is, nevertheless, a distinct undertow of aggressive bitterness among a certain class which is liable to break out in slaughter at any minute.

It would seem to be the height of folly to tempt these evil forces to action by any move which in the least will tend to excite their evil passions. Despite the calm which rests over the face of nations it is an actual fact that President-elect Hoover takes his life in his hands when he cuts loose from the United States and seeks the friendship of Latin American countries.

There are many good Americans who will watch the progress of the Maryland from point to point with an intense and eager interest, breathing a prayer for the safety of their newly-elected President.

When President McKinley went to the Buffalo exposition he had no reason to fear violence. We were in the midst of profound peace. No warring elements were at work to create trouble. There was nothing in the political atmosphere to excite the passions of men, and yet at that moment, when the dove of profound peace hovered over all, the assassin's shot rang out and our loved President fell to his death by a crazed victim of hate.

When once the crown of the presidency is placed on the brow of a citizen of this republic he is no longer master of his own movements, but the servant of a great people. This fact alone should serve to govern his movements.

It may be a senseless fear that I am exploiting, yet it is a fear that has taken possession of millions of hearts to-day, now that the lately elected chief magistrate of this great country is straying off on a voyage, not of discovery, but supposed to be a call of friendship to the various nationalities of the continent to the South.

Friendly expressions may be proper, but they should be carried to our neighbors by accredited ministers and not by the head of the Nation. Had Mr. Hoover desired to explore these South American countries he should have done so before he was elected President of a great people, or, like General Grant, sought the society of foreign friends after his term of office had expired.

The sentiment which animates President-elect Hoover is, no doubt, an admirable one, showing the kindness of his heart and his earnest desire to be in hearty and friendly accord with all nations of the earth. However, the chief executive of a nation like this owes a duty to his people which should not be forgotten. To speak in homely language, he is no longer his own boss, but the servant of the people inhabiting the greatest nation on earth.

We wish the President-elect bon voyage and shall hope for the best, now that he has started on his Southern trip of friendly good will toward all nations. The Monroe doctrine has been a far greater boon to South America than many of her people care to acknowledge.

In seeking to protect our own nationality we have done a good turn to those small South American states which few of them seem to appreciate. How many of those Latin countries would now be independent had the United States failed to establish the Monroe doctrine in all its potential power on the Western hemispheres?

Many of these Southern nations would now be dependencies of Europe. To our Uncle Sam they owe their continued independence and we trust Hoover may return to us unharmed.

Old Timer.

The prospect for those who are always ready to "see red" is black.



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Recommendations to fit
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Planned to make every
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"The man with one five and two one dollar bills who does not ostentatiously wrap the 'William' around the 'Willies,' is too modest to run for office or successfully court a grass widow."

Just as a band well uniformed will attract more attention than will one poorly clothed in citizen dress, so will our

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lend an air of distinction to your products.

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

DRUG STORES AND DEPARTMENT STORES—

The demand for Seely's Parisian Balm is increasing daily. Anticipate our big advertising campaign by stocking Parisian Balm now.

The Seely Manufacturing Co.

Quality products for more than 60 years
1900 JEFFERSON AVE., E. DETROIT, MICHIGAN

New Holiday Goods and Staple Sundries

Now on Display at Grand Rapids
in Our Own Building
38-44 Oakes St., Second Floor

You will find displayed one of the most complete assortments suitable for the Michigan trade ever shown in both Foreign and Domestic lines, and we invite your careful inspection of this line of seasonable merchandise before you place your order elsewhere.

Actually Seeing Is Believing

Come Early—Write for Appointments Now

Hazeltine & Perkins Drug Company
GRAND RAPIDS Michigan MANISTEE

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cotton Seed		Belladonna	
Boric (Powd.)	10 @ 20	Cubebs	5 00@5 25	Benzoin	@ 2 28
Boric (Xtal)	15 @ 25	Eigeron	6 00@6 25	Benzoin Comp'd	@ 2 40
Carbolic	38 @ 44	Eucalyptus	1 25@1 50	Buchu	@ 2 16
Citric	53 @ 70	Hemlock, pure	2 00@2 25	Cantharides	@ 2 52
Muriatic	3 1/2 @ 8	Juniper Berries	4 50@4 75	Capsicum	@ 2 28
Nitric	9 @ 15	Juniper Wood	1 50@1 75	Catechu	@ 1 44
Oxalic	15 @ 25	Lard, extra	1 55@1 65	Cinchona	@ 2 16
Sulphuric	3 1/2 @ 8	Lard, No. 1	1 25@1 40	Colchicum	@ 1 80
Tartaric	52 @ 60	Lavender Flow	6 00@6 25	Cubebs	@ 2 76
Ammonia		Lavender Gar'n	85@1 20	Digitalis	@ 2 04
Water, 26 deg.	07 @ 13	Lemon	6 00@6 25	Gentian	@ 1 35
Water, 13 deg.	06 @ 15	Linseed, raw, bbl.	@ 90	Guaiaic	@ 2 28
Water, 14 deg.	5 1/2 @ 13	Linseed, boiled, bbl.	@ 93	Guaiaic, Ammon.	@ 2 04
Carbonate	20 @ 25	Linseed, bld. less	1 00@1 13	Iodine	@ 1 25
Chloride (Gran.)	09 @ 20	Linseed, raw, less	97@1 10	Iodine, Colorless	@ 1 50
Balsams		Mustard, arifil. oz.	@ 35	Iron, Clo	@ 1 56
Copaiba	1 00@1 25	Neatsfoot	1 25@1 35	Kino	@ 1 44
Fir (Canada)	2 75@3 00	Olive, pure	4 00@5 00	Myrrh	@ 2 52
Fir (Oregon)	65@1 00	Olive, Malaga,		Nux Vomica	@ 1 80
Peru	3 00@3 25	yellow	2 85@3 25	Opium	@ 5 40
Tolu	2 00@2 25	Olive, Malaga,		Opium, Camp.	@ 1 44
Barks		green	2 85@3 25	Opium, Deodorz'd	@ 5 40
Cassia (ordinary)	25 @ 30	Orange, Sweet	12 00@12 25	Rhubarb	@ 1 92
Cassia (Saigon)	50 @ 60	Origanum, pure	@ 2 50	Paints	
Sassafras (pw. 60c)	@ 50	Origanum, com'l	1 00@1 20	Lead, red dry	13 1/4@13 3/4
Soap Cut (powd.)	20 @ 30	Pennyroyal	3 50@3 75	Lead, white dry	13 1/4@13 3/4
35c	20 @ 30	Peppermint	5 50@5 75	Lead, white oil	13 1/4@13 3/4
Berries		Rose, pure	13 50@14 00	Ochre, yellow bbl.	@ 2 1/2
Cubeb	@ 1 00	Rosemary Flows	1 25@1 50	Ochre, yellow less	3 @ 6
Fish	@ 25	Sandelwood, E.		Red Venet'n Am.	3 1/2 @ 7
Juniper	10 @ 20	I.	10 50@10 75	Red Venet'n Eng.	4 @ 8
Prickly Ash	@ 75	Sassafras, true	1 75@2 00	Putty	5 @ 8
Extracts		Sassafras, arti'l	75@1 00	Whiting, bbl	@ 4 1/2
Licorice	60 @ 65	Spearmint	7 00@7 25	Whiting	5 1/2 @ 10
Licorice, powd.	60 @ 70	Sperm	1 50@1 75	L. H. P. Prep.	2 55@2 70
Flowers		Tany	7 00@7 25	Rogers Prep.	2 55@2 70
Arnica	1 75@1 85	Tar USP	65@75	Miscellaneous	
Chamomile (Ged.)	@ 40	Turpentine, bbl.	@ 70	Acetanalid	57 @ 75
Chamomile Rom.	@ 50	Turpentine, less	77 @ 90	Alum	08 @ 12
Gums		Wintergreen,		Alum, powd and	09 @ 15
Acacia, 1st	50 @ 55	leaf	6 00@6 25	Bismuth, Subni-	2 48@2 76
Acacia, 2nd	45 @ 50	Wintergreen, sweet		Borax xtal or	05 @ 13
Acacia, Sorts	20 @ 25	birch	3 00@3 25	powdered	
Acacia, Powdered	35 @ 40	Wintergreen, art	75@1 00	Cantharides, po.	1 50@2 00
Aloes (Cape Pow)	25 @ 35	Worm Seed	5 50@5 75	Calomel	2 72@2 82
Aloes (Soc. Pow.)	75 @ 80	Wormwood	20 00@20 25	Capsicum, powd	62 @ 75
Asafoetida	50 @ 60	Potassium		Carmine	7 50@8 00
Pow.	75 @ 1 00	Bicarbonate	35 @ 40	Jassia Buds	30 @ 35
Camphor	90 @ 95	Bichromate	15 @ 25	Cloves	40 @ 50
Guaiaic	@ 60	Bromide	69 @ 85	Chalk Prepared	14 @ 16
Guaiaic, pow'd	@ 70	Bromide	54 @ 71	Chloroform	53 @ 66
Kino	@ 1 25	Chlorate, gran'd.	23 @ 30	Chloral Hydrate	1 20@1 50
Kino, powdered	@ 1 20	Chlorate, powd.		Cocaine	12 85@13 50
Myrrh	@ 1 25	or Xtal	16 @ 25	Jocca Butter	65 @ 90
Myrrh, powdered	@ 1 35	Cyanide	30 @ 90	Corks, list, less	30-10 to 40-10%
Opium, powd.	19 65@19 92	Iodide	36 @ 40	Copperas	03 @ 10
Opium, gran.	19 65@19 92	Permanganate	20 @ 30	Copperas, Powd.	4 @ 10
Shellac	65 @ 80	Prussiate, yellow	35 @ 45	Corrosive Sublm	2 25@2 30
Shellac	75 @ 90	Prussiate, red	@ 70	Cream Tartar	35 @ 45
Tragacanth, pow.	@ 1 75	Sulphate	35 @ 40	Cuttle bone	40 @ 50
Tragacanth	2 00@2 35	Roots		Dextrine	6 @ 15
Turpentine	@ 30	Alkanet	30 @ 35	Dover's Powder	4 00@4 50
Insecticides		Blood, powdered	40 @ 45	Emery, All Nos.	10 @ 15
Arsenic	08 @ 20	Calamus	35 @ 75	Emery, Powdered	@ 15
Blue Vitriol, bbl.	@ 08	Elecampane, powd.	25 @ 30	Epsom Salts, bbls.	@ 05
Blue Vitriol, less	09 1/4 @ 17	Gentian, powd.	20 @ 30	Epsom Salts, less	3 1/2 @ 10
Bordea. Mix Dry	12 @ 26	Ginger, African,		Ergot, powdered	@ 4 00
Hellebore, White		powdered	30 @ 35	Flake, White	15 @ 20
powdered	18 @ 30	Ginger, Jamaica.	60 @ 65	Formaldehyde, lb.	14 1/2 @ 35
Insect Powder	47 1/2 @ 60	Ginger, Jamaica,		Gelatine	80 @ 90
Lead Arsenate Po.	13 1/2 @ 30	powdered	45 @ 60	Glassware, less 55%	
Lime and Sulphur		Goldenseal, pow.	7 50@8 00	Glassware, full case 60%.	
Dry	08 @ 22	Ipecac, powd.	@ 5 00	Glauber Salts, bbl.	@ 02 1/2
Paris Green	24 @ 42	Licorice	35 @ 40	Glauber Salts less	04 @ 10
Leaves		Licorice, powd.	20 @ 30	Glue, Brown	20 @ 30
Buchu	@ 1 05	Orris, powdered	30 @ 40	Glue, Brown Grd	16 @ 22
Buchu, powdered	@ 1 10	Poke, powdered	35 @ 40	Glue, White	27 1/2 @ 35
Sage, Bulk	25 @ 30	Rhubarb, powd	@ 1 00	Glue, white grd.	25 @ 35
Sage, 1/4 loose	@ 40	Rosinwood, powd.	@ 50	Glycerine	20 @ 40
Sage, powdered	@ 35	Sarsaparilla, Hond.		Hops	75 @ 95
Senna, Alex.	50 @ 75	ground	@ 1 10	Iodine	6 45@7 00
Senna, Tinn. pow.	30 @ 35	Sarsaparilla, Mexic.	@ 60	Iodoform	8 00@8 30
Uva Ursi	20 @ 25	Squills	35 @ 40	Lead Acetate	20 @ 30
Oils		Squills, powdered	70 @ 80	Iace	@ 1 50
Almonds, Bitter,		Tumeric, powd.	20 @ 25	Iace, powdered	@ 1 60
true	7 50@7 75	Valerian, powd.	@ 1 00	Menthol	8 50@9 50
Almonds, Bitter,		Seeds		Morphine	12 83@13 98
artificial	3 00@3 25	Anise	@ 35	Nux Vomica	@ 30
Almonds, Sweet,		Anise, powdered	35 @ 40	Nux Vomica, pow.	15 @ 25
true	1 50@1 80	Bird, ls	13 @ 17	Pepper, black, pow	57 @ 70
Almonds, Sweet,		Canary	10 @ 16	Pepper, White, pw.	75 @ 85
imitation	1 00@1 25	Caraway, Po.	25 @ 30	Pitch, Burgudry	20 @ 25
Amber, crude	1 25@1 50	Cardamon	2 50@3 00	Quassia	12 @ 15
Amber, rectified	1 50@1 75	Coriander pow.	40 @ 50	Quinine, 5 oz. cans	@ 59
Anise	1 25@1 50	Dill	15 @ 20	Rochelle Salts	28 @ 40
Bergamont	9 00@9 25	Fennell	35 @ 50	Sacharine	2 60@2 75
Cajeput	2 00@2 25	Flax	7 @ 15	Salt Peter	11 @ 22
Cassia	4 00@4 25	Flax, ground	7 @ 15	Seidlitz Mixture	30 @ 40
Castor	1 55@1 80	Foenugreek, pwd.	15 @ 25	Soap, green	15 @ 30
Cedar Leaf	2 00@2 25	Hemp	8 @ 15	Soap mott cast	@ 25
Citronella	1 00@1 20	Lobelia, powd.	@ 1 60	Soap, white Castile,	
Cloves	3 50@3 75	Mustard, yellow	17 @ 25	case	@ 15 00
Cocanut	27 1/4 @ 35	Mustard, black	20 @ 25	Soap, white Castile	
Cod Liver	2 00@2 25	Poppy	15 @ 30	less, per bar	@ 1 60
Croton	2 00@2 25	Quince	1 00@1 25	Soda Ash	3 @ 10
Tinctures		Sabadilla	45 @ 50	Soda Bicarbonate	3 1/2 @ 10
Aconite	@ 1 80	Sunflower	12 @ 18	Soda, Sal	02 1/2 @ 08
Aloes	@ 1 56	Worm, American	30 @ 40	Spirits Camphor	@ 2 10
Arnica	@ 1 50	Worm, Levant	6 50@7 00	Sulphur, roll	3 1/2 @ 10
Asafoetida	@ 2 28	Tinctures		Sulphur, Subl.	4 1/2 @ 10

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 merchants will have their orders filled at market prices at date of purchase. For price changes compare with previous issues.

ADVANCED

Dried Beans

DECLINED

Dried Scotch Peas

AMMONIA

Quaker, 24-12 oz. case 2 50
Quaker, 12-32 oz. case 2 25
Bo Peep, 24, sm. case 2 70
Bo Peep, 12 lge. case 2 25



APPLE BUTTER

Quaker, 24-12 oz. doz. 2 25
Quaker, 12-32 oz. doz. 3 35

AXLE GREASE

45, 1 lb. 4 35
24, 3 lb. 6 00
10 lb. pails, per doz. 8 50
15 lb. pails, per doz. 11 95
25 lb. pails, per doz. 19 15

BAKING POWDERS

Arctic, 7 oz. tumbler 1 35
Queen Flake, 16 oz., dz 2 25
Royal, 10c, doz. 95
Royal, 6 oz., doz. 2 70
Royal, 12 oz., doz. 5 20
Royal, 5 lb. 31 20
Calumet, 4 oz., doz. 95
Calumet, 8 oz., doz. 1 95
Calumet, 16 oz., doz. 3 35
Calumet, 5 lb. doz. 12 75
Calumet, 10 lb. doz. 19 00
Rumford, 10c, per doz. 95
Rumford, 8 oz., doz. 1 85
Rumford, 12 oz., doz. 2 40
Rumford, 5 lb. doz. 12 50

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. 6 85
10 lb. size, 1/2 doz. 6 75



JENNINGS

The Original

Condensed

2 oz., 4 dz. cs. 3 00
2 oz., 3 dz. cs. 3 75
Am. Ball, 36-1 oz., cart. 1 00
Quaker, 1 1/2 oz., Non-freeze, dozen 85
Boy Blue, 36s. per cs. 2 70

BEANS and PEAS

100 lb. bag
Brown Swedish Beans 9 00
Pinto Beans 9 50
Red Kidney Beans 11 00
White Hand P. Beans 10 50
Cal. Lima Beans 12 50
Black Eye Beans 8 50
Split Peas, Yellow 8 00
Split Peas, Green 8 50
Scotch Peas 6 00

BURNERS

Queen Ann, No. 1 and 2, doz. 1 35
White Flame, No. 1 and 2, doz. 2 25

BOTTLE CAPS

Single Lacquer, 1 gross pkg., per gross 16
Dbl. Lacquer, 1 gross pkg., per gross 16 1/2

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 2 00

Krumbles, No. 424 2 70
Bran Flakes, No. 624 2 25
Bran Flakes, No. 602 1 50
Rice Krispies, 6 oz. 2 70
Rice Krispies, 1 oz. 1 50
Kaffe Hag, 12 1-lb. cans 7 30
All Bran, 16 oz. 2 25
All Bran, 10 oz. 2 70
All Bran, 1/2 oz. 2 00

Post Brands.

Grape-Nuts, 24s 3 80
Grape-Nuts, 100s 2 75
Instant Postum, No. 8 5 40
Instant Postum, 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
Pills Bran, 12s 1 90
Roman Meal, 12-2 lb. 3 35
Cream Wheat, 18 3 90
Cream Barley, 18 3 40
Ralston Food, 18 4 00
Maple Flakes, 24 2 50
Rainbow Corn Fla., 36 2 50
Silver Flake Oats, 18s 1 40
Silver Flake Oats, 12s 2 25
90 lb. Jute Bulk Oats, bag 2 85
Ralston New Oats, 24 2 70
Ralston New Oats, 12 2 70
Shred. Wheat Bis., 36s 3 85
Shred. Wheat Bis., 72s 1 55
Triscuit, 24s 1 70
Wheatena, 18s 3 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

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 3 85

CANDLES

Electric Light, 40 lbs. 12 1
Plumber, 40 lbs. 12 8
Paraffine, 6s 14 1/2
Paraffine, 12s 14 1/2
Wicking 40
Tudor, 6s, per box 30

CANNED FRUIT

Apples, No. 10 6 50
Apple Sauce, No. 10 8 00
Apricots, No. 2 1/2 3 40
Apricots, No. 10 8 50
Blackberries, No. 10 7 50
Blueberries, No. 10 13 00
Cherries, No. 2 3 25
Cherries, No. 2 1/2 4 00
Cherries, No. 10 13 00
Cherries, No. 10 12 50
Peaches, No. 10 Mich. 3 75
Peaches, No. 2 1/2 Mich. 2 20
Peaches, 2 1/2 Cal. 2 25
Peaches, 10, Cal. 8 50
Pineapple, 1 sil. 1 35
Pineapple, 2 sil. 2 45
Pineapple, 2 br. sil. 2 25
Pineapple, 2 br. sil. 2 40
Pineapple, 2 1/2 sil. 3 00
Pineapple, 2, cru. 2 60
Pineapple, 10 crushed 9 00
Pears, No. 2 3 00
Pears, No. 2 1/2 3 75
Raspberries, No. 2 blk 3 25
Raspb's. Red, No. 10 11 50
Raspb's. Black, No. 10 15 00
Rhubarb, No. 10 4 75
Strawberries, No. 2 3 25
Strawb's, No. 10 11 00

CANNED FISH

Clam Ch'der, 10 1/2 oz. 1 25
Clam Ch., No. 2 2 75
Clams, Steamed, No. 1 2 00
Clams, Minced, No. 1/2 2 25
Finnan Haddie, 10 oz. 3 80
Clam Bouillon, 7 oz. 2 50
Chicken Haddie, No. 1 3 75
Fish Flakes, small 1 35

Cod Fish Cake, 10 oz. 1 35
Cove Oysters, 5 oz. 1 75
Lobster, No. 1/4, Star 2 90
Shrimp, 1, wet 2 25
Sard's, 1/4 Oil, Key 6 10
Sard's, 1/4 Oil, Key 5 75
Sardines, 1/4 Oil, k'less 5 25
Salmon, Red Alaska 3 00
Salmon, Med. Alaska 2 40
Salmon, Pink Alaska 2 25
Sardines, 1m. 1/4, ea. 10 28
Sardines, 1m. 1/4, ea. 25
Sardines, Cal. 1 35
Tuna, 1/2, Curtis, doz. 4 00
Tuna, 1/4, Curtis, doz. 2 20
Tuna, 1/2 Blue Fin 2 25
Tuna, 1s. Curtis, doz. 7 00

CANNED MEAT

Bacon, Med. Beechnut 3 30
Bacon, Lge. Beechnut 5 40
Beef, No. 1, Corned 2 10
Beef, No. 1, Roast 3 10
Beef, No. 2 1/2, Qua. sil. 1 60
Beef, 3 1/2 oz. Qua. sil. 2 25
Beef, No. 1, B'nut, sil. 4 50
Beefsteak & Onions, s 3 70
Chili Con Ca., 1s 1 35
Deviled Ham, 1/4s 2 20
Deviled Ham, 1/4s 3 60
Hamburg Steak & Onions, No. 1 3 15
Potted Beef, 4 oz. 1 10
Potted Meat, 1/2 Libby 50
Potted Meat, 1/2 Libby 92 1/2
Potted Ham, Gen. 1/4 1 85
Vienna Saus., No. 1/4 1 45
Vienna Sausage, Qua. 95
Veal Loaf, Medium 2 25

Baked Beans

Campbells 1 15
Quaker, 18 oz. 95
Fremont, No. 2 1 25
Snider, No. 1 95
Snider, No. 2 1 25
Van Camp, small 90
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 65
W. Beans, 10 7 60
Green Beans, 2s 1 65
Green Beans, 10s 7 60
L. Beans, 2 gr. 1 35
Lima Beans, 2s, Soaked 1 15
Red Kid, No. 2 1 25
Beets, No. 2, wh. 1 75
Beets, No. 2, cut 1 10
Beets, No. 2, cut 1 25
Corn, No. 2, stan. 1 10
Corn, Ex. stan. No. 2 1 45
Corn, No. 2, Fan. 1 80
Corn, No. 10 8 00
Hominy, No. 3 1 00
Okra, No. 2, whole 2 15
Okra, No. 2, cut 1 75
Mushrooms, Hotels 32
Mushrooms, Choice, 8 oz. 35
Mushrooms, Nor. Extra 50
Peas, No. 2, E. J. 1 35
Peas, No. 2, Sift. 1 85
June 1 85
Peas, No. 2, Ex. Sift. 2 25
Peas, Ex. Fine, French 25
Pumpkin, No. 3 1 45
Pumpkin, No. 10 5 00
Pimientos, 1/4, each 12 14
Swt Potatoes, No. 2 1/2 2 25
Sauerkraut, No. 3 1 45
Succotash, No. 2 1 65
Succotash, No. 2, glass 2 80
Spinach, No. 1 1 25
Spinach, No. 2 1 60
Spinach, No. 3 2 25
Spinach, No. 10 6 50
Tomatoes, No. 2 1 20
Tomatoes, No. 3 1 90
Tomatoes, No. 10 7 00

CATSUP.

Beech-Nut, small 1 65
Lily of Valley, 14 oz. 2 25
Lily of Valley, 1/2 pint 1 65
Paramount, 24, 8s 1 35
Paramount, 24, 16s 2 25
Sniders, 8 oz. 1 65
Sniders, 16 oz. 2 25
Quaker, 8 oz. 1 30
Quaker, 16 oz. 1 45
Quaker, 14 oz. 1 90
Quaker, Gallon Glass 11 00
Quaker, Gallon Tin 7 50

CHILI SAUCE

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

OYSTER COCKTAIL.

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

CHEESE.

Roquefort 45
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 Daisy 27
Wisconsin Flat 27
New York June 33
Sap Sago 42
Brick 34

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

CLEANER

Holland Cleaner
Mfd. by Dutch Boy Co.
30 in case 5 50

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

CHOCOLATE.

Baker, Caracas, 1/4s 37
Baker, Caracas, 1/4s 35

CLOTHES LINE.

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



HUME GROCER CO.

ROASTERS

MUSKEGON, MICH

COFFEE ROASTED

1 lb. Package
Melrose 36
Liberty 25
Quaker 42
Nedrow 40
Morton House 49
Reno 37
Royal Club 41

McLaughlin's Kept-Fresh



Nat. Gro. Co. Brands
Lighthouse, 1 lb. tins. 49
Pathfinder, 1 lb. tins. 45
Table Talk, 1 lb. cart. 43
Square Deal, 1 lb. car. 39 1/2
Above brands are packed in both 30 and 50 lb. cases.

Coffee Extracts

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

CONDENSED MILK

Leader, 4 doz. 7 00
Eagle, 4 doz. 9 00

MILK COMPOUND

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

EVAPORATED MILK

Quaker, Tall, 4 doz. 4 75
Quaker, Baby, 8 doz. 4 65
Quaker, Gallon, 1/2 doz. 4 65
Carnation, Tall, 4 doz. 5 10
Carnation, Baby, 8 doz. 5 00
Oatman's Dundee, Tall 5 10
Oatman's D'dee, Baby 5 00
Every Day, Tall 4 80
Every Day, Baby 4 70
Pet, Tall 5 10
Pet, Baby, 8 oz. 5 00
Borden's Tall 5 10
Borden's Baby 5 00

CIGARS

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

Worden Grocer Co. Brands

Airedale 35 00
Havana Sweets 35 00
Hemeter Champion 37 50
Canadian Club 35 00
Rose O Cuba, Slims 37 50
Little Tom 37 50
Tom Moore Monarch 75 00
Tom Moore Panetris 65 00
T. Moore Longfellow 95 00
Webster Cadillac 75 00
Webster Astor Foil 75 00
Webster Knickerbocker 95 00
Webster Albany Foil 95 00
Bering Apollon 95 00
Bering Palmitas 115 00
Bering Diplomatic 115 00
Bering Dellosos 120 00
Bering Favorita 135 00
Bering Albas 150 00

CONFECTIONERY

Stick Candy Pails
Standard 16
Pure Sugar Sticks 600s 4 00
Big Stick, 20 lb. case 18

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'td 1 75
Choc Marshmallow Dp 1 70
Milk Chocolate A A 1 75
Nibble Sticks 1 85
Chocolate Nut Rolls 1 85
Magnolia Choc 1 25
Bon Ton Choc 1 50

Gum Drops Pails

Anise 16
Champion Gums 14
Challenge Gums 14
Favorite 19
Superior, Boxes 22
A. A. Pep. Lozenges 16
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 35
Smith Bros. 1 50

Package Goods

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

Specialties

Pineapple Fudge 22
Italian Bon Bons 17
Banquet Cream Mints 25
Silver King M. Mallow 1 25
Handy Packages, 12-10c 80

Bar Goods

Mich. Sugar Ca., 24, 5c 75
Pal O Mine, 24, 5c 75
Malty Milkies, 24, 5c 75
Lemon Rolls 75
Tru Luv, 24, 5c 75
No-Nut, 24, 5c 75

COUPON BOOKS

50 Economic grade 2 60
100 Economic grade 4 00
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 43

DRIED FRUITS

Apples

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

Apricots

Evaporated, Choice 23
Evaporated, Fancy 28
Evaporated, Slabs 18

Citron

10 lb. box 40

Currants

Jackages, 14 oz. 20
Greek, Bulk, lb. 20

Dates

Dromedary, 36s 6 75

Peaches

Evap. Choice 13
Evap. Ex. Fancy, P.P. 16

Peel

Lemon, American 30
Orange, American 30

Raisins

Seeded, bulk 07
Thompson's s'dles blk 06 1/2
Thompson's seedless, 15 oz. 03 1/2
Seeded, 15 oz. 08 1/2

California Prunes

60@70, 25 lb. boxes @09
50@60, 25 lb. boxes @10
40@50, 25 lb. boxes @11 1/2
30@40, 25 lb. boxes @12 1/2
20@30, 25 lb. boxes @16
18@24, 25 lb. boxes @17

Hominy

Pearl, 100 lb. sacks 2 60

Macaroni

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

Bulk Goods

Elbow, 20 lb. 07 1/2
Egg Noodle, 10 lbs. 14

Pearl Barley

Chester 4 25
1000 7 00
Barley Grits 5 00

Sage

GELATINE

Jell-O, 3 doz.	2 85
Minute, 3 doz.	4 05
Plymouth, White	1 55
Quaker, 3 doz.	2 25

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.	36
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OLEOMARGARINE

Van Westenbrugge Brands
Carload Distributor



Nucoa, 1 lb.	22
Nucoa, 2 and 5 lb.	21 1/2

Wilson & Co.'s Brands
Oleo

Certified	24
Nut	18
Special Roll	19

MATCHES

Swan, 144	4 20
Diamond, 144 box	5 00
Searchlight, 144 box	5 00
Ohio Red Label, 144 box	4 20
Ohio Blue Tip, 144 box	5 00
Ohio Blue Tip, 720-1c	4 00
*Blue Seal, 144	4 85
*Palmba, 144	4 00
*Federal, 144	5 25
*1 Free with Ten.	

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	25
Brazil, New	24
Fancy Mixed	23
Filberts, Sicily	22
Peanuts, Vir. Roasted	11 1/2
Peanuts, Jumbo, std.	16 1/2
Pecans, 3 star	22
Pecans, Jumbo	40
Pecans, Mammoth	50
Walnuts, Cal.	30@35
Hickory	07

Salted Peanuts

Fancy, No. 1	14
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Shelled

Almonds	70
Peanuts, Spanish,	12 1/2
135 lb. bags	12 1/2
Filberts	32
Pecans Salted	80
Walnuts	67

MINCE MEAT

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

OLIVES

5 oz. Jar, Plain, doz.	1 40
10 oz. Jar, Plain, doz.	2 80
14 oz. Jar, Plain, doz.	4 50
Pint Jars, Plain, doz.	3 15
Quart Jars, Plain, doz.	5 50
1 Gal. Glass Jugs, Pla.	2 10
5 Gal. Kegs, each	8 00
3 1/2 oz. Jar, Stuff., doz.	1 35
6 oz. Jar, Stuff., doz.	2 25
9 1/2 oz. Jar, Stuff., doz.	3 50
1 Gal. Jugs, Stuff., dz.	2 75

PARIS GREEN

1/2s	34
1s	32
2s and 5s	30

PEANUT BUTTER



Bel Car-Mo Brand

24 1 lb. Tins	8 00
8 oz., 2 do. in case	15 15
15 lb. pails	25 15

PETROLEUM PRODUCTS.

From Tank Wagon.	
Red Crown Gasoline	11
Red Crown Ethyl	14
Solite Gasoline	14

In Iron Barrels

Perfection Kerosine	13.6
Gas Machine Gasoline	37.1
V. M. & P. Naphtha	19.6

ISO-VIS MOTOR OILS

In Iron Barrels

Light	77.1
Medium	77.1
Heavy	77.1
Ex. Heavy	77.1



Iron Barrels

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



Semdac, 12 pt. cans	2 75
Semdac, 12 qt. cans	4 65

PICKLES

Medium Sour	
5 gallon, 400 count	4 75

Sweet Small

16 Gallon, 2250	24 50
5 Gallon, 750	9 75

Dill Pickles

Gal. 40 to Tin, doz.	9 25
No. 2 1/2 Tins	2 25

PIPES

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

Battle Axe, per doz.	2 65
Bicycle	4 75

POTASH

Babbitt's, 2 doz.	2 75
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FRESH MEATS

Beef	
Top Steers & Heif.	26
Good Str's & H'f, 15 1/2@24	
Med. Steers & Heif.	22
Com. Steers & Heif. 15@18	

Veal

Top	22
Good	21
Medium	20

Lamb

Spring Lamb	24
Good	22
Medium	20
Poor	21

Mutton

Good	18
Medium	16
Poor	13

Pork

Light hogs	14
Medium hogs	16
Heavy hogs	15

Lojn, med	22
Butts	19
Shoulders	16
Spareribs	16
Neck bones	06
Trimings	14

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
60 lb. tubs	advance 1/4
50 lb. tubs	advance 1/4
20 lb. pails	advance 1/4
10 lb. pails	advance 1/4
5 lb. pails	advance 1/4
3 lb. pails	advance 1/4
Compound tierces	13
Compound, tubs	13 1/4

Sausages

Bologna	18
Liver	18
Frankfort	21
Pork	31
Veal	19
Tongue, Jellied	35
Headcheese	18

Smoked Meats

Hams, Cer. 14-16 lb.	@27
Hams, Cert., Skinned	
16-18 lb.	@27
Ham, dried beef	
Knuckles	@44
California Hams	@17 1/4
Picnic Boiled	
Hams	20 @25
Boiled Hams	@45
Minced Hams	@21
Bacon 4/6 Cert.	24 @32

Beef

Boneless, rump	23 00@38 00
Rump, new	29 00@32 00

Liver

Beef	20
Calf	65
Pork	10

RICE

Fancy Blue Rose	05 1/4
Fancy Head	07

ROLLED OATS

Silver Flake, 12 New	
Process	2 25
Quaker, 18 Regular	1 80
Quaker, 12s Family	2 70
Mothers, 12s, China	3 80
Nedrow, 12s, China	3 25
Sacks, 90 lb. Jute	2 85

RUSKS

Dutch Tea Rusk Co.	
Brand	
36 rolls, per case	4 25
18 rolls, per case	2 25
12 rolls, per case	1 50
12 cartons, per case	1 70
18 cartons, per case	2 55
36 cartons, per case	5 00

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.	2 40

COD FISH

Middles	18
Tablets, 1/2 lb. Pure	19 1/2
doz.	1 40
Wood boxes, Pure	30 1/2
Whole Cod	11 1/2

HERRING

Holland Herring	
Mixed, Keys	1 00
Mixed, half bbls.	9 00
Mixed, bbls.	16 00
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	17

Lake Herring

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

Tubs, 60 Count, fy. fat	5 75
Pails, 10 lb. Fancy fat	1 75

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

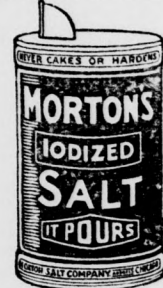
STOVE POLISH

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 35

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 85
Med. No. 1, 100 lb. bbl.	95
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.	4 10
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 50



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



Iodized, per case	1 75
Rapid Running	1 75

BORAX

Twenty Mule Team	
24 1 lb. packages	3 25
48, 10 oz. packages	4 35
96, 1/2 lb. packages	4 00

SOAP

Am Family, 100 box	6 30
Crystal White, 100	4 10
Export, 100 box	3 85
Big Jack, 60s	4 75
Fels Naptha, 100 box	5 50
Flake White, 10 box	4 05
Grdina White Na. 10s	3 75
Jap Rose, 100 box	7 85
Fairy, 100 box	4 00
Palm Olive, 144 box	11 00
Lava, 100 box	4 90
Octagon, 120	5 00
Pummo, 100 box	4 85
Sweetheart, 100 box	5 70
Grandpa Tar, 50 sm.	2 10
Grandpa Tar, 50 lgs.	3 50
Quaker Hardwater	
Cocoa, 72s, box	2 85
Fairbank Tar, 100 bx	4 00
Trilby Soap, 100, 10c	7 25
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	3 70
Grandma, 24 Large	3 70
Gold Dust, 100s	4 00
Gold Dust, 12 Large	3 20
Golden Rod, 24	4 25
La France Laun., 4 dz.	3 60
Old Dutch Clean, 4 dz	3 40
Octagon, 96s	3 90
Rinso, 40s	3 20
Rinso, 24s	5 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
Sapallo, 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, 50 doz.	2 10
Wyandotte, 48	4 75

SPICES

Whole Spices

Allspice, Jamaica	@25
Cloves, Zanzibar	@38
Cassia, Canton	@22
Cassia, 5c pkg., doz.	@40
Ginger, African	@19
Ginger, Cochlin	@25
Mace, Penang	1 39
Mixed, No. 1	@32
Mixed, 5c pkgs., doz.	@45
Nutmegs, 70@90	@59
Nutmegs, 105-1 10	@59
Pepper, Black	@48

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Nov. 20.—In the matter of James A. Snyder, Bankrupt No. 3298. The final meeting has been called to be held Dec. 3. At such final meeting the trustee's final report and account will be approved and if possible, a first and final dividend paid to creditors of this estate.

In the matter of William A. Weatherwax, Bankrupt No. 3355. The final meeting has been called to be held Dec. 3. At such final meeting of creditors the trustee's final report and account will be approved and if possible, a first and final dividend paid to creditors of this estate.

In the matter of Harry C. Knight, Bankrupt No. 3353. The final meeting has been called to be held Dec. 3. At such final meeting the trustee's final report and account will be approved and if possible, a first and final dividend paid to creditors of this estate.

In the matter of Frank J. Lee and H. LeRoy Lee, individually and as copartners, doing business as Lee Bros., Bankrupt No. 3323. The final meeting has been called to be held Dec. 3. At such final meeting the trustee's final report and account will be approved and if possible, a first and final dividend paid to creditors of this estate.

In the matter of Kant Fall Manufacturing Co., Bankrupt No. 3546, the first meeting of creditors was held on Oct. 31. The bankrupt company was present by its treasurer. Creditors were present in person and represented by attorneys Jacobs & Dresser and agents C. W. Moore and Fred G. Timmer. Claims were filed and passed upon for voting purposes only. The treasurer was sworn and examined with a reporter. The receiver, Dennis L. Kane was present in person and elected trustee, with a bond of \$10,000. The first meeting then adjourned without date.

Nov. 10. On this day was held the first meeting of creditors in the matter of Nina A. Weeks, Ada L. Whitney and Florence E. Whitney, individually and as Camp Wanada, Bankrupt No. 3554. The bankrupts were present in person and represented by attorney Glenn D. Matthews. No creditors were present or represented. Claims were proved and allowed. The bankrupts were sworn and examined without a reporter. No trustee was appointed. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

In the matter of Goodyke & Palmbo, copartners, and Fred Goodyke and Henry Palmbo, individually, Bankrupt No. 2961. The final meeting has been called to be held Nov. 27. The trustee's final report and account will be passed upon at that time. There will be a first and final dividend to creditors of this estate.

In the matter of William Buob and Clinton Lamphere, individually and copartners under the assumed name of East Grand Rapids Fuel Co., Bankrupt No. 3030. The final meeting has been called to be held on Nov. 26. The trustee's final report and account will be approved at that time. There will be a dividend paid to creditors of this estate.

Nov. 20. We have to-day received the schedules, reference and adjudication in the matter of Samuel E. Wilson, Bankrupt No. 3597. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of a railroad employee. The schedules show assets of \$200 of which the full interest is claimed as exempt, with liabilities of \$674.30. The court has written for funds and upon receipt of same the first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

Burton Buchanan, Niles	\$ 63.90
Ralph Allen, Buchanan	14.00
Burton Buchanan, Buchanan	100.00
Clark Hospital, Buchanan	30.50
M. G. Gross, Buchanan	20.90
Hamilton & Hamilton, Buchanan	334.00
McCollum, Buchanan	9.00
Oscar C. McKenzie, Niles	39.00
C. M. Montague, Niles	9.75
Eugene Meyers, Niles	37.50
Stevens Bros., Niles	15.75

Nov. 20. On this day was held the first meeting of creditors in the matter of Robert H. George, Bankrupt No. 3579. The bankrupt was present in person and represented by attorney Henry Miltner. One claim was proved and allowed. Certain creditors were present in person. The bankrupt was sworn and examined without a reporter. No trustee was appointed. The first meeting then adjourned without date. The case has been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors in the matter of Edward Baker, Bankrupt No. 3567. The bankrupt was present in person and represented by attorney. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors in the matter of Bert Walker, Bankrupt No. 3585. The bankrupt was present in person and represented by attorney. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court.

resented by attorney Clair S. Beebe. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

Nov. 21. We have to-day received the schedules, reference and adjudication in the matter of Alfred Poland, Bankrupt No. 3598. 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 \$574 of which the full amount is claimed as exempt, with liabilities of \$348.85. The court has written for funds and upon receipt of same, the first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

Super Maid Cook, Chicago	\$70.00
Costlow's Credit Clothing Store, Kalamazoo	27.00
City Coal Co., Kalamazoo	40.00
E. M. Sergeant Coal Co., Kalamazoo	60.00
South Side Lumber & Fuel Co., Kalamazoo	40.00
Homer E. Thomas, Kalamazoo	72.00
Super Maid Cookware Corp., Chicago	70.00
Ideal Dairy Co., Kalamazoo	16.00
Dr. F. A. Pratt, Kalamazoo	23.85

Nov. 21. We have to-day received the schedules, reference and adjudication in the matter of Donald Nicholas, Bankrupt No. 3599. The bankrupt is a resident of Kalamazoo, and his occupation is that of a laborer. The schedules show assets of \$40 of which the full amount is claimed as exempt, with liabilities of \$829.53. The court has written for funds and upon receipt of same the first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

Ray Parfet, Kalamazoo	\$ 60.00
Dr. W. F. Ertell, Kalamazoo	62.00
Dr. A. W. Gifford, Kalamazoo	175.00
Dr. Benj. Nibbelink, Kalamazoo	7.00
Bronson Meth. Hospital, Kalamazoo	40.00
Borgess Hospital, Kalamazoo	40.00
Theodore Nicholas, Manton	300.00
Fred Mahoney, Kalamazoo	40.00
Union Store, Kalamazoo	22.00
Findley's Store, Kalamazoo	7.00
D. O. Brown, Kalamazoo	4.95
Westfere's Grocery, Kalamazoo	3.65
Hein Grocery, Kalamazoo	4.00
Liberal Credit Clo. Co., Kalamazoo	57.43
Vosler & WeLoof, Kalamazoo	1.50
Star Clothing Co., Kalamazoo	5.00

Nov. 21. We have to-day received the schedules, reference and adjudication in the matter of Sven Paul Greenquist, Bankrupt No. 3600. 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 \$190, of which the full amount is claimed as exempt, with liabilities of \$2,441.58. The court has written for funds and upon receipt of same, the first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

Grinnel Bros., Grand Rapids	\$ 22.75
General Motors Acceptance Corp., Grand Rapids	242.00
Collins Ice Co., Grand Rapids	7.66
National Grocer Co., Grand Rapids	50.49
Voigt Milling Co., Grand Rapids	170.60
P. D. Mohrhardt, Grand Rapids	25.73
E. B. Gallagher & Co., Grand Rapids	57.32
Ryskamp Bros., Grand Rapids	51.35
Kent Storage Co., Grand Rapids	17.65
Wilson & Co., Chicago	41.28
Catholic Cen. High Sch'l, Grand R.	7.00
G. R. Conserv. of Music, Grand R.	7.00
Siegel Jewelry Co., Grand Rapids	10.00
Dr. J. C. Foshee, Grand Rapids	5.00
Mack & Co., Ann Arbor	10.00
Dr. Fred Thomas, Ann Arbor	42.00
O. V. Jensen, Ann Arbor	775.00
Knud Greenquist, Huron, So. Dak.	330.00
Blodgett Hospital, Grand Rapids	22.67
Dr. Miller, Grand Rapids	50.00
Prange & Co., Grand Rapids	87.50
University of Michigan, Ann Arbor	249.57
E. R. Sterrett, Philadelphia	159.00

In the matter of John Baker, Bankrupt No. 3593. The funds have been received and the first meeting has been called to be held on Dec. 5.

In the matter of Henry Kemp, Bankrupt No. 3586. The funds have been received and the first meeting has been called to be held on Dec. 5.

In the matter of Erle E. Jones, Bankrupt No. 3587. The funds have been received and the first meeting has been called for Dec. 5.

In the matter of Peter Stawarz, Bankrupt No. 3594. The first meeting has been called for Dec. 5.

In the matter of Leonold Shindorf, Bankrupt No. 3595. The funds have been received and the first meeting has been called to be held Dec. 5.

In the matter of Charles G. Cyphers, Bankrupt No. 3588. The funds have been received and the first meeting has been called for Dec. 5.

Nov. 22. In the matter of DuBois-Munn Co., Bankrupt No. 3573. We have to-day received the schedules. The schedules show assets of \$55,328.65 with liabilities of \$33,177.43. This is an involuntary case. The first meeting will be called promptly, note of which will be made herein. The list of creditors of said bankrupt is as follows:

State of Michigan and City of Grand Rapids	\$682.48
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Nov. 22. In the matter of DuBois-Munn Co., Bankrupt No. 3573. We have to-day received the schedules. The schedules show assets of \$55,328.65 with liabilities of \$33,177.43. This is an involuntary case. The first meeting will be called promptly, note of which will be made herein. The list of creditors of said bankrupt is as follows:

State of Michigan and City of Grand Rapids	\$682.48
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Ads Novelty Works, New York	31.23
Adam Mfg. Co., New York	72.11
Advance Hat Co., New York	45.00
American Thread Co., New York	29.96
American Needle & Novelty Co., Chicago	34.87
Annabelle Hat Co., New York	9.75
A. & T. Dress Co., New York	517.00
Ace Dress Co., New York	357.50
Jacob Auslander & Son, New York	1,296.25
Bond Hat Frame Co., New York	131.50
Blumenthal Mfg. Co., New York	9.19
Blaufell-Pollack Co., New York	576.00
Belmore Garment Co., New York	192.50
Bi-Aritz Hat Co., New York	135.00
Belding Hemingway Co., Chicago	135.46
Maude Buckley, Inc., N. Y.	121.50
Capitol Hat Frame Works, Des Moines	335.00
Clarice Hat Co., New York	15.00
Comey & Johnson Co., Cleveland	144.00
Credit Assurance Co., Chicago	10.50
Ermos Hat Co., N. Y.	22.50
S. Feldman & Co., New York	139.50
Flossmoor Hat Co., New York	262.50
C. E. Franche & Co., Chicago	42.00
C. J. Friley & Co., Grand Rapids	9.40
May Feist, Inc., New York	75.78
Favorite Garment Co., New York	264.00
Flapper Maid Frocks, N. Y.	148.50
Fan Sal Frocks, N. Y.	277.50
Robert Gaylord, Inc., St. Louis, Mo.	16.40
Graham Paper Co., Chicago	52.65
Gilgray Hat Co., New York	69.00
John Goldberg Dress Co., New Y.	111.00
G. R. Ass'n of Commerce, Grand R.	25.00
Hirsch Bros. & Gordon, New York	712.50
Holyoke Co., New York	2.32
Dave Herstein Co., New York	52.50
Hazel Hats, New York	204.00
Halsey Hat Corp., New York	180.00
Jesse Hoffman, Inc., New York	465.73
Hudson Tierney Co., New York	96.00
Hydman & Lassner, New York	38.13
Illustrated Milliner, New York	5.00
Julie Jacobs, Inc., New York	242.00
Sam Javier Dresses, New York	558.00
Jean Hat Co., New York	88.00
Wm. H. Katsenberg, New York	21.50
Kaiser-Cohen French Art Co., N. Y.	248.78
Kay Bros., New York	135.00
Knapp Hat Co., New York	96.00
Levinson Dress Corp., New York	74.00
Lipper-Green Co., New York	99.60
Julius Lowenthal & Co., New York	78.31
Milly. Association, Chicago	131.00
Missy Hat Co., New York	7.50
R. G. Dun Merc. Agency, Grand R.	87.50
Model Hat Co., New York	111.00
Mojak Dress Co., New York	555.50
Sam Mittler, New York	281.25
Nobby Dress Co., New York	132.00
Northern Straw Works, Philadelp.	192.00
Nonpareil Costume Co., New York	97.76
Mill Mutuals, Lansing	94.50
Peerless Hat Co., N. Y.	100.00
Progress Hat Mfg. Co., Chicago	397.30
Regina Jewelry Co., New York	140.40
M. & J. Rosenberg Corp., N. Y.	101.25
Robert Schillinger & Co., New York	241.50
Sadler Bros., South Attleboro, Mass.	81.39
Service Hat Co., Chicago	406.50
Senate Hat Co., Des Moines	730.50
Seville Hat Co., Des Moines	180.00
S. & S. Millinery Co., Des Moines	49.50
Philmax Dress Co., New York	114.00
Pioneer Display & Pix. Co., N. Y.	19.50
Emil Schwartz & Co., New York	598.50
Searle Dalley & Co., New York	876.00
Selective Hat Co., New York	15.00
Standby Hat Co., New York	41.25
P. Steketee & Sons, Grand Rapids	11.23
Chas. Trankla Co., Grand Rapids	.66
Truly Hat Co., New York	99.00
U. S. Rayon Co., Chicago	15.26
Union Special Mach. Co., Chicago	.79
Van Cleef Bros., Chicago	17.00
Salo Veilchenblau & Co., New York	144.70
Violet Dress Co., New York	588.00
Wonderbuilt Dress Co., New York	148.75
Willard, Colbert & Giles, New York	83.35
Wilcox & Fibbs Sewing Ma., Chicago	3.98
Yankee Dress Co., New York	389.50
Leon D. Zeltz, New York	418.00
Old Nat. Bank, Grand Rapids	15,046.98
G. R. Trust Co., Grand Rapids	333.33

Nov. 22. We have to-day received the schedules, reference and adjudication in the matter of Frank D. Foster, Bankrupt No. 3601. 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 none with liabilities of \$847.02. The court has written for funds and upon receipt of same the first meeting will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

Creston Feed Co., Grand Rapids	\$ 12.80
Fairmount Cash Market, Grand R.	26.79
Millard & Whipple, Grand Rapids	3.77
Thomas Schulte, Grand Rapids	12.50
Pasadena Oil Co., Grand Rapids	40.11
Moerland Hdwe. Co., Grand Rapids	3.59
Winegar Furn. Co., Grand Rapids	213.00
Costlow's Credit Store, Grand Rap.	17.00
Liberal Credit Clo. Co., Grand Rap.	54.43
Heyman Furn. Co., Grand Rapids	55.51
C. F. Adams Co., Grand Rapids	5.50
Ralph S. Jannings, Howard City	179.52
Charles B. and Dora D. Gardella, Grand Rapids	222.50
Winegar Furn. Co., Grand Rapids	213.00
Costlow's Credit Store, Grand Rap.	17.00
Liberal Credit Clo. Co., Grand Rapids	54.43
Heyman Furn. Co., Grand Rapids	55.51
C. F. Adams Co., Grand Rapids	5.55
Ralph S. Jannings, Howard City	179.52

Nov. 22. We have to-day received the schedules, reference and adjudication in the matter of John A. May, Bankrupt No. 3602. 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 none with liabilities of \$847.02. The court has written for funds and upon receipt of same the first meeting will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

Creston Feed Co., Grand Rapids	\$ 12.80
Fairmount Cash Market, Grand R.	26.79
Millard & Whipple, Grand Rapids	3.77
Thomas Schulte, Grand Rapids	12.50
Pasadena Oil Co., Grand Rapids	40.11
Moerland Hdwe. Co., Grand Rapids	3.59
Winegar Furn. Co., Grand Rapids	213.00
Costlow's Credit Store, Grand Rap.	17.00
Liberal Credit Clo. Co., Grand Rap.	54.43
Heyman Furn. Co., Grand Rapids	55.51
C. F. Adams Co., Grand Rapids	5.55
Ralph S. Jannings, Howard City	179.52
Charles B. and Dora D. Gardella, Grand Rapids	222.50
Winegar Furn. Co., Grand Rapids	213.00
Costlow's Credit Store, Grand Rap.	17.00
Liberal Credit Clo. Co., Grand Rapids	54.43
Heyman Furn. Co., Grand Rapids	55.51
C. F. Adams Co., Grand Rapids	5.55
Ralph S. Jannings, Howard City	179.52

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 \$250 of which the full amount is claimed as exempt, with liabilities of \$827.04. The court has written for funds and upon receipt of same the first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

Chattel Loan Co., Grand Rapids	\$150.00
P. Steketee & Sons, Grand Rapids	74.02
Wurzburg's Dry Goods, Grand Rap.	98.59
Herpolsheimer Co., Grand Rapids	109.46
Boston Store, Grand Rapids	35.46
Bon Marche, Grand Rapids	43.25
Sidney H. LaBarge, Grand Rapids	12.50
Friedman-Spring, Grand Rapids	18.93
Siegel's, Grand Rapids	18.63
Ralph H. Dean, Grand Rapids	18.00
C. F. Furber, Grand Rapids	10.00
Klingman Furn. Co., Grand Rapids	5.45
Dr. Earle J. Byers, Grand Rapids	29.00
Collins Ice & Coal Co., Grand Rap.	58.25
Ray Watkins, Grand Rapids	40.00
Palais Royal, Grand Rapids	38.00
Lyon & Loeks, Grand Rapids	77.50

In the matter of Sam J. Friedman, Bankrupt No. 3226, the trustee has filed his final report and account, and a final meeting, and adjourned final meeting of creditors has been held. The trustee's final report and account was approved and allowed. Claims were proved and allowed. An order was made for the payment of expenses of administration and for the declaration and payment of a first and final dividend to creditors of 3.9 per cent. No objections were made to the discharge of the bankrupt. The case will be closed and returned to the district court, upon return of cancelled checks.

In the matter of Clyde Arthur Buman, Bankrupt No. 3566, the first meeting of creditors has been held Nov. 15. The bankrupt was present in person and represented by attorneys Carney & Carney. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. M. N. Kennedy, of Kalamazoo, was named trustee and his bond placed at \$100. The first meeting then adjourned without date.

Nov. 20. On this day was held the first meeting of creditors in the matter of Peter Hummel, Bankrupt No. 3577. The bankrupt was present in person and represented by attorneys Wicks, Fuller & Starr. Creditors were present and represented by attorneys Wykes & Sherk; Hilding, Hilding & Tubbs; Clapper & Owen; Frank I. Blake; Jewel, Face, Messinger & Grettenberger; George Brown; Henry Hart; Corwin, Norcross & Cook; Eerde Hoogsteen and Arthur F. Shaw. Claims were proved and allowed. The bankrupt was sworn and examined with a reporter present. Seth R. Bidwell was elected trustee, and his bond placed at \$1,000. The first meeting then adjourned without date.

Nov. 19. On this day was held the first meeting of creditors in the matter of Archie W. Baxter, Bankrupt No. 3565. The bankrupt was present in person and represented by attorney F. L. Williams. Creditors were represented by Willard McIntyre; Grand Rapids Credit Men's Association and Wicks, Fuller & Starr, attorneys. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. Edward De Groot, of Grand Rapids, was named trustee, and his bond placed at \$2,000. The first meeting then adjourned without date.

In the matter of William Patt, Bankrupt No. 3378. The final meeting of creditors has been called to be held Dec. 7. At such meeting the trustee's final account will be approved. There will be no dividends for creditors.

In the matter of Henry V. Filkins, personally and trading under the assumed name of Radiola Sales & Service, Bankrupt No. 3357. The final meeting has been called to be held Dec. 7. At such meeting the trustee's final report will be approved, and if possible, a dividend paid to creditors.

In the matter of Arthur A. Anderson, doing business as Anderson Furniture & Show Rooms, Bankrupt No. 3350. The final meeting has been called for Dec. 7. At such meeting the trustee's final account will be approved and if possible, a dividend paid to creditors of this estate.

Nov. 19. On this day was held the first meeting of creditors in the matter of George L. Phene, Bankrupt No. 3561. The bankrupt was not present in person, but represented by S. Phene, his attorney. The creditors were represented by Grand Rapids Credit Men's Association and by Hilding, Hilding & Tubbs, and Dilley, Souter & Dilley, attorneys. Claims were proved and allowed. Edward De Groot, of Grand Rapids, was elected trustee, and his bond placed at \$2,000. The first meeting then adjourned without date.

Nov. 26. On this day was held the first meeting of creditors in the matter of Earl G. Reed, Bankrupt No. 3570. The bankrupt was present in person and represented by attorney Seth R. Bidwell. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court.

SUCCESSFUL SALESMAN.

Y. Berg, Traveling Representative For H. Leonard & Sons.

Y. Berg was born in Sappemeer, Province of Gronigen, 63 years ago. He recalls with thankful heart the day when he arrived in Grand Rapids, Nov. 21, 1883, and six days later entered the employ of H. Leonard & Sons, then at 16 Monroe avenue. He entered the store as a packer. He was soon promoted to stock clerk and later became home salesman and general office man. On Nov. 27 he celebrated the forty-fifth anniversary of his starting with the house, in which he is now stockholder.

Mr. Berg was married Feb. 26, 1887, to Miss Cornelia S. De Langen, who was born in the same town in the Netherlands where he first saw the light of day. The family reside in their own home at 447 Graham street. Mrs. Berg followed him to this country three years after he came to America and the marriage was performed in the old Spring Street Christian Reformed church. They have five living children—three sons and two daughters—one son having died at the age of 5 years. They also have seven grandchildren. Their youngest son, Ralph, is connected with H. Leonard & Sons as traveling salesman, covering the trade of Southern Michigan and Northern Indiana.

Mr. Berg held the positions of either deacon or elder in the Spring street and Franklin street Christian Reformed churches for twenty-four years. They celebrated their fortieth wedding anniversary Feb. 26, 1927.

Mr. Berg owns up to one hobby, which is bass fishing. He attributes his success to his mother's prayers and the Lord's care. He is widely noted for his close attention to business and always undertakes to satisfy his customers and his house.

Four of the Oldest Traveling Salesmen.

The oldest traveling salesman in the United States has been found in Atchison, Kansas, after a two-month search by the National Traveling Salesmen's Foundation, in the person of Charles Terry, who is 92 years old, who has been selling on the road for sixty-eight years, and is still actively engaged in selling on the road to-day. Mr. Terry is employed as a traveling salesman by the Implement and Hardware Trade Journal of Kansas City, and according to his employers "he still is an excellent salesman, calling on retail implement and hardware dealers and will cover the Omaha convention for our publication in January."

Mr. Terry, better known to Kansas as Uncle Charley, will be one of the guests of honor at a banquet to be given at the Hotel Astor, New York City, Dec. 4, to inaugurate a campaign for a \$3,000,000 home and hospital for aged, incapacitated and indigent traveling salesmen. The home will be built near Winston-Salem, North Carolina, on a 1,000 acre tract donated for the purpose.

The names of hundreds of salesmen were received by the National Traveling Salesmen's Foundation from men all over the country eager to compete for the title. Early in the contest it was decided to eliminate all those under 70 years of age, as they were mere youngsters in so far as the "Oldest Traveling Salesman" title was concerned. Of the nearly 200 names received of men over 70 years of age, forty-one are older than 80, fifteen are between 85 and 89, two are 89 and one is 92. All of them are actively selling on the road to-day.

In all, four of the "Oldest" will be invited to the banquet for the National Home for Traveling Salesmen. The second guest of honor will be John Peter McColley, who is the oldest traveling salesman in point of number of years of service with one organization. Mr. McColley is 85 years old and has been selling for Lippincott & Co., wholesale grocers and tea dealers of Philadelphia since February, 1873, or more than fifty-five years.

W. P. McCormack, of Minneapolis, salesman for the U. S. Gypsum Co., of Chicago, will be the third guest of honor and wins the title of "Most Traveled of the Oldest Salesmen", Mr. McCormack is 85 and has been selling on the road for sixty years, during which time he has traveled 2,500,000 miles. This includes two trips around the world selling sewing machines.

As Charles Terry, the 92 year old dean of them all, also holds the record for number of years on the road, it was decided to select the man whose record was second to Mr. Terry's in this respect and invite him also. Phil Levy, of New York, who represents numerous factories among which are L. G. Deeb, Inc., of New York, and the Charles Guzzy Manufacturing Co., of Wilkesbarre, Pa., is only 82 years old but has been selling on the road for sixty-five years, three years less than "Uncle Charley" Terry. He began selling when he was 17 and has been at it ever since.

"I thought I might get the secret of eternal youth from the letters of the applicants for the oldest salesman honor, but found no clue," John H. Love, chairman of the National Traveling Salesmen's Foundation and Treasurer of the Merchants Association of New York, said at foundation headquarters, New York City.

"Some write that they have never used tobacco in any form, while others boast of the fact that they smoke ten to fifteen cigars a day. Some attribute their octogenarian pep to the fact that they have never indulged in alcoholic drinks, while others decry the fact that they can't get the liquor of the good old days. Some are up early and are early to bed; others, like H. P. Nicholson, of Chicago, who is 89 and still selling paper and cordage, admit going to occasional parties which end at three or four in the morning and yet they are up at six the next day to catch a train."

"There is just one thing which all the old-timers have in common and which they all express in the same

way. Every single letter, with only one exception, mentioned the fact that the writer is 'still going strong'."

Ancient Rules For Individual Success Still Bring Results.

(Continued from page 20)

the Jevnes, Slacks and Park-Tilfords of that time.

In 1924, returning to Glasgow after an interval of forty years, I was curious to know how Cooper & Co. had fared. I found that now it had forty units with a big wholesale house in Glasgow and another in London. The forty units were scattered over the island of Great Britain. I found two in London, one in Liverpool, one in Carlisle, one in Canterbury, six or seven in Glasgow, one or more in Edinburgh, and so on.

Each was a fine specimen of old-line service store, with magnificent stocks gathered from all the world, furnishing credit and delivery of the most approved type. So there is no basic reason why the Park-Tilford scheme should not work. If it does not work, that will be caused by faulty internal structure, not because somebody will not make such plan work. For there are and always will be plenty of people who want and will pay for full service, credit and all the extras of better living.

Here is an instructive salesman's story by Leroy Fairman: He called on a New England merchant who had a deserved reputation as a hard boiled grouch. When he quoted a price, the grouch replied: "Nothing doing. I have a quotation on my desk for those identical goods at two cents less the yard."

"Yes," answered the salesman, "but those goods are only 40 inches wide and mine are 42 inches." Then he went on to inform the merchant that, for the uses to which that fabric was put by his customers, the 42 inch goods were far more desirable and salable than the 40 inch. After the grouch had signed the order, he asked the salesman, "How did you know the goods I mentioned were only 40 inches wide?" "Why," the young man answered, "it's my business to know!"

I stood in a grocery store a few days ago when a customer asked the grocer about dried mushrooms which he had for sale and, as events showed, had sold for many years. She wanted to know how to prepare them—did it take long, and how anyway?

The grocer shrugged his shoulders and said: "I really don't know. We never use them at our house."

Thereupon, a man customer told the lady how to prepare the mushrooms. But even then the grocer learned nothing, because he was busy waiting on another customer. This is a pretty good contrast. It's a safe gamble that the cotton goods salesman never had used the 40 inch goods himself; but because he felt it was his business to know about it, he did know. Further comment is superfluous.

Paul Findlay.

Poor is the human being whose heart is barren of sympathy.

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—TWO WELL LOCATED GENERAL STORES. CLEAN STOCK. ENJOYING FINE BUSINESS. WOULD CONSIDER TRADE. O. A. BROWN, 3170 COOLIDGE, BERKLEY, MICHIGAN. 975

WANTED—Real salesman residing 80 to 100 miles from Grand Rapids, to handle and work up permanent business selling an easy selling, low-priced necessity to small dealers in cities, villages, and country store. Strictly cash proposition. No investment to salesman except \$80 to \$160 cash deposit for goods taken out, money returned for goods unsold. Good opportunity for unemployed clerks with salesmanship. Must have auto. Write E. V. Sinz, Mfg. Druggist, 556 Eastern Ave., S. E., Grand Rapids, Mich. 976

Wanted—Small stock dry goods or general merchandise. Must be cheap. Greene Co., Jackson, Mich. 977

Proprietor's Death Necessitates Sale—Of hardware business conducted at present location for thirty-two years. Clean, up-to-date stock, carefully selected for rich agricultural district and prosperous city of 6,000. Will sell at sacrifice of actual stock value. Buyer will benefit from extraordinary good will. Mrs. A. D. Osborn, Administratrix, Woodstock, Ill. 978

FOR SALE—Fine grocery stock, at inventory, and first-class fixtures, \$2,000. Location excellent, business very good. Living rooms above store, and five-year lease. Cash sale, or equity in good farm. Richard Early and Sons, Kalamazoo, Mich. 979

FOR SALE
Close Out Prices

One refrigerating machine. Erie Mfg. Corp.
One McCray 1926 refrigerator 8x12—10 ft. high two compartments.
Two McCray 1926 refrigerator counters, 8 and 12 ft.
One Hobart meat chopper.
Two meat blocks.
Two fine Barnes scales.
The above all bought in 1926 and in fine condition.
Two high grade National cash registers, individual drawers, one cheaper register. Many other items. We are going out of business. E. R. Clarke & Co., Coldwater, Mich. 972

Wanted—To buy a good gas and oil station, or some other desirable business; but must be cheap, and well located. A. Mulholland, Reed City, Mich. 972

CASH FOR MERCHANDISE

Will Buy Stocks or Parts of Stocks of Merchandise, of Groceries, Dry Goods, Shoes, Rubbers, Furniture, etc.

N. D. GOVER, Mt. Pleasant, Mich.

CASH For Your Merchandise!

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

Consult someone that knows Merchandise Value.

GET YOUR BEST OFFER FIRST. Then wire, write or phone me and I will guarantee you in good American Dollars to get you more for your store or plant of any description.

ABE DEMBINSKY

Auctioneer and Liquidator

734 So. Jefferson Ave., Saginaw, Mich. Phone Federal 1944.

Buyers inquiring everyday—

ASK FOR

KRAFT CHEESE

A Variety for Every Taste

1862 - - 1928

SEELY'S FLAVORING EXTRACTS

SEELY'S PARISIAN BALM

Standard of quality for nearly 70 years

SEELY MANUFACTURING CO.

1900 East Jefferson. Detroit, Mich.

Death of Financier and Woodenware Wholesaler.

Detroit, Nov. 27.—George Coolidge Wetherbee, soldier, financier, business man and clubman, who came to Detroit in 1865 following his discharge from the Union army died Sunday at his home, 35 Tuxedo avenue, Highland Park, following an illness of three weeks. He was 88 years old.

Mr. Wetherbee was best known in Detroit as the founder of George C. Wetherbee & Co., woodenware wholesalers and president of the Standard Savings and Loan Association. He also was President of the Evergreen Cemetery Association, Commander of the Military Order of the Loyal Legion, Detroit Post, No. 384, a Son of the American Revolution, and an honorary member of the Detroit Boat Club.

Born in Harvard, Mass., July 27, 1840, he was educated in the public schools of that city. At the outbreak of the civil war, he enlisted as a private in the twenty-third regiment, Massachusetts Volunteers, with which organization he served throughout the four-year struggle. After becoming a first lieutenant, Mr. Wetherbee was commissioned a captain by President Abraham Lincoln.

In 1865, he came to Detroit and in 1868 organized the company bearing his name. Several years ago, because of his age, he retired from the presidency of the woodenware concern and was named chairman of the board of directors, a position he held at the time of his death.

Mr. Wetherbee is survived by one son and one daughter, Charles P. Wetherbee, of Bath, Me., and Mrs. Bertha C. Earnshaw, of Weston, Mass. One brother, Charles L. Wetherbee, of Florida, and one sister, Mrs. Mary P. Gardner, of East Braintree, Mass., also survive.

Funeral services were held at the home Tuesday, after which the body was taken to Harvard for burial beside his wife, Mrs. Mary Phelps Wetherbee, who died in Detroit, April 7, 1912.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Nov. 27.—Y. Berg, who reached the forty-fifth anniversary of his connection with H. Leonard & Sons yesterday, will give an anniversary dinner to about twenty employees at his home, including the traveling salesmen of the establishment, Friday evening.

Charles Manni, buyer of underwear, hosiery and blankets for P. Steketee & Sons, transfers himself to the C. J. Farley Co. in the same capacity Dec. 1.

W. T. McNitt & Son have engaged in general trade at Conklin. The dry goods stock was furnished by the C. J. Farley Co. The groceries were supplied by Lee & Cady.

Benjamin Boeskol, manager of the Lee & Cady cash and carry store at 412 Front street, will become salesman for Thomas & Krapp, agents for Ford cars, Dec. 1. His successor will be Wm. J. Reed, formerly engaged in the retail grocery business at Hastings.

Walter S. Nixon, who has been connected with the transportation business of Michigan for twenty-five years and who was general agent for the Goodrich Transportation Co. ten years, has purchased four trucks and engaged in the transfer of package freight from Grand Rapids to Chicago and vice versa under the style of the Grand Rapids Motor Express Co. Two trucks leave each terminal every evening at 6 p. m., arriving at destination at 5 o'clock the next morning. No freight is accepted for intermediate points. Mr. Nixon operates under State supervision, having received the approval of his project from the Michigan Public Utilities Commission.

A man has to be square to attain a well-rounded career.

Muskegon—A 24 per cent. preferred stock dividend plus an additional 3 per cent. cash dividend has been voted by the Browne-Morse Co., manufacturers of filing cabinets. The dividend was paid on all preferred stock on record as of July 1, 1928. This is the first dividend paid since 1921, and according to officials of the company, marks a new era in industrial growth of the concern.

You alone make your life little or big.

Kalamazoo—The Berst-Forster-Dixfield Co., with main office in New York City, has moved its factory to White Pigeon from Kalamazoo where the firm operated in connection with the Standard Paper Co. The company manufactures paraffined paper boxes and will employ at the start about twenty-five men and women. The paper for making their product will be furnished by the Eddy Paper Co.

The biggest fools usually are the biggest spenders.

BANK FIXTURES FOR SALE

On account of the enlargement of our bank, we offer our present fixtures for sale. They are sold oak, 22 feet in length, with a right angle corner and equipped with metal gates at each end, which makes the space covered about 29 feet. The fixtures are also well equipped with cupboard space and drawers. They will be sold at a big bargain.

State Bank of Carson City
CARSON CITY, MICH.



"We Serve Michigan"

The Case of the Day-Coach Passenger versus the Elimination of the Pullman Surcharge

ABOLITION of the Pullman Surcharge is once more being urged for passage by the Congress of the United States.

ADOPTION of the Robinson (Senate) Bill involves direct losses to the railroads in revenues aggregating \$40,000,000 per annum and this loss of necessity will have to be made up in some manner. There are three expedients only:

- (1) Increased passenger rates for all passengers whether in the day coach or in the Pullman or Parlor Cars.
- (2) Restricting passenger service on certain lines.
- (3) Charging this expense to the shippers of freight.

ANY one of these three expedients is undesirable, unfair from the community standpoint, and not in the best interests of society as a whole.

AFTER all the Pullman service—for passengers traveling in sleeping or parlor cars,—is a high class hotel service on wheels, that a great part of the traveling public does not demand nor expect.

THE surcharge—the 50 per cent. additional—tacked on to the regular Pullman charge—is the special revenue derived by the railroads for the performing of special service to the passengers who want to travel in extra comfort and luxury. Such passengers require:

A heavier capital investment in cars per capita.

Two and one half times the space that is allotted to the passenger in the day coach.

An average of twelve thousand two hundred and sixty pounds of car as against 8,800 pounds per passenger riding in day coaches.

Parking of Pullman cars before train departure from and after arrival at the terminals involving considerable extra work and heavier terminal costs and requiring the holding, for that purpose only, of the railroads' highest-priced lands in the larger cities.

Pullman cars being often moved one way empty—as for instance, in the California and Florida service, which means a double road haul for one fare and in many cases to take care of these movements, cars have to be hauled extra distances.

Railroads having to guarantee earnings on every line of Pullman cars operated and contracting for their use over a period of years.

ALL of these obligations are extra expenses upon the railroads which are not involved in the handling of day coach passengers.

IT IS a principle of good business and good government to make the user of a service pay for that special service. That is followed in the higher charge for air mail as against the ordinary service.

THE Interstate Commerce Commission has twice refused to abolish the surcharge as being contrary to the basic principle of the greatest good to the greatest number, the guiding standard of all of that body's decisions. The Interstate Commerce Commission is a properly constituted court that represents the interests of all the people. Why should its decisions be upset for the benefit of the few to the prejudice of the interests of the many.

Write your senator or congressman to-day protesting against this unfair and uneconomic legislation

MICHIGAN RAILROADS ASSOCIATION

Cool, Snappy, Invigorating FALL DAYS are Business Stimulators

With larger values in merchandise involved and dangers of loss by fire multiplied it is time now to check up on

Fire Insurance

The heating plant is one year older and unseen defects may have developed which later on might spell disaster.

It is better to be safe first than sorry afterwards.

For Safety, Service and Saving let the Mutual Companies protect you this fall and winter.

MUTUAL Insurance

is Better Protection at Lower Cost

An investigation will prove it



CUSTOMER CONFIDENCE...

Build up customer confidence by selling goods your trade knows and respects. They do think highly of Beech-Nut. It's a name they've seen advertised for many years in connection with "foods of finest flavor." Most of them know by actual experience every claim made for Beech-Nut is true. Feature the Beech-Nut line—and don't worry about competition.

BEECH-NUT PACKING COMPANY
Canajoharie, N. Y.

Beech-Nut
"FOODS OF FINEST FLAVOR"

YOU

should feature Royal, the cream of tartar baking powder, as it means orders for more flour, shortening, eggs and other baking materials for you.

You will increase your sales and profits by pushing Royal—a household word in millions of homes for more than three generations.



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

Speed Up Sales

*by featuring properly
advertised lines*

The manufacturers are creating the demand and saving your time through their advertising.

You realize a maximum profit with a minimum of effort in selling

K C Baking Powder

*Same Price
for over 38 years*

25 ounces for 25c

Your customers know it is a **quality** product—that the price is **right**. Why ask them to pay War Prices?

It's up to you to show them that you have it.

**Millions of Pounds Used by Our
Government**