

## A Thought for Christmas

The silver rays of the Star of Bethlehem have shone down upon the minds of men for more than nineteen hundred years. The harmony of the angel's song has long been attuned with the immortal melody of the spheres. Christ has come!

In His hands there is no scepter of power terrestrial; in His entourage there are no courtiers bearing gifts of gold illimitable. A manger speaks eloquently of His impotence; swaddling clothes tells us of His poverty.

Christmas is the Feast of Light. Christ has taught us the immortal truths which are as a loom upon which are wrought the fabrics of civilization, of progress, of culture. Through His teachings the gold of material wealth has paled into paltry insignificance when compared with the brilliant gems of Christian virtue. Through His ministration the science of right living has been made clear to every child. Through His grace and merits the Kingdom beyond the grave has come to be appreciated as infinitely more valuable than the makeshift monarchies of this earth.

Christianity has commonized philosophy and has made the meanest laborer more learned than was the greatest pagan philosopher. More than that, Bethlehem's Star has encircled the brow of man with the crown of Christ's Brotherhood until its brilliancy has elevated nations and individuals to a dignity that surpasses every appraisal.

Great feasts may come and go with all their happy memories. But the Feast of Light, like the rising sun, casts its rays upon the shores of the seven seas, warming and melting the icy hearts of all generations; coaxing forth the evergreen foliage of hope; maturing into luscious ripeness the fruit of every human endeavor; welding into one solid mass the activities of all mankind. It is a Light that shows us the Way; a Light that warms our hearts; a Light that solidifies the nations of the world; a Light that opens the portals of Heaven!





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# MICHIGAN TRADESMAN

Forty-sixth Year

GRAND RAPIDS, WEDNESDAY, DECEMBER 19, 1928

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## MICHIGAN TRADESMAN

E. A. Stowe, Editor

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### THE GREAT OCCASION.

Christmas is primarily a festival of the orthodox. But that is only the foundation of the celebration of the anniversary of the Nativity as we witness it to-day. Millions and tens of millions who are heterodox, who are outside churches, or who are even adherents of other faiths join in the observance of the Great Occasion. And not a few of them manifest as much of the spirit of real reverence as do the "true believers."

Although it is beautiful to be able to do so, it is not necessary to accept the authenticity of the Biblical and traditional accounts of the Advent and its sacrificial purpose in order to be glad of the Birth.

Rabbi Stephen B. Wise, of New York, clearly indicated the reason why this is so when he declared to his congregation that Jews must embrace the teachings of Jesus because "they comprise a code of ethics unparalleled in any writings in history, being the very foundations of morality."

Whatever else one may think about Jesus of Nazareth, no intelligent person who is ordinarily well informed can for an instant deny that He is the supreme teacher of the race. There have been other great teachers full of enlightenment and broad vision who have influenced and led whole races and eras and have profoundly altered the course of human thought and conduct for good. But there is One who is greatest of all, and who has epitomized in His teachings the wisdom and vision of all the sages of all the ages; who has provided for man, a complete and unimprovable rule of life, which if it were followed universally would solve every problem of human relationship.

The person who knowingly withholds from such a Benefactor the highest respect and the deepest reverence is not merely lacking in the capacity for common gratitude; he fails in ordinary understanding and becomes a proper object for pity. There is some-

thing pathetically defective in the constitution of the human being who, knowing all that the Coming portended, feels no thrill as he visualizes the Mother placing the Child in its first resting place, the manger of Bethlehem.

Consider the story of the visit of the Magi history or consider it legend as you will, it still is illustrative of the adoration that people of insight and heart of every place where the Name is known, bestow upon the Infant.

### SIMPLIFIED SCIENCE.

A spokesman for the forthcoming convention of the American Association for the Advancement of Science says "the latest discoveries and developments are to be reported in the simplest possible language so that any layman may understand them." Thus, according to this authority, science intends to take the public fully into its confidence for the first time.

This, one must admit, is a kind and thoughtful notion. But can science take the general public fully into its confidence? And just how simple will some of the latest discoveries and developments seem to "any layman" even when they are explained in the simplest possible language?

Automobiles have now been on the market for thirty or more years. Their mechanism has been explained countless times in simple language. Still the automobile engine remains such a profound mystery to millions of people that the simplest derangement of the ignition system invariably causes them to call in a high-priced mechanic to find out what's wrong with the car.

The layman who is born with a scientific or mechanical bent understands discoveries and inventions no matter what sort of language they are explained in. But a large part of the race seems to view the simplest explanations of these wonders as words, words, words.

If the scientists could miraculously devise some scheme to create the mechanical instinct in minds now lacking it, then simple explanations of this, that or the other discovery would be a universal advantage. Otherwise many of their explanations, even when couched in words of one syllable, may continue to mean very little indeed to a vast multitude of laymen.

### DRY GOODS CONDITIONS.

Christmas savings, bonuses and at least a portion of the large dividend and interest disbursements combine to swell purchasing power and to push up holiday sales in the retail stores. The period of shopping this year is more limited, but evidence is not lacking that business in the aggregate will forge ahead of that done last year. The

earlier inclination of shoppers to look rather than to buy has passed and store facilities in most cases are now being taxed to a point beyond comfort.

It will take a record holiday volume to put department stores ahead for the year. The November figures on sales, issued last week, showed a fractional loss for the month. The volume for eleven months, therefore, is not much better than 1 per cent. larger than for 1927, which is less than the percentage ordinarily used for yearly growth. Last month only 195 stores reported increases to the Reserve Board and 267 noted a smaller business than a year ago. Increases took place in only four of the twelve Reserve districts.

There has been the usual pre-holiday slump in the manufacturing and wholesale merchandise markets. However, the number of buyers in the New York market is larger than a year ago and orders also run in better volume. The inference is that retail stocks in numerous cases have been held down so that frequent replenishment is made necessary. The demand for practical gifts and articles of a decorative type has been especially marked this year, which also accounts, no doubt, in some instances, for the late re-orders being placed.

### NEW TEXTILE ATTITUDE.

To other reports of improving conditions in the textile industries has been added that of the Textile Division of the American Society of Mechanical Engineers, and it deals with the more fundamental aspects of the situation. In spite of its general depressed condition, the engineers state, the textile industry has made remarkable progress this year. They hold that prosperity is in sight for all well-managed concerns. It is worth while quoting their further comment.

"Undoubtedly, the most radical and best advance in our industry during the past year is the changed mental attitude of many textile men as to the industry in general and their own businesses in particular, in realizing that the old methods of financing, selling and manufacturing which built up the industry in years past, are not infallible, are not adequate for to-day, and that there may be better ways of running a textile business at the present time."

The advances dealing with improved process are then detailed. However, if there has been this change in mental attitude then it follows that the industry is definitely on the upgrade. Numerous reasons have been assigned for the difficulties in the textile field, but those in close touch with its activities have known full well that at their base were bourbonism, dislike of change, and settled ideas. The new attitude

may not work wonders overnight, but it is bound finally to achieve success in this as in any other field.

### TO GUARD QUALITY.

Action was taken during the past week on two merchandise questions of moment. One was in the case of "part wool" underwear and the other involved silk weighting. Both were undertaken to protect the consumer on quality and yet both carry no small measure of protection to the producers concerned. The trade knows quite well what "part wool" means. It can and does mean everything from a few re-worked wool fibres to a garment containing a high percentage of good virgin product. The trade buyer is not duped. He gets what he pays for. On the other hand, the consumption of "part wool" garments of very low wool content may be larger than it would be if the percentage was to be marked. And the sale of better quality goods is reduced accordingly.

Similarly in the case of silks. The consumer may ask for silk and get more tin than silk. That hybrid is competing with what really deserves to be sold as silk. The industry is contending at present with over production and no doubt a large share of the competition is offered by sub-standard yardage. When the new weighting limits become effective next month perhaps the scrupulous manufacturers will find more relief than for some time past.

### FAIR PLAY IN BUSINESS.

In its annual report the Federal Trade Commission comments on the progress of the self-regulatory movement in American business and industry. The general public is familiar with the system of "czars" in motion pictures, baseball and the garment trades. It has heard less of rules prescribed by many industries for the regulation of their own business conduct in the public interest without the aid of a formal administrator. According to the commission, many "trade-practice conferences" for this purpose have been held during the last year. As a result the duty of the commission, to investigate and curb unfair commercial practices, has been appreciably lightened. These conferences, in effect, are so many recognitions of the fact that "fair play is good business," and that competition which is not based on this principle in the long run does not pay its practitioners.

Using your job as a means of gratifying an outside ambition is legitimate.

Rule your emotions by your intelligence.

The charm of a holiday lies in the anticipation of it.



## CANNING TUNA FISH.

### How It is Conducted in San Diego, California.

San Diego, Calif., Dec. 15.—At the annual banquet of the Elks club of San Diego, which I attended one night this week, I met Wiley V. Ambrose, President of the Southern California Cannery Association, and also President of the Westgate Sea Products Co., San Diego, packers of California tuna and sardines. Through a talk he made at the banquet on the tuna canning business of Southern California, I became very interested in the possibilities of a visit to one of the fish canning plants of Southern California. Upon expressing my desire to Mr. Ambrose, he invited me to come down and personally inspect his plant with him.

The next day I visited the plant of the Westgate Sea Products Co. This plant covers about two acres of the bay front and is situated on the water in front of what is one of the best residential districts of San Diego. One of the most notable things which became immediately apparent to me was the lack of all fish canning odors one would naturally expect to find in plants handling sixty tons of tuna, as this one did the day I was there.

Another thing I noticed about this plant—and which I was told is customary in all fish canning plants in Southern California—was the lack of arrangements for heating the plant and the fact that the help were all in their shirt sleeves, with the windows and doors open, and a temperature inside of the plant which would be expected on a cool spring day.

The two-story warehouse and the main canning building are built of hollow tile, with concrete floors, and the cleanliness, not only of the plant and surroundings, but of the help—about 200 men and women working—were very apparent. The blue gingham uniforms and white caps of the 150 women employed made quite a striking contrast to the supposed disorder of a fish packing plant.

Starting at the water's edge and extending some 400 feet, there is a wharf and docking space for the boats employed by this company. In the unloading operation all of the fish are raised by elevators from the boat side into large flumes and are carried into the packing plant by water. This not only makes a very economical and efficient way of handling the product, but the fish are washed and as they are delivered into the trucks for weighing they look bright and clean and as if they had just come from the ocean depths, instead of having traveled 450 miles from the waters of Lower California, and having been packed in ice for some two weeks.

As the fish are delivered into the cutting room, they are cleaned and placed in baskets suitable for their size. These baskets, in turn, go into racks which are wheeled into cookers. There are six of the cookers, with a six-ton capacity each. After the fish are in the cookers the doors are sealed and the fish cooked in steam for some three hours. The fish is then taken out and allowed to cool for twenty-four hours, or until they become hard and firm and ready for the "cleaning" tables.

I stood and watched this "cleaning" process for quite a while, and it was most interesting to see the women take a fish weighing twenty-five to thirty-five pounds, remove all of the skin and bones, and trim the cores that are left down to the size required for the cutting machines. Unlike the salmon industry, where the fish are put into the can raw, tuna goes into cans after being thoroughly cooked and all skin and bones removed. As the "cores," of which there are four, obtained from each fish go through the cutting machines, with one stroke of the machine, which has nineteen gang

knives, an entire tray of fish is cut into proper lengths for the can.

A very simple automatic device which has been worked out in the tuna business puts the salt and cottonseed oil, or olive oil, if they happen to be running that kind of a pack, into the cans and delivers them on a belt to the packers. The cans are then hand packed and conveyed on belts to the sealing machines, where the lid is automatically sealed on and batch coded with lid indentations, at the rate of seventy-six per minute. The machine which does this work is certainly a marvelous tribute to the inventive genius of some man.

From the sealing machines the cans are elevated to the ceiling of the packing room and started rolling, and on their rolling journey they go through a washer which brings them out clean and bright, and free from all evidence of fish or oil. From the washer the cans go to the retort baskets, the latter being filled automatically, and when full the baskets are rolled into the retorts.

No sardines were being run on this day, so I could not watch the process of handling them, but the explanation Mr. Ambrose gave me of the efficiency of the sardine machinery leaves me sure that the same interest could be derived from watching the canning of sardines as tuna.

I had often heard that in the meat packing industry everything was saved except the squeal of the pig. Here I saw the same kind of efficiency in the control of the by-products. Everything which does not go into a can is carried into a side building and automatically cooked, pressed and dried. It is then sacked for delivery as poultry and stock conditioner. I learned with much interest that the fish meal product, which is made from the scrap, is every day becoming more and more extensively used as a component part of stock and chicken feed, as it contains the necessary elements for this purpose.

When the scrap has been cooked and pressed, the water which comes from the press is elevated into tanks, where through a heat treatment, the oil becomes separated from the water and is drained off. The fish oil thus obtained is sold for a number of purposes, chief among which is the making of varnishes and roof paints, with the larger proportion going to the manufacturers of lard compounds.

Having a number of years ago outgrown my field of greatest activity, it was necessary for me to stop my visit at this time and return to my car to

rest. But I felt that I had received a volume of information regarding the fish canneries of Southern California which I wanted to pass on to the readers of your magazine.

San Diego county this year produced as many avocados as were grown in the entire State the year previous, according to George B. Hodgkin, general manager of the Calavo Growers of California, who was here yesterday from Los Angeles to complete arrangements for the handling of the entire avocado output of the county through the Warehouse Fruit Growers' Association of Lemon Grove.

Hodgkin met with A. B. Onley, manager of the Lemon Grove Association and five of the directors to work out the grading and packing of the county's crop of "green gold." Mr. Hodgkin stated that the Lemon Grove warehouse is the only warehouse the Calavo Growers Association has in the State of California. He estimated that the 750,000 pounds of avocados will be grown in San Diego county from Dec. 1 this year to Aug. 1 next year, and at least 500,000 pounds will be graded at Lemon Grove.

Additional machinery will be installed in the Lemon Grove plant, which will require the employment of 200 men, General Manager Onley said. L. Winternitz.

### Henry Relegated To the Background.

General Motors seems to have experienced less difficulty than Ford in changing the style of the car which it turns out in largest numbers, indicating that quick shifts are becoming a more easily surmountable obstacle to mass production that must keep up with new popular tastes. Adding cylinders is less of a job, to be sure, than substituting entirely new models, but hardly so much so as the difference between weeks and months as a measure of periods of suspension pending alterations. But the incident suggests still more interesting developments than solution of factory problems. The mammoths of the motor vehicle industry have been at pains to discountenance every intimation that they are fighting each other for supremacy in the low-price field, although the margin between what the public pays for their respective products is not wide. But whatever view be taken of their purposes, it is obvious that in the

consumer markets there has been clash between Fords and Chevrolets. Thus far, however, demand for cars in these classes has not been sated, if we may judge from Chevrolet production in the face of Ford's resumption at close to maximum pace, another illustration of how much larger buying power in particular lines often is than estimates of its strength. It is apparent, nevertheless, that General Motors, always far-seeing, has detected signs that make advisable a change of base. Its admirable system of keeping close to the consumer may have apprised it of a pressing desire for more power and control behind the wheels of the lightest bodies. To the outside observer it looks as though the strategy of competition had pointed to removal to an arena occupied by a less formidable figure than Ford. But however that may be, it is plain that the general staff of Big Business are prepared for every contingency, including hostilities. We have seen in the case of the tobacco companies hints of what keen competition among the giants of industry may come to. The big fellows, as long as they fight the armies of the Lilliputians, seem to get along with little trouble. If they begin to tackle rivals of their own size the shindig may create conditions in which the little fellows will have a better chance to hold their own.

### Death of Veteran Clothier of Ishpeming.

Ishpeming lost one of its finest citizens, Thursday forenoon, when John L. Bradford, head of the clothing firm which bears his name, passed from life.

Mr. Bradford suffered long with an incurable ailment, keeping to his bed almost all of the past year. He accepted his lot without complaint and friends marveled at the courage which was always so evident.

Few local residents took a keener interest in civic affairs than did John L. Bradford. For years he served on almost every committee that had for its object some city betterment or something that would bring entertainment of the proper nature to the people of the community. A loyal friend having the respect of a great host of friends, he will be missed in Ishpeming.

Mr. Bradford was a past master of Ishpeming lodge, No. 314, F. & A. M., with which he affiliated in 1892, and for which had been treasurer for the past thirty-four years. He was instrumental in the organization of Ishpeming chapter, No. 152, R. A. M., and was its first high priest. He was also a member of the Knights Templar, the Mystic Shrine and the Consistory, having held prominent offices in each of these branches. He was a life member of all of these.

Mr. Bradford is survived by his widow and one daughter, Mrs. R. C. Whitmore, of Tri Mountain.

The funeral was held at 2:30 Saturday afternoon from the home. Rev. McKay, of the Presbyterian church, officiated.—Ishpeming Iron Ore.

## Spiritual Force

When our spirits shall leave this old mansion of clay,  
When the form that you knew, shall have long passed away,  
The spirit will live in the same force and sphere  
That it held when it lived in that mansion while here.

The form that we see is far from the plan  
Of the type of creation that makes up the man.  
The life that we live while we're passing this way  
Has its spiritual force as long as there's day.

The heroes in life are those who defy  
All the evils that nature would gladly supply,  
Whose lives ever guide us like a beautiful star  
With a spiritual force that is seen from afar.

Then why should we fear to enter death's door?  
Our spirit lives on and will evermore  
With the same force or value, what e'er it be worth,  
When it acted as guide while we walked on the earth.

L. E. Clintsman.



### What Constitutes Acceptance of Check By Bank.

The question of what amounts to a valid acceptance of a check by a bank is one of great importance in the commercial world, and has been the subject of much litigation. And, while without doubt the majority of retail merchants have a working knowledge of this point, a brief review of its salient points may not come amiss to even the best informed.

In the first place, by the express provisions of the Negotiable Instruments Law, it is provided that the acceptance of a check must be in writing to bind the bank. In other words, word of mouth acceptances don't go, and a bank cannot be held liable thereon even though one relying upon such an acceptance has suffered loss thereby.

Now, under this rule, a valid acceptance may be made by letter, telegram, or other written message if the words employed by the bank imply an acceptance. On the other hand, the holder of a check is not justified in relying upon acceptance by telephone or other verbal means, and the possible danger in overlooking this point is illustrated in a great number of cases. For example,

In one case of this kind a merchant was tendered a check in the sum of \$325 in the course of a business transaction. This check was drawn on a bank about fifty miles from where the merchant was located, and he had some doubt about it being good. In this situation the merchant called the bank by long distance telephone, and asked if the check would be cashed when presented.

In answer to this, the bank stated that the check was good, and would be honored. Acting upon this promise, the merchant accepted the check but when it was presented to the bank in the course of business the latter refused to pay it. The merchant thereupon brought suit against the bank for his loss. The bank pointed to the Negotiable Instrument Law, which required an acceptance to be in writing, and contended that it could not be held liable on its oral acceptance. The case reached the higher court on appeal, and here in reviewing the record the court said:

"It is clear to us that the complaint is based on an alleged accepted check. The acceptance relied upon, however, is alleged to have been made in a conversation over the telephone, and hence rests in parol. This being true, no liability against appellee (the bank) is shown, by reason of the Negotiable Instrument Act, which reads as follows:

"The acceptance must be in writing and signed by the drawee."

"The provisions are so clear, and their application to the facts alleged are so apparent, as to render argument unnecessary."

However, the merchant contended that the lawsuit was not based on the acceptance of the check by the bank, but upon the latter's promise to pay the check. It was thereby sought to avoid the condition of the statute that required acceptances to be in writing,

In disposing of this contention the court reasoned as follows:

"We are unable to recognize and give effect to any such distinction. To give a parol promise to pay a check the same effect as the written acceptance thereof, by construing the transaction to be something different from what it really is, would be a mere device to avoid a positive statute, and thereby defeat the ends which the Legislature designed to effect by its enactment, since all the mischiefs of a parole acceptance would attach to all promises like the one under consideration."

In conclusion the court affirmed the judgment of the lower court against the merchant. Holding, as outlined in the opinion, that since the bank had not accepted the check in writing its promise over the telephone to pay the check was not enforceable, in the face of the positive requirement of the statute that such acceptance should be in writing.

The foregoing case constitutes a striking illustration of the application of the law to the point under discussion i. e., what amounts to the acceptance of a check by a bank. Further, the holding announced, taken with the language of the court in its reasoning, indicates the trend of judicial authority in construing the "acceptance" provision of the Negotiable Instruments Law.

Truly, in the light of this case, a merchant should have a bank's promise to pay a check in writing and signed, before he will be justified in treating such a promise as an acceptance. Such writing may be delivered by telegraph, mail or messenger, but writing it must be in order to meet the provisions of the Negotiable Instruments Law, and constitute a contract which will bind the bank. Leslie Childs.

### Value of Clerks' Services.

Some drug clerks cannot see why the boss will not pay higher wages. They think they are giving him full time and adequate service and selling a fair amount of merchandise and they ought to have more pay.

Let's figure on it and see what the boss gets out of the clerk's services. Perhaps the total cost of doing business in that store is 27 per cent. The actual selling expense represented by clerks' wages may amount to 10 per cent. out of that 27 per cent. Suppose the clerk sells merchandise to the amount of \$400 a week, merchandise on which the gross profit averages 30 per cent. That means a gross profit of \$120, of which the clerk gets \$40; other expenses use up \$68, leaving \$12 for the boss—if he gets it. Let the average gross profit drop to 25 per cent. and the boss' return drops to a minus \$8.

It looks as if the store must be operating on a pretty narrow margin, and paying the clerk more—unless it would result in bigger sales or more profitable sales by him—means that it would be better to dispose with his services and the receipts from his sales.

If the boss can't make any money on what his clerk is doing for him, to what end does he continue to hire him?

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Flavor is  
Roasted In!*

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**MOVEMENTS OF MERCHANTS.**

Albion—M. A. Magnolla succeeds Nick Salm in the grocery business.

Flint—The Genesee Garage, Inc., has changed its name to the Genesee Tire Co., Inc.

Maple Rapids — Clarence Gregory succeeds J. F. Frisbie in the grocery business.

Norway—L. Charash, proprietor of the Fitwell Clothing Store, has made an assignment.

Croswell—The State Bank of Croswell has increased its capital stock from \$60,000 to \$90,000.

Menominee—The Girard Lumber Co. has decreased its capital stock from \$300,000 to \$150,000.

Detroit—Earl C. Johnson, dealer in boots and shoes at 3026 Hastings street, has filed a petition in bankruptcy.

Detroit—The H. B. Clifford Roofing Co., 2730 Lawton avenue, has increased its capital stock from \$200,000 to \$275,000.

Detroit—The United Tile & Fire-place Co., 5431 Wabash avenue, has increased its capital stock from \$10,000 to \$150,000.

Detroit—The Plummer Huff Co., 7366 14th street, has changed its name to the Plummer Spray Equipment Corporation.

Detroit—Ben Z. Schneider has sold his stock of shoes, furnishings, etc., to Arthur H. Davis, who will continue the business at the same location, 9838 Wyoming avenue.

Kalamazoo—Mrs. Harold Sharpsteen has engaged in the millinery, lingerie, and novelties business at 113 West Lovell street under the style of the Tackaberry Hat Shop.

Detroit — The Concrete Materials Co., 600 Union Trust building, has been incorporated with an authorized capital stock of 10,000 shares a \$1 per share, \$1,000 being subscribed and paid in in cash.

Grand Rapids—The Michigan Retail Clothiers and Furnishers Association will hold its next annual convention in Grand Rapids, March 12, 13 and 14. Sessions will be held in the convention hall of the Pantlind Hotel.

Kalamazoo—J. Charles Ross, Secretary of the Edwards & Chamberlain Hairdware Co., denies the report that his house has sold its stock to Sears, Roebuck & Co. The Tradesman cheerfully gives place to the denial.

Detroit—The Producers Sales Corporation, 41 Harper avenue, has been incorporated to deal in merchandise as manufacturers' agent, with an authorized capital stock of \$10,000, all of which has been subscribed and \$1,000 paid in in cash.

Reeman—Paul Parent, of Chicago, who recently took over the Holton creamery, has purchased the plant, equipment and real estate of the Reeman Creamery Co. and will continue the business under its present manager, Clarence Fostveldt.

Detroit—The Maiden Lane Jewelry Co., Metropolitan building, has been incorporated to deal in jewelry at wholesale and retail, with an authorized capital stock of \$1,000 common and 24,000 shares at \$10 per share,

\$1,000 of which has been subscribed and paid in in property.

**Manufacturing Matters.**

Sparta—The Sparta Foundry Co. has increased its capital stock from \$150,000 to \$300,000.

Detroit—The Headlight Kilglare Co., 5544 Dickerson avenue, has been incorporated to manufacture headlight reflectors, with an authorized capital of \$1,000, \$250 of which has been subscribed and paid in in cash.

Detroit—The Universal Wheel Co., 1501 Twelfth street, has been incorporated with an authorized capital stock of 10,000 shares at \$1 per share, \$10,000 being subscribed and paid in, \$200 in cash and \$9,800 in property.

Detroit — The Michigan Copper & Brass Co., 5851 West Jefferson avenue, has changed its name to the M. C. B. Stockholders, Inc., and increased its capital stock from 600,000 shares no par value to 1,200,000 shares no par value.

Detroit—The Michigan Mineral Felt Sales Co., 3971 Cass avenue, has been incorporated to manufacture and deal in mineral felt, with an authorized capital stock of \$6,000, all of which has been subscribed and paid in, \$2,485 in cash and \$1,515 in property.

Ann Arbor — The Auto-Parts Co., Inc., North Ashley street, has been incorporated to manufacture and deal in auto parts, garage equipment and tools, with an authorized capital stock of \$75,000, \$50,000 of which has been subscribed and paid in in property.

Monroe—The Hamilton Carhartt Co., of Detroit, will begin work this winter upon a factory building which will afford some 60,000 feet of floor space and by next July the entire organization will be operating in Monroe with about 400 employees and an annual payroll of more than \$350,000.

Detroit—The Best Store Fixture Co., 1219 Beaubien street, has merged its business into a stock company under the style of the Best Store Fixture Manufacturing Co., with an authorized capital stock of \$24,000, all of which has been subscribed and paid in in cash. The company manufactures and deals in restaurant and store fixtures.

Kalamazoo—Negotiations are pending that will probably result in the sale of the Voigtman Sheet Metal Window Corporation of Kalamazoo to the Campbell Sheet Metal Window Corporation. The latter concern is controlled by the Mellon interests and is said to be the largest metal window plant in the United States. In this connection preferred stockholders in the Voigtman Co. are being offered \$10.25 a share for their holdings and the stock is being rapidly signed off. It is expected to complete the transfer before 30 days. The Voigtman Metal Window Corporation will probably continue to operate under its old name and in Kalamazoo. Robert Voigtman, Fred H. Waltermann and O. H. Iman will continue with the company in their present managerial capacities. The Kalamazoo plant will be used as the Western manufacturing and distributing point for the concern. It is reported that many expansions will be made here.

**Two Grand Rapids Companies Enlarge Their Usefulness.**

Chicago, Dec. 19—The Nachman Spring-Filled Corporation, Chicago, has purchased the National Spring & Wire Company and the Marshall Company, mattress manufacturers, of Grand Rapids. It is understood that a new corporation will be organized under the name of the National-Marshall Spring Corporation, which will take over the business of the two Grand Rapids companies and will be operated at Grand Rapids as heretofore.

The Grand Rapids unit will take over all of the automobile business now being done by the parent company at Chicago, in addition to manufacturing the Nachman cushions and mattress centers. The mattress manufacturing will be discontinued in the near future, inasmuch as the Nachman Company sells spring centers to practically all mattress manufacturers in the country, and it is not their intention to manufacture the completed mattress. The Nachman Company will also sell the Marshall spring centers and other conventional types of springs now manufactured at Grand Rapids, but not heretofore manufactured by them.

The Nachman Company has been extremely successful. It has made a tremendous amount of money in the past few years. Its stock, which was brought out by Mitchell-Hutchins Company early last summer at \$28.50 per share and put on the Chicago exchange, is selling to-day around \$60—and has been as high as \$79. They have an excellent credit standing. They have factories at Chicago and Los Angeles, and it is their intention to take on other units at New York, High Point and other strategic positions. The consolidation of their company and the two Grand Rapids units, makes them the second largest manufacturer of springs in the world, and the largest user of fine spring wire. While Mr. McInerney controls and personally owns several important patents, they also have excellent ones, and the consolidation of these patents will be advantageous to both companies.

On being shown the above statement from our Chicago correspondent, Mr. McInerney refused to either confirm or deny the truth of the report. He stated that negotiations had been in progress for some weeks and that the matter would probably be closed definitely before the end of the present week. Under the circumstances he did not wish to be quoted as authorizing the official publication of the report, because such action by him or his new associates could not be taken until all the papers have been signed and property transfers effected.

Mr. McInerney and an associate in New York purchased the properties they have been operating two years ago. Mr. McInerney has had no assistance from his associate except in a financial way. He has shown great ability in taking hold of a business which was at low ebb and building it up with great rapidity. His sale of springs to automobile manufacturers this year will approximate \$1,000,000.

Under the new arrangement the volume of business at the Grand Rapids plants will be greatly augmented, rendering necessary the employment of many more men than in the past.

Mr. McInerney came to Grand Rapids with wide experience as a manufacturer in his line of business, which gave him a great advantage in the work of rehabilitation and advancement. He soon established himself in the estimation of the community as an expert manufacturer, genial companion, good citizen and a Christian gentleman. He is to be congratulated on having effected an alliance with men of large experience in the same line of business and ample capital to give the business even more impetus than it has enjoyed in the past.

**Mayonnaise Defined in a Standard Formula.**

The Secretary of Agriculture adopted a definition and standard for mayonnaise salad dressing, which has not heretofore been officially defined. It was announced November 15 by the Food, Drug and Insecticide Administration, Department of Agriculture. The announcement follows in full text:

The new definition was adopted upon the recommendation of the Food Standards Committee, a joint committee including representatives of the Association of Dairy, Food and Drug Officials of the United States, Association of Official Agricultural Chemists and the United States Department of Agriculture.

The standards and definitions recommended by this committee are not only adopted by the Department of Agriculture for the guidance of its officials in enforcing the Federal food and drugs act but by many states in the enforcement of state laws. In some states the standards and definitions adopted by the Department of Agriculture automatically become standards and definitions for those states.

The text of the new definition and standard is as follows:

"Mayonnaise, or mayonnaise dressing, or mayonnaise salad dressing is the clean, sound, semisolid emulsion of edible vegetable oil and egg yolk or whole egg, with vinegar and-or lemon juice, and with one or more of the following: Salt, spice, sugar. The finished product contains not less than 50 per cent. of edible vegetable oil, and the sum of the percentages of oil and egg yolk is not less than 78."

**Pickle Crop Reduced.**

A number of pickle manufacturers have complained that the Government report of 5,000,000 bushels and over for this season's cucumber crop, being read by buyers throughout the country, was having an injurious effect; when a buyer was told that the receipts were about 4,000,000 bushels, he became skeptical and maintained that surely the Government report was correct. The National Pickle Packers' Association estimates the crop for the whole country at from 4,000,000 to 4,500,000 bushels, or an average of 50 bushels to the acre, explaining that fewer pickles were harvested than anticipated.



### Essential Features of the Grocery Staples.

Sugar—Jobbers hold cane granulated at 5.85 and beet granulated at 5.75.

Canned Fruits—Although there is a lull now in trading of canned fruits, all markets continue very strong and steady. California canned fruits are especially firm. On the Coast apricots and pears have been advancing in price and buyers are finding it difficult to obtain just what they want. Coast supplies of peaches are being diminished more rapidly than was expected and buyers are mostly ordering for immediate shipment. Hawaiian pineapple has been well sold up on the Coast for some time, and what with a pack somewhat smaller than was estimated it is very firmly quoted.

Canned Vegetables—Spot peas are in fair demand considering the general dullness of the market at this time of the year. Certain grades are very scarce, No. 2 sieve sweets and fancy Standard No. 4 sieve Alaskas are also limited in supply.

Canned Fish—The market for all grades of salmon is quiet and while some of the Alaska grades show easiness Columbia River grades rule at strong prices. Fancy Chinook salmon is cleaned out of first hands and spot stocks are very light.

Dried Fruits—A little buying now and then keeps the market from being altogether lifeless and contributes to the general clean-up of shelves, which is perhaps the outstanding feature of conditions existing in the market this season. Every item in the list remains firm and without radical change quotably. Warehouse stocks in California of regular limas are approximately 385,000 bags. From this quantity all seed for the coming season and all cleaning loss must be deducted. In addition a large quantity of limas have been sold for December shipment. Factors here express doubt as to whether there will be enough to satisfy the demands of the consuming trade even at the higher price levels which are expected. Figures have not been received on storages of baby limas but November shipments were heavy and December 1 stocks were 175,000 bags, which are small when it is held in view that no more stock is due until next September. There is no pressure to sell in any of the dried fruits. Buyers will have soon to make commitments for January, February and March deliveries. The statistical position of nearly every article is such that any concerted buying will force prices up, and that is what the trade is looking to shortly after the turn of the year.

Molasses—A normal, regular demand characterized the local market in molasses this week. Grocery molasses is now to be had in new crop, prompt shipment and in all grades. The present market in this is being maintained with prices very firm, but quotably unchanged. An advance in local quotations is expected in the near future.

Nuts—If it could be said that there are any outstanding features to the nut market perhaps it is the weakness which appeared in almonds of certain

grades and sizes. There was no apparent reason for the easiness of these grades, notably Nonpareils, since Coast supplies are not overlarge. Other nuts cleaned up as well as could be expected and prices are maintained on a basis without fluctuation. New crop pecans are meeting a fairly good demand and in a retail way are selling in moderate volume.

Pickles—Demand for all pickles has been slow recently because of the holiday season and continued mild weather, which always has a tendency to dampen the sales of condiments. Many blocks of dill pickles have been offered but few actual sales have eventuated. The large sizes—6s, 8s and 10s—are quite scarce, while medium and small sizes are in plentiful supply. A number of rejections were again reported.

Salt Fish—Offerings are very scarce, so that few quotations can possibly be made on anything like an accurate basis. Stocks are exceptionally low here.

Vinegar—A small volume of business is being transacted but prices are steady and firm at primary points.

### 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 Sweets, \$1@1.25. Hubbards-ton, \$1.75; Snow, \$1.75; Idaho Delic-ious, \$2.75 per bu. basket.

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

Bananas—7½@8c per lb.

Beets—\$1.25 per bu.

Brussel Sprouts—30c per qt.

Butter—The market is steady and unchanged. Jobbers hold prints at 51c; fresh packed in 65 lb. tubs, 50c; fresh packed in 33 lb. tubs, 50½c; June packed in tubs, 46c.

Butter Beans—\$5 per hamper for Florida.

Carrots—Home grown, \$1.25 per bu.; new from Calif., \$3.75 per crate of 5 doz.

Cabbage—Home grown, \$1.20 per bu.

Cauliflower—\$2 per doz.

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

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

Cranberries—Late Howe, \$5 per ¼ bbl. box. \$9.50 per ½ bbl. box.

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

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans ----- \$9.10

Light Red Kidney ----- 8.90

Dark Red Kidney ----- 8.90

Eggs—Fresh continue to decline. Local jobbers pay 40c for strictly fresh. Cold storage supplies are now being offered on the following basis:

XX Standards ----- 35c

X Standards --N----- 31c

Checks ----- 29c

Garlick—23c per lb.

Grapes—Calif. Emperor, \$2 per lug.

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

Green Onions — Chalotts, 50c per doz.

Green Peppers—90c per doz.

Lemons—The market has advanced

enormously, due to the sudden demand created by the flu. Ruling prices this week are as follows:

360 Sunkist ----- \$11.00

300 Sunkist ----- 11.00

360 Red Ball ----- 11.00

300 Red Ball ----- 11.00

Lettuce—In good demand on the following basis:

Arizona Iceberg, per crate ----- \$4.75

Hot house leaf, per lb. ----- 12c

Limes—\$1.25 per box.

Mushrooms—65c per lb.

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

126 ----- \$5.25

150 ----- 5.75

176 ----- 6.00

200 ----- 6.00

216 ----- 6.00

252 ----- 6.00

Florida, \$5 per crate for all sizes.

Onions — Spanish, \$2.25 per crate; home grown, \$4.50 per 100 lb. bag.

Pears—\$2.50 per bu. for Anjou.

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

Poultry—Wilson & Company pay as follows:

Heavy fowls ----- 25c

Light fowls ----- 16c

Heavy Roaster ----- 27c

W. L. Broilers ----- 18c

Radishes—40c per doz. bunches.

Spinach—\$1.75 per bu.

Sweet Potatoes—\$2.75 per hamper for Jerseys.

Tangarines—\$3.75 per box.

Tomatoes — \$1.25 for 6 lb. basket from California.

Veal Calves — Wilson & Company pay as follows:

Fancy ----- 19c

Good ----- 17c

Medium ----- 14c

Poor ----- 11c

### Airmail Boon To Modern Business in Michigan.

Twenty-four million dollars of capital and negotiable securities wings its way daily into Wall street by air mail, bringing these interest-bearing papers one to three days ahead of train mail. The capital arriving in New York via air mail this year will exceed eight billion dollars, and the interest on this money for one to three days represents savings of millions of dollars. Twelve Michigan cities are served directly by air mail, and many others are in a position to benefit by the service it renders. Practically the whole State is one day nearer to New York City. Although air mail is not 100 per cent. efficient, it is rapidly improving, and many local banking institutions are finding it to their financial advantage to use the service. One Grand Rapids bank has reported a saving of over \$200 in one letter to New York City.

Day by day a wider diversity of commodities is going through the air in mail planes. In one month, shipments have included bread, ice cream, pawn tickets and jewelry.

Some of the larger users of air mail are film companies, banks, bond houses, jewelers, advertising agencies, etc. Alert buyers scour the New York market for the latest in fashions, and each night the planes carry models of hats, gowns and lingerie.

There are spare parts for a machine in Nebraska to save the payroll during idleness, the crew would otherwise receive; a present from a forgetful husband who delayed purchase of his wife's gift until too late for regular mail; a belated package for a traveler about to board a ship for foreign ports; photographs of important news events; and so on through a wide range of shipments.

Air transport already has been a boon to advertisers. A Chicago agency received a wire from its Western client that it was advisable to change copy for the first of a series of advertisements, but the first insertion date must be as scheduled. By working all day new copy was prepared, was put on the mail plane that night, and twenty hours later was in San Francisco, Los Angeles and the Coast cities.

Another agency blocked out a series of advertisements and left blank spaces for copy which was sent later by air mail, thus saving the firm heavy telegraph tolls. Often cuts, which have been delayed, are sent via air mail and get to their destination before the regular copy arrives by train mail.

With the low rate now in effect, various companies are using air mail in direct-mail campaigns. Air mail gets not only fast and preferential handling, but also preferential reading. Under the old rate it required 20 cents postage for a letter and an enclosure. This same material can now be sent for five cents.

Retail stores throughout Michigan and the whole country are using air mail and transport regularly to replenish stock of light weight articles. A printer in Illinois broke an essential part on the press he was running for twenty-four hours a day. He telegraphed to a Connecticut manufacturer for a spare part which had a value of three dollars, and in twelve hours air mail had delivered the part and he was saved \$300 a shut-down would have cost. Publishers are now sending newspapers, magazines and photographs by air.

Advertising men can save money by the use of air mail service. In these days of keen competition it behooves the alert man to use the fastest mail communication. Personal and business matters of importance can now be explained in detail to distant correspondents and be delivered in a surprisingly short time. Air mail has become the new tool of American business in its constant fight against time and space. Michigan is well located on the airways of the United States. Let the people of this State continue to use this great Government service to convince themselves further of its many advantages.

Animals fed upon a chemically pure food devised in scientific laboratories in a recent experiment suddenly stopped growing and natural food had to be resorted to. Dr. H. M. Evans of the University of California, looking into the reason, found that a sixth vitamin, F, was necessary, and that lettuce and liver "almost certainly" contain it.



## IN THE REALM OF RASCALITY.

### Questionable Schemes Which Are Under Suspicion.

In the ranks of business men are tens of thousands of pirates and plunderers. Get-rich-quick schemes are thick on every side. A great deal of advertising still contains statements that are highly questionable. So-called bargain sales rake in a lot of easy money. Tipster sheets and fake advisory services afford a fat living for a small army of people who lack all sense of responsibility.

This does not mean that conditions are growing worse throughout the field of commerce and industry. The truth is that honesty in business is on the increase. The way of the transgressor is becoming a more difficult road to travel. National associations, federal commissions and various business bureaus are doing effective work in exposing frauds. Nevertheless, hundreds of millions of dollars are still wasted each year by people who fall for fakes.

When I was a young fellow just out of college, a certain swindler became famous for his shrewdness in the successful promotion of fraudulent enterprises. He is still doing business in the same old line and right now is employing a number of celebrated lawyers to fight Federal indictments that charge him with the criminal use of the mails. To those who believe that we finally succeed in putting away all malefactors, it may be well to point out that this man has carried on crooked conspiracies for a quarter of a century and is still out of jail.

The stories now being told about huge fortunes made in the stock market have merely whetted the speculative appetites of millions of people who are inclined to take a chance. Unscrupulous dealers in questionable securities have been quick to take advantage of this situation. They are grabbing millions of dollars of the public's money by employing the seemingly plausible but fallacious installment plan in the selling of stocks.

A recent investigation showed that many of these dealers do not keep the securities they have for sale. Their methods of doing business closely resemble the schemes formerly used by "bucket shops." A majority of the transactions are conducted entirely on paper, and although these fly by night brokerage firms have rendered no service whatever, they not only send a bill to the customer for a commission and a service charge, but also ask for interest on the unpaid purchase price. The investor after making his initial payment has only the promise of the dealer as his protection. So far as the broker is concerned, it is a case of "Heads I win and tails you lose."

The vending of securities has been carried on recently in many places by means of "tipster sheets" having fancy names. By means of such fake advisory services many concerns are succeeding in selling obscure issues of stocks in struggling or defunct companies. The over-the-counter price quotations of such securities are pure-

ly fictitious. One may execute buying orders at these prices but never a sale.

Although the "tipster sheets" gotten out by these unreliable concerns purport to give unbiased stock-market information, they are edited by mere "dummies" behind whom the dishonest principals carry on their fraudulent practices. Unfortunately, it is still possible for crooked gamblers to get the artificial prices of stocks of flimsy ventures published in the columns of reputable newspapers. But heaven help the fellow who needs money and tries to get it by selling his certificates in the open market at the prices listed.

Under the new methods now employed by crooks it is clear that swindling has been established on a mass-production basis. Almost daily we read of concerns thrown into the hands of receivers because of fraudulent practices carried on by the managements. But even when the dishonest principals are caught, the disclosure comes too late to save the money of their unfortunate dupes. Millions were lost in a securities company that was organized in New Jersey for the ostensible purpose of acquiring control of a number of banks. More than 150,000 people were caught in the failure of a construction corporation that proposed to build the world's largest hotel in New York City. An immense amount of money was obtained from women with small savings by a crook who promoted a venture to make gasoline from garbage.

It is a very fine line that now divides legitimate practices from those that are fraudulent. Notwithstanding earnest efforts to eliminate dishonesty in advertising, it is estimated that fraudulent selling copy still costs the American public more than a half billion dollars annually. Let anyone look about him and ask how many statements that appear on every side could be verified. Dozens of different kinds of medicines are sold at many times their true value on the basis of claims that the proprietors are unable to substantiate. Certain kinds of oils with fancy names are no better than ordinary mineral oil. Many varieties of soap, toothpaste and hair tonic are sold on the strength of misleading names or slogans that no one will guarantee. Wildly fantastic exaggerations continue to be made respecting the merits of automobiles, cosmetics, tobacco products, mechanical devices and food preparations.

Certain varieties of wearing apparel are advertised as "exclusive patterns" although identical garments are on sale in other stores. Many of the advertisements which say "your money back if not satisfied" are only sources of disappointment to those who act in good faith on such promises. In almost every city are some stores that try to build success on a policy of misleading window displays and high-pressure salesmanship. Frequently the articles offered inside are not the same as those displayed in the windows. Some ask first-class prices for "seconds;" others pass off goods as having been imported when they are not; imitation furs are sold as genuine; the

statement "direct from the mills" is untrue; famous trade-marks are misused.

Recently an advertisement told of a phonograph that was for sale for \$2 down and \$2 per week. Investigation showed that the machine was a cheap grade of the kind advertised. The cabinet was a rank imitation. The name plate had been removed from the machine and placed on the outside of the cabinet. A customer trying to buy the outfit found that \$2 down meant only that the machine would be held for him. He was told that he must pay \$10 before securing possession.

Player pianos of discontinued designs were offered for \$95—regular price \$650. The enquiring customer found that the instruments were in bad mechanical condition and more than 25 years old. The advertisement was merely a bait to get customers into the store and sell them other instruments at higher prices. This same investigator found "camel's hair" blankets that contained a large percentage of wool; leather belts stamped "Genuine Cowhide on Calf" that were lined with sheep; and various kinds of sales that contained only a few articles of the grade advertised, while all the rest were taken from regular stock and being sold without any reduction at all.

Price juggling is generally as bad for trade as money juggling is for sound banking. It is for this reason that many people now avoid stores where price bargaining is possible. Experienced shoppers have come to understand that there is a great deal of bunk in cut-price sales. They know that when the retailer takes a loss on one article, he must balance this by an excess profit on another. The wise customer understands that when the sole purpose of a cut in price is to win a confidence that later is to be betrayed, a condition arises that tends to transform retailing from a legitimate business to a game of chance.

But let us not run away with the idea that the percentage of fraudulent practices is any greater in retailing than in dozens of other lines of business. The majority of shopkeepers are entirely honest and are heartily ashamed of those of their contemporaries who bring undeserved censure to the merchant who is fair and conscientious. The truth is that the professional "easy-money sharks" are now active in hundreds of fields. Their glib tongues are devoted wholly to the single purpose of obtaining money under false pretenses. Their activities range from peddling tickets for fake banquets and balls to selling membership cards in detective associations that promise high-salaried positions in the secret service.

It is amazing how many people fall for schemes that seem utterly absurd the next day after the high-pressure salesman has passed out of the picture. Tricky automobile vendors sell used cars to unsophisticated purchasers who cannot see a multitude of weaknesses through a single coat of new paint. Articles of merchandise are sent through the mails with pathetic appeals from people who are crippled or

blind. Back of these unfortunates are clever swindlers who pocket the remittances. One faker working this game with two blind men pulled in more than \$5,000 in three months for neckties that were worth only a fraction of that amount.

A puzzle contest that was staged in a number of leading newspapers offered a prize of \$500 to the one who would send in the correct solution. The puzzle was easy and thousands of people answered correctly. All of these folks received a letter from the company congratulating them on their success in solving the puzzle, but were told that the first prize had been changed to a closed automobile of well-known manufacture. Each was informed that his answer was ready for submission to the final judges for consideration of neatness, style, handwriting, etc. In the meantime, the company enclosed a "special gift bond" with a value of \$10 to apply to the purchase of a pearl necklace worth \$13.50. Thousands of people sent the bond back with \$3.50 and received a necklace that cost the company less than a dollar.

Thousands of would-be scenario writers are striving to share in the fame and wealth created by the amazing growth of the film industry. This situation has been capitalized by clever crooks who make a business of assuring success in motion-picture writing to anybody who has money to spend. The alluring advertisements of self-styled "scenario experts" bring in thousands of dollars from untrained men and women who are led to believe that a so-called "staff of experts" can serve them satisfactorily in lieu of experience and literary ability.

For this "constructive advice" the hopeful author must pay a charge varying from \$25 to \$150. He does not know that the aspiring scenarist has only one chance out of 25,000 of succeeding.—Floyd W. Parsons in Shoe Retailer.

Merrill, Dec. 15—Here is something that may belong to the Realm of Rascality.

On Nov. 10 a person calling himself R. Q. Rodgers solicited advertising from the local merchants for a thermometer, barometer and clock unit, to be placed on a building here.

The order enclosed will explain the proposition. In some cases he collected part of the amount. We took a space also, but did not pay anything. He promised to deliver the outfit within the next week, but to date we have not seen or heard from him.

Mail sent to his address in Detroit is returned, marked, "Left no address."

This party showed letters from banks in different places, speaking very highly of these units. We remember one of the letters was from a bank in Frankenmuth.

Nov. 10 being Saturday we did not have much time to give him and did not give him the advertising we wanted in our space. He promised to return later for it, but did not do so.

All things considered, this looks very much like a fraud and would be a warning to other merchants if mentioned in your Realm of Rascality.

We have taken the Tradesman for quite a few years and find a lot of valuable reading in same and would not be without it.

Schaefer-McKinnon Co.  
The scheme is evidently a swindle.



Rodgers purported to do business under the name of the Jumbo Advertising Service and to be located at 2049 La Salle Gardens, South, Detroit.

We are glad no reader of the Tradesman in Merrill got caught on the cheat. We have always warned our readers to pay no money to strangers under any circumstances. This rule should never be deviated from by any merchant. If merchants would all adhere to the rule, we would soon be able to put out of business the swindlers who resort to this expedient.

St. Louis, Mo., Dec. 15—I have received a communication from E. A. Stowe, editor of the Michigan Tradesman, in connection with your account amounting to \$29.84. Mr. Stowe seems to be of the opinion that the action of my client, in sending you this merchandise without previous order is a violation of the postal laws.

My client, however, has taken this matter up with the postal authorities and the postal law itself, as Mr. Stowe just sent me a copy of same, will indicate that there is no law against a concern sending out merchandise for acceptance or rejection. It is your right to reject the merchandise when it is first delivered.

If you take it into your place, you are subject to paying for it through suit or otherwise. We have secured a number of petitions on cases of this nature in several states and a judgment has always been rendered for the plaintiff.

However, my client is willing to accept the return of the merchandise in settlement of their account. If you will therefore arrange to send it back freight collect or express collect, it will enable us to close this matter up.

Adolph M. Schwarz.

The above letter, which was sent to a Realm of Rascality reader, contains so much falsehood that it seems well to refer to it in detail.

This department has never held that the sending out of merchandise unordered is illegal. We hope to see the next Congress make it illegal through the enactment of a law sponsored by Representative Watson, of Pennsylvania, prohibiting such acts. Until that law is enacted anyone can ship anything he wishes to another without any authority.

Schwartz deliberately lies when he says: "If you take it into your place, you are subject to paying for it."

There is no law or ruling on which to base this arrant falsehood.

The Solicitor of the Post Office Department wrote the writer under date of July 15, 1928:

"Persons are under no obligation to receive or account for merchandise sent to them through the mails unordered."

Rulings by department heads of the Government are, of course, subject to review by the courts, but no one has had the nerve to take this ruling into court, because it is based on common law, common decency and common sense.

Schwartz further lies when he writes that "judgments have always been rendered for the plaintiff" in such cases. Neither he nor any other alleged collector has ever obtained judgment against any merchant because he took unordered goods into his store.

While the shipping out of goods

in this manner is not illegal, it is dishonest, pernicious and pestiferous and no merchant of any standing will resort to such a questionable method in marketing his products.

John Lovett, manager of the Michigan Manufacturers' Association, has sent a bulletin to his members saying: An organization calling itself the Michigan Sheriffs' Association, is seeking money from business executives, alleging that the funds are to go toward obtaining some needed legislation at Lansing. It is not made clear by the canvassers just what the money is to be spent for.

It is not necessary to raise funds to secure any needed legislation at the hands of the Legislature. Any worthy cause can be put through by voluntary effort on the part of those interested. In nine cases out of ten the money thus secured gets no further than the itching palm of the solicitor.

#### Interesting Incidents From Michigan's Metropolis.

Detroit, Dec. 18—Detroit came in for some vigorous advertising in the lower house of Congress in connection with the recent debate over the Treasury appropriation bill which included \$34,000,000 for prohibition enforcement. The New York representatives stormed and fumed and seemed to be in a particularly envious mood, because Detroit, they said, was the funnel through which bootleg liquor is poured into the United States.

A dreary picture—that is, dreary for the rest of the country—was drawn of Detroit. Thousands of gallons were portrayed as pouring through the hospitable Detroit gateways into an otherwise arid country. Representative Louis Cramton, standing forth as the champion of the dries, was put on the defensive in connection with the alleged wetness of the leading city of his home state, but he stood by his guns.

Prohibition Commissioner, J. F. Doran, had said in the hearings preceding the reporting of the appropriation bill that it would cost the United States Government \$300,000,000 to police the country into dryness and in addition establish a string of special courts all over the United States. He said Congress, by its appropriation policy, had never voted such complete aridity.

The New York wets took this up and Representative LaGuardia proposed to amend the prohibition feature of the bill by appropriating something like this amount of money, instead of the \$34,000,000 actually adopted for prohibition, including the coast guard and customs adjuncts. It was intended as a gesture and so accepted. The country will have to struggle along with the thirty-four million degree of dryness.

Testifying before the House appropriations committee last week, Col. L. G. Nutt, deputy prohibition commissioner in charge of narcotics, made some statements which clash with widely-held views as to the effect of prohibition on the using of drugs. A survey made by him in all territory West of the Mississippi, in which he interviewed state attorneys, police officers, field prohibition agents, Federal judges, and others, convinced him, he said, that the drug habit is becoming less and less common.

Col. Nutt denied emphatically that prohibition of alcoholic liquor was increasing the number of narcotic addicts in this country. "It is not true," he said. "The two don't go together. A man addicted to narcotic drugs will rarely turn to liquor, or vice versa. We have made a careful study of that

through the public health service. You will occasionally find a man who will take morphine and cocaine, but not one who takes morphine and cocaine and whiskey."

Nutt estimates that there are 25 big drug syndicates engaged in the traffic in the United States. He said that the cost of morphine in Boston was \$22.50 per ounce, when purchased wholesale in hundred-ounce lots. By the single ounce it costs \$35 an ounce. To the trade, a dollar for one to four grains in cube form. The price in New York, he stated, was \$12 to \$16 an ounce, wholesale, and \$30 to \$35 an ounce in single ounces.

With the new Big Six Pontiac just around the corner and the unveiling of the new Roosevelt car set for Dec. 19, public interest will have little chance to cool off. The mysterious White Prince, too, is in the offing, and other surprises are in store for the motoring public.

With many of the important lines out and prices for next year announced, a pretty fight for business is seen. Manufacturers and dealers are prepared for a struggle.

Resumption of manufacturing activity in plants closed down for inventory, rearrangement or expansion has had a heartening effect on the general employment situation, though in Detroit proper another weekly reduction in payrolls was reported by the Employers' Association. This amounted to 2,294, bringing the total down to 272,103, which is still 73,451 above the figures for the same week in last year. Out in the State, Olds Motor Works and the Fisher Body Corporation at Lansing have resumed operations, giving renewed employment to about 6,500 workers.

One of the most active steps toward curbing the present plague of fake solicitors and racketeers, was taken last week by the American Legion when the Commander of the Wayne County Council of the Legion issued a formal statement warning the public against a number of rackets being operated in which the name of the Legion is being used. Members of the Board of Commerce and business men generally should be deeply interested in this effort because, in a large measure, the business men are the heavy contributors to unworthy causes.

The formal statement of the Legion is as follows:

Public solicitation of donations of money or merchandise, the sale of blocks of tickets, merchandise or solicitation of advertising of any kind, for or in the name of the American Legion in Wayne County, are absolutely unauthorized by the Legion.

Regardless of alleged credentials presented by such solicitors, all persons or firms so approached are urged to absolutely refuse to contribute and to report immediately to Department Headquarters, Cadillac 8487, or to Wayne County Council, Cadillac 1632, giving as complete information as possible to assist the Legion in arresting and prosecuting these "racketeers."

In this effort the Legion has the endorsement of the Board of Commerce, the Retail Merchants' Assn., and the Better Business Bureau. The County Council Commander further assures the business men of Detroit that all relief work and assistance to veterans of all wars and the administration work of the Council are handled through the Servicemen's Bureau, in the Community Fund Building. This work is under the direction of John Ballenger. Through this arrangement the American Legion in Detroit is not in need of financial support for any purpose, the Commander declares, and matters of that kind are handled without duplication of effort and under proper supervision and economical management.

Our actions and words reflect accurately the kind of soul we have in us.

Niles—The Mid-West Metal Products Co., has been incorporated with an authorized capital stock of \$50,000 common, \$15,000 preferred and 20,000 shares at \$1 per share, \$51,500 of which has been subscribed, \$3,000 paid in and cash and \$48,500 in property.

Battle Creek—James Neon Lights, Inc., Elm street, has been incorporated to manufacture and sell electric signs, etc., with an authorized capital stock of \$500,000 preferred and 75,000 shares at \$5 a share, of which amount \$10,010 has been subscribed and \$1,010 paid in in cash.

## 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—Stock of dry goods and men's furnishings, underwear, etc. Will sacrifice for quick sale. Owner has good reasons for selling. Address No. 988, c/o Michigan Tradesman. 988

FOR SALE—Furniture Store.—Population 1600, big drawing area. Best town in Michigan. Only exclusive furniture store here. Established over ten years. Good, clean stock, good building. Steam heat. Low rent. Owner going into undertaking business wishes to dispose of quickly. \$2,000 will handle. Investigate quickly. You can make money on this deal. Address No. 989 care Michigan Tradesman. 989

For Sale—Meat market, in Holland neighborhood. Doing from \$500-\$600 cash business weekly. Good fixtures, new ice machine. Can be bought right. Address No. 985, c/o Michigan Tradesman. 985

FOR SALE OR LEASE—A store building and fixtures at Boyne City, Michigan. Best location. With or without some dry goods. Very reasonable. Could be used for any kind of store. I. Nurko. Boyne City, Mich. 987

FOR SALE—190 acres game and fish ranch, two trout streams, timber and game cover. Clare county. "Hunt on your own land." Price, \$2,500. W. J. Cooper, Mt. Pleasant, Mich. 983

## WAREHOUSE FOR RENT

Down Town Grand Rapids

10000 sq. ft. Private Siding  
\$125.00

Address No. 1500, care Michigan Tradesman.

RANCH WANTED—We have buyers for cattle or sheep ranches from 300 acres up; must be accessible to highways; give full description in first letter. Myers, Cooper & Watson, Mt. Pleasant Mich. 984

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

## 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 LEVINSOHN, 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—



### EFFECT OF MARKET SLUMP.

If the stock market's precipitous break threatened to check the flow of Christmas trade that fear has been dispelled by the conservative tone that has come into the market.

The 22 point drop in industrial stocks between Nov. 30 and Dec. 8 was the sharpest decline recorded in recent history, and immediately aroused the concern of retail dealers. Their fear was that if continued this slump in the market might cut seriously into the holiday purchases—a bear market never stimulates buying at the Christmas season as does a bull market. That is why the department store executives view the outlook in holiday trade more complacently than they did ten days ago. They still see a record 1928 holiday volume as a probability.

Nor when we look further into the future does the effect of the recent stock slump seem portentous. All along there has been a belief on the part of bankers that the market and industry might find themselves early next year in competition for funds. The prospect was not a pleasant one. It meant that if the market continued unabated it would draw unto itself money in increasing sums, and ultimately by tightening the credit structure discourage expansion programs.

Whether the market's smart downward adjustment has corrected fully the condition that was feared is a question not easy to answer. Certainly the reduction in brokers' loans has not yet reduced outstanding speculative credits to the level desired by Reserve officials. That the situation has been greatly improved nobody doubts.

And that is why from the standpoint of early 1929 business the recent corrective movement in stocks and the present reduced pace of trading activity plainly presents a firmer foundation for the future industrially than prevailed at the end of November. In markets such as followed Hoover's election the temptation of the speculative public is to anticipate prosperity for individual companies too far into the future.

In the financial district the recent setback is strongly regarded as a development favorable not only to 1929 trade conditions but to the more distant future of the market itself. On what the market will do during the remainder of the month opinions differ widely. There is nevertheless a hope on the part of conservative bankers that the necessary adjustments may be made through a relaxation in speculative activity in the weeks of 1928 that remain as a suitable preparation for the new year.

### PUNY MAN.

Time will elapse before—if ever—the Vestris disaster is clearly understood. Human factors which were at play are susceptible to interpretation, to opinion, to change. But already the broader, cosmic aspect of the tragedy is as clear as it will ever be, and it is this: There will be occasions when, pitted against the unfathomable and often unrelenting forces of nature, the man-made apparatus will collapse and

men will perish. Such is the basic, if disconcerting, fact of life.

Now as never before the human mind is creating wonders in the field of mechanical invention, electricity, navigation. We may at times bewail the lack of progress in the social and economic sense. But no one whose eyes are open can bewail it from the engineering or, say, medical point of view. In engineering, as in medicine, amazing strides have been made in the last twenty-five years—so amazing that in taking full cognizance of them one must stand in awe and admiration at the ingenuity and discernment of the human mind.

But although we build bridges which will carry unanticipated loads a score of years hence; although we protect ourselves with lightning arresters of marvelous perfection; although we build houses to withstand colossal winds; although we build vessels with almost impregnable features for safety, yet there will be instances when bridges will collapse, lightning arresters will fail, house will tumble in the pathway of typhoons, vessels will falter and sink, battered by the seas. For the human mind with all its marvelous perspicacity will never be able to cope with absolute safety with the sea, the typhoon, the bolt of lightning, when these are on a rampage.

Not alone our remote ancestors but those who lived only fifty years ago were compelled to face the outbursts of nature with, in our present eyes, astonishing defenselessness. But total immunity there will never be. In the immutable plan of the world the transcendental forces of nature will always look down on puny man and his ingenious contraptions with a mocking, if also sympathetic smile. For to them these contraptions will never be too formidable.

### NEW CHAIN WATCHED.

After some years of conjecture and discussion an ambitious chain of department stores was launched last week. It comprises twenty-two stores with annual sales of somewhat over \$100,000,000 at present and plans are entertained to expand the system until volume reaches the billion mark.

A start has been made, therefore, on the project advocated by one of the leading merchants of the country as the salvation of the department store business. However, he has been content to leave action to others until only recently when his institution acquired another interest. Several of the companies operating small chains in the department store field have also been slow to act. They are, in the main, conducting their stores as individual enterprises and not along real chain lines. Several associations of stores exchange information and undertake research. Their group buying, however, has never expanded to sizable proportions.

For these and other reasons, the new undertaking will be watched with great interest. As composed at present certain difficulties are seen, such as the marked variation in the size of the units and the breadth of territory taken in. Little doubt is entertained over

what a high type of management may accomplish in the department store field or what intensive research may uncover; but there is some uncertainty voiced with respect to the full application of mass buying and centralized management to stores that will strive at the same time to preserve their individuality. Perhaps the older combinations and chains of individual stores would have introduced such methods had they considered them practical from every standpoint.

### THE URGE TO UPLIFT.

This country is filled almost to overflowing with people who sit up at night to worry about its morals, its future and the possible fate of its high-stepping newer generation. So it was inevitable that with the opening of Congress the forces of organized uplift should converge on Washington as they never converged before.

All these fervid self-appointed assistants to the Government bear down on Congress with the conviction that if you will only make your laws harsh enough you can frighten almost any one into being good. With an act of Congress, as they see it, all the old simplicities of life, the old restraints, the old graces and the old decencies can be legislated back from the limbo into which they were driven in the chaotic days of the kaiser's war.

Congress is apparently going to feel steadily increasing pressure from people who cannot reconcile themselves to the new freedom which youth has gayly and grimly seized for itself or to the new fashions in dancing, movies, plays and fiction.

The Maker of Popular Movements is a power in the land. The professionals in this field are basically responsible for many of the odd phenomena in recent reform legislation.

These professionals are now ready to capitalize a whole new crop of popular concerns which hinge on the failure of prohibition enforcement, the waywardness of oversophisticated youth and the audacities of current plays, current movies and current literature. They have vast voting armies behind them.

A bill to outlaw the thing called companionate marriage is in preparation for the consideration of the House. A resolution for the investigation of Wall street loans has just been ignored by the Senate.

In the House and the Senate there are stirrings toward legislation intended to purify fiction and to submit the stage and the movies alike to the supervision of a Federal Board of Censors. Nothing is being said of the matter of the Nation's diet. Yet before long we may hear Congressional orations on the Curse of Tea.

### FRIENDLY ANIMALS.

The essential friendliness of most animals, even those classified as exceptionally dangerous, is suggested by the case of the gorilla that has just reached the National Zoo at Washington. This three-year-old animal, one of two gorillas now in the United States, was pining with homesickness. However, when the man who had captured it in

Spanish Guinea appeared at the zoo it instantly stopped sobbing, jumped into its captor's arms and covered his face with kisses. Or so the story goes.

Many writers have insisted that the gorilla is naturally a dangerous animal and regards man as its mortal enemy. The experience of several recent hunters in the haunts of the gorilla refute that theory completely. They have found that gorillas, even very old ones, invariably respond to kind treatment. That most of them cannot stand captivity and soon die after being taken away from their native jungles apparently is no indication of their antipathy to human beings. Even when they are dying of homesickness most of them show remarkable affection for their keepers.

Martin Johnson and his wife feel that every animal would be friendly with man if it could be made to overcome its fear of him. That a lion will not harm a human being except in self-defense has been demonstrated again and again by the Johnsons, Stewart Edward White and others. A few months ago Johnson drove an automobile over the African veldt to within three feet of a lioness. It was not until he had taken moving pictures of her from every angle that she finally walked off into a near-by thicket. The modern hunters are rapidly exploding the traditional belief in the natural ferocity of wild animals.

### INDUSTRIAL SITUATION.

As in the summer, the trend in industry appears to be toward less of the usual slackening that takes place at this time of the year. In fact there was a slight advance in steel operations last week. The setback in security speculation so far has not proved disturbing to business and the recovery in prices acted to allay anxiety. Nothing that Congress has so far broached or undertaken seems to have hurt trade sentiment.

All in all the industrial situation is moving on comfortably to the period of reviews and forecasts. The contrast between conditions now and a year ago is marked enough to indicate that optimism and plenty of it will appear in these statements. It will be well worth bearing in mind, however, that the recovery pictured in such glowing terms only recently caught up with last year's business movement. Another angle also to be considered when the leaders of business are heard from is that the progress they report may vary considerably from what less skilfully managed concerns have been able to make. Scientific management has been making tremendous strides and the average state of business can no longer be accurately judged on the basis of the success attained through skilled guidance.

Last year there was a welcome change noted in the character of these year-end statements. Quite a few rose from the general to the specific and contained comment of prime interest along with reasonable predictions based upon known conditions and tendencies. It is to be hoped that the practice may gather new converts.



## OUT AROUND.

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

Saturday was not a good time to call on customers and friends remote from home. A disagreeable mist was much in evidence. With the prevalence of the flu, it seemed to be the part of wisdom to avoid taking any chances.

While meditating on what subjects I could discuss in this week's Out Around, I listened in on Preston Bradley, the great Unitarian clergyman of Chicago, Sunday morning, and the problem was solved. He said that when someone asked Dickens how he could write such wonderful books without having traveled extensively, he replied: "There are enough subjects in one single block in London to keep me busy as long as I live."

I think Dickens was right, because the man who chases all around the world to find things to write about is pretty apt to write superficially, while the man who discusses the affairs of everyday life speaks from actual knowledge, instead of observation or imagination.

Speaking of the radio, I opposed the introduction of a radio in my home until this year, because I could not see how I could spare the time to give it any attention. My time was already pretty well occupied with routine duties, which included my evenings at home; but I found that by devoting a little less time to other things I have to accomplish, I could crowd in a half hour each evening with great pleasure and satisfaction. Some of my friends tell me that they approach the Sabbath with many misgivings, but with me I can hardly wait for Sunday to come. Early in the morning I listen in on the popular Baptist preacher at Pontiac. At 11:30 I get Preston Bradley, the Unitarian clergyman of Chicago. At 4:30 Harry Emerson Fosdick, of New York, thunders his great appeal appropriate to men of all religions from the pulpit of a Presbyterian church, and at 7:30 the Sunday Evening Club of Chicago furnishes wonderful music and a remarkable sermon by leading clergymen of this country and Europe. I was amused to note the way a Baptist clergyman of Pittsburg recently "got back at" Clifford Barnes, President of the Sunday Evening Club. Mr. Barnes introduced the speaker as hailing from the dirtiest city in America. The Baptist divine admitted the truth of the charge, but said: "Our dirt can be washed off. You cannot wash off the political dirt of some other cities I might mention." Each Sunday I enjoy listening to very interesting talks by a Catholic priest in Detroit and the wonderful music furnished by the cathedral choir of St. Johns the Divine in New York. I hope all my readers are as fortunate as I am in getting these remarkable results over the radio. They enable me to enter upon the work of each week with new ideas, fresh thoughts and well-defined conclusions. I cannot go to church and listen to a sermon with any degree of satisfaction on account of my increasing deafness, but I can get most of the messages which come over the

radio with pleasure and understanding.

Henry ford made a fool of himself—a very easy thing for him to do, by the way—by stating in Washington the other day that a young man should not undertake to save any money; that he should use his surplus earnings in purchasing articles for his own comfort, enjoyment and entertainment. No one but a plain fool would make such a statement. It is false teaching of that character which has brought a Grand Rapids young man close to prison walls by the defalcation of \$62,000, obtained from his customers to re-invest (in his capacity as a stock broker) in other securities. Instead of doing as was expected, he squandered this sum in riotous living, expensive entertainment of friends and other ways in line with Henry ford's fool advice. The young man now expects the friends he has entertained in the past to make up his stealings, but they do not appear to be anxious to help him out of his trouble.

Henry ford tells his friends he is making \$250,000 per day in the manufacture of automobiles. My thought is he had better confine his attention to making his already out-of-date four cylinder vehicle (made so by the advent of the new Chevrolet) and refrain from giving bad advice to young men who frequently find themselves headed for the poorhouse or the prison if they act on ford's suggestion.

I am exceedingly sorry to learn of the misfortune which has overtaken my friend, Fred Mason. When I started the Tradesman, Mr. Mason was Secretary of the Minneapolis Retail Grocers Association. He subsequently became Secretary of the National Retail Grocers Association, which he served well and faithfully. During his term of office, the organization reached a higher plain than it ever had reached before—or ever has since. His next promotion was to the management of the Shredded Wheat Co., at Niagara Falls. Later he became Vice-President and General Manager of the American Sugar Refining Co. On his retirement from that position he started a campaign to obtain money from his friends ostensibly to capitalize an undertaking which was obviously intended from the start to be a swindle. The most charitable thing is to believe that Fred Mason was in the beginning led astray because of his infatuous devotion to an unworthy son. In the end he became as deeply imbedded in the mire as his son, and now both of them are facing Federal prison, because of the use of the mails in a wholly fraudulent stock selling scheme. As a life-long friend of Mr. Mason, I hope to see him exonerated in this transaction, because I would be willing to wager all I have in the world that he never intentionally wronged any human being. He has always been the soul of honor and no shadow has ever before crossed his threshold. I shall watch the outcome of this matter with much interest. Mr. Mason has made occasional addresses to Michigan merchants. On the occasion of his last visit to Grand Rapids I gave him a complimentary dinner at the Peninsular Club.

My heart also goes out to the father of the young man referred to in a previous paragraph as a defaulter to the amount of \$62,000. The father was a resident of Grand Rapids all his life until about a half dozen years ago. He is now a resident of a Southern city, where he holds a highly responsible position with a large house. He is completely crushed over the disgrace the son has brought upon himself, his friends and the family name, which has always heretofore stood for probity and soundness.

Many years ago a man named Strong conducted a hotel and livery at Riverdale. He had several children, one of whom, Fred J. Strong, drove the traveling men to the surrounding towns to call on their customers. In this way he became acquainted with the tireless traveler of the Tradesman, the late C. D. Crittenden. When the latter retired from the Tradesman to engage in business for himself, I asked him to recommend his successor. He said without a moment's hesitation, "Fred Strong is your man." Mr. Strong came to us without previous experience as a salesman, but he did excellent work for some time. I always recall his association with us with much pleasure. He is now a very rich man and lives in a big house at Waukesha, Wis., employing many servants. He owns several pea canneries and the Niana Pure Food Co., of Waukesha, and is the dominant factor in the Waukesha Mineral Water Co., which produces and markets large quantities of mineral water, ginger ale and fizz.

The Tradesman has sent out many boys who have made high places for themselves in the world of business. They all stand high in my estimation, because I realize that few people attain success in this world unless they deserve it. Perhaps the careful training we gave these young men assisted them in reaching the pinnacle some of them have attained.

One of the most prosperous manufacturing institutions in this city is the Wolverine Carton Co., which is located at the suburb of Beverly. This corporation lost its sales manager by death about two months ago. It has made a ten strike by securing John F. Byrne, of Kalamazoo, to serve as director, secretary and sales manager. Mr. Byrne has been sales manager for the Standard Paper Co., of Kalamazoo, for the past ten years. Prior to that time he occupied a similar position with the Michigan Carton Co., at Battle Creek. His record with both institutions was notable for remarkable achievement. In fact, he is universally conceded to be the strongest man in his line in the United States. Mr. Byrne will assume the duties of his new position Jan. 1. He has purchased a substantial interest in the corporation and will take up his residence in Grand Rapids as soon as his removal from Kalamazoo to this city can be accomplished. The local institution is to be congratulated on being able to interest so remarkable a business getter and to induce him to join the fortunes of the corporation through the purchase of a strong financial interest.

German people are just now gloating over a play which has been presented in one of the leading theaters of Berlin, depicting the character of God, who struttingly appears on the stage, lights a cigar, shakes a cocktail for St. Peter and sits on a sofa with Mary Magdalene. During the play the character who represents God accepts a highball from Mary Magdalene and, becoming confidential, confesses to her: "You know I never did create the world. Queer how the idea started! I get tired sometimes being blamed for all that happens."

One-quarter of the blood which courses through my veins is Germanic. I am glad it is so tempered with the blood of other races that I do not feel called upon to endorse and applaud such blasphemy. E. A. Stowe.

## Five and Ten Grocery Chain Reaches Chicago.

Chicago for the first time receives 5 and 10 cent grocery stores with the introduction of the Kitchen Groceries, which have started operations with the two stores, one on the North Side of Chicago and another on the South Side. They are operated on the self-service plan, with regular counters so that women may pick out their wants undisturbed and have their purchases tabulated at the entrance in similar style to other self-service stores. The Kitchen Groceries at the present time have been confining most of their purchases to the jobber. The private label merchandise of R. C. Williams of New York and None-Such brand of Durand, McNeill & Horner, Chicago, are carried. Besides a complete line of nationally advertised goods such as soaps, soups and general line of groceries are on hand. For the convenience of kitchenette apartments with small families, the store dealing in but 5 and 10 cent merchandise offers a solution to the housewives where kitchen and pantry space is limited.

Nellie, a small English girl, had been so naughty at the dinner table that she had been banished to her room. Her indulgent mother subsequently sent word to her by the maid that if she were repentant and would promise to be a good girl she might come down for the pudding. The maid returned without Nellie. "Did you tell Miss Nellie what I said?" enquired Miss Nellie's mamma.

"Yes'm," said the maid.

"Well, what did she say?"

"She said, 'What sort of pudding is it?'"

## Guest Returns the Compliment.

At an Indiana Hotel this sign is on the stationery and in every room:

"This hotel is fully equipped with automatic sprinklers. Statistics show that loss of life has never occurred in a sprinklered building. In case of fire, you may get wet, but not burned."

A witty guest composed the following prayer to fit the circumstances:

Now I lay me down to sleep,

Statistics guard my slumber deep;

If I should die, I'm not concerned,

I may get wet but I won't get burned!



## TAKING RISK OUT OF BUYING.

### Production and Distribution Better Balanced When Controlled.

The generally declining level of commodity prices and the ability of our agricultural districts quickly to speed up production have combined during the last three years to make the market operations of the grocery trade exceedingly difficult and generally unprofitable. Until this period the larger distributors have been able each year to make a considerable percentage of their annual profits out of favorable operations of the market. They have bought most commodities at the low season and have been able generally to sell at advances that have paid the costs of carrying.

Recently this condition has been reversed. Rises have been too few, and falls have been too many. The business problems of the grocery trade have been seriously increased by substantial losses incurred in handling staples. A portion of this trouble is because the food business is too intimately related with the problems of the farmer, and we know that the farmer has most of the economic ills abroad in the land.

Another large portion may be charged to the arrival of the general theory of hand-to-mouth buying. Most of our commodities are produced in one month and must be merchandised over twelve months. Our market situation has been especially aggravated by the changes that are taking place in our distributing machinery. The established wholesaler, who assumed the responsibility of negotiating a supply to carry his trade for twelve months, is becoming each year less inclined to perform that function, and the various distributing factors that are developing to take his place are not functioning together in an orderly way.

This state of affairs cannot continue indefinitely. If we are to maintain our present food supply, we must have an orderly merchandising plan that takes the raw material from the farmer during his short producing season and, after paying him a price that will enable him to live, carries that material and distributes it during the other eleven months at a measure of profit to itself that will enable it to continue to discharge this function.

To assume the responsibility of taking the food supply of a nation and carrying it for eleven months means that somehow there must be made available capital for this service at a low rate of interest. To get money at a low cost we must have the security that comes from markets in which all have confidence.

The future of our food business as a whole and, incidentally, the future of most of the men in the food business depend upon our bringing to our food producing and food distributing an exact knowledge that will stop the hysterical overproduction and the serious money losses of the last three years. That is no mean task. The food supply includes close to 150 more or less important commodities, each capable of wide variations in annual

output, and that means wide variations in annual consumption.

To deal with these commodities in a stable way where the distributors can make money and where we will have dependable markets that will command capital at reasonable cost, we must have accurate week to week information regarding each of these commodities. This information must include not only really accurate figures as to outlook for production, but also actual process of production and the record of the movement of that production into distributing channels.

Of course no market information can stabilize the weather or control the run of fish, but immediate market information can control the human element and can prevent disastrous fluctuations except in times of crop disaster. We have plenty of facilities to get this information. The Federal departments are performing a real service on some of these commodities and will co-operate on others as rapidly as a definite trade program can be developed.

It is impossible to gather figures that will give all of the stocks each week in each part of distribution. That has not been found necessary in other trades. The record of unsold and unshipped stocks, taken in connection with the orders received each week, make a pretty accurate market barometer. We have those figures on bath-tubs and band instruments. Why not have them on corn and peaches?

We will get stabilized markets just to the extent that we create facilities for accurate knowledge. Then take that knowledge and put it on the desks of all of the more important market operators in the trade. In that way the average man will be reasonably equipped to do the right thing.

Such a state of affairs will take most of the speculation out of both manufacturing and distributing, but we must get away from speculation and the hope of wide speculative profits if we are to go to the banks with legitimate demand for capital at a low cost. The average groceryman likes to think about the profits that he can make out of speculation, but there are few grocerymen who would not be delighted to be free from the type of speculation that we have had during the last three years.

Gordon C. Corbaley.

### Plain Talk on Investing Christmas Funds.

At this season a large amount of money is distributed as salary bonuses or gifts.

A great many people thus find themselves with extra money in their possession and the natural question that arises is, "What shall I do with it?"

Some will use it to pay debts, some to buy necessary commodities; some will spend it on pleasure, and some will squander it.

There are some, however, who will not spend it at all, but who will put it to work to earn more money.

To those we wish to offer a bit of advice and caution.

There are plenty of good, sound investments available to all, but there also are many hazardous speculations

and out-and-out swindles being offered to the public in most ingenious guises and convincing manner.

We have published a number of articles in recent issues warning our readers against certain so-called newspapers and alleged financial services which are published solely to promote the sale of certain wild cat oil or mining stocks.

In these articles we exposed just a few of the very many publications of this sort that are flooding the mails.

Listed stocks do not have to be sold that way.

Good stocks, whether listed or unlisted, do not have to be sold that way.

It is not what a bombastic promoter predicts for the future that gives a stock worth.

It is what the company has done and is doing—its earnings, past and present, its financial structure and strength and its demonstrated ability to succeed that really counts.

These dopesters carefully avoid giving official financial reports. They deal in broad generalities, painting a flowery picture of the company's possibilities and predicting—usually with no justification or foundation in fact—the wonderful profits to be quickly realized by those who buy at once.

We wish to warn our readers again against all promotion organs or services of this nature, for they are very busy at this season.

If you want to invest your money in stocks, do not put it into some unknown or untried issue. There are plenty of seasoned, dividend paying stocks of established companies.

Full financial reports on these companies can be obtained and one can know, at least, that he is not buying a pig in a poke.

Furthermore, such stocks can be purchased through reputable investment houses or brokerage firms of established reputation, so that the investor is also assured of honest dealing.

For the average investor of limited means, where safety of principal and assurance of a steady return in essential, good, high grade bonds are recommended, as, in their very nature, bonds possess a greater element of safety than stocks.

With so many high grade, bona fide investments available, we urge our readers not to throw their money away on wild cat schemes.

There is no such thing as a safe get-rich-quick investment. The promoter may get rich, but the investors generally stand the loss.

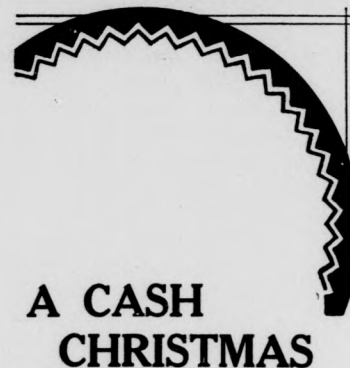
### Literal Information.

A traveler in the tropics came to a charming little creek, and, wanting a swim, asked a native: "Is it safe here? Are there any sharks?"

"None, I assure you."

The tourist undressed and went into the water. Suddenly he became afraid again, and asked the stranger: "You are sure there are no sharks?"

The other shook his head impatiently. "No, there are no sharks. The crocodiles have driven them all away."



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### United States as an Example for the World.

Grandville, Dec. 18—When President Coolidge gave certain European nations to understand that they could not build big navies while we remained inactive, he started something. France and England took notice and have receded from their former plot to put something over on America.

The demand of our President for a larger navy sent a thrill of fear to some European governments. But to those who are really our friends it was as a beacon light illuminating the sky and received accordingly.

Mussolini, the great Italian, recognizes in President Coolidge's outspoken demand for equal power on sea and land with any other nation on earth the part of a statesman, one wholly in the right.

It may be said that to-day Italy is one of the great powers of Europe. At one time Austria dominated Southern Europe. Not so to-day. The kaiser's war laid the once powerful Austrian empire low in the dust, while Italy profited by that war and is looming large as a coming great power across the sea.

The United States is by odds the greatest nation in the world and is so recognized by all enlightened countries. To have the friendship of America is something to be desired, and it is not likely that there will ever be a combination of world powers which will ever try conclusions with this country in war.

Intelligent people in South America realize the benefit to be derived from having the world's greatest republic as their friend. Bolivia and Paraguay may spat and snarl a little, but it is all on the surface and will not cut any figure in the government of the world.

At one time in our history a prominent Michigan statesman remarked that the Union would not be worth a rush without a little blood-letting. Perhaps these combative Latin nations feel in the same humor and will not be satisfied until blood is shed. At any rate it will do no good for our President-elect to endanger his life by trying to act the pacificator.

Regarding the war fever which burns briskly in some parts of the earth to-day the warning finger of Uncle Sam ought to be sufficient to squelch that.

There can be no doubt about the position this Nation occupies in the world to-day. We are the observed of all observers and when we demand that peace be kept there are few other governments which will care to excite the anger of the Great Republic.

An example to all nations of earth. That is the position the United States occupies to-day and few will dispute the fact. With considerably more than a hundred million people, united, rich and fearless, what nation or combination of nations will care, much less dare start war with us?

America certainly occupies an enviable place in the world of nations, and while the memory of past victories for the eternal right animates all our people there need be no fears for the future.

Manifest destiny points the way. Given time, the whole North American continent will be known as the United States, under one government, concentrated at Washington, D. C.

Not by war will this consummation be brought about. The Canadian people will, in time, be brought to see the many advantages which will accrue by becoming a part of the American Union. Mexico, and perhaps Central America, will follow. The stripes and stars will then wave over the biggest nation on earth.

From the Arctic to the Isthmus one great, free republic, the home of a contented and happy people. This is not an impossible outcome, nor is it undesirable.

America is fortunate in having such an all round practical man as Herbert Hoover for President. We predict for him one of the most successful administrations in the history of this country.

The outlook for our people is most flattering. At the head and front of the most intelligent people in the world, what shall prevent us from making good in such a manner as will astonish the world.

That foreigners appreciate the greatness and advantages of America might be easily demonstrated by cutting down all immigration barriers, in which case there would be such a flood of immigration as was never before witnessed in the history of the known world.

To be known as an American is far greater honor than was that of a citizen of ancient Rome. Old Timer.

### Three Flowing Oil Wells Near Mt. Pleasant.

Mt. Pleasant, Dec. 18—In connection with developments of Michigan's natural wealth, I would like space to tell about the Mt. Pleasant oil field.

About three years back, one of the Dow Chemical Co. brine wells near Mt. Pleasant, in course of drilling, gushed forth such a volume of oil, that the knowledge became public property, and several enterprising individuals, the pioneer of whom was Fred Sias, were convinced that this was the center of an extensive oil deposit and began writing up a block of leases. He sought by every means to interest outside oil capital, which, after many setbacks, and disappointments, he succeeded in doing. The result to-day is three wells in the first three drilled and no dry holes.

The first well bored into the Dundee, after getting several oil showings in the upper sands last February. This well has flowed ever since and in an increased amount. Several thousand barrels, estimated variously from 12,000 to 20,000 have flowed out since its start. This, of course, was the discovery well. Shortly after this two more wells were started by the same company. The first of these came in about six weeks ago with a much larger flow, generally reported at from 150 to 225 barrels per day, free flowing. A little later the third was drilled in also to the Dundee. The value of this well has not been definitely reported, but it is conceded to be a large producer.

Other companies are now drilling, there being ten other wells now being drilled, with many others projected. One of the former will be into the Dundee this week, with showings in the other shallower sands.

This oil territory or field is located in pine stump territory, with none of the embarrassments of small holdings and is located on M 20, eight miles East of Mt. Pleasant. There is no railroad nearer than Mt. Pleasant, which will be the clearing point, so the Pure Oil Co. built a pipe line to Mt. Pleasant, from where this oil is being shipped in carloads weekly.

What adds great interest to this development is that it is purely wild cat territory, except for the Dow Chemical Co. wells at much higher levels, and that a chance hole drilled in the ground by a certain pine stump, on land which normally would not be worth \$5 per acre, should produce many thousand barrels of the highest grade oil in ten months, and then be duplicated by two more, with even greater flows, giving promise of an oil field perhaps the greatest in the State.

A curious fact about this field is the comparative secrecy of the find and the little publicity given, in comparison with its promise. Anybody in any way interested in this development can easily reach this oil field in a two hour drive from Grand Rapids and see for themselves what Isabella and West Midland has to offer in "black gold."

H. J. Cooper.

### Write It on Water—

Say it with flowers,  
Say it with sweets,  
Say it with kisses,  
Say it with eats,  
Say it with jewelry,  
Say it with drink,  
But always be careful  
Not to say it with ink.

### Chain Orders Versus Others.

Manufacturers in more than a few lines are said to be running up against the problem of refusal of some stores to buy items which are also sold to chain or mail order concerns. The basis of the former's objection is said

to be the fact that the chain or mail order firms retail these items at lower prices. The manufacturers' action, according to one suggested solution, should be to determine with whom he can do the most profitable business, whether with the chain or the department store and govern himself accordingly.

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The most ardent devotee of the great open air game will find the Sunset Hills eighteen hole golf course unusually sporty. Its rolling upland and low hills lying between the Gulf of Mexico, the Anclote River and Lake Avoca, gives it a very picturesque setting. Here every day is "Golf Day." The long and successful experiences in operation of clubs and hotels by the Holden Brothers is your guarantee of genuine comfort and complete satisfaction.

Col. Holden managed the University Club of Chicago for over five years. He also served as manager of the South Shore Country Club and is at the present time manager of the Olympia Fields Country Club. During all this time C. L. Holden has been active in the hotel business in the middle-west and has been closely associated with the Colonel.

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## FINANCIAL

### Review of Business Conditions in Michigan.

Generally speaking, the year 1928 has been a period of accomplishment and prosperity. It will be remembered that considerable unemployment and dullness in trade marked the opening weeks of the year and that there was some apprehension concerning the economic outlook. Spirited activity, however, in the steel, automobile and building industries in the spring accelerated the movement of the business pendulum. Unemployment soon began to disappear and the tone of business improved steadily as the year wore on. The customary recession during the summer months was conspicuously absent and business entered the fall with considerable vigor, which was well maintained throughout the autumn. There has been some slowing up in industry during the last two weeks, but not to the same extent as usual at this season. On the other hand, trade, quickened by purchases for the holidays, has been making an excellent showing. The year, accordingly, closes much more brilliantly than it opened, with evidence of new high records being established in numerous lines.

Much sober thought is being given to the course that business will likely take in the new year. During the next few weeks industry will be occupied with inventory taking and year-end changes which will result in some quietness. Trade will probably relax for a short time after the holidays. But beyond this what are the prospects. If business were to pursue a downward course after the turn of the year, we would expect to find in the wind a majority of the following straws: labor inefficiency, numerous strikes for higher wages, over-production, heavy borrowing, mounting prices, rising costs and excessive inventories. Labor has never been more efficient nor have real wages been as high as at the present time. Furthermore, the relationship between employer and employee has never been more friendly and peaceful. There is some overproduction, none of recent origin, however, but intelligent co-operation is pointing out paths leading toward a solution of the problems involved. Corporations for the most part are not borrowing heavily, the majority of them being in a good cash position. Earnest consideration is being given to volume, but more attention is being paid to overhead in order to insure an adequate profit. There is no evidence of price inflation. Business firms have not forgotten the lesson learned in 1920 with respect to excessive inventories. There is, accordingly, very little to indicate a downward movement in the business cycle. On the other hand there are sufficient factors of a stimulating character to indicate that trade and industry during the first half of 1929 will hold to a level close to that which has prevailed during the past six months.

The prospects for the continuance of prosperity in 1929 would be further

heightened by easier credit conditions. If the recent break in the stock market should continue until security prices are forced to a lower level, the present strain on the credit situation would be relieved and interest rates would be more favorable to business expansion. There is nothing to indicate, however, that credit will not be ample for all legitimate requirements at rates which, although firm, will not place a serious restraint on business enterprise.

Business as a whole in Michigan continues in large volume and shows a marked gain compared with this time last year. Manufacturing throughout the State is holding up remarkably well. Some seasonal slackening is in evidence, but the curtailment is less than usual. Production schedules in most lines for the new year are quite heavy. Automobile factories are busy with preparations for the new models. The whole automotive industry is looking forward to a large volume of business in 1929.

Furniture factories at Grand Rapids are operating slightly under normal. Radio plants are running night and day. Showcase and store fixture factories are curtailing production. Activity in agricultural implement plants is at a high level. Numerous pattern, tool and machine shops are working overtime. Paper mills at Kalamazoo are running full time. Forty per cent. of the Jackson factories are working overtime. Muskegon and Benton Harbor report 10 and 15 per cent. overtime, respectively. The copper mining situation continues healthy. Lumbering operations are practically at a standstill on account of a lack of snow.

November output of cars and trucks in the United States and Canada is estimated at 276,000 units. The total production for the first eleven months of this year amounted to approximately 4,363,030 vehicles. Output for the entire year is expected to exceed the high record established in 1926 by 150,000 units.

Industrial consumption of electric power in Michigan in November totaled 190,322,779 kilowatt hours, a decrease of 8½ per cent., compared with October, but a gain of 40 per cent. over November last year.

The general employment situation continues good. Forty-three cities reported no change in industrial employment in November, as compared with the preceding month. Increases were reported by fifteen cities and decreases by seven. Factory workers in Detroit, according to the December 14 report of the Employers' Association, whose members employ two-thirds of the city's working population, now total 268,630, as compared with 197,879 a year ago and 202,800 two years ago.

An active building program in Michigan during the winter is indicated by reports received from twenty-one Michigan cities, which issued permits in November aggregating \$15,069,680, as compared with \$11,423,367 for the same month in 1927.

Bank debits to individual accounts in Detroit, Flint, Adrian, Bay City, Muskegon, Grand Rapids and Kalamazoo for November totaled \$1,886,478,-



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000, as against \$1,420,525,000 for the same month a year ago.

Trade, wholesale and retail, in recent weeks has been good to excellent in manufacturing cities, but only fair in most of the rural communities. Collections are fair to good. Lower temperatures and holiday purchases are proving effective stimulants and a large volume of retail trade is indicated for December.

Wayne W. Putnam,  
Director Public Relations, Union  
Trust Co., Detroit.

#### World Financing Benefits the United States.

When America began to finance world enterprises on a gigantic scale subsequent to the war that movement was viewed here and abroad as a highly constructive development for this country but more recently its implications have been studied from a different point of view.

Critics lately have raised the suggestion that this large investment abroad might ultimately do injury to American business prosperity. That it will sooner or later cut down production here, lower wages, tighten money and depress commodity prices, each in turn has been the recent suggestion of those who do not retain their former faith in this country's new position of financial leadership in the world.

George W. Edwards, economist for Stone & Webster and Blodget, Inc., in a new book entitled "American Dollars Abroad," takes up these objections one by one, and emerges with the conclusion that our world relationships will work out for the best interests of this country.

Specifically, he concludes: (1) The foreign investment of American funds has so far been beneficial to American business and labor; (2) Indications are that, if other factors, such as banking and Governmental policy warrant it, production will increase, wages rise, money remain plentiful, and commodity prices maintain their level, notwithstanding an even greater movement of American funds overseas; (3) The probable trend of investment of American funds abroad is away from Europe and toward the nations of Latin America, where greater benefits are in prospect for the American business and working man.

If the greater diversification of American investments abroad intensifies the hazards to investors here, this economist points out that the growing knowledge of our investment houses "should further serve to protect the buyer of foreign securities." Perhaps the most often expressed argument against the country's foreign policy is that by strengthening the hands of foreign competitors we will weaken the position of industry here. On this point Dr. Edwards says:

"It goes without saying that when a loan is made to a foreign company, which uses it to sell goods in opposition to an American company, the latter must be injured. But such cases are few and are becoming less. Europe has fulfilled most of its needs for new capital and the tendency of our present export capital is toward South Amer-

ica. Since South America can hardly be regarded as a manufacturing country, the argument has little weight when applied to it."

Shifting currents of international finance already are turning the flow of United States funds from European to neighboring republics of North and South America, and, in the opinion of Dr. Edwards: "For the next decade we may well confine our investment attention almost exclusively to that area."

Paul Willard Garrett.  
[Copyrighted, 1928.]

#### Business Philosophy.

H. W. Overstreet, professor of philosophy at New York University, who seems to have a sympathetic understanding of business problems, says the business man will stand higher in public esteem when he places money making second to self-respecting craftsmanship.

He admits that modern business men are doing this in increasing numbers. "The business man is beginning to learn the joy of the artist in his work," he says.

I observe countless examples of this spirit in business—for more, in fact, than Professor Overstreet seems to realize.

Crookedness and irresponsibility are becoming increasingly rare. The business man is now conscious that, within the range of his special activity, he is a public servant, with a responsibility to his employees, his customers and his community. The discharge of this responsibility may sometimes occasion a real personal sacrifice, but the greatness of men is measured by the willingness to forget oneself and one's personal fortune when much is at stake.

This is the quality that commends teachers, doctors, nurses, statesmen and scientists to the public. Identical opportunities for genuine public service are afforded business men, and it is to their credit, as Professor Overstreet points out, that they are accepting them.

William Feather.

#### The State of the Law.

On the trial of a case before Judge Luther Z. Rosser in the municipal court of Atlanta, Morris Macks, able and tireless attorney for the defendant, was making every possible objection to the evidence for the plaintiff in an effort to prevent a judgment against his client.

His honor grew slightly weary, and said:

"Mr. Macks, this court is of the opinion that you are to the law what static is to the radio."

#### BANK FIXTURES FOR SALE

On account of the enlargement of our bank, we offer our present fixtures for sale. They are solid 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.

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CARSON CITY, MICH.

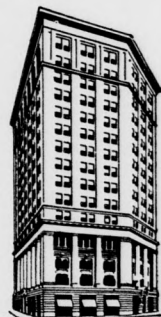
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## MUTUAL FIRE INSURANCE

### Establishing the Taxation of Virgin Forests.

Here, as with the building of good timber forests on cut over lands, the first requisite of any conclusion regarding any particular tract of land is the willingness of the owner to put the land into a class or division devoted to continuous production of timber.

When it is clearly determined by the owner that the land shall be so used, then the State should be ready to place the land on record under a system of forest land taxation which will assure justly definite treatment in its assessment, so that it will continue to produce good timber under the necessary rules of forestry.

It may be that for many years very few owners will be so situated as to use their land freely in that way.

Where investments in sawmills have been made and for economical operation of the mills, a rapid, continuous supply of logs is necessary, there may be great difficulty in readjusting the exploitation. And perhaps we may not reasonably expect any change to be made under such circumstances. The surest approach to this problem is to study for the most rational procedure and establish proper rules in accordance therewith and if a few find it possible to register under such a law, then the actual experience and tryout may lead to better procedure in the light of the consequent developments.

The benefit to the public welfare from continuously producing forest areas is of such great importance that this subject is entitled to comprehensive study and careful determination of a feasible law which will be worth a thorough trial.

When a tract is proposed for registry under such a law the first step should be an inventory or stocktaking duly recorded to show the status of all forest growth.

It should determine the amount of mature timber—if any—which should be immediately removed, subject to one and one-half per cent. or up to two per cent. stumpage tax; and a count and calipered estimate of the remainder which will be the growing stock. The owner should then decide whether the growing stock should be maintained substantially at that amount and, if so, should then decide the cutting system to be followed for the purpose of maintaining that chosen amount of growing stock to best advantage. If the condition of the trees is such that one per cent. by volume can be cut the following year and the cubical contents or volume of the one per cent. equals the annual volume growth or increment of the entire stand, then the rotation period can be set at 100 years—tentatively, at least—and the forest managed with that idea for ten years.

At the end of ten years an inventory of the growing stock should be made in order to know whether the annual cut of one per cent. of volume is leaving the volume of growing stock unimpaired.

This is a rough sketch of the prin-

ciple controlling the development of a continuously producing forest. To have the most complete conception of the natural ensemble of such a forest we must need to bear in mind the various age classes of the species chosen to become dominant and the incidental intruding weed species which must be eliminated; the secondary species that must be controlled so as not to limit the best development of the highest grade timber; the diseased and crippled trees which must be taken out and superfluous branches which experience may show it wise to prune to increase the quality of the final stand.

What we see is the competitive action of a multitude of trees comprising a forest growth which man is capable of developing, controlling and regulating under good forestry rules to bring on a final stand of timber of far better grade and much greater volume than would be the case if left to natural forces of unregulated competition.

It is evident that work must be done to attain the most desirable final stand of timber and the costs of such upkeep thoroughly carried on will need to be deducted from the gross income in order to determine the amount legitimately subject to a forest tax.

Common sense would seem to show that a tax of not more than 8 per cent. of the net annual income from the forest would be satisfactory.

Frederick Wheeler,  
President Mich. Forestry Ass'n.

### Annual Meeting Michigan Forestry Association.

The Michigan Forestry Association announces an annual election of officers and directors, as follows:

President—Frederick Wheeler, Grand Rapids.

Vice-President—George D. Blair, Jackson.

Secretary—J. C. De Camp, East Lansing.

Treasurer—Robert Craig, Jr., Ann Arbor.

Directors (for three years)—Wm. B. Mershon, Saginaw; Henry Knowlton, Cadillac.

For two years (in place of Mrs. Frances King, resigned)—John W. S. Pierson, Stanton.

W. Millard Palmer, Charles W. Garfield and President Wheeler attended the meeting in an advisory capacity.

The object and purposes of the Association were discussed at length. In the olden days when forest preservation and reforestation were not so popular as at the present day, there was much need for concerted action on the part of the members to bring about a better understanding of our forestry needs and induce legislation for forest preservation. Although the public sentiment is swinging our way, there still exists great need to enlighten the public and influence public officials in this direction. We need to add to our membership and to this end it was deemed advisable that our secretary should be reimbursed for actual time devoted to the interest of this Association.

You create your own limitations, therefore you can enlarge them.

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WILLIAM N. SENF, SECRETARY-TREASURER



### Chain Store Can Never Destroy Independent Grocer.

The neighborhood store owner found springing up across the street a chain store competitor whose methods were systematized and whose manager was syndicated, and who was selling bulk goods like sugar, or advertised brands at prices below the store owner's wholesale cost.

The wholesaler who supplied the independent found his position threatened by the new order. It looked for a time as if the mail order house, the chain store, the department store had no need of him. They went direct to the manufacturer or, worse than that, they manufactured themselves.

While the neighborhood grocer was blinking at these changes, he saw his banker blinking at the branch of the big city bank which was opening across the way.

No wonder the little fellow felt that he was doomed. And he is doomed if he sees no farther than the nose on his face and tries to beat the big fellow at his own game. He is doomed if he depends on sentimental appeals "to patronize your old-time merchant friend who helped build the hitching rack," and to demand of Legislature and city council that laws be passed penalizing chain stores and house-to-house canvassing.

It is not surprising that the small business man should have become excited. Daily he could read his impending doom in statements of economists and business leaders; it was no pleasant after dinner reading to learn of a new chain and to note the earnings of the old chains on the financial page. It was no tonic to his jumpy nerves to note from Government figures that the business of the chains had increased 30 per cent. last year while the independents had stood still.

Herein lies the beginning of the strategy of the small manufacturer and merchant in meeting the economic pressure of the mass producers and distributors. He has a decided edge on marketing commodities that are "different," whether that difference lies in the packaging or in the preparation. But he has also an advantage in the quality of service.

I have watched with unusual interest the career of a young man who set up a small grocery right in the middle of three chain groceries and a chain drug store. Wiseacres said he was very foolish. But he knew his onions. In the face of eternal price competition he is probably making more money today after seven years than his chain store neighbors. His formula is simple. He says, "We sell service and quality, as well as groceries, and the public to-day wants a lot of these two things. We even give the chains a run on price in many instances because I give as much attention to buying as I do to selling." As to methods, he explains that, "the best way we have found to take customers away from the chains is to keep a more attractive store. The more appealing you can keep food articles, the more you are going to sell. We've got to know our groceries." The bogey which seems to affright

the souls of the independent is that the large units can under-buy them. Even where this is possible on certain staples the item is so small a part of the whole operation that it is insignificant. But here again the independents can use the strategy of shelf-help. A fine example of what co-operation of this kind can do is that of the United Retail Grocers' Association of Brooklyn. Under the direction of Henry Lohmann it presents a daily demonstration of the effectiveness of intelligent group purchasing and the reduction of overhead under a mass attack.

A bright future for the independent dealer, as Mr. Cunningham reads it, "rests on the assumption that the average independent merchant will learn to do things without which there is no hope of salvation for him; namely:—

1. Cut out the slackness, which is the distinguishing mark of most retail stores to-day.
2. Use his eyes and his head.
3. Be willing to work with something like the intensity which is the rule in the chain and department store organization.

Which seems to go to the root of the whole matter. Merle Thorpe, Editor Nation's Business.

### Country Life.

"Get thee—unto a land that I will shew thee" (Gen. 12-1)  
A country life is life complete  
It needeth neither more nor less,  
With it none other can compete  
Nor offer greater happiness;  
For it is fraught with beauty such  
As only nature can provide  
And any man obtaineth much  
When she is round on every side.  
A year is her Kaleidoscope  
To show her seasons in their turns  
And after passing, leaves a hope  
In memory's light which brightly burns  
With fire enkindled every year  
As fast as seasons reappear.  
A country life was meant for man.  
"God said let the earth bring forth  
The living creature, cattle, beast,  
After his kind and it was so.  
And in our likeness man be made  
To have dominion over all  
The fish of sea the fowl of air,  
And over cattle on the earth  
And every creeping thing on earth.  
Be fruitful, multiply said God  
Replenish and subdue the earth.  
Behold I give you every herb  
Which beareth seed, and every tree  
Whose fruit and seed shall be for meat  
And God saw everything he made  
And it, behold, was very good"  
How clear was the creation plan  
To make the country home for man.  
From early time the greatest good  
In country life apart from health  
Was educational. Behold  
The shepherd lad on Judah's hills  
As he exclaims: "Oh bless the Lord."  
"Oh Lord My God, how great thou art  
With honor clothed and majesty.  
With light thou coverest thyself  
As garments do; the heavens also  
Thou stretchest out like curtains do:  
His chambers' beams in waters laid  
Who maketh clouds his chariots  
Who walketh on the wings of wind  
And layeth earth's foundations so  
They should forever be unmoved  
The waters stood above the hills.  
His handiwork were firmaments  
The springs he sends into the vales  
And they give drink to every beast  
He causeth grass to grow; and herbs  
For service unto man that he  
May bring forth good upon the earth  
Man goeth forth unto his work  
And to his labor till the night.  
He looketh on the earth it trembleth  
He toucheth mountains and they smoke  
Oh sing I will, unto the Lord,  
Long as I live Yea I will sing  
His praise, while God shall give me life.  
The hearthstone in a country town  
Has that inspiring faculty  
Which taught the psalmists long ago.  
Charles A. Heath.

The unlearned lesson does the student no good.

Do as you're told until you know a better way.

Being unfair to-day makes it hard to be fair to-morrow.

## Sincerity Alone is not Sufficient

A man's estate usually represents an accumulation of years of ceaseless toil and denial on his part.

Prudence is required in protecting it, skill in making it profitable, discretion in guarding it through changing conditions and experience in meeting the responsibilities in management.

Sincerity without the above is not sufficient. Appoint this company as executor and trustee of your Will.

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Grand Rapids, Michigan

## Merchants Life Insurance Company

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## GONE TO HIS REWARD.

### Tribute To the Memory of John B. Barlow.

John Bechtel Barlow was born in Rockton, Ontario, July 3, 1854, and died Dec. 11, 1928. He was the son of William Wilson Barlow and Mary Barlow, both born in Canada. Both of his grandfathers, however, were born in the United States and John became an American citizen.

The early teachings of his grandmother remained with him all through life. There was more or less of the Puritan in her make-up, yet she was the welcome friend of everyone and especially of the children and young people. The distinction between right and wrong was strongly impressed upon him and an abhorrence of meanness and deceit which never left him was engendered in his mind.

Ours was a family brought up in rather the old fashioned way, in which children were taught that work was not only necessary, but a big factor in the successful pursuit of happiness, and something to be looked up to and admired. On the other hand, our mother made the home so pleasant that her children preferred it to any other place and both of our parents were the chums of their children.

These things and a reverence for God give to children about as good a start in life as anything I can think of.

At the age of ten, John moved with the family to Grand Rapids where he attended the public schools until about fifteen years old, when he went to work for J. C. Wenham, who was then engaged in the hat, cap and fur business. Many are the buffalo robes which covered him with dust as he beat out the alkali of the plains.

He worked for Mr. Wenham between two and three years and the experience, advice and training he received at his hands was very beneficial and useful in his later business career.

I remember an instance which John told me of, in which a man purchased from Mr. Wenham an article for which the price was 50c. He did not pay for it at the time; in fact, he never paid for it. A year or more later this same man came into the store and wanted to rent another store from Mr. Wenham, in which he proposed to start a meat market. He was quite excited and wanted the store on the following day, Mr. Wenham, however, would not let him have it at all and, after he had left, turned to John and said, "Johnny, do you know why I refused that man the rental of the store?" "Yes," replied John, "it was because he never paid you the 50c he owes you," and so it was.

When he left Mr. Wenham's employ to serve his apprenticeship at bookbinding, because he thought he should learn a trade, the latter said to him, "Johnny, if you were ten years older I would erase from my sign the name Wenham, and put in place of it Barlow, but it would be an injustice to you, for you are too young to start in business for yourself."

He served his apprenticeship with the firm of Dygert Bros., which later

was changed to Dygert, Buff & Rice. They were at that time the leading printing and bookbinding concern of the city. In order to learn the finishing of books he worked after hours—and at that time a working day was ten hours—and paid for the material he used in this work. In an article which he wrote for the Tradesman a few years ago he described the details of this apprenticeship and alluded to the wonderful hunting which this section then afforded, and which the proprietors of this firm, who were all true sportsmen, indulged in.

Later he worked for J. Chilver and in 1877 he and my oldest brother, Heman G. Barlow, who passed away in 1916, founded the firm of Barlow

binders, Grand Rapids, Mich." Needless to say, Mr. Champlin continued to send his binding to Barlow Bros.

In the early days of the firm, John sometimes brought home folding which the family would do at night, I among the rest, and I remember making this statement, "I'll never be a bookbinder." However, I have been at it for over forty-six years."

Later Heman, who was in the wholesale grocery business said to John, "I wish we had a bill of lading which was faster than the one everybody is using." Then John got busy and worked out the Barlow manifold bill of lading. Millions of these were made and sold and it was one of the greatest factors in the upward march

work with his hands as well as his head and was a fine, as well as practical workman, working and enjoying his work up to the last.

He loved the people who worked for him and was, in turn, loved by them. Of a retiring disposition he did not care to be in the lime light, but those who knew him learned his true worth and always remained his friends.

Upright, steadfast and strong for the right, lovable, kind and gentle, he has been gathered in by the Grim Reaper, but has left behind him the record of a man, a worker and a gentleman.

W. H. Barlow.

### Why Sell Investment Stocks on Market Slump?

If you have bought a dividend paying stock for the purpose of holding an income producing security, do not be stampeded into selling simply because the market takes a drop.

Many investors write in to us every time there is a slump in the market to know if they ought not to sell at once in order not to take a greater loss.

They seem to think that they have lost money and are likely to lose a lot more if they do not immediately get rid of their stock.

This may be true if they are holding it on a margin and are forced to sell. But if they have bought the stock outright the fact that stock has experienced a decline on the market is not, in itself a reason to sell.

If you have purchased a stock outright for investment, presumably you bought it with the intention of having a steady source of income. The dividend it was paying and future dividends which you expected were the reason for your purchase.

Under these circumstances you should not be greatly concerned, if at all, by its reactions on the market or its current price. These things should interest you only as possible indications of inherent weakness in your stock and should cause you to investigate the reason for the decline.

Frequently, in the case of a seasoned stock, it will be found that there is nothing in the condition or earnings of the company itself to warrant a decline in the stock and that the dividend is as safe as ever.

Many a good stock is carried down by a general market slump where, as an individual stock, it is just as good as it was before.

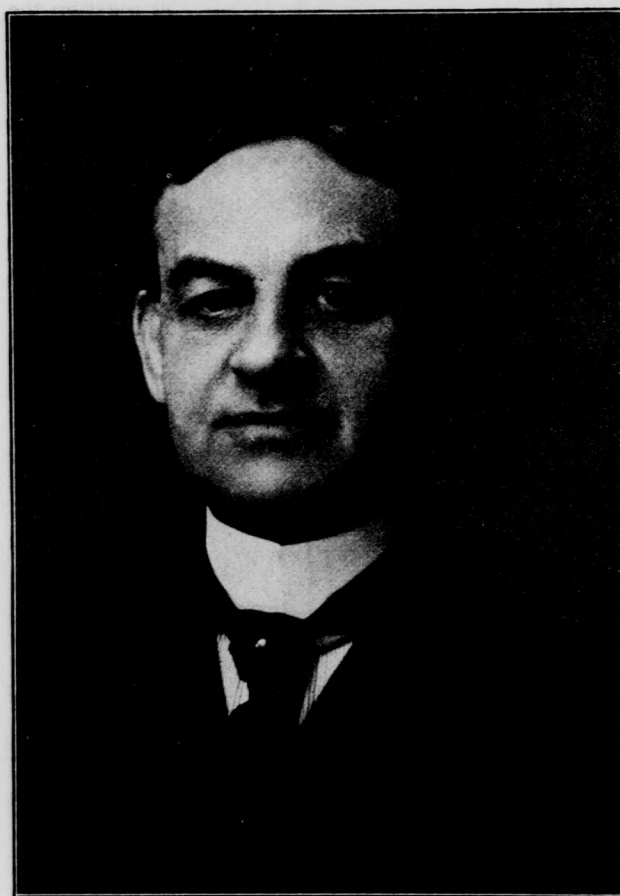
If the dividend is safe, what matters it whether the market price is low or high, providing you bought to hold?

If you own the stock you have not sustained a loss until you sell.

If investigation shows no weakness in conditions underlying your stock there is no reason to sell.

If you are holding stocks for the income they produce in the shape of dividends they may answer your purpose as well whether the prices are down or up.

Ascertain the condition of the company and, if the dividend appears as safe as ever, forget about its temporary market price and do not take a loss when you don't have to.



The Late John B. Barlow.

Bros., who did general binding and ruling and made blank books.

Along with other work they bound quite a number of Law books and one of their customers was Judge John W. Champlin. One day, when John Barlow was in his office, Mr. Champlin told him that hereafter he was going to send his binding East. He took down a volume from the shelf and, holding it in front of John said, "you see this book has a solidity which you cannot give to them. You haven't the heavy presses they have in the East." He talked on for two or three minutes without interruption, for John knew as soon as he saw it where the book was bound, and then, opening it at the back, he displayed, without comment, the label of the binder which read "Bound by Barlow Brothers, Book-

of the firm. He also invented the Barlock binder, used principally for taking inventory.

Numerous other mechanical devices were worked out by him which were used in the business, and when engaged in anything of this description he worked with determination, overcoming each obstacle as it loomed in his pathway until his efforts were finally crowned with success.

He was an indefatigable worker and accomplished more than most men in a given time. Always insisting on using the best of material and workmanship in everything turned out by his firm, he built up a business of the highest reputation.

Although of rather a serious turn of mind, he had a keen sense of humor and relished a good story. He liked to



## BURDENSOME NAMES.

## A Nation-wide Revision Is Much Needed.

One day during the civil war, the sergeant of a company of Union soldiers was calling the roll. When he came to the name of John Raedelsberger, he said: "John, we are going to change you right here. Hereafter your name is John Raedels."

After the war, John's brothers and sisters adopted the shortened name and so the good deed was multiplied.

If some thousands of army clerks of that day had likewise pruned their lists, and if postmasters and school teachers from that day forward had used their influence to persuade newly arrived foreigners to Americanize or simplify their names, an untold amount of time, work and vexation would have been avoided.

Perhaps there has been more done along this line than we realize, but the number and frequency of names which are, to say the least, difficult and annoying is all too many. A burdensome name is one which we cannot repeat after we have heard it. We cannot spell, unless it is printed or plainly written and then we cannot pronounce it. We never can remember it when we want to mention the owner of it.

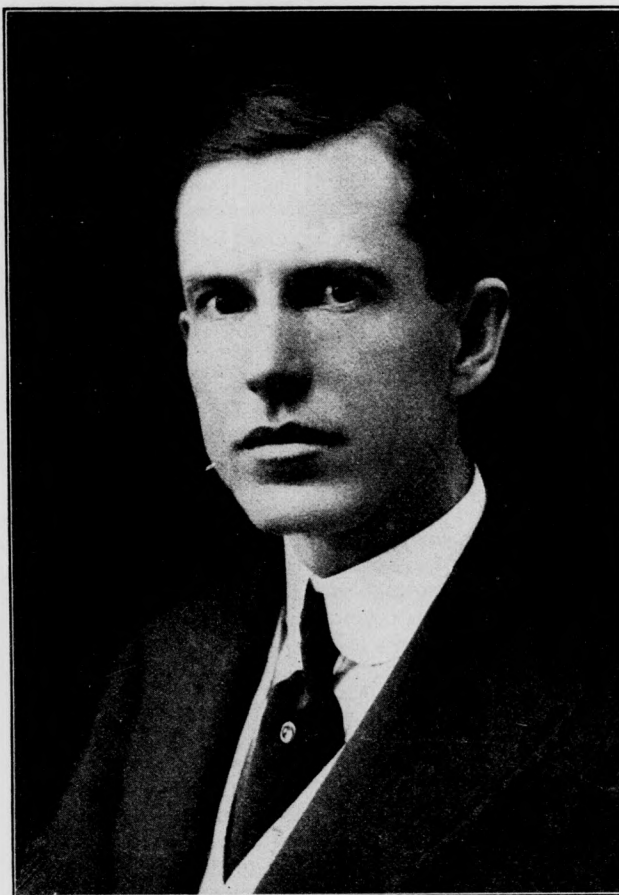
And these unchanged foreign names everywhere make trouble. Foreigners have become citizens and property owners, are established in business and their names are recorded and listed and constantly in use. Mistakes, misunderstandings, delays and annoyances ever go with them. You would think the people themselves would get tired of forever having to spell their names for clerks and others who must obtain them. But it just seems as though they do not care how much trouble it makes for other people.

Perhaps we are wrong in thinking that these people are proud of their unwieldy, difficult names; or they are so proud of their native land that they don't want to change their names for fear everyone who hears them would not know that they were of such and such a nationality. If so, they are unwelcome intruders in this land, not entitled to the benefits and privileges of this Government; for they do not want to become Americanized.

It is too late to do much about a revision of names, so far as the ones are concerned who are voters and established here; but we can and ought to take the matter in hand at once and stop the importation of undesirable names.

It should be a part of the work of the Bureau of Immigration to prune, modify, translate, simplify or entirely change names as they see fit. It should be one of the first conditions of admission to this country. It should be a token that this country has a right to demand their submission to proper laws and regulations.

The names that now trouble us coming from Northern Europe are but a trifle, an insignificant affair in comparison with the Greek, Italian, Armenian, Syrian, Hungarian, Slovak, etc. Just look over some of those lists of names of children in the schools



DOUGLAS MALLOCH

## Extra Leaves

They're stored up in the attic in the same box that they wore  
When me and Mother bought 'em, long ago, at Skinner's store.  
Then Mother she was blushin' like the garden's pinkest rose,  
And I was kind of busy, I admit it, with my nose.  
When that bride-and-groomy feelin' travels up and down your spine,

When you're buyin' of your outfit and the table where you'll dine,  
There's a look then on your faces that no store man e'er deceives,  
When you're buyin' of your table—and you ask for extry leaves.

There was two of us at startin', there was Mother there and me,  
And then little Mary joined us and the plates was laid for three.  
And Harry made the fourth one, Harry, always Mother's pride,  
Who, even as a baby, had to sit by Mother's side.  
And then, one Injun summer, come along the pair of twins,  
And underneath the table soon was swingin' of their shins.  
From up there in the attic, hidden underneath the eaves,  
To fix that dinin'-table, I kept bringin' extry leaves.

But when Harry, little Harry, fell asleep one winter day,  
So it wouldn't seem so lonesome then, I took a leaf away.  
And the twins they went to Kansas and have tables of their own,  
And Mary she is married—so there's Ma and me alone.  
I have taken out the fillers and I've stored 'em once again;  
But I'm thinkin' of the future, and I'm hopin', hopin', then  
There will be another Christmas like the oldtime Christmas Eves,  
With Ma an' me both busy puttin' in them extry leaves.

(Copyrighted, 1928, by Scott Dowd)

and hospitals cared for by the Near East Relief and other American organizations. They are impossible.

And on the Pacific coast there are now swarms of Chinese, Japanese, Mexicans and Spaniards, and of the last named three the children are in the American schools along with our boys and girls. The race problem has various aspects.

We are no more willing to bestow our good old familiar British names on these newcomers than they are to forego their own, but it will approach a National calamity unless we get busy in this matter. Think of the grocery clerks who lose so much time enquiring and trying to get names correctly before they take an order for goods; the telephone operators holding up other calls trying to get the name of the talker or talker on long distance calls; postal clerks, letter carriers, bank clerks, attorneys, registerers, business people in general, annoyed, puzzled, delayed and needlessly imposed upon because of these outrageous unnaturalized names.

And now we present just a few for your casual inspection, some of which you may note could be considerably improved without losing their identity; and others—well, what would you do about them?

Schallenger, Shuffleberger, Scacciaferro, Scheerhoorn, Kankleker, Cheleborowicz, Burakawicz, Copabucuki, Nowowski, Wasilewski, Minengerode, Fanjencousky, Reimenschneider, Lindenschmidt, Heschwerdt, Breitenwischer, Ranschenberger, Stachlewitz and Oestreicher.

In other cases it is not length of name or difficult spelling or pronunciation, but batches of three, four or five pronounced alike or nearly alike, each spelled differently, causing frequent mix-ups, like Nisle, Nissle, Nissly, Nisslie, Niesle, Robeson, Robison, Robinson, Robertson, Pattison, Patterson, Patteson, Pattenson.

In bygone days when mail was addressed to the person and postoffice only, it was sometimes a source of trouble when two or more persons of exactly the same names live in one community. But not so now, for the postoffice box, street and number or rural route and box number determine the destination of a letter, instead of the person's name alone or the way it is spelled.

Variety and multiplicity of names are no longer desirable. He who seeks to distinguish his own by changing a letter, dropping or adding one, is causing as much trouble as he seeks to avoid. The final objective of a revision of names is this: When you can pronounce a name, you can spell it correctly without enquiry or dictation. Then our good old British names will come up for treatment as well as foreign ones of to-day. Do we want that?  
E. E. Whitney.

## A Popular Make.

"What kind of watch have you got?"  
"A wonder watch."  
"A wonder watch! Never heard of that before."  
"Well, it's like this. Every time I look at it I wonder what time it is."

## 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.

### For Hardy Youth Out-of-doors.

Heavy leather gloves made with deep wrists or stiff cuffs make a delightful gift for either girls or boys who enjoy the outdoors. Some are lined with plaid woolens, others with fur and some with a knitted silk. Seaming is used on the backs and occasional straps with leather or gold plated buckles are noted with some of the slip-ons.

New windbreakers for both boys and girls have upstanding collars which may be worn folded over or closed up with a patented opening. Lumberjack shirts made of corduroy velvet, suede and bright plaids are finished with knitted borders and wristlets.

Skating sets comprised of berets, scarfs and mittens are shown in new soft weaves in white, beige, pale yellow, rose and striking black-and-white combinations. Red and orange borders are used on the white and beige grounds. Pale yellow has strong brown tones in the borders. The regular hockey hat is shown with and without pompons, and the stocking hat with a tassel is also to be found in the new sets, in very fine weaves.

Boxes of socks for boys ranging from kindergarten to the "prep" school age come in new plaids and solid colors with brightly colored cuffs. For skating some of them are made shorter and roll below the knee. These are worn over thin stockings of a fine weave. Other socks are in colors to harmonize with the windbreakers, which are now made with chamois linings.

Lisle sports stockings in new mesh weaves and two-tone combinations are very smart for the young girl. Tiny checks, pin stripes and new and unusual designs are used in anklet effects, as well as good-looking clock arrangements.

Umbrellas for the young folks are copied from the men's and women's models, except that those for the little girls are made with very bright borders and gayly printed silks. The handles are made of composition to imitate tortoise shell, amber, quartz and imitation semi-precious stones. The crooked handle is seen with pigskin, snakeskin and other fancy leather coverings. The colors are very bright and match the silk used in the coverings. The boys' umbrellas are made of black silk or a silk and cotton mixture, with imitation malacca handles and wooden ferrules and shanks. Canes to match are also included in some of the holiday boxes.

### Shorter Nightgowns Wanted.

A survey among buyers and manufacturers just completed by the Style Research Bureau of the United Women's Wear League of America shows that shorter nightgowns are wanted. The lengths now favored most, it was found, run from 44 to 48 inches, against the 50 inch (or longer) gar-

ments of past years. The survey also showed that the 44 inch length, while liked by women of more extreme tastes in dress, was not in such general favor as the 46 and 48 inch. Forty-six inch garments are regarded correct for women of medium and small build, with 48 inches considered the proper length for larger women. It is pointed out by the league that the adoption of the 44 to 48 inch range not only means saving material, but eliminates the need of women shortening gowns to match the length of their negligees.

### Watch Underwear Color Trend.

The increasing use of the ensemble idea in the manufacture of women's undergarments, which has led to the merchandising of these goods in sets embracing negligee, chemise and gown, is held responsible for the closer study of color trends that is now evident in that field. Since it has become the practice to turn out these combinations in shades harmonizing with outerwear, more attention than ever has been given to color study before laying plans for a new season's production. Indications at present are that such shades as vanilla and apricot will be strongly in favor of this spring. Delicate shades of blue and green also promise to be strong in garments designed for wear under frocks of deeper shades of those colors.

### Stiffer Competition in 1929.

Dry goods retailers looking ahead to 1929 are inclined to view with confidence the early half of the new year at least, but the expectation is that there will be an even stiffer competitive pace than that which marked the present year. Expansion of chain stores, mergers of large department stores and substantially greater merchandising importance of style are influences held likely to be felt most strongly. Summed up, the conclusion reached is that the approaching year will demand of independent retailers a higher degree of progressive management, well-styled merchandise and buying and control of stocks that will cut mark-down losses.

### Act Against Gifts To Buyers.

More comprehensive action than usual is being taken this year against the practice of giving gifts to buyers by manufacturers or wholesalers. One large retail organization recently announced to its employees that it will expect co-operation in refusal of gifts of any kind sent by manufacturers with whom the group has had buying relations. Other retail units are expected to take similar action against the practice, which is described as growing. Channing E. Sweitzer, managing director of the National Retail Dry Goods Association, recently stated his belief that 100 per cent. of that association's membership is opposed to that type of giving.

### Jewelry Buying Still Heavy.

Whatever effect recent sharp breaks in stock prices may have on consumer buying of holiday merchandise, there has been no noticeable check on buying in this market by retailers of jewelry. While many of the orders

are really memoranda, as is usually the case at this time of the year, they continue to call for a wider and better variety of merchandise than for a long time. Just what this will mean to manufacturers and wholesalers will not be known until the returns on memorandum orders are checked up early next month, but the effect of their volume has been to produce a widespread feeling of optimism in the trade.

### Goldware Sells Freely.

Probably never before has there been such an active call for table and other articles of solid gold as is now being experienced. In the table group flatware and plates are moving better than the average person has any idea. Tiny cordial cups of gold are being ordered at \$2,000 a dozen. Women's three-piece toilet sets of the same metal at \$700 to \$800 are in surprisingly good request, the sets consisting of brush, comb and mirror. More elaborate sets, containing fifteen pieces, are being purchased at \$2,200 to \$2,500 each. In these goods, as in solid silver toilet sets, marked favor is shown long-handled mirrors and brushes.

### Sporting Goods Get Attention.

Sporting goods are seasonably active, with the bulk of the present buying by retailers of the fill-in variety. One of the new features is the greater interest shown in boxing equipment. This evidently caught a number of retailers napping, with the result that a fair duplicate business is reported on punching bags, boxing gloves, etc. The revival of consumer interest in table tennis is also a feature, though there seems to be some question whether the vogue will be so widespread as it was several years ago. Larger sales of hockey equipment than last year are also reported, and the steady increase in basketball is reflected in a similar way.

### Spring Apparel Buying Starts.

Some sampling of winter resort and spring ready-to-wear is being done, with particular reference to intermediate types of garments for selling in the near future. It is likely that next week will see the initial start of actual buying for the early spring. In the handling of ensembles at retail the point is brought out that many stores will play up ensembles at the same time they show their news coats, business in both being developed simultaneously. It is figured that the sale of ensembles will bring additional volume without seriously affecting the turnover of coats.

### Better Furnishings Doing Well.

The volume of holiday sales of men's haberdashery is held to approximate that of last year, although the average sale is somewhat higher. This increase is explained as due to an improved demand for higher grade merchandise. The trend is said to be noted in neckwear, calls for better ties being stronger. Shirt volume is held to be slightly behind, with the white shirt predominating. Silk shirts are said to be quiet, but a nice business is being done in silk robes, which promise to repeat the favor they had last year. In

hosiery, the volume is centered in the 50 cent ranges.

### Handkerchief Turnover Large.

Re-orders for handkerchiefs have been particularly good and indicate that retail handkerchief departments are likely to establish new records for turnover during the present holiday season. While this merchandise ordinarily has its best sale at this time of the year, retailers are said to be featuring handkerchiefs more than usually as utility gifts. They are aided in this by the extremely large variety of patterns available, particularly in women's fancy numbers of linen, silk or cotton. Boxed sets are doing particularly well.

### Men's Specialty Shops Add Lines.

What is regarded as somewhat of a significant trend away from specialization is noted in men's wear retailing. One popular price hat chain, for example, has announced that it will now carry overcoats. In another case a retailing establishment first known for its men's hats, added women's headgear and apparel and has now added suits and overcoats to its lines. Increased turn-over by means of more rounded stocks from a clientele already acquainted with its specialties is the objective sought.

### Good Outlook For Lace Neckwear.

Indications are that the women's neckwear trade will enjoy one of the most active spring seasons in years. The new dress styles favor lace and other types of neckwear as trimming details. This will consume a large quantity of yardage which will be supplemented by a correspondingly increased over-the-counter sale to consumers who make or trim their own garments. The dress trade has been sampling "sweetheart," Bertha and plastron shapes in applique and venise laces. Ecru and cream are the best selling shades.

### Offers Novelty in Hosiery.

Hosiery novelties continue to appear on the market here, regardless of the fact that at this season of the year the retail trade is supposed to sell rather than buy. One of the latest is a sheer chiffon stocking adorned with a triple row of hemstitching that forms a neat-appearing anklet. The stocking, which is a fine-gauge, all-silk number, is made with a medium-square heel and has the so-called step-up toe guard. It comes in five sizes, ranging from 8½ to 10½ and is offered in nude, biscuit, platinum and five other desirable shades. The hose, which is the product of a Pennsylvania mill, wholesales at \$15 a dozen.

### Chance To Collect.

Father—Young man, I understand you have made advances to my daughter.

Young Man—Yes; I wasn't going to say anything about it, but since you have mentioned it, I wish you could get her to pay me back.

When some men say they are self-made, we wonder whether they are boasting or apologizing.



## SHOE MARKET

### Leather Stocks Not Large.

Both tanners and shoe manufacturers have been holding down purchases during the past few weeks to make a good inventory showing at the end of the year. Prices of hides and leathers have held fairly steady, although both are below the levels reached earlier this year. The women's shoe trade has been covering its needs for the Spring season to a fair extent, a movement that will be accelerated with the closer approach of the demand from retailers for the new merchandise. Novelty leathers continue stressed. Sole leather stocks are not heavy.

### Take Your Shoes to the College Girl.

A demonstration of the merchandising of novelty shoes was successfully put over last fall and winter by Charles E. Dailey, manager of the shoe department of Mitchell-Baker and Smith store, Lexington, Ky.

A college man, well known and popular with the girls on the campus, was employed. He took a sample case of the best and newest style numbers and gave a showing of them each evening, until he had finished, at the sorority houses. The engagement having previously been arranged with the house mother for a time when all the girls were present. This was usually early in the evening. The young man's instructions were to merely show the shoes, tell what they were and the price and leave his business card.

Did he stop at that?

He was not allowed to. Although he made no attempt to take orders the girls insisted on giving them, and some of them bought two and three pairs. The fact that he was a handsome, attractive man of pleasing personality had a "Stop-Look-Listen" effect upon the girls. Ladies must wear shoes and why not practice one's skill upon this rara avis? It was worth the price and Mitchell-Baker and Smith's business received a big impetus as a result.

The young man also worked in the store during his spare time and on Saturdays. He was paid a straight commission. The same method is used to get college business from nearby towns and has resulted in building up a nice mail order business.

This store handles Jacquelin modes exclusively and this year Mr. Dailey plans to offer as a prize the choice of any pair of shoes in stock to the college girl who writes the best short letter on "Why Jacqueline Modes Are Smarter," or "Why She Wears Jacqueline Shoes." These contests will occur in a series, being several weeks apart and the successful letters will be used in the advertising matter of the store.

This department is operated on a small stock and is a quick turnover plan. They turn their stock practically every month. With such a turnover it is a comparatively simple matter to show profits, and likewise to keep the stock new, fresh and up-to-date.

While the method used by Mr. Dailey in this instance is not new, his success in using it in this way is only

another evidence of the possibility of creating extra business for the independent shoe store by resorting to bold, aggressive measures and, if necessary, by actually going out after the business.

It has been frequently pointed out in the recent past that this is an era of super-competition, in which it is no longer possible to wait for business to come to the store. Even the more dignified and conventional methods of making sales are not always successful in these days, and consequently the merchant who is resolved to succeed and forge ahead, will not depend on them alone.—Shoe Retailer.

### Smart Handbags in Novel Shapes.

A bag suitable for carrying with various costumes because of its size and simplicity, is made like a flat pouch. The body part of the bag is round while toward the top it tapers off like the neck of a bottle and then flares out. On the back is a narrow strap for carrying. The closing and opening process is achieved by a short but strong strap fastened to the top of the bag, which folds over and is fastened with a snap. This opening, which is comparatively narrow, allows for roominess inside and permits the carrying of the bag in any position without there being any danger of the contents falling out. Several different kinds of leather are used in this model and a wide range of colors, also. The linings form an important part of the color scheme. A beige model is lined with beige, while one in navy blue is lined with red, another with tan, and a black one is seen with purple.

Greens in two shades are combined in a medium size envelope bag. The darker is used for trimming, which consists of triangles placed one over the other on the entire outer surface. Bright green moire is used for the lining and fittings, and a triangle mirror is fitted inside the bag and comes into view when the bag is opened.

Small and large pouch bags are being featured in the leading fall colors in plain and sports styles. Some times two colors are combined or again two different leathers in the same shade. These pouch bags are made with new fastenings, such modernistic latches, flat loops, tabs and concealed snappers. Smooth leathers are combined with suede for variety in new inset and godet effects. Gold and silver-plated metal is used extensively in the clasps and supplies the brightness that is characteristic of this season's accessories.

Large handbags of smooth black leather with double handles either of leather or chains are being made with new frames. The body parts are cut along more modernistic lines, which gives variety to the styles suitable for elderly women. These new bags have all the roominess of the old-fashioned ones in addition to being made with new frames, brighter linings and extra fittings.

### Chapped Hands.

Glycerite starch, 12 oz.; lanoline, 4 oz.; menthol, camphor, aa, 20 gr. Mix.

### Receiver Pays Postage on Reply Cards and Letters.

Adding to its other activities in financial and commercial fields the Post Office Department has again undertaken a venture outside its regular province of mail carrying. This time it is aiding the business man with a problem which has aspects of advertising, sales promotion, and even book-keeping. The "business reply cards and letters in business reply envelopes" plan, begun on July 1, has now proved so successful that on Oct. 1, the rates to commercial concerns were reduced, and certain formalities, such as a cash deposit, were done away with. The reply cards and envelopes are now found in increasing numbers among those whose postage has already been paid before being dropped into the mail box.

The new scheme not only provides more revenue for the postoffice, it also affects a perplexing question in direct-by-mail selling. Many articles have been written, many lectures in advertising and advertising psychology have been delivered, in attempts to find the answer to a rather simple question—namely, "Is it profitable to pay the postage on a return envelope or card when soliciting a subscription to a periodical, or when endeavoring to sell an article, through the mails?"

Arguments can be put forward on both sides. People seldom throw away an envelope with a stamp affixed, say some, therefore it pays. If the receiver of the sales letter is interested in the contents, he will put his own stamp on the return envelope, is another answer. So business firms have long been divided on the wisdom of whether to leave the return envelope unstamped and get only a small percentage of replies or to risk wasting considerable money on stamps to get perhaps only a slightly larger percentage of answers to the appeal.

The business reply card or envelope answers this question in the most obvious way. If the card or envelope comes back to the sender, he pays the postage plus a slight premium. If it is thrown into the waste basket, no postage is wasted. The customer does not have to pay out money for stamps in either case; the sender only pays for results in the form of a response to his effort.

When the plan first went into effect on July 1, the postoffice charged a flat rate of 2 cents postage in addition to the regular rate of 1 cent for a card and 2 cents for an envelope. Also, the sender was obliged to pay a cash deposit of 10 per cent. of the charges on the expected number of replies.

It took the public some time to become educated to the new plan. One firm, for instance, made a test, by sending out 4,700 reply cards, and finding that about 900, or 15 per cent., of the receivers put stamps—in some cases 3 cent stamps—on the cards before mailing them back. Now reports show the scheme is succeeding.

The amendment to the first regulation, effective on Oct. 1, reduced the postage 1 cent and did away with the cash deposit. In order to obtain a per-

mit, a minimum of 1,000 cards or envelopes must be sent out. Application must be made on regular postoffice forms, and the layout of the card or envelope must follow prescribed forms. No design, illustration, advertisement or trade-mark is allowed on the address side of the card. The money is collected by means of postage due stamps, the sender paying the money to the mail carrier.

### Arrangements For Better Merchandising Conference.

A. W. Lind, prominent Detroit and chairman of the General Exposition for the third annual Better Merchandising Conference, to be held in the Masonic Temple, March 13 to 15, announces that floor plans for the new exhibit sponsored by the Wholesale Merchants Bureau are ready and are being mailed to a list of interested wholesale houses, manufacturers and others. Although many reservations have already been received, no spaces will be assigned until Jan. 4.

The 1929 Exposition will be larger than ever before and will be divided into sections for different kinds of merchandise.

Displays will include groceries, radios and electrical goods, paints and paper, drugs and chemicals, sporting goods, confectionery and bakery supplies, leather goods, jewelry, hardware, plumbing and heating supplies.

One complete section will be devoted to dry goods and allied lines, carpets, other floor coverings and furniture.

Manufacturers having equipment to sell to the retailer, such as show cases, counters, store fixtures, window display service and materials, appliances of various sorts, may also participate.

The exhibit and conference will occupy three full days and evenings in the new Masonic Temple and one complete floor will be utilized for the sessions, exhibits, registration and lunches.

According to Mr. Lind, thousands of merchants in all lines of business from throughout Michigan, Northern Ohio and Northern Indiana will be invited.

It is anticipated that more than 10,000 merchants in various lines of business will see this extensive display.

Headquarters for the Conference and Exposition have been established at the Fort Wayne Hotel. Plans for the actual staging of the Conference and Exposition are under the direction of the Detroit committee, while the speakers program will be under the direction of F. H. Nissly, prominent merchant of Ypsilanti, C. L. Glasgow, President of the Better Merchandising Association, and J. B. Sperry, merchant of Port Huron.

The character and qualifications of the leader are reflected in the men he selects, develops and gathers around him. Show me the leader and I will know his men. Show the men and I will know their leader. Therefore, to have loyal, efficient employees—be a loyal and efficient employer.

What you do to-day shows how you have thought in the past.

## 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 Gezon, Wyoming Park.  
Treasurer—J. F. Tatman, Clare.

### Do Not Copy the Faults of Any Other Merchant.

A correspondent objects somewhat impatiently to what he calls my continual boosting of the chains. He says he is sick and tired of having chains held up as models. "In our state," he writes, "many of the chains have been caught short-weighting and short-measuring. Would you have independent grocers imitate them in this?"

Well, hardly. I would no more recommend that you follow such tactics than I should tell you to imitate the individual shortweights about whom I wrote a time since. It is a common experience to find amateur writers who take liberties with English and, when the fault is pointed out to them, they point to similar liberties that have been taken by famous poets. They feel that "poetic license" should be oked with them seeing it is admitted in the case of such famous ones.

What they overlook, of course, is that such lapses are faults; that such faults are allowed to pass muster because of the otherwise excellent work of those masters; but that faults are not the real basis of the fame of those who are famous. They are masters because most of their work is of exceptional merit. In fact, the word "license" in itself conveys the idea that these are lapses. Beware of copying anybody's faults.

No: here is the kind of thing to learn from chains and department stores, as I quote from Sprague's story now running in the Saturday Evening Post:

The merchant in this story had purchased a good line of fly swatters early in the summer. Trade on them had been brisk. All were sold in June and July. He felt that all his customers were now supplied and he did not replenish stock.

He was surprised when demand became heavy again in September. It analyzed thus: The flies had lived outdoors in the warm weather. Now that the days were chill, the flies wanted to go indoors where it was warm and the swatters bought in the summer had been worn out or lost, hence renewed demand for swatters.

The merchant bought what he could get speedily, but lost a lot of sales. Commenting on this, a friend said to him:

"The management of a big chain organization would never have made such a mistake, because it keeps records from one year to another that show just what is likely to sell at any given time. If the big chains ever drive the small merchants out of business it will be largely because the average small merchant is either too lazy to keep detailed records or he doesn't think it important enough to bother with. And when a small merchant has disappoint-

ed his public a few times the idea gets abroad that he isn't to be depended on; so the tendency is to pass him up and go to the big chain store that can be depended on."

That is the sort of emulation I seek to have grocers practice. Let us discover every strong point, every efficient method in use by anybody, chain or otherwise, and put that to use in our own stores. The system of keeping stock records from year to year and knowing what has been sold in our stores month to month is one simple to install and operate; and the big men everywhere make that pay them fine dividends—why not us?

That hint about shortcomings in service is another good point. Grocers must realize that there are too many food stores everywhere for any customer to care to wait or submit to disappointment more than once. Some grocers, especially in the West, have what might be called an "independence complex." They think it a fine characteristic to assume the attitude: "If you don't like my ways of doing business, you need not buy here."

Let such men reflect on a few plain facts: That a customer is worth—how much? Many estimate it at \$100 each, I believe; and I think that conservative. Let him then reflect that when he loses a customer he is dropping \$100. Let him think how he spends money to bring new trade to his store; yet trade that comes but once is hardly worth the fetching. What counts is the trade that is so pleased that it comes back again and again steadily. Let him reflect that service is one of the things he ostensibly offers his trade and that he fails on his part if his service is indifferent or inadequate.

Let him finally think—and let all other men everywhere also take heed—that none of us is in fact "independent." We are each and all of us interdependent. Not one of us can stand alone. We stand with, through and by our fellows on every hand. Such is the way of the highly specialized way of life and living that we call civilization.

And if any man fails thus to think and reason to the obviously sound conclusion, the loss will be his. He will go into the discard—the place that knew him well will know him no more—and the world will pass by oblivious to any thought or knowledge of him.

That is one line of reflection suggested by chain methods. Anybody want to find fault with it?

Here is another angle on which we can think. Let us watch depreciation. There is no safeguard in any business so reliable as a liberal allowance for shrinkage in values. The best business houses work this to the limit. And inasmuch as inventory time will be here again soon, this suggestion is timely as it is the rule for arriving at inventory values adopted by the most successful jobbers on the continent:

"If the market has advanced since you purchased, take into inventory at your cost. If the market has declined, take at the market."

That is a good rule to follow. You can always afford to emulate men who  
(Continued on page 31)

4  
FINE  
POINTS  
on which  
to sell

WHOLESOME  
DEPENDABLE  
ECONOMICAL  
PROFITABLE



**RUMFORD**  
The Wholesome  
**BAKING POWDER**

B98 RUMFORD CHEMICAL WORKS Providence, Rhode Island

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

### I FEEL LIKE A NEW MAN

"I have been in the grocery business for the past 25 years. I always used to feel tired and sluggish until one day I tried Fleischmann's Yeast. After using it for a month, I felt like a new man," writes Adolph Zimmerman, of Newark, New Jersey. "My motto and advice to all my customers is eat 3 cakes of Yeast a day."

Every grocer recommending Yeast for Health to customers is giving a health service that will make customers regular and better buyers of all groceries sold in the store.

**FLEISCHMANN'S YEAST**

Service



## 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.

### Selling One Kind of Meat For Another

It is very unfortunate that meat is not always sold for exactly what it is and without having one kind substituted for others. In talking about such things there is danger of giving the impression that all retailers of meat resort to methods lacking in honesty. This would not be fair to retailers in general, for there is no reason to believe men engaged in the useful business of selling meat at retail are any less honest than groups engaged in other kinds of business. But whether men are engaged in selling meats or selling anything else there is pretty liable to be a part of the whole contingent who do not follow sound business ethics or good business practices.

At times these men who depart from what some of us are liable to term the "straight and narrow path" bring into a generally reputable business a stigma from which all in the business must suffer. It seems to us that it is not only the business of those engaged in the same line to see that all deal honestly and ethically, but the business of consumer-buyers as well.

While the easiest way may be to refuse to deal with those who do not deal fairly, a still more effective way might be to call attention to mistakes when they are made. This should be very effective in making such dealers more careful and gradually convert them to doing business as it should be done.

Specific illustrations of substituting are selling one grade of meat for another; one brand for another, or one class of meat for another. For instance, good grade cow meat might be substituted to the unwary for meat from steers, and brands of sausage sold loose might easily have their identity lost, although the consumer might specially desire a particular brand for its inherent flavor or other characteristics.

We had our attention called on an occasion a short time ago to a certain kind of imported ham advertised on the menu of a popular-priced restaurant that catered to a large number of people. We were told that this particular restaurant never had bought a pound of the particular ham it advertised to be selling.

We have seen instances where retailers would fill, without giving the matter a second thought, an order for a certain brand of pork roll, with slices from a roll made by an entirely different manufacturer. At first thought the housewife might say, "What difference does it make; one is nearly as good as the other." The difference is that one dealer spends his time selling goods for a manufacturer who is benefiting from the reputation another manufacturer has built up by making a product that has proved itself good

enough to gain broad recognition. The manufacturer who built up the reputation and advertised his product spent considerable money doing so, and so it would only seem fair to give him the benefit of his worthy efforts. Usually when one thing is substituted for another it is done to benefit the distributor, who is usually the retailer. He can buy the less known product for less money and if he can sell for what the better known product usually brings he can profit by the substitution. We are not attempting to launch a campaign against substitution, but it may not be out of place to suggest that if one buying for a home wants to get the greatest satisfaction for what she spends it is worth while to prevent as far as possible substitution unless made by mutual consent.

### Brittle Bacon—Better Babies.

At what age may children have meat? This is a question which has not been definitely settled but, according to Dr. Isaac A. Abt, meat carefully ground or chopped can be digested by an infant as young as 2½ months. At any rate, as soon as the child has teeth with which to chew, meat may be introduced into his diet, and it will be good for the development of the teeth, according to Dr. E. B. Forbes. "Spare the meat grinder and teach the child to use his teeth."

Bacon is the first meat recommended for children, and it can be given as early as the eighth month. Bacon is valued in the diet of the child because the fat is, next to butter fat, the most easily assimilated of the food fats and its protein is as easily digested as any other meat protein, which is regarded as almost completely digested. Through experiments, it has been shown that the average person utilizes 96.3 per cent. of cooked bacon. For children bacon must be crisply cooked and the excess of fat drained from it.

### Legend of First Christmas Tree.

St. Boniface, missionary to the pagan tribes of Germany in the Seventh Century, entered the dark forest of the "Thundering Oak" on Christmas Eve. In the red glare of torches he saw the Druids preparing for their bloody rites.

Beneath the great oak knelt a young boy, and the Druid priest stood over him ready to swing a heavy hammer. The boy was to be sacrificed to the hammer-god Thor, by having his skull crushed.

Just as the hammer swung, St. Boniface stepped forward and turned its blow aside with the cross-like staff he carried. Earnestly he told the story of Christ to the astounded tribesmen.

Then pointing to a straight young fir tree, he cried, "Take this tree that knows no human sacrifice, but points to the sky, to your chieftain's hall, for this is the birth night of the White Christ. You shall no more go to the dark forests to keep your feasts with secret rites of shame. You shall keep them at home, with laughter, love and song."

Thus the evergreen replaced the pagan oak, and became the tree of Christ.

## Customers Come To Your Store Because You Sell Good Products

They like "Uneeda Bakers" products.

Sell them this high quality line.

You need but a small investment

And you capitalize on

The constant demand and

Quick turnover.



NATIONAL  
BISCUIT COMPANY  
"Uneeda Bakers"

Always Sell

## LILY WHITE FLOUR

"The Flour the best cooks use."

Also our high quality specialties

Rowena Yes Ma'am Graham	Rowena Pancake Flour
Rowena Golden G. Meal	Rowena Buckwheat Compound
Rowena Whole Wheat Flour	

Satisfaction guaranteed or money refunded.

VALLEY CITY MILLING CO.

Grand Rapids, Mich.

*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

**PUTNAM FACTORY**

NATIONAL CANDY CO., INC.  
GRAND RAPIDS, MICH.

## VINKEMULDER COMPANY

Grand Rapids, Michigan

Distributors Fresh Fruit and Vegetables

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

## GRAND RAPIDS PAPER BOX Co.

Manufacturers of SET UP and FOLDING PAPER BOXES

SPECIAL DIE CUTTING & MOUNTING.

GRAND RAPIDS MICHIGAN

## 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.

### How To Follow Up the Christmas Holiday.

Among the things that the wide-awake and successful hardware dealer learns early and remembers always, is that business is, not a battle, but a campaign; or rather, a succession of campaigns. Selling is not a matter of seasons, but of all-the-year-round pushfulness. While he is executing one well-planned move, he is preparing for the next.

So, right now, with the Christmas campaign surging toward a triumphant climax, the hardware dealer is looking forward to his next move. How can he most efficiently follow up the Christmas campaign?

In planning for what may come afterward, he of course does not slacken in the least his last-minute selling efforts. So far as possible, the strictly seasonable goods will be cleared out between now and Christmas Eve. That is one of the best forms of preparation for after-Christmas trade—to see that there are as few left-overs as possible. Goods carried over from one season to another represent not merely a risk of loss, but a practical certainty of loss, through money tied up, depreciation and possible breakages.

Just a word as to the Christmas holiday itself. Take it. Get away from your business long enough and completely enough to thoroughly enjoy this one day. Don't do anything that will produce a hang-over, but get all the clean, healthy enjoyment you can out of the great holiday. A day off, after the recent strenuous weeks, is another item in your preparation for after-Christmas conditions.

Don't devote the Christmas holiday to planning your next move. If you haven't laid your plans before Christmas Eve, wait until the morning after Christmas. Then sit down with paper and pencil and outline a little plan of just what you intend to do.

Between Christmas Day and mid-winter your inventory should be taken. Before or after the inventory you may wish to put on a special sale, with a view to stimulating winter business and turning slow-selling lines into cash.

One of your problems is to decide just when to take stock, and how to go about it; and whether to hold a special sale, and, if you do, when to hold it.

It is the practical experience of a host of merchants that they do better work, and get better results, and save time and effort, when they have a clear-cut idea beforehand of just what they want to do. A mere program in writing on paper is helpful, but it is hardly enough. The hardware dealer must get his ideas clearly defined in his own mind.

If you find time between now and Christmas Day, take a few minutes to map out your plans for the next few weeks. If not, do the job the day after Christmas.

Here comes a word of warning. Af-

ter the Christmas rush, and the intervening holiday, you'll come back to business pretty well fagged. Your tendency will be to put off until tomorrow what you ought to do to-day. It is natural, in reaction from the strain of these two or three weeks, to evade or postpone anything in the nature of extra physical or mental effort.

Don't yield to that temptation. Start your plans working at once. Don't start them with a wild rush, but start them gently, easily but determinedly. You'll get your needed rest in the greater ease with which the necessary after-Christmas work is handled.

The last-minute Christmas rush will have left the stock in a rather disordered state. While you are shaping your plans, get your salespeople started on the task of sorting and re-arranging the stock in preparation for stock-taking. They'll feel as slack, doubtless, as you feel. Don't hurry them unduly, but get them working.

Some hardware dealers make a practice of putting on a sort of preliminary special sale of Christmas lines immediately after the holiday. They argue that a certain amount of business in these lines can be picked up if they act promptly. There are people who receive unexpected last-minute presents from friends overlooked in their own gift lists; and who feel it is better to return a belated gift than to wait another year to reciprocate. There are other people whom a price-concession can tempt into buying gifts for next Christmas, even though this involves putting them away for an entire year. There are also a lot of people who expected and wanted some specific gift, didn't get it, and now are going to buy for themselves. It is better for the hardware dealer to sell at once to one or other of these classes at a cut price than to carry the goods over to Christmas of 1929.

This after-Christmas sale does not, of course, take the place of the more comprehensive stock-taking sale which comes somewhat later, after the hardware dealer has got his bearings. The special sale now under consideration is a rush affair, staged right after the holiday to clear out seasonable odds and ends.

Occasional damaged articles are sure to crop up. This is particularly the case if you have a toy department. Put these on the bargain counter, plainly marked "Damaged" and let them go for what they may bring.

Window and interior displays and newspaper advertising in connection with such a sale should stress price. No elaborate displays are necessary. Just put the most striking features in the window with a few appropriate show cards and a lot of price tickets that clearly indicate the drastic reductions made.

While this hurry-up sale is being pulled off, go ahead steadily with your preliminary preparations for stock-taking. Also, arrange for the bigger special sale to be held a little later.

Some hardware dealers have had very good success with stove sales in early January. There is really no reason why stoves and ranges cannot be sold

### A MARK OF DISTINCTIVE BEDDING



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BED SPRINGS  
MATTRESSES  
PILLOWS

Comfortable .... Durable

THE MARSHALL CO.

GRAND RAPIDS

## Michigan Hardware Co.

100-108 Ellsworth Ave., Corner Oakes  
GRAND RAPIDS, MICHIGAN



Wholesalers of Shelf Hardware, Sporting  
Goods and  
Fishing Tackle

### THE BEST THREE

AMSTERDAM BROOMS

PRIZE *White Swan* Gold Bond

AMSTERDAM BROOM COMPANY

41-55 Brookside Avenue,

Amsterdam, N. Y.



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GRAND RAPIDS, MICH.

## BROWN & SEHLER COMPANY

Automobile Tires and Tubes

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Radio Equipment

Harness, Horse Collars

Farm Machinery and Garden Tools

Saddlery Hardware

Blankets, Robes

Sheep lined and

Blanket - Lined Coats

Leather Coats

GRAND RAPIDS, MICHIGAN



now. True, most people are inclined to economize after the holiday season; but there are always a few people who can be induced to spend, and a few sales in the stove department will make the effort worth while. The heavy pull of early January usually shows up the deficiencies of the old range or heater. The average householder will try to struggle through until March and milder weather. But if some slight inducements are offered, he may be persuaded to change his mind, and to buy at once.

The quicker you get started on such prospects, the better. As a rule, the hardware dealer who features the stove trade at this season brings on his stove sale the first two weeks in the New Year. A usual plan is, not to offer reduced prices, but to put in some small article from the stock as a premium. Stock-taking usually uncovers a lot of slow selling yet worthwhile articles, which are suitable for premium purposes; a razor, a carving-knife, a lamp or some other article of sufficient value will often do the trick.

Early winter stove sales are most successful where there has been a course of tacit preparation. Thus, according to the usual plan, in the Christmas season the stoves, instead of being pushed entirely out of sight, are still given a reasonable amount of prominence. Although no particular effort is made to sell them, the salespeople have instructions to direct attention to the stove line. Sometimes their gift possibilities are stressed.

After the Christmas season, these preliminary "stove hints" are apt to recur to customers. The hardware dealer, for his part, follows up this careful preparation by bringing stoves to the front, advertising them, and giving them plenty of good display. Demonstrations can be staged, and circular letters sent out. The stove campaign must, of necessity, be short, sharp and decisive, in order not to hold back the necessary stock-taking.

In connection with the stove sale, tinware and kitchen utensils can be successfully featured. Right now these lines will pay for a little extra effort; and the purchaser of a new stove is apt to appreciate the value of completing her probably inadequate kitchen equipment.

A hardware firm in a town of 20,000 people one year sold more than \$500 worth of kitchen stuff in connection with a two-weeks sale early in the winter—not a bad showing considering that the articles were low-priced and the season a difficult one.

A question to be settled now is just when to start stock-taking and when to hold your stock-taking sale. The two problems are interwoven and interdependent. Some hardware dealers say, "Put on the sale first, clear out as much stock as you can, and thereby reduce the work of stock-taking." Others argue, "How on earth can a man put on a sale intelligently until he has finished stock-taking and knows just what he has in stock?"

In general, the after-stock-taking sale seems to be the more popular. Yet each plan has its supporters. More

than that, each plan is generally found to be the best. Why? Because there are no two stores operating under identical conditions, and a hardware dealer's methods are generally developed to meet the peculiar conditions he has to face. In one store the after-stock-taking sale represents the better plan because it fits the peculiar conditions of that store; in another store the reverse may be perfectly true.

So that no general rule can be laid down. If a hardware dealer is in doubt, a good scheme is to try both methods in successive years, and find out if one has advantages over the other. If there are no pronounced advantages either way, there is nothing to prevent the dealer from alternating from year to year. A change in methods is often a good thing in itself.

The new year shortly to open represents a new opportunity for every hardware dealer; and it will be his task, in the closing days of 1928, and in the light of his stock-taking, to evolve new and better methods for the coming twelve months.

Victor Lauriston.

#### Housewives' Bureau Endorse Canned Food.

A committee representing the American Housewives' Bureau has published its report in the American Journal of Public Health after investigating domestic and commercial canning. "What effect, if any," asks the report, "has the consumption of canned fruit, vegetables, etc., upon the Nation's health? The annual production and consumption of these foods has been rapidly increasing since the civil war, yet we know of no impairment to the general well-being of the people resulting from it. Canned foods are cooked in hermetically sealed containers which prevent recontamination until opened. The nutritive and calorific values of the same fruit or vegetables, fresh and canned, are essentially the same. Canned foods, whether prepared in the home or in commercial canneries, regardless of the type of container, are sound, wholesome and safe. Their continued use is commended. The advantages to the American health from the use of canned foods in the diet can hardly be overestimated. Improvements are possible and with the aid of research and intelligent regulation, it is believed that the future of the industry is bright. The Nation may have faith in its canned foods."

#### Walter Lawton Serving Nineteenth Term as President.

Grand Rapids, Dec. 18—The annual meeting of the Grand Rapids Traveling Men's Benefit Association was held in U. C. T. hall, 21 Ionia avenue, Dec. 14, with seventeen members present.

Three death claims were paid during 1928—W. J. Cornell, C. C. Walsh and J. J. Dooley.

Officers elected for 1928-1929 were as follows:

President—Walter S. Lawton.

Vice-President—H. T. Koessel.

Sec'y and Treas.—A. F. Rockwell.

Board of Directors—H. Ford DeGraff, E. J. MacMillan, Wm. K. Wilson, J. H. Millar.

Mr. Lawton has held the office of President ever since the inception of the organization in 1910—nineteen years.

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Nothing as Fireproof  
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No Cost for Repairs  
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MUSTARD

OTHER SPECIALTIES

COCOA

DROSTE'S CHOCOLATE

Imported Canned Vegetables

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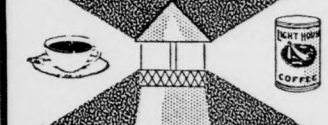
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Standard of quality for nearly 70 years  
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A Variety for Every Taste



## HOTEL DEPARTMENT

### Features of a Trip Through Arizona.

Phoenix, Arizona, Dec. 14—Tucson, which we visited yesterday, is next to Santa Fe, the most typically Spanish town I have ever visited. Santa Fe has, through local regulations, confined its architecture to the Spanish type exclusively. Tucson is a jumble of all types, but is still rich with evidences of by-gone days. We motor through the old town—relics of a grandeur that America does not know to-day, a grandeur more of spirit than display. The old Spanish grandee never counted his dollars, or measured up the value of a meal to a guest. He made a gamble of life and hated as intensely as he loved. The old mansion houses are falling into disrepute to-day. They are given over, for the most part to Chinese and Japanese merchants, but through the open windows one may see relics of patios and plazas, within inner courtyards, where oleanders are in perpetual bloom and roses climbing high on trellis work. St. Augustine Mission, where heroes shed martyr blood has been turned over to commercialism.

From the Spanish section, which in any other country would be treasured and capitalized in dollars for the tourists you pass modern mansions, which, fortunately, follow the Spanish ideals.

On our trip down from Flagstaff we passed the Popago Indian reserve, too late in the day to give it a careful inspection, so we return there, only to find that it, too, is commercialized, the chief product being baskets. The Popagoes are said to be the finest basket weavers in the world. They make baskets of such close weave that they will hold water, and you will see the women with jars—ollas—of water on their heads going to and from the water supplies. Basket makers weave in front of the sun-baked adobe walls where hang the red strings of chile (peppers) like garlands. They look and act happy and contented, not unlike many moderns we know of, who are satisfied to depend upon the ravens at feeding time.

The mountains close in a cup-like form round a little valley. In the center of the valley rises an island of rock, known as the Grotto of the Virgin, and a white dome and twin towers appear, white, almost unearthly with arches pointing skyward, and lions along the roof. There is a dome in the middle of the roof line, representing the Moorish influence brought in by Spain. There are twin towers on each side, and in one of them are the bells which signal the call to work and vespers. The walls and pillars and arches are all marble white, and you are looking upon one of the most ancient Missions of America—San Xavier del Bac. The whole effect is so oriental as to be startling. The brick and adobe walls are from two to six feet thick. Not a nail has been used in the entire structure. The doors are of wood in huge panels mortised and dovetailed together. Gothic temples are usually built in one long, plain arch. The roof of this particular Mission is a series of domes, with the deep embrasures of the windows on each side colored in tints of the sea shell. Because of the height and depth of these windows the light is wonderfully clear and soft. The church is now used only as a school for Indian children.

We are all much interested in this wonderful structure but it was like extracting blood from a turnip to gather many historical facts concerning it. Somewhere or at sometime in the seventeenth century, possibly 1630, it was built. We do not know that when the United States took over Arizona, San Xavier came under the home church influence, and was at that time restored to somewhat of its former grandeur. There were few innovations and to-day it floats in the shimmering

desert air, unearthly, unreal, a thing of beauty and dreams, rather than latter-day life, white as marble so dazzling in the sunlight to the unaccustomed eye that you somehow know why rows of restful, drowsy palms were planted in line along the front of the wall.

Unlike other Missions San Xavier is built largely of stone and brick. It is about 100 x 30. The cupola above the altar is fifty feet in height. The lights from the windows have a subdued dreamy effect, and we feel that if our favorite dominie, Dr. Blumenthal, were in the pulpit life would be one glad, sweet dream. The hands that wrought the paintings on the walls were not those of bunglers.

But it were not always thus. Priests, whose names have even been forgotten, were murdered on the altars here, thrown down the stairs and cut to pieces in their own mission yard. Before a death which they coveted as glory, what a life they must have led. Sandaled missionaries tramped the cactus desert in June, when the heat was intolerable, and they traversed the mountains when winter snows filled the passes.

At Tucson we stop at a brand new hotel, opened last week, with an unpronounceable and almost unspellable name, El Conquistadore—one of a mighty chain the management of which would do well to bestow numbers instead of names on their numerous holdings, if they cannot do better than they did in this particular case. Reclamation will be our next topic.

Roosevelt Dam, which is one of a series of several, completed and contemplated, is said to be the greatest engineering feat in the entire Salt River irrigation project. It was completed in 1911 and is a wonderful structure of limestone and cement, costing nearly \$9,000,000, rises 284 feet above Salt River, about 75 miles North-east of Phoenix. It is 1,080 feet long on top, and 170 feet thick at its base. Placed by the side of an ordinary 20 story building, it would rise several feet above it, while its length on top would be equal to at least four ordinary city blocks. Across its top is a roadway twenty feet wide.

The structure is set in a mountain gorge, being in the form of a huge "W," closed at the top and bottom, and curved with the bulge up-stream so as to present an arched resistance to the great body of water it has to retain. Very large rocks have been used in its construction which are securely bonded together and filled with Portland cement, thus solidifying it into a great monolith.

The discharge is through a 500 foot tunnel to six great service gates, each of which will discharge 1,670 cubic feet of water per second. Spillways carry the surplus water around the dam, and serve to relieve it in time of flood. The reservoir created by the Roosevelt Dam is the largest artificial body of water in the world. Its capacity is sixty-one billion cubic feet, and its custodian told us that if its depth of water were spread over the state of Delaware it would cover the entire surface of the state to one foot in depth. The lake formed by the dam is twenty-five miles long, and two miles at its greatest width.

Forty thousand three hundred horsepower is developed in the great electrical plant situated at the base of the dam. It is altogether a Government project, but is said to reclaim nearly 300,000 acres of otherwise arid land, most of which is now utilized, and the earnings are sufficient to meet all interest payments on the bonds issued for its construction, besides reducing the principal at a satisfactory rate. An evidence where Government ownership and operation have worked out satisfactorily.

We had originally contemplated visiting Coolidge Dam, seventy-five miles further East, which was completed but a short time ago, and which

## CHARLES RENNER HOTELS

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

Mishawaka Hotel, Mishawaka, Indiana

Edgewater Club Hotel, St. Joseph, Michigan, open from May to October.

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

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HENRY M. NELSON, Manager  
European Plan  
MANISTEE, MICH.

Up-to-date Hotel with all Modern Conveniences—Elevator, Etc.

150 Outside Rooms

Dining Room Service

Hot and Cold Running Water and Telephone in every Room.

\$1.50 and up

60 Rooms with Bath \$2.50 and \$3



## Warm Friend Tavern Holland, Mich.

Is truly a friend to all travelers. All room and meal rates very reasonable.

Free private parking space.

E. L. LELAND, Mgr.



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Comfort,  
Appetizing  
Meals,  
Reasonable  
Rates,

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.

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"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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Rates \$1.50 and up

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300 Rooms With or Without Bath  
Popular Priced Cafeteria in Connection. Rates \$1.50 up.

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

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Fireproof Construction

The only All New Hotel in the city.

Representing

a \$1,000,000 Investment.

250 Rooms—150 Rooms with Private Bath.

European \$1.50 and up per Day.

RESTAURANT AND GRILL—

Cafeteria, Quick Service, Popular Prices.

Entire Seventh Floor Devoted to

Especially Equipped Sample Rooms

WALTER J. HODGES,

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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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LANSING

300 Rooms 300 Baths

Absolutely Fireproof

Moderate Rates

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GEORGE L. CROCKER,

Manager.



is one of a chain of reclamation and power dams in contemplation and completed, but the roads were reported none too good, so we decided that a dam was a dam, and as long as we were not dam experts, all of them would look much alike to us.

I don't know what reason there is for it, neither do the Indians of the Southwest seem to know, but Casca Grande, the Great House, or the place of the Morning Glow, some 50 miles from Phoenix, which we visited early this morning, is to them the Garden of Eden of their race traditions, the scene of their mythical Golden Age, when there were no Apaches raiding their crops, or white men stealing their lands; when life was a perpetual Happy Hunting Ground, and all animals could talk, and the desert was an antelope plain, knee-deep in pasture and flowers, and the springs were bubbling forth Adam's ale.

Casca Grande is said to be the oldest of all the prehistoric ruins in the United States. The ruin itself has been set aside as a perpetual monument. We drive out over a low mesa of rolling mesquite and greasewood, and the giant cacti stand like columned ghosts of centuries gone by. The first glimpse you catch is of a red roof put on by the Government, then a huge, square, four-story mass of ruins surrounded by crumbling walls, with remnants of big elevated court yards, and four or five other buildings the size of the central house, like the bastions of an old fort. The walls are adobe of tremendous thickness—six feet in the house, or temple part and from one to three in the stockade—a thickness that in an age of only stone weapons must have been impenetrable. The doors are so very low as to compel an individual of ordinary height to bend almost double to enter, and the supposition is this was to prevent the entrance of an enemy and give the doorkeeper a chance to eject unwelcome visitors. Once inside the ceilings are high, timbered with rafters of cedar, strengthened with heavier logs that must have been carried in a horseless age many miles from mountain forests. The house is laid out on rectangular lines, and the halls straight enough but so narrow as to compel passage sideways. In every room is a feature that has puzzled scientists both here and in the cave dwellings. In addition to the doors there are, close to the floors of each room, little round "cat holes," through walls four or five feet thick. Some think they were used as ventilators, and others that they were whispering tubes, for use in time of war. Others think they were for drainage purposes—rude attempts at plumbing, though they don't seem to drain in any direction. Such a structure as Casa Grande must have housed a whole tribe in time of war, so you come back to the explanation of ventilator shafts.

The ceilings of Casa Grande are extraordinarily high, and bodies which were found buried in sealed up chambers behind the ruins of other buildings were five or six feet long, showing this was no race of pygmies. The rooms, unlike those of modern civilization, do not run off the halls, but you tumble down stone steps through a passage so narrow as to catch your shoulders, into rooms narrow and grave-like. Then you bump your head going up other steps into an apartment. Bodies are no longer in evidence here as they have been transported to Eastern museums to be stored for further analysis.

Remnants of peculiarly rich shades of pottery are still in evidence. The purples, reds and browns are specially attractive.

Running back from the Great House is a heavy wall as of a former court yard. Backing and flanking the walls appear to have been other houses, smaller but built in the same fashion

as Casa Grande. Stand on these ruined walls, or in the doorway of the Great House, and you can see that five such big houses have once existed in this enclosure. Inside of what must have been the main court are elevated earthen stages or platforms, solid mounds three to six feet high. At one place is the dry bed of a very ancient reservoir, but no one can tell how the water was conveyed to this great community well, as the Gila River is fully two miles away and no springs are visible. No one seems to have any conception of the age of these ruins. Settlers here will tell you they are five, or six hundred years old, but scientists claim they antedate other ruins in Arizona and New Mexico by thousands of years. They claim the cave dwellers were contemporaneous with the Stone Age. The cave age they claim was farther away than our stories of the Creation of Man. At least they were abandoned for a long time before the Spaniards came in 1540. It has also been suggested that the cliffs were cities of refuge in time of war, and that the caves and Great Houses were permanent dwellings. Be that as it may they are more interesting to me, from the standpoint of antiquities than were the pyramids of Egypt which I negotiated several years ago.

Cave and cliff dwellings are by no means the same thing, as a great many people suppose. Cliff dwellings are houses made up by building up the front of a natural arch. This front wall was either in stone or sun-baked adobe. Cave dwellings are houses hollowed out of the solid rock, a feat not so difficult as it sounds when you consider the rock is soft pumice that yields to scraping as readily as scouring brick or lime. The cliff dwellings are usually only one story. The cave dwellings may run five stories up inside the rock, natural stone steps leading from tier to tier of the rooms, and tiny porthole windows looking down precipices hundreds and sometimes thousands of feet. The cliff dwellings are mostly entered by narrow trails leading along the ledge of a precipice sheer as a wall. The first story of the cave dwelling was entered by means of a light ladder, which the owner could draw up after him. In those days there were no firearms, no battering rams nor devices for throwing projectiles. A man with a rock in his hand in the doorway of either type of dwelling could swiftly and politely speed the party guest with the equivalent of a brickbat on his head. While there are similarities in the types of potteries found in the two classes of dwellings, provisions for ceremonial and religious rights seem to have been radically different.

Scientists who are accredited with various deductions, claim that the earth is drying up at the rate of an inch or so every century; moisture is receding toward the Poles as it has on the planet Mars, until she is almost arid around her equator and icy around its Poles. When you look down from the cliff dwellings as we did at Walnut Canyon, four days since, that explanation seems to hold good. There certainly must have been much water at one time at the bottom of that canyon, and when the water sank below the level of the springs, the inhabitants had to move out. But when you come down to the cave dwellings on the Gila River, the theory does not work out, for there is a perpetual gush of water down these rock walls from what are said to be unfailing mountain springs.

I could ramble on some more about Casa Grande, and would probably do so, but one excited explorer whom we met the other night had so much to say about Gila Canyon, which is away behind us in New Mexico, we have decided that we will take the time to look over Apache Trail, which attracts a vast amount of attention from tourists, and we are going to see it, if we

spend our last simoleon for gas at 40 cents per.

There is a prosperous village adjacent to the ruins here and two very comfortable hotels. We partook of luncheon at one and a very good dinner at the other, driving back here by moonlight.

The Heldenbrands, Hotel Heldenbrand, Pontiac, send me one of their Thanksgiving day menus, which is sure a corker. It is so far ahead of the three or four dollar offerings which were made out here that I am going to reproduce it here: "Where good foods are seasoned with hospitality."

Canape Caviar  
Fruit or Blue Point Cocktail  
Celery Hearts Radishes Ripe Olives  
Pecan Nut Meats  
Chicken Gumbo Consomme a la Anglaise  
Filet of Sole, Shrimp Sauce.  
Pommes Parisienne  
Roast Young Vermont Turkey.  
Cranberry Sauce  
Chestnut Dressing  
Fried Venison Cutlets, Financiere Sauce  
Spring Chicken, a la Maryland  
Fried Jumbo Frog Saddles, Tartare Sauce  
Orange Sherbet  
Hubbard Squash Candied Yams  
Mashed Potatoes  
Creamed Asparagus Waldorf Salad  
Hot Biscuits  
Apple, Hot Mince or Pumpkin Pie  
English Plum Pudding, Maraschino Sauce  
Special Brick Ice Cream and Cake  
Individual Swiss or Roquefort Cheese  
Coffee Mints

There seems to be some dissension over the fact that the apartment hotel managers of Detroit, recently, arbitrarily changed the name of their organization to the Greater Detroit Hotel Association, when in reality while to the uninitiated their interests are similar, there is a wide difference in their plans of activity, and the older Detroit Hotel Association rather represents a seeming usurpation of title. I am sorry about this, for Detroit has enjoyed many benefits from a business-like operation of the older association, and, in fact their interests are widely different. It is just another case of "high-hatting" methods which have been responsible for the decimation of membership in other similar organizations.

Recent oil developments in Michigan have, in some instances, placed an entirely new aspect in hotel operations. Muskegon has been greatly enriched by these exploitations. Now Midland and Isabella counties have gotten the craze and we may expect and most assuredly hope that hotel men in that section will soon be prospective purchasers of aeroplanes.

My old friend "Jim" Stafford, who has for a long time managed the Park Hotel, at St. Louis (Mich.), and made thousands of guests happy with his ministrations, reports an exceptionally good summer business this year and is anticipating its continuance during the winter months. Mr. Stafford certainly "knows his onions" when it comes to public purveying.

I note that the Wright House, Alma, one of the standbys of Central Michigan, operated more recently by Mr. and Mrs. H. M. Elliott, has been taken over by the Boss chain of hotels, an organization operating fourteen hotels in Iowa, Nebraska and Wisconsin. It is a good property and located in a thrifty community. Mr. Boss has the reputation of picking out winners when he invests in hotel properties and he has made no mistake in this case. I am not worrying about the Elliotts, either, for they are far-seeing and have a record of accomplishments.

Frank S. Verbeck.

#### Gabby Gleanings From Grand Rapids.

Grand Rapids, Dec. 18—Alan Minch, office manager of the Detroit branch of Henry Doherty & Co., has been in temporary charge of the Grand Rapids office for a few days, pending the selection of a new manager. The regular routine of the office is moving along

smoothly, and the shift in management will not in any way discommode the customers of this model investment institution. The Doherty (Cities Service) securities have always been favorite investments with Michigan people and they will probably continue as universal favorites for many years to come. On account of the Cities Service Corp. carrying blanket policies on all its employees, no customer of the house lost a dollar by the defalcation of the local representative. Every one who trusted the branch manager and was betrayed will be fully recompensed by the company, which, in turn, will be made good by the Maryland Casualty Co.

Harry D. Cornman has sold his grocery stock at Sturgis to take the State agency for the College Inn Food Products Co., of Chicago. Mr. Cornman will continue to reside in Sturgis for the present.

#### Three New Readers of the Tradesman.

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

Dwight L. Coulter, Grand Rapids.  
S. E. Larsen, Grand Rapids.  
Keane, Higbie & Co., Detroit.

The road to mercantile success has many buy-ways.

"A MAN IS KNOWN BY THE COMPANY HE KEEPS"

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

## PANTLIND HOTEL

"An entire city block of Hospitality"

GRAND RAPIDS, MICH.

Rooms \$2.25 and up.

Cafeteria -:- Sandwich Shop

## MORTON HOTEL

Grand Rapids' Newest Hotel

400 Rooms -:- 400 Baths

#### RATES

\$2.50 and up per day.



#### HOTEL BROWNING

150 Fireproof Rooms  
GRAND RAPIDS, Cor. Sheldon & Oakes  
Facing Union Depot; Three Blocks Away.

## CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

## DRUGS

**Michigan Board of Pharmacy.**  
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Vice-Pres.—J. Edward Richardson, Detroit.  
Director—Garfield M. Benedict, Sandusky.  
Next Examination Session—Grand Rapids, third Tuesday in November.

**Michigan State Pharmaceutical Association.**  
President—J. M. Ciechanowski, Detroit.  
Vice-President—Chas. S. Koon, Muskegon.  
Secretary—R. A. Turrell, Crosswell.  
Treasurer—L. V. Middleton, Grand Rapids.

### Perspiration Powders.

- |                         |               |
|-------------------------|---------------|
| 1. Boric acid           | 4½ pounds     |
| Powdered alum           | 1½ pounds     |
| Eucalyptol              | 3 fluidrachms |
| Menthol                 | 2 fluidrachms |
| Thymol                  | 2 drachms     |
| Oil wintergreen         | 2 fluidrachms |
| Phenol                  | 3 fluidrachms |
| Salicylic acid          | 45 grains     |
| Zinc oxide              | 1 ounce       |
| Orris root              | 2 ounces      |
| Talcum                  | 7 ounces      |
| Cumarin                 | 1 grain       |
| Oil bergamot            | 10 drops      |
| Oil rose                | 20 drops      |
| Carmine solution, q. s. | to color.     |

Reduce the solids to fine powder separately, mix thoroughly with the other ingredients, and pass the mixture through a fine sieve. Any other perfume may be employed if desired.

- |                |           |
|----------------|-----------|
| 2. Talcum      | 8 ounces  |
| Starch         | 2 ounces  |
| Oil eucalyptus | ½ drachm  |
| Thymol         | 10 grains |
| Salicylic acid | 60 grains |

Mix the oil, acid and thymol intimately; add the talcum gradually and in divided portions, mixing well after each addition; then incorporate the starch, mix and sift.

- |                             |            |
|-----------------------------|------------|
| 3. Boracic acid, pulverized | 125 parts  |
| Stearate of zinc            | 125 parts  |
| Talcum                      | 2250 parts |
- A similar powder, as recommended by Dr. Pram, is:

- |                          |           |
|--------------------------|-----------|
| 4. Boracic acid          | 10 parts  |
| Benzoic acid             | 1 part    |
| Boracic acid, pulverized | 100 parts |

### Floor Oil.

The following formulas may be used in preparing dust-absorbing floor oils:

- |                          |            |
|--------------------------|------------|
| 1. Yellow petrolatum oil | 1000 parts |
| Linseed oil              | 1000 parts |
| 2. Rape seed oil         | 1000 parts |
| Linseed oil              | 1500 parts |
| 3. Yellow petrolatum oil | 1000 parts |
| Rape seed oil            | 500 parts  |
| Linseed oil              | 2000 parts |

It should be remembered that any article dropped on a floor treated with any of the above described oils is apt to be soiled or ruined.

### Eczema Ointment.

- |                     |           |
|---------------------|-----------|
| Zinc oxide          | 1 drachm  |
| Calamine            | 1 drachm  |
| Menthol             | 5 grains  |
| Glycerin            | 30 grains |
| Wool fat, anhydrous | 2 drachms |
| Benzoated lard      | 2 drachms |
| Lime water          | 2 drachms |

This is rubbed up on the ointment slab, omitting the lime water until all the other ingredients are well mixed, when it is added gradually.

### Anti-Acne Pomade.

- |                      |          |
|----------------------|----------|
| Camphor, fine powder | 0.5 gram |
|----------------------|----------|

- |                      |          |
|----------------------|----------|
| Resorcin             | 1 gram   |
| Precipitated sulphur | 2 grams  |
| Green soap           | 1 gram   |
| Benzoated lard       | 8 grams  |
| White petrolatum     | 15 grams |
- Mix well on the ointment slab until a smooth homogeneous paste results. Apply to the affected areas previously washed and dried.

### Mucilage of Tannin.

- |                          |           |
|--------------------------|-----------|
| Tannic acid              | 10 grams  |
| Powdered tragacanth      | 1.2 grams |
| Chloroform               | 0.5 mls   |
| Alcohol                  | 2 mls     |
| Distilled water, to make | 100 mls   |

Dissolve the tannin in 90 mls of distilled water. Mix the chloroform and alcohol and suspend the tragacanth in the mixture. To this add the tannin solution carefully.

### Spray for Flies.

- |                          |           |
|--------------------------|-----------|
| Eucalyptol               | 10 parts  |
| Oil of bergamot          | 3 parts   |
| Acetic ether             | 10 parts  |
| Cologne water            | 50 parts  |
| Ninety per cent. alcohol | 100 parts |

Add one part of this essence to 100 parts of water and spray about the room frequently.

### Lilac Toilet Water.

- |                           |         |
|---------------------------|---------|
| Terpineol                 | 10 mls  |
| Extract of white rose     | 25 mls  |
| Extract of orange flowers | 15 mls  |
| Water                     | 100 mls |
| Cologne spirit            | 500 mls |
- Lilac color, sufficient quantity.

Mix.

### Bismuth Cream.

- |                    |         |
|--------------------|---------|
| Bismuth subnitrate | 4 grams |
| Zinc oxide         | 8 grams |
| Olive oil          | 120 mls |
- Lime water, sufficient to make 240 mls

Very soothing in sunburn and erythema.

### Borated Anti-Chafing Powder.

- |             |          |
|-------------|----------|
| Boric acid  | 10 grams |
| Talc        | 20 grams |
| Rice starch | 70 grams |

Reduce the ingredients to the finest powder separately and mix on a paper with a spatula. Do not pass through a sieve.

### Amber Color For Show Bottles.

- |                         |         |
|-------------------------|---------|
| Powdered dragon's blood | 1 part  |
| Sulphuric acid          | 4 parts |
- Water, a sufficient quantity.

Macerate the dragon's blood in the acid for about half an hour, or until solution is complete, and dilute the mixture with water until the desired tint is obtained.

### Menthol Pencils.

- |              |           |
|--------------|-----------|
| Menthol      | 100 grams |
| Benzoic acid | 10 grams  |
| Eucalyptol   | 3 grams   |

Melt the ingredients together at the lowest temperature possible, mold the mass into cones, and allow these to cool in a covered vessel.

### The Face of Your Store.

Show windows are the face of a store. They give the passerby or prospective customer a good idea of what may be expected in the interior of that store.

As a rule we have two types of stores in any community. One that has an attractive and appealing exterior, with the same prevailing conditions in the interior. Then there are those stores that have a well arranged and sales appealing interior, while the windows of the store appear to be forgotten.

You have to plan your displays so that they will induce the passerby to come in. Then, if some displays in the interior tie up with a show display your idea is pretty well introduced.

Display must either sell goods immediately, create a customer for the next day, or show merchandise that will be sold at some later date. Window displays and interior displays must appeal and create desire.

Store arrangement and counter displays should tempt the customer to buy. Put the merchandise before her. Don't make her look for it. Feature several ideas every day and play them up big, spotting them in different parts of the store so that the customer will go to all parts of the store and buy other things.

Set one or two feature items in your window. Give them a good show in the store. Keep your windows in good order. Make them work day and night and in this way create new customers.

Leonard Karl.

### Horse Pride.

The improvident colonel had purchased an ancient hunter from the livery stable on the installment plan.

A week after the deal had been completed, he rode over to see the owner of the stables.

"Hyde," he began, somewhat peremptorily, "I am not entirely satisfied with this animal."

"Oh," said the other. "What's wrong?"

"She won't hold her head up," the

colonel complained bitterly.

The dealer grinned up at his client. "That's only her pride," he said smoothly. "You just wait until she's paid for, and then see."

### Prints Dominate Silk Buying.

Prints continue to be heavily stressed in the orders being received for spring silks. Twin effects featuring contrasting colors are meeting with much attention, as are new designs showing variations of the popular scenic motifs. Buyers are said to be taking small, medium and large effects, there being no special concentration on any particular size of design as yet. Sheer silks are in good demand, with chiffons in the van. Competition in sheer goods is described as very keen, however, and is narrowing margins on georgettes. The situation in staples remains highly competitive.

The United States is a house not made with hands. Into it have gone the sacrifices and prayers of many generations. While it is by no means complete, it is already the most comfortable habitation which a nation ever enjoyed. Its prevailing atmosphere is marked by progress, peace and tranquility. Sectional animosities have disappeared. Industrial conflicts have almost ceased. Her territorial integrity is secure. Her constitutional liberties are protected by the eternal vigilance of her people. Our country is still worthy of those who have made such great sacrifices in its behalf, still determined to improve the opportunities which those sacrifices created, still loyal to the faith of the past, still inspired by the hope of the future.—President Coolidge.

Don't think all the reason you can see is all the reason there is.



*From every one beneath our roof  
we send this hearty, happy proof,  
of fellowship, with greetings true,  
from all of us to all of you.*



**Hazletine & Perkins Drug Company**  
Grand Rapids      Michigan      Manistee



## Christmas Gladdest Day in All the Year.

Grandville, Dec. 17—Christmas is even more given to thankfulness than Thanksgiving and there should be thankful hearts from one end of this broad land to the other because of our prosperous National condition and the outlook for much more of the same to come.

The world more generally celebrates this holiday than any other. Most holidays partake of a National or sectional character; not so Christmas which is a day of glad hosannas that is world wide in extent.

The early settlers of Michigan kept the day more thoughtfully than any other day in the calendar. The Christ child has a wider significance than any other born into the world. This is the one day in which rival nations, rivals politically, can get together and meet beneath the same fig tree.

The Christian world meets on a level, deadly antagonisms forgotten for the time. Even those who make no pretention to churchianity stand uncovered beneath the banner of the Christ child and all people are one for a time.

Is there a Santa Claus? This question was asked of the editor of the New York Sun and answered in the affirmative. An eight year old child asked the question, its little mind puzzled and doubting as older ones told her that Santa was a myth.

Take Kris Kringle, Santa Claus or St. Nicholas out of the reckoning and the holiday known as Christmas would hardly be worth celebrating. Even in the deeps of the North woods, way back in the last century, this day was one of hallowed meaning, not even the most profane, ignorant lumberjack questioning the significance of the day.

All work ceased on Christmas Eve and for one day the shantymen made merry by quitting camp, going sometimes long distances to dances, taking their best girls.

This day is more widely observed even now than any other day in the year. It is not a National but a world wide holiday and as such has the widest observance of any other.

Efforts to do away with a mythical Santa Claus has so far failed, and even the most knowing adults have a fond memory of a time when this wonderful old night prowler was as real as anything in their lives. Skating and sleigh riding oft times were the principal amusements of Christmas time.

Gliding along the glassy surface of a winding river, locked arms with your best friend, she of whom you thought most on earth, and many of those shadowy skating drives led to after engagements that lasted throughout the years of a long life.

Christmas bells thrilled many a heart and there were not a few in those transcendently happy days who formed alliances that nothing but death could sever. Our President-elect will this year be in a foreign land for this holiday, and doubtless will have a fuller appreciation of the day he could have if sojourning under his own vine and fig tree.

My first real Christmas occurred when I was five years old. Brother and I hung our stockings back of the heating stove and glanced wonderingly at the stove funnel scarcely six inches in diameter down which the Kris Kringle of that day was supposed to come in search of good children's stockings. The backwoods homes had no brick chimneys the stove pipe going through the roof.

The two brothers had a happy time the next morning dashing for the over-filled stockings. Mine was filled with nuts, candies, some of those long striped sticks, an orange and a few empty spoons.

Brother's stocking held among other things a pair of skates, and on which the boy learned that winter to skate with the best of them although he was

scarcely seven. I did not learn the art that winter but enjoyed many a slide on the ice on a hand sled drawn by one of the skaters.

Christmas will never grow old, no more than does the spirit of man, which, as the body begins to decline from age, seems to mount into renewed youth waiting for the time of glad transition.

It bids fair this year to be a snow-less Christmas. Even so let not that old superstition take possession which saith that a bare Christmas means a fat graveyard. Such superstitions are unworthy of intelligent people of the present day.

Let us, young and old, make the most of Christmas. It is the one day in all the year when enmities should be forgotten and new life and happiness take possession of the heart.

Even when war darkened down on this land of ours Christmas was not forgotten either at home or on the tented field. It may be remembered, however, that one of the most terrific battles of the civil war raged on Christmas day. War is no respecter of time and place.

Although our Christmas rides this year will doubtless be in automobiles instead of in straw stuffed sleighs behind prancing Dobbin, yet we can feel just as happy as did those old timers of half a century ago.

Christmas is a day that is revered by the most skeptical as well as by priest and clergyman. The story of jolly old Santa Claus has made the natal day of a Christ one of the grandest on earth. Get out the stockings, pull down the antiquated fiddle from its dusty nook and play the old tunes as they were played in the long ago by masters of the art.

Christmas day is the gladdest day of all the year. The world will harmonize then if on no other occasion.

Old Timer.

## When On Your Way, See Onaway.

Onaway, Dec. 18—A combination of Christmas decorations and stars and stripes greet the American Legion gathering, the occasion being a convention of all the American Legion posts from several adjoining counties, the guests of Leo E. Richmond Post of Onaway. Greeting cards of welcome are displayed in all the business places and the abundance of flags and bunting give a Fourth of July appearance, although the weather appears to resent it. A big dinner will be served in the dining room of the I. O. O. F. hall by the Ladies Aid Society. Leo E. Richmond Post has the reputation of being good entertainers.

The Chamber of Commerce organization started off with a bang, over fifty signing up and the permanent organization (together with election of officers) will be accomplished at the annual meeting in January. Mr. Platte, President of the Tri-County Telephone Co., is taking an active interest in the new organization, being present in person and giving words of encouragement and expressing his confidence in the future of Onaway, stating that his company has recently expended \$45,000 in improvements here and expects to continue further until the service will be second to none.

The Haskin store building has been refinished and furnished for a pool and billiard parlor by a Mr. Reynolds, of Alpena. The building is well located and presents a neat appearance.

Mrs. Floyd Fairchild has opened a bazaar and novelty goods store in the Weingart building, formerly occupied by the Katmin jewelry stock. The stock of Christmas toys displayed has the children all excited.

F. M. Wilson has added a lunch and eating room to his pool and billiard parlor.

The Lobdell-Emery Co. has been shipping new machinery from the Alma plant to Onaway during the past week.

Squire Signal.

## WHOLESALE DRUG PRICE CURRENT

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

<b>Acids</b>		<b>Cotton Seed</b>		<b>Belladonna</b>	
Boric (Powd.)	10 @ 20	Cubebs	1 35@1 50	Benzoin	@ 1 44
Boric (Xtal)	15 @ 25	Eigeron	5 00@5 25	Benzoin Comp'd	@ 2 38
Carbolic	38 @ 44	Eucalyptus	6 00@6 25	Buchu	@ 2 20
Citric	53 @ 70	Hemlock, pure	1 25@1 50	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
<b>Ammonia</b>		Lavender Gar'n.	85 @ 1 20	Digitalis	@ 2 04
Water, 26 deg.	07 @ 18	Lemon	6 00@6 25	Gentian	@ 1 35
Water, 18 deg.	06 @ 15	Linseed, raw, bbl.	@ 87	Guaiaac	@ 2 28
Water, 14 deg.	5 1/2 @ 13	Linseed, bbl, less	97 @ 1 10	Guaiaac, Ammon.	@ 2 04
Carbonate	20 @ 25	Linseed, raw, less	94 @ 1 07	Iodine	@ 1 25
Chloride (Gran.)	09 @ 20	Mustard, arifil. oz.	@ 35	Iodine, Colorless	@ 1 50
<b>Balsams</b>		Neatsfoot	1 25@1 35	Iron, Clo	@ 1 56
Copaiba	1 00@1 25	Olive, pure	4 00@5 00	Kino	@ 1 44
Pir (Canada)	2 75@3 00	Olive, Malaga,	2 85@3 25	Myrrh	@ 2 52
Pir (Oregon)	65 @ 1 00	yellow		Nux Vomica	@ 1 80
Peru	3 00@3 25	Olive, Malaga,	2 85@3 25	Opium	@ 5 40
Tolu	2 00@2 25	green	2 85@3 25	Opium, Camp.	@ 1 44
<b>Barks</b>		Orange, Sweet	12 00@12 25	Opium, Deodor'd	@ 5 40
Cassia (ordinary)	25 @ 30	Origanum, pure	@ 2 50	Rhubarb	@ 1 92
Cassia (Saigon)	50 @ 60	Origanum, com'l	1 00@1 20	<b>Paints</b>	
Sassafras (pw. 60c)	@ 50	Pennyroyal	3 50@3 75	Lead, red dry	13 1/4 @ 13 1/4
Soap Cut (powd.)	20 @ 30	Peppermint	5 50@5 70	Lead, white dry	13 1/4 @ 13 1/4
<b>Berries</b>		Rose, pure	13 50@14 00	Lead, white oil	13 1/4 @ 13 1/4
Cubeb	@ 1 00	Rosemary Flows	1 25@1 50	Ochre, yellow bbl.	@ 2 1/2
Fish	@ 25	Sandelwood, E.		Ochre, yellow less	3 @ 6
Juniper	10 @ 20	I.	10 50@10 75	Red Venet'n Am.	3 1/2 @ 7
Prickly Ash	@ 75	Sassafras, true	1 75@2 00	Red Venet'n Eng.	4 @ 8
<b>Extracts</b>		Sassafras, arti'l	75 @ 1 00	Putty	5 @ 8
Licorice	60 @ 65	Spearment	7 00@7 25	Whiting, bbl	@ 4 1/2
Licorice, powd.	60 @ 70	Sperm	1 50@1 75	Whiting	5 1/2 @ 10
<b>Flowers</b>		Tany	7 00@7 25	L. H. P. Prep.	2 55@2 70
Arnica	1 75@1 85	Tar USP	65 @ 75	Rogers Prep.	2 55@2 70
Chamomile (Ged.)	@ 40	Turpentine, bbl.	@ 68	<b>Miscellaneous</b>	
Chamomile Rom.	@ 60	Turpentine, less	75 @ 88	Acetalid	57 @ 75
<b>Gums</b>		Wintergreen, leaf	6 00@6 25	Alum	08 @ 12
Acacia, 1st	50 @ 55	Wintergreen, sweet	3 00@3 25	Alum, powd and	
Acacia, 2nd	45 @ 50	birch	75 @ 1 00	ground	09 @ 15
Acacia, Sorts	20 @ 25	Wintergreen, art	75 @ 1 00	Bismuth, Subni-	
Acacia, Powdered	35 @ 40	Worm Seed	5 50@5 75	trate	2 48@2 76
Aloes (Barb Pow)	25 @ 35	Wormwood	20 00@20 25	Borax xtal or	
Aloes (Cape Pow)	25 @ 35	<b>Potassium</b>		powdered	05 @ 13
Aloes (Soc. Pow.)	75 @ 80	Bicarbonate	35 @ 40	Cantharides, po.	1 50@2 00
Asafoetida	50 @ 60	Bichromate	15 @ 25	Calomel	2 72@2 82
Pow.	75 @ 1 00	Bromide	69 @ 85	Capsicum, pow'd	62 @ 75
Camphor	90 @ 95	Bromide	54 @ 71	Carminc	7 50@8 00
Guaiaac	@ 60	Chlorate, gran'd.	23 @ 30	Cassia Buds	30 @ 35
Guaiaac, pow'd	@ 70	Chlorate, powd.		Cloves	40 @ 50
Kino	@ 1 25	or Xtal	16 @ 25	Chalk Prepared	14 @ 16
Kino, powdered	@ 1 20	Cyanide	30 @ 90	Chloroform	53 @ 68
Myrrh	@ 1 25	Iodide	4 36@4 60	Chloral Hydrate	1 20@1 50
Myrrh, powdered	@ 1 35	Permanganate	20 @ 30	Cocaine	12 85@13 50
Opium, powd.	19 65@19 92	Prussiate, yellow	35 @ 45	Jocoo Butter	65 @ 90
Opium, gran.	19 65@19 92	Prussiate, red	@ 70	Corks, list, less	30-10 to
Shellac	65 @ 80	Sulphate	35 @ 40	40-10%	
Shellac	75 @ 90	<b>Roots</b>		Copperas	03 @ 10
Tragacanth, pow.	@ 1 75	Alkanet	30 @ 35	Copperas, Powd.	4 @ 10
Tragacanth	2 00@2 35	Blood, powdered	40 @ 45	Corrosive Sublm	2 25@2 30
Turpentine	@ 30	Calamus	35 @ 75	Cream Tartar	35 @ 45
<b>Insecticides</b>		Elecampane, powd.	25 @ 30	Cuttle bone	40 @ 50
Arsenic	08 @ 20	Gentian, powd.	20 @ 30	Dextrine	6 @ 15
Blue Vitriol, bbl.	@ 08	Ginger, African,		Dover's Powder	4 00@4 50
Blue Vitriol, less	09 1/4 @ 17	powdered	30 @ 35	Emery, All Nos.	10 @ 15
Bordea. Mix Dry	12 @ 26	Ginger, Jamaica,	60 @ 65	Emery, Powdered	@ 15
Hellebore, White		powdered	45 @ 60	Epsom Salts, bbls.	@ 05
powdered	18 @ 30	Golden seal, pow.	7 50@8 00	Epsom Salts, less	3 1/2 @ 10
Insect Powder	47 1/2 @ 60	Ipecac, powd.	@ 5 00	Ergot, powdered	@ 4 00
Lead Arsenate Po.	13 1/2 @ 30	Licorice	35 @ 40	Flake, White	15 @ 20
Lime and Sulphur		Licorice, powd.	20 @ 30	Formaldehyde, lb.	14 1/2 @ 35
Dry	08 @ 22	Orris, powdered	30 @ 40	Gelatin	80 @ 90
Paris Green	24 @ 42	Poke, powdered	35 @ 40	Glassware, less 55%	
<b>Leaves</b>		Rhubarb, powd.	@ 1 00	Glassware, full case 60%.	
Buchu	@ 1 05	Rosinwood, powd.	@ 50	Glauber Salts, bbl.	@ 02 1/4
Buchu, powdered	@ 1 10	Sarsaparilla, Hond.	@ 1 10	Glauber Salts less	04 @ 10
Sage, Bulk	25 @ 30	ground		Glue, Brown	20 @ 30
Sage, 1/4 loose	@ 40	Sarsaparilla, Mexic.	@ 60	Glue, Brown Grd	16 @ 22
Sage, powdered	@ 35	Squills	35 @ 40	Glue, White	27 1/2 @ 35
Senna, Alex.	50 @ 75	Squills, powdered	70 @ 80	Glue, white grd.	25 @ 35
Senna, Tinn. pow.	30 @ 35	Tumeric, powd.	20 @ 25	Glycerine	20 @ 40
Uva Ursi	20 @ 25	Valerian, powd.	@ 1 00	Hops	75 @ 95
<b>Oils</b>		<b>Seeds</b>		Iodine	6 45@7 00
Almonds, Bitter,		Anise	@ 35	Iodoform	8 00@8 30
true	7 50@7 75	Anise, powdered	35 @ 40	Lead Acetate	20 @ 30
Almonds, Bitter,		Bird, 1s	13 @ 17	Jace	@ 1 50
artificial	3 00@3 25	Canary	10 @ 16	Jace, powdered	@ 1 60
Almonds, Sweet,		Caraway, Po.	30 @ 35	Menthol	8 50@9 50
true	1 50@1 80	Cardamon	2 50@3 00	Morphine	12 83@13 98
Almonds, Sweet,		Coriander pow.	40 @ 25	Nux Vomica	@ 30
imitation	1 00@1 25	Dill	15 @ 20	Nux Vomica, pow.	15 @ 25
Amber, crude	1 25@1 50	Fennel	35 @ 50	Pepper, black, pow	57 @ 70
Amber, rectified	1 50@1 75	Flax	7 @ 15	Pepper, White, pw.	75 @ 85
Anise	1 25@1 50	Flax, ground	7 @ 15	Pitch, Burgudry	20 @ 25
Bergamont	9 00@9 25	Foenugreek, powd.	15 @ 25	Quassia	12 @ 15
Cajeput	2 00@2 25	Hemp	8 @ 15	Quinine, 5 oz. cans	@ 59
Cassia	4 00@4 25	Lobelia, powd.	@ 1 60	Rochelle Salts	23 @ 40
Castor	1 55@1 80	Mustard, yellow	17 @ 25	Sacharine	2 60@2 75
Cedar Leaf	2 00@2 25	Mustard, black	20 @ 25	Salt Peter	11 @ 22
Citronella	1 00@1 20	Poppy	15 @ 30	Seidlitz Mixture	30 @ 40
Cloves	3 50@3 75	Quince	1 00@1 25	Soap, green	15 @ 30
Cocunut	27 1/4 @ 35	Sabadilla	45 @ 50	Soap mott cast	@ 25
Cod Lievr	2 00@2 45	Sunflower	12 @ 18	Soap, white Castile,	
Croton	2 00@2 25	Worm, American	30 @ 40	case	@ 15 00
<b>Tinctures</b>		Worm, Levant	6 50@7 00	Soap, white Castile	
Aconite	@ 1 80	<b>Seeds</b>		less, per bar	@ 1 60
Aloes	@ 1 56	Anise	@ 35	Soda Ash	3 @ 10
Arnica	@ 1 50	Anise, powdered	35 @ 40	Soda Bicarbonate	3 1/2 @ 10
Acafoetida	@ 2 28	Bird, 1s	13 @ 17	Soda, Sal	02 1/2 @ 08
		Canary	10 @ 16	Spirits Camphor	@ 1 20
		Caraway, Po.	30 @ 35	Sulphur, roll	3 1/2 @ 10
		Cardamon	2 50@3 00	Sulphur, Subl.	4 1/2 @ 10
		Coriander pow.	40 @ 25	Tamarinds	20 @ 25
		Dill	15 @ 20	Tartar Emetic	70 @ 75
		Fennel	35 @ 50	Turpentine, Ven.	50 @ 75
		Flax	7 @ 15	Vanilla Ex. pure	1 50@2 00
		Flax, ground	7 @ 15	Vanilla Ex. pure 2	25 @ 50
		Foenugreek, powd.	15 @ 25	Zinc Sulphate	06 @ 11
		Hemp	8 @ 15		
		Lobelia, powd.	@ 1 60		
		Mustard, yellow	17 @ 25		
		Mustard, black	20 @ 25		
		Poppy	15 @ 30		
		Quince	1 00@1 25		
		Sabadilla	45 @ 50		
		Sunflower	12 @ 18		
		Worm, American	30 @ 40		
		Worm, Levant	6 50@7 00		



# 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

California Prunes

## DECLINED

Holland Herring

### 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. case	2 25
Quaker, 12-32 oz. case	3 35

### AXLE GREASE

48, 1 lb.	4 35
24, 3 lb.	6 00
10 lb. pails, per doz.	8 50
15 lb. pails, per doz.	11 95
25 lb. pails, per doz.	19 15

### BAKING POWDERS

Arctic, 7 oz. tumbler	1 35
Queen Flake, 16 oz. dz	2 25
Royal, 10c, doz.	95
Royal, 6 oz., doz.	2 70
Royal, 12 oz., doz.	5 29
Royal, 5 lb.	31 20
Calumet, 4 oz., doz.	1 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

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

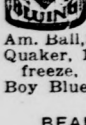
### BLUING

#### JENNINGS

The Original

#### Condensed

2 oz., 4 dz. cs.	3 00
1 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 80
Pep. No. 224	2 70
Pep. No. 202	2 00

### Krumbles, No. 424

2 70	
2 25	
1 50	
2 70	
1 50	
7 30	
2 25	
2 70	
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
Mills Bran, 12s	1 90
Roman Meal, 12-2 lb.	3 35
Cream Wheat, 18	3 90
Cream Wheat, 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
Thricuit, 24s	1 70
Wheatena, 18s	3 70

### BRUINS

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

### Shaker

No. 50	2 00
Peerless	2 60

### Shoe

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

### BUTTER COLOR

Dandelion	2 85
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### 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 sl.	1 35
Pineapple, 2 sl.	2 45
P'apple, 2 br. sl.	2 25
P'apple, 2 br. sl.	2 40
P'apple, 2 1/2, sl.	3 00
P'apple, 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'dr. 10 1/2 oz.	1 35
Clam Ch., No. 2	2 75
Clams, Steamed, No. 1	2 00
Clams, Minced, No. 1 1/2	2 25
Finnan Haddie, 10 oz.	3 30
Clam Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	2 75
Fish Flakes, small	1 35

### Cod Fish Cake, 10 oz.

1 35	
1 75	
2 90	
2 25	
6 40	
5 75	
5 25	
3 00	
2 40	
2 25	
2 25	
2 25	
2 25	
2 25	
2 25	

### 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. sli.	1 60
Beef, 3 1/2 oz. Qua. sli.	2 25
Beef, No. 1, B'nut, sli.	4 60
Beefsteak & Onions, s	3 70
Chili Con Can., ls	1 35
Deviled Ham, 1/4s	2 20
Deviled Ham, 1/2s	3 60
Hamburg Steak & Onions, No. 1	3 15
Potted Beef, 4 oz.	1 10
Potted Meat, 1/4 Libby	50
Potted Meat, 1/2 Libby	92 1/2
Potted Meat, 1/2 Qua.	90
Potted Ham, Gen. 1/4	1 85
Vienna Saus., No. 1 1/2	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	1 75
W. Beans, 10	7 50
Green Beans, 2s 1 65	2 25
Green Beans, 10s	7 50
L. Beans, 2 gr. 1 35	2 65
Lima Beans, 2s, Soaked	1 15
Red Kid. No. 2	1 25
Beets, No. 2, wh. 1 75	2 40
Beets, No. 2, cut 1 10	1 25
Beets, No. 2, cut 1 25	2 35
Corn, No. 2, stan.	1 10
Corn, Ex. stan. No. 2	1 45
Corn, No. 2, Fan. 1 80	2 35
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, Sur Extra	50
Peas, No. 2, E. J.	1 35
Peas, No. 2, Sift.	1 85
Peas, No. 2, Ex. Sift.	2 25
Pumpkin, No. 3	1 45
Pumpkin, No. 10	5 00
Pimientos, 1/4, each	12 1/4
Pimientos, 1/2, each	27
Sw't 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 35
Quaker, 8 oz.	1 30
Quaker, 10 oz.	1 45
Quaker, 14 oz.	1 90
Quaker, Gallon Glass	12 50
Quaker, Gallon Tin	8 00

### CHILI SAUCE

Snider, 16 oz.	3 30
Snider, 8 oz.	2 30
Lilly Valley, 8 oz.	2 25
Lilly Valley, 14 oz.	3 35

### 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	32

### 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
Spearmint, Wrigleys	65
Julie 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
Pastelles, No. 1	12 60
Pastelles, 1/2 lb.	6 60
Pains De Cafe	3 00
Droste's Bars, 1 doz.	2 00
Delft Pastelles	2 15
1 lb. Rose Tin Bon	13 00
7 oz. Rose Tin Bon	9 00
13 oz. Creme De Cara-	13 20
12 oz. Rosaces	10 80
1/2 lb. Rosaces	7 80
1/4 lb. Pastelles	3 40
Langues De Chats	4 80

### CHOCOLATE.

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

### CLOTHES LINE.

Hemp, 50 ft.	2 00
Twisted Cotton, 50 ft.	3 50
Braded, 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



## 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., 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 &amp; 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 bx	4 20
Ohio Blue Tip, 144 bx	5 00
Ohio Blue Tip, 720-1c	4 00
Blue Seal, 144	4 85
Reliable, 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	25
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
125 lb. bags	12
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 10
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	34
8 oz., 2 do. in case	34
15 lb. pails	34
25 lb. pails	34

## 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 "T"	65.1
Transmission Oil	65.1
Finol, 4 oz. cans, doz.	1 50
Finol, 8 oz. cans, doz.	2 25
Parowax, 100 lb.	9.5
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

Loin, med.	19
Butts	18
Shoulders	15
Spareribs	16
Neck bones	06
Trimming	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, Cer., Skinned	
16-18 lb.	@ 27
Ham, dried beef	
Knuckles	@ 44
California Hams	@ 17 1/2
Picnic Boiled	
Hams	20 @ 25
Boiled Hams	@ 45
Mince Hams	@ 21
Bacon 4/6 Cert.	24 @ 32

## Beef

Boneless, rump	23 00 @ 28 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, Kegs	90
Mixed, half bbls.	8 75
Mixed, bbls.	16 50
Milkers, Kegs	1 00
Milkers, half bbls.	9 75
Milkers, bbls.	18 50
K K K K Norway	19 50
8 lb. pails	1 40
Cut Lunch	1 50
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
Bixby's, Doz.	1 35
Shinola, doz.	90

## STOVE POLISH

Blackene, per doz.	1 35
Black Silk Liquid, dz.	1 40
Black Silk Paste, doz.	1 25
Enameline Paste, doz.	1 35
Enameline Liquid, dz.	1 35
E. Z. Liquid, per doz.	1 40
Radium, per doz.	1 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. bk.	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.	40
Baker Salt, 280 lb. bbl.	4 10
24, 10 lb., per bale	2 45
35, 4 lb., per bale	2 60
50, 3 lb., per bale	2 85
28 lb. bags, Table	42
Old Hickory, Smoked,	
6-10 lb.	4 50



Per case, 24, 2 lbs.	1 40
Five case lots	2 30
Iodized, 24, 2 lbs.	1 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
Grdma White Na. 10s	3 75
Jap Rose, 100 box	7 85
Fairy, 100 box	4 00
Palm Olive, 144 box	11 00
Lava, 100 bo	4 90
Octagon, 120	6 00
Pummo, 100 box	4 85
Sweetheart, 100 box	5 70
Grandpa Tar, 50 sm.	2 10
Grandpa Tar, 50 lge.	3 50
Quaker Hardwater	
Cocoa, 72s, box	2 85
Fairbank Tar, 100 bx	4 00
Trilby Soap, 100, 10c	7 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
Sopaine, 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	----	@
Cloves, Zanzibar	----	@
Cassia, Canton	----	@
Cassia, 5c pkg., doz.	----	@
Ginger, African	-----	@
Ginger, Cochin	-----	@
Mace, Penang	-----	1
Mixed, No. 1	-----	@
Mixed, 5c pkgs., doz.	-----	@
Nutmegs, 70@90	-----	@
Nutmegs, 105-1 10	--	@
Pepper, Black	-----	@



FRED MASON.



## Do Not Copy the Faults of Any Other Merchant.

(Continued from page 20)

are successful. This rule, if followed, makes it certain that your inventory will always be safe and sane. You will have no inflated values. Your statement will be inside instead of outside the facts.

Accounts outstanding must be figured individually down to a basis where you are certain they will make good. This means that you take each account, stand on the outside of your business mentally, honestly pass on it at the price for which you would buy it in money. It also means that a doubtful account should not be taken in at all. Those that incline to be slow should be discounted 25 per cent. or over. Those that are strictly gilt-edged and prompt pay should be taken in at 100 per cent.

Now add all the accounts together to make a total thus discounted and depreciated; and from that total deduct a blanket 10 per cent. Then you can feel that this resource is figured down to the bone—that the resulting figure is, in fact, a resource and not a questionable quantity that may turn out to be more nearly a liability.

Inside furniture and fixtures should always be discounted 10 per cent. each and every year. Exceptions to this rule are special machinery like meat slicer, coffee roasters and electric motors. Those should be discounted 20 per cent. annually. All delivery equipment discount 20 per cent.

The reasons for such heavy discounting of things which may outlast their owner is that not merely wear and tear but advancement of science works against them. Nobody can tell the minute some new device, package, scheme or plan may reduce a perfectly good machine to the value of little better than scrap iron.

Of all inside mercantile sports none is more prevalent than the good old game of fooling ourselves. We all do it. We do it often with our eyes wide open, knowing we are doing it. But we also allow our imaginations to play when we should get down to hard pan. We are more apt to take loose estimates for facts at inventory time than at any other time—why, it is hard to say. But that is why we must be especially prepared to face actualities at the beginning of any year.

Whatever other folly we indulge in, let us cut out the self-fooling!

Paul Findlay.

## Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Dec. 8.—We have to-day received the schedules, reference and adjudication in the matter of James Carris, Bankrupt No. 3613. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a merchant. The schedules show assets of \$500 of which \$250 is claimed as exempt, with liabilities of \$3,202.57. The first meeting will be called promptly and note of same made herein. The list of creditors of said bankrupt is as follows: Addie Ross, Grand Rapids \$ 6.45 Fern Henneffey, Grand Rapids 7.00 Rose Dougherty, Grand Rapids 5.00 Heyman Co., Grand Rapids 60.00 Claude Piper, Grand Rapids 1,700.00 Nick Tsoronakis, Grand Rapids 000.00 Arctic Ice Cream Co., Grand Rapids 215.00 P. D. Mohrhardt, Grand Rapids 40.00 E. B. Gallagher, Grand Rapids 15.00 G. R. Store Fixture Co., Grand R. 20.00 Hill Plumbing Co., Grand Rapids 38.66

Miller Candy Co., Grand Rapids 73.86 Hoekstra Ice Cream Co., Grand R. 91.55 G. R. Creamery Co., Grand Rapids 45.00 Modern Laundry Co., Grand R. 30.00 H. Leonard & Sons, Grand Rapids 15.00 Joe Hertz, Grand Rapids 35.00 Gladys Zysko, Grand Rapids 45.51 Model Bakery, Grand Rapids 100.00 St. Mary's Hospital, Grand Rapids 8.00 Dec. 8. We have to-day received the schedules, reference and adjudication in the matter of George E. F. Vennard and Edward T. Vennard, a copartnership, doing business as Vennard's Pharmacy, and individually, Bankrupt No. 3617. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupts are residents of Grand Rapids, and occupation is that of a drug store proprietors. The schedules show assets of \$8,564.52 with liabilities of \$9,081.71. The first meeting will be called promptly and note of same made herein. The list of creditors of said bankrupt is as follows: City of Grand Rapids \$ 21.35 Hazeline & Perkins, Grand Rapids 2,678.00 Kent State Bank, Grand Rapids 505.00 Hoekstra Ice Cream Co., Grand R. 1,144.00 Metropolitan Life Insurance Co., New York City 415.00 Industrial Discount Co., Grand R. 50.00 Industrial Mfg. and Inv. Co., Grand Rapids 300.00 Kent State Bank, Grand Rapids 60.00 American Druggists Syn., Chicago 53.72 A. E. Brooks & Co., Grand Rapids 290.00 Bauer & Black, Chicago 6.54 Camburn Candy Co., Grand Rapids 5.50 Consumers Power Co., Grand Rapids 50.00 Ferris Coffee and Nut Co., G. R. 42.05 Folgers, Grand Rapids 24.55 Eline's, Milwaukee 21.90 Farrand, Williams & Clark, Detroit 28.96 John O. Gilbert Choc. Co., Jackson 7.59 Gray Beach Cigar Co., Grand Rapids 7.50 General Cigar Co., Chicago 17.23 M. P. Gould Co., New York City 100.00 Insko, New York City 4.79 Holland Cigar Co., Grand Rapids 15.00 Hoffman Co., New York City 5.15 Heyboer Co., Grand Rapids 14.56 Lee & Cady, Grand Rapids 34.06 Albert Misket Fuel Co., Grand R. 20.00 National Pharmaceutical Co., Detroit 20.76 Parker Pen Co., Janesville 1.08 Professional Underwriters Corp., Grand Rapids 15.00 Photo Service Shop, Grand Rapids 101.39 Rhodes Mfg. Co., Grand Rapids 15.35 Rysdale Candy Co., Grand Rapids 26.07 Shaw News Co., Grand Rapids 15.12 J. E. Stephens Co., Detroit 66.82 Upjohn Co., Kalamazoo 16.88 Frederick Stearns & Co., Detroit 95.76 VandenBerge Cigar Co., Grand R. 3.10 Steffen F. Whitman Co., Chicago 40.00 G. R. Water Works, Grand Rapids 43.93 Consumers Ice Co., Grand Rapids 25.67 Mich. Bell Telephone Co., Grand R. 15.90 Roseberry-Henry Elec. Co., G. R. 45.80 Churchill Fruit Syrup Co., G. R. 12.00 Hazeline & Perkins, Grand Rapids 1,561.29 Hoekstra Ice Cream Co., Grand R. 1,918.10 Gas Light Co., Grand Rapids 26.23 Press, Grand Rapids 8.00 Albert Misket Fuel Co., Grand R. 24.00 C. S. Beumann, Grand Rapids 103.10 Dr. R. F. Poutre, Grand Rapids 30.00 Young & Chaffee, Grand Rapids 6.50 Consumers Ice Co., Grand Rapids 10.90

In the matter of Joseph R. Ross, individually and as the Elm Candy Shoppe, Bankrupt No. 3497, the trustee has filed his first report and account, and an order for the payment of expenses of administration and preferred and secured claims has been made.

Dec. 13. On this day was held the first meeting of creditors in the matter of Dubois-Munn Co., a corporation, Bankrupt No. 3573. The corporation was present by its secretary-treasurer and represented by Corwin, Norcross & Cook, attorneys. The petitioning creditors were present by Hilding, Hilding & Tubbs, attorneys, who also appeared for creditors. Dunham & Cholette were also present for certain creditors. The meeting then adjourned by agreement to Dec. 26.

In the matter of Frank J. Lee, H. Leroy Lee and Lee Bros., a copartnership, Bankrupt No. 3323, the trustee has filed his final report and account, and a final meeting of creditors was held Dec. 3. The bankrupts were present in person and represented by attorneys Dunham & Cholette. Claims were allowed. The trustee's final report and account was approved and allowed. An order was made for the payment of expenses of administration and for the payment of a 100 per cent. dividend on the claim filed in the partnership estate; a dividend of 16 per cent. on the claim filed in the estate of H. Leroy Lee and a first and final dividend of 19 per cent. in the claims filed against Frank J. Lee. No objections were made to the discharges of the bankrupts. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

Dec. 13. On this day was held the first meeting of creditors in the matter of Henry Schadenberg, Bankrupt No. 3560. The bankrupt was present in person and represented by attorney Robert H. Burns. No creditors with claims 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 as a case without assets.

On this day also was held the first meeting of creditors in the matter of

Frank D. Foster, Bankrupt No. 3601. The bankrupt was present in person and represented by attorney John J. McKenna. 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, as a case without assets.

On this day also was held the first meeting of creditors in the matter of Alfred Poland, Bankrupt No. 3598. The bankrupt was present in person, but not represented by attorney. 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, as a case without assets.

On this day also was held the first meeting of creditors in the matter of Russell E. Cole, Bankrupt No. 3605. The bankrupt was present in person and represented by attorneys Corwin, Norcross & Cook. Creditors were present by representatives. No creditors were present in person. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. C. W. Moore, of Belmont, was named trustee, and his bond placed at \$100. The first meeting then adjourned without date.

Dec. 14. On this day was held the first meeting of creditors in the matter of Albert Sydney Lynn, Bankrupt No. 3596. The bankrupt was present in person and represented by attorney H. H. Smedley. 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, as a case without assets.

On this day was held the first meeting of creditors in the matter of Sven Paul Greenquist, Bankrupt No. 3600. The bankrupt was present in person and represented by attorney. No creditors were present or represented. One claim was 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.

On this day was held the first meeting of creditors in the matter of Donald Nicholas, Bankrupt No. 3599. The bankrupt was present in person. No creditors were present or represented. One claim was 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.

In the matter of Edna M. Griffen, Bankrupt No. 3614. The funds have been received and the first meeting of creditors has been called to be held Dec. 29.

On this day also was held the first meeting of creditors in the matter of Kalkaska Produce Co., Bankrupt No. 3584. The bankrupt corporation was present by its receiver and represented by attorney John W. Patchin. Creditors were present by G. R. Credit Men's Association. The petitioning creditors were represented by Francis L. Williams. Claims were proved and allowed. Shirley C. De Groot was named trustee and his bond placed at \$2,000. The first meeting then adjourned without date.

Dec. 14. We have to-day received the schedules, reference and adjudication in the matter of Israel Goldman, Bankrupt No. 3622. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Benton Harbor, and his occupation is that of a tailor. The schedules show assets of \$1,309.61 of which \$250 is claimed as exempt, with liabilities of \$2,589.36. The first meeting will be called promptly, note of which will be made herein. The list of creditors of said bankrupt is as follows: Bradford Bowlby Realty Co., Benton Harbor \$599.09 John B. Ellison, Philadelphia 1,100.50 Detmer, Bruner & Mason, Inc., 175.03 John L. Bobo & Co., Chicago 110.64 S. Brody & Sons, Chicago 88.20 Mullen & Co., Chicago 100.00 Superior Woolen Co., Chicago 38.46 H. W. Reeve Woolen Co., Louisville 65.56 Bryan, Robinson Clo. Co., Louisville 186.50 Eastern Woolen Co., St. Paul, Minn. 56.66 Alex Csepregi, Benton Harbor 33.60 Dan O'Neil, Benton Harbor 35.00

Dec. 17. We have to-day received the schedules, reference and adjudication in the matter of George H. Budde, Bankrupt No. 3629. 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 \$250 of which the full amount is claimed as exempt, with liabilities of \$2,160.47. 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: Campbell Electric Co., Grand R. \$111.02 Producers' Fuel Co., Grand Rapids 57.00 George F. Cornell & Son, Grand R. 30.80 Hesses', Grand Rapids 65.73

G. W. Eade & Co., Aurora, Ill. 79.57 Arthur W. Hess, Grand Rapids 30.00 Leon Knapp Drum Shop, Grand R. 15.00 James D. Locke, Grand Rapids 18.00 Litscher Electric Co., Grand Rapids 38.57 Elfred Hock, Grand Rapids 22.00 East End Shoe Store, Grand Rapids 22.05 Togan Stiles Inc., Grand Rapids 45.00 Perry Nichols, Grand Rapids 11.80 Elmer Richards, Chicago 24.54 Sears Roebuck Co., Chicago 9.55 Harry Clay, Grand Rapids 85.00 Top Dry Goods Co., Grand Rapids 10.00 G. R. Creamery, Grand Rapids 34.84 Old National Bank, Grand Rapids 600.00 G. R. Savings Bank, Grand Rapids 140.00 Citizens' Industrial Bank, Grand R. 310.00 Community Finance Service Co., Grand Rapids 300.00

Kent State Bank, Grand Rapids 100.00

Dec. 17. We have to-day received the schedules, reference and adjudication in the matter of Edward Van Putten, Bankrupt No. 3630. 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 janitor. The schedules show assets of \$250 of which the full interest is claimed as exempt, with liabilities of \$1,007.50. 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: Earl Kidd, Grand Rapids \$950.00 Harley Smith, Grand Rapids 35.00 A. S. Connell, Grand Rapids 22.50

Dec. 17. We have to-day received the schedules, reference and adjudication in the matter of Milhart F. Klicopera, Bankrupt No. 3631. 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 \$1,550 with liabilities of \$19,243.69. 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: State of Michigan \$ 51.86 City of Grand Rapids 702.50

Home State Bank, Grand Rapids 9,500.00 Industrial Savings Bank, Grand R. 3,500.00 Kent State Bank, Grand Rapids 33.33 Reed & Wiley, Grand Rapids 175.00 Paul Stoketee & Sons, Grand Rapids 200.00 DeGroot Fuel Co., Grand Rapids 44.00 Houseman & Jones, Grand Rapids 49.00 Friedman Springs, Grand Rapids 49.00 H. B. Elhart & Sons, Grand Rapids 70.00 Jacob Smith, Grand Rapids 30.00 M. E. Shanteau, Grand Rapids 31.00 Broomhall Tire Co., Grand Rapids 147.00 Peiter Auto Co., Grand Rapids 63.00 Reno Offringa, Grand Rapids 100.00 Dr. Collisi, Grand Rapids 75.00 Dr. Masselink, Grand Rapids 10.00 Willis P. Perkins, Jr., Grand Rapids 500.00 Wykes & Sherk, Grand Rapids 50.00 Fred P. Geib, Grand Rapids 500.00 Dr. C. H. Bull, Grand Rapids 10.00 Dr. H. M. Blackburn, Grand Rapids 3.00 Sarah A. Barth, Grand Rapids 3,300.00

In the matter of William A. Weatherwax, Bankrupt No. 3355, the trustee has filed his final report and account, and a final meeting of creditors was held Dec. 3. The trustee was present in person. No creditors were present or represented. Claims were proved and allowed. The bills for expenses of administration were approved and ordered paid, as far as the funds on hand would permit, there being no funds for dividends to creditors. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

## Glass Situation Continues Good.

A slight improvement in demand for window glass is noted, indicating jobbers are bent on filling gaps in present warehouse stocks. With distributors of flat glass products business continues in reasonably good seasonal volume and the usual rush prevalent at this season in orders for certain sizes and qualities of glass is in evidence. Some slowing up in plate glass has been noted during the last couple of weeks, although bookings of manufacturers are reported above the average for the final month of the year.

## Fobs of Seed Pearls.

Fobs made of fine seed pearls, with an occasional crystal used in the drop or very small rhinestones in the bar-pin, are equally smart for evening wear. Even with marcasite work crystals and rhinestones are combined in items for evening wear.

Our hardest fight is against our own shiftlessness, not against our jobs.



### Side Glances or Early Days in Grand Rapids.

The American Railway Express Co. owned by railroad corporations, is a consolidation of several organizations which managed the business of transporting small packages between commercial communities throughout the United States and Canada. Previous to the outbreak of the war, four of such companies—Adams, American, United States and National, operated in Grand Rapids.

Since the railroads took over the service, expense of operation has been greatly reduced. Offices and store-rooms in the business districts have been vacated and packages are now delivered from the railway stations. Employees have been reduced in number. It is presumed that the baggage and express departments of the railways will be consolidated eventually. During the fifth decade of the past century, the American Express Co. extended its service from Kalamazoo to Grand Rapids. Transportation of small packages was by stage. Grand Rapids did not possess railroad facilities at that period.

Crawford Angell, the messenger and agent at Grand Rapids, traveled back and forth between the two small cities named, hundreds, perhaps thousands of times, in the conduct of the business. At times the roads were muddy and almost impassable. Later when the roadway had been covered with planks, the service was quite regular and less tedious. When trains began operation on the Detroit and Milwaukee Railroad in 1858 the express company transferred its service from the stage to the rails.

With the development of its business the express company advanced Mr. Angell to positions of greater than local responsibility. His last years were spent in its service as its superintendent for the State of Michigan.

Mr. Angell was elected and served one term as Mayor of Grand Rapids. He was prominent in the activities of fraternal organizations and local politics.

On one occasion, when he was the presiding officer of a certain lodge, a gavel composed of wood of great value on account of the history of the material from which it was constructed, was presented to the lodge.

With the new emblem of authority in his hand, Angell struck the pedestal at his side a vigorous blow. The member who presented the gavel, quite surprised with the force of Crawford's blow, warned him that the gavel might be broken—that it was not as strong as a blacksmith's hammer.

"Oh, it is a toy, eh?" Angell enquired. "Take it away. Give me the old gavel."

Mr. Angell was the father of Harry C. Angell and the grandfather of Charles R. Angell, of Grand Rapids.

John Hellen spent many years in the service of the Grand Rapids Gas Co. as its superintendent. John was prudent and economical in his expenditures for his family and on his own behalf. John invested his savings judiciously. He accumulated a sizable

bunch of American Light and Traction stock, which he subsequently sold, realizing five for one. Then John resigned his position with the Gas Co. He is spending his declining years in the enjoyment of the rewards of a life well spent.

Pioneers of Grand Rapids occasionally indulged in a game of draw poker. Money was scarce and gambling debts were frequently paid through transfers of real estate. Lots which are now worth hundreds of thousands of dollars were deeded to winners of a few dollars. David Miller was one of a group which played the game. One of his winnings was a lot and store building on Monroe avenue. Its exact location to-day would be the center of Campau Square. The property was eventually acquired by the city and the building razed when the square was opened. Miller sold groceries in the building for a few years. Silas Durham purchased the property of Miller, painted the front of the building alternate red and white squares, and named the place "Checkered Store." When the city took possession of the property, Durham sold his stock of goods to Alfred and Frank Crawford, who moved it to a store on Pearl street and continued the business.

One of the first stores opened for business on Plainfield avenue was a grocery owned by C. H. Saunders, a veteran of the civil war and a retired policeman. The first man Saunders was sent out to bring in resisted arrest and drew a gun. Before he could explode his weapon, Saunders' gun barked loudly and the offender felt a sting in his shoulder, after which he submitted to an arrest. The gun shot wound he received was not serious.

By the way, how many readers of the Tradesman could recall the names of the six patrolmen who composed the police force of Grand Rapids in 1872? Here is the list: William Ormand, Thomas McLean, Charles H. Saunders, Sanford Tucker, Putnam Stinson and William Whalen. Tucker resigned a few months after he had entered the service and was succeeded by Jacob Hoch—a civil war veteran.

Arthur Scott White.

### Items From the Cloverland of Michigan.

Saut Ste. Marie, Dec. 18—It won't be long now. The merchants are ready for the last rush and the line at the postoffice window is increasing each day. Snow almost all gone and, comparatively speaking, there is very little flu. This is going to seem like a short winter and many who were going South for the winter have decided to remain at home, as the flu epidemic does not look good in the South.

The Sharr & Son candy factory, at Trout Lake, was destroyed by fire last week. We are told they carried no insurance. Whether or not the factory will be rebuilt has not yet been announced.

Fire destroyed the store of J. H. Holbrook, at McMillan, last Monday. Mrs. Holbrook was sleeping in the building when a pet dog roused his mistress by licking her face until she awoke just in time to escape. The Holbrook family moved to McMillan from the Soo last fall and purchased the store. Mr. Holbrook was a former owner of the Belvidere Hotel and the Merchants soft drink parlor. It has

not as yet been announced what they will do in the future.

Wm. McEyer, the well-known merchant at Charles, was a business caller last week, doing his Christmas shopping. He has just added a nifty new roadster to his equipment which he will use on his hurry up trips.

Bigger & Co., formerly from Escanaba, have moved to Kenneth, where they are opening camps to take out wood for the Charcoal Iron Co., at Newberry.

The Government advises people to drink sauer kraut juice and help the cabbage industry. Is this the farm relief we have been hearing so much about?

E. S. Royce, well-known auctioneer, has opened a temporary office in the Cowan & Hunt building, where he will wind up the Rothwell Co. furniture stock.

With weather more suited to opening of navigation than closing, the 1928 season at the locks came to a close Saturday. The Canadian locks are still open, waiting for the last boat, a steamer which will pass through for the upper lakes. A peaceful close in contrast with 1926 and 1927 seasons, unmarred by ice blockades or wrecks. Last year several steamers were wrecked and an ice blockade held twenty-three steamers here. This year the river is open from Iroquois to De Tour and no sign of ice.

The car ferry of the Mackinac Transportation Co. is now handling the automobile business, making five trips daily. First trip at 3 a. m. and the last trip at 11:45 at night. The rates are the same as charged by the State ferries. The State will compensate the transportation company for the difference in fares. This arrangement will make much more business and many will spend Christmas in Lower Michigan if the warm weather continues.

Paul Litzner, of the firm of Litzner Bros., general merchants at Moran, paid the Soo a visit last week on business.

The Dodge & Chandler Co., has opened a garage and is now ready for service.

Among the most valuable tips of the day of stock speculation is the advice furnished by Isaac Newton.

The farmers in Chippewa county are going into sheep raising more each year. Roy Eagle has now one of the finest herds of Oxford sheep in the county, having recently added the forty purchased from James York, who purchased his flock at Muir, near Ionia. William G. Tapert.

### Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Motors Finance Corp., Ann Arbor. Russel Woods Co., Detroit. Standard Appliance Corp., Detroit. Lamb & Co., Inc., Adrian. Fred Whincap & Associates, Inc., Grand Rapids.

Lawyer's Realty Co., Detroit. Ferndale Building Co., Detroit. Bay Oil Co., Bay City. Nicholson Transit Co., Detroit. E. Edwards Co., Inc., Traverse City. H. A. Hoxie Co., Grand Rapids. Lumber Service & Credit Corp., Detroit.

Co-operative Threshers Association of West Kinderhook, Coldwater. States Clay Products Co., Holland. VanWulfen Construction Corp., Detroit.

Edwards Electrical Construction Co., Detroit.

Imperial Elkhorn Coal Co., Detroit. State Savings Bank, St. Clair. Guardian Land Contract Co., Inc., Detroit.

Meadowdale Estates, Inc., Jackson. Detroit Jewish Herald, Detroit. General Store Fixture Co., Detroit. Cadillac Pattern Works, Detroit.

Central Sheet Metal & Roofing Co., Detroit.

Detroit Cold Storage & Terminal Co., Detroit.

Summer Bungalow Corp., Lansing. Brighton Inn, Inc., Brighton.

Mount Clemens Maytag Corp., Mt. Clemens.

Nicholson-Erie-Dover Ferry Line, Detroit.

Winona Copper Co., Houghton.

Jaxon Steel Products Co., Jackson.

South Range Copper Co., South Range.

### The Candy-Cigarette War.

The advertising world is an interested spectator in the candy-cigarette war.

The slogan "Pass me a Lucky—I pass up the sweets" has brought a storm of protest from the candy and numerous allied trades which accuse the American Tobacco Co. of riding roughshod over the interests of other industries in order to sell a few more cigarettes.

Whether or not one happens to be particularly interested in sweets or tobacco is of little moment. The point is that similar and even more far-reaching controversies may be expected as competition grows keener and whenever one industry feels that it can better itself by slipping over the boundary line into the apple orchard of its neighbor.

It will be interesting to observe whatever action will be taken by the sweet foods industry, for it may affect in large measure other controversies over advertising ethics which may arise.

Just because you don't know the reason is no proof there is no reason.

## GRAND RAPIDS STORE EQUIPMENT CO.

### PREFERRED COMMON

LISTED, UNLISTED, LOCAL  
AND BANK SECURITIES

Trading Department

Telephone 4745

## HOWE SNOW & CO.

INCORPORATED

60 Monroe Avenue  
GRAND RAPIDS

NEW YORK CHICAGO  
DETROIT SAN FRANCISCO  
PHILADELPHIA MINNEAPOLIS



# Cool, Snappy, Invigorating WINTER 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*

## "Straws Show the Way the Wind Blows"



"Perhaps what follows doesn't amount to much, coming as it does from a small retail grocer. However, I would like to say that I find a great deal of satisfaction in handling your coffee and tea. They are good sellers. Our customers never complain of quality. There is no wrangle over price. I think that Chase & Sanborn's coffees and teas are a line which independent grocers, so called, should push to the limit. You certainly deserve their cooperation."

There is evidence to show that the rank and file of retail grocers the country over is pushing the sale of SEAL BRAND COFFEE as never before. At a time when so many competitive brands are being sold at retail prices that show a profit only to the manufacturer, independent merchants in ever-increasing numbers are getting behind the coffee every pound of which spells satisfaction to the trade and shows a living profit to the dealer.

### Chase & Sanborn

Importers

SEAL BRAND COFFEE AND TEA

Boston

Chicago

Grocers Supplied by Chase & Sanborn, 327 N. Wells St., Chicago

# HEKMAN'S

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

## Cookie-Cakes and Crackers

MASTERPIECES  
OF THE BAKER'S ART



*for every occasion*



*Heikman Biscuit Co.*  
Grand Rapids, Mich.

# YOUR Selling Cost

is less when you stock goods of known value. Especially when the price has been established by the manufacturer and you realize your full profit as you do on

# K C Baking Powder

Same Price  
for over **38** years

25 ounces for 25c

A fair price to the consumer and good profit for you. Why ask your customers to pay War Prices?

It will pay you to feature K C

Millions of Pounds Used by Our  
Government